Data Analytics and Artificial Intelligence

Vol: 3(2), 2023

REST Publisher; ISBN: 978-81-948459-4-2

Website: http://restpublisher.com/book-series/daai/

DOI: https://doi.org/10.46632/daai/3/2/7

Software Defect Prediction Using Machine Learning Techniques

*** G.Cauvery, Dhina Suresh**

St. Joseph college of arts and science for women, Hosur, Tamil Nādu, India.

*Corresponding Author Email: cauverysrini308@gmail.com

Abstract. *Software defect prediction provides development groups with observable outcomes while contributing to industrial results and development faults predicting defective code areas can help developers identify bugs and organize their test activities. The percentage of classification providing the proper prediction is essential for early identification. Moreover, software- defected data sets are supported and at least partially recognized due to their enormous dimension.*

Keywords: *defect prediction, machine learning methods, quality software.*

1. INTRODUCTION

Nowadays developing a software system is a difficult process that involves planning, analyzing, designing, implementing, testing, in targeting, and maintenance. A software engineer's work is developing a system in time with a limited budget which is done in the planning phase. While doing the development process we can have a few defects like not proper design, where the logic is poor, data handling is improper, etc, and these defects cause errors which lead to re-do the work, increasing in development and cost of maintenance. These all are responsible for the decrease in customer satisfaction. In this point of view, faults are grouped based on sternness, corrective and advance actions are taken as per the sternness defined. Problem Statement In the past decade, humans have progressively focused on software-based systems in which software quality is regarded as the most critical element in user functionality. Because of the vast production of application software, software quality remains an unresolved problem that gives inadequate output for industrial and private applications. Designs of defect prediction are commonly utilized by industries and Such models help in predicting faults, estimating effort testing software reliability, hazard analysis, etc. during the growth stage. Proposed Work: We propose an efficient system, which belongs to the traditional machine learning concept. A dataset is used to train the model hence less execution time and also yield efficient results. One of typically using traditional machine algorithm. Advantages: More Efficient, High accuracy.

2. LITERATURE SURVEY

Integrated Approach to Software Defect Prediction: Software defect prediction provides action able outputs to software teams while contributing to industrial success. Empirical studies have been conducted on software defect prediction for both cross project and within-project defect prediction. However, existing studies have yet to demonstrate method of predicting the number of defects in an upcoming product release. This paper presents such a method using predictor variables derived from the defect acceleration, namely, the defect density, defect velocity, and defect introduction time, and determines the correlation of each predictor variable with the number of defects. We report the application of an integrated machine learning approach based on regression models constructed from These predict or variables. An experiment was conducted on ten different data sets collected from the PROMISE repository, containing 22838 instances. There gression model constructed as a function of the average defect velocity achieved an adjusted R-square of 98.6%, with a p-value of < 0.001. The average defect velocity is strongly positively correlated with the number of defects, with a correlation coefficient of 0.98. Thus, it is demonstrated that this technique can provide a blue print for program testing to enhance the effectiveness of software development activities.

A Review on Software Defect Prediction Techniques Using Product Metrics: Presently, complexity and volume of software systems are increasing with a rapid rate. In some cases it improves performance and brings efficient outcome, but unfortunately in several situation sit leads to elevated cost for testing, meaning less outcome and inferior quality, even there is no trust worthiness of the products. Fault prediction in software plays a vital role in enhancing the software excellence as well asit helps in software testing to decrease the price and time. Conventionally, to describe the difficulty

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Copyright@ REST Publisher

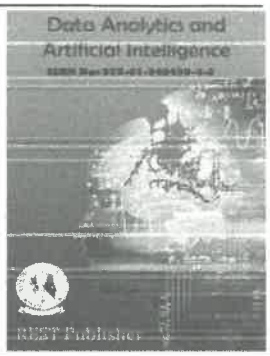
Data Analytics and Artificial Intelligence

Vol: 3(2), 2023

REST Publisher; ISBN: 978-81-948459-4-2

Website: http://restpublisher.com/book-series/daai/

DOI: https://doi.org/10.46632/daai/3/2/17



Shilling Attack Detection in User Based Recommendation System

*** S. Poornima, M. Geethanjali**

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

*Corresponding Author Email: poornimadazzling01@gmail.com

Abstract. *The majority of the existing unsupervised methods for detecting shilling attacks are based on user rating patterns, ignoring the differences in rating behavior between legitimate users and attack users. These methods have low accuracy in detecting different shilling attacks without having any prior knowledge of the attack types. We provide a novel unsupervised shilling assault detection technique based on an examination of user rating behavior in order to overcome these constraints. By first examining the deviation of rating tendencies on each item, we are able to determine the target item(s) and the accompanying goals of the attack users. Based on the results of this study, a group of suspicious users is then created. Second, we examine the users' rating behaviors in terms of their rating and interest preferences. Finally, using measurements of user rating behavior, we determine the suspicious degree and identify attack users within the collection of suspicious users. The Movie Lens 1M dataset, the sampled Amazon review dataset, and the Netflix dataset all show how good the suggested detection model.*

Keywords: *Recommender systems, Shilling attacks, Shilling attack detection, Target item identification, User rating behavior analysis (AURB), density-based clustering algorithm.*

1. INTRODUCTION

Recommender systems have been widely used in many industries to address the issue of information overload. Examples include product recommendations on e-commerce websites, webpage recommendations in intelligent Web systems, and POI (point-of-interest) recommendations in location-based social networks. One of the most popular methods in recommender systems is collaborative filtering (CF), which has become a crucial component of many e-commerce websites like Amazon and Netflix. However, fraudulent individuals may introduce numerous false profiles into a CF recommender system in an effort to alter the frequency at which a specific item is recommended, often motivated by financial gain. Shilling attacks or profile injection attacks have been used to describe this behavior. Shilling assaults can be classified into several categories depending on their purpose. Numerous techniques to identify such attacks have been proposed in an effort to lessen the impact of shilling attacks on CF recommender systems. From the perspective of machine learning, the current shilling attack detection techniques can be divided into supervised, semi-supervised, and unsupervised methods. Unsupervised detection techniques have received a lot of interest because they do not require classifier training and are effective regardless of the type of assault. These techniques involve prior attack knowledge and mostly concentrate on the rating patterns of the attack users (e.g., the attack size).However, attack users may mimic real users' rating behaviors (for example, by rating a number of popular goods like real users do), thus in fact, previous awareness of assaults is not required.

2. RELATED WORKS:

Techniques have been proposed, which can be divided into supervised, semi-supervised, and unsupervised techniques. Williams et al presented certain generic and model-specific features and trained three supervised classifiers to detect common attacks (i.e., random attack, average attack, and bandwagon attack) under the category of supervised detection approaches. In order to choose the most useful detection features for well-known forms of assaults, Wu et al introduced a feature selection technique. In order to detect different assaults, Yang et al introduced a rescaled AdaBoost based on 18 statistical features of the attackers. This method surpassed baseline methods in recognizing known forms of attacks. However, these qualities demand a significant amount of computing work. Using an SVM-based classifier and target item analysis, Zhou et al offered a two-stage method that first employed a Borderline-SMOTE method to address the class unbalance problem, and then applied a target item analysis. Wu et al. suggested a semi-supervised method for distinguishing genuine and attack profiles using both labelled and unlabeled data in the area of semi-supervised detection

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Copyright @ REST Publisher

Data Analytics and Artificial Intelligence

Vol: 3(2), 2023

REST Publisher; ISBN: 978-81-948459-4-2

Website: http://restpublisher.com/book-series/daai/

DOI: https://doi.org/10.46632/daai/3/2/11

Machine Learning Techniques for 5g And Beyond

***T. Angalaeswari, M. Logeswari**

St. joseph's college of arts and science for women, Hosur, Tamil Nādu, India

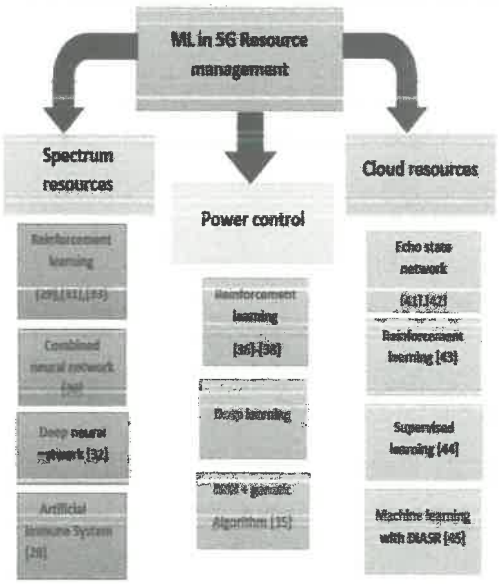
*Corresponding Author Email: angalaeshwari5@gmail.com

Abstract: *In today's world, wireless communication systems are extremely important for applications related to entertainment, business, commerce, health and safety. These systems continue to advance from generation to generation and at this time, fifth generation (5G) wireless networks are being deployed globally the globe. Beyond 5G wireless systems, which will represent the sixth generation (6G) of the evolution, are already being discussed in academia and industry. The application of artificial intelligence (AI) and machine learning (ML) to such wireless networks will be one of the primary and essential elements of 6G systems. According to our present understanding of wireless technologies up to 5G, every component and building block of a wireless system, such as the physical, network, and application layers, will involve one or more of them.*

Keywords: *Fifth generation (5G), sixth generation (6G), artificial intelligence (AI), machine learning (ML), deep learning (DL), reinforcement learning (RL), federated learning (FL), Random Neural Network(RNN).*

1. INTRODUCTION

Sixth Generation (6G) wireless technology is a fresh field of study for many academics and researchers. The key benefits of 6G are that they will be made available to users and wireless networks alike. With the aid of AI and ML, 6G will also offer improvements in technical measures like fast throughput, support for new, high-demand apps, enhanced radio frequency spectrum use, and many more. DL is one of the main ML technologies anticipated as a crucial technology for 6G because to its significant applications in accomplishing learning from more human-like settings. Determining which 6G access point to connect to and which resource controller has more resources available, for instance, is up to DL. Wireless technology is constantly developing and improving to help consumers with more sophisticated needs with more and more useful applications. In the 5G mobile communication system, there is an increase in data rates, a decrease in energy consumption of devices connected with latency and energy, coupled with more precise location. Many researchers have been polled about the need to focus more on achieving latency and energy goals by improving the current wireless system from various angles due to the current increase in data size and usage.

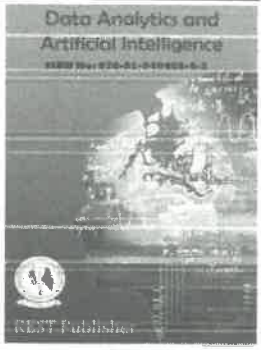


PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

Copyright@ REST Publisher

Data Analytics and Artificial Intelligence
Vol: 3(2), 2023
REST Publisher; ISBN: 978-81-948459-4-2
Website: http://restpublisher.com/book-series/daai/
DOI: https://doi.org/10.46632/daai/3/2/19



Malware detection in IOMT (MDI) using RNN-LSTM

***M. Uma Maheshwari, M. Suguna**
St. Joseph's College of Arts and Science for Women, Hosur, Tamil Nādu, India.
*Corresponding Author Email: umamahe996@gmail.com

Abstract. *The Internet of Things (IoT) has recently emerged as a cutting-edge technology for creating smart environments. The Internet of Things (IoT) connects systems, applications, data storage, and services, which may be a new entry point for cyber-attacks as they provide continuous services in the organization. At the current time, software piracy and malware attacks pose significant threats to IoT security. These threats may grab vital information, causing economic and reputational harm. The Internet of Medical Things (IoMT) is a subset of the Internet of Things in which medical equipment exchanges highly confidential with one another. These advancements allow the healthcare industry to maintain a higher level of touch and care for its patients. Security is viewed as a significant challenge in any technology's reliance on the IoT. Remote hijacking, impersonation, denial of service attacks, password guessing, and man-in-the-middle are all security concerns. Critical data associated with IoT connectivity may be revealed, altered, or even rendered inaccessible to authenticated persons in the event of such attacks. the deep recurrent neural network is used to detect malicious infections in IoT networks by displaying color images. In this paper, we propose a method for detecting cyber-attacks on IoMT systems that tends to make use of innovative deep learning. Specifically, our method incorporates a set of long short-term memory (LSTM) modules into a detector ensemble using a recurrent neural network.*
Keywords: *Internet of Things, cyber-attack, software piracy, malware detection, recurrent neural network (RNN), long short-term memory (LSTM), Decision Tree(DT).*

1. INTRODUCTION

The Internet of Things (IoT) is a network that connects physical objects such as smartphones, home appliances, vehicles, cameras, toys, medical tools, people, technological frameworks, structures, and animals to the Internet through a specific protocol and data sensing devices, enabling data sharing and exchanging information as well as intelligent identification, tracking, placement, monitoring, and administration [1]. The goal of the Internet of Things is to enable things to be connected at anytime, anywhere, with anyone and anything, preferably over any network and with any support [2]. The Internet of Things-enabled technologies can be used to create smart cities, education systems, e-commerce, and e-banking, maintain our health, manage industry, and entertain and protect humans [3]. Because IoT devices are always available on the network, they can be used for open attacks.

Challenges of IoT: Malware infection and pirated software can easily target the IoMT cloud for harmful usage and security negotiated settlement Software piracy is the illegal use of source codes from someone else's work to create software that impersonates the original version. Malware attacks are typically designed to compromise the privacy of IoT nodes, computer systems, and smartphones connected to the internet. Several scanning techniques based on particular profiles are proposed to detect Windows-based malware. The malware identification analysis is divided into two approaches: static and dynamic. The dynamic approach involves learning malware patterns while executing code in a real-time virtual environment. Malicious behavior can be detected through function calls, function parameter exploration, data flow, instruction traces, and visual code inspection [4]. There are automated online tools available for investigating the dynamic behavior of malicious code. Specifically, CW Sandbox, Anubis, and TT analyzer. This method takes more time because it monitors every dynamic behavior of the source code. Static malware analysis methods do not require program code implementation of program code in real time. It could be used to obtain information about the layout of malware binaries. Static signature-based malware identification techniques include control flow graph, op code frequency, n-gram, and string signature. The Internet of Things has numerous applications. Smart health services, smart grids, smart transportation, and smart buildings are all well-known applications

The framework of IoT: The Internet of Things (IoT) is a new paradigm in which a network of real world objects equipped with sensors aims to seamlessly integrate the digital and physical worlds [5]. The Internet of Things revolution

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Copyright@ REST Publisher

Data Analytics and Artificial Intelligence
Vol: 3(2), 2023
REST Publisher; ISBN: 978-81-948459-4-2
Website: http://restpublisher.com/book-series/daai/
DOI: https://doi.org/10.46632/daai/3/2/16

Block Chain for IOT Security Using Consensus Algorithms

*P. Kalpana, I. Anusha Prem
St. Joseph's College of Arts Science for Women, Hosur, Tamilnadu, India
*Corresponding Author Email: kalpana912001@gmail.com

Abstract. *The first distributed recordkeeping system with a built-in trust structure is the block chain. It creates a dependable architecture for decentralized control through information redundancy across multiple nodes. Based on this, this study suggests a minimal block chain-based IoT information exchange security framework. The framework uses a double-chain approach that combines the data block chain and the transaction block chain. Distributed storage and tamper-proof data are implemented in the data block chain, and the consensus process is improved using the improved practical Byzantine fault-tolerant (PBFT) mechanism. Data registration efficiency, resource and data transfers, and privacy protection are all enhanced by better partial blind signature-based algorithms in the transaction block chain. This article focuses on how well the consensus algorithms employed in a block chain system for the Internet of Things perform (IoT). Such systems' time requirements to accomplish. Consensus ought to be minimal. The three most popular consensus algorithms—modified proof of work, realistic byzantine fault tolerance, and binary consensus—are assessed under various conditions, including mote type, number of participating nodes, and radio propagation model. To enable an IoT node to switch between different consensus algorithms, a comprehensive solution is put forward. The Contiki IoT operating system simulations display strong performance (time to achieve consensus less than seconds)*
Keywords: *Internet of Things, block chain, consensus algorithm*

1. INTRODUCTION

The Internet of Things is now expanding steadily [1]. Smart cities, intelligent homes, and other applications require communication between many nodes, which are often composed of microcontrollers with low to medium processing capacity and little memory. The majority of Internet of Things (IoT) systems have a server-client communication model, in which servers with lots of processing power and storage are used to identify, authenticate, and connect objects. The devices are linked over the Internet and each has an own identification. Due to the massive increase in IoT device numbers, this communication paradigm will no longer be used in the near future. The cost of centralized solutions increased since they require ongoing maintenance and a large number of servers and networking devices to maintain connectivity across billions of devices. Block chain technology integrates encryption, peer-to-peer transmission, consensus, distributed storage and other technologies. Its potential application value has become a hot topic of discussion among many international organizations and national governments, attracting a wide range of research and development interests in industry [1–4]. At present, block chain technology has been initially applied to many fields such as the IoT, digital asset trading, and supply chain management, which may trigger a new round of technological innovation and service mode change [5–7]. The core problem of the block chain solution is to establish an ecosystem that satisfies the user's trust conditions in the case of information disclosure.

2. BLOCKCHAIN TECHNOLOGY FOR THE INTERNET OF THINGS

Block chain technology might offer a more effective remedy. The block chain allows an IoT network to run without a centralized node and maintains an immutable record of device history. Block chain technology for IoT will lower costs and unpredictability of functioning devices [3]. The "transactions" Created over a specific period of time are contained in a block. Except for the first block, the data in each block is encrypted using a hash function and contains a reference to the block before it. This is seen in Figure 1.Because updating a block

Copyright@ REST Publisher

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Data Analytics and Artificial Intelligence
Vol: 3(2), 2023
REST Publisher; ISBN: 978-81-948459-4-2
Website: http://restpublisher.com/book-series/daai/
DOI: https://doi.org/10.46632/daai/3/2/13

Covid-19 Patient Health Prediction Using Boosted Random Forest Algorithm

*S. Saranya, S. Bobby
St. Joseph's College of Arts and Science for Women, Hosur, Tamilnadu, India
*Corresponding Author Email: saranyas0122@gmail.com

Abstract: *COVID-19, also known as 2019-nCoV, is no longer a pandemic but an endemic disease that has killed many people worldwide. COVID-19 has no precise treatment or remedy at this time, but it is unavoidable to live with the disease and its implications. By quickly and efficiently screening for covid, one may determine whether or not one has COVID-19 and thus limit the financial and administrative burdens on healthcare systems. This reality puts a huge demand on these countries' healthcare systems, especially in emerging nations, due to the poor healthcare systems around the world. Although the COVID-19 pandemic cannot be stopped by any licenced vaccine or antiviral medicine, there are other possible solutions that could lighten the burden of the virus on healthcare systems and the economy. The most promising approaches for usage outside of a clinical environment include non-clinical approaches like machine learning, data mining, deep learning, and other artificial intelligence technologies. Artificial intelligence (AI) approaches are increasingly being integrated into wireless infrastructure, real-time data collection, and end-user device processing. A positive and negative COVID-19 case dataset is used to validate artificial intelligence (AI) systems such decision trees, support vector machines, artificial neural networks, and naive Bayesian models. The correlation coefficients between various dependent and independent variables were examined to determine the strength of the relationship between the dependent features. The model was tested 20% of the time while being trained 80% of the time during the preparation phase. The Random Forest had the highest precision (94.99%), according to the evaluation of success.*
Keywords: *COVID-19, healthcare analytics, patient data, infection boosting, random forest classification.*

1. INTRODUCTION

Real-time medical data collection and processing are necessary due to the size and scope of the healthcare sector. Additionally, the challenge of data management, which necessitates real-time prediction and information dissemination to practitioners. For prompt medical intervention, is at the heart of this industry. Major players in this sector, including doctors, vendors, hospitals, and health-related businesses, have made an effort to gather, manage, and resurrect data with the goal of using it to further technology innovation and medical procedures. The world-wide respiratory sickness outbreak that started in Wuhan, China, is being caused by the Corona virus disease 2019 (COVID-19), a member of the family of Corona viruses. According to studies (1-3), Covid-19 exhibits SARS-Covid-like clinical traits. Fever and cough are the main symptoms, although gastrointestinal problems are rare. Since the absence of fever in COVID-19 infected patients is more common than in patients infected by closely related viruses, such as MERS Corona Virus (2%) and SARS Corona Virus (1%)(4), there is a chance that non-febrile patients will be overlooked by a surveillance system with a primary focus on detecting fever.

2. RELATED WORKS

The following packages and libraries are dependencies for the project: Datetime, NumPy, Pandas, SciPy, Scikit Learn, and Matplotlib. The Google Colab platform's CPU runtime was used to implement the project. Model: 79, CPU Family: 6, Model Name: Intel(R) Xeon(R) CPU @ 2.20 GHz, and Cache Size: 56,320 KB are the CPU specs for Google Colab. Google Drive is the storage system. Artificial intelligence systems support vector machines, decision trees,

Data set: The "Novel Corona Virus 2019 Dataset" from Kaggle was utilised to access the dataset for this investigation. The World Health Organization and John Hopkins University are only two of the many sources that went into compiling the information. To suit the requirements of this investigation, we have additionally pre-processed this dataset. This work will enable researchers to further work on developing a solution that combines the processing of

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

Copyright@ REST Publisher

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Data Analytics and Artificial Intelligence
Vol: 3(2), 2023
REST Publisher; ISBN: 978-81-948459-4-2
Website: http://restpublisher.com/book-series/daai/
DOI: https://doi.org/10.46632/daai/3/2/20

Mobile Robotic Arm for Opening Doors Using Proximal Policy Optimization

***M. Kokila, G. Amalredge**
St. joseph's college of arts and science for women, Hosur, Tamil Nādu, India
*Corresponding Author Email: kokila2259@gmail.com

Abstract: *The traditional robotic arm control method has strong dependence on the application scenario. To improve the reliability of the mobile robotic arm control when the scene is disturbed, this paper proposes a control method based on an improved proximal policy optimization algorithm. This study researches mobile robotic arms for opening doors. At first, the door handle position is obtained through an image-recognition method based on YOLOv5. Second, the simulation platform CoppeliaSim is used to realize the interaction between the robotic arm and the environment. Third, a control strategy based on a reward function is designed to train the robotic arm and applied to the opening-door task in the real environment. In this paper PPO algorithm is used to solve the result. The experimental results show that the proposed method can accelerate the convergence of the training process. Besides, our method can effectively reduce the jitter of the robotic arm and improve the stability of control.*

keywords: *yolov5; CoppeliaSim; mobile robotic arm; control strategy; PPO algorithm; deep reinforcement learning; proximal strategy optimization.*

1. INTRODUCTION

In the field of modern industrial technology, robotic arms are used to perform dangerous and repetitive tasks. To expand the working range of the robotic arms, the researchers combined the robotic arm with the mobile platform to form a mobile robotic arm. The mobile robotic arm has the moving function of the mobile platform and the flexible operation function of the robotic arm. At present, the mobile robotic arm is widely used in the fields of life services, industrial manufacturing, and space exploration, and its research has important theoretical value and broad application prospects [1]. The motion planning of mobile robotic arms is usually achieved by demonstration in traditional industrial applications. For application scenarios with changing working environments, traditional control methods are becoming increasingly challenging to meet the needs of users to control robotic arms quickly. In this paper, the recognition method of YOLOv5 [19] is used for visual guidance to quickly and accurately identify the door handle target. For the application of the deep reinforcement learning method in the control of the mobile robotic arm, the training convergence speed is slow and the stability is poor because of the sparse reward value of the algorithm. To reduce training time and help the algorithm converge, this paper proposes an improved PPO algorithm. It can learn complex behaviors, handle continuous action spaces, and find good policies in environments with high-dimensional state spaces.
The contributions of this work are as follows:

- ✓ The method of YOLOV5 is applied to door-handle recognition, and the relationship between distance and pixel ratio is experimentally fitted for door-handle localization.
- ✓ The state space, action space and reward function are designed to realize the interaction between the robotic arm and the environment.
- ✓ An improved PPO algorithm is presented by expanding the experience pool to reduce the exploration of the useless environment.
- ✓ The comparison experiments show that the improved PPO algorithm is faster and more stable than the TRPO and PPO algorithms.

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot
HOSUR - 635 126, Krishnagiri - Dist.

Copyright@ REST Publisher

Data Analytics and Artificial Intelligence
Vol: 3(2), March 2023
REST Publisher; ISBN: 978-81-948459-4-2
Website: http://restpublisher.com/book-series/daai/
DOI: https://doi.org/10.46632/daai/3/2/33

A Multi Cluster Secure System for Out Sourced Encrypted Data Bases

[1]Kalaiselvi. K, [2]Aswini. G, [3]Jayanthi. P
[1,2,3] St. Joseph's college of arts and science for women, Hosur,
*Corresponding Author Email: Singhroopendra99@gmail.com

Abstract. *Recently, database users have begun to use cloud database services to outsource their databases. The reason for this is the high computation speed and the huge storage capacity that cloud owners provide at low prices. However, despite the attractiveness of the cloud computing environment to database users, privacy issues remain a cause for concern for database owners since data access is out of their control. Encryption is the only way of assuaging users' fears surrounding data privacy, but executing Structured Query Language (SQL)queries over encrypted data is a challenging task, especially if the data a re-encrypted by a randomized encryption algorithm. The existing system, which is an indexing scheme to encode the original table's tuples into bit vectors (BVs) prior to the encryption. The resulting index is then used to narrow the range of retrieved encrypted records from the cloud to a small set of records that are candidates for the user's query. Based on the indexing scheme, the designed system is used to execute SQL queries over the encrypted data. The data are encrypted by a single randomized encryption algorithm, namely the Advanced Encryption Standard-Cipher-Block Chaining (AES-CBC). In the existing scheme, the index values (BVs) are stored at user's side, and which is supported most of relational algebra operators, such as select, join, etc. In the existing system, the cloud data server is able to extract the ratio of two underlying data records, and key management server can decrypt the cipher texts of owners' data records, which break the privacy security.*

Keywords: *Modules, Module Description.*

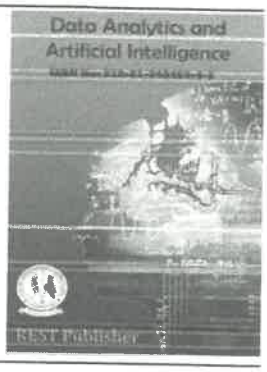
1. Introduction

In the contemporary electronic era, both individuals and organizations need scalable data storage and high-performance computing units to process and store their data. Historically, only large organizations/companies have been able to own such units, as they were not affordable for most individuals and small companies. With the rise of cloud computing, however, this problem has been solved, as users can now rent storage and computational units as needed at an affordable price. Most cloud providers provide data bases as a service, which allow individual users and companies to outsource their data and access them at any time, from any location. According to the report in [1], the compound annual growth rate (CAGR) of cloud database market is anticipated to be46.78% in 2023, Figure.1. However, given that privacy breaches are one of the most common threats in the cloud computing environment, many people have expressed concerns about privacy when outsourcing sensitive data. For instance, untrustworthy cloud service providers might steal personal customer information, such as email addresses, mailing addresses, and phone numbers, and sell that information to third parties, who can then use it to send irritating advertisements to users via email, mail, and telephone. More importantly, attackers who target a cloud provider can gain access to customers' sensitive personal information, such as social security numbers (SSNs). This has serious consequences, as criminals can use these data to impersonate customers in situations such as financial transactions (e.g., telephone banking). Thus, sensitive data are restricted from being processed or sold to a third party. Therefore, significant evolution in the cloud computing environment could make such services unattractive to consumers if changes occur without also providing appropriate solutions for privacy breach issue. Such an issue must be tackled if cloud providers are to gain the trust of users and organizations so that they will outsource sensitive data without worrying about data leakages.

1. R. A. Popa, C. M. S. Redfield, N. Zeldovich, and H. Balakrishnan [2012] done research on "CryptDB: Processing queries on an encrypted database" [1]. This research analysed about the recent years; encrypted databases have emerged as a promising direction that provides data confidentiality without sacrificing functionality: queries are executed on encrypted data. However, many practical proposals rely on a set of weak encryption schemes that have been shown to leak sensitive data. In this paper, we propose Arx, apracticalandfunctionallyrichdatabasesystemthatencryptsthedataonlywithsemantically secure encryption schemes. We show that Arx supports real applications such as Share La Te X with a modest performance overhead.
2. R. Agrawal, J. Kiernan, R. Srikant, and Y. Xu [2004] done research on "Order preserving encryption for numeric data" [2]. This research analyzed about the Encryption is a well-established technology for protecting sensitive data. However, once encrypted, data can no longer be easily queried aside from exact matches. Authors present an

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot, HOSUR - 635 126, Krishnagiri - Dist.
Copyright@ REST Publisher

Data Analytics and Artificial Intelligence
Vol: 3(2), 2023
REST Publisher; ISBN: 978-81-948459-4-2
Website: http://restpublisher.com/book-series/daai/
DOI: https://doi.org/10.46632/daai/3/2/15



Overview of Cryptography

Archana B U, V Niranjana
St. Joseph's College of Arts and Science for Women, Hosur, Tamilnadu, India
*Corresponding Author Email: archanabu3129@gmail.com

Abstract. *Until very recently, the term "cryptography" was almost always used to refer to "encryption," which is the act of transforming plaintext or conventional information into an unintelligible form (called cipher text). Decryption is the opposite, or the process of returning plaintext from the unintelligible cipher text. The encryption and reversing decryption operations are carried out by a pair of algorithms known as cyphers (or cyphers). The algorithm and, in each case, a "key" work together just to regulate the precise operation of a cypher. The key, which is required to decrypt the cipher text, is a secret that should ideally only be known by the communicants. It typically takes the form of a short string of characters that the user can remember. A "cryptosystem" is the ordered list of elements with a finite number of potential combinations in formal mathematics.*

Keywords: *Cryptography, Encryption, Cryptosystem, Cyphers.*

1. INTRODUCTION

The art and science of concealing the messages to introduce secrecy in information security is recognized as cryptography. A message is plaintext (sometimes called clear text). The process of disguising a message in such a way as to hide its substance is encryption. An encrypted message is cipher text. Cryptography is the study and practice of techniques for secure communication in the presence of third parties called adversaries. It deals with developing and analyzing Protocols which prevents malicious third parties from retrieving information being shared between two entities thereby following the various aspects of information security. Secure Communication refers to the scenario where the message or data shared between two parties can't be accessed by an adversary. In Cryptography, an Adversary is a malicious entity, which aims to retrieve precious information or data thereby undermining the principles of information security. Data Confidentiality, Data Integrity, Authentication and Non-repudiation are core principles of modern-day cryptography. Cryptography can be strong or weak. Cryptographic strength is measured in the time and resources it would require to recover the plaintext. The result of strong cryptography is cipher text that is very difficult to decipher without possession of the appropriate decoding tool. How difficult? Given all of today's computing power and available time—even a billion computers doing a billion checks a second—it is not possible to decipher the result of strong cryptography before the end of the universe.

2. THE PURPOSE OF CRYPTOGRAPHY

The purpose of cryptography is to protect data transmitted in the likely presence of an adversary a cryptography transformation of data is a procedure by which plain text data is disguised, or encrypted, resulting in an altered text, called cipher text, that does not reveal the original input. The cipher text can be reverse-transformed by a designated recipient so that the original plaintext can be recovered. Cryptography plays an essential role in Modern cryptography concerns itself with the following four objectives:

- Confidentiality. The information cannot be understood by anyone for whom it was unintended.
- Integrity. The information cannot be altered in storage or transit between sender and intended receiver without the alteration being detected.
- Non-repudiation. The creator/sender of the information cannot deny at a later stage their intentions in the creation or transmission of the information.
- Authentication. The sender and receiver can confirm each other's identity and the origin/destination of the information.

Procedures and protocols that meet some or all of the above criteria are known as cryptosystems. Cryptosystems are often thought to refer only to mathematical procedures and computer programs; however, they also include the regulation

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Copyright@ REST Publisher

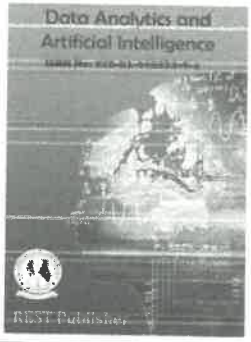
Data Analytics and Artificial Intelligence

Vol: 3(2), 2023

REST Publisher; ISBN: 978-81-948459-4-2

Website: http://restpublisher.com/book-series/daai/

DOI: https://doi.org/10.46632/daai/3/2/14



Brain Controlled Car for Disabled Using Artificial Intelligence

***N. Bindhu , N. Mageswari**

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

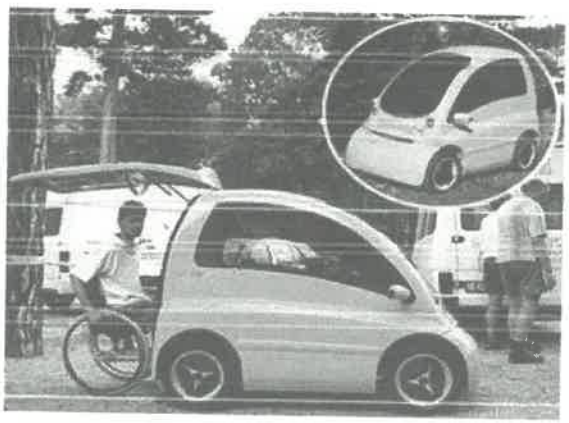
*Corresponding Author Email: bindhunagaraj7920@gmail.com

Abstract. *This paper considers the development of a brain driven car, which would be of great help to the physically disabled people. Since these cars will rely only on what the individual is thinking they will hence not require any physical movement on the part of the individual. The car integrates signals from a variety of sensors like video, weather monitor, anti-collision etc. it also has an automatic navigation system in case of emergency. The car works on the asynchronous mechanism of artificial intelligence. It's a great advance of technology which will make the disabled, abled. In the 40s and 50s, a number of researchers explored the connection between neurology, information theory, and cybernetics. Some of them built machines that used electronic networks to exhibit rudimentary intelligence, such as W. Grey Walter's turtles and the Johns Hopkins Beast. Many of these researchers gathered for meetings of the Teleological Society at Princeton and the Ratio Club in England. Most researchers hope that their work will eventually be incorporated into a machine with general intelligence (known as strong AI), combining all the skills above and exceeding human abilities at most or all of them. A few believe that anthropomorphic features like artificial consciousness or an artificial brain may be required for such a project.*

Keywords: *Artificial Intelligence, physically disabled, car driving.*

1. INTRODUCTION

The brain is the major organ of the central nervous system and the control centre for all the body's voluntary and involuntary activities. One of the major parts of the brain is cerebellum whose main functions are the maintenance of posture and the coordination of body movements. In the human body there are several parts and all having its separate motion. Each area of the cerebellum has its separate significance in the body movements .To control movement the brain has several parallel systems of muscle control.



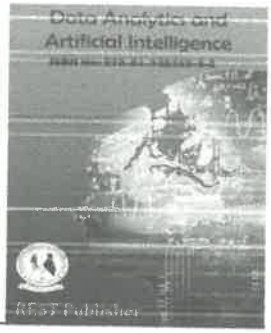
The motor system controls voluntary muscle movement, aided by the motor cortex cerebellum, and the basal ganglia. The picture below shows the cerebellum with clear labelling showing at which part, signals are generated for controlling, which body parts. In brain machine interface technology the electrical signals from the brain are extracted and processed to run various applications. The video and thermo gram analyzer continuously monitor activities outside the car. A brain-computer interface (BCI), sometimes called a direct neural interface or a brain-machine interface, is a direct communication pathway between a human or animal brain (or brain cell culture) and an external device. In one-way BCIs, computers either accept commands from the brain or send signals to it (for example, to restore vision) but not

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

Copyright@ REST Publisher

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Data Analytics and Artificial Intelligence
Vol: 3(2), 2023
REST Publisher; ISBN: 978-81-948459-4-2
Website: http://restpublisher.com/book-series/daai/
DOI: https://doi.org/10.46632/daai/3/2/18



Data security in cloud computing using RSA Algorithm

***L. Hanupriya, S.I. Anto Ramya**
St. Joseph's College of Arts and Science for Women, Hosur
*Corresponding Author Email: rosehanu06@gmail.com

Abstract. *The capacity of cloud computing, an emerging paradigm, to lower computer costs, has made it the hottest research area of the day. The most fascinating and alluring aspect of modern technology is what it is giving. The services to its customers over the internet on demand. Security has emerged as the primary challenge impeding the implementation of cloud settings because cloud computing stores data and distributes resources in an open environment. Although cloud computing is effective and promising, there are several issues with data security because the cloud user has no physical access to the data. We suggested a technique using the RSA algorithm to assure the security of the data.*
Keywords— *Cloud Computing, Data Security, RSA algorithm, Encryption, Decryption.*

1. INTRODUCTION

Cloud computing is a major driving factor in many small, medium, and large-sized businesses, and as more cloud users seek cloud computing services, the primary worry is the security of their data on the cloud. Data security is always crucial, but because of the critical role of cloud computing and the huge volumes of complex data it transports, the requirement is considerably greater. As a result, worries about data privacy and security are proving to be a barrier to the widespread use of cloud computing services. Before hosting their data or applications in the cloud, any cloud service(s) seeker, whether a person or an organization, should ask the correct questions to the cloud provider. Prospective cloud providers should inform you if they are financially secure. Do they have effective security policies and procedures? Is the infrastructure intended to house your data shared with many other users, or will virtualization separate it? As more businesses shift their data to the cloud, the data undergoes significant changes, and there are several hurdles to solve. Cloud data security requires more than just following adequate data security policies and countermeasures to be effective. The majority of computer based security mechanisms rely on user authorization and authentication.

2. CLOUD DATA SECURITY ISSUES

Privacy and flexibility: There should be some assurance that access to the client's hosted data in the cloud will only be permitted for those with the proper authorization. Another issue that might potentially endanger cloud data is cloud staff having improper access to sensitive client information. To guarantee the security of their data, cloud customers should be given assurances, and appropriate practices, privacy rules, and processes should be in place. The cloud user should have confidence that the data being stored there is private.

Data integrity: Cloud service providers should put in place systems to assure data integrity and be able to trace what happened to a specific dataset and when. This is done by offering data security. The cloud service provider must inform the customer of the type of data being stored in the cloud, its source, and any integrity safeguards that have been implemented. It can be important to keep precise records of the data that was uploaded to a public cloud, when it happened, what virtual memory (VMs) and storage it was stored on, and where it was processed to meet compliance requirements. When such requirements for data integrity exist, it is necessary to preserve the origin and custody of data or information to guard against tampering and to avoid the exposure of data outside of the designated areas (either across other servers or different networks). Integrity is also extended to hold how data is

- stored
- processed and
- Retrieved.

Location and relocation of data: Cloud computing allows for a lot of data mobility. Customers frequently are unaware of where their data is located. However, if an organization has sensitive data stored on a Cloud storage device, it might want to know where it is. Additionally, they might want to identify a preferred site (e.g. data to be kept in India). It

HOSUR 635 126
Copyright@ REST Publisher
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist

Data Analytics and Artificial Intelligence
Vol: 3(7), 2023
REST Publisher; ISBN: 978-81-948459-4-2
Website: http://restpublisher.com/book-series/daai/

Constructing an IoT-Based Human-CentricAgricultural Model

***D. T. Vimala**
St. Joseph's College of Arts and Science for Women, Hosur, TamilNadu, India.
*Corresponding Author Email: vimaladt84@gmail.com

Abstract: *As a direct result of the growing human population, the current state of agriculture is insufficiently efficient and organized, particularly indeveloping nations, to meet the growing demand for food. When combined, the internet of things and cloud computing offer a promising way to address the issues raised by this growing demand on a global scale. Agricultural production, storage, and transportation can be made much more efficient and of higher quality by utilizing IoT and cloud services along with precision farming techniques.The architecture of a multilayered enabling platform for integrating IoT technologies in agriculture is presented in this paper. By putting forth a workable human-centric IoT model for agriculture with a focus on developing countries,this work significantly advances the field.*

Keywords: *Internet of Things (IoT), human- centeredness, cloud computing, service-oriented architecture (SoA), and smart agriculture*

1. INTRODUCTION

The recently developed frontier in the fields of communications and IT is the Internet of Things. Large-scale digitization of the physical world is occurring thanks to IoT. Every single object in the perfect Internet of things has networking, computing, and sensing embedded in it. All of these connected items—whether they are wearable accessories, lights, thermostats, or household appliances—have one thing in common: they gather data created by or about people in order to provide value-added services [1]. IoT development and adoption in the agriculture sector have been sluggish, particularly in developing countries. Global food demand is rising, necessitating the use of productive and successful farming techniques. Cloud computing and the Internet of Things must be actively involved for such strategies to be implemented. Given that farmers in developing countries typically have low literacy and education levels, there is a pressing need to develop an IoT platform and cloud services that are centered around the needs of people. A bottom-up approach has been proposed in a recent work that is similar and targets the Indian agricultural sector [3]. However, because farmers in India lack self- sufficiency, a strictly bottom-up approach is impractical in the country's agricultural scenario. Once self-sufficiency has been established in terms of education, infrastructure, and finances, such an approach would be advantageous. Thus, a model that lessens the manual workload while also empowering the farming community is required. In an important study, Wark, T., et al. created an outdoor pervasive computing system on a large scale that measures the condition of a complex system made up of pasture, animals, climate, and soil using both stationary and animal-borne nodes [6]. This system's reliance on farm animal movement to obtain spatially variable data is a drawback, despite the fact that it effectively uses animal mobility for farm hold monitoring. Using this system on a farm where the primary purpose is crop growth would therefore be counterproductive. In a different research study, a suggestion was made for the use of CCTV for both image and GPS monitoring of agricultural holdings [4]. Even though this method makes the farm land more visible and manageable, it has minimal impact.We have developed a strategy for integrating IoT and cloud computing into the agricultural sector that is aimed primarily at developing nations, keeping these crucial considerations in mind. Agricultural issues stem from ineffectiveness and poor management. With the widespread use of cloud computing and IoT, we have tried to offer a solution to this issue.The structure of this paper is as follows. The status of agriculture in India is covered in Section II, along

Copyright@ REST Publisher

HOSUR 635 126 ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Data Analytics and Artificial Intelligence
Vol: 3(7), 2023
REST Publisher; ISBN: 978-81-948459-4-2
Website: http://restpublisher.com/book-series/daai/

A Comparative Study on Various Filtering techniques for Brain Tumor Detection

***S Ragavi**
St. Joseph's College of Arts and Science for Women, Hosur, TamilNadu,, India
*Corresponding Author Email: ragavikavi55@gmail.com

Abstract: *Medical Image processing is one of the growing filed. CT scans, X-RAY and MRI are various imaging methods used for detecting various abnormalities in the human body. Alump also known as cancer is an anomalous matter which nurtures by an abandoned cell division where as ordinary cells grow in a precise manner. Detection of brain tumor becomes complex if it is not known at earlystage. Tumor Segmentation done physically by investigators with the help of medical data is time consuming and will not produce precise results. With the improvement of many algorithms and different image processing techniques automatic detection of brain tumor is made possible. ANN is a powerful classifier that is used for detection of disease in medical field. The basis of this study gathers representative work that shows how various filtering techniques are applied to brain tumor images and the comparative study is made for selecting the best filter based on image quality measures.*

Keywords: *Medical Image processing, Artificial Neural Network, MRI Images, Pre-processing.*

1. INTRODUCTION

The brain is one of the major and complex part in the human body. It controls all the actions through neural system. Every portion of the brain has a specific function. In some cases these parts grows abnormally in an uncontrolled manner which is called as tumor or lesion. Brain tumors are of two types Benign also referred to as primary and Malignant also referred to as secondary. Primary tumor grows slowly and spreads rarely. Secondary tumor grows rapidly and spreads to neighboring brain regions. Brain tumor can be detected by taking physical examination such as brain CT, MRI scan, brain angiogram and spinal biopsy. Early detection of tumor can increase the lifespan of a person. In the analysis of lump detection of aparticular location is an essential task which aids to find out itsnature and size. Artificial neural networks emerges as a dominant tool across a wide range of medicinal applications in simplifying, analyzing and building effective decisions for a medical practitioner and making intelligence of complex clinical data. The majority of the medical applications using artificial neural networks are associated with classification problems because the job is to allocate the patient to a small set of classes on the basis of the obtained features. The application of neural networks techniques in recent years with respect to medical diagnosis problems is immense. The feed forward network is one of the popular network structures which only allow the network connections between the nodes in one layer and those in the next layer. One of the drawbacks of ANN is the determination of network structure. This paper provides brief description of various filtering techniques.

2. LITERATURE SURVEY

2.1 Image Pre-Processing: Image pre processing stage is the simplest form of medical image processing. The central goal of this stage is to reduce noise and enhance edges. Image pre-processing includes enhancement stage such as resolution enhancement and contrast enhancement. In pre-processing stage if the acquired input image is color image it is first transformed to greyscale image to convert the RGB components to black and white pixels. This stage also removes data irregularities and unwanted noise from the image. In this module the image obtained is processed for obtaining correct results. Medical images may include certain artifacts such as labels, symbols and unwanted parts which are identified and detached for better results. In this paper the filters used for noise removal includes median, unsharp, Gaussian, wiener and anisotropic filters.

Copyright@ REST Publisher

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Data Analytics and Artificial Intelligence
Vol: 3(7), 2023
REST Publisher; ISBN: 978-81-948459-4-2
Website: http://restpublisher.com/book-series/daai/

Automation of Industry Based on IOT

*K. Archana
St. Joseph's College of Arts and Science for Women, Hosur, Tamil Nadu, India.
*Corresponding Author Email: archanasathish237@gmail.com

Abstract: *The Internet of Things (IOT) has significantly changed several sectors. IOT technology allows us to operate physical objects remotely via the internet, saving labor-intensive tasks that would otherwise require human intervention. India is a developing nation with a large number of manufacturing businesses. But industrial accidents were the main problem facing the industry. However, the main problem brought on by industry was industrial accidents, which resulted in losses to both lives and money. In order to lessen this issue, a project that assists in controlling and monitoring all industrial characteristics is presented. Various sensors, including temperature, humidity, gas, fire, and mem sensors, are used for this goal. In addition to this warning system for employees and anyone in the vicinity, there is a speech module, a buzzer, and a light indicator.*

Keywords: IOT, gas and temperature sensors, mems sensors, fire sensors, and humidity sensors.

1. INTRODUCTION

Now a days, with the aid of a single microcontroller and LCD displays, the industries need more manual labor to monitorand control the parameters in industries like temperature, fire, gas, etc. Various sensors in the industry are stimulated to sense differentparameters. This project uses a variety of sensors and alert systems under the concept of automation control, which reduces the high manpower necessity. Since the industrylacks sensing devices in an emergency, this could result in dangerous situations. Therefore, all parameters are sensed by the microcontroller in this automation method. The problem appears on the LCD, and a voicealert alerting the internal workers is played right away over the speakers.

2. OBECTIVE

This project's primary goal is to decreaseindustrial fatalities and eliminate human labor. The primary focus of the project is theuse of embedded systems technology, whichincludes Internet of Things (IoT) in various industries. Various sensors, including temperature, humidity, gas, and fire sensors, are used to monitor various parameters. Relay serves as a kill switch in this situation,activating when things get out of control. Here, the voice module and light indication serve to alert the workers and those in the vicinity so they can take the necessary precautions. In addition, Blynk software is used for real-time monitoring.

3. LITERATURE SURVEY

We implemented this concept as a project of"IOT based industrial automation" using the case study of LG Polymers gas leakage taking as an example. Here, we have selecteda few of the IEEE's current foundational papers for Here, we have included a few of the current industrial parameter monitoring systems, such as "Internet of Things in Industries: A Survey." This paper presents a systematic summary of the state-of-the-art inIOT across industries. They track and identify the major IOT enabling technologies, such as barcodes, RFID systems, and intelligent sensors. An RFID tag and an RFID reader make up a basic RFID system. The RFID system is being used more and more because of its capacity to identify, trace, andtrack devices and tangible objects [2]. They also covered the necessity and methodsof integrating wireless sensor networks into other IP-based networks

Copyright@ REST Publisher

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Data Analytics and Artificial Intelligence
Vol: 3(7), 2023
REST Publisher; ISBN: 978-81-948459-4-2
Website: http://restpublisher.com/book-series/daai/

A Server on Cloud Security

***L. Hanupriya**
St. Joseph's College of Arts and Science for Women, Hosur, Tamil Nadu, India.
*Corresponding Author Email: rosehanu06@gmail.com

Abstract: *One of the most fascinating subjects in today's IT industry is cloud computing. The use of the cloud as a computing resource has altered the computing landscape because companies and people have been drawn to its promises of increased reliability, massive scalability, and lower costs. It expands information technology's powers. Cloud computing has become increasingly popular in information technology over the past few years. Concern over the security of information is on the rise as more and more personal and business data is being stored in the cloud. Many organizations, including Microsoft, which is regarded as a giant in the software business, are collaborating to create cloud services.*
Keywords: *Cloud Computing, Cloud Deployment Models, Computing Industry, Distributed Architecture, Server Resource.*

1. INTRODUCTION

Making the transfer from an on hardware to the cloud for your computing needs is the first step in setting your business up for future success. You can access more applications thanks to the cloud, which also makes data more accessible, promotes stronger teamwork, and makes content management simpler. Some users might be hesitant to move their data to the cloud owing to security worries, but a trustworthy cloud service provider (CSP) can allay your fears and protect your data with extremely secure cloud services. Instead of being a novel technology, cloud computing is a new way to deliver information and services using already existing technologies. It enables communication between client-side and server-side services and apps by utilizing the internet infrastructure. Similar to how internet service providers give customers high speed broadband to access the internet, cloud service providers (CSPs) provide cloud platforms for their customers to use and build their web services. Both and ISPs provide services. A layer of abstraction between the computing tools an the underlying low-level architecture is provided by the cloud. Customers simply pay a subscription fee to the cloud service provider, who then gives them access to the infrastructure and resources of the cloud; they do not actually own the physical infrastructure. These hosted services are normally separated into three broad categories: Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS).

2. CLOUD ARCHITECTURE

The term "cloud security architecture" applies to all the software and hardware components used in cloud platforms to protect data, workloads, and systems. When creating blueprints and layouts for cloud platforms, a strategy for cloud security architecture should be established and incorporated from the ground up.
Five crucial characteristics of cloud computing give it an edge over competing technologies. These characteristics are as follows:

2.1. Multi-tenancy (shared resources): Cloud computing is built on a business model in which resources are shared at the network, host, and application level. This contrasts with earlier computing models, which presupposed dedicated resources dedicated to a single user or owner.

2.2. Massive scalability: Cloud computing enables massive bandwidth and storage area expansion as well as scaling to tens of thousands of systems.

2.3. Elasticity: Users computing capabilities can be quickly increased or decreased as needed, and they can also be released for other purposes when they are no longer needed.

Copyright@ REST Publisher

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Krishnagiri-Dist.

Contemporaneity of Language and Literature in the Robotized Millennium
Vol: 5(2), 2023
REST Publisher; ISBN: 978-81-936097-3-6
Website: https://restpublisher.com/book-series/cllrm/

The Sun Also Rises: Navigating the Post-War Landscape

* Vijayalakshmi P
St. Joseph's College of Arts and Science for Women, Hosur, Tamil Nadu India.
*Corresponding Author Email: Vijiponnusamy1984@gmail.com

Abstract: *The Sun Also Rises is a novel by Ernest Hemingway that portrays the lives and attitudes of a group of American and British expatriates in the aftermath of World War I. The novel follows the narrator, Jake Barnes, a wounded war veteran and journalist, and his love interest, Lady Brett Ashley, a divorced aristocrat, as they travel from Paris to Pamplona, Spain, with their friends. The novel explores the themes of disillusionment, alienation, identity, and sexuality in the context of the Lost Generation, a term coined by Gertrude Stein to describe the generation that came of age during the war. The novel also reflects Hemingway's own experiences and observations as a participant in the expatriate culture and the bullfighting scene. The novel is considered one of Hemingway's masterpieces and a classic of modern literature.*
Keywords: *Disillusionment, Alienation, Expatriate, Identity.*

1. INTRODUCTION

Ernest Hemingway's seminal work, "The Sun Also Rises," published in 1926, provides a profound exploration of the post-World War I era and the disillusionment of the Lost Generation. As we embark on an in-depth analysis, this essay will delve into the intricate layers of the plot, the nuanced portrayal of characters, the recurring themes that echo through the narrative, and the enduring legacy of this literary masterpiece. To comprehend the novel's depth, it's essential to contextualize it within the historical and cultural milieu of the time. "The Sun Also Rises" emerges from the aftermath of the Great War, reflecting the pervasive sense of disillusionment and aimlessness that gripped the generation that lived through it. As the Jazz Age unfolded, marked by societal upheaval and a profound questioning of traditional values, Hemingway's narrative captures the zeitgeist of an era in flux. The novel's plot, intricately woven against this backdrop, takes us on a trans-European journey. From the bohemian cafes of Paris to the vibrant streets of Spain during the San Fermín festival, each setting becomes a canvas upon which the characters paint their struggles and aspirations. As readers, we are invited to witness the unfolding drama and immerse ourselves in the existential dilemmas of Jake Barnes, Lady Brett Ashley, and the ensemble of characters who populate this literary landscape.

At the heart of "The Sun Also Rises" are themes that resonate with the human experience. The Lost Generation, a term coined by Hemingway himself, encapsulates the pervasive sense of dislocation and disillusionment experienced by those who lived through the war. It becomes a lens through which we understand the characters' struggles with identity and purpose. Hemingway, in his characteristic style, portrays war's futility, both in its physical and emotional toll. The scars of battle manifest not just on the landscape but on the psyches of the characters, shaping their relationships and perspectives. The theme of the disillusionment of love takes center stage as Lady Brett Ashley, with her captivating charm and independence, becomes a symbol of unattainable desires for Jake Barnes and other male characters. Love becomes a complex tapestry woven with threads of longing, unfulfilled desires, and societal expectations. Through Lady Brett's character, Hemingway explores the evolving dynamics of relationships in a world scarred by war and societal upheaval. Existentialism, as a philosophical underpinning, permeates the narrative. Characters grapple with the existential void left by the war, searching for meaning in a seemingly indifferent world. This theme becomes particularly pronounced in the bullfighting scenes, where the spectacle serves as a metaphor for life's struggles and the inevitable confrontation with mortality.

Love, or rather, the disillusionment of love, is a recurring motif. Lady Brett Ashley, with her captivating charm and independence, becomes a symbol of unattainable desires for Jake Barnes and other male characters. The exploration of love becomes entwined with the characters' existential quest for meaning, mirroring the broader

Copyright@ REST Publisher

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

PATRICIAN COLLEGE OF ARTS AND SCIENCE, CHENNAI

3,Canal Bank Road, Gandhi Nagar, Behind Kottürpuram,
Adyar, Chennai, Tamil Nadu 600020

A Christian Minority Institution

Affiliated to the University of Madras & Re-Accredited 'A+' Grade by NAAC in 2021

COMMERCE STREAM (SHIFT II)

&

SCHOOL OF COMMERCE

KSR COLLEGE OF ARTS AND SCIENCE FOR WOMEN

THIRUCHENGODU

Organizes

International Conference on

Multidisciplinary Academic Research, Innovation and Entrepreneurship

Conference Proceedings

3rd March 2023

arieconf@patriciancollege.ac.in
www.patriciancollege.ac.in

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

First Impression: 2023

© Commerce Stream (Shift II), Patrician College of Arts and Science, and School of Commerce, KSR College of Arts & Science for Women, Thiruchengodu

International Conference On Multidisciplinary Academic Research, Innovation and Entrepreneurship

ISBN: 978-93-92063-36-7

No part of this publication may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the copyright owners.

Disclaimer

The authors are solely responsible for the contents of the papers compiled in this volume. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

Published by

Commerce Stream (Shift II), Patrician College of Arts and Science, Chennai

and School of Commerce, KSR College of Arts & Science for Women, Thiruchengodu

Email ID: arieconf@patriciancollege.ac.in

Website: www.patriciancollege.ac.in

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

CONTENTS

S.No.	INDEX	S.No.
1	INFLATION AND ITS IMPACT ON CPI INDEX AND PEOPLE OF THE COUNTRY *Abishek PR	1
2	A COMPARATIVE ANALYSIS ON CONSUMER BEHAVIOR TOWARDS APPLE AND SAMSUNG PRODUCTS *Arun Kumar ** Abhinav Menon ***Shravan Sivakumar	2
3	AN ANALYSIS OF CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING IN CHENNAI *Shreya Nandini R K **Thenarasu I	3
4	ANALYSIS ON THE IMPACT OF RUSSIA – UKRAINE WAR IN INDIAN ECONOMY *Aishwarya. S ** Dhanush. P.K	4
5	AN ANALYSIS OF AGNIPATH SCHEME *Harish Venkat. V ** Dharshini.N	5
6	STUDY ON MARKETING STRATEGIES OF MERCEDES-BENZ *Pakalavan	6
7	ANALYSIS ON EDUCATION *Krideebika M	7
8	A STUDY ON SOCIAL MEDIA MARKETING FOR MICRO AND SMALL BUSINESSES: IS IT A SALES BOOSTER OR BRAND BUILDING PLATFORM *Jeanne Sancia Machado ** Pooja R ***S Malavika	8
9	ENTREPRENEURIAL STRESS AMONG MICRO-ENTREPRENEURS: THE MEDIATION EFFECT OF NEED FOR ACHIEVEMENT *Deepa K V **Dr.Rincy V Mathew	9
10	EFFECT OF SUSTAINING WORK-LIFE BALANCE ON PERFORMANCE OF EMPLOYEES: INDICATIONS FROM THE RETAIL SEGMENTS OF THRISSUR DISTRICT, KERALA *Mohammed Muhasin P.M	10
11	SOCIAL MEDIA MARKETING AND GHOST SHOPPING APPROACH: A NEW BUSINESS TOOL *Mrs.Kavitha.K **Mrs.Dr.M.R.Vanithamani ***Mrs.Dr.Vimala.K	11
12	A STUDY ON CUSTOMER SATISFACTION AND PERCEPTION OF ZOMATO FOOD DELIVERY SERVICES IN HOSUR CITY *G. Banupriya **Dr.V.Sengamalam	12
13	IMPACT OF URBAN TRANSPORTATION IN PUBLIC VEHICLES *Mayurika Bhandari	13

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist,

A STUDY ON CUSTOMER SATISFACTION AND PERCEPTION OF ZOMATO FOOD DELIVERY SERVICES IN HOSUR CITY

G. BANUPRIYA

Research scholar, Department of Commerce, Periyar University, Salem

Dr.V.SENGAMALAM

Assistant Professor, Department of Commerce, St. Joseph's College of Arts and Science for Women, Hosur

ABSTRACT

Online food delivery has become an important part of people's lives in this rapidly changing technological world. The concept of the dine-out system has changed, allowing people to order food at any time with a few clicks. This system is transforming the present restaurant business. The primary motivator for business owners to engage in online delivery services is consumer preference. Large amounts of food move through the systems as cities become more densely populated. With changes in India's population, more industry in different cities for the purpose of studies and employment, and the busy schedules of both husband and wife in the family, the demand for online food ordering is steadily developing and growing. It is a growing trend, particularly in urban areas and on college campuses, for people to order from restaurants. The goal of this research is to evaluate the public's expectations and satisfaction with the Zomato food delivery proposal. This study also investigates the factors that attract buyers when using Zomato.

Key words: Customers, Online food delivery, Internet.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

DIGITALIZATION OF THE INDIAN FINANCIAL SECTOR

Volume - 4

Editors

Dr. T. M. Hemalatha

Dr. A. Saravanakumar

RATHINAM

RATHINAM COLLEGE OF ARTS & SCIENCE

(An Autonomous Institution Affiliated to Bharathiar University, Accredited by NAAC with A++ (3.60 CGPA) in 3rd cycle, NIRF Ranked, Approved by AICTE and recognized by UGC under 2(f) & 12B)

Eachanari, Technology Campus, Pollachi Road, Eachanari (PO), Coimbatore - 641021.

www.rathinamcollege.ac.in | info@rathinam.in | 0422-4040908

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

Title: Digitalization of the Indian Financial Sector

Editor's Name: Dr. T. M. Hemalatha
Dr. A. Saravanakumar

Published by: Shanlax Publications,
Vasantha Nagar, Madurai – 625003,
Tamil Nadu, India

Publisher's Address: 61, 66 T.P.K. Main Road,
Vasantha Nagar, Madurai – 625003,
Tamil Nadu, India

Printer's Details: Shanlax Press, 66 T.P.K. Main Road,
Vasantha Nagar, Madurai – 625003,
Tamil Nadu, India

Edition Details (I,II,III): I

ISBN: 978-81-19337-00-2

Month & Year: August, 2023

Copyright @ Dr. T. M. Hemalatha
Dr. A. Saravanakumar

Pages: 307

Price: ₹ 800

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

INDEX

Chapter No.	Title	Page No.
1	ELECTRONIC STOCK TRADING IN INDIAN CAPITAL MARKET THROUGH NATIONAL STOCK EXCHANGE **Dr.A.Naravanakumar**	1
2	A STUDY ON THE PURCHASE INTENTION OF CUSTOMERS TOWARDS ORGANIC PRODUCTS IN CHENNAI CITY **Mrs. K. Amudha & Dr. M. Thaiyalnayaki**	12
3	THE STUDY ON THE ROLE OF TECHNOLOGICAL TRENDS IN THE FINANCIAL SECTOR **Ms. H. G. Anusha**	21
4	ANALYSING THE ROLE OF DIGITAL BANKING AND CHALLENGES FACED IN FINTECH INDUSTRY **Ms. R. Raga Priya & Mr. A. L. Alagappan and Mr. K. S. Manoj**	30
5	A STUDY ON IMPACT OF INFORMATION TECHNOLOGY IN BANKING **Ms. G. Banupriya & Dr. V. Sengamalam**	37
6	EXAMINING THE INFLUENCE OF DIGITAL TRANSFORMATION ON MARKETING STRATEGIES WITHIN THE FINANCIAL SECTOR **Mr. Kyauta Nathan Bawa**	44
7	THE NEXUS OF ENTREPRENEURSHIP AND ENVIRONMENTAL SUSTAINABILITY: ASSESSING THE IMPACT OF TECHNOLOGY TRENDS IN THE FINANCIAL SECTOR **Mr. Kuwata Muhammed Goni**	55
8	ROLE OF TECHNOLOGY IN THE FINANCIAL SECTOR **Mr. A. Srinivasan & Ms. E. Mythilidevi**	65
9	ANALYTICAL STUDY ON MODERNIZATION OF INDIA'S BANKING SECTORS **Dr. R. Guna Sundari & Mr. P. Balasurekha**	71
10	THE ROLE OF INFORMATION TECHNOLOGY IN FINANCIAL SECTOR **Ms. V. Gokila, Ms. S. Janaranjani & Ms. R. Dhanushya**	77
11	THE ROLE OF INFORMATION TECHNOLOGY IN THE FINANCIAL SECTOR: A COMPREHENSIVE ANALYSIS **Prof. C. Julian Gnana Dhas, Mrs. S. Aishwariya & Dr. J. Dhivya**	82

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

A STUDY ON IMPACT OF INFORMATION TECHNOLOGY IN BANKING

Ms. G. Banupriya
Research scholar, Department of Commerce, Periyar University, Salem, Tamil Nadu

Dr. V. Sengamalam
Assistant Professor, Department of Commerce
St. Joseph's College of Arts and Science for Women, Hosur, Tamil Nadu

Abstract

The banking industry in India is highly essential to the growth of the economy. Technology utilization has led to increases in efficiency, production, and penetration. The banking industry have high technology to do customer service more quickly and efficiently. The banking sector has transformed from paper-based and branch-based banks to digitized and networked financial services as a result of emerging technology. All banks now use a different accounting and management system due to technology upgradation. Information technology is the use of computer technology and telecommunications infrastructure for the collection, processing, storage, and transmission of all forms of information. The architecture of information technology is a comprehensive structure. The appeal of these financial innovations is that they provide a win-win situation for both the bank and the consumers. Growth and progress are multiplied when technology is used effectively.

Keywords: IT, ATM, Tele-Banking, Internet-Banking, Digitalized Banking, Globalization

Introduction

It is challenging for any country, large or small, affluent or underdeveloped, to remain protected from what is occurring around them in light of the globalization tendencies that are pervasive today. Such isolation is almost unattainable for a nation like India, one of the most promising rising markets. It is impossible to ignore global trends, especially in the field of information technology, where India has a distinct advantage over its rivals. The greatest users of information technology is the financial sector, and specifically the banking industry. This tries to connect the global trends in it with the Indian banking sector. The last group may comprise all international banks and newly founded private sector banks, all whose operations have been entirely computerized. With these variances in information technology usage across Indian banks, it is important to consider both global trends in information technology and how Indian banks stack up against them. The view of banks towards IT upgrades is where the current article begins. The significance of each trend in the IT industry on the state of Indian banks is then explored.

Objectives

The IT revolution has paved the way for a global rise in financial activity that has never before been seen. The price of international financial transfers has drastically decreased because to technological advancement and the growth of global networks. Information

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126
PRINCIPAL ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN Hosur, Sipcot, 635 126, Krishnagiri-Dist.

ISBN: 978-81-19337-00-2

PATRICIAN COLLEGE OF ARTS AND SCIENCE, CHENNAI

3,Canal Bank Road, Gandhi Nagar, Behind Kotturpuram,
Adyar, Chennai, Tamil Nadu 600020

A Christian Minority Institution

Affiliated to the University of Madras & Re-Accredited 'A+' Grade by NAAC in 2021

COMMERCE STREAM (SHIFT II)

&

SCHOOL OF COMMERCE

KSR COLLEGE OF ARTS AND SCIENCE FOR WOMEN
THIRUCHENGODU

Organizes

International Conference on

Multidisciplinary Academic Research, Innovation and Entrepreneurship

Conference Proceedings

3rd March 2023

arieconf@patriciancollege.ac.in
www.patriciancollege.ac.in

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

First Impression: 2023

© Commerce Stream (Shift II), Patrician College of Arts and Science, and School of Commerce, KSR College of Arts & Science for Women, Thiruchengodu

International Conference On Multidisciplinary Academic Research, Innovation and Entrepreneurship

ISBN: 978-93-92063-36-7

No part of this publication may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the copyright owners.

Disclaimer

The authors are solely responsible for the contents of the papers compiled in this volume. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

Published by

Commerce Stream (Shift II), Patrician College of Arts and Science, Chennai

and School of Commerce, KSR College of Arts & Science for Women, Thiruchengodu

Email ID: arieconf@patriciancollege.ac.in

Website: www.patriciancollege.ac.in

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

14	A STUDY ON THE FINANCIAL ANALYSIS OF RELIANCE INDUSTRIES LIMITED *N. Vadivu **Dr.T.Unnamalai	14
15	A STUDY ON CHALLENGES OF WORK-LIFE BALANCE FACED BY THE SCHOOL TEACHERS DUE TO WORK FROM HOME IN BHIWANI DISTRICT (HARYANA) *Dr. Laxmi Devi Sharma	15
16	SOCIAL ENTREPRENEURSHIP – AN OVERVIEW *D. Adline Stella Sheron	16
17	INNOVATION & ENTREPRENEURSHIP OUTREACH PROGRAMS IN SCHOOLS / COMMUNITY *V. Pattammal	17
18	CHANGING PATTERN OF DEMAND FOR E - BANKING SERVICES *Leon George Varghese	18
19	TRENDS IN LABOUR MIGRATION TO KERALA ECONOMY (FROM 1971 TO 2021) *Amala M	19
20	IMPACT OF GST ON INDIAN ECONOMY PRE. DURING AND POST PANDEMIC *CA. G. Deepika	20
21	VALUATING THE EFFECT OF RECRUITMENT STRATEGIES IN TALENT ACQUISITION IN THE LEATHER INDUSTRY IN VELLORE DISTRICT *C. Bhcula Priyadarshini ** Dr.V.Ranganathan	21
22	STUDY ON IMPORTANCE OF TACTIC KNOWLEDGE IN ORGANISATION *S.Dhivya **Dr.V.Andal	22
23	PROBLEMS AND CHALLENGES FACED BY WOMEN ENTREPRENEURS IN INDIA *Surega.D	23
24	A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE SHOPPING *Sujitha.S	24
25	CLEAN WATER AND SANITATION A STUDY ON ISSUES RELATED TO CLEAN WATER AND SANITATION: INDIA'S PRESENT AND FUTURE PROSPECT *Darshini Venkatesan **Sujith V. B	25
26	AN ANALYSIS ON NTFs & BLOCKCHAIN TECHNOLOGY AND ITS IMPACT ON THE ECONOMY *Shyamprasannaa M ** Siddharth L	26

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

A STUDY ON THE FINANCIAL ANALYSIS OF RELIANCE INDUSTRIES LIMITED

N. VADIVU

Research Scholar PG & Research Department of Commerce, Government Arts and Science College, Navalurkuttapattu, Tiruchirapalli 620027

Dr.T.UNNAMALAI

Assistant Professor Center for Distance Education and Online Education, Bharathidasan University Tiruchirapalli

Abstract

The financial analysis helps in knowing the financial performance of the company. It also helps the company to predict the future profits and to take corrective measures to achieve them. The study is to analyze the financial performance of Reliance Industries Limited (RIL) for a period of five years. The objective of the study is to determine the liquidity, profitability and turnover rate of RIL. The tool used to analyze the financial position of the company is Ratio analysis. The tool helps in comparing the financial status of the current year with past years and also in providing few suggestions with which the company can improve to do better in the future. The data are collected from the secondary sources like annual reports, company websites and other reliable sites. From the analysis, we find that the company is lagging in various areas. Improving which will help the company to achieve its ideal ratios. The profitability and turnover ratios are better when compared to liquidity ratios. The company was able to achieve the ideal ratios of profitability in few years but couldn't achieve the liquidity ratios even for a single year. Also the working capital turnover has been negative for all the five years. The company must improve to bring the working capital to a positive rate by decreasing its current liabilities. The current liabilities have always been more than the current asset which is not good for the company.Net profit ratio indicate the company capacity to face adverse economic conditions such as price competition, low demand, etc. Obviously, higher the ratio the better profitability. Hence, try sustaining this ratio at higher level because this ratio reflects

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

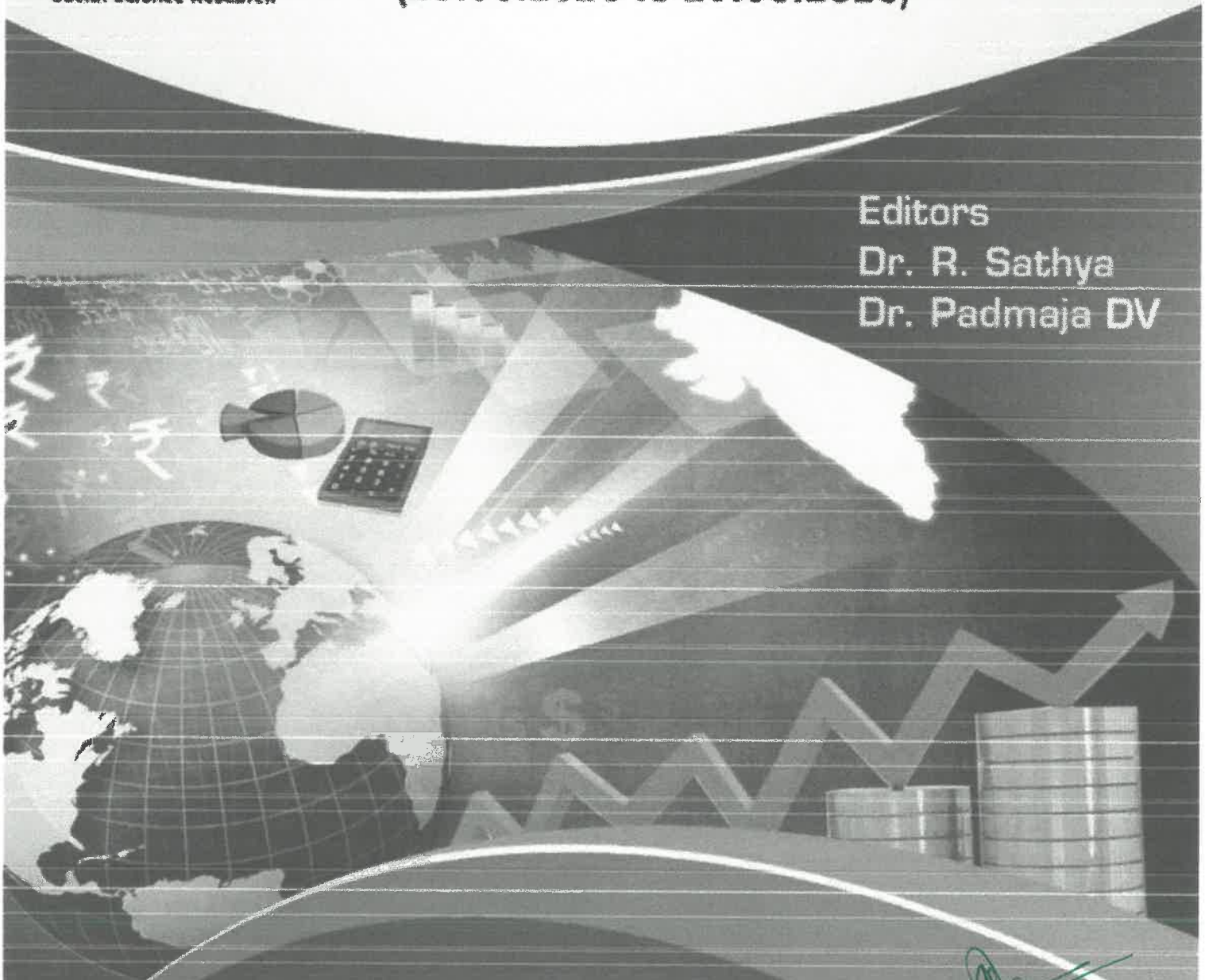
HOSUR 635 126

IMPACT OF CHANGING BANKING PRACTICES ON THE INDIAN ECONOMY

Indian Council of Social Science Research

ICSSR Sponsored Two Days National Level Seminar

(28.03.2023 to 29.03.2023)



Editors

Dr. R. Sathya

Dr. Padmaja DV

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Hosur-635 126, Krishnagiri-Dist.

Organized by

Department of Commerce (Financial System)

PSG COLLEGE OF ARTS & SCIENCE

An Autonomous College, Affiliated to Bharathiar University

Accredited with A++ Grade by NAAC (4th Cycle)

College with Potential for Excellence (Status Awarded by UGC)

Star College Status Awarded by DBT-MST

An ISO 9001:2015 Certified Institution Coimbatore - 641 014

Since 1947

PSG COLLEGE OF ARTS & SCIENCE
An Autonomous College, Affiliated to Bharathiar University
Accredited with A++ Grade by NAAC (4th Cycle)
College with Potential for Excellence (Status Awarded by UGC)
Star College Status Awarded by DBT-MST
An ISO 9001:2015 Certified Institution Coimbatore - 641 014

IMPACT OF CHANGING BANKING PRACTICES ON THE INDIAN ECONOMY

Indian Council of Social Science Research

ICSSR Sponsored Two Days National Level Seminar

(28.03.2023 to 29.03.2023)

Dr. R. Sathya
Associate Professor & Head of the Department of Commerce (Financial System)
PSG College of Arts & Science, Coimbatore

Dr. Padmaja DV
Assistant Professor
Department of Commerce with Retail Marketing
PSG College of Arts& Science, Coimbatore.

Organized by
Department of Commerce (Financial System)
PSG COLLEGE OF ARTS & SCIENCE
An Autonomous College, Affiliated to Bharathiar University
Accredited with A++ Grade by NAAC (4th Cycle)
College with Potential for Excellence(Status Awarded by UGC)
Star College Status Awarded by DBT-MST
An ISO 9001:2015 Certified Institution
Coimbatore - 641 014

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Edition: First

Year: 2023

ISBN: 978-93-94428-56-0

All Rights Reserved: No part of this publication can be stored in any retrieval system or reproduced in any form or by any means without the prior written permission of the publisher.

©Authors

© Publisher

Publisher

Multi Spectrum Publications

Kanyakumari, Tamilnadu, India.
Phone: +91 6384730258
E-Mail:editor@multispectrum.org
www.multispectrum.org

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

26	Customer Satisfaction Towards Online Shopping in Retail Industry with Mobile Banking ***Dr.Ar.Chitra Juliet Mangeshkar***	145-150
27	Digital Transformation in Business & Commerce: Trends, Challenges & Opportunities ***Mrs.S Priyanka & Mr. Kevin Rajan***	151-160
28	BNPL As a New Financial Instrument & Its Impact on Consumer's Buying Behaviour ***N. Vadivu & Dr.T.Unnamalai***	161-168
29	Cash Transaction to Cash Less Transaction in India ***Dr.M.Vimalarani***	169-172
30	Challenges With Adoption of Mobile Banking ***Dr. G. Ayyanar & Dr. B. Senthil Kumar***	173-180
31	A Study on Customer's Attitude Towards Various E-Wallets System ***Ms. Pavithra & Dr.V.Murugesh***	181-185
32	Digital Payment System and Its Impact on Indian Economy ***Dr.N.Rameshkumar***	186-190
33	Unified Payments Interface – An Overview ***Dr.S.V.Revathi, Mrs.S.Kalaiselvi & Mrs.A.Jelcy***	191-194
34	Integrated Ombudsman Scheme : An Analytical Research ***Dr.R Anitha, Dr.R. Umamaheswari & Ms. Bugade Laxmi Arvind***	195-202
35	Farmer's Awarness on Central Schemes Available from Agriculture Banks ***Dr.B.Chitra & Ms.V.Abinayamalini***	203-206
36	A Study on Analysis of Factors Favourable In E-Payment at Tiruchirapplli City ***G. Anandhi***	207-211
37	Challenges and Opportunities in Indian E-Banking: Current Scenario ***Dr.S.Kalaiselvi & Geetha K S***	212-218
38	A Study on Green Banking ***Dr. V. Saranya & Mr. Rohith Rajesh***	219-224
39	Unified Payments Interface (UPI) ***Dr. Manicka Mahesh N.,Ms. Inushree S & Ms. Divya Bharathi R***	225-230

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
Krishnagiri Dist.

BNPL AS A NEW FINANCIAL INSTRUMENT & ITS IMPACT ON CONSUMER'S BUYING BEHAVIOUR

N. VADIVU
Research Scholar, PG & Research Department of Commerce
Government Arts and Science College,Tiruchirapalli-620027.

Dr.T.UNNAMALAI
Assistant Professor,
Center for Distance and Online Education,
Bharathidasan University, Tiruchirapalli-620027

Abstract

The new dimension of the purchasing habit of the customers in the present technology based era is buy now-pay later mechanism. This study attempts to investigate the factors that influence the consumers in HOSUR city to make transactions and purchase products using micro credit or BNPL. The study mainly used primary data collected from 30 respondents using two-stage sampling technique. Multiple regression analysis method is employed to investigate the factors influencing the consumers to use buy now-pay later mode of payment. The results of the analysis show that education, increase in the demand for goods and improvement in the standard of living availing this payment mode have a significant impact on increasing the value of yearly purchase of products through buy now-pay later mechanism. This increase in the expenditure also reveals the buying decision of the consumers. The findings of the study suggest that an effective financial inclusion, minimizing the inter-bank variation regarding payment mechanism, increased availability and accessibility of information, availability of buy now-pay later mechanism in the retail stores and all possible places can lead towards a better result.

Keywords : BNPL, buying behavior, purchase decision, financial inclusion

Introduction

In the twenty-first century, when technology has taken control, consumers have the option of paying for their goods via a variety of payment options (Soman, 2001).In addition to the traditional payment methods such as cash, cheques, use of plastic payment mechanisms such as credit cards, charge cards, and debit cards is on the rise (Green, 1997).An ever increasing number of payment mechanisms facilitates the customers without any hassels((Marlin,1998). According to conventional economic theories, a desire is only considered as a demand if it is accompanied by two conditions: the ability to purchase the commodity and the willingness to pay for it but Credit cards were introduced as one of the method of delayed payment and were considered the primary source. However, Buy Now, Pay Later is gradually displacing it. The world economy has experienced severe upheavals as a result of the pandemic and even some people lost their jobs. This led in decreasing the purchasing power capacity of the people. During this tough situation, BNPL proved to be an amazing solution to the customers to allow them to purchase beyond their pocket. It also helped e-commerce stores to improve the average order value by increasing the customers for bigger purchases.

HOSUR 635 126

ISBN:978-93-94428-56-0

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

www.iardo.com

5th International Conference on Research Developments in Arts, Social Science, & Humanities (ASH-2023)

Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh

Date: 30th July 2023

ISBN : 978-93-91535-56-8

The Impact of Workplace Self-Evaluation, Employee Morale, and Work Environment on Employee Engagement

Mrs. C. Suganthi

Assistant Professor,Department of BBA (CA),

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

Suganthisankaran77@gmail.com

ABSTRACT:

This study aims to investigate the impact of work environment, employee morale, and workplace self-evaluation on employee engagement in private sector banks located in Hosur. The created model and hypotheses were derived from the literature review. This study used structural equation modelling (SEM) to test hypotheses using data collected from 150 workers of private banks. The findings demonstrated that employee involvement is not positively impacted by staff morale. Nonetheless, it was discovered that employee engagement is positively impacted by the work environment and workplace self-evaluation. The study is restricted to Bhubaneswar-based private banks.

These results offer helpful information and recommendations to private bank management on how to create an approach to employee engagement among their staff by enhancing the workplace environment and putting HR procedures related to employee morale and self-evaluation into practise. The impact on employee morale has received less attention despite the positive effects of employee engagement and the rise in interest in this subject. In fact, rather than being done in the east zone, the majority of studies on employee engagement to date have been undertaken in the western zone. Therefore, the purpose of this study was to comprehend employee involvement in the east zone, particularly in Bhubaneswar. The results of this study may help financial institutions better understand how important employee engagement is for fostering happy work environments and employee self-evaluation.

Keywords: *Private Banks, Work Environment, Employee Morale, Self-Evaluation at Workplace, Employee Engagement*

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

HOSUR 635126

2nd International Conference on Management, Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

UNIVERSITY PROJECT LAB AS A LEARNING TOOL FOR DEVELOPING COMPETITIONS IN PROJECT MANAGEMENT

Mrs. C. Suganthi

Assistant Professor ,Department of BBA (CA)

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

Suganthisankaran77@gmail.com.

SYNOPSIS

The Project Laboratory (Project Lab) is a novel teaching instrument at universities that is introduced in this article. The Project Lab concept effectively combines the academic knowledge of project management that students have with their practical abilities. It also attracts national and external financing from and makes use of the faculty's professional experience in project development and management. Student collaboration in creating practical project applications is a key component of the Project Lab. The article's objectives are to describe and understand the findings of the Project Lab at University, as well as to examine the pedagogical features of the lab, including learning strategies and acquired competencies. The Project Lab's future development is put up for discussion based on the outcomes analysis.

The study is conducted through desk research, including a review of the literature on project management techniques, learning strategies, and project funding options. In addition, an empirical study on the implementation of Project Lab at University in Tamil nadu is conducted, which includes an examination of the quantitative and qualitative data collected over the previous three years.

The writers have drawn conclusions and offered suggestions for additional Project Lab development based on the study's findings. The authors are devising more university-level Project Lab activities, expanding the Project Lab concept to include multinational and multidisciplinary teams as well as varying study levels. The authors have identified the next steps in improving the Project Lab in order to gauge its effectiveness. These include developing a system for tracking project outcomes that can be integrated into the university's

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

3rd International Conference on Emerging Trends and Researches in Professional Development of Faculties in Multi Disciplinary Domains
Jan Nayak Ch. Devi Lal (PG) College of Education, Sirsa, Haryana
Date: 27th-28th May 2023, ISBN : 978-93-91535-49-0

AN UP-TO-DATE REVIEW OF APPRENTICESHIP PROGRAMS FOR CRAFTSPEOPLE IN THE CONSTRUCTION INDUSTRY

Mrs. C. Suganthi

Assistant Professor, Department of BBA (CA)

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

Suganthisankaran77@gmail.com.

ABSTRACT

Objective Apprenticeship programs aim to equip young learners with fundamental, all-around skills. Different under populated sectors can close their skills gaps through apprenticeships. The construction industry, which has a large ageing workforce and thus decreasing labour productivity, benefits greatly from apprenticeships. Nonetheless, in many nations throughout the world, the completion rates of apprenticeship training programs in the construction industry continue to be poor. Therefore, the goal of the study is to evaluate the literature on apprenticeship training that has been published and is especially focused on the construction industry in order to assess the state of the field today and recommend future directions for research.

Keywords: *Apprentice training programme, craftspeople, construction industry, skill shortage, systematic review*

I OVERVIEW

A persistent issue in a number of nations, including South Africa and the United Kingdom (UK), is the low performance of building projects (Jennings, 2012; Molloy and Chetty, 2015). It has been determined that low productivity and funding are two of the factors contributing to construction projects' subpar performance (Thomas et al., 2002; Lu et al., 2017). Research has indicated a connection between ageing populations and labour shortages in the construction industry and lower productivity (Thomas and Horman, 2006; Hasan et al., 2018). Additionally, it has been suggested that the lack of construction workers is the reason behind the decline in contractors' revenues (Construction Industry Development Board, 2017). Therefore, projects and enterprises in the construction industry suffer from labour

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Rights and Duties (ICRD-2023)
JS University, Shikohabad, Uttar Pradesh, India
Date: 14 April 2023
ISBN : 978-93-91535-46-9

JUST HOW MUCH MULTITASKING CAN STUDENTS HANDLE DURING LECTURE? EFECTS OF QUESTION FREQUENCY AND RELEVANCY AND NOTE TAKING ON RETENTION

Mrs. C. Suganthi

Assistant Professor ,Department of BBA (CA)

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

Suganthisankaran77@gmail.com.

SYNOPSIS

Clickers, or classroom response systems, are becoming more and more common as a way to help students learn. Regretfully, the custom of stopping a presentation to take questions consumes valuable time to cover the material. Not stopping to ask inquiries "on the fly" is a potential fix. However, are students able to listen to lectures and respond to questions at the same time? Does this multitasking hinder the learning process for students? We looked at the effects of pertinent and unnecessary "on-the-fly" questions as well as taking notes during lectures in three experiments. Preservation Undergraduates either took notes or viewed a video of a lecture in class or not, and getting 0, 6, 18, or 36 inquiries that were either pertinent or not lecture, followed by an exam. When given pertinent instruction, students fared better on the test instead of pointless inquiries. Regarding the ideal quantity of inquiries or whether notes taking ought to be permitted as well, as there were no clear benefits. Consequently, while taking into. Our data shows no discernible interference when "on the fly" clicker questions are used during a lecture as opposed to when they are not used. Instead, such pursuits as clickers could potentially counter by letting students multitask with pertinent activities during boring lectures.

Keywords

Multitasking · Clickers · Technology · Lecture · Questions · Note taking

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

National Conference on Multidisciplinary Approaches in Engineering, Science & Management
ESM-2023
Trinity Academy of Engineering, Pune
Date: 24th - 25th February 2023
ISBN : 978-93-91535-40-7

Internet Literacy: A Case Study of St. Joseph's College of Arts and Science for Women Students in Hosur

Mrs.D.Saraswathi

Asst.Professor,Department Of BBA (CA)

St.Joseph's college Of Arts & Science for women

sarasmails@gmail.com

Abstract:

In the current epidemic scenario, internet literacy is crucial. Global information accessible via the internet for all scholars. Numerous publishers release a wide range of reading material in electronic format, which may be found in numerous online databases. This is a simple method for obtaining information. This study examines the online literacy of St. Joseph's College of Arts and Science for Women students in Hosur who are pursuing a Bachelor of Arts and Science degree.

Keywords: Resources, Technology, Internet, Literacy

I.Introduction:

Internet: As a tool for information technology, the internet helps users obtain information. The internet is a helpful tool for storing and retrieving information that we can access anytime and wherever we want. The internet makes knowledge available to you around-the-clock. In the USA, Internet use started in 1970, but it wasn't until 1996 in India. The function of libraries and librarians is changing as a result of Internet use. In the new millennium, the internet is a genuinely global tool. For academics, information professionals, and students alike, these are indispensable resources. The internet is a global network of global networks. It facilitates instruction, learning, and educational planning.

A user of the internet can connect with individuals and organizations worldwide and converse over wifi, trade information, gather information, or search for information Internet use for library services, including the following:

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Rights and Duties (ICRD-2023)
JS University, Shikohabad, Uttar Pradesh, India
Date: 14 April 2023
ISBN : 978-93-91535-46-9

A Study of the Present Situation Regarding Women's Human Rights

Mrs.D.Saraswathi

Asst.Professor,Department Of BBA (CA)

St.Joseph's college Of Arts & Science for women

sarasmails@gmail.com

Abstract:

All people have inherent rights, known as human rights, irrespective of their gender, race, nationality, ethnicity, language, religion, or any other status. A few examples of human rights are the freedoms from slavery, torture, and enslavement; the freedoms of speech and expression; the right to work; the right to an education; and many more. Without exception, everyone is entitled to these rights. Human rights encompass the rights of all individuals, including those of women, children, prisoners, asylum seekers, and the elderly. I emphasized women's human rights in this paper. Human rights are those minimal rights that each and every member of the human family must be able to obtain. Every member of society is entitled to the same rights.

Every member of the community has an equal right to exist, to experience equality, and to coexist harmoniously. Nearly half of all people on Earth are women, and they have the same rights to all human rights as men do. Gender inequality is the primary topic of discussion, along with customs, traditions, social attitudes, and other related topics.

Women's rights are a major concern these days. All across the world, women experience lifetime rights violations. However, the majority in society has been violating their rights. The movement of marginalized and underprivileged groups seeking refuge under the United Nations' auspices has played a significant role in advancing the cause of human rights. In this study I discuss the legal framework, international initiatives to advance women's human rights, and the current state of women's rights.

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Management, Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

A study conducted at Birla Sunlife Insurance, Hosur, on work-life balance

Mrs.D.Saraswathi

Asst.Professor,Department Of BBA (CA)

St.Joseph's college Of Arts & Science for women

sarasmails@gmail.com

Abstract:

When they first start a job, everyone in this world tries very hard to strike a balance between work and life. The majority of people in organizations today struggle to find solutions to the issues they deal with on a daily basis. Therefore, the purpose of this study is to assess employee work-life balance and assess the organizational work environment. The employee's work-life balance was assessed through the use of surveys.

Key words: *professional, work-life balance, social responsibility, organization, management*

I.Introduction:

There was a time when priorities were seen as distinct for work and personal life. However, as a result of globalization and growing workplace demands, organizations and employees alike are becoming more aware of the importance of maintaining work-life balance. Workers who spend a significant portion of their workdays at work, or who occasionally put in long hours, must strike a balance between their personal and professional obligations.

The phrase "work-life balance" first appeared in the early 1980s as a result of a dramatic increase in the number of working women professionals who were also parents to young children. Employee demand for preserving a work-life balance has increased to an unprecedented degree, and management has also recognized its significance given the current circumstances. The topic of work-life balance is expected to be highly debated in boardrooms in the future, and it will be a significant concern for HR and management professionals.

The phrase "work-life balance" describes how to effectively manage or strike a balance between one's paid work and their expected personal or social obligations. Both organizational productivity and employee well-being can be impacted by work life in a variety of ways.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

National Conference on Multidisciplinary Approaches in Engineering, Science & Management
ESM-2023
Trinity Academy of Engineering, Pune
Date: 24th - 25th February 2023
ISBN : 978-93-91535-40-7

An Analysis of HR Practices in Public and Private Sector Banks in HOSUR

Mrs.C.A.UMA.

Asst.Professor,Department Of BBA (CA)

St.Joseph's college Of Arts & Science for women

Umasrilokesh88@gmail.com

ABSTRACT

Hosur has a long history of banking that dates back several decades. Madhya Pradesh is a crucial place for banks, both public and private, to make significant amounts of money. When it comes to the expansion of banks, human resources management plays a big part. HRM is directly involved in hiring and firing people, which means that they are also accountable for meeting the demands of their workforce. HRM addresses a wide range of employee-related issues, including job satisfaction, training, staffing procedures, promotions, internal career opportunities, selection procedures, pay and benefits, performance reviews, and career planning. When management and staff communicate well, the HRM position becomes more beneficial. The ability to prepare employees for the future is HRM's primary responsibility. Furthermore, HRM fosters employee development, motivation, and excitement for their work. It also creates a framework so that workers can finish tasks efficiently and according to plan.

The necessity of HRM in banks is examined in this study. There is evidence of the ability to manage both people and associated risk. The study maintains the function and responsibilities of HRM at its core, along with the obstacles and consequences that affect both HRM and its constituents. For this research paper, Axis Bank and Bank of Baroda have been chosen as the subject areas. The significance of HRM is examined together with any potential obstacles that they may encounter; most crucially, employee job satisfaction is examined in relation to HRM's duties.

Five hypotheses have been developed for this research in order to identify and accomplish the study's goal. The conclusion is drawn from all of the discussed factors, and some recommendations are also included to help get beyond the obstacles that currently stand in the way of improving HRM's position and employee benefits.

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

SURYADATTA GROUP OF INSTITUTES
Enriching Careers and Enhancing Lives Since 1999

International Conference on New Horizons in Science, Engineering, Management and Humanities
Date: 28th January 2023
ISBN : 978-93-91535-39-1

"A STUDY ON EMPLOYEES ABSENTEEISM AT ITS INDUSTRIES IN BANGALORE CITY"

Mrs.C.A.UMA.

Assi.Professor,Departmeni Of BBA (CA)

St. Joseph's college Of Arts & Science for women

Umasrilokesh88@gmail.com

ABSTRACT

In Indian industries, absenteeism has become a common occurrence. It's an important matter that needs to be addressed right away by both employers and workers. Being absent from a duty or obligation on a regular basis is known as absenteeism. It is erroneous to believe that workers who attempt to avoid their jobs at all costs are the cause of absenteeism. This essay aims to highlight a number of absenteeism causes, including personal problems, unfavourable work environments, occupational illnesses, poor production planning (workflow), unfavourable working conditions, inadequate welfare, a lack of skilled labour, job insecurity, collective bargaining procedures, strict control systems, a lack of supervisory support, a lack of interest, a lack of a cohesive and friendly culture, and so forth. This study also identifies strategies for lowering employee absenteeism in the Indian workforce.

KEY WORDS: *- work environments, occupational illnesses, and poor production planning.*

I. Introduction

The term "employee absenteeism" refers to the practise of employees failing to report for work on a scheduled day.

Workers would not be included if they took approved leaves of absence, paid holidays, vacations, or leaves of absence permitted by the terms of the collective agreement.

Employee absenteeism is a pattern of routinely skipping work or other commitments. In the past, employee absenteeism was perceived as a management issue and expressed in terms of the economy or quasi-economy. It was also considered a sign of subpar individual performance and a breach of an implicit contract between the employer and employee. The goal of more recent research is to comprehend employee absenteeism as a sign of a social, medical, or psychological adjustment to work.

HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

www.iardo.com

5th International Conference on Research Developments in Arts, Social Science, & Humanities (ASH-2023)

Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh

Date: 30th July 2023

ISBN : 978-93-91535-56-8

College instructors' stress management with reference TO THE DISTRICT OF KRISHNAGIRI

Mrs.C.A.UMA.

Asst.Professor,Department Of BBA (CA)

St.Joseph's college Of Arts & Science for women

Umasrilokesh88@gmail.com

Abstract

Work under stress might present serious difficulties for the company. The best defence against stress is smart work organisation and efficient management. The day-to-day duties associated with being a parent and attending college are becoming increasingly taxing, with chores becoming increasingly varied in their parts. It is discovered that there is "an excess of demand for the adaptive capacities of the mind which body" and that this need can be either mental, physical, or both. Effective time management and task organisation are the most effective strategies for reducing stress. The response to work and demands that don't align with your abilities and meet your capacity to handle them is stress related to the workplace. Stress can take many different forms.

Keywords: *Stress, Stress management, Workplace stress, College teachers, Arts and Science College*

I.Overview

The diverse and varied practises of modern human life set it apart from historical times. In the past, people respected nature and lived in harmony with it, even when human interference benefited it. The environment of today is abused, and there are several attempts to resist nature rather than coexist peacefully with it. The underlying source of all human ailments, pains, and diseases is this unhealthy methodology. The world of today is rife with tensions and pressures. Stress, of course, is a by-product of greed, expectations, and goals. Life is not a one-dimensional thing; it is multidimensional. The ability to maintain quality in all areas of one's life is a key indicator of life quality. The modern lifestyle has gotten far too complicated and multifaceted.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

National Conference on Emerging Trends in Engineering & Technology(NCETET-2023)
Bharati Vidyapeeth's College of Engineering, Kolhapur
Date: 31st March 2023
ISBN : 978-93-91535-44-5

"A STUDY ON GREEN HR PRACTICES ADOPTED CHRIST COLLEGE .BANGALORE"

Mrs.C.A.UMA.

Asst.Professor,Department Of BBA (CA)

St. Joseph's college Of Arts & Science for women

Umasrilokesh88@gmail.com

Abstract

Globally, the idea of "green HRM" has gained popularity. The connotation varies depending on the individual. It makes an effort to increase energy efficiency or lessen pollution brought about by businesses and everyday activities. Reducing the potential negative environmental effects of pollution and energy use is the main goal of going green. Green HRM practises encourage environmental sustainability more widely and assist business organisations in making the most use of their current natural resources. In an effort to improve productivity and create a more sustainable environment, the majority of Indian businesses and government agencies have recently implemented green human resource management practises. The educational system occupies a special place in society and the environment. Even though many academic institutions have created Green Initiatives to support staff and students who are responsible for protecting the environment, it is impossible to fully apply Green HRM practises. This study report will identify the typical green HR practises employed in higher education institutions as well as the degree to which academic institutions use green HRM practises. Since higher education institutions are in charge of protecting the environment, this will be advantageous.

Green HR practises have been implemented by Christ College, Bangalore, on its Bangalore campus. The focus of this essay will be the various green HRM practises offered by the Institute. The report concludes with a discussion of possible implications of Green HRM practises for the Institute.

Keywords: *Natural resource, educational institution, HR practises, organisational consequences, green HRM technologies*

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

HOSUR 635 126

3rd International Conference on Emerging Trends and Researches in Professional Development of Faculties in Multi Disciplinary Domains
Jan Nayak Ch. Devi Lal (PG) College of Education, Sirsa, Haryana
Date: 27th-28th May 2023, ISBN : 978-93-91535-49-0

IMPORTANCE OF KNOWLEDGE MANAGEMENT IN THE HIGHER EDUCATIONAL INSTITUTES

Mrs.C.A.UMA.

Asst.Professor,Department Of BBA (CA)
St.Joseph's college Of Arts & Science for women
Umasrilokesh88@gmail.com

ABSTRACT

Each and every academic institution advances knowledge. For civilization to continue growing, the knowledge and information that are produced must be gathered in one location and shared with everyone. It has been noted that knowledge generated in academic institutions is not appropriately recorded or stored. It is also noted that knowledge or material produced in academic institutions is frequently unknown to others and is kept as grey literature, which could be valuable if appropriate recoding is upheld within the company. Although the academic setting is a treasure trove of information, it is ill-organized, which results in a lack of utility and encourages repetition of tasks. The goal of this project is to determine the value of knowledge management (KM) of an institution's prior knowledge under the auspices of Periyar University and Colleges. Research should also be done on data collection, analysis, classification, mining, data mapping, idea mapping, indexing, connecting, and repackaging of knowledge, as well as tools, techniques, and copyright concerns when disseminating this knowledge through knowledge bases.

Keywords: *higher education's knowledge management policies, methods, sharing, tacit knowledge management, and knowledge management.*

I. INTRODUCTION

In academic settings, knowledge management (KM) is a relatively recent field. Knowledge management will be the topic of numerous forthcoming national and international conferences and seminars. Numerous international universities are actively engaged in research and activities connected to knowledge management. Due to the necessity to reveal the intellectual capacity accessible in institutions for experience exchange, it is currently

JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Management, Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

At Tata Motors Service and Spare Parts Sale, HOSUR, "A study of Employee Welfare Measures"

Mrs.C.A.UMA.

Asst.Professor,Department Of BBA (CA)

St.Joseph's college Of Arts & Science for women

Umasrilokesh88@gmail.com

ABSTRACT

The well-being of the worker and their family is a means of both buying the worker's gratitude and allegiance, as well as an effective marketing strategy. The phrase "employee welfare" refers to a wide range of services, perks, and resources provided by the company. The main goals of labour welfare are to improve the lives of employees and maintain their happiness. Welfare facilities give labourers the opportunity to live fuller, more fulfilling lives. The effectiveness of the welfare programmes run by the Serum Group is the main focus of the study. Both primary and secondary methods of data collection were used to gather the data. A questionnaire was created and completed by organisation employees in order to determine the level of satisfaction and effectiveness of the welfare facilities. The different facilities, such as the lavatory, washing area, shelter, first-aid instruction, childcare centre, etc., are analysed, interpreted, and programmed using a variety of statistical tools. The goal of the study was to determine the level of employee satisfaction with the organization's welfare programme. The results showed that while the welfare facilities offered by the organisation were useful, they were not sufficient to raise employee satisfaction. Arrangement Maybe put the advice into practise Similar organisations should establish welfare organisations with the goal of offering all kinds of facilities at one location and providing welfare benefits consistently and successfully to all workers equitably.

KEYWORDS: *-Health, efficiency, economic betterment and social status*

I. INTRODUCTION

1.1What is meant by employee welfare?

"Welfare as a term which is understood to include such services and amenities as may be established in or the vicinity of undertaking to perform their work in healthy, congenial

HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

International Conference on Rights and Duties (ICRD-2023)
JS University, Shikohabad, Uttar Pradesh, India
Date: 14 April 2023
ISBN : 978-93-91535-46-9

An Impact of Talent Management Practices in Higher Educational Institutions

Mrs.C.A.UMA.

Asst.Professor,Department Of BBA (CA)

St. Joseph's college Of Arts & Science for women

Umasrilokesh88@gmail.com

Abstract

Goal:Best practises for talent management, like as succession planning, employee engagement, and learning and development, are relevant to all sectors of the economy, including education. Higher education institutions need to nurture their talent. These institutions need to identify the competences of their current workforces and address difficulties with emerging leadership talent because of the increasing competition. Another challenge is finding and retaining qualified workers, as well as exploiting their talents and controlling their shortcomings. Because workers feel their abilities and skills are undervalued, companies are losing talented and skilled employees to competitors. Furthermore, there are no policies in place to address any knowledge and skill gaps that prevent them from doing their jobs well. Therefore, the primary problem for these institutions is having staff members who lack the motivation to give their best work. The aim of this research is to conduct a literature review in order to investigate the impact of talent management practises in higher education institutions.

Key words:

Talent development, talent management, talent acquisition, talent retention, and e-learning

1. INTRODUCTION:

The main goal of a higher education institution, which is a unique kind of business, is to make higher education more accessible to locals and students. Its goal is not to generate revenue, unlike businesses. Higher education institutions are essential to the development of human capital; hence replacing their leadership is a critical problem since poor succession planning can harm the institutions' reputation.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

SURYADATTA GROUP OF INSTITUTES
Enriching Careers and Enhancing Lives Since 1999

International Conference on New Horizons in Science, Engineering, Management and Humanities
Date: 28th January 2023
ISBN : 978-93-91535-39-1

A STUDY ON LOYALTY AND SATISFACTION OF CLIENTS

Mrs. C. Magila

Assistant Professor,Department of BBA (CA)

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

E-Mail: maheela86@gmail.com

ABSTRACT

This research study's primary goal is to determine that if customer happiness is acquired, then loyalty from customers will undoubtedly follow. In order to investigate the elements impacting customer satisfaction and loyalty, as well as management practices and consumer expectations, this study employs both qualitative and quantitative research methods for data collecting. All things considered, this study advises the company on precisely what its client's need and want as well as how to win their loyalty in order to run a profitable firm.

Key Words: *Customer Satisfaction, Customer Loyality.Consumer expectations*

I. INTRODUCTION

Customer happiness is the key to any company organization's success. Customer needs always come "first" in a new firm, followed by profit. Businesses who are able to completely please their clients will continue to hold the top spot in the market. Today's businesses are aware that maintaining happy customers is essential to their success and that increasing their market value is also a crucial benefit. Customers are, in general, those who purchase goods and services from a market or company that satisfy their needs and desires. Consumers buy goods to satisfy their financial expectations. As a result, businesses should base their pricing decisions on the caliber of the goods that draw in clients and foster enduring relationships.

The company must ensure that the services it offers are full and commensurate with its worth. This will bring in more clients and maintain the long-term relationship between the client and the company. Also, by giving or sharing information about the business's goods and

HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

National Conference on Multidisciplinary Approaches in Engineering, Science & Management
ESM-2023
Trinity Academy of Engineering, Pune
Date: 24th - 25th February 2023
ISBN : 978-93-91535-40-7

CONSUMER PURCHASING HABITS IN MALLS THAT MENTION RETAIL ESTABLISHMENTS AND SPECIFICALLY MENCTION THE BANGLORE REGION: A COMPARATIVE INQUIRY

Mrs.C.Magila

Assistant Professor,Department of BBA (CA)

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

E-Mail: maheela86@gmail.com

ABSTRACT

Indian consumers have noticed a little increase in the number of state-of-the-art strip malls, or "Malls," over the past three to four years. India's rapid advancements in fields like planning, correspondence, information growth, and transportation have opened people's eyes to sentimental possibilities. For little transactions, customers are looking for convenience at the point of sale, but when making large purchases, they will travel to a certain location. Indian consumers are often less esteem sensitive than in the past as they develop their own self-profit schemes. As the amount of additional money rises, buyers will become more magnanimous in their spending, fostering customer loyalty rather than spending more. India's retail sector will undoubtedly increase the number of strip malls in the nation, but there is still a lack of power over the completion of consumer behaviour

Key Word: Customer Convenience Fostering customer loyalty, Consumer behaviour

I.INTRODUCTION

Over the past ten years, there has been a significant shift in the nature of Indian shopping. It was ranked as the fifth most alluring rising retail event and managed second in the 30 leading countries that make up the AT Kearney Global Retail Change Index. This is evident from the way that shopping centers development, which was hitherto a fairly basic component of horrific urban social activities, has started to wreak havoc on smaller urban gatherings and towns. In level II urban gatherings and towns in India that are close to Longshot East, there is a vibrant refinement in retail space, and there is advancement at 230 new strip shopping centres. Indian customers have been observed endorsing the retail layouts' initial shift in direct customer snatching. The estimation of new setups' satisfaction interest is steadily declining for

HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

National Conference on Emerging Trends in Engineering & Technology(NCETET-2023)
Bharati Vidyapeeth's College of Engineering, Kolhapur
Date: 31st March 2023
ISBN : 978-93-91535-44-5

DATA FROM THE ROLE OF CAREER DEVELOPMENT IN THE RELATIONSHIP BETWEEN HUMAN RESOURCE MANAGEMENT AND PROJECT-BASED ORGANIZATIONS

Mrs.C.Magila

Assistant Professor,Department of BBA (CA)

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

E-Mail: maheela86@gmail.com

ABSTRACT

The rise of project-based organizations can be attributed to the globalization of markets, fierce rivalry, and technological advancements. Companies are compelled by these modifications to examine and reconsider their HRM in order to better fit the project environment. One of the most important aspects of human resource management is career development. The purpose of this study was to comprehend the function of career development in the context of the interaction between human resources management (HRM) and project-based organizations (PBO).The findings indicate that because their occupations are transient, interviewees frequently do not have access to these kinds of possibilities for professional advancement. It is imperative for project managers to take accountability and initiative in advancing their careers through skill maintenance and development.

Keywords: *Career Development, Project-based Organization, Human Resource Management, Skills, Qualitative Research,*

I. INTRODUCTION

The rise of project-based organizations can be attributed to the globalization of markets, fierce rivalry, and technological advancements. Human resources management (HRM) is fundamentally impacted by the unique features of projects, such as the transient and unstable nature of operations and the dynamic nature of the work environment (Bredin and Söderlund, 2011a; Keegan et al., 2018; Loufrani- Fedida, 2019; Prouska and Kapsali, 2020; Samimi and Sydow, 2021). As a result, in order to adjust to the project environment, businesses must

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Rights and Duties (ICRD-2023)
JS University, Shikohabad, Uttar Pradesh, India
Date: 14 April 2023
ISBN : 978-93-91535-46-9

ANALYZE THE RELATIONSHIPS BETWEEN FASHION-ORIENTED IMPULSE BUYING BEHAVIOR AND CAUSES IN IRANIAN FASHION CLOTHES STORES

Mrs.C.Magila

Assistant Professor, Department of BBA (CA)

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

E-Mail: maheela86@gmail.com

Abstract

"Study of cause and effect relationships of fashion –oriented impulsive buying behavior in Tehran" was the title of the study, which was carried out in 2014. Its general goal is to look at the influential aspects that influence impulsive, fashion-focused buying behavior at the moment of purchase. This research has an applied goal, and it takes a casual approach. Field data collecting is the method used in this study. Data collection was done using the questionnaire. The Likert scale was used to compose the twelve questions that made up the questionnaire. There were 382 participants in the study's samples. The statistical technique used in this work is structural equation, and LISREL and SPSS were used to examine the data. Six hypotheses were then investigated in the study. This study's hypotheses were all accepted. The results show that fashion participation positively impacts common sense and fashion-driven impulsive purchasing behavior. Fun-oriented consumption is positively impacted by fashion participation. Additionally, impulsive purchasing and desirable sensations are positively impacted by fun-oriented consumption. Feeling well has a beneficial impact on impulsive purchases made when shopping.

Keywords: *Fashion-oriented Impulsive Buying, Impulsive Buying, Customer Impulsive Behavior, Impulse Enjoyment, Impulse Buying Tendency*

I. Introduction

Impulsive fashion shopping is a key idea to draw shoppers in with unique merchandise. Customers are more likely to make impulsive purchases when they are stimulated by an impulse and later view the transaction as an opportunity (Park et al., 2006).

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

3rd International Conference on Emerging Trends and Researches in Professional Development of Faculties in Multi Disciplinary Domains
Jan Nayak Ch. Devi Lal (PG) College of Education, Sirsa, Haryana
Date: 27th-28th May 2023, ISBN : 978-93-91535-49-0

A STUDY TO DETERMINE THE ELEMENTS IMPACTING A CONSUMER'S INTENT TO SHOP ONLINE

Mrs.C.Magila

Assistant Professor,Department of BBA (CA)

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

E-Mail: maheela86@gmail.com

ABSTRACT

Finding the variables influencing customers' intention to shop online is the aim of the study. The results imply that there are several advantages to online buying for customers, making it a simple and convenient process for them. Convenience, time savings, low costs, finding discounts, coupon codes, earning cash back, round-the-clock shopping, a wide selection of products, etc.

Keywords: *Consumer Intension, Online shopping, Buying products and services*

I. INTRODUCTION

Retailers have a great opportunity to improve the experiences that customers receive from online shopping in order to keep up with the increasing demands of consumers for greater personalization in terms of product variety, speedy delivery, hassle-free return policies, and many channels for purchasing. Customers may shop online with only one click, making it a simple, easy, and convenient method of doing so. Online shopping is becoming more and more popular due to factors like price (products are available at a lower cost than in-store shopping), convenience (easy access to retailers through online channels), quick delivery, and a large selection of products. This information is supported by Forrester Research (2011).

The impact of personalized website features on consumers' views towards online clothes buying and their ability to make purchases is growing daily. Customized site elements that are interactive have been shown to have a major direct impact on consumers' tools for making decisions about what to buy and an indirect effect on their favorable attitudes about online clothing shopping. Positive consumer attitudes towards online clothing shopping were

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

2nd International Conference on Management, Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

AN ANALYSIS OF CONSUMERS' ONLINE SHOPPING PURCHASE BEHAVIOR

Mrs.C. Magila

Assistant Professor,Department of BBA (CA)

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

E-Mail: maheela86@gmail.com

Abstract:

With over 627 million users globally, online shopping has experienced a notable surge in popularity recently. Due to the pandemic's increased use, online retailers experienced an increase in sales. Ecommerce growth has been halted by the reopening of physical stores, and a market correction may occur where sales of certain product categories decline. Furthermore, rising expenses might be a problem for ecommerce businesses. A project report has been written to investigate Chennai-based consumers' intentions to make online purchases. For this respondents by making them fill questionnaire, thereby obtaining relevant data for our purpose and gathered insights for our purpose which is reflected in our report. Our main aim of conducting this research is to identify the factors that influence consumer's decision - making process when it comes to identify the key drivers that impact their purchasing decisions. The following research is conducted to know the problems or challenges that consumers faces during online shopping and scrutinize the steps while online shopping. Overall, the purpose is to provide insights to online e - commerce retailers to improve their strategies for marketing and delivering the goods timely by enhancing consumers experience in Chennai.

Keywords: *Online Shopping, Consumers purchase intention, challenges, e – commerce*

I.INTRODUCTION

Because of the Internet's easy accessibility and rapid growth, e-commerce has become increasingly popular in recent years. Online shopping is the third most popular activity on the internet, according to UCLA. The Indian e-commerce market is anticipated to grow to USD 350 billion by 2030, from USD billion by 2022. Books, tickets, reservations, clothing, shoes,

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

www.iardo.com

5th International Conference on Research Developments in Arts, Social Science, & Humanities (ASH-2023)
Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh
Date: 30th July 2023
ISBN : 978-93-91535-56-8

THE DEVELOPMENT, EVOLUTION, AND CONTRIBUTIONS OF HUMAN RESOURCE MANAGEMENT

Mrs.C.Magila

Assistant Professor, Department of BBA (CA)
St. Joseph's College of Arts and Science for women, Hosur
E-Mail: maheela86@gmail.com

ABSTRACT.

The Studies confirm that without placing a high priority on human resource development and management (HRM), a high-performance organization (HPO) cannot exist (HRD). Nonetheless, HRM and HRD haven't always been paired well. The progression of HRD from its foundation in human knowledge transference to HRM and current HRD operations shows that organizations' now need to concentrate employee development on flexibility, innovation, and capability due to increased environmental, social, and political pressures. The review that follows demonstrates how crucial HRM and HRD are to organizational leadership. Additionally, the literature reviewed establishes a strong correlation between the qualities of an HPO and the competencies imparted via efficient HRM and HRD cooperation.

Keywords: *high performance organization (HPO), human resource management (HRM), human resource development (HRD)*

I. Introduction

Every business activity, from financial transactions to operational choices and beyond, is centred an organization's most valuable resource: its people. Therefore, human resources bear a large portion of the blame for an organization's success or failure (de Waal, 2007; Haslinda, 2009). Human resources have worth, but this is not always fully acknowledged. Actually, hiring, paying employees, and the legal aspects of workforce management are often the extent to which human resource development

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Emerging Trends in Technology
Science, Management and Upcoming Research in Computer Science
Tirumala Engineering College, Jonnalagadda, Narasaraopet, AP
ISBN : 978-93-91535-47-6
Date: 21-22 April 2023

Bacillus megaterium bacterial carboxy methyl cellulase: optimization of physicochemical parameters

Margret Kanimozhi A

Abstract— Cellulose, a complex polysaccharide made up of glucose subunits is present abundantly in lignocellulosic biomass generated from agricultural and forestry activities. Bacterial cellulases are useful enzymes for degradation of cellulose as bacteria grow faster and have lesser growth requirements as compared to fungi. In the present work, cellulolytic bacteria *Bacillus megaterium* (KU365409) isolated from decaying wood matter was grown in cellulosic basal medium and its ability to degrade carboxy methyl cellulose was evaluated. The effect of several culture parameters such as carboxy methyl cellulose concentration, organic and inorganic nitrogen sources, pH, temperature and inoculum density on carboxy methyl cellulase activity was studied by single factor approach. The maximum carboxy methyl cellulase activity under optimized conditions was found to be 0.183 U/mL. Based on the present optimization results it can be inferred that media and growth conditions affects the carboxy methyl cellulase production and *Bacillus megaterium* (KU365409) is a potent source of microbial cellulases.

Key words—Bacillus megaterium, CMCase activity, Bacterial cellulase.

INTRODUCTION

Cellulose is the most abundant natural biopolymer that exists on earth. It accounts for about 40-50% of plant biomass. Lignocellulosic biomass (LB) is a complex structure composed of cellulose, hemicellulose and lignin, and is majorly generated from agriculture and forestry activities. It is a rich source of cellulose and a feasible raw material for biofuel production. The complexity of LB can be broken down by various pretreatment methods such as physical methods like steam explosion and mechanical grinding, or chemical methods like acid or alkali treatment. Biological methods can be used to degrade complex polymers (cellulose/ hemicellulose) to fermentable sugars using commercially available enzyme concoctions or microorganisms [1]. Cellulose can be broken down by microorganisms such as fungi and bacteria. These organisms metabolize cellulose present in the substrate by producing extracellular enzyme, cellulase. Cellulase is an enzyme complex composed mainly of Endoglucanases (CMCase), Exoglucanases and β-Glucosidases. Bacteria such *Bacillus* sp., *Clostridium* sp., *Cellulomonas* sp., *Thermomonospora* sp., *Ruminococcus* sp., *Bacteroides* sp., *Erwinia* sp. and *Acetivibrio* sp.; fungi such as *Aspergillus* sp., *Trichoderma* sp. and *Fusarium* sp. are well known cellulase producers. Bacterial cellulases are preferred over fungal as bacteria are fast growing, have lesser nutritional requirements and easy downstream processing [2]. The physical and chemical parameters that greatly affect the production of extracellular cellulase in microorganisms include temperature, pH, and media constituents. The effect is generally combinatorial and relationship between these variables has a marked effect on the ultimate production of the cellulase.

The present work aims at optimization of the physicochemical parameters for carboxy methyl cellulase from bacterial strain *Bacillus megaterium* (KU365409).

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli (P.O.)
HOSUR - 635 126, Krishnagiri - Dist.
HOSUR 635 126

International Conference on Emerging Trends in Technology
Science, Management and Upcoming Research in Computer Science
Tirumala Engineering College, Jonnalagadda, Narasaraopet, AP
ISBN : 978-93-91535-47-6
Date: 21-22 April 2023

Polyhydroxybutyrate Production using *Ralstonia eutrophus*: A Sustainable Approach

P. Jancy Magdalene*

*Assistant Professor, Department of Biotechnology,

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

Abstract:

Polyhydroxybutyrate (PHB) is a biodegradable and eco-friendly biopolymer belonging to the polyhydroxyalkanoate (PHA) family. It is synthesized by certain bacteria as a form of energy storage. PHB is interesting from an environmental perspective because it is biodegradable and can be produced from renewable resources, offering a potential alternative to traditional, non-biodegradable plastics. The study was aimed to explore the efficient production of PHB using *Ralstonia eutrophus*, a well-known bacterium recognized for its ability to accumulate high levels of this biopolymer. *Ralstonia eutrophus* was cultivated in different media compositions, and the impact of various carbon sources, such as glucose, glycerol, and other renewable substrates, on PHB production was evaluated. Despite its eco-friendly characteristics, PHB faces challenges related to production costs, processing difficulties, and competition with low-cost petroleum-based plastics. This study was an effort to optimize production processes and explore ways to make PHB more economically competitive.

Keywords: *Polyhydroxyalkanoate (PHA), Polyhydroxybutyrate (PHB), Biodegradable plastics*

Introduction:

Plastic pollution is an international issue of great concern. An estimated 19–23 million tonnes of plastic garbage spill into lakes, rivers, and oceans annually, contaminating aquatic ecosystems. The ability of ecosystems to adapt to climate change is diminished by plastic pollution, which can modify habitats and natural processes. This has a direct impact on the social well-being, food production, and livelihoods of millions of people.

About 9.3 million plastic tonnes are produced in India each year, or 25,490 tonnes per person. In the last five years, India's plastic garbage creation has doubled. Additionally, the epidemic increased the need for plastic in e-commerce, and food delivery industries, among other sectors.

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

HOSUR 635 126

International Conference on Emerging Trends in Technology
Science, Management and Upcoming Research in Computer Science
Tirumala Engineering College, Jonnalagadda, Narasaraopet, AP
ISBN : 978-93-91535-47-6
Date: 21-22 April 2023

Vermicast Product for soil fertility and agricultural practices - A review

Ramya.K

Assistant Professor, Department of Biotechnology,
St. Joseph's College of Arts and Science
for Women, Hosur

Abstract:

Vermicast is a Ultimate final product is produced vermicomposting process, which splits organic waste with the aid of earthworms. Knowing its high nutrient content and ability for soil conditioning, vermicompost is regarded as an organic fertilizer. Because vermicompost contains water-soluble nutrients, it increases the amount of nutrients that are present naturally and improves soil structures like drainage. Earthworms consume organic wastes including yard clippings, farmyard manure, scarp papers, crop residues, food and leftover residues, and more. They then turn these wastes into valuable products like worm meal, Vermicast tea, and worm casting, among other things. Additionally, vermicompost fights soil-borne plant pathogens and pests that cause a variety of plant diseases by acting as an organic fertilizer and biological control agent. Additionally, some of the negative effects of heavy metals can be mitigated. It also Gives us beneficial bacteria with a range of benefits. Nevertheless, there are several disadvantages, such as the production of dangerous greenhouse gasses like methane and nitrous oxide. Despite this, it is determined that locally produced earthworm vermicompost—which contains at least four times as much nutrients as traditional cattle dung compost—remains preferable to conventionally made compost.

Keywords: Vermicast, Manure, fertilizer, Soil borne pathogen.

Introduction:

Vermicomposting is a process of composting organic waste using worms, usually specific species of earthworms. These worms consume organic materials and transform them into nutrient-rich compost. It's an efficient and environmentally friendly way to recycle kitchen and garden waste. The most commonly used earthworm for vermicomposting is the red wiggler (Eisenia fetida). These worms are well-adapted to the decomposition of organic matter and thrive in composting systems. Vermicomposting can be done in various containers, such as

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mockandapalli, Sipcot,
HOSUR - 635 126. Krishnagiri. Dist

International Conference on Basic Sciences: Global Challenges and Solutions for Sustainable Development
Chintamani College of Science, Pombhurna, Dist. Chandrapur, M.S
Date: 13-14 October 2023
ISBN : 978-93-91535-91-9

Screening of Endophytic Fungi Isolated from Catharanthus Roseus

Margret Kanimozhi A

Abstract

Natural product research has contributed to cancer cure in an indispensible way. Even today the top ten drugs used against cancer are either isolated or semi-synthesized from plants. Vinblastine and vincristine the wonder drugs for cancer, are being isolated from the leaves of field grown *Catharanthus roseus* plant by plant tissue culture, but their supply is limited and cannot meet the present requirements. Therefore the present aims at isolation and preliminary screening of endophytic fungi for antimitotic activity. A total of forty two endophytic fungi (SSV1 to SSV42) from the different parts of *Catharanthus roseus* plants collected from different parts of Bangalore were isolated. Most of the fungi isolated were unusual and slow growing. Out of 42 fungi isolate SSV2 ethyl acetate extract showed antimitotic activity in onion root tips.

Keywords: Endophytic fungi, *Catharanthus roseus*, antimitotic activity

INTRODUCTION

Endophytic fungi colonize living, internal tissues of the plants without causing any immediate overt negative effects [1]. Endophytic fungi are symbiotically associated with plants and can synthesize the same bioactive compounds and natural products as their host plant themselves suggesting the possibility of intergeneric genetic exchange between the plant and the fungus without causing damage to the host [2].

Catharanthus roseus (L.) which is an important medicinal plant of the family Apocynaceae is used to treat many of the fatal diseases. *C. roseus* also possess good antioxidant potential. There are about two common cultivars of *C. roseus* which is named on the basis of their flower colour that is the pink flowered 'Rosea' and the white flowered 'Alba'[3].

Plant based drugs from a microbial source like endophytic fungi will be of immediate interest to pharmaceutical industries as these will help in getting rid of the several geographical and political barriers associated with transportation of plants as well as from the various environmental conditions which can hamper the quality and production of desired compounds. Microbial fermentation has several advantages over using parts of the plants for the production of drugs and bioactive substances as this can easily be carried out in tank fermenter providing unlimited supply of drugs and negating the requirement of plant parts. Moreover, different stronger derivatives of the drugs can be obtained by altering the culture conditions. Also, the microbial extraction procedures are very easy and require less solvent in order to purify the drugs [4].

Fungi as sources for novel antifungal agents have been screened and among the many compounds isolated from fungi the echinocandins and the pneumocandins are highly potent and promising and are currently in clinical trials. Therefore the present study aimed at isolation of endophytic fungi with antimitotic activity from the different parts of *Catharanthus roseus* plant.

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

International Conference on Basic Sciences: Global Challenges and Solutions for Sustainable Development
Chintamani College of Science, Pombhurna, Dist. Chandrapur, M.S
Date: 13-14 October 2023
ISBN : 978-93-91535-91-9

Toposiomerase II inhibitors in Cancer therapy – A Review

P. Jancy Magdalene*

**Assistant Professor, Department of Biotechnology,*

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

Abstract:

Topoisomerases are enzymes that play a crucial role in the maintenance of DNA structure and function by regulating the topological state of DNA. They are essential for processes such as DNA replication, transcription, recombination, and repair. These enzymes help alleviate the torsional stress that builds up in DNA strands during these processes. There are two main classes of topoisomerases: Type I and Type II. Topoisomerases II are enzymes that change the topology (or conformation) of a segment of DNA by a complex catalytic cycle which involves DNA strand cleavage, strand passage and religation. These enzymes could therefore be used as targets for anticancer treatment. Topoisomerase II inhibitors are a class of drugs that interfere with the activity of topoisomerase II enzymes, essential for DNA replication and repair. These inhibitors are widely used in cancer therapy due to their ability to induce DNA damage and prevent cancer cells from proliferating.

Keywords: *Topoisomerase II Inhibitors, Anticancer drugs, Cancer therapy*

Introduction:

Cancer is a group of diseases characterized by the uncontrolled growth and spread of abnormal cells. It is a complex and multifaceted condition that can affect virtually any tissue or organ in the body. Despite significant progress in cancer therapy, several challenges persist, hindering the development and implementation of effective treatments. The challenges includes, drug resistance, heterogeneity of tumors, late-stage diagnosis, immunosuppression, limited specificity of therapies as well as toxicity and side effects.

As homodimeric enzymes, type II DNA topoisomerases temporarily cleave double-stranded DNA to initiate unlinking and unknotting processes. By establishing a covalent bond between each monomer's active site tyrosine and each strand's 5'-phosphate, the dimeric enzyme breaks DNA double strands.

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

International Conference on Basic Sciences: Global Challenges and Solutions for Sustainable Development
Chintamani College of Science, Pombhurna, Dist. Chandrapur, M.S
Date: 13-14 October 2023
ISBN : 978-93-91535-91-9

Larvicidal Activity of *Ocimum tenuiflorum* for microbial pollution control

Ramya.K

Assistant Professor, Department of Biotechnology,

St. Joseph's College of Arts and Science

For Women, Hosur

Abstract :

Tulsi holds a unique place in Indian culture, and its significance goes beyond its culinary and medicinal uses, playing a role in spiritual and religious practices as well. Research has suggested that Tulsi (Holy Basil) oil may exhibit larvicidal effects, particularly against mosquito larvae. Here are some key points regarding the larvicidal effect of Tulsi oil. Mosquito larvae, particularly those of the Aedes, Anopheles, and Culex species, are responsible for the transmission of diseases such as dengue, malaria, and filariasis.The larvicidal activity of Tulsi oil is attributed to its active compounds, with eugenol being one of the major components. This explains additional information about larvicidal activity of tulasi leaf and roots.

Keywords : Larvicide,Mosquito,Medicinal

Introduction :

Tulsi, also known as Holy Basil, is a sacred plant in Hinduism and is revered for its medicinal and spiritual significance. Scientifically known as Ocimum sanctum or *Ocimum tenuiflorum*, Tulsi is a member of the mint family (Lamiaceae) and is native to the Indian subcontinent.In Hinduism, it is considered a sacred plant and is often grown in or near Hindu households. It is considered the embodiment of the goddess Lakshmi and is associated with purity and divine protection. Tulsi is used in various religious rituals, and many people have a Tulsi plant in their homes, often in a special structure called a Tulsi Vrindavan.

Tulsi is renowned for its medicinal properties and has been used in traditional Ayurvedic medicine for centuries. It is believed to have various health benefits, including anti-inflammatory, anti-bacterial, and adaptogenic properties.The leaves of Tulsi are rich in essential oils, phytochemicals, and antioxidants that contribute to its therapeutic value.There are several varieties of Tulsi, with the most common being Rama Tulsi (green-leaved),

HOSUR 635 126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Recent Development in Engineering, Sciences, Humanities, and Management
Government Engineering College Bharatpur, Rajasthan
Date: 18th March 2023
ISBN : 978-93-91535-43-8

A STUDY ON BUSINESS INTELLIGENCE IN E-COMMERCE

Mrs. B. SAMUNDEESWARI

Assistant Professor, Department of Commerce

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

ABSTRACT:

Now a days online shopping has become popular and E-commerce are a usual concept. However, companies still have little knowledge about their customers. It is important to merge e-commerce with business intelligence, because this would enable to obtain knowledge about e-commerce platforms, customers, discovering purchasing patterns, better financial performance and so on. Now a days it became more important to know the need and preference of customers and provide the required products to them. This paper provides a review on how business intelligence helps in the development of E-commerce and helps the businessmen to take decisions about their products.

Keywords: Business intelligence system, consumer satisfaction, Decision making.

INTRODUCTION:

In the previous years, there has been a massive increase in the use of the Internet by users around the world. Today, it became a necessity to assign value to the big amount of data present in the world and to create information from the data to help in decision making. With the presence of tough competition, it became crucial for the companies to come up with new ideas and better decision making to make them unique from others. Business Intelligence helps to gather information from these large amounts of data and analyze it to provide knowledge to the organization. Due to the increased use of the Internet, there has been an increase in electronic commerce, opening their distribution channels to direct online sales. Although e commerce technologies may be available hypothetically in all industries and organizations, an efficient usage of e commerce is closely related to online procurement and better customer relationship management. Due to this growth, it has become vital for organizations to respond to user requirements and to improve their understanding on their customers' profiles. The combination of these two technologies (Business Intelligence and ecommerce) helps companies to know their customer's behavior, patterns of buying and

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Management,
Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

BLOCK CHAIN TECHNOLOGY IN AGRICULTURAL SUPPLY CHAIN

Mrs. B. SAMUNDEESWARI

Assistant Professor, Department of Commerce

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

ABSTRACT.

Globalization has significantly impacted the agriculture sector, necessitating new methods and advancements. Blockchain technology offers a decentralized data structure, reducing corruption and error in supply chains. Big data, blockchain, and the Internet of Things are transforming the agri-food supply chain, reducing transaction costs, promoting new business models, and increasing transparency.This systematic review uses the PRISMA technique to investigate the obstacles and facilitators of integrating blockchain technology with sustainable agriculture. The study explores the use of blockchain technology in intelligent and sustainable farming, focusing on its potential benefits and challenges. Blockchain provides a reliable source of information about contracts, inventories, and farm conditions, fostering consumer-producer trust.

Keywords: Agricultural supply chain; Blockchain; Food production; Transparency Keywords: blockchain technology; smart and sustainable agriculture; agri-food supply chain

INTRODUCTION

In order to increase sustainability and productivity in the agriculture sector, data and information use are becoming more and more important. Agriculture's ability to gather, store, analyze, and use data is greatly enhanced by information and communication technology (ICT) (Walter et al., 2017). It makes it simple for farming communities and agricultural practitioners to get the most recent information, enabling them to make better decisions on a daily basis (Kaddu and Haumba, 2016). For instance, mobile phones lower information costs and thus facilitate farmers' access to markets and financial support (Kaske et al., 2018); remotely sensed data on soil conditions can support farmers' crop management (Brown, 2015); and the development of the Global Positioning System (GPS) facilitates field

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

Conference World
www.conferenceworld.in

DIGITAL FIANCIAL SERVICES ON FINANCIAL INCLIUSION

Mrs. B. SAMUNDEESWARI

Assistant Professor, Department of Commerce

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

ABSTRACT

The term "digital financial inclusion" describes the ability of underserved and excluded populations to access the internet and use formal financial services. Because e-banking contributes to financial inclusion through technology, it enhances living conditions and increases the use of financial services in rural India. Because of digital financial services, financial inclusion also fosters economic expansion. The aim of this study is to determine the variables that affect people's intentions to use and the uptake of digital financial services. This will help determine how India can achieve financial inclusion with the right technology and approach. The study also looks for evidence of how the nation's economic growth is influenced by digital financial inclusion. This study explores the adoption and usage of digital financial inclusion using secondary data. It defines digital financial inclusion, its components, providers, instruments, advantages, risks, and regulatory implications. The study provides recommendations for ensuring its benefits.

Keywords: digital finance, artificial intelligence, financial inclusion, digital financial inclusion.

INTRODUCTION

This paper aims to explore the topic of digital financial inclusion. All the information required to understand digital financial inclusion is provided in this paper. The quantity of digital applications providing financial services has grown and will likely continue to do so in the future. Technology companies and financial technology companies develop many of the digital applications used to provide financial services, either for their own use or to help banks better serve their clients.

HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

8th International Conference on Research Developments in Applied Science, Engineering & Management (AEM- 2023)
Venue: The Indian Council of Social Science Research , Punjab University Campus, Chandigarh
Date: 30th July 2023
www.iardo.com
ISBN : 978-93-91535-55-1

THE IMPACT OF DIGITAL MARKETING ON BRAND AWARENESS

Mrs. B. SAMUNDEESWARI

Assistant Professor, Department of Commerce

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

ABSTRACT

Digital marketing has evolved significantly in the past decade, offering marketers increased opportunities to interact with customers through personal devices. This study examines how digital marketing affects a product's brand, focusing on strategies like email marketing, search engine optimization, mobile marketing, blogging, and affiliate marketing, and their impact on customer brand building. This study explores the connection between brand development and digital marketing. Digital marketing, which uses digital platforms and assets, has become a recognized specialty in the past decade, with personal devices providing access to more direct and indirect communication channels with target audiences. The study explores the impact of digital marketing on product branding, highlighting the increased consumer awareness of brands and their evolution in the marketplace. It highlights various digital marketing tools, including blogging, affiliate marketing, mobile marketing, SEO, and email marketing, on customer brand building. According to the study, digital marketing—also known as digital branding or digital communication—uses digital channels and assets to convey a brand's positioning as part of a multichannel brand communication or engagement program.

Keywords: Brand Building, Communication, Digital Marketing, Brand Awareness, BrandBuilding, Brand Communication, Brand Perception, Digital Branding, Digital Marketing,

INTRODUCTION

Learning how to promote a product on one's own is a very old idea. Vendor strategies for product marketing have changed in response to changes in society and, more precisely, in people's behaviors. In contemporary times, companies that want to sell products online use a

HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

www.iardo.com

5th International Conference on Research Developments in Arts, Social Science, & Humanities (ASH-2023)

Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh

Date: 30th July 2023

ISBN : 978-93-91535-56-8

THE ROLE OF CENTRAL BANKS DIGITAL CURRENCY ON FINANCIAL SERVICES

Mrs. B. SAMUNDEESWARI

Assistant Professor, Department of Commerce

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

ABSTRACT

In order to increase financial inclusion, this paper investigates the effects of introducing retail central bank digital currencies (CBDCs) in developing economies. It pinpoints two main avenues for increasing overall lending, improving financial inclusion, and lowering the risks associated with bank disintermediation. By establishing credit and boosting bank deposits, CBDCs can lessen information asymmetry in lending. Four requirements must be satisfied in order to enhance lending overall and household welfare: a sizable unbanked population, a valuable payment form, bank credit risk differentiation, and low deposit liquidity risk. Households can still benefit from CBDC even in the event of a decline in total lending. The majority of nations take into account a "two-tier" CBDC model in which consumers receive CBDC from commercial banks after it has been issued by central banks. With this model, unbanked people's deposit accounts are reduced, enabling them to build credit and be eligible for lower interest rates. This design benefits households if it offsets reduced lending.

Keywords:*Digitalcurrency,Money,Centralbank,Centralbankdigitalcurrency,BDC,Digitalfinance,Cryptocurrency,Financialinclusion,CBDCdesign,Blockchain,Distributed ledger technology*

INTRODUCTION

Central banks around the world are looking into the possibility of introducing central bank digital currencies (CBDCs) due to the growing need for digital payment methods in retail settings and the declining prevalence of cash usage (Auer and Böhme, 2020). 86% of central banks worldwide are looking into issuing CBDCs, and 60% are conducting experiments or proof-of-concept studies (Auer et al., 2020). Retail CBDC issuance is motivated by a number of objectives, including protecting monetary sovereignty, strengthening the transmission of monetary policy, preventing money laundering, fostering competition among e-money

HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

WORK-LIFEINTEGRATION

D.ANNIE JENIFER

Assistant Professor, Department of Commerce

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

ABSTRACT

"The work-life integration" is a new term that has gained popularity recently. Work-life balance: new elements introduced Work-life Integration and Work-Life Integration are not the same thing. The primary goal of this widely read paper on work-life integration and organizational development is to support employees' personal and professional development in all facets of their lives. In the past few years, work-life balance has been promoted by HR specialists, organizations, employers, and other stakeholders. It is clear that these domains cannot be kept apart, and that maintaining them apart will not allow either party to fulfill their time and energy commitments. Integrating work and non-work activities is preferable as it allows one to better manage their time and energy to complete all tasks at the same time. For the various domains to be integrated, people must have the freedom to select the time, place, and amount of work they do. Choosing a flexible work schedule will help you achieve a balance and integration of work and life.

Keywords: Worklifeintegration,worklifebalance,flexibleworkarrangements

INTRODUCTION

Today work life balance has become the important issue for both employees and employers. Worklifebalancecanbedefined as division of energy between the different aspects of individual life especially works (professional),family,friends(personal&social). Most studies show that a happy person at home is more productive at work place also; they enjoy their work more and maintain the working place conflict free. Organizations are realizing the benefits of balance between the work and life. Working people have traditionally encountered the difficulty of juggling the conflicting demands of work and family life under the presumption that they were only capable of handling their own balancing acts and could not reasonably expect major support in this area from anyone. It shows that when workers have a highly satisfied work-life balance, both workers and organizations benefit.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

www.iardo.com

5th International Conference on Research Developments in Arts, Social Science, & Humanities (ASH-2023)

Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh

Date: 30th July 2023

ISBN : 978-93-91535-56-8

GREEN MARKETING AND SUSTAINABLE BRANDING

D. ANNIE JENIFER

Assistant Professor, Department of Commerce

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

ABSTRACT

Marketers are always trying to identify the new opportunities and threats that the marketing environment presents, and they also know how important it is to keep an eye on it and adjust as necessary. The primary task facing marketers today is to come up with innovative ideas on how to meet the needs of the majority of people on the planet for a higher standard of living while promoting sustainable development. This strategy encompasses a broad range of eco-friendly products. With an emphasis on eco-innovations, the article highlights the importance of eco-labelling and green branding in order to create a sensible and long-lasting green marketing plan. The new idea of "green marketing" has emerged in order to take advantage of the newly available opportunities and guarantee a higher standard of living through sustainable development. The green marketing concept is sustainable development. Marketers these days are trying to capitalize on people's desire for environmentally friendly products and services and their concern for a healthy environment to live in in order to ensure sustainable development. This article also looks at how eco-labelling, eco-foot printing, and green supply can help green branding take advantage of the eco-market.

Keywords: Green Marketing, Sustainable Development, Eco labelling, Green Environment, Green Branding.

INTRODUCTION:

Man has inadequate resources on the earth, with which must attempt to provide for the worlds' unlimited needs. It is widely acknowledged that people and organizations have the right to make an effort to have their needs met in market societies where there is "freedom of choice". Due to the scarcity of natural resources, businesses must find new or alternative means of meeting their endless demands. In the end, green marketing examines how marketing initiatives make use of these limited resources while upholding industry and

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Conference World
www.conferenceworld.in
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

AN OVERVIEW OF DIGITAL MARKETING

ANNIE JENIFER

Assistant Professor, Department of Commerce

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

ABSTRACT

The purpose of this research project is to identify the most popular emerging media platforms for marketing. There are a lot of new techniques for marketing and promoting products in the Internet age. The development history of digital marketing, its current significance, its relationship to the Internet industry, and its similarities and differences from traditional advertising is the primary subjects of this paper. The study's objectives are to investigate the performance of digital media advertising on the internet and the potential of new media platforms for marketing.

INTRODUCTION

"Digital marketing" describes the process of promoting products and services via digital technologies, which include mobile phones, display ads, and other digital media in addition to the Internet.Because digital marketing has evolved, brands and companies now use technology and digital marketing in different ways than they did in the 1990s and 2000s. Digital marketing campaigns are growing more popular and successful as a result of consumers using digital devices instead of visiting physical stores and the increasing integration of digital platforms into everyday life and marketing strategies.Digital marketing tactics like influencer marketing, content automation, campaign marketing, e-mail direct marketing, display advertising, e-books, optical disks, and games are becoming more and more common as technology develops. This includes mobile phones (SMS and MMS), callback, and mobile ring tones for when the phone is on hold, among other offline channels that provide digital media.Since the term "digital marketing" is not widely used, it can be challenging to find definitions of it in the literature. Digital marketing is a popular strategy used by businesses to adapt, and the perceived ease of use of new technologies is a key factor in their successful adoption. The focus of digital marketing strategy is on how digital technologies improve marketing effectiveness by enabling better campaign management, individualized attention, and improved product, marketing, and execution design.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist,

www.iardo.com

5th International Conference on Research Developments in Arts, Social Science, & Humanities (ASH-2023)

Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh

Date: 30th July 2023

ISBN : 978-93-91535-56-8

LABOUR WELFARE IN INDIA

MRS. A. VIYANI JENITA MARY,

Research Scholar,Bishop Heber college (Autonomous)

Trichirappalli - 620 017

(Assistant Professor,St. Joseph's College of Arts and

Science For Women, Hosur.

CONTACT NO. 9092318221 EMAIL :viyanijenita@gmail.com

Dr. SHANTHI GETZIE RANJINI DEVI,

Associate Professor& research advisor,

PG & Research Department of Economics,

Bishop Heber college (Autonomous), Trichirappalli - 620 017

Abstract:

Because of the social issues that have surfaced as a direct consequence of industrialization taking place inside a capitalist environment, the adoption of a welfare strategy has become obligatory. In response to these social issues, several social welfare facilities have been made available to workers in a variety of

Industrial units for their own benefit. These amenities are intended to help the workers combat the issues. The labour welfare facility contributes to the convincing and maintenance of representatives. The vast majority of welfare facilities are concerned with concerns of cleanliness and hygiene, which do not result in discontent among professionals who are motivated by the provision of benefit

Measures. The conditions of workers' well-being, pleasure, and contentment, as well as their protection and progress, are included under labour welfare. There is a growing consciousness and acknowledgment, not just in rich nations but also in emerging ones,

of the need of such social measures in industrial employment. Human resources are the most important resource in any business since they are what ultimately determine a company's levels of productivity, goodwill, and quality of standard. This study is based on the secondary data available in the form of research papers,

Published reports, magazines etc.An analysis of the relevance,significance, and measures for ensuring worker welfare is being carried out here in this study.

Keyword: Labour, Welfare, Industry, Measures

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

HOSUR 635126

8th International Conference on Research Developments in Applied Science, Engineering & Management (AEM- 2023)
Venue: The Indian Council of Social Science Research , Punjab University Campus, Chandigarh
Date: 30th July 2023
www.iardo.com
ISBN : 978-93-91535-55-1

A STUDY ON EMPLOYEES UNION, TITAN COMPANY, HOSUR, KRISHNAGIRI DISTRICT.

Mrs. A. Viyani Jenita Mary,

Research Scholar,Bishop Heber college (Autonomous)

Trichirappalli - 620 017

(Assistant Professor,St. Joseph's College of Arts and

Science For Women, Hosur.

CONTACT NO. 9092318221 EMAIL : vivanijenita@gmail.com

Dr. SHANTHI GETZIE RANJINI DEVI,

Associate Professor& research advisor,

PG & Research Department of Economics,

Bishop Heber college (Autonomous), Trichirappalli - 620 017

ABSTRACT:

It is built on the passion and emotion of its proud employees. Titan can be best described as a huge living organism pulsating with highly motivated and dedicated employees. Every employee is treated with care and concern and is allowed to grow and blossom. The company has established a structure consisting of small group activities,

suggestion schemes such as SEED and Idea Plus, and cross-functional teams to enable employees to express their ideas for making things better. This enables employees to play a more active role in their work lives. The company have a formal structure to impart knowledge and skills through in-house as well as external training programmes.

The Tata philosophy is quite evident in Titan's approach towards its employees.

Key words: employees, union, labour welfare, company structure.

A host of skill and talent development programmes along with processes that encourage and nurture employee involvement is what makes Titan Industries a great place to work.

Titan Industries is not a brick and mortar company. It is built on the

passion and emotion of its proud employees. Titan can be best described as a huge living organism pulsating with highly motivated and dedicated employees. Every employee is treated with care and concern and is allowed to grow and blossom. No wonder then that the

HOSUR 635126 FOR WOMEN
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Trichirappalli, 620 017
Hosur 635 126, Krishnagiri Dist.

2nd International Conference on Management,
Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

EMPLOYEE ENGAGEMENT AND WORK FORCE DIVERSITY

MRS. A. VIYANI JENITA MARY,

Research Scholar,Bishop Heber college (Autonomous)

Trichirappalli - 620 017

(Assistant Professor,St. Joseph's College of Arts and Science For Women, Hosur

CONTACT NO. 9092318221 EMAIL :viyanijenita@gmail.com

Dr. SHANTHI GETZIE RANJINI DEVI,

Associate Professor& research advisor,

PG & Research Department of Economics,

Bishop Heber college (Autonomous), Trichirappalli - 620 017

ABSTRACT:

Employee engagement and workforce diversity are two crucial elements that are crucial to achieving organizational goals. This study aims to ascertain how employee engagement is affected by workforce diversity. There are dynamics in which business is carried out. Maintaining employee engagement in the face of this change presents a challenge to reaching the organization's objectives. Although the concept of workforce diversity is not new, factors such as growing globalization, shifting labor force demographics, an increase in cross-border labor migration, coordination between numerous office locations worldwide, etc., have made diversity administration increasingly challenging. Diversity in the workforce with regard to cultural backgrounds and the capacity to adjust to and tolerate such an environment necessitates a setting where workers can communicate and form bonds. The difficulty is not to not just keep workers, but to fully engage them; as a result, the company must win over the hearts and minds of its diverse workforce throughout every stage of their careers.

KEY WORDS: Employee Engagement, Workforce Diversity

HOSUR 635 126
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Research, Innovations and Practices in Science Technology and Management for Societal Benefits
Poddar International College, Tagore Lane, Mansarovar, Jaipur, Rajasthan
Date: 08th - 09th April 2022
ISBN : 978-93-91535-30-8

IMPACT OF SELF-HELP GROUP IN SOCIO-ECONOMIC DEVELOPMENT OF INDIA

MRS. A. VIYANI JENITA MARY,

Assistant professor in Economics

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

Ph: 9092318221

E.mail:viyanijenita@gmail.com

Abstract:

Throughout the world, NGOs, the government, and other organizations use the SHG method. Self-help groups are helping thousands of India's impoverished and marginalized citizens improve their lives, families, and society. This paper's primary goal is to investigate how self-help groups have impacted India's socioeconomic development. Self-help groups have been contributing significantly to the training of Swarozgaris, the development of infrastructure, marketing and technology support, member communication levels, member self-confidence, the reduction of family violence, the frequency of interactions with outsiders, the modification of SHG members' saving patterns, the modification of SHG members' cumulative monthly saving patterns, political involvement, the attainment of social justice and harmony, community action involvement, sustainable quality and accountability, and equity.

INTRODUCTION

Their personal issue. Governments, NGOs, and other organizations use the SHG approach all over the world. The impoverished gather their savings and deposit them in banks. In exchange, they are given simple access to low-interest loans that they can use to launch their microbusiness. Self-help groups are helping thousands of India's impoverished and marginalized citizens improve their lives, families, and society. The government of India's 9th five-year plan duly acknowledged the significance and applicability of the Self-help group approach in executing development programs at the community level.

The Self Help Groups (SHGs)-Bank Linkage Programme is becoming a viable option for reaching the "Unreached Poor" with financial services. It has been successful in meeting

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Recent Development in Engineering, Sciences, Humanities, and Management
Government Engineering College Bharatpur, Rajasthan
Date: 18th March 2023
ISBN : 978-93-91535-43-8

WORK FROM HOME: SATISFACTION BETWEEN WORK–LIFE BALANCE

MRS. A. VIYANI JENITA MARY,

Assistant professor in Economics,

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

Ph: 9092318221

E. mail:viyanijenita@gmail.com

ABSTRACT:

Coronavirus (COVID-19), which hit in early 2020, changed the way people live and work, and affected industries and organizations all over the world. Many organizations have begun to deliver a new way of working to adapt to these shifts effectively using teleworking or a work from home policy. The purpose of this study was to fill the gaps by investigating several potential predictors of job satisfaction during working from home from the impact of COVID-19 such as work–life balance and work stress. 472 workers who were forced to work from home all over Tamilnadu participated, and the responses were analyzed using software. The study revealed that working from home, work–life balance, and work stress have a significant effect, both directly and indirectly, on job satisfaction. Working from home as a new pace of work can sustain job satisfaction as the current working atmosphere for workers. In response to the collectivist setting, working from home can be a positive sign that needs to be paid attention to for the organization.

Keywords: work from home; job satisfaction; work stress; work–life balance; teleworking; COVID-19

1. Introduction

In early 2020, the impact of coronavirus (COVID-19) spread that affected all over the world created economic and social shock, which specifically in the organization world will likely reshape the way people live and work and the way in which industries and organizations operate. One of the most observable changes as a result of the COVID- 19 pandemic is teleworking, telecommuting, or the working from home policy across occupations.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

www.iardo.com

5th International Conference on Research Developments in Arts, Social Science, & Humanities (ASH-2023)
Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh
Date: 30th July 2023
ISBN : 978-93-91535-56-8

A STUDY ON CHALLENGES IN HUMAN RESOURCE MANAGEMENT

Mrs. N. VADIVU

Assistant Professor,Department of Commerce,

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

Hosur-635126.

Abstract

The term "human resource management," or "HRM," refers to formal procedures designed to manage personnel inside an organization. A human resource manager's duties can be divided into three main categories: staffing, benefits and pay for employees, and defining/designing work. Essentially, HRM's goal is to maximize an organization's productivity through employee effectiveness optimization. Even though the business world is changing at an ever-increasing pace, this mandate is unlikely to change in any significant way. "The basic mission of human resources will always be to acquire, develop, and retain talent; align the workforce with the business; and be an excellent contributor to the business," noted Edward L. Gubman in the Journal of Business Strategy. Those three difficulties won't ever go away. Small businesses, who often lack an HR department, may find it difficult to manage their human resources. The CEO may still be in charge of this, or they may be restricted to just one HR employee. In any case, small business owners must be aware of the obstacles in order to overcome them and be ready to deal with human resources concerns when their organization and workforce expand. The purpose of this paper is to examine the difficulties in HRM, offer solutions, and draw attention to new difficulties that the field is facing.

Keywords: *Human Resource Management,Challenges, Employees,Business.*

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

HOSUR 635126

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4
www.conferenceworld.in

GREEN MARKRTING

K PUNITHA

Assistant Professor, Department of Commerce

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

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 are already in compliance with these rules. Furthermore, the growth of green marketing has given businesses the chance to co-brand their goods under different lines, praising some products' environmental friendliness while downplaying others. These marketing strategies, as they will be explained, are a direct outcome of consumer market movement. Because of this, companies are now focusing more on attracting environmentally conscious customers. Due to their concern, these same customers are eager to include environmental issues into the decision-making process when making purchases.

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

INTRODUCTION

Green marketing, as defined by the American Marketing Association, is the promotion of goods that are thought to be environmentally safe. Hence, a wide range of actions are included in green marketing, such as altering the product, the production process, the packaging, and the advertising. However, defining "green marketing" is a difficult task because the term has multiple meanings that overlap and contradict one another. The term "green marketing" has different meanings in the social, environmental, and retail domains. Environmental marketing and ecological marketing are two more terms that are used similarly. With increased awareness of environmental issues, "green marketing" refers to a holistic marketing concept wherein the production, marketing, consumption, and disposal of goods and services occur in a way that is less harmful to the environment.

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookondapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

2nd International Conference on Management, Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

PROBLEMS AND DIFFICULTIES OF INDIAN WOMEN ENTREPRENEURS

K PUNITHA

Assistant Professor, Department of Commerce

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

ABSTRACT

The rise of women-owned businesses in India is a result of globalization and economic development. The framework and institutional framework for fostering entrepreneurial skills, providing business education, and providing readiness has expanded the opportunities for women to strengthen their financial positions. In India, there are many successful specialists and businesspeople in both the social and financial spheres. Regardless, government responsibility for business enterprise development and expertise preparation is not exclusive, and various partners must share this responsibility. Not as stay-at-home moms, but as visionaries in the business world who create jobs. The nation's business and financial development statistics have changed due to the growing presence of women in the business sector. Women-owned businesses are becoming more active in the public and economic spheres, which has academics focused on this fascinating phenomenon. This paper focuses on the problems, problems, and obstacles faced by women in business, how to overcome them, and how to undermine the policies of the Indian government that they must adhere to.

Key words: Entrepreneurs, stakeholders, skill development, vocational education, and entrepreneurs.

INTRODUCTION

Among women, a quiet insurgency is currently taking shape. Unlike the Quiet Revolution of the 1970s, when a large number of women left their homes and entered the workforce, a large number of women today are leaving the workforce in order to spend more time at home. However, unlike previous generations of women, these women are choosing to work from home rather than being stay-at-home moms. In many societies, there is a widespread belief that women should build and maintain the simple tasks, such as fetching water, cooking, and raising children. Since the turn of the century, growing industrialization, globalization, and

HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

8th International Conference on Research Developments in Applied Science, Engineering & Management (AEM- 2023)
Venue: The Indian Council of Social Science Research , Punjab University Campus, Chandigarh
Date: 30th July 2023
www.iardo.com
ISBN : 978-93-91535-55-1

BRAND MANAGEMENT'S EFFECTS ON THE FAST-FOOD SECTOR

K PUNITHA

Assistant Professor, Department of Commerce

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

ABSTRACT

Building brand equity is expensive, but what matters more is how hard it is to tell one fast food restaurant from another. For quick-service restaurants, revenue is strongly correlated with strong brand equity. The following four aspects of brand equity were put to the test: perceived quality, brand awareness, brand image, and brand loyalty. The biggest influence on revenue and patronage was brand awareness. While brand image, loyalty, and product quality had a much greater impact on brand equity, brand awareness had the least effect. Fast food establishments frequently use taste, cost, and quality of service to draw in their intended customer base. When making purchases, certain dimensions must also be taken into account in order to draw customers to these restaurants. However, it continues to impact industry purchase intentions by keeping consumers informed about new players in the fast food industry.

Keywords: Brand equity, Brand Image, Brand Loyalty performance, customer satisfaction

INTRODUCTION

A restaurant's brand name and its associated values are valuable intangible assets. Restaurant businesses can use their brands as long-term competitive advantages. The majority of restaurant chains, particularly those that serve fast food, work very hard to create identifiable brand identities. The readily recognizable brand names are the main point of differentiation for fast-food chains. To appreciate the benefits and intangible qualities of services, strong brand names are utilized. Additionally, they assist an organization offering services can benefit from having a strong brand and strong equity in a number of ways, such as increased customer loyalty, decreased susceptibility to competitor marketing initiatives, potential for higher profits, customers' potential lack of reaction to price changes, increased efficacy of marketing communication strategies, and potential for

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Recent Development in Engineering, Sciences, Humanities, and Management
Government Engineering College Bharatpur, Rajasthan
Date: 18th March 2023
ISBN : 978-93-91535-43-8

SUSTAINABILITY IN EDUCATION: AN EXAMINATION FROM SOCIAL, ECONOMIC, AND ENVIRONMENTAL RISQUÉ

K PUNITHA

Assistant Professor, Department of Commerce

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

ABSTRACT:

In an era of technological and knowledge-based economic development, education—the primary source of knowledge—is crucial. Any nation's development process is accelerated by education, which brings about reforms and changes in "intellectual capital and technology," fosters human capital with expertise and skill, and fosters competition and innovation in the economy. Any educational institution must focus on developing future leaders and decision-makers who are willing to work toward a sustainable future. This research paper centers on the necessity of implementing sustainable practices in the education sector, particularly in India's higher education levels. The goal of the study was to examine various facets of sustainable practices and strategies that are being implemented in the higher education sector. The study emphasizes the necessity of creative approaches and educational initiatives to address sustainability in the field of education.

INTRODUCTION

These days, the term "sustainable development" is the most commonly used. It means concentrating on development in a way that satisfies the requirements and expectations of the current generation without making the needs of future generations worse. Due to the ongoing natural disasters, changing climate, swift technological advancements, and depletion of natural resources, sustainable development is imperative for the entire community. Sustainable development is based on four main pillars: the environment, culture, economy, and society. Each of the four focuses on a distinct facet of sustainable development. They both contribute

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

www.iardo.com

5th International Conference on Research Developments in Arts, Social Science, & Humanities (ASH-2023)

Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh

Date: 30th July 2023

ISBN : 978-93-91535-56-8

FACTORS INFLUENCING THE PURCHASING DECISIONS OF CONSUMER

K PUNITHA

Assistant Professor, Department of Commerce

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

ABSTRACT:

The ultimate consumer's purchasing behavior is referred to as consumer buying behavior. Numerous traits, particulars, and aspects shape a person's identity and the consumer's decision-making process, shopping habits, buying behavior, brands he chooses to buy from, and places he visits. Every single one of these factors influences a purchase decision. A person's personality, psychological makeup, social class, subculture, family, and other factors all shape who they are as an individual and consumer. Cultural trends also have an impact on their social and societal surroundings.

Key words: consumer, brand, buying behaviour

INTRODUCTION

Consumer purchasing behavior is the process of choosing, paying for, and using products and services to fulfill desires. The behavior of consumers is influenced by various processes. Individuals and consumers are influenced by a multitude of factors, particulars, and characteristics that shape their decision-making process, shopping habits, purchasing behavior, brands they choose to buy from, and stores they frequent. Every single one of these factors influences a purchase decision. The consumer looks for goods at first to see what he would like to eat, then he chooses only goods that seem more useful. After deciding which goods to buy, the customer estimates how much money he has to spend. Finally, the consumer determines which commodities he should purchase by examining the current commodity prices. Consumer purchases are also influenced by a number of other factors, including social, cultural, economic, psychological, and personal ones.

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

Government Engineering College Bharatpur, Rajasthan
Date: 18th March 2023
ISBN : 978-93-91535-43-8

A STUDY ON E-COMMERCE

Mrs. JAYALAKSHMI ASB

Assistant professor, department of Commerce,

St. Joseph's college of Arts and science for Women, Hosur.

Abstract:

Electronic commerce, or e-commerce, is a paradigm change that affects consumers as well as marketers. E-commerce, on the other hand, is more than just an additional means of enhancing current business procedures. It is spearheading a radical transformation of the conventional business model. India is not an exception to the enormous rise this substantial shift in business strategy is experiencing globally. E-commerce has grown significantly as a result of widespread internet use, and start-ups in particular have been leveraging this option as a differentiator for their business models more and more. The goal of the current study is to describe the state of e-commerce and examine its tendencies. The study looks more closely at the crucial elements necessary for E-commerce business models to succeed.

Key words: technology, self-service technology, internet banking, e-commerce, and technology.

INTRODUCTION:

Electronic commerce is known as e-commerce. It refers to trading goods and services online and through electronic media. E-commerce is conducting business over the internet and information technologies such as Electronic Data Interchange (EDI). E-commerce is the practice of a seller selling goods or services to a customer directly through an online website. The portal accepts payments via credit card, debit card, or EFT (Electronic fund transfer) and uses a digital shopping cart or digital shopping basket system.

A more comprehensive definition of e-commerce is: (C. Nisha and G. Sangeeta, 2012) E-commerce is the use of digital information processing technology and electronic communications in business transactions to create, transform, and redefine relationships for value creation between or among organizations, as well as between organizations and individuals.

Business-to-business (B2B), business-to-consumer (B2C), business-to-government (B2G), consumer-to-consumer (C2C), and mobile commerce (m-commerce) are the primary forms of

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

HOSUR 635126

2nd International Conference on Management, Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

IMPACT OF FINANCIAL TECHNOLOGY (FINTECH) ON TRADITIONAL BANKING.

Mrs. JAYALAKSHMI ASB

Assistant professor, department of Commerce,

St. Joseph's college of Arts and science for Women, Hosur.

Abstract:

The impact of financial technology, or fintech, on traditional banking has been nothing short of revolutionary. Fintech companies and innovations have caused a disruption in the banking industry by offering alternative ways for individuals and businesses to obtain financial services. One of the most noticeable outcomes is an improvement in the customer experience. User-friendly interfaces, quicker account setup processes, and round-the-clock access to financial services through laptops and smartphones have all been made possible by fintech companies. As a result, in order to satisfy customer expectations, traditional banks have been forced to update their digital systems and services.

Keywords: Fintech, Fintech Services, Banking Industry.

Introduction:

First of all, In the world of finance, the emergence of Financial Technology (Fintech) has fundamentally challenged established banking models, changing the game. Customers can now access financial services in a more streamlined, economical, and customized manner thanks to the introduction of Fintech. Fintech businesses have gained traction in sectors like payments, lending, and investment services that have historically been controlled by traditional banks.

In addition, fintech has significantly increased the efficiency of financial transactions. Peer-to-peer lending, blockchain technology, and digital wallets have all sped up payment processes, reduced transaction costs, and eliminated the need for middlemen. Because of this, conventional banks now have to reevaluate their fee schedules and think about how to stay competitive when facing lower-cost fintech alternatives.

But it's important to acknowledge the challenges that fintech poses for traditional banks. Due to the fact that fintech businesses are becoming more and more global, these

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

www.iardo.com

8th International Conference on Research Developments in Applied Science, Engineering & Management (AEM- 2023)
Venue: The Indian Council of Social Science Research , Punjab University Campus, Chandigarh
Date: 30th July 2023
ISBN : 978-93-91535-55-1

THE EFFECTIVENESS OF MICROFINANCE INSTITUTIONS IN ALLEVIATING POVERTY.

Mrs. JAYALAKSHMI ASB

Assistant professor, department of Commerce,

St. Joseph's college of Arts and science for Women, Hosur.

ABSTRACT:

It is frequently contested and questioned whether microfinance and microcredit programs can reduce poverty and promote development. In order to add to the body of knowledge, this study will examine how microcredit programs affect reducing poverty and Cairo, Egypt's women are being empowered. Additionally, I look into how well microcredit institutions' management strategies target the "actual" poor. Finally, offer some suggestions for improving the efficiency of these programs in reducing poverty. This study, which used a quasi-experimental research design, adds to the body of research that has already been done and found that microcredit programs improve participants' income, spending, food quality and quantity, and children's education. Furthermore, the findings show a strong positive correlation between microcredit recipients' business profits and Nevertheless, I did not discover that women's sense of empowerment and independence could be improved by the availability of microcredit. Furthermore, it was discovered that the microcredit institutions' targeting criteria were not very effective in reaching the very poor. Furthermore, I was unable to locate any data confirming that women are more adept at managing microcredit than men are. This research raised doubts about the viability of microfinance institutions' policies, which typically target poor women rather than poor men in Egyptian society, where men are viewed as the primary breadwinners in the home.

Lastly, the study mentioned typical difficulties that microfinance institutions in Cairo seem to be having in their business. These organizations' emphasis on turning a profit frequently makes these programs less effective in terms of their poverty alleviation strategies. Generally speaking, in order for these programs to be more successful in reducing poverty, a new paradigm or regulatory body is needed to connect microcredit institutions with one another,

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Management, Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

"Study of Recent Techniques in Human Resource Management"

Mrs. L.MANJULA

Assistant Professor, Department of Commerce

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

ABSTRACT

The most significant "m" in the management is "Men," out of all the "Ms." For any firm to grow and succeed human resources is essential. The management of the entire organization is greatly impacted by human resource management. Managing people in a corporation has become increasingly difficult due to the quickening pace of globalization. This essay focuses on the several approaches and strategies that are now employed in human resource management.

Keywords: Human Resource Management, techniques, personnel, IT, Internet.

INTRODUCTION

The process of bringing individuals and organizations together to achieve their mutual goals is known as human resource management. Having the proper resources is crucial for an organization's success in this cutthroat world. Businesses have come to understand that, despite their technology prowess, their people still give them a competitive edge. People provide an organization with the skills, abilities, procedures, practices, speed, language, bonding, and conduct needed to successfully execute its strategies. These days, companies make sure that not only the corporate goals but also the personal goals of their staff members are met. Human resource management is significantly impacted by three developments. The first is the growing variety of the labor force; the second is the business globalization movement and the ensuing technology revolution; and the third is the emphasis on human resource management as a "strategic" role.

PROCESS FOR HRM

The structure of the Human Resource Management process is as follows:

- Job analysis is the process of gathering data pertaining to a job.
- Manpower planning is the practice of estimating future need for qualified personnel.
- Recruitment and Selection: Recruiting entails drawing in qualified candidates, while

HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR-635 126,Krishnagiri Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

Conference World
www.conferenceworld.in

A STUDY ON CHALLENGES IN HUMAN RESOURCE MANAGEMENT

Mrs. L. MANJULA

Assistant Professor, Department of Commerce
St. Joseph's College of Arts and Science for Women, Hosur

ABSTRACT

Formal systems designed to manage people within a company are referred to as human resource management or HRM for short. A human resource manager's duties can be divided into three main categories: staffing, benefits and pay for employees, and defining/designing work. Essentially, HRM's goal is to maximize an organization's productivity through employee effectiveness optimization. Even if the business world is changing at an ever-increasing pace, this mandate is unlikely to change in any significant way. "The basic mission of human resources will always be to acquire, develop, and retain talent; align the workforce with the business; and be an excellent contributor to the business," noted Edward L. Gubman in the Journal of Business Strategy. Those three difficulties won't ever go away. Small businesses, who often lack an HR staff, may find it difficult to manage their human resources. The CEO may still be in charge of this, or they may be restricted to only one HR employee. In any case, small business owners must be aware of the obstacles in order to overcome them and be ready to deal with human resources concerns when their organization and personnel expand. The purpose of this article is to examine the difficulties in HRM, offer solutions, and draw attention to new difficulties that the field is facing.

Keywords: Human Resource Management, Challenges, Employees, Business.

INTRODUCTION

Better communication channels, cutting-edge technology, and the removal of social and economic obstacles are making the world more borderless and accelerating the integration of nations into a genuinely global economy. In this situation, the HR manager's job has taken on much more importance since it is his responsibility to establish an environment in the workplace where workers from different backgrounds, cultures, and nationalities may coexist peacefully and thrive. Put another way, we can argue that there is a significant shift taking

HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Management, Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

Impact of Digital Payment Adoption on Indian Banking Sector

Mrs. VASANTHI.R

Assistant Professor, Department of Commerce,

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

Mrs. ARUNA .S

Assistant Professor, Department of Commerce,

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

Abstract

Using a combination of dynamic panel data methods and data envelope analysis, we find that Indian banks' adoption of digital payment technologies has improved their cost efficiency. The increase in efficiency could be attributed to the less expensive availability of these inputs when banks transition to digital banking, rather than a direct decrease in the inputs used in intermediation. Assimilation into the full digital payments' ecosystem may yield these benefits rather than technology adoption piecemeal. We discover that technical and cost efficiencies continue to exist. Important factors that influence cost efficiency are the relative asset holdings of banks in the industry, non-performing assets, deposit costs, and returns on advances and equity.

Key Words: Digital Payment, Payment Banks

Introduction

The Indian economy has been greatly impacted by the use of digital payments. It has resulted in a decrease in the use of cash, which has a number of advantages including lower expenses for printing and shipping banknotes, a decrease in the presence of black money, an increase in tax compliance, and, of course, ease of use in financial transactions and payments. Digital payments have also benefited the fintech sector, fostering innovation and generating new job opportunities.

Digital banking in India

To put it simply, a digital bank is one that conducts business online and offers its clients services that were previously exclusive to bank branches.

Compared to traditional systems, banks can add and expand features much more quickly and with much greater flexibility using digital banking systems. In order to offer banks and their

HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

8th International Conference on Research Developments in Applied Science, Engineering & Management (AEM- 2023)
Venue: The Indian Council of Social Science Research , Punjab University Campus, Chandigarh
Date: 30th July 2023
www.iardo.com
ISBN : 978-93-91535-55-1

The Role of Artificial Intelligence in Digital Marketing

Mrs. VASANTHI.R

Assistant Professor, Department of Commerce,
St. Joseph's College of Arts and Science for Women, Hosur.

Abstract

The goal of this study paper is to analyze previous research that has looked at artificial intelligence's (AI) significant role in digital marketing. AI has developed into a powerful tool with the potential to completely transform a number of sectors, including marketing. Artificial intelligence has fundamentally transformed how businesses interact with their customers on the internet by allowing them to analyze vast amounts of data, spot trends, and make well-informed decisions. The creation of personalized content, chatbots for customer service, predictive analytics for targeting and segmentation, and recommendation engines for product ideas are just a few of the many applications of AI in digital marketing that were discussed. The study also emphasized the benefits and possible risks of incorporating artificial intelligence (AI) into digital marketing initiatives.

Introduction

This source claims that in order to streamline their operations, numerous businesses are investing in AI marketing start-ups. However, marketers are also coming up with inventive uses for AI, such content creation and targeting. Because AI is being used so widely, it is expected that the global market revenues for marketing will increase from 27.4 billion US dollars in 2023 to 107.4 billion US dollars in 2028. People are both excited and worried about the future of artificial intelligence (AI), despite the euphoria surrounding OpenAI's record-breaking chatbot software ChatGPT, which was published in November 2022. By looking more closely at the marketing sector, we may gain a greater understanding of the present AI frenzy. Consider a marketing strategy that provides personalized experiences for every user by instantly adjusting to their preferences. That is AI's capability in digital marketing. Its strength is in its capacity to simulate human intelligence in computer systems, allowing them to perform tasks that often require human intelligence. These activities can include understanding spoken language, making defensible decisions, and applying lessons from the past.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR- 635 126, Krishnagiri Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4
Conference World
www.conferenceworld.in

Impact of Training and Development on Employee Performance

Mrs. VASANTHI.R
Assistant Professor, Department of Commerce,
St. Joseph's College of Arts and Science for Women, Hosur.

Abstract

This study looked at how training affected worker performance as indicated by a needs assessment, how readily available training resources were, and how workers felt about training. The outcome shows that employee performance is significantly impacted by the assessment of training needs and the availability of training resources. Employee performance levels are not, however, primarily determined by how well employees perceive their training. Employees at the Tigray Regional Education Bureau (TREB) should receive training from the HRM department to ensure that training initiatives are successful in raising employee performance. The administration of training materials and their accessibility need to be enhanced.

Key words: Training, Employee, Performance

Introduction

Programs for employee development and training are essential to a company's success. They are advantageous for managers as well as for workers who get the chance to learn new and enhance existing skills. Managers who implement training and development programs may witness improvements in company culture and increased productivity within their team.

They can even reduce employee turnover and raise employee retention. This is exciting since it can be expensive to replace employees, and it makes sense that workers who are given regular opportunities to grow, learn, and advance into different roles within an organization are more likely to stick around. Research indicates that learning and development are two of the most important things that keep workers interested in their jobs.

TYPES OF TRAINING

Employees can receive a variety of training programs, including vestibule training, on-the-job training, refresher training, induction training, and training for promotions. Here is a list of some of the frequently utilized training courses:

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

Government Engineering College Bharatpur, Rajasthan
Date: 18th March 2023
ISBN : 978-93-91535-43-8

Business Intelligence in E-Commerce

Mrs. VASANTHI.R

Assistant Professor, Department of Commerce,

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

Mrs. ARUNA .S

Assistant Professor, Department of Commerce,

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

Abstract

The increment of online shopping has permitted e-commerce to gotten to be an regular concept. In any case, companies still have small information around their clients and the foremost suitable and compelling processes they ought to apply to make a culminate fit between costumers' needs and companies' offers. To illuminate this issue, it is critical to blend e-commerce with trade insights, since this would empower to get information almost e-commerce platforms' clients, permitting the investigation of customers' behavior, finding obtaining designs, make strides relationship management with client, get superior stock administration, back to form promoting activities, superior money related execution and so forward.

Introduction

Up and coming decades would bring colossal innovation progressions, particularly in zones such as information administration and information genuine time conveyance. Master conclusions take after this to another blast of information innovation. With all these developments and innovation progression, information investigation would more likely be democratized for all categories, counting officials, examiners, partners, etc., over businesses.

Meaning

Business Intelligence is fair getting your dependable and important data approximately clients, promoting, deals handle, retail commerce information, etc., plans to realize better and speedier choice at the proper time. BI devices collect all unstructured information and grandstand them as compelling reports and dashboards, diminishing manual endeavors ad improvising choices.

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

HOSUR 635 126

www.iardo.com

5th International Conference on Research Developments in Arts, Social Science, & Humanities (ASH-2023)
Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh
Date: 30th July 2023
ISBN : 978-93-91535-56-8

ONLINE CONSUMER REVIEWS' IMPACT ON NEW PRODUCT SALES

Mrs.R.VASANTHI

Assistant Professor, Department of Commerce,
St. Joseph's College of Arts and Science for Women, Hosur

ABSTRACT

This study looks at how new product sales for video games and consumer goods are impacted by online reviews. Panel data analyses spanning nine months and 332 new goods on Amazon.com show that while the volume of reviews matters more for experience products, the valence of reviews and page views have a greater impact on search products. The findings also indicate that, initially, the number of reviews has a considerable impact on the sales of new products, but that influence gradually wanes. Furthermore, the proportion of negative reviews confirms the negativity bias by having a bigger impact than that of favourable reviews. Therefore, while introducing new items, marketers must take into account the unique influences of different components of internet evaluations.

KEY WORDS: New product sales, online product reviews, panel data analyses, search vs. experience products, word of mouth.

INTRODUCTION

Electronic word-of-mouth (eWOM) communication has grown significantly since the introduction of the Internet as a source of information for consumers preparing to buy new products. Actually, internet product reviews When it comes to swaying consumer choices, websites dominate all other forms of media [14]. Researchers have suggested a number of tactics for influencing online product reviews, including locating influentials, supporting advocates, and hiding product information, to assist marketers in leveraging the power of electronic word-of-mouth (eWOM) [8, 12]. Empirical results about how online reviews affect the sales of new products, however, are not always consistent.

Three measures related to consumer product reviews in the internet market have been closely

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

www.iardo.com

5th International Conference on Research Developments in Arts, Social Science, & Humanities (ASH-2023)
Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh
Date: 30th July 2023
ISBN : 978-93-91535-56-8

IMPACT OF SELF HELP GROUPS OF THROUGH SELF HELP GROUPS WOMEN EMPOWERMENT

Dr. D.BHUVANA

Assistant Professor, Department of Commerce,

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

ABSTRACT

The process of women challenging prevailing norms and culture to effectively promote their own well-being is known as women empowerment. Women's empowerment in social and economic spheres was greatly impacted by their involvement in Self Help Groups (SHGs). Self-help group participation by women has undoubtedly had a significant positive influence on the patterns of life and lifestyle of impoverished women. It has also given them a sense of empowerment on many levels, not just as individuals but also as members of their families, communities, and society at large. Self-help groups focused on women's empowerment within the framework of how important it is to design any program for rural women using a group approach. This paper examines the political, material, cognitive, perceptual, and relational dimensions of empowerment. The ability to start and grow small businesses, often with access to markets, can help women expand their material base. The women also experienced "Power within," which refers to feelings of strength, freedom, and self-identity as well as increases in confidence and self-esteem.

INTRODUCTION

Women continue to make up the majority of the population that is economically and socially vulnerable worldwide. When it comes to social, political, economic, and natural disasters, women suffer the most. They've been severely impacted by the current economic crisis. The reason for this is that the majority of women in developing countries work in the unorganized sector, which has not been isolated from the changes in the organized sector. In a similar vein, environmental degradation has made life more difficult than it was previously since it has led to severe shortages of water, fuel, and fodder, all of which are traditionally managed by women.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

www.iardo.com

8th International Conference on Research Developments in Applied Science, Engineering & Management (AEM- 2023)
Venue: The Indian Council of Social Science Research , Punjab University Campus, Chandigarh
Date: 30th July 2023
ISBN : 978-93-91535-55-1

A STUDY ON ROLE OF WOMEN SELF HELP GROUPS

Dr. D.BHUVANA

Assistant Professor, Department of Commerce,

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

ABSTRACT

Self-help groups are unofficial gathering places for people to discuss issues they have in common. Self-help may suggest an emphasis on the individual, but a key feature of self-help groups is the concept of mutual support, or people supporting one another.The study comes to the conclusion that SHG members are now more self-assured, independent, and self-reliant as a result of their participation in the groups' income generation activities.

INTRODUCTIONS

Self-help groups are committees that act as financial intermediaries and are typically made up of 10 to 25 local women in the 18 to 40 age range. Though they can be found in other nations, particularly in South and Southeast Asia, the majority of self-help groups are located in India. Self-help groups are unofficial gathering places for people to discuss issues they have in common. Self-help may suggest an emphasis on the individual, but a key feature of self-help groups is the concept of mutual support, or people supporting one another.

Self Help Groups -What are SHGs?

Self-help Groups (SHGs) are unofficial gathering places for individuals seeking to better their living circumstances. In general, they are peer-controlled and self-governing.

Individuals from comparable social and economic backgrounds typically seek assistance from non-governmental organizations (NGOs) or government agencies in order to address their problems and enhance their quality of life.

The emergence of Self Help Groups – Origin and Development in India

- The founding of the Self-Employed Women's Association (SEWA) in 1972 is credited with giving rise to SHGs in India.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

2nd International Conference on Management, Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

SELF HELP GROUPS (SHGS) – A SWOT ANALYSIS

Dr. D.BHUVANA

Assistant Professor, Department of Commerce,

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

ABSTRACT

The group management capacity, financial management capacity, community and social actions, microenterprise development, and future plans and visions were the SWOT analysis's focus areas. In this paper Marketing, low costs, relying on middlemen to sell goods, a lack of technology and skill, poor enterprise management capabilities, a lack of funds, and the inability to obtain bank credit seemed to be the main vulnerabilities and threats.

INTRODUCTION

The SHGs were required to describe their strengths, weaknesses, opportunities, and threats based on these fundamental questions. The SHG members then created action plans to combine their advantages, overcome disadvantages, seize opportunities, and fend off dangers. SWOT evaluation, The Individual SHG members are responsible for the majority of these activities. In this paper Marketing, low costs, relying on middlemen to sell goods, a lack of technology and skill, poor enterprise management capabilities, a lack of funds, and the inability to obtain bank credit seemed to be the main vulnerabilities and threats. A number of recommended actions include partnering with dairy cooperatives to strengthen marketing, enlisting the help of government veterinary doctors for technical support, establishing institutional ties and connections with lined departments for input supply, knowledge extension, and marketing.

What are SHGs?

- Self-Help Groups (SHGs) are unofficial gathering places for individuals who want to work together to find solutions to better their living circumstances.
- It is characterized as a self-governing, peer-controlled organization of individuals who share a common socioeconomic background and aspire to work together toward a common goal.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4
Conference World
www.conferenceworld.in

THE HRM OUTCOME OF EMPLOYEE RETENTION'S MEDIATING EFFECT ON THE HRM PRACTICES AND ORGANIZATIONAL PERFORMANCE RELATIONSHIP

Dr. V. SENGAMALAM

Assistant Professor, Department of Commerce
St. Joseph's college of Arts and Science for Women, Hosur

Abstract:

This research aims to investigate the mediating role of HRM outcomes, specifically employee retention, in the relationship between HRM practices and organizational performance. Previous research has shown a connection between HRM practices and performance, but further examination is needed to understand how employee retention may act as a mediating factor.

Keywords: *Organizational Performance, Employee Retention, Human Resources Management Practices, Human Resources Management.*

Introduction:

Organizations, despite their diverse size and shape, often rely on their workforce's abilities, knowledge, and experience for success. Human resources management (HRM) plays a crucial role in improving organizational performance. However, the relationship between HRM practices and performance in different contexts remains undocumented. Studies have shown a strong correlation between HRM practices and performance, with HRM outcomes directly impacting human skills, attitudes, and behavior. More research is needed to provide stronger evidence for this relationship in culturally distinct contexts like India and developing nations. Critics argue that there is a lack of clarity in the relationship between HRM practices and performance, suggesting that HRM outcomes, specifically employee retention, may mediate the relationship between HRM practices and performance.

HRM Practices:

Empirical evidence suggests that organizations should implement the best HRM policies and practices. Khan (2010) identified five key HRM practices: employee participation,

HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

www.iardo.com

5th International Conference on Research Developments in Arts, Social Science, & Humanities (ASH-2023)

Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh

Date: 30th July 2023

ISBN : 978-93-91535-56-8

CHALLENGES & ISSUES OF MICRO FINANCE ININDIA

Dr.V.SENGAMALAM

Assistant Professor, Department of Commerce

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

Abstract:

Since India gained its independence, two of its main issues have been unemployment and poverty. The lack of adequate credit options for the underprivileged and jobless has been the main factor contributing to the first two. These two elements are now the most difficult obstacles standing in the way of the nation's sustainable development. The wealth gap is growing as a result of the economy's rapid opening. Microfinance enables the poor to obtain the loan that leads to financial independence and growth, enabling them to maintain a sustainable lifestyle in addition to saving and investing. The impoverished make good use of these loans to start their own enterprises, acquire personal assets, and end their poverty permanently. Microfinance is growing in importance. Over the past 20 years, significant strides have been made in developing novel approaches to provide the impoverished with sustainable financial services. Through the growth of their capital and the ability to launch their own enterprises, these loans are intended to enable the impoverished to attain long-term financial independence and sustainable development. An instrument like microfinance can help achieve economic growth, sustainable development, and poverty alleviation. In order to promote sustainable development, this paper will concentrate on the obstacles facing the Indian microfinance industry and offer potential solutions.

Keywords: sustainable growth, microfinance, MFIs, and poverty alleviation.

Introduction:

One of the most noticeable developments in the last fifty years in terms of anti-poverty policies is microfinance, which has experienced a sharp increase in the last thirty years. The primary advantage of microfinance in India is that it contributes to the long-term financial independence of these impoverished regions. By teaching recipients how to start their own businesses and how to wisely manage and grow their money, microfinance helps create a

HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR-635 126,Krishnagiri-Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4
Conference World
www.conferenceworld.in

THE INFLUENCE OF NATIONAL CULTURE ON STRATEGIC HUMAN RESOURCE MANAGEMENT

M. Priya
Assistant Professor,
Department of commerce,
St. Joseph's College of Arts and Science for women,
Hosur – 635126

ABSTRACT

The cultural diversity of U.S. organizations is increasing rapidly. In spite of this, relatively little attention has been paid to the impact that the increase in diversity may have on (a) the acceptance of human resource management processes and practices (e.g., recruitment, selection, training, performance appraisal, and compensation and benefits) by individuals and (b) the effectiveness of such processes and practices. Thus, we consider the moderating effects of both individual culture and organizational culture on relations between (a) human resource management processes and practices and (b) the acceptance and effectiveness of such processes and practices. In addition, we offer recommendations for both research and practice.The nature of management skills are culturally specific, a management technique or philosophy that is appropriate in one country is not necessarily appropriate in another. To the best of the authors' knowledge, there are few studies that shed light on the relationship between national culture and strategic human resource management practices. Hence, this study aims to review the literature review that shows the relationship between national culture and strategic human resource management practices. More specifically, review of literature on the concepts of culture, national culture, organization culture and strategic human resource management will be presented. The discussion of the dimensions will be briefly discussed. Also, Hofstede's cultural dimensions namely, Individualism/Collectivism; Power Distance; Masculinity/ Femininity; Uncertainty avoidance; Long versus Short Term Orientation and critiques of Hofstede's model will be discussed. Finally, the impact of national culture on human resource management practices will be presented. This study will provide valuable insights for management to recognize the impact of national culture and evaluate its impact on the organization.

Keywords: ***Culture, National Culture, strategic human resource management, Human resource management.***

INTRODUCTION

The Human Resources (HR) function in organizations has been analysed, maligned, scrutinized, and applauded over the nearly 100 years it has been in existence. Quite honestly, HR has changed considerably from its inception, as largely a maintenance function of little consequence, to the present day, where it is widely regarded to have strategic business partner status and bottom-line consequences for the organization. Of course, implicit in such examinations and characterizations is the reputation of HR, yet, that is a subject that has

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR
HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4
www.conferenceworld.in

A CASE STUDY ON APPLE AND SAMSUNG PRODUCT PREFERENCE (WITH PARTICULAR REFERENCE TO HOSUR CITY)

Dr.P. Maithili,

Assistant Professor, Department of Commerce

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

ABSTRACT

This study uncovers the customers preference regarding the two leading brands of the electronic industry. A special emphasis has been laid on Apple and Samsung. The project has begun with the detailed information about both the brands considered under the study. Further, it covers topics as data collection tools used and research methodology used for project. Then it gives a complete analysis of the data collected and it is then used to reach to a conclusion. The study is useful for both the companies as they can use the recommendations generated for the betterment of their advertisement and promotional strategy and will help them in analysing their strengths and weakness. The wide variety of activities consumers engage in as they research, buy, use and dispose of products. This study helps to know the factors which influencing the consumer preference to purchase the products. This study will also benefit the prescriptive customers as the study will provide them with relevant comparison of the two leading brands and will help them in choosing the best one.

Keyword: 1. Customer preference 2. brand 3. Strenth 4. Weakness 5. Leading

INTRODUCTION

Samsung and Apple are the two consumer electronic giants with global reach and loyal customer bases. These companies have a combined market share of more than half of the global electronic market. Every year both the companies bring new innovations in their gadgets, which greatly increases the sale of the products.

Presently, Apple and Samsung are seen as the largest manufacturers of gadgets across the world. Earlier, the products and services such as mobile phone, private networks, radio controllers etc... are ruled by the company such as Nokia and Motorola in the electronic world. But, in today's market where there is cut throat competition it is given that each

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

www.iardo.com

5th International Conference on Research Developments in Arts, Social Science, & Humanities (ASH-2023)
Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh
Date: 30th July 2023
ISBN : 978-93-91535-56-8

DIGITAL AGRICULTURE'S TECHNOLOGICAL TRENDS AND THEIR EFFECTS ON AGRICULTURAL MACHINERY DEVELOPMENT PROCEDURES

Dr.P. Maithili

Assistant Professor, Department of Commerce

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

ABSTRACT

Numerous types of equipment already have digital devices that either carry out or support functions like variable-rate applications and automated steering. Furthermore, a vast array of sensors continuously monitors the environment, production losses, crops, and operational parameters. The adoption of cutting-edge substitutes like the Internet of Things, electric cars, and tiny autonomous machines—which are already being used in other fields—represents a technological advance. As a result, in addition to the traditional mechanics, many specialty domains are now involved in the development of agricultural machinery, forcing companies to use transverse concurrent engineering of multiple specialties at the same design situation and moment.

Key words: Agriculture 4.0. Product development process. Embedded systems. Design collaboration.

Introduction

Klerkx *et al.* (2019) summarized a variety of terms used to describe the increasing adoption of digital technologies in agriculture: smart farming, precision agriculture (PA), precision farming, decision agriculture, digital agriculture, agriculture 4.0, and numerical agriculture. For the sake of clarity, the authors decidedto employ the term digital agriculture to express this new technological wave. Looking at the key words in the papers cited in the present review, we found other terms such as robotic farming, intelligent agribusiness, and precision farming. Although discussing the formal definition of digital agriculture is beyond the scope of this article, it can be stated that it presents itself when two technologiesmerge together: PA and the Internet of farming. The interaction of both has the potential to improve crop yield and sustainability, develop better working conditions, and improve the quality of production and

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

Issues and Future Outlooks for Female Entrepreneurs in Hosur, Krishigiri District

Dr. P. Maithili

Assistant Professor, Department of Commerce

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

ABSTRACT

Societies must grant women economic independence if they are to be empowered. They must become entrepreneurs in order to grant them economic independence. Finances is one of the biggest obstacles facing female entrepreneurs. Microfinance is therefore very important. To enhance the performance of microfinance institutions, research on the effects of microfinance on women is necessary. The primary metric used to assess the efficacy of microfinance is the impact on the political or familial lives of female entrepreneurs. There are numerous challenges faced by lone female entrepreneurs. Due to resource constraints, the owners will carry out the majority of the function themselves. When it comes to female entrepreneurs, the issue will become more complex because some issues have a gender component. This study aims to advance the conversation about women's performance in the field of entrepreneurship. This will ultimately contribute to the advancement of female emancipation and empowerment in the business world. In India, women in business is a relatively new phenomenon. The expansion of education and growing governmental assistance are enabling women to enter previously male-only fields. Thus, the researcher has attempted to analyze the issues and limitations that women entrepreneurs in the study area encounter when starting and running their individual businesses. The study's goal is to collect primary and secondary data. In Hosur town, 120 female entrepreneurs provided the necessary primary data for this study.

KEYWORDS : Women Entrepreneurship, Women Empowerment, MicroFinance.

INTRODUCTION

Women entrepreneurs have been designated as the new engines for growth and the rising stars of the economies in developing countries to bring prosperity and welfare. Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

8th International Conference on Research Developments in Applied Science, Engineering & Management (AEM- 2023)
Venue: The Indian Council of Social Science Research , Punjab University Campus, Chandigarh
Date: 30th July 2023
www.iardo.com
ISBN : 978-93-91535-55-1

An investigation into non-performing asset management involving SBI and HDFC

Dr.P. Maithili

Assistant Professor, Department of Commerce

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

INTRODUCTION

India is not only the world's largest independent democracy, but it is also a rapidly growing economic powerhouse. No country can have a stable economy without a sound and efficient banking system. Banks play a critical role in a country's economic growth. They collect people's unused savings and make them eligible for investment. They're in the process of granting loans and purchasing investment securities, new demand deposits are also established. Accepting and discounting bills of exchange allows for trade both within and outside the country. Banks also help to improve capital mobility. India's banking system has a long list of notable accomplishments over the last three decades. It is no longer limited to the cities, but has spread to even the most remote parts of the world. This is one of the factors behind India's development. The banking industry is now one of India's most important service industries. The availability of high-quality services is critical to the economy's success. Banks' attention has turned away from customer acquisition to customer retention. The introduction of Information Technology into the banking sector has changed the way people work. The banking sector's policy has undergone radical transformations, various customer-oriented products, such as internet banking, are available. Customer's workload has been reduced mainly because of ATM providers, telebanking, and electronic payments. The internet's convenience Banking allows a customer to access and manage his bank account without having to go to the bank. 'The Customer's options have been revolutionized by the availability of ATMs and credit/debit cards.

Definition of a Bank

A bank is a financial institution and a financial intermediary that accepts deposits and channels those deposits into lending activities, either directly by loans or indirectly through capital markets.

HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Management, Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

SELF-HELP GROUPS' EFFECTIVENESS IN EMPOWERING WOMEN IN VELLORE DISTRICT, TAMIL NADU

Dr.P. Maithili,

Assistant Professor, Department of Commerce

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

ABSTRACT:

In India, SELF HELP GROUPS (SHG) are a major factor in reducing poverty. In an effort to assist the underprivileged rural population in obtaining credit, the National Bank for Agriculture and Rural Development (NABARD) initiated the Self Help Group (SHG) pilot program in India in February 1992. SHGs are informal small groups that rural women created to support one another, share resources, and develop a sense of responsibility. These groups not only increase women's financial inclusion but also their social participation, which in turn increases their empowerment and reduces their social exclusion to a greater extent. Therefore, the focus of this research paper is on women's self-help groups in rural Vellore, India, which work to empower women through microfinance and income-generating initiatives.

Keywords: SHG, Microfinance, Empowerment.

INTRODUCTION

In rural India, Self Help Groups (SHGs) are a significant factor in reducing poverty. The women who make up the majority of SHG members hail from various regions of India and engage in savings, generating income, and other SHG-related activities. The founder of Bangladesh's Grameen Bank, Mohammed Yunus, is credited with creating the concept of SHG. 1975 saw the formation and launch of SHGs. It was started in India in 1986–1987 by NABARD. However, the real effort came from the SHGs' connection to the banks after 1991–1992. NABARD (2001))

Empowerment is a multi-faceted, multidimensional and multi-layered concept. Empowerment of women is a multidimensional concept as well as a process where in large share of women can get accessed to knowledge, resources and to other intellectual aspects and gain a control over their decision in their family, community and at large nation as well.

SHG has a major role to play in empowering women in our society. The general objectives of

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR-635 126,Krishnagiri Dist.

2nd International Conference on Recent Development in Engineering, Sciences, Humanities, and Management
Government Engineering College Bharatpur, Rajasthan
Date: 18th March 2023
ISBN : 978-93-91535-43-8

A Study on Customer Satisfaction Towards Online Shopping

Dr. P. Maithili

Assistant Professor, Department of Commerce

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

ABSTACT

In this globalized era, electronic marketing represents a major revolution. The majority of business organizations have been adjusting to technological change over the past ten years. Using technology, such as computers, for online shopping or marketing is one way to improve marketing performance. Retailers are busy researching consumer behaviour in the area of online shopping to see attitudes toward online shopping, and they are developing strategies to meet the demand of online shoppers. As a result, we have also made the decision to research consumer attitudes regarding online shopping, with a focus on the variables driving consumer behaviour.

Keywords: Online Shopping, Consumer Behaviour, Attitude

Introduction

Online shopping refers to the practice of customers making direct, interactive, real-time purchases of goods, services, etc. from sellers over the internet without the use of an intermediary service. Purchasing products and services from online retailers is known as online shopping. Ever since the World Wide Web first appeared, businesses have tried to target Internet users with their offerings. Customers can browse online stores while lounging in their homes or while seated in front of a computer. Online retailers sell a wide range of goods to customers.

Online shopping removes the necessity of rummaging through a store's merchandise while carrying potential purchases like belts, shoes, shirts, and pants under one arm. The appealing but annoying music and the hundreds or thousands of other people who share your interests and seem to be shopping on the same day are also eliminated when you shop online.

The main idea behind the application is to enable online shopping for customers, allowing them to purchase the products and items they want straight from the retailer. The product-related data is stored in stores on the server side (store). After the customer submits an

HOSUR 635 126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Management, Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

EMERGING TRENDS AND ISSUES IN ONLINE MARKETING

G. BANUPRIYA

Assistant Professor, Department of Commerce,

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

Abstract:

The Internet has become an indispensable part of everyday life in our technologically advanced era. The internet has become a need in both households and offices. The amount of time that people spend on the internet worldwide. Researchers studying marketing are being driven by this need to create new channels of interactive, two-way communication between consumers and marketing companies. Among Marketing Research's favourite tools, the Internet represents a bright future.The term "online marketing" describes a collection of effective strategies and technologies for advertising goods and services online. Search Engine Marketing (SEM), Web Marketing, Digital Marketing, and Internet Marketing are some other names for online marketing. Online marketing is the online exchange of values between a vendor and a buyer. In recent years, online marketing has outperformed traditional advertising and is still a sector with rapid growth. Advertising and marketing initiatives that use email and the web to promote direct sales through e-commerce are referred to as online marketing. E-mail, web marketing, and social media marketing are the three speciality areas that make up online marketing. Online marketing, its techniques, its advantages and disadvantages, as well as current trends and problems in the field, are the main topics of this paper.

KeyWords: Internet, Online Marketing, Social Media Marketing, Search Engine Marketing (SEM), Consumers.

Introduction:

Other corporate operations like production, research, management, accounting, and human resources are similar to marketing. Establishing a connection between the company

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

2nd International Conference on Recent Development in Engineering, Sciences, Humanities, and Management
Government Engineering College Bharatpur, Rajasthan
Date: 18th March 2023
ISBN : 978-93-91535-43-8

CROWDFUNDING IN INDIA – FOR START UPS

Dr. Reena Raj

Assistant Professor and Head,Department of Commerce

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

ABSTRACT

Crowdfunding has grown in popularity as a means of raising capital for startups and small and medium-sized businesses around the world. Crowdfunding's growth can be ascribed to technological advancements in the realm of information and communication technology, particularly the Internet. A website functions as an intermediary (online platform) via which startup promoters present their business ideas and seek funds from prospective investors in crowdfunding. This article seeks to identify the needs for crowdfunding in India, as well as the advantages of crowdfunding for startups and entrepreneurs. It also focuses on the legal and regulatory aspects of crowdfunding.

Keywords—*Crowd funding, Startups, Business Venture, India.*

INTRODUCTION

Crowd funding is challenging to convince so many people because the money must be paid back. As a result, the project's owner must be clear and establish a communication medium to attract individuals. SEBI has endeavored to tailor the notion of crowd funding in order to find a reasonable balance between investor protection and the role of the equity market in supporting economic development, as well as to minimize systemic risk. If the goal amounts are not met, investors may lose faith. To avoid this type of risk, the crowd funding platform project would be rigorously assessed.

OBJECTIVES OF STUDY

1. To understand the need for crowdfunding in India
2. To find the popular crowdfunding platforms in India
3. To know the benefits of crowdfunding for startups and enterprises
4. To learn the selection of the right types of crowdfunding

RESEARCH METHODOLOGY

This study is descriptive in nature. The secondary data was collected from various Websites and journals.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR-635 126, Krishnagiri Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

Conference World
www.conferenceworld.in

ROLE OF START-UPS IN THE GROWTH OF THE ECONOMY IN INDIA

Dr. REENA RAJ

Assistant Professor and Head,
Department of Commerce
St. Joseph's College of Arts and Science for Women, Hosur, Tamil Nadu

Abstract

Indian startups have become well-known worldwide. A huge desire for scalability, alternative funding alternatives, global market expansion, and the potential to support millions of employments has been unleashed by the ecosystems' rapid growth and maturity. The rapid growth of start-ups in India has resulted in the country having the third largest start-up ecosystem globally. Additionally, the Indian economy has benefited greatly from this phenomenon, with start-ups contributing roughly 4-5 percent of the country's GDP. The purpose of this paper is to draw attention to the effects of start-ups on the Indian economy, as well as the innate capacity of ecosystems to promote growth, sustainability, and inclusivity. Start-ups are a part of a wider corporate ecosystem that is committed to creating solutions that have a substantial social and economic impact; they do not operate in a vacuum. Start-ups serve as breeding grounds for innovative ideas, which leads to the creation of jobs and additional career options. An expanding labor force also boosts the economy, which in turn influences the development of the places where start ups are situated.

Keywords: Start-ups; Financial Gains; Indian Economy; Economic Impact; Indian Enterprises

INTRODUCTION

Technically speaking, a start-up is any business that is focusing on expanding, going public, and developing entirely new goods, services, or business models powered by innovation or intellectual property. The Indian startup environment has expanded significantly over the past 20 years, and more support in all forms is now accessible. Startups are not isolated entities; rather, they are a part of a larger business ecosystem that aims to create significant solutions and serve as catalysts

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

www.iardo.com

5th International Conference on Research Developments in Arts, Social Science, & Humanities (ASH-2023)

Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh

Date: 30th July 2023

ISBN : 978-93-91535-56-8

A STUDY ON IDENTIFICATION OF WORKPLACE BULLING

M.subbulakshmi,

M.Com,M.Phil,SET,NET

Assistant professor, Department of commerce

St.Joseph's arts and science college, Hosur

subbulakshmiapcommerce@gmail.com

Mobile no :8825559364,8608159212.

Abstract

The study deals with identification of workplace bulling and Organizations found that group identification had a significant impact on bullying at work, both individually and in groups. Consistent with earlier social identity-based analyses of work stress, the results indicate that employees who identified more with their group were less likely to be bullied. More significantly, the likelihood of becoming a victim is inversely correlated with the average level of group identification within the organization. The latter resulted in an actual context effect. These results rectify the undervaluation of the social foundations of workplace bullying and propose that a more comprehensive understanding of workgroup identities is necessary to comprehend bullying. cross-cultural studies of workplace bullying by analyzing the connection between two countries' employees' attitudes and workplace bullying. The authors contend that workers from low power distance nations, like Australia, who are less likely to acknowledge the existence of power disparities due to structure will react to workplace bullying more adversely than workers from cultures that recognize these differences.

INTRODUCTION

Bullying at work refers to hurtful, targeted conduct that takes place there. It could be intimidating, disrespectful, sarcastic, or spiteful. It develops a pattern and is typically aimed at one or a small group of people. A few instances of bullying: specific practical jokes deliberate misrepresentation of work responsibilities, such as unclear instructions or erroneous deadlines persistent refusal of leave requests without a good reason, threats, humiliation, and other verbal

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

Conference World
www.conferenceworld.in

IMPORTANCE FOR COMPANIES TO INVEST MORE IN THE EDUCATION OF THEIR EMPLOYEES.

M.subbulakshmi,M.Com,M.Phil,SET,NET

Assistant professor, Department of commerce

St.Joseph's arts and science college, Hosur

subbulakshmiapcommerce@gmail.com

Mobile no :8825559364,8608159212.

Abstract

The study evaluates the reciprocal advantages of staff development and training expenditures. Examining the literature can help with data collection for the study. The data analysis in the study is primarily qualitative. The literature has found that investing in staff training and development has mutual benefits. In addition to training and development policies, the mutual benefits assumption implies that employers and employees should share responsibility for training and development expenditures. But developing employable skills for long-term industrial relevance is unquestionably a personal obligation. A research model is employed to facilitate the topic's discussion. According to the study, employee loyalty, increased quality, efficiency, skills, and behavior, as well as business performance, are all boosted by training and development. It is solely a matter of priorities, finances, policies, and implementation. The study documented the fascinating discussions about the costs and benefits of investing in staff training and development that both employers and employees had.Our novel approach involves introducing perceived employability as a potential mediator, thereby incorporating a career perspective. We contend that the perception of HR practices' investments fosters feelings of employability, which in turn foster workplace commitment.

INTRODUCTION

A full-time work and family responsibilities can take up so much time for today's professional that going to college seems like a huge risk. Decision-making is dominated by concerns about relevance, cost, and flexibility Critics point to a significant lack of outcomes from these efforts, despite the fact that many experts stress the value and advantages of staff development, including a more competitive workforce, increased employee retention, and higher employee engagement. In the end, both points of view are true. While training can be helpful at times, it frequently falls short, particularly when applied to issues that it is ill-suited to handle. A lot of well-meaning leaders think that training would solve behavioral issues or clear-cut learning opportunities. For instance, a

HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

www.iardo.com

8th International Conference on Research Developments in Applied Science, Engineering & Management (AEM- 2023)
Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh
Date: 30th July 2023
ISBN : 978-93-91535-55-1

A STUDY ON THE GAP BETWEEN LACK OF HUMAN RESOURCES AND EMPLOYEE OVERFILLING PROBLEMS

M.subbulakshmi,

M.Com,M.Phil,SET,NET

Assistant professor, Department of commerce

St.Joseph's arts and science college, Hosur

subbulakshmiapcommerce@gmail.com

Mobile no :8825559364,8608159212.

Abstract

This study examines how an organization can function with fewer employees and what advantages or disadvantages come with doing business in such a setting. The researcher examined and clarified the different marketing strategies that require an organization to have a workforce of competent and diligent workers. The researcher continued by outlining several theories of human resource management, pointing out that an organization cannot succeed or collapse if its human resource management division is weak.People are essential to the expansion and sustainability of your company, so including them in your business plan is essential. The skills your employees possess and lack can be found out through an HR gap analysis, which will help you make well-informed decisions about how to modify your team to meet business objectives.A gap analysis looks for differences, or gaps, between a desired and current state by measuring the former and comparing the latter. This is an analysis of the skills your current workforce possesses in comparison to the workforce and skills you will need to achieve important business objectives. A gap analysis is sometimes referred to as an HR gap analysis, a skills gap analysis, or a workforce gap analysis because it discovers impending personnel and skill deficiencies within your company. The author takes the gap between lack of human resources and employee overfilling problem.

INTRODUCTION

Its important to understand different term to gain knowledge about the gap analysis between lack of human resources and employee overfilling problem. Overwork, this is the term used to describe additional responsibilities that employees are given by their managers within a set

HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

Conference World
www.conferenceworld.in

ANALYTICS TECHNOLOGY: SECURITY AND ISSUES OF BIG DATA ADDRESSING

Anusha Prem I.

Assistant Professor,
Department Of Computer Science,
St. Joseph's College of Arts and Science for Women, Hosur, Tamilnadu, India.
ianushaprem@gmail.com

Abstract: Big data is a new force behind global societal and economic transformations. Global data collecting is about to undergo a significant technological shift that could lead to new approaches to manage our finances, cities, health, and education. Even while the volume, variety, velocity, and validity of data are all becoming more complex, the true impact will depend on our ability to use big data analytics technology to find the "value" in the data. The creation of highly scalable algorithms and systems that integrate data and extract significant hidden values from diverse, intricate, and massively scaled datasets is a major problem presented by big data analytics. Potential innovations in Big Data Analytics include innovative systems, algorithms, approaches, and applications that find practical. Hong Kong has to consider big data analytics as it transitions to a digital economy and society. With prominent roles as chairmen and editor-in-chief of significant conferences and journals in big data-related fields, Hong Kong is already regarded as one of the world's leaders in the field of big data analytics. However, in order to keep up their leadership roles, Hong Kong's universities, government, and business community need to move fast to address a number of pressing issues. These issues include "systems and applications," which refers to creative systems and applications helpful for bolstering Big Data practices, and "foundations," which deals with novel algorithms, theories, and methodology in knowledge discovery from massive volumes of data. Big data analytics also requires a collaborative effort from academics from a variety of fields, including computer science and engineering, health, data science, social and policy studies, government, and industry.

Key Words: Business Intelligence, Hadoop, Data privacy, MapReduce, Internet of Things

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ST. JOSEPH'S COLLEGE OF ARTS FOR WOMEN
HOSUR
635126

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

Conference World
www.conferenceworld.in

ChatGPT in Education: Unveiling the Potential and Navigating the Challenges

Aswini G

Assistant Professor, Department of Computer Science
St. Joseph's College of arts and science for Women, Hosur
aswini083@gmail.com

ABSTRACT

In less than a week following its initial public launch on November 30, 2022, ChatGPT attracted over a million users. The world was shocked by the generative AI tool ChatGPT's advanced ability to complete incredibly difficult tasks. The remarkable capabilities of ChatGPT to carry out intricate tasks in the educational domain have generated conflicting emotions among educators, as this breakthrough in AI appears to transform current educational practices. This exploratory study presents some possible advantages and disadvantages of ChatGPT in fostering teaching and learning by synthesizing recent existing literature. Personalized and interactive learning is one of ChatGPT's many advantages. It also generates prompts for formative assessment activities, which give teachers continuous feedback to improve their instruction. Personalized and interactive learning is encouraged by ChatGPT, and it also generates prompts for formative assessment activities that give continuous feedback to improve instruction. The study also identifies a few of ChatGPT's intrinsic drawbacks, including the possibility of incorrect information being generated, biases in data training that could exacerbate preexisting biases, privacy concerns, etc. The report makes suggestions for utilizing ChatGPT to enhance instruction and learning. Together, policymakers, researchers, educators, and tech specialists could initiate discussions about the safe and beneficial applications of these developing generative AI tools to enhance instruction and facilitate students' learning.

Keywords: *ChatGPT, Education, Generative AI, Teaching and Learning*

1. INTRODUCTION

Technology advancements (like artificial intelligence) have played a major role in the rapidly changing landscape of educational practices in the 21st century (Petersen, 2021). More advanced innovative digital content generation technologies, such as generative artificial intelligence (AI), have been made possible by recent advancements and expansions in machine learning (Hu, 2022). Artificial intelligence based on generative modeling (GAI) is a machine learning framework that can be either partially or

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4
Conference World
www.conferenceworld.in

CONVOLUTIONAL NEURAL NETWORK AND GABOR TO IDENTIFY FACIAL EMOTIONS

Mrs. S. Bobby,

Assistant Professor,

St. Joseph's College of Arts and Science for Women,Hosur – 635126, Tamil Nadu.

angelbobby2@gmail.com

ABSTRACT: Decisions and arguments regarding a variety of topics are greatly influenced by the emotions that have evolved on the human face. According to psychological theory, a person's emotional states can be divided into six main categories: surprise, fear, disgust, anger, happiness, and sadness. Many other applications, such as human-computer interaction, can benefit from the automatic extraction of these emotions from face images. Deep neural networks in particular, and machine learning algorithms in general, can classify the extracted patterns and learn complex features. This paper proposes a deep learning-based framework for recognizing human recognition. The suggested framework extracts feature using Gabor filters and then uses a CNN (convolutional neural network) to classify the data. The experimental results demonstrate that the suggested methodology accelerates both the training process and learning of CNN and the recognition of Accuracy.

Keywords:Facial Emotional Recognition, Gabor filter, Convolutional Neural Network(CNN)

I.INTRODUCTION

Facial expression recognition is becoming increasingly popular in science because of its importance for human-centered interfaces. Applications include user profiling for customer satisfaction, broadcasting, virtual reality, computer games, robotics, machine vision robotics, border security systems, and web services [1]. The majority of recently published studies categorize facial expressions into six basic categories: Happiness, Sadness, Surprise, Disgust, Fear, and Anger [2].

Facial expression analysis from static images and image sequences has been the subject of numerous methodologies. This study presents a feature extraction and classification method that is computationally effective for facial expression recognition from static facial images.

The recommended approach uses logarithmic Gabor filters to generate the unique features. Although logarithmic Gabor filters are widely recognised for their superior ability to simultaneously localise spatial and frequency data, they also produce highly dimensional data. Due to this, an ideal sub-set of the log-Gabor filter data was chosen, and its size was then further decreased using the principle

HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4
Conference World
www.conferenceworld.in

Ethics in AI: Examining Incidents, Impacts, and Design Principles

Mrs. G. Amalredge,

Assistant Professor, Department of Computer Science,
St. Joseph's College of Arts and Science for Women, Hosur, Tamilnadu, India.
g.amalredge@gmail.com

ABSTRACT

The topic of "Artificial Intelligence (AI) Ethics" has been the subject of extensive media discussion in recent times, with numerous scientists and experts voicing their opinions. Security vulnerabilities are changing along with technology. Ethics should inform both the "Build and Design" of machines and their ethical nature. In reality, ethics must be incorporated into AI software code in the same way that security features are. This review article presents statistics on AI incidents and locations, as well as the impact on society. Certain AI applications have been found using the online AI Incident Database, demonstrating the unethical usage of AI. Top-ranked applications include computer vision and language models, intelligent robotics, and autonomous driving. Other manifestations of ethical problems include racism, careless use of technology, lack of security, and biassed, malevolent algorithms. The identification of AI ethical dilemmas based on time, geography, application areas, and classifications has been made possible via data collection.

Keywords: AI Ethics, Ethical Principles, Ethical Behavior, Machine Ethics, AI Guidelines.

I. INTRODUCTION

AI has the ability to significantly advance healthcare, finance, education, and surveillance, among other societal benefits. But if AI is utilized carelessly or is abused, there could be negative consequences. Determining the degree to which consequences are caused by AI systems makes it difficult to evaluate the risks and advantages of AI. Globally, national and international organizations have established a number of AI principles. They include contextual and generic [1]. According to recent studies, artificial intelligence (AI) is becoming a crucial component of practically every technological progress, especially in fields like banking, data analytics, autonomous systems (AS), manufacturing, etc. [2]. As a result, AI faces the same difficulties with regard to privacy, ethics, safety, and security [3]. For example, hackers may attempt to pose as a banking officer in order to obtain consumer information and commit fraud by manipulating or exploiting banking chatbots. Another example of AI-based weaponry that makes decisions on its own without human input is

HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4
www.conferenceworld.in

BigCrypt for Big Data Encryption

Ms. P. Jayanthi

Asst. Professor

Department of Computer Science

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

jayanthi79p@gmail.com

Abstract—as data size is growing up, cloud storage is becomingmore familiar to store a significant amount of private informa- tion. Government and private organizations require transferring plenty of business files from one end to another. However, we willlose privacy if we exchange information without data encryption and communication mechanism security. To protect data from hacking, we can use Asymmetric encryption technique, but it hasa key exchange problem. Although Asymmetric key encryption deals with the limitations of Symmetric key encryption it canonly encrypt limited size of data which is not feasible for a large amount of data files. In this paper, we propose a probabilistic approach to Pretty Good Privacy technique for encrypting large-size data, named as "BigCrypt" where both Symmetric and Asymmetric key encryption are used. Our goal is to achieve zero tolerance security on a significant amount of data encryption.We have experimentally evaluated our technique under threedifferent platforms.

Index Terms—Cryptography, Public Key, Big Data, Cloud Computing, Hadoop, RSA, Rijndael.

INTRODUCTION

Encryption [1] is simply the mystification of informationto hide it from unauthorized individuals where authorized ones may have complete or partial access. Encryption is crucial to ensure confidentiality, integrity and accountabilityof any secret information. There is ample data that subsists nowadays that is much sensitive and must be safe enoughat all cost. For instance, social security numbers that kept by the government, account numbers and credit card storedby banks as well as email addresses and passwords stored by websites. It is not a difficult task to steal such valuable information and use it malevolently when it is not encrypted. Currently, social security numbers are commonly used in identity theft. Bank account numbers and credit cards can be used to rob money from innocent sufferers. Spammers always collect email addresses frequently, and they are successful to gain others password by the phishing attack. 80% of the perfect victim are failed to detect trap [2] as a result thepassword is used to gain unauthorized entry into a database or hijack a website account easily. However, the size of data is growing faster on massive scale, and people are using cloud storage to store their large private data. So, encryption evenfor large data is a modern requirement. Also,

HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

Conference World
www.conferenceworld.in

SURVEY ON BLOCKCHAIN TECHNOLOGY: EVOLUTION, TYPES AND ARCHITECTURE

Niranjana.V
Assistant Professor
Department of Computer Science
St. Joseph's College of Arts and Science for Women, Hosur.
niranjmani@gmail.com

ABSTRACT

Blockchain technology has emerged as a transformative force, disrupting traditional paradigms across various industries. This survey provides a comprehensive exploration of the evolutionary trajectory of blockchain, delving into its inception, key milestones, and the dynamic landscape that has shaped its development. The study categorizes blockchain into distinct types, ranging from public and private blockchains to consortium and hybrid models, shedding light on their unique characteristics and use cases. Furthermore, the survey meticulously dissects the architecture of blockchain systems, elucidating the fundamental components that constitute their design. It scrutinizes consensus mechanisms, cryptographic algorithms, and smart contract functionalities that underpin the secure and decentralized nature of blockchain networks. The evolution of blockchain scalability and interoperability solutions is also scrutinized, addressing challenges and innovative approaches in these domains.

Keywords: Transaction Processing, Bitcoin, Public blockchain, private block chain, consortium blockchain.

1. INTRODUCTION

Blockchain technology, conceived as the foundational framework for cryptocurrencies like Bitcoin, has evolved into a revolutionary force with far-reaching implications across various industries. At its core, blockchain is a decentralized and distributed ledger that records transactions across a network of computers in a secure, transparent, and tamper-resistant manner. Unlike traditional centralized systems, where a single entity maintains control, blockchain relies on a consensus mechanism among network participants, ensuring trust and accountability.

The essence of blockchain lies in its unique architecture. Information on a blockchain is stored in blocks, each containing a list of transactions, and these blocks are linked in chronological order, forming a chain. Blockchains can also be classified into a variety of subtypes, each of which is distinguished by its application and characteristics. Blockchains that are known to the public, blockchains are private

St. Joseph's College of Arts & Science for Women
HOSUR
635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4
Conference World
www.conferenceworld.in

Challenges and Potential for Behavioral Diagnostic Tools for Depression Using Machine Learning

Mrs. M. Logeswari

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

logeswariampt@gmail.com

Abstract

Nowadays, the diagnostic process for mental illnesses is based on self-reports, which are biased by the individual. Data-driven technologies that improve specificity and accuracy would therefore be very beneficial to the diagnostic process. Numerous studies using machine learning (ML) analysis have shown promise in the detection and diagnosis of depression in recent years. Although ML analysis of neuroimaging data has yielded positive results in the diagnosis of depression, the majority of patients lack access to neuroimaging tools. Therefore, it is necessary to have objective assessment tools that are simple to incorporate into the standard diagnostic process for mental illnesses. Behavioral data is one approach that can be used since it is easily gathered and preserves objectivity. These studies fell into two main categories: (a) laboratory-based evaluations and (b) data mining, which we further separated into two subcategories: (i) data from movement sensors and social media usage and (ii) demographic and clinical data. The study addresses the benefits and difficulties in this area and makes recommendations for future lines of inquiry and applications. The main goal of the paper is to begin the process of consolidating the body of knowledge regarding ML-based behavioral diagnosis research in order to create future interventions and individualized treatment plans.

Keywords: depression, behavioral diagnosis, machine learning, diagnostic tools

I. Introduction

Depression is becoming more common, which indicates that it has a significant influence on human society. It is estimated that 264 million people worldwide, spanning all age groups, experience depression, making it one of the most prevalent mental illnesses. In fact, depression was identified by the World Health Organization (WHO, Geneva, Switzerland) as the leading cause of disability worldwide in 2015, accounting for 7.5% of all disabled individuals. Furthermore, because depression makes it difficult for a person to function in daily life, at work or school, or both, it causes significant health and functional losses. Lastly, depression is a major risk factor for suicide, with up to 800,000 cases reported globally each year. As a result, depression costs society money and puts a great

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

Conference World
www.conferenceworld.in

UNVEILING EXPERT SYSTEMS: PIONEERING SOLUTIONS IN ARTIFICIAL INTELLIGENCE

Anto Ramya. S. I

Assistant Professor, Department of Computer Science,
St. Joseph's College of Arts and Science for Women, Hosur, Tamil Nadu, India.
antoramya1@gmail.com

ABSTRACT -

In the future, intelligent machines will replace or augment human capabilities in many fields. Artificial intelligence is the intelligence demonstrated by machines or software. It is the subfield of computer science. Artificial intelligence is becoming a popular discipline in computer science as it has enriched the human existence in many aspects. Artificial intelligence in the last two decades has dramatically increased performance of the industries, service sector and so in the field of education. Study in the field of artificial intelligence has given rise to the rapidly evolving technology known as expert system. Application areas of artificial intelligence is heaving a big impact on numerous fields of life as expert system is extensively used in these days to answer the complicated problems in various areas like education, engineering, business, medical, weather forecasting etc. The areas applying the technology of artificial intelligence have experienced a boost in the quality and efficiency. This paper presents an overview of this technology and the reach of artificial intelligence in numerous domains with special reference to the usage of this technology in the field of education along with its meaning, searching tactics, inventions and future.

Keywords: Artificial Intelligence (AI), Artificial Neurons (Neural Computer Networks), Expert System, Heuristic, Searching Techniques

1. Introduction

It is asserted that artificial intelligence is becoming more prevalent in the fields of operational research, management sciences, and educational technology research. Most people define intelligence as having the capacity to learn in order to solve challenging situations. Intelligent machines will soon take the place of humans in many tasks. The study of intelligent computers and software that possess the ability to reason, learn, acquire information, communicate, operate, and see objects is known as artificial intelligence. The phrase was first used in 1956 by John McCarthy to refer to the area of computer science that studies how to make machines behave like people.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4
Conference World
www.conferenceworld.in

Combined Process of Big Data and Data Mining

Vimala.D. T

Assistant Professor, Department of computer science,
St. Joseph's college of arts and science for women, Hosur,TamilNadu
E-Mail:vimaladt84@gmail.com

Abstract: Large amounts of data that are complex, constantly expanding, and come from various independent sources are what constitute Big Data. Big Data is experiencing a rapid growth in various scientific and engineering fields, such as physical, biological, and biomedical sciences, thanks to the rapid advancements in networking, data storage, and data collection capabilities. This article introduces a theorem called HACE which describes the characteristics of the Big Data revolution and suggests a model for processing Big Data from a data mining standpoint. This model, which is based on data analysis, includes gathering information from various sources based on demand, mining and examining the data, creating user interest profiles, and taking into account security and privacy concerns. We examine the complex problems present in both the data-driven model and the Big Data revolution.

1. Introduction

According to IBM in 2012, a staggering amount of data equivalent to 2.5 quintillion bytes is generated on a daily basis, and an overwhelming 90% of all current data has been produced in the last two years. Since the development of Information Technology in the early 19th century, our ability to produce vast amounts of data has never been as formidable and immense as it is now.

If we assume that each photo is 2 megabytes (MB) in size, the daily storage requirement comes to 3 point 6 terabytes (TB). Given the adage "a picture is worth a thousand words," the extensive image library on Flicker contains a plethora of knowledge about a wide range of topics related to human society, including social events, politics, and natural disasters. But only if we are able to properly utilize this enormous amount of data will we be able to reap its benefits.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

Conference World
www.conferenceworld.in

PREPROCESSING OF MRI IMAGE USING GABOR FILTER TO DETECT ALZHEIMER'S DISEASE

Mrs. M. Suguna
Assistant Professor, Department of CS
St.Joseph's College of Arts and Science for Women, Hosur, Tamilnadu,(India)
sugunanet369@gmail.com

ABSTRACT:
The most prevalent type of dementia, Alzheimer's disease (AD), is the primary cause of memory-related problems in the brain. The prodromal stage of this condition, known as mild cognitive impairment (MCI), requires a precise detection and diagnosismethod of classification. This work presents the implementation of a computer-aided diagnostic (CAD) system using magnetic resonance imaging (MRI) data from the ADNI database. The cerebrum and hippocampal areas, which are typically located in the brain's grey matter, are severely affected by this illness.For the AD classification job, MR image features that are derived from the hippocampus areas are frequently utilized.Using a normalization process, the MNI/ICBM atlas space of each three-dimensional MRI image is first generated, and the brain's grey matter region is then retrieved. The two-dimensional Gabor filter in three scales and eight orientations is then used to extract features.

Keywords: Alzheimer's disease, Mild cognitive impairment, Gabor filter, Statistical parameter Mapping.

I. INTRODUCTION:

Alzheimer's disease (AD) is a neurological illness that primarily affects the elderly and accounts for up to 80% of instances of dementia. Alzheimer's disease (AD) is a chronic brain illness characterized by a dynamic decrease in cognitive and memory abilities.It is progressive and irreversible [1]. Given that growing older is the primary risk factor for AD, the disease has emerged as one of the global health emergencies as life expectancy continues to rise. From a histological perspective, The anatomical hemispherical symmetry of the human brain is highly exhibited, but it diminishes with age and is severely impacted by the presence of pathological diseases, such as AD. Regional gray matter loss frequently characterizes the structural hemispherical asymmetry progression in AD, with the left hemisphere regions being affected first and more severely by the degradation process. Numerous research studies[2] have investigated the extent of brain symmetry loss in magnetic resonance imaging (MR) in Alzheimer's disease. The emergence of a noninvasive method called the

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot, HOSUR - 635 126, Krishnagiri Dist

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

Conference World
www.conferenceworld.in

Emerging Future Threats and Cybersecurity Trends in the Tech Industry

Mrs. M.geethanjali

Assistant Professor,

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

geethanjalim26@gmail.com

Abstract

Every work area in cybersecurity trends, which are buzzwords for individuals, organizations, and establishments of all sizes, has a different level of importance and awareness. As a result, lists of Cybersecurity trends that you are aware of on the Internet will vary somewhat depending on your organization. Nevertheless, a lot of the records do, in any case, start off with some recognizable distinctiveness. Additionally, there is a greater need for cybersecurity defense mechanisms. Every industry that depends on cloud-based services and the cyber world needs to prioritize cyber security. A company's ability to provide security is a key factor in determining its success, and cyber threats frequently make headlines in the cyber world. Cybercriminals are evolving their tactics as a result of organizations struggling to respond to cyberattacks without the use of weapons and having to pay a ransom to the criminals.

Keywords: cybersecurity, the degree of a company's success is determined by the level of security it offers, and cyberthreats frequently make headlines.

I. Introduction

"In order to include the full range of threat reductions, trouble reduction, assumption, international contracts, detail feedback, elasticity, and revival strategy and linked behavior, including computer network processes, information assurance, law implementation, etc.," cybersecurity is fundamentally concerned with people, methods, and skills working together.

It is a group of tools, procedures, and planning intended to protect a system of links, hardware, software, and data against damage, theft, unauthorized access, alteration, and attack. It can also be used as a form of information technology security. Another way to define cybersecurity is as a set of guidelines and procedures intended to protect our online data and computer resources from attacks. Due to the heavy

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

MEDIA FORENSICS AND DEEP FAKESUSING DEEP LEARNING

Mrs. Anusha Prem I,

Assistant Professor,

Department of Computer Science

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

ianushaprem@gmail.com

Abstract

Techniques to create and manipulate multimedia content can now offer a very high level of realism thanks to the recent, rapid advancements. The line separating authentic and artificial media has shrunk significantly. On the one hand, this paves the way for a number of intriguing applications in a variety of industries, including the creative arts, marketing, filmmaking, and video gaming. Yet, it presents serious security risks. Any anyone can produceincredibly realistic fake photos using software applications that are readily available online. They can be used to extort money, perpetrate fraud, damage reputations, or influence public opinion during elections. Thus, there is a critical need for automated solutions that can identifyfake multimedia content and prevent the spread of perilous false information. Recent years have seen a significant increase in media manipulation due to the advancement of technology and simplicity of producing fake information. The proliferation of AI-altered films, also knownas deep fake media, has posed a serious threat to media integrity. Deep fake media is generatedand disseminated widely across social media platforms, and its detection is thought to be verydifficult. An technique for Deep fake detection has been presented in this paper. To identify deep fake movies, ResNext use a Convolutional Neural Network (CNN) algorithm with Long Short-Term Memory (LSTM). This paper discusses the strategy and its steps. Across the Celeb-Df dataset, the constructed Deep-Learning (DL) model achieved a 91% accuracy rate.

I. INTRODUCTION

The expansion of the internet and its reach to every part of the globe has recently beenaided by an increase in the distribution of misleading information. It is believed that online media has been edited to deceive viewers. It is now conceivably impossibleto discern the real from the false with the naked eye due to the development of advanced Artificial Intelligence (AI) trained models utilised in the

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mathigondapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

Ensuring Patient Privacy and Data Integrity in Wireless IMD Communication

Aswini G
Assistant Professor,
Department of Computer Science,
St. Joseph's College of Arts and Science for Women, Hosur, Tamil Nadu.
E-mail id – aswini083@gmail.com

ABSTRACT

Implantable medical devices, or IMDs, enable patients live longer and with better quality of life. In order to guide the design of computer security for wireless IMDs, this study will examine patient perceptions and values regarding their devices, security challenges with the devices, and general concerns with IMD security design. Health care services are using wireless applications more and more. Interacting with wireless Implantable Medical Devices (IMD) is one of these areas. Wireless communication security and privacy are critical for IMDs that are implanted or already in place when protecting against both active and passive adversaries. This study explains the currently suggested external relaying device-based solutions for safeguarding IMDs' wireless communication data. Comparative emphasis is placed on these solutions' benefits and drawbacks.

Keywords— IMD, Security system, pacemakers, ICD

I. IMPLANTABLE MEDICAL DEVICESAND SECURITY

Implantable Cardiac Devices

Currently, available electronic implantable medical devices (IMDs) are used to treat or prevent a variety of illnesses, including diabetes, Parkinson's disease, and heart failure. Patients with implanted cardiac devices, such as pacemakers and implantable cardioverter-defibrillators (ICDs), are the subject of this study. Some people may benefit from pacemakers, while others may need them to survive.

ICD users rely on their devices to treat potentially lethal cardiac arrhythmias. Implantable cardiac devices save data such as the patient's name and records of irregular heart rhythms that have occurred since the last checkup. Patients visit cardiology clinics on a regular basis so that medical staff can download information about these episodes and make adjustments to the patient's device settings. Other models include medium-range (2-5 meters) wireless capabilities to improve convenience and in-home monitoring.

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

FRAMEWORK FOR DESIGNING AND EVALUATING DEEP LEARNING IN NATURAL LANGUAGE PROCESSING APPLICATIONS

Bobby. S,

Assistant Professor,
[1]Department of Computer Science,
St. Joseph's College of Arts and Science for Women, Hosur, Tamilnadu, India
angelbobby2@gmail.com

ABSTRACT-

Despite the abundance of Deep Learning approaches accessible in Natural Language Processing (NLP), there is currently no comprehensive framework that helps practitioners and researchers organize knowledge for the purpose of developing, contrasting, and assessing NLP applications. In order to overcome this lack of a comprehensive framework, this study creates a taxonomy for natural language processing's deep learning. We produced five novel dimensions and 38 features based on a sample of 205 papers, based on an iterative taxonomy building approach of Nickerson et al. [3], and a systematic literature review as described by Webster and Watson [1] and von Brocke et al. [2]. According to our research, there are five dimensions that set apart a Deep Learning NLP approach, some of which were taken from the CRISP-DM methodology: comprehension of the application, and data.

Keywords: Artificial Neural Networks, Deep learning, Taxonomy, Modelling in D3,NLP

I.INTRODUCTION

In an interview from 2017, DeepL's founder, Gereon Frahling, reminisced, "Five years ago I would certainly have said that we don't do full-text machine translation, it's too complicated for us." "Mucking with Google's old system just didn't make sense—it had been developed over ten years with a lot of people" [4]. Only the DeepL Translator was used to translate this quotation from German to English. It is a reflection of the widespread use and in-depth study of artificial intelligence (AI). Deep Learning is one of the dynamic areas of AI (DL). Deep learning (DL) has been developed mainly in the last ten years and has shown great promise for solving complex problems (e.g., computer vision and machine translation) [5, 6, 7].

Novel approaches for DL in NLP have significantly increased as a result of this development. Additionally, the integration of NLP and DL has proven effective in user-centered artifacts; for example, adaptive writing support systems [8] and smart personal assistants [9] have been used to improve students' individual learning. Using a neural architecture, NLP has over 40 distinct applications, according to a quick search [10]. However, because DL approaches and techniques in NLP are growing so quickly, current research lacks a comprehensive understanding of the various concepts of applying the new technology, making it difficult for researchers to plan and asses.

By publishing this work, we hope to inspire scholars to expand upon the current taxonomy by adding any lacking dimensions or attributes, thereby enabling the classification system that results supports researchers in DL and NLP.

In order to ensure that the final taxonomy benefits DL and NLP researchers, we hope that this paper

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126 Krishnagiri Dist.

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

AI in Cybersecurity: Exploring Applications and Impacts for Enhanced Data Protection

Mrs. G. Amalredge,

Assistant Professor, Department of Computer Science,
St. Joseph's College of Arts and Science for Women, Hosur, Tamilnadu, India.
g.amalredge@gmail.com

ABSTRACT

Across businesses, sectors, communities, and society at large, artificial intelligence is creating new opportunities for value creation. Studies have shown that technology is useful in many facets of life. This factor has led to its inclusion primarily in many industries and businesses. There are countless uses for artificial intelligence. The studies that follow look at artificial intelligence's (AI) uses in cybersecurity. The idea of cybersecurity is also becoming more and more popular in the tech sector. Information technology is being used by a lot of enterprises. Due to this factor, businesses and organizations now need to request higher security measures. The field of cybersecurity has expanded as a result of efforts to safeguard the information that is now available, and AI is thought to have a significant impact on cybersecurity overall. Because of this, machine learning has had a major influence on cybersecurity-related technology in the recent past. The study reviews the literature and looks at how artificial intelligence is affecting cybersecurity generally.

Keywords: Cybersecurity, AI, Cyber threats, Vulnerability, Data Privacy, AI value creation.

I. INTRODUCTION

In the 20th century, artificial intelligence was developed. The attempt to design a structure that wouldn't need the assistance of a human brain led to this invention. Further research on the subject was carried out as a result of the discovery [1]. More individuals are attempting to build robots and intelligent systems. Every advancement made an effort to incorporate a device that behaves like a human and does so without having a noticeable effect on people. The study was also applied to mathematics, where a number of mathematicians attempted to create formulas to aid with the problem. Large sums of money were invested by organizations to guarantee the success of these investigations. The entire history of artificial intelligence demonstrates how far the field has advanced. AI platforms let businesses create, manage, and implement deep learning and machine learning models at scale. AI technology becomes more affordable and accessible when software development chores like data management and deployment are reduced [2]. Artificial intelligence (AI) is being used more and more frequently to monitor and limit cybercrime as a result of the rise in cyber dangers.

II. BACKGROUND

The tremendous expansion of AI was guaranteed by the advancement of computers and processing units. It is evident from the graph above that people were using the technology [3]. Since the beginning of AI, other individuals have recognized its potential. As computers evolved over time, algorithms were created and expanded upon. Now, nations competed to see who could develop technology first. This factor contributed to the technology's rapid growth. As was already mentioned, AI technology advanced remarkably at the close of the 20th century [4]. It was during this time that

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

A Survey on Brain Tumor Detection Using Image Processing Technique

P. Jayanthi

Asst. Professor

Department of Computer Science

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

Hosur.

jayanthi79p@gmail.com

Abstract:

Biomedical Image Processing is a growing anddemanding field. It comprises of many different types ofimaging methods likes CT scans, X-Ray and MRI. Thesetechniques allow us to identify even the smallest abnormalities in the human body. The primary goal of medical imaging is to extract meaningful and accurate information from these images with the least error possible. Out of the various types of medical imaging processes available to us, MRI is the most reliable and safe. It does not involve exposing the body to any sorts ofharmful radiation. This MRI can then be processed, andthe tumor can be segmented. Tumor Segmentation includes the use of several different techniques. Thewhole process of detecting brain tumor from an MRI canbe classified into four different categories: Pre- Processing, Segmentation, Optimization and Feature Extraction. This survey involves reviewing the research by other professionals and compiling it into one paper.

Keyword: **Image Processing, Segmentation, Filtering Techniques, Tumor Detection**

1. INTRODUCTION

Intracranial Neoplasm or Brain tumor is abnormal growth ofcells in the brain. Brain is the most complicated part of our body. The symptoms of a tumor may be frequent headachesand migraines. Over the years it may even lead to vision loss. At this moment science is scarce about the origins andfactors leading to this abnormal growth. Tumors are classified on two bases: whether they are cancerous or not and their place of origin. The noncancerous form of the tumor is referred to as Benign. These are easily distinguishable and have a slow growth rate. Cancerous tumors are called Malignant. These are very aggressive andcan be life threatening as these are hard to detect.

When it comes to detecting a tumor, doctors can opt for either an X-ray or an MRI. MRI's are appropriate when all other test fail to provide sufficient information. An MRI scan uses the properties

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

Exploring the Evolution and Challenges of Augmented Reality: From Conception to Applications and Future Prospects

Niranjana.V
Assistant Professor
Department of Computer Science
St. Joseph's College of Arts and Science for Women, Hosur.
niranjmani@gmail.com

ABSTRACT:

Parallel realities to the real world are becoming more and more ingrained in contemporary life. Today, many daily activities and habits incorporate elements of the so-called virtual reality. In turn, the idea of augmented reality (AR) is connected to virtual reality (VR). It stands for a technology that was developed and envisioned some decades ago but is currently rapidly advancing. An introduction to augmented reality is given in this paper, along with a discussion of its key uses and founding principles. The hardware and software components utilised in augmented reality systems will be covered in part of the essay. The final section of the paper focuses on the weaknesses in this field, the constraints associated with the design of these systems, and the potential future applications of this remarkable technological advancement.

Keywords: Augmented reality; Virtual reality.

I.INTRODUCTION

Thomas Preston Caudell, a researcher at Boeing, first used the term "augmented reality" (AR) in 1992 when he created an industrial application for viewing assembly schematics. There are various definitions of AR available today [1], but the two most widely accepted ones are those given by Fumio Kishino (Department of Electronics, Information Systems, and Energy Engineering, Osaka University) and Paul Milgram (Department of Industrial Engineering, University of Toronto). They postulate the presence of several realities that combine to form a continuum that begins in the actual world and ends in a fully virtual one [2].

The following environments are differentiated in their definition:

- Augmented Reality (AR): physical reality in which participants also see virtual elements;
- Augmented Virtuality (AV): virtual reality in which participants also see real elements;
- Virtual Reality (VR): represents a synthetic world in which the participant is fully immersed.
- The Real Environment (RE) is the environment in which we live and is governed by the laws of physics.

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

HOSUR
635126

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

NAVIGATING THE REALM OF ARTIFICIAL INTELLIGENCE: A COMPREHENSIVE OVERVIEW

Anto Ramya. S. I

Assistant Professor, Department of Computer Science,

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

antoramya1@gmail.com

ABSTRACT - Artificial Intelligence (AI) stands at the intersection of engineering and science, representing the frontier of creating intelligent devices, primarily through the development of sophisticated computer programs. While the aim of utilising computers to comprehend human intelligence is similar, artificial intelligence (AI) is not limited to techniques that may be observed through biological means. Although there isn't a universally accepted definition for artificial intelligence (AI), it's generally understood to be the study of algorithms that enable perception, reasoning, and action. The amount of data produced nowadays—by both humans and machines—far exceeds our capacity to comprehend, analyse, and draw conclusions from such data. All computer learning is based on artificial intelligence, which is also the foundation for all complicated decision-making in the future. This paper navigates the multifaceted landscape of AI, exploring its characteristics, varied definitions, historical evolution, ongoing development, and notable accomplishments.

KEYWORDS - Machine Learning, Deep Learning, Neural Networks, Natural Language Processing and Knowledge Base System

1. INTRODUCTION

In recent years, Artificial Intelligence (AI) has emerged as a transformative force, reshaping industries, augmenting human capabilities, and challenging the conventional limits of computation. This research endeavors to delve into the multifaceted realm of AI, examining a spectrum of cutting-edge methods that underpin intelligent systems. From the ability to recognize patterns in data to enabling machines to comprehend human language and visual information, AI methods have become indispensable in our increasingly data-driven world. 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,

HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

Implementing Big Data Analytics in the Healthcare Sector

Vimala D.T, Assistant Professor,

Department of Computer science,

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

Email: vimaladt84@gmail.com

Abstract:

Big data refers to the vast amounts of heterogeneous data that have been generated in recent years by numerous institutions worldwide. This data is structured, unstructured, and semi structured. The management of large data generated by diverse sources—which are recognized for generating large amounts of heterogeneous data—has become a pressing challenge for the health industry sector. For managing these enormous volumes of data in the healthcare industry, numerous big-data analytics tools and methods have been developed. The impact of big data in healthcare and the tools available in the Hadoop ecosystem to manage it are covered in this paper. Additionally, we examine the theoretical framework of big data analytics in the healthcare industry, which incorporates the historical data collection.

Key words: big data; healthcare; Hadoop; MapReduce

1. Introduction

Numerous devices, applications, and geographical research activities produce data every day for a variety of uses, including crime detection, disaster assessment, weather forecasting, and the health sector. Big data is currently linked to core technologies and a number of businesses, such as Google, Facebook, and IBM, that gather enormous amounts of data and use it to extract useful information[1-3]. We are currently in the midst of an era of open data in healthcare. Big data is being produced quickly in all industries, including healthcare, in relation to patient care, legal compliance, and other models are changing quickly in response to the growing global population and longer life expectancy, and some of the choices driving these rapid changes need to be supported by data[4]. Big data, so named for its volume as well as its complexity and range, is expected to yield new knowledge for healthcare shareholders. Though these efforts are still in their infancy and need to be coordinated in order to address issues with healthcare delivery and raise the standard of care, pharmaceutical industry experts and shareholders have started to routinely analyses big data to gain insight.

Early big-data analytics systems for healthcare informatics have been developed for a variety of applications, such as analyzing patient characteristics and calculating treatment costs and outcomes to

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot, HOSUR - 635 126, Krishnagiri - Dist.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

Forecasting Network Attacks: A Machine Learning Paradigm for Predictive Security

Mrs. M. Suguna

Assistant Professor, Department of CS
St.Joseph's College of Arts and Science for Women, Hosur, Tamilnadu,(India)
sugunanet369@gmail.com

ABSTRACT:

The number and type of cyberattacks and network security breaches have increased significantly as a result of the growing prevalence of networked systems and the continued acquisition of sensitive data by organizations online. There are other cases where massive amounts of data are compromised without the victims' knowledge. As of right now, establishing an Intrusion Detection System (IDS) makes it clear to configure the real working environment to simulate potential attack scenarios. Thus, to safeguard a computer network from unauthorized users, it is essential to develop software that can detect network breaches.Using machine learning approaches, it is crucial to anticipate whether or not a link from the KDDCup99 dataset is targeted to overcome this difficulty. This work aims to explore machine learning-based methods that use ensemble learning vote classifier techniques to improve the forecasting of packet connection transfers. The use of AI-based techniques is suggested to accurately predict large-scale attacks, probe attacks, DOS, R2L, and U2R. The suggested AI calculation strategy's viability can be compared to its accuracy, recall, and F1 score, according to the results.

Keywords: Artificial intelligence (AI), Machine Learning(ML), classification method, python, Prediction of Accuracyresult.

I. INTRODUCTION:

The networking systems operate in two ways: abuse detection and anomaly detection. They automatically monitor the traffic on their networks and notify any suspicious or dubious activity. While anomaly detection attempts to create a model of typical network traffic patterns and then highlights departures from those patterns, misuse detection looks for exact signs of known harmful conduct. Because of signature spoofing and other stupid, sophisticated attacks, signature-based antiviral software is becoming obsolete and is viewed as inconvenient.It struggles as a result to maintain its position as the leading force in the latest threat domain. The premise behind anomaly-based intrusion detection is that it can detect new types of attacks before security experts have had a chance to fully comprehend them or define them. It can also be used to locate variants on established attack techniques.

To create data for the Intrusion Detection System (IDS), it is necessary to inspect, transform, and model the data to detect all potential types of attacks. The integrity and dependability of the information gathered and applied in an assessment are the zeroes of the data quality.Data quantity is related to the amount of information gathered for verification. The task requires several ground truth databases in the area, therefore if the characteristics and quality of the precise data are good, it should be feasible to complete the practicability quickly. Evaluation of image processing, website analysis,

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

Studies on the NFM model-based user advertising recommendation system prediction

Mrs. M.geethanjali, Dr. P.Madhubala

Assistant Professor,
St. Joseph's College of Arts and Science for Women, Hosur.
geethanjalim26@gmail.com
Assistant Professor,
Don Bosco College, Dharmapuri
madhubalsivaji@gmail.com

Abstract:

Click-through rate (CTR) predictions can impact business revenue and improve user experience. In large-scale enterprise-level advertising systems and recommendation systems, CTR prediction is a very important link, and it has always been one of the key issues of academic research.CTR prediction is a crucial component of large-scale enterprise-level advertising systems and recommendation systems, and it has long been a major area of academic study. This paper employs the fewest positive examples to forecast the user's advertising click behaviour when the positive and negative samples are very imbalanced. This research suggests a CTR prediction model that combines feature engineering and machine learning in order to address the aforementioned issues based on data processing. Regarding feature engineering, this model utilises the feature selection method to extract pertinent features from the original data of users and videos, random forest (RF) is used to select key features, and interaction parameters are factored to create the interaction features between users and videos. In terms of machine learning, this model is based on the neural factorization machine (NFM), which is used to realise the click rate prediction model, and the factorization machine (FM) and integrated learning model of the deep neural network (DNN). This research uses the train data set to create an appropriate CTR prediction model based on the NFM model. The optimal prediction effect parameters are chosen by iterative optimisation and enhancement. The NFM model presented in this paper performs significantly better. When the NFM model is compared to the FM, DeepFM, FNN, IFM, and DCN models, its AUC value is enhanced by approximately average of 0.03. The NFM model can be used to recommend

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

HOSUR 635126

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

A Data Mining Approach to Knowledge Acquisition and Discovery in Learning Environments

Mrs. M. Logeswari
AssistantProfessor,
St.Joseph's College ofArtsandScienceforWomen,Hosur.
logeswariampt@gmail.com

Abstract

Techniquesfordataminingareemployedtogleanvaluableinformationfromunprocesseddata. The decision maker is greatly affected by the valuable knowledge that has been extracted. EDM, oredu cational datamining,isatechnique for gathering relevant data that mightha vean impact on an organization. Large volumes of student data are being stored as a result of the increased use of technology in educational systems; for this reason, employing EDM to enhance teaching and learning procedures is crucial. Identifying at-risk students, determining the most important learning needs for various student populations, raising graduation rates, efficiently evaluating institutional performance, making the most of campus resources, and maximizing subject tcurriculu mrene wal are just a few of the many applications where EDM is helpful.This work summarizes the pertinen tresear chin the field of EDMandprovidesthedata and methodologies employed in those investigations.

Keywords: Datamining, Educational Data Mining (EDM),Knowledge extraction.

I.INTRODUCTION

Any educational system's main objective is to give students the knowledge and abilities they need to enter successful careers within a certain time frame. Global educational systems' success in achieving this objective is a key factor in determining both social and economic advancement. In certain nations, all citizens receive free education from first grade through university. As a result, many students enroll in universities each year. For instance, in 2020, King Khalid University (KKU) welcomed about 36,000 students. It has become more challenging to give so many students individualized, high-quality instruction and mentoring. Consequently, a large number of student sareunable tof in is h the ir degrees in the allotted time. Universities can be given a clear picture of particular obstacles to student learning through EDM. Students may struggle in advanced subjects, for instance, if they did not acquire the fundamentalknowledgefromtheprerequisitecourses.Itmaybepossibletodeterminepotential causes of student failures by analyzing student data using data mining (DM) techniques. Numeroustechniquesfordataanalysisareprovidedbydatamining.Thecurrentstateofstudent databases contains far more data than can be analyzed by humans to extract the most relevant information without the aid of automated analysis techniques. The process of

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.
HOSUR 635126

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

A SURVEY ON ARTIFICIAL INTELLIGENCE & ITS APPLICATIONS

Archana K
Assistant Professor,
Department of Computer Science,
St. Joseph's College of Arts and Science for Women, Hosur, TamilNadu
Email: archanasathish237@gmail.com

ABSTRACT

The science and engineering involved in creating intelligent machines, particularly computer programs, is called artificial intelligence. While the goal of using computers to comprehend human intelligence is similar, artificial intelligence is not limited to techniques that can be observed through biological means. Though there isn't a universally accepted definition of artificial intelligence, it's generally understood to be the study of computations that enable perception, reasoning, and action. The amount of data generated nowadays—by both humans and machines—far exceeds our capacity to process, comprehend, and use that data to make sophisticated decisions all computer learning is based on artificial intelligence, which is also where complex decision-making is headed. This essay looks at the characteristics of artificial intelligence

KEYWORDS: Knowledge Base System, Natural Language Processing, Neural Networks, Deep Learning, and Machine Learning

INTRODUCTION

A system that acts in a way that maximizes its chances of success is called an intelligent agent. Artificial intelligence (AI) is the branch of computer science that studies the intelligence of machines. Computers can perform tasks that give the impression of intelligence because of the study of ideas. Understanding communication, planning, knowledge, reasoning, and the capacity to move and manipulate objects are among the fundamental ideas of artificial intelligence. The creation of intelligent machines, particularly computer programs, is the science and engineering of this field.

METHODS OF ARTIFICIAL INTELLIGENCE

Techniques for creating intelligent systems that are capable of tasks requiring human-like intellect are referred to as artificial intelligence techniques. These approaches include a variety of methods and algorithms. Deep learning, computer vision, NLP, machine learning, and other methods are included in these techniques.

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

BASIC OF ARTIFICIAL NEURAL NETWORK

Hanupriya L

Assistant Professor

Department of Computer Science

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

rosehanu06@gmail.com

ABSTRACT

The information processing paradigm known as an Artificial Neural Network (ANN) is modeled after the neurological systems of animals, including the brain. The unique information processing system structure is the core component of this paradigm. It is made up of many, intricately linked processing units, or neurons, that work together to in concert to address particular issues. ANNs take after humans in learning. An ANN is set up for a particular use case, like as data categorization or pattern identification, by a process of learning. In biological systems, learning entails modifications to the connections between neurons called synapses. This also applies to ANNs. This essay provides a summary of artificial neural Network, operation, and ANN training. Additionally, it provides an explanation of the application and advantages ANN.

INTRODUCTION

Human brain research dates back thousands of years. Given the development of contemporary electronics, it seemed sense to attempt to control this cognitive process. The first step toward artificial neural networks was taken in 1943 when neurophysiologist Warren McCulloch and a young mathematician named Walter Pitts published a paper outlining possible neural network functions. They used electrical circuits to build a basic neural network. Because of their extraordinary capacity to interpret ambiguous or complex data, neural networks may be used to identify patterns and trends that are too intricate for people or other computer methods to pick up on. One way to conceptualize a trained neural network as a "expert" in the type of data it has been given to analyze is as follows.

Human brain research dates back thousands of years. Given the development of contemporary electronics, it seemed sense to attempt to control this cognitive process. A 1943 study on the potential functions of neurons by neurophysiologist Warren McCulloch and young mathematician Walter Pitts marked the beginning of the development of artificial neural networks. A basic neural network was modeled by them using electrical circuits. Because of their extraordinary capacity to interpret

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

HOSUR 635126

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

Big Data Analytics: A Review

Dr. Dhina Suresh

Assistant Professor,
Department of Computer Science,
St. Joseph's College of Arts and Science for Women, HOSUR – 635 126
dhinadulcy@gmail.com

Abstract. Decision makers now have access to massive volumes of data in the digital age. Big data are datasets that are challenging to manage with conventional tools and procedures because they are not only large in size but also highly varied and rapidly changing. Owing to the exponential growth of this type of data, methods for managing and deriving insights and value from these datasets must be investigated and developed. Moreover, decision-makers must be able to draw insightful conclusions from a wide variety of quickly evolving data, including social network data, everyday transactional data, and consumer interactions. Big data analytics, or the application of sophisticated analytics techniques to large data sets, can be used to deliver such value. The objective of this study is to examine the many analytics techniques and resources that can be employed with big data, along with the prospects that arise from utilizing big data analytics across multiple decision-making domains.

Key words: analytics, decision-making, big data, and data mining.

1 Overview

Imagine living in a world where there is no data storage at all. Every transaction that is made, every detail about a person or organization, and every aspect that can be recorded would be immediately deleted upon usage. As a result, organizations would be unable to gather important data, conduct in-depth studies, or offer fresh benefits and prospects. For daily operations, information on everything from client names and addresses to items available, purchases made, personnel hired, etc., is now crucial. Data is the foundation that makes every organization work. Now consider the volume of knowledge and the explosion of data that are available today thanks to technological breakthroughs and the internet. Large volumes of data are now readily available due to advancements in data collection techniques and storage capacity. Data is being created every second, and in order to extract value, it must be stored and evaluated. Moreover, the cost of storing data has decreased, so businesses must get the maximum benefit from the massive volumes of data they have saved. These kinds of data are so large, diverse, and dynamic that they call for new kinds of big data analytics in addition to alternative techniques for data storage and processing. Big data sets of this magnitude require careful analysis in order to extract relevant information.

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR-635 126, Krishnagiri-Dist.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

International Conference on Machine Learning for Signal Processing, Communications and Control Systems
Geethanjali College of Engineering & Technology, Hyderabad
Date: 15th-16th, December-2023
ISBN : 978-93-91535-61-2

A Review of Digital Watermarking Methods for Image security

Vimala.D.T[1] ,Archana.k[2] ,Hanupriya.L[3] ,

[1] *Assistant Professor, Department of Computer Science,St. Joseph's College of Arts and Science for Women,Hosur, TamilNadu*

[1] *Email: vimaladt84@gmail.com*

[2,3] *Department of Computer Science,St. Joseph's College of Arts and Science for Women,Hosur, TamilNadu*

[2] ***Email: archanasathish237@gmail.com***

[3] *Email: rosehanu06@gmail.com*

Abstract:

The use of multimedia technology is growing daily, and it is becoming more and more difficult to provideauthorized data and safeguard confidential information from unauthorized use. The data can only be accessed by authorized users thanks to the watermarking technique. One technique that is frequently usedto protect digital data is digital watermarking. The process of integrating secret data into legitimate information is known as digital watermarking. Three main categories can be used to classify digital watermarking techniques: domain, document type (text, image, music, or video), and human perception. Peak signal to noise ratio, mean square error, and bit error rate are used to analyze the performance of thewatermarked images. The specialized and contemporary achievability of image watermarking in all mediaapplications, including copyright protection, medical reports (MRI and X ray), annotation, and privacy control, has been extensively studied. This essay examines the benefits and drawbacks of the watermarkingtechnique.

Keywords: DWT, SVD, LSB, DCT, and watermarking. BER, PSNR, MSE, hybrid watermarking, robust watermarking, and fragile watermarking

1. *Introduction*

The first digital watermarks were created in Italy in 1282, when paper watermarks were used to symbolize the brand. Following the development of the watermark, the tactic quickly extended throughout Europe and Italy. Moreover, the paper configuration, quality, and quantity were added to the watermarking technique to enhance it. Originally employed in the eighteenth century, the strategy

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Machine Learning for Signal Processing, Communications and Control Systems
Geethanjali College of Engineering & Technology, Hyderabad
Date: 15th-16th, December-2023
ISBN : 978-93-91535-61-2

SEGMENTATION AND CLASSIFICATION OF BRAIN TUMOR WITHFEATURE EXTRACTION USING GLCM AND PROBABILISTIC NEURAL NETWORK

Ragavi S[1], Vimala D.T [2], & Archana K [3] ,

[1]Assistant professor ,Department of Computer Science,St. Joseph's College of Arts and Science for Women, Hosur, TamilNadu
ragavikavi55@gmail.com
[2]Department of Computer Science,St. Joseph's College of Arts and Science for Women, Hosur, TamilNadu
vimaladt84@gmail.com
[3]Department of Computer Science ,St. Joseph's College of Arts and Science for Women, Hosur, TamilNadu
archanasathish237@gmail.com

Abstract-- The unchecked and fast proliferation of cells is the cause of brain tumors. It could be fatal if left untreated in the early stages. Accurate segmentation and classification remain a difficult issue in this field, despite several significant attempts and promising results. The differences in tumor size, form, and location present an important challenge to the detection of brain tumors. The objective of this model is to deliver an automated system for brain tumor detection through magnetic resonance imaging. The basis of this work includes various processes such as preprocessing, segmentation, feature extraction and classification. This work presents a technique for feature extraction using GLCM properties. Classification of normal and abnormal brain is done using probabilistic neural network if it is abnormal it will detect the type of tumor such as benign, malignant.

Keywords: Tumor, Artificial Neural Network, MRI Imaging

1. INTRODUCTION

Virtual image processing is an evolving field that allows for the extraction of features, multi-scale sign evaluation, pattern popularity, projection, and enhancement of an image in order to extract useful data from it. This facilitates the easy access to documents for the assessment of complex disorders, such as kidney stones, cancer, breast cancers, brain tumors, and many more[4]. The technique of analyzing and creating graphic representations of the internal anatomy for medical study and intervention, along with a graphical depiction of the function of certain organs or tissues, is known as medical imaging. In addition to detecting and treating disease medical imaging aid to make visible internal structures that are concealed by the skin and bones. In addition medical imaging creates a database of typical anatomy, which enables the identification of anomalies in the human body.Manually segmenting the pictures becomes an extremely difficult task, and there is also a high chance of making mistakes, which leads to a wide range of disabilities and fatality globally. This method, known as MRI, is specifically used to detect tumors [10]. The MRI generation creates images of organs and structures using precise pulses of radio wave power and magnetic area.

1.1 Facts about Brain Tumor

Primary brain cancer is the leading cause of cancer deaths in children. Primary brain cancer is the third most common cause of cancer deaths inadults aged 15 to 34.

Types of Brain Tumor

Tumors classified as benign and malignant. Tumors classified as benign remain in their original spot without spreading to other parts of the body. They do not spread to isolated or specialized areas of the body. Benign tumors typically have defined edges and develop slowly. Malignant or Cancerous tumors are ones that spread to other locations.

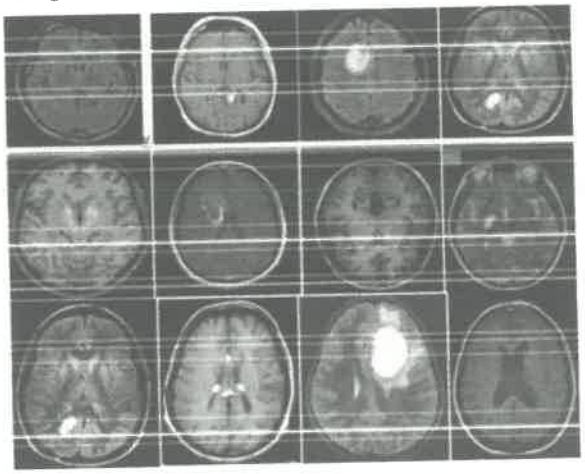


Fig: 1 MRI brain Image dataset

HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Machine Learning for Signal Processing, Communications and Control Systems
Geethanjali College of Engineering & Technology, Hyderabad
Date: 15th-16th, December-2023
ISBN : 978-93-91535-61-2

Big Data Analytics Using Smart Cities

Archana K[1] ,Ragavi S[2] & Hanupriya L[3],

[1]*Assistant Professor,Department of Computer Science,St. Joseph's College of Arts and Science for Women, Hosur, TamilNadu*

Email: archanasathish237@gmail.com

[2] *Department of Computer Science,St. Joseph's College of Arts and Science for Women, Hosur, TamilNadu*

Email: ragavikavi55@gmail.com

[3]*Department of Computer Science,St. Joseph's College of Arts and Science for Women, Hosur, TamilNadu*

Email: rosehanu06@gmail.com

ABSTRACT: In order to achieve the necessary level of sustainability and raise living standards, many governments are embracing smart cities and big data technologies.Many technologies are used by smart cities to raise the standard of living for their residents. Smart cities engage their inhabitants more actively and effectively while also lowering expenses and resource usage. Big data is enhanced by new technology, such as smart cities. The gathering and stockpiling of vast volumes of data that have applications in various fields has become a routine aspect of life.In many service and business fields, success hinges on the utilization and effective analysis of big data. This study examines big data applications in smart cities. It contrasts and talks about the many definitions, difficulties, advantages, and applications of big data and smart cities. This study examines the various ways in which big data can be applied in smart cities.

KEYWORDS: Analytics, Big Data Application, Smart Cities, Smart Education.

1. INTRODUCTION

Big data's primary advantage is unquestionably its ability to collect enormous amounts of data, which will have many applications in smart cities. Big data is expanding quickly; currently, it is estimated that the amount of global data generated annually will grow at a rate of 40%, while global IT investment would grow at a rate of just 5%. In the last five years alone, around 90% of the world's digital data has been recorded. As a result, numerous governments have begun to use big data in the creation and upkeep of smart cities. This made it possible for cities to uphold the guidelines, specifications, uses, and tenets of smart cities. Resilience, sustainability, governance, improved quality of life, and intelligent use of natural resources are attributes of smart cities. Smart cities have well-defined elements including people, environment, mobility, health care, and governance in addition to

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

International Conference on Machine Learning for Signal Processing, Communications and Control Systems
Geethanjali College of Engineering & Technology, Hyderabad
Date: 15th-16th, December-2023
ISBN : 978-93-91535-61-2

Artificial neural networks

Hanupriya. L[1], ***Ragavi S*** [2]& ***Vimala D.T*** [3],

[1] *Assistant professor,Department of Computer Science,St.Joseph's College of Arts and Science for Women, Hosur,Tamilnadu rosehanu06@gmail.com*

[2]*Department of Computer Science,St.Joseph's College of Arts and Science for Women, Hosur,Tamilnadu ragavikavi55@gmail.com*

[3]*Department of Computer Science,St.Joseph's College of Arts and Science for Women, Hosur,Tamilnadu vimaladt84@gmail.com*

Abstract

Artificial neural networks, or ANNs, were created to duplicate the biological nervous system, in which data is transmitted to a processor in the form of input signals, which are then converted into output signals. Ann is made up of several processing units that collaborate to learn, see patterns in data, and make predictions.

Keywords: artificial neural network, data, neutral, networks

1. Introduction

The term "artificial neural network" describes a branch of artificial intelligence that draws inspiration from biology and is based on brain models. Generally speaking, an artificial neural network is a computational network that is modeled after the biological neural networks that give the human brain its structure. Neural networks in artificial intelligence are composed of neurons that are connected at different layers, just as neurons in the human brain. We refer to these neurons as nodes. An explanation of artificial neural networks. The biological neural networks that give rise to the human brain's structure are the source of the phrase "artificial neural network". Artificial neural networks also feature neurons that are connected in different layers of the networks, just like neurons do in the human brain. We refer to these neurons as nodes. [1] cell nuclei represent nodes, synapses represent weights, axons represent output, and dendrites from biological neural networks represent inputs of artificial neural networks. Table 1. The following table shows the relationship between a biological neural network and an artificial neural network: dendrites input cell nucleus nodes synapse weights axon output

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

HOSUR 635 126

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

PREPARATION AND CHARACTERISATION OF MODIFIED CHITOSAN FOR IMPROVED ANTIBACTERIAL ACTIVITY

P. PRAVEENA

Assistant professor

Department of chemistry

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

arupravee03@gmail.com

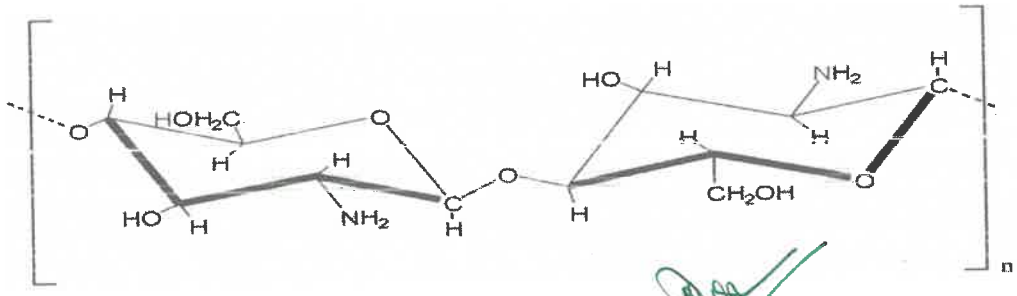
ABSTRACT

Chitosan is a naturally occurring, bio-degradable, non-toxic, non-allergenic biopolysaccharide derived from chitin, found in abundance in nature. It is a linear polysaccharide composed of randomly distributed β-(1-4)-linked D-glucosamine (deacetylated unit and N-acetyl-D-glucosamine (acetylated unit)

KEYWORDS: trimethyl chitosan, Sodium brohydrate, dimethylsulfate, Silvernitrate,

I INTRODUCTION

Chitin, the precursor to Chitosan, was first discovered in mushrooms by the French professor Henri Braconnot in 1811. In the 1820's chitin was also isolated from insects. Chitin is an extremely long chain of N-acetyl-D-glucoseamineunits. Chitin is the most abundant natural fiber next to cellulose and is similar to cellulose in many respects. The most abundant source of chitin is in the shells of shellfish such as crab and shrimp. The worldwide shellfish harvest is estimated to be able to supply 50,000 tons of chitin annually. The harvest in the United States alone could produce over 15,000 tons of chitin each year.



PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Global Research Trends in Higher Education
ICGRTHE-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-95-7

PHYTOCHEMICAL AND PHARMACEUTICAL STUDIES ON *ACHYRANTHES ASPERA* ROOTS

C. MYTHILI

Assistant professor

Department of chemistry

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

mythili.chandra1986@gmail.com

ABSTRACT

India has been ranked among the world's top twelve megabiodiversity centres. With the world's largest collection of medicinal plants, India may continue to play a significant role in the production of raw materials used to make pharmaceuticals, cosmetics, and other products, either directly or as bioactive compounds.Based on ethnobotanical data, a number of active compounds from plants have been identified and are either used directly or as patented medications. Herbal medicines are not defined as those that combine plant materials with chemically defined active substances, including chemically defined isolated plant constituents [WHO, Geneva, 1998].Herbal medications remain a multibillion dollar industry and a significant market for US pharmaceutical companies. In freshly harvested plant foods, phytochemicals may be eliminated or destroyed by contemporary processing methods, such as cooking. This means that compared to unprocessed foods, industrially processed foods probably contain fewer phytochemicals and may therefore be less healthy.

KEY WORDS: *Ethnobotanical data, Phytochemicals, contemporary processing*

I INTRODUCTION

1.1 MEDICINAL PLANTS

Many chemical compounds that are biologically active are known to be present in medicinal plants. Since ancient times, they have remained central to the preservation of human health. Based on ethnobotanical data, a number of active compounds from plants have been identified and are either used directly or as patented medications.

Photochemical

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

PHYTOCHEMICAL AND PHARMACEUTICAL STUDIES ON ACHYRANTHES ASPERA LEAF AND STEM

C. MYTHILI

Assistant professor

Department of chemistry

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

mythili.chandra1986@gmail.com

ABSTRACT

The existence of several secondary metabolites is revealed by the qualitative research of Achyranthes aspera. Two procedures were used to remove the active component from different portions of Achyranthes aspera: boiling and shaking.The plant material was crushed, dried in the shade, and used with a soxhlet apparatus to create several extracts, both sequential and non-sequential. Modern processing methods, such as cooking, have the potential to damage or eliminate phytochemicals found in newly harvested plant foods. This means that compared to unprocessed meals, industrially processed foods probably contain less phytochemicals and may therefore be less healthy.

Keywords: Achyranthes Aspera, Secondary metabolites, solvents,Phytochemical.

I Introduction

For millennia, nature has provided medicinal compounds, and a remarkable quantity of contemporary medications have been derived from these natural sources.In Indian traditional medicine, A. aspera is used to treat ocular infections and other eye infections. Its hypoglycemic effect, anti-cancer, anti-fungal, and propensity to raise thyroid hormone levels have all been documented in several research. Leaf extracts Nowadays, goods with medical potential that originate from plants are thought to be less dangerous than those that come from microorganisms or animals. The endogenous mixture of plant material's secondary

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
HOSUR-635 126, Krishnagiri-Dist.

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

ANALYSIS OF NATURAL GUMS USED AS A CORROSION INHIBITORS

K.LAVANYA

Assistant professor

Department of chemistry

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

lavanya637013@gmail.com

ABSTRACT:

Metals and their alloys used in equipment will eventually corrode; this is an inevitable but manageable process. Corrosion inhibitors, which are mostly made of organic or inorganic chemicals, are a useful tool for reducing the effects of corrosion on metals and alloys, particularly in watery conditions. However, due to their low cost, non-toxicity, and biodegradability, "green corrosion" inhibitors are a safer alternative to conventional corrosion inhibitors since they are less harmful to individuals and the environment. Recent research has focused a great deal of emphasis on the use of natural gums as an environmentally friendly corrosion inhibitor for metal and alloys. To determine the correlations between a lot of variables, the quantitative structure activity relationship technique has also been utilised. Also quantitative structure activity relationship approach has been used to establish the correlations between a number of quantum chemical parameters and the molecular structures of some gum extracts major components. This approach has aided in understanding the component of the gum extracts responsible for imparting the inhibition effect since there are several components of the gum which could act in synergy to inhibit the metal corrosion.

KEYWORDS:

Corrosion inhibitors, green corrosion, physiosorption , chemisorption

I.INTRODUCTION:

When a metal comes into contact with an aqueous corrosive environment, it might corrode directly by chemical reaction or through an electrochemical reaction. It is an expensive,

HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

National Level Conference on Advancements & Future Trends in Engineering and Technology
SAMBHRAM INSTITUTE OF TECHNOLOGY
Sambhram Institute of Technology (SaIT), Bengaluru
Date: 12th May 2023
ISBN : 978-93-91535-50-6

SYNTHESIS AND ANTIBACTERIAL STUDY ON THIENO QUINOLINES

S.V.ISHWARYA

Assistant professor,Department of chemistry

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

s.v.ishwaryachem@gmail.com

ABSTRACT

In this work, synthesis, antibacterial activities of some new series of substituted quinoline 6(a–d), 7 (a–d), 8(a–d) & 9 (a–d) were described. Starting form of 2, 4-dichloro quinolines, new series derivatives has been synthesized by classical methods. Some of these substituted quinolines were tested for their antibacterial activity against Gram-negative bacteria (Esherichia coli) and Gram-positive bacteria (Staphylococcus aureus, and Bacillus subtilis using agar well diffusion method. The synthesized compounds were ^{1}HNMR, ^{13}C NMR and Spectra.

Keywords: *Quinolines, Antibacterial activity, Thieno compounds*

I INTRODUCTION:

Nitrogen- containing heterocycles play a key role in many processes involved in any kind of living species. It is well known that several drugs exploit heterocyclic systems and are often nitrogen-containing with both five- and six-membered rings. For this reason, sulfur- and nitrogen-containing five- and six-membered heterocycles occupy an in important place in the field of condensed heterocyclic compounds due to their wide application in organic synthesis and in various fields of industry, medicine, and agriculture Quinoline derivatives are pharmaceutically interesting compounds and many of them have been registered as drugs such as analgesics, anti-malarials, anti-neoplastics, anti-leishmanial, immuno-modulators, anti-convulsants, antifungal, anti-bacterial, anti-inflammatory agents, neurotropic, vasorelaxing and anti-viral agents They are known to exhibit antiallergenic properties and antifungal, hypocholesterolemic, hypolemic and antibacterial, and antiviral activity. Sulfur-containing heterocyclic compounds are widespread in natural products and synthetic

HOSUR 635 126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Conference World
www.conferenceworld.in
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

$NiCoAlO_4$ - Based Supercapacitor Nanomaterials

S.V.ISHWARYA

Assistant professor,Department of chemistry

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

s.v.ishwaryachem@gmail.com

Abstarct:

In this article Super capacitor research has grown rapidly in the last several years, primarily due to the search for high energy and power densities in nano- and micromaterials. This review will be organized from three perspectives here. We will provide an overview of the spinel $NiCoAlO_4$ controllable architectures that were created using different methods. Next, we discuss how their exceptional electrochemical performance—which includes superior electronic conductivity and electrochemical activity—as well as their affordability and environmental friendliness allow them to function as super capacitors. The review will end with some thoughts on how spinel $NiCoAlO_4$—which is used as the electrode for super capacitors—may develop in the future.

Keyword: *Super capacitors, Electrochemical Characterisation, $NiCoAlO_4$*

I Introduction

The goal of the current research and development efforts on electrochemical power sources is to achieve high specific energy, high specific long power cycle, etc. at a relatively low cost. These efforts are primarily focused on fuel cells, batteries, and electrochemical capacitors. Super capacitors have a unique power that makes them useful in both space exploration and automotive technology.

A hybrid power source designed for use in high specific power short-duration pulse devices is made up of a super capacitor connected in parallel to a battery. Supercapacitors function as low energy and high power devices and are perfect for use in high power recruitments, whereas batteries are a high energy and low power device that is widely used in conventional applications.Unlike a battery, they possess a high power density with longer cycle of time.

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

ISBN-978-93-94174-30-6

PG & RESEARCH DEPARTMENT OF ENGLISH

St. JOSEPH'S COLLEGE OF ARTS AND SCIENCE FOR WOMEN

Knowledge Purifies and Charity Enhances

(Affiliated to Periyar University, Salem)

HOSUR – 635126

A TWO-DAY INTERNATIONAL CONFERENCE ON

EMERGING SOCIO-CULTURAL DIMENSIONS IN ENGLISH LANGUAGE AND LITERATURE

22nd & 23rd February 2023

Chief Editors

Dr.K.Lavanya

Dr.L.Jenniffer

EXCELLENT PUBLISHERS

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

CONTENTS

S.No	Title & Author	Page No
1	Vassalage of Women in the Gileadean Society according to Margret Atwood's *The Handmaid's Tale* - **Anchiristilla Priyadharsini A**	1
2	A Humanistic Approach to Vikram Chandra's "Love and Longing in Bombay" - **Pahlavi Mustafa K**	7
3	Cultural Transformation and Resurrection in Manju Kapur's *Immigrant* - **Lumenzeno P**	12
4	Feminism in Anita Nair's *Ladies Coupe* - **Sri Dhevi J & Dr K Lavanya**	17
5	Trends of Mysticism in Indian English Poetry - **Perumal K & Dr A Saridha**	21
6	Poverty and Power: A Marxist Analysis of Meena Kandasamy's *Gypsy Goddess* - **Dr L Jenniffer**	35
7	Analysing Women and the Politics of Gender in Bapsi Sidhwa's *Ice-Candy-Man* - **Vinodhini E**	39
8	Subaltern Themes in Amitav Ghosh's Novels - **Dr. G Karthiga**	43
9	Indian Literature Gained its Unique Viability: An Insight - **Vel G & Dr Shakila Sharif**	47
10	Multiculturalism and Artistic Clashes in *The Inheritance of Loss* - **Anjalin Mary L**	52
11	A Social Consciousness in Indian English Poetry - **Kavitha D & Dr A Saridha**	56
12	The Impact of Socio-Culture on Language Learning Strategies - **Monisha U**	76
13	Community, Gender, Tradition and Modernity in Generations - **Vasandra Devi D & Dr A Saridha**	79
14	Post-Colonial Themes in Kiran Desai's *The Inheritance of Loss* - **Gladio Shilpa Vince V S**	97
15	Representation of Social and Political Issues in *A River with Three Banks* - **Vijayalakshmi P**	102
16	A Feminist Reading of Margaret Atwood's *The Blind Assassin* - **Julia Persis S**	105
17	Deploying an Undesirable Identity: A Cynical Study of Gillian Flynn's *Dark Places* - **Ancilin M R & Dr. P J Giftlin**	108

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Feminism in Anita Nair's *Ladies Coupe*

*J. Sri Dhevi & **Dr. K. Lavanya

*M. Phil Research Scholar St. Joseph's College of Arts and Science for Women, Hosur

**Head & Asst Prof. Department of English, St. Joseph's College of Arts and Science for Women, Hosur

Introduction:

Anita Nair is one of the Indian novelists to publish works in Picador USA. She had worked as a creative director for an advertising agency. The first book that she published is a collection of short stories named *Satyr of the Subway* which helped her win a fellowship at the Virginia centre for the creative arts. Nair's novel Ladies Coupe which was published in the year 2002 was selected as one of the five best novels in India. This novel conveys to the reader how a woman suffers under the male dominating society which is predominant in Indian society. The thought of suffering has been told to the readers with great insight, consensus, and humour. This novel has been translated into 21 languages. She has received a lot of awards are the Kerala Sahitya Academy Award for her contribution to literature and culture, and the Arch of excellence award by the All India Achievers conference, New Delhi for literature. She is the founder of Anita's Attic a place for creative writers' mentorship program. Anita Nair explains about feminism that feminism is all about a woman being comfortable with another won and not a way that a male just gazes at and understands a woman. Most of Nair's characters are from rural areas which helps her to get deeply inside the reader's heart.

The women characters in the novel Ladies coupe can be taken as the personification of modern women who are with lots of dilemmas on what to follow. The thought is between whether to follow the patriarchal norms that are being followed or whether to follow how they wanted to lead their life. Akhila is the main character of the novel she travels to Kanyakumari the journey is all about self-realization and how self-esteem is developed by speaking with the five other passengers on the train who travel along with her. The five other women in the Ladies coupe are Janaki Prabhakar, Margaret Paulraj, Prabha Devi, Sheela Vasudevan and Marikolunthu. Akhila also speaks about a friend Karpagam who was her childhood friend.

Akhilandeswari is the full name of Akhila the protagonist of the novel she is a forty-five-year-old spinster who has taken her family's responsibility as the family has lost the breadwinner and now she is an income tax clerk .she has to support her two brothers Narayan and Narashiman and also her sister Padma. The brother Narayan has joined the tank factory as a machinist as he learns through the work later. Narasimhan who is called Narsi by her in the novel becomes a postgraduate and also gets a job in the teaching field, in the beginning, becomes happy for Akhila but he never thinks about Akhila he just wanted to

ISBN: 978-93-94174-30-6

HOSUR 635126 St. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ISBN-978-93-94174-30-6

PG & RESEARCH DEPARTMENT OF ENGLISH

St. JOSEPH'S COLLEGE OF ARTS AND SCIENCE FOR WOMEN

Knowledge Purifies and Charity Enhances

(Affiliated to Periyar University, Salem)

HOSUR – 635126

A TWO-DAY INTERNATIONAL CONFERENCE ON

EMERGING SOCIO-CULTURAL DIMENSIONS IN ENGLISH LANGUAGE AND LITERATURE

22nd & 23rd February 2023

Chief Editors

Dr.K.Lavanya

Dr.L.Jenniffer

EXCELLENT PUBLISHERS

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

CONTENTS

S.No	Title & Author	Page No
1	Vassalage of Women in the Gileadean Society according to Margret Atwood's *The Handmaid's Tale* - **Anchiristilla Priyadharsini A**	1
2	A Humanistic Approach to Vikram Chandra's "Love and Longing in Bombay" - **Pahlavi Mustafa K**	7
3	Cultural Transformation and Resurrection in Manju Kapur's *Immigrant* - **Lumenzeno P**	12
4	Feminism in Anita Nair's *Ladies Coupe* - **Sri Dhevi J & Dr K Lavanya**	17
5	Trends of Mysticism in Indian English Poetry - **Perumal K & Dr A Saridha**	21
6	Poverty and Power: A Marxist Analysis of Meena Kandasamy's *Gypsy Goddess* - **Dr L Jenniffer**	35
7	Analysing Women and the Politics of Gender in Bapsi Sidhwa's *Ice-Candy-Man* - **Vinodhini E**	39
8	Subaltern Themes in Amitav Ghosh's Novels - **Dr. G Karthiga**	43
9	Indian Literature Gained its Unique Viability: An Insight - **Vel G & Dr Shakila Sharif**	47
10	Multiculturalism and Artistic Clashes in *The Inheritance of Loss* - **Anjalin Mary L**	52
11	A Social Consciousness in Indian English Poetry - **Kavitha D & Dr A Saridha**	56
12	The Impact of Socio-Culture on Language Learning Strategies - **Monisha U**	76
13	Community, Gender, Tradition and Modernity in Generations - **Vasandra Devi D & Dr A Saridha**	79
14	Post-Colonial Themes in Kiran Desai's *The Inheritance of Loss* - **Gladio Shilpa Vince V S**	97
15	Representation of Social and Political Issues in *A River with Three Banks* - **Vijayalakshmi P**	102
16	A Feminist Reading of Margaret Atwood's *The Blind Assassin* - **Julia Persis S**	105
17	Deploying an Undesirable Identity: A Cynical Study of Gillian Flynn's *Dark Places* - **Ancilin M R & Dr. P J Giftlin**	108

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Poverty and Power: A Marxist Analysis of Meena Kandasamy's *Gypsy Goddess*

Dr. J. Jennifer

Assistant Professor, Dept of English, St. Joseph's College of Arts and Science for Women, Hosur, Tamil Nadu, jenni.lourdu@gmail.com

The objective of the paper is to explore the Marxist perspectives in Gypsy Goddess, the debut novel of Meena Kandasamy, a South Indian writer. This ferocious novel brings out the horrifying picture of Tamil Nadu in 1968. The plot of Kilvenmani massacre and its strong repercussions are focused for its prevailing injustice against the resistance of villagers. Marxism relates the philosophical ideas of Karl Marx to the existing socio-economic-cultural conditions of a community. This plot is particularly associated with the theories of class struggle, communist principles and political decisions happened in this true massacre of how the landlords destroyed the subjugated section. Meena Kandasamy portrays how the Dalit consciousness is aroused by the hypocritical authorities through the modes of power and the reality of poverty. The indestructible power of the elite has caused the deaths of the rebellious paddy cultivators, who struggled for their rights. This paper depicts the plight of the collective conscience with the Marxist tinges.

Meena Kandasamy is one of the brightest young poets to emerge in the South in recent years, of whom the noted poet Kamala Das says: "Older by nearly half a century, I acknowledge the superiority of her poetic vision." Meena Kandasamy describes herself as a woman writer who is obsessed with revolutionary Dr. Ambedkar's message of caste annihilation. Her first collection of poetry- *Touch* contains few poems on caste controversies. She was also the contributing editor of 'the Dalit', a bimonthly alternative magazine of Chennai in its first year of publication during2001-2002. She has translated five books from Tamil to English: *Talisman: Extreme Emotions of Dalit Liberation* (Thol.Thirumaavalavan, Samya, 2003), *Uproot Hindutva: The Fiery Voice of the Liberation Panthers*(Thol. Thirumaavalavan, Samya 2004),*Love, Life, Lust. Loss.:101 Real Life Stories of Migration and AIDS*(Tamil Nadu State AIDS Control Society), *Challenge: Investigative Journalism under an Oppressive Regime* (Nakkheeran R. Gopal) and *Point Blank* (Kasi Anandan).

Two of her poems, "Mascara" and "My Lover Speaks of Rape" have won first prizes in pan-Indian poetry contests. Her poems were published widely in India and abroad through journals like *The Little Magazine, Cerebration, Indian Horizons, Sweet Magazine, Muse India, Rally, Great Works, Slow trains, and the Quarterly Literary Review Singapore*. Her poems under the subtitle "Touch" do not pity the Dalits but express the militant anger of a suppressed community. There

ISBN: 978-93-94174-30-6

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ISBN-978-93-94174-30-6

PG & RESEARCH DEPARTMENT OF ENGLISH

St. JOSEPH'S COLLEGE OF ARTS AND SCIENCE FOR WOMEN

Knowledge Purifies and Charity Enhances

(Affiliated to Periyar University, Salem)

HOSUR – 635126

A TWO-DAY INTERNATIONAL CONFERENCE ON

EMERGING SOCIO-CULTURAL DIMENSIONS IN ENGLISH LANGUAGE AND LITERATURE

22nd & 23rd February 2023

Chief Editors

Dr.K.Lavanya

Dr.L.Jenniffer

EXCELLENT PUBLISHERS

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

CONTENTS

S.No	Title & Author	Page No
1	Vassalage of Women in the Gileadean Society according to Margret Atwood's *The Handmaid's Tale* - **Anchiristilla Priyadharsini A**	1
2	A Humanistic Approach to Vikram Chandra's "Love and Longing in Bombay" - **Pahlavi Mustafa K**	7
3	Cultural Transformation and Resurrection in Manju Kapur's *Immigrant* - **Lumenzeno P**	12
4	Feminism in Anita Nair's *Ladies Coupe* - **Sri Dhevi J & Dr K Lavanya**	17
5	Trends of Mysticism in Indian English Poetry - **Perumal K & Dr A Saridha**	21
6	Poverty and Power: A Marxist Analysis of Meena Kandasamy's *Gypsy Goddess* - **Dr L Jenniffer**	35
7	Analysing Women and the Politics of Gender in Bapsi Sidhwa's *Ice-Candy-Man* - **Vinodhini E**	39
8	Subaltern Themes in Amitav Ghosh's Novels - **Dr. G Karthiga**	43
9	Indian Literature Gained its Unique Viability: An Insight - **Vel G & Dr Shakila Sharif**	47
10	Multiculturalism and Artistic Clashes in *The Inheritance of Loss* - **Anjalin Mary L**	52
11	A Social Consciousness in Indian English Poetry - **Kavitha D & Dr A Saridha**	56
12	The Impact of Socio-Culture on Language Learning Strategies - **Monisha U**	76
13	Community, Gender, Tradition and Modernity in Generations - **Vasandra Devi D & Dr A Saridha**	79
14	Post-Colonial Themes in Kiran Desai's *The Inheritance of Loss* - **Gladio Shilpa Vince V S**	97
15	Representation of Social and Political Issues in *A River with Three Banks* - **Vijayalakshmi P**	102
16	A Feminist Reading of Margaret Atwood's *The Blind Assassin* - **Julia Persis S**	105
17	Deploying an Undesirable Identity: A Cynical Study of Gillian Flynn's *Dark Places* - **Ancilin M R & Dr. P J Giftlin**	108

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Analysing Women and the Politics of Gender in Bapsi Sidhwa's Ice-Candy-Man

Vinodhini. E

Assistant Professor, Department of English, St. Joseph's College of Arts and Science for Women, Hosur
vinoe1020@gmail.com

A feminist is a person whose beliefs and behaviour are based on feminism. The term feminism is a cultural, political and intellectual movement that recognises the fact of oppression of women and seeks ways to emancipate them. Many authors have recognized this conspiracy and have made an effort to portray it in their works. Bapsi Sidhwa has been a keen observer of society and its role in managing women. She gives a clear picture of the entire scheme under which men succeed in exercising their control over women. She is widely recognised as one of the most prominent Pakistani Anglophone novelists writing today, and also she is an important signature in the literary world of Pakistan. Pakistan's leading diasporic writer, Bapsi Sidhwa was born to Zoroastrian parents, Peshotan and Tehmina Bhandara, on August 11, 1938, in Karachi, and later moved with her family to Lahore. She was two when she contracted polio which has affected her throughout her life. Sidhwa obtained her BA degree from Kinnaird College for Women in Lahore in 1957.

Bapsi Sidhwa has been a part of a women's delegation to Iran and Turkey in 1970. She has been a volunteer for many social work organizations. She is a Parsi Zoroastrian, a distinctive minor who left Iran for South Asia to avoid religious harassment. Many Parsi people are living in India, Pakistan along with the U.S.A, Canada, Australia and England. Sidhwa's sense of individualism and humour makes her a fine comic writer in English. But she cannot be labelled as a comic writer only. In her four published novels, the different themes are – The Partition crisis, expatriate experience, the Parsi milieu and the theme of marriage, the problems of Asian women, patterns of migration and the complexities of language. She has emerged as Pakistan's finest English language novelist as The New York Times observes.

Ice-Candy-Man is Sidhwa's important novel which is based on Partition of India. In this novel, she deals with the Partition crisis, the Parsi milieu, the problems of Asian women and the theme of marriage. It is a politically motivated novel in which Sidhwa describes the event of Partition from Pakistan's point of view. Sidhwa uses the child narrator technique in the narrative of the novel. There are three strands in the novel namely political, narrative, and the child narrator. Anitha Desai observes that the lame Lenny who is Bapsi Sidhwa's autobiographically based heroine can be related to Oscar of Gunther Grass Tin Drum. This novel was popularized by Khushwant Singh, Manohar Malgaonkar, Chaman Nahal and Attia Hosain.

ISBN: 978-93-94174-30-6

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ISBN-978-93-94174-30-6

PG & RESEARCH DEPARTMENT OF ENGLISH

St. JOSEPH'S COLLEGE OF ARTS AND SCIENCE FOR WOMEN

Knowledge Purifies and Charity Enhances

(Affiliated to Periyar University, Salem)

HOSUR – 635126

A TWO-DAY INTERNATIONAL CONFERENCE ON

EMERGING SOCIO-CULTURAL DIMENSIONS IN ENGLISH LANGUAGE AND LITERATURE

22nd & 23rd February 2023

Chief Editors

Dr.K.Lavanya

Dr.L.Jenniffer

EXCELLENT PUBLISHERS

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

CONTENTS

S.No	Title & Author	Page No
1	Vassalage of Women in the Gileadean Society according to Margret Atwood's *The Handmaid's Tale* - **Anchiristilla Priyadharsini A**	1
2	A Humanistic Approach to Vikram Chandra's "Love and Longing in Bombay" - **Pahlavi Mustafa K**	7
3	Cultural Transformation and Resurrection in Manju Kapur's *Immigrant* - **Lumenzeno P**	12
4	Feminism in Anita Nair's *Ladies Coupe* - **Sri Dhevi J & Dr K Lavanya**	17
5	Trends of Mysticism in Indian English Poetry - **Perumal K & Dr A Saridha**	21
6	Poverty and Power: A Marxist Analysis of Meena Kandasamy's *Gypsy Goddess* - **Dr L Jenniffer**	35
7	Analysing Women and the Politics of Gender in Bapsi Sidhwa's *Ice-Candy-Man* - **Vinodhini E**	39
8	Subaltern Themes in Amitav Ghosh's Novels - **Dr. G Karthiga**	43
9	Indian Literature Gained its Unique Viability: An Insight - **Vel G & Dr Shakila Sharif**	47
10	Multiculturalism and Artistic Clashes in *The Inheritance of Loss* - **Anjalin Mary L**	52
11	A Social Consciousness in Indian English Poetry - **Kavitha D & Dr A Saridha**	56
12	The Impact of Socio-Culture on Language Learning Strategies - **Monisha U**	76
13	Community, Gender, Tradition and Modernity in Generations - **Vasandra Devi D & Dr A Saridha**	79
14	Post-Colonial Themes in Kiran Desai's *The Inheritance of Loss* - **Gladio Shilpa Vince V S**	97
15	Representation of Social and Political Issues in *A River with Three Banks* - **Vijayalakshmi P**	102
16	A Feminist Reading of Margaret Atwood's *The Blind Assassin* - **Julia Persis S**	105
17	Deploying an Undesirable Identity: A Cynical Study of Gillian Flynn's *Dark Places* - **Ancilin M R & Dr. P J Giftlin**	108

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Multiculturalism and Artistic Clashes in *The Inheritance of Loss*

Anjalin Mary. L

Assistant Professor - Dept of English, St. Joseph's College of Arts and Science for Women, Hosur
anjalin0910@gmail.com

The idea of multiculturalism is a topic that is relevant in today's society drawing interest from an increasing number of people. Every culture has its own customs, practices, languages, and many other things in common. Mutual tolerance and a willingness to accept differences are essential components of harmonious cohabitation between distinct civilizations. Conflicts between cultures result if it doesn't. This paper's goal is to pinpoint India's postcolonial cultural conflicts and show how Kiran Desai's *The Inheritance of Loss* reflects them. Since India was controlled by the British Empire for about 350 years, English culture and literature had a profound impact on Indian culture. The Indian-born author Kiran Desai authored her books in English, although they were published in the English language however the main topic of her novels still reminds India and the Indian culture

Due to the strong connection between the British Empire and multicultural conflicts in this essay, it is crucial that the reader be familiar with two fundamental terms: multiculturalism and colonialism. Multiculturalism can be seen from a political perspective as the most effective response to cultural differences. It operates under the premise that minorities are not accorded the same respect as other citizens. Additionally, multiculturalism is a tool for advancing political and commercial objectives. According to some detractors, the multicultural argument for the preservation of cultures is founded on a flawed understanding of culture and people's interactions with it. The fact is that cultures are not independent, self-contained units and have historically engaged in interactions and exchanges with one another through conflict, imperialism, trade, and migration. In the latter respect, multiculturalism is closely allied with nationalism.

In Kalimpong, a high mountain town in the north-eastern Himalayas, in 1986, the first intercultural clash occurs. The judge, the cook, and Sai are the main residents of this place. Desai introduces her characters as they go about their challenging lives against the backdrop of ongoing conflict. It is said at the outset of the novel that the uprising in the hills evolved into a resistance movement that was amassing troops and weapons. Young guys who came to take the judge's guns abruptly disturb the calm environment. One of them is carrying a gun, and they are guerrilla soldiers. As can be seen, Desai conveys the character's humiliation and powerlessness in the face of aggression. They are unwilling participants in conflicts over defining borders. The clash between the two cultures of Hindus and Nepalese makes it abundantly evident that injustice and

ISBN: 978-93-94174-30-6

St. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ISBN-978-93-94174-30-6

PG & RESEARCH DEPARTMENT OF ENGLISH

St. JOSEPH'S COLLEGE OF ARTS AND SCIENCE FOR WOMEN

Knowledge Purifies and Charity Enhances

(Affiliated to Periyar University, Salem)

HOSUR – 635126

A TWO-DAY INTERNATIONAL CONFERENCE ON

EMERGING SOCIO-CULTURAL DIMENSIONS IN ENGLISH LANGUAGE AND LITERATURE

22nd & 23rd February 2023

Chief Editors

Dr.K.Lavanya

Dr.L.Jenniffer

EXCELLENT PUBLISHERS

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

CONTENTS

S.No	Title & Author	Page No
1	Vassalage of Women in the Gileadean Society according to Margret Atwood's *The Handmaid's Tale* - **Anchiristilla Priyadharsini A**	1
2	A Humanistic Approach to Vikram Chandra's "Love and Longing in Bombay" - **Pahlavi Mustafa K**	7
3	Cultural Transformation and Resurrection in Manju Kapur's *Immigrant* - **Lumenzeno P**	12
4	Feminism in Anita Nair's *Ladies Coupe* - **Sri Dhevi J & Dr K Lavanya**	17
5	Trends of Mysticism in Indian English Poetry - **Perumal K & Dr A Saridha**	21
6	Poverty and Power: A Marxist Analysis of Meena Kandasamy's *Gypsy Goddess* - **Dr L Jenniffer**	35
7	Analysing Women and the Politics of Gender in Bapsi Sidhwa's *Ice-Candy-Man* - **Vinodhini E**	39
8	Subaltern Themes in Amitav Ghosh's Novels - **Dr. G Karthiga**	43
9	Indian Literature Gained its Unique Viability: An Insight - **Vel G & Dr Shakila Sharif**	47
10	Multiculturalism and Artistic Clashes in *The Inheritance of Loss* - **Anjalin Mary L**	52
11	A Social Consciousness in Indian English Poetry - **Kavitha D & Dr A Saridha**	56
12	The Impact of Socio-Culture on Language Learning Strategies - **Monisha U**	76
13	Community, Gender, Tradition and Modernity in Generations - **Vasandra Devi D & Dr A Saridha**	79
14	Post-Colonial Themes in Kiran Desai's *The Inheritance of Loss* - **Gladio Shilpa Vince V S**	97
15	Representation of Social and Political Issues in *A River with Three Banks* - **Vijayalakshmi P**	102
16	A Feminist Reading of Margaret Atwood's *The Blind Assassin* - **Julia Persis S**	105
17	Deploying an Undesirable Identity: A Cynical Study of Gillian Flynn's *Dark Places* - **Ancilin M R & Dr. P J Giftlin**	108

HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

The Impact of Socio-Culture on Language Learning Strategies

U. Monisha

Assistant professor, Department of English, St. Joseph's College of Arts and Science for Women, H...

The way of life and language is to propose approaches to carrying ... educational systems for helping second language through culture to impr... etymological perception. Individuals who live in various region of the ... have different social foundations and utilize various dialects. Language ... culture show up on a superficial level to be two distinct fields, yet they have ... between twined relationship and influence each other commonly. At long last ... idea of good language student is characterized and examined in a particular segment to explain the connection between the great language student and ... decision and recurrence of learning techniques.

Culture has a wide range of dimensions. It incorporates thoughts customs, abilities, expressions and devices that describe a gathering in a given timeframe; it is likewise the convictions, values, and material items that make ... lifestyle. Culture lays out a setting of mental and full of feeling conduct for individual. It impacts individual assessment and mentalities and can likewise affect practical parts of life like leisure activities. Culture is likewise a question of propensity, and it is propensity that becomes custom and custom that brings about culture. Nearby individuals start with constant activities and proceed to make normal generalizations. Condon further made sense of that generalizations group qualities to individual absolutely based on their social participation.

The social generalizations influence individuals' thought process, talk, act, and connect with each other. Samovar, porter, and Jain (1981) additionally expressed that culture and correspondence are indivisible in light of the fact that culture not just directs who converses with whom, about what, and how the correspondence continues, yet in addition assists with deciding how individuals encode messages, the implications they have for messages, and the circumstances and conditions under which different messages might be sent, saw, or deciphered. In a word, culture is the groundwork of correspondence. Without culture, we cannot figure out the lives and inspirations of others and associate with their interests and interests. Culture is inborn in our being and a strong human apparatus to foster our public, add to our knowledge, and lay out the connections between individuals. Nonetheless, culture is delicate. The qualities of culture are continually changing and effectively lost. On the off chance that we don't esteem it, we will lose it in the end. Learning systems are the different activities that students use to figure out their learning. William and Burden showed that when students are engaged with a learning task, they have a few assets which they use in various ways to get done or settle the undertaking ...

ISBN: 978-93-94174-30-6

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ISBN-978-93-94174-30-6

PG & RESEARCH DEPARTMENT OF ENGLISH

St. JOSEPH'S COLLEGE OF ARTS AND SCIENCE FOR WOMEN

Knowledge Purifies and Charity Enhances

(Affiliated to Periyar University, Salem)

HOSUR – 635126

A TWO-DAY INTERNATIONAL CONFERENCE ON

EMERGING SOCIO-CULTURAL DIMENSIONS IN ENGLISH LANGUAGE AND LITERATURE

22nd & 23rd February 2023

Chief Editors

Dr.K.Lavanya

Dr.L.Jenniffer

EXCELLENT PUBLISHERS

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mo[illegible] Sipcot,
HOSUR - 635126, Krishnagiri Dist.

CONTENTS

S.No	Title & Author	Page No
1	Vassalage of Women in the Gileadean Society according to Margret Atwood's *The Handmaid's Tale* - **Anchiristilla Priyadharsini A**	1
2	A Humanistic Approach to Vikram Chandra's "Love and Longing in Bombay" - **Pahlavi Mustafa K**	7
3	Cultural Transformation and Resurrection in Manju Kapur's *Immigrant* - **Lumenzeno P**	12
4	Feminism in Anita Nair's *Ladies Coupe* - **Sri Dhevi J & Dr K Lavanya**	17
5	Trends of Mysticism in Indian English Poetry - **Perumal K & Dr A Saridha**	21
6	Poverty and Power: A Marxist Analysis of Meena Kandasamy's *Gypsy Goddess* - **Dr L Jenniffer**	35
7	Analysing Women and the Politics of Gender in Bapsi Sidhwa's *Ice-Candy-Man* - **Vinodhini E**	39
8	Subaltern Themes in Amitav Ghosh's Novels - **Dr. G Karthiga**	43
9	Indian Literature Gained its Unique Viability: An Insight - **Vel G & Dr Shakila Sharif**	47
10	Multiculturalism and Artistic Clashes in *The Inheritance of Loss* - **Anjalin Mary L**	52
11	A Social Consciousness in Indian English Poetry - **Kavitha D & Dr A Saridha**	56
12	The Impact of Socio-Culture on Language Learning Strategies - **Monisha U**	76
13	Community, Gender, Tradition and Modernity in Generations - **Vasandra Devi D & Dr A Saridha**	79
14	Post-Colonial Themes in Kiran Desai's *The Inheritance of Loss* - **Gladio Shilpa Vince V S**	97
15	Representation of Social and Political Issues in *A River with Three Banks* - **Vijayalakshmi P**	102
16	A Feminist Reading of Margaret Atwood's *The Blind Assassin* - **Julia Persis S**	105
17	Deploying an Undesirable Identity: A Cynical Study of Gillian Flynn's *Dark Places* - **Ancilin M R & Dr. P J Giftlin**	108

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Representation of Social and Political Issues in *A River with Three Banks*

P. Vijayalakshmi

Assistant Professor, Dept of English, St Joseph's College of Arts and Science for Women, Hosur

Ancient to modern politics plays an important role. The problem with political novels is that they blend feelings and behaviour with modern ideologies. The idea of puttering heavy political content into literary pieces is subject to controversy and resistance. The conflict between morality and ideology is a political inspiration. Every part of our life, whether individually or socially, reeks of politics. In Shiv. K. Kumar's novel *A River with Three Banks* deals with politics. Every society, whether ancient or modern has some politics that are the others. In ancient days monarchy ruled the countries, though individuals were ruling the roost. Yet to decide the destiny of the individual groups were indulging in politics, pulling wires and swinging the fortunes of individuals by which, the society gets affected because if anything happens to the individual its impact used to be felt almost startled in the society. Whereas an employee of a newspaper is a hero of *A River with Three Banks* When such is the condition in a monarchy, in modern times everyone wants to have an imprint on the soil to say that every individual has contributed something to society; that is the new form the Democracy has dawned on the countries where people thought of it, fought for it and achieved it.

India though was ruled by Emperors, Kings and Zamindars of local religion by a divine right the East company of England, trading company laid the strong foundation for the British empire to spread its wings to India resulting in the annexure of India into its dominions when he awakened citizens of British India fought for their freedom; the British Empire has nothing to reserve to keep the people of India under their control. The East India Company and later the British Empire did achieve great success in uniting hundreds and thousands of kingdoms and Empires to have one united India. If any Indian think of this singular point, no one can go against his conscience and become ungrateful to the British Empire. India of today and Pakistan of today, giving a single face as one India before 1947, having so vast a boundary, having different types of people and languages and following different traditions and cultures, lived together fought for their freedom unitedly and stood one against the British until such time in which certain groups emerge to speak of religion kindling the religious sentiments of the people of India to achieve their own goals: those groups Muslim league of Muslims and Rashtriya Swayam sevak of Hindus who wanted to divide the country: One Pakistan for Muslims and one Hindustan for Hindus. The politician was the villain of the peace. In this novel politics has not been spoken about openly.

ISBN: 978-93-94174-30-6

HOSUR 635126 ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ISBN-978-93-94174-30-6

PG & RESEARCH DEPARTMENT OF ENGLISH

St. JOSEPH'S COLLEGE OF ARTS AND SCIENCE FOR WOMEN

Knowledge Purifies and Charity Enhances

(Affiliated to Periyar University, Salem)

HOSUR – 635126

A TWO-DAY INTERNATIONAL CONFERENCE ON

EMERGING SOCIO-CULTURAL DIMENSIONS IN ENGLISH LANGUAGE AND LITERATURE

22nd & 23rd February 2023

Chief Editors

Dr.K.Lavanya

Dr.L.Jenniffer

EXCELLENT PUBLISHERS

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

CONTENTS

S.No	Title & Author	Page No
1	Vassalage of Women in the Gileadean Society according to Margret Atwood's *The Handmaid's Tale* - **Anchiristilla Priyadharsini A**	1
2	A Humanistic Approach to Vikram Chandra's "Love and Longing in Bombay" - **Pahlavi Mustafa K**	7
3	Cultural Transformation and Resurrection in Manju Kapur's *Immigrant* - **Lumenzeno P**	12
4	Feminism in Anita Nair's *Ladies Coupe* - **Sri Dhevi J & Dr K Lavanya**	17
5	Trends of Mysticism in Indian English Poetry - **Perumal K & Dr A Saridha**	21
6	Poverty and Power: A Marxist Analysis of Meena Kandasamy's *Gypsy Goddess* - **Dr L Jenniffer**	35
7	Analysing Women and the Politics of Gender in Bapsi Sidhwa's *Ice-Candy-Man* - **Vinodhini E**	39
8	Subaltern Themes in Amitav Ghosh's Novels - **Dr. G Karthiga**	43
9	Indian Literature Gained its Unique Viability: An Insight - **Vel G & Dr Shakila Sharif**	47
10	Multiculturalism and Artistic Clashes in *The Inheritance of Loss* - **Anjalin Mary L**	52
11	A Social Consciousness in Indian English Poetry - **Kavitha D & Dr A Saridha**	56
12	The Impact of Socio-Culture on Language Learning Strategies - **Monisha U**	76
13	Community, Gender, Tradition and Modernity in Generations - **Vasandra Devi D & Dr A Saridha**	79
14	Post-Colonial Themes in Kiran Desai's *The Inheritance of Loss* - **Gladio Shilpa Vince V S**	97
15	Representation of Social and Political Issues in *A River with Three Banks* - **Vijayalakshmi P**	102
16	A Feminist Reading of Margaret Atwood's *The Blind Assassin* - **Julia Persis S**	105
17	Deploying an Undesirable Identity: A Cynical Study of Gillian Flynn's *Dark Places* - **Ancilin M R & Dr. P J Giftlin**	108

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126

A Feminist Reading of Margaret Atwood's The Blind Assassin

S. Julia Persis
Assistant Professor, Dept of English, St. Joseph's College of Arts and Science for Women, Hosur

"Writing was the only way for women to assert individuality and autonomy". (Chandra,114). Showalter in her A Literature of their Own (1977) presents three important stages of women's writing. First, the imitation of the mainstream literary tradition; second, the protest the standards of this dominant tradition concerning social values and rights; and third, self-discovery which aims at the search of identity. Iris Chase uses the tool of writing to assess her individuality and boldness. Through her writing, she tries to find her root and identity though in the path she is strained by conflicts. For a woman to become a writer it is necessary to kill the 'good angel' or the 'angel of the house'. Iris kills the good angel to achieve her ends. She freely writes about the conflicts in the women's psyche while trying to move away from the established notions. She herself is an example. She also writes about women's body and the way women are looked down by the society.

Women must write through their bodies, they must invest the impregnable language that will wreck partitions, classes, and rhetoric, regulations, and codes, they must submerge, cut through, go beyond the ultimate reserve discourse. (Marks and de Courtivron, p.256). Iris' father dresses his children as boys intending to bring them up as boys. He neglects the idea of his girl children being brought up as girls themselves. This bringing up instils the thoughts of dejection and unacceptability in his children, and this is clearly noticeable in Iris once she gets married to Richard Griffen. She feels bad of her inability to be as a girl in her way of dressing and fashions. According to Judith Fetterley: That is the consequence of the patriarchal prediction that to be human is to be male. (Chandra, p.116)

Though proved to be an ardent and passionate lover in the beginning, Norval too turns to be a sign of patriarch soon. The reason can be many: his participation in the war and his state of miserable handicap due to it, the crumbling down of his business due to the Great Depression and Richard, the tyrant's plot, his pricking conscience that he lets down his labou8rers and his hope for revolting against that deserts him. Whatever may be, he is not also an exception from the male dominating society. He rails on his wife and disregards her and his children to a larger extend. Still, he is a good man at heart unlike Richard.

Richard wants Iris to be a 'good' wife to him. He hides many truths from her yet he wants her to be a pampered child to him and he is unable to bear his resistance. When Iris' father passes away, Laura sends her the telegram but Richard conceals even that. He dictates her and prevents her from Avilion [illegible]

ISBN: 978-93-94174-30-6

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ISBN-978-93-94174-30-6

PG & RESEARCH DEPARTMENT OF ENGLISH

St. JOSEPH'S COLLEGE OF ARTS AND SCIENCE FOR WOMEN

Knowledge Purifies and Charity Enhances

(Affiliated to Periyar University, Salem)

HOSUR – 635126

A TWO-DAY INTERNATIONAL CONFERENCE ON

EMERGING SOCIO-CULTURAL DIMENSIONS IN ENGLISH LANGUAGE AND LITERATURE

22nd & 23rd February 2023

Chief Editors

Dr.K.Lavanya

Dr.L.Jenniffer

EXCELLENT PUBLISHERS

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

CONTENTS

S.No	Title & Author	Page No
1	Vassalage of Women in the Gileadean Society according to Margret Atwood's *The Handmaid's Tale* - **Anchiristilla Priyadharsini A**	1
2	A Humanistic Approach to Vikram Chandra's "Love and Longing in Bombay" - **Pahlavi Mustafa K**	7
3	Cultural Transformation and Resurrection in Manju Kapur's *Immigrant* - **Lumenzeno P**	12
4	Feminism in Anita Nair's *Ladies Coupe* - **Sri Dhevi J & Dr K Lavanya**	17
5	Trends of Mysticism in Indian English Poetry - **Perumal K & Dr A Saridha**	21
6	Poverty and Power: A Marxist Analysis of Meena Kandasamy's *Gypsy Goddess* - **Dr L Jenniffer**	35
7	Analysing Women and the Politics of Gender in Bapsi Sidhwa's *Ice-Candy-Man* - **Vinodhini E**	39
8	Subaltern Themes in Amitav Ghosh's Novels - **Dr. G Karthiga**	43
9	Indian Literature Gained its Unique Viability: An Insight - **Vel G & Dr Shakila Sharif**	47
10	Multiculturalism and Artistic Clashes in *The Inheritance of Loss* - **Anjalin Mary L**	52
11	A Social Consciousness in Indian English Poetry - **Kavitha D & Dr A Saridha**	56
12	The Impact of Socio-Culture on Language Learning Strategies - **Monisha U**	76
13	Community, Gender, Tradition and Modernity in Generations - **Vasandra Devi D & Dr A Saridha**	79
14	Post-Colonial Themes in Kiran Desai's *The Inheritance of Loss* - **Gladio Shilpa Vince V S**	97
15	Representation of Social and Political Issues in *A River with Three Banks* - **Vijayalakshmi P**	102
16	A Feminist Reading of Margaret Atwood's *The Blind Assassin* - **Julia Persis S**	105
17	Deploying an Undesirable Identity: A Cynical Study of Gillian Flynn's *Dark Places* - **Ancilin M R & Dr. P J Giftlin**	108

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Deploying an Undesirable Identity: A Cynical Study of Gillian Flynn's *Dark Places*

*M R Ancilin & **Dr. P J Giftlin

*Ph.D. Research Scholar, Department of English and Research Centre, Nesamony Memorial Christian College, Marthandam.

**Assistant Professor, Department of English and Research Centre, Nesamony Memorial Christian College, Marthandam.

The development of adolescence is significantly influenced by environmental or social influences as they have a lot of contact with their parents and friends. American author Gillian Schieber Flynn is renowned for her psychological thrillers that expose the reality of contemporary American culture and society. The novel *Dark Places* (2009) by Gillian Flynn deftly depicts the disintegration of Day's family as a result of the deplorable economy and social injustice.

Patty Day is a single mother of thirty-two years who took sole responsibility for her four children: Ben Day, Michelle Day, Debby Day, and Libby Day. Patty's husband Runner Day married her in the hope of being successful by making use of the farmland gifted to Patty by her ancestors. Unfortunately, the land produces a low yield as the days go by. The spendthrift runner runs to banks for loans to live a flashy life and ends up in debt. Finally, Runner declared that this lifestyle is not for him and left the family in debt. As a single mother, Patty confronts many difficulties in raising her children. The Day family frequently encounters prejudice and discrimination as a result of their poverty. To overcome the situation, Patty hires a contract killer to kill her so that her children will receive the money from her life insurance. Everything Patty did to safeguard her kids ended up working against them. While killing Patty, the murderer killed Michelle and Debby who witnessed the murder. Libby survived, and her testimony against Ben got him behind bars.

The writer primarily focuses on societal themes, such as extreme poverty, class tensions, and the Satanic cult fear, that dominated the nation in the 1980s. The teenage characters in the novel experienced a lot of pressure and social issues during their adolescent years. This paper makes an effort to analyse the panic and confusion that the adolescent characters went through as a result of playing multiple roles at once due to social expectations and to bring awareness to the issue of deploying undesirable identities.

The general definition of human behaviour is the potential and actual capacity for physical, mental, and social activity throughout the stages of human existence. A theory of psychosocial development put out by German-American developmental psychologist Eric Erickson said that persons experience psychological conflicts in eight stages that follow one another. The fifth of eight

ISBN: 978-93-94174-30-6

HOSUR 635126 ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ISBN-978-93-94174-30-6

PG & RESEARCH DEPARTMENT OF ENGLISH

St. JOSEPH'S COLLEGE OF ARTS AND SCIENCE FOR WOMEN

Knowledge Purifies and Charity Enhances

(Affiliated to Periyar University, Salem)

HOSUR – 635126

A TWO-DAY INTERNATIONAL CONFERENCE ON

EMERGING SOCIO-CULTURAL DIMENSIONS IN ENGLISH LANGUAGE AND LITERATURE

22nd & 23rd February 2023

Chief Editors

Dr.K.Lavanya

Dr.L.Jenniffer

EP EXCELLENT PUBLISHERS

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

18	Unsealed Boundaries of Dalit Literature: A Step Forward - **Buvanamanogari G & Dr A Saridha**	112
19	Psychoanalytic Reading of August Wilson's *Fences* - **Pricilla S**	121
20	Myth and Morality in Mark Twain's *Adventures of Huckleberry Finn* - **Prathima Sree S**	126
21	Nursery rhymes, Bridge between Cultural and Social Growth of a Child- A Study - **Infant Divya M P**	130
22	Cross-Cultural Crisis in Bharati Mukherjee's Novels - **Nivethitha P**	133
23	Mahatria's Clarity on Gender and Religion - **Harshitha V**	137
24	Racial Animosity in Harper Lee's *To Kill A Mockingbird* - **Jenifer E**	142
25	Feministic approach in Anita Desai's novels - **Krithika S**	145
26	Technology's Impact on Language and Literature - **Kulsum M**	150
27	Eco-Feminism in Anita Desai's *Where Shall We Go This Summer* - **Pavithra S**	157
28	The Role of Women in Manju Kapur's *Difficult Daughters* - **Almas M**	161
29	The Study of the First Feminist Woman in Supata Bhattacharya's "Draupadi" - **Saverio Roy Bernadit A**	163
30	Ecocritical Themes in Richard Powers in *The Overstory* - **Bhavya B**	166
31	Nature's Healing in Bhoosan's *The Speaking Tree* - **Chellamal P**	170
32	Feminist Studies in *The Bell Jar* - **Deekshitha R**	174
33	Sense of Identity and Forgiveness in Shashi Deshpande's *That Long Silence* - **Devipriya E**	176
34	Mighty Women of the Bible: A Feminist Study - **Ida Dorathy S**	179
35	Feminist Views in Nivedita Menon's *Seeing like a Feminist* - **Kalpana G**	182
36	Feminist Perspectives in Anita Nair's *Ladies Coupe* - **Sowmya M**	185
37	Deception and Injustice of Women in Sudha Murty's *The Mother I Never Knew* - **Maanasha V**	189

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Myth and Morality in Mark Twain's *Adventures of Huckleberry Finn*

Prathima Sree. S

Assistant Professor, Dept of English, St. Joseph's College of Arts and Science for Women, Hosur

Through his young hero, Huck, Twain travels the Mississippi reliving Twain's own boyish adventures. Like Huck, young Twain enjoyed exploring the Mississippi River's natural landscapes, navigating the great waters on jury-rigged rafts, and cooling off in swimming holes more than he enjoyed sitting through synthetic Sunday morning sermons. Through Huck, Twain also recreates his own experiences attending Sunday morning Christian rendezvous: Sabbath gatherings for the verbal exchange of Christian ideals. Twain recognized that such exchanges seldom translated into the lives of theological traders. It is these common traders of theology, who say much but do little, that twain denounces throughout his novel by juxtaposing Huck's moral development outside of church and his Christian community to the moral dearth of the church-going Mississippi Christians.

As a result, Twain's novel impugns the widespread hypocritical culture Americans called Christianity. This reemphasizes the fact that twain was not a religious crusader; he was simply an admonisher hoping to encourage religious individuals to rededicate their lives to the foundational moral codes they profess instead of ignorantly dehumanizing others in the name of Christ.

This brief but poignant observation reveals the often-overlooked reality that the majority of Christians were converted by fire or sword, not necessarily because they had sincere hearts or a pioneering purpose. Thus, Christianity has become a conglomeration of cultural traditions rather than pious protectors of Christ-like morals. Such are the Mississippi Christians Huck crosses in his adventures: they follow traditions, and appropriations of doctrines, not Christ.

Huckleberry Finn, Twain expresses the need to rediscover religion in the debris of traditions passed off as Christianity. Critiquing American Christianity, Twain explains,

> "If Christ were here now, there is one thing
> he would not be—a Christian."(29)

Tom articulates the irrefutability of written laws within the Mississippi Christian culture. Concluding the novel with this repeated dissonance reveals the strong communal indoctrination local Christian authorities achieved. Tom, who was left within society, was unable to break away from the traditions of the communal books. The Mississippi Christians' blind obedience leads them to create a totalizing definition of civility. The Mississippi Christians' definition of civility derives only from outward appearance. Later on, Huck also expresses this notion following the cultural tradition that one's outer appearance reflects one's godliness. Of the thief King, Huck admits,

ISBN: 978-93-94174-30-6

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ISBN-978-93-94174-30-6

PG & RESEARCH DEPARTMENT OF ENGLISH

St. JOSEPH'S COLLEGE OF ARTS AND SCIENCE FOR WOMEN

Knowledge Purifies and Charity Enhances

(Affiliated to Periyar University, Salem)

HOSUR – 635126

A TWO-DAY INTERNATIONAL CONFERENCE ON

EMERGING SOCIO-CULTURAL DIMENSIONS IN ENGLISH LANGUAGE AND LITERATURE

22nd & 23rd February 2023

Chief Editors

Dr.K.Lavanya

Dr.L.Jenniffer

EXCELLENT PUBLISHERS

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR-635126, Krishnagiri Dist.

18	Unsealed Boundaries of Dalit Literature: A Step Forward - **Buvanamanogari G & Dr A Saridha**	112
19	Psychoanalytic Reading of August Wilson's *Fences* - **Pricilla S**	121
20	Myth and Morality in Mark Twain's *Adventures of Huckleberry Finn* - **Prathima Sree S**	126
21	Nursery rhymes, Bridge between Cultural and Social Growth of a Child- A Study - **Infant Divya M P**	130
22	Cross-Cultural Crisis in Bharati Mukherjee's Novels - **Nivethitha P**	133
23	Mahatria's Clarity on Gender and Religion - **Harshitha V**	137
24	Racial Animosity in Harper Lee's *To Kill A Mockingbird* - **Jenifer E**	142
25	Feministic approach in Anita Desai's novels - **Krithika S**	145
26	Technology's Impact on Language and Literature - **Kulsum M**	150
27	Eco-Feminism in Anita Desai's *Where Shall We Go This Summer* - **Pavithra S**	157
28	The Role of Women in Manju Kapur's *Difficult Daughters* - **Almas M**	161
29	The Study of the First Feminist Woman in Supata Bhattacharya's "Draupadi" - **Saverio Roy Bernadit A**	163
30	Ecocritical Themes in Richard Powers in *The Overstory* - **Bhavya B**	166
31	Nature's Healing in Bhoosan's *The Speaking Tree* - **Chellamal P**	170
32	Feminist Studies in *The Bell Jar* - **Deekshitha R**	174
33	Sense of Identity and Forgiveness in Shashi Deshpande's *That Long Silence* - **Devipriya E**	176
34	Mighty Women of the Bible: A Feminist Study - **Ida Dorathy S**	179
35	Feminist Views in Nivedita Menon's *Seeing like a Feminist* - **Kalpana G**	182
36	Feminist Perspectives in Anita Nair's *Ladies Coupe* - **Sowmya M**	185
37	Deception and Injustice of Women in Sudha Murty's *The Mother I Never Knew* - **Maanasha V**	189

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Nursery Rhymes, Bridge between Cultural and Social Growth of a Child- A Study

Infant Divya. M.P

Assistant Professor, Department of English, St. Joseph's College of Arts and Science for Women, Hosur

Childhood is the most tender and versatile stage of the development of the human mind, this is a crucial stage in experiential learning, & cognitive development the stages of human development. A nursery rhyme plays a Crucial role in the foundational development of the childhood stage of a human life cycle. The first nursery rhyme collection to be printed was Tommy Thumb's Song Book, around 1744.

"Incy Wincy Spider Climbed up the water spout
Down came the rain and washed the Spider out
Up came the sun and dried up all the rain
So Incy Wincy Spider climbed up the spout again" (Roud Folk Song Index.11328,

Now a day's young ones are not having the grit to accept their failure. As *Emily Dickenson* says "Success is counted sweetest", only the taste of Success felt by the spoon of failure. This rhyme educates the child that he/she has to accept his failure and should not stop to attain their goal, as like the spider they have to keep on working toward his goal even if faced so many obstacles. This poem develops the champ's personality to accept their failure.

Currently, we get addicted to junk, and because of this in the early days, they are affected by so many health issues. Apart from all the good deeds we have to teach them a healthy lifestyle. For this, this song helps a lot,

"Carrots peas and Broccoli,
Vegetables are good for me
For my snack and in my lunch,
Veggie Sticks are great to munch on,
Carrot peas and Broccoli, vegetables are good for me" (Scottish Book trust. Book Bug)

The Plague was the worst pandemic in history, killing up to 200 million people. The disease spread through air, rats, and fleas, and eliminate Europe for several centuries. The pandemic eased with better sanitation, hygiene, and medical advancements but never completely disappeared.

To create awareness among peoples, How it was distributed and what are its symptoms how to protect them from the plague, this preaching the following rhymes help a lot,

Ring around the Rosie,
A pocket is full of posies.
Ashes! Ashes!
We all fall! (FitzGerald)

ISBN: 978-93-94174-30-6

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ISBN-978-93-94174-30-6

PG & RESEARCH DEPARTMENT OF ENGLISH

St. JOSEPH'S COLLEGE OF ARTS AND SCIENCE FOR WOMEN

Knowledge Purifies and Charity Enhances

(Affiliated to Periyar University, Salem)

HOSUR – 635126

A TWO-DAY INTERNATIONAL CONFERENCE ON

EMERGING SOCIO-CULTURAL DIMENSIONS IN ENGLISH LANGUAGE AND LITERATURE

22nd & 23rd February 2023

Chief Editors

Dr.K.Lavanya

Dr.L.Jenniffer

EXCELLENT PUBLISHERS

PRINCIPAL
ST. JOSEPH'S COLLEGE OF AR
& SCIENCE FOR WOME
Mo Kandapalli, Sipcot,
HOSUR 26,Krishnagiri-D

18	Unsealed Boundaries of Dalit Literature: A Step Forward - **Buvanamanogari G & Dr A Saridha**	112
19	Psychoanalytic Reading of August Wilson's *Fences* - **Pricilla S**	121
20	Myth and Morality in Mark Twain's *Adventures of Huckleberry Finn* - **Prathima Sree S**	126
21	Nursery rhymes, Bridge between Cultural and Social Growth of a Child- A Study - **Infant Divya M P**	130
22	Cross-Cultural Crisis in Bharati Mukherjee's Novels - **Nivethitha P**	133
23	Mahatria's Clarity on Gender and Religion - **Harshitha V**	137
24	Racial Animosity in Harper Lee's *To Kill A Mockingbird* - **Jenifer E**	142
25	Feministic approach in Anita Desai's novels - **Krithika S**	145
26	Technology's Impact on Language and Literature - **Kulsum M**	150
27	Eco-Feminism in Anita Desai's *Where Shall We Go This Summer* - **Pavithra S**	157
28	The Role of Women in Manju Kapur's *Difficult Daughters* - **Almas M**	161
29	The Study of the First Feminist Woman in Supata Bhattacharya's "Draupadi" - **Saverio Roy Bernadit A**	163
30	Ecocritical Themes in Richard Powers in *The Overstory* - **Bhavya B**	166
31	Nature's Healing in Bhoosan's *The Speaking Tree* - **Chellamal P**	170
32	Feminist Studies in *The Bell Jar* - **Deekshitha R**	174
33	Sense of Identity and Forgiveness in Shashi Deshpande's *That Long Silence* - **Devipriya E**	176
34	Mighty Women of the Bible: A Feminist Study - **Ida Dorathy S**	179
35	Feminist Views in Nivedita Menon's *Seeing like a Feminist* - **Kalpana G**	182
36	Feminist Perspectives in Anita Nair's *Ladies Coupe* - **Sowmya M**	185
37	Deception and Injustice of Women in Sudha Murty's *The Mother I Never Knew* - **Maanasha V**	189

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Psychoanalytic Reading of August Wilson's *Fences*

Pricilla. S

Assistant Professor, Dept of English, St. Joseph's College of Arts and Science for Women, Hosur

Literature is a mirror of life. It expresses real life, reflecting society through the writings. Literature is a term used to describe written and sometimes spoken material. Literature most commonly refers to works of the creative imagination, including poetry, drama, fiction, nonfiction, and so on. Simply, literature represents the culture and tradition of a language or a people. Literature is more important for many reasons, including its ability to pleasure readers, to help build experience, to help readers emphasize with others, and to develop thinking skills. Literature focuses on human experience with suffering, bliss, and facts and it reflects the state of people where they live and how they live in. Every period of literature follows a different kind of human experience. That the colonial and postcolonial writers have documented the sufferings of voiceless communities or individuals in their writings. It is true in African American literature as well. It reflects the state and the economic conditions and how people were dominated by White. Many African writers present the reality of Black people through their writings. (Lombardi, 2015).

Langston Hughes (1951) has written an article *A Dream Deferred* which exploded the problems of the black family living in Chicago. It also mirrors the very real problem of people. He feels that Hansberry was never comfortable with her "rich girl" status but instead with the "children of the poor". This article also presents how families faced racial discrimination and the American dream because of the migration into an all-white people and how soon it builds racism around the blacks. Through the characters, Hansberry examines the psychological problem they faced in the American society.

Fences begin in the year 1957. The play takes place in Pittsburgh, Pennsylvania. It is divided into two acts play. The focus of Wilson's attention in fences is Troy Maxon, a fifty-three-year-old Blackman and an excellent professional Baseball player who struggled to provide for his family. Troy was the head of the household. The play begins on a Friday, it is the payday of Troy Maxon and his friend Bono. Every payday Bono used to go to Troy's home for the weekly ritual of drinking and talking. Mr. Rand is the boss of Troy and Bono. So, Troy has asked his Boss Mr. Rand that why the black employees aren't allowed to drive the garbage trucks instead of only lifting the garbage. Later in the play, he remarkably crosses the race color barrier and becomes the first black truck driver instead of just a barrel lifter.

Troy Maxon lives life with his family members like his wife Rose, his son Cory and his younger brother Gabriel, who is an ex-soldier injured in the war to his head had caused him noticeable psychological damage. Gabriel had received

ISBN: 978-93-94174-30-6

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ISBN-978-93-94174-30-6

PG & RESEARCH DEPARTMENT OF ENGLISH

St. JOSEPH'S COLLEGE OF ARTS AND SCIENCE FOR WOMEN

Knowledge Purifies and Charity Enhances

(Affiliated to Periyar University, Salem)

HOSUR – 635126

A TWO-DAY INTERNATIONAL CONFERENCE ON

EMERGING SOCIO-CULTURAL DIMENSIONS IN ENGLISH LANGUAGE AND LITERATURE

22nd & 23rd February 2023

Chief Editors

Dr.K.Lavanya

Dr.L.Jenniffer

EXCELLENT PUBLISHERS

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

CONTENTS

S.No	Title & Author	Page No
1	Vassalage of Women in the Gileadean Society according to Margret Atwood's *The Handmaid's Tale* - **Anchiristilla Priyadharsini A**	1
2	A Humanistic Approach to Vikram Chandra's "Love and Longing in Bombay" - **Pahlavi Mustafa K**	7
3	Cultural Transformation and Resurrection in Manju Kapur's *Immigrant* - **Lumenzeno P**	12
4	Feminism in Anita Nair's *Ladies Coupe* - **Sri Dhevi J & Dr K Lavanya**	17
5	Trends of Mysticism in Indian English Poetry - **Perumal K & Dr A Saridha**	21
6	Poverty and Power: A Marxist Analysis of Meena Kandasamy's *Gypsy Goddess* - **Dr L Jenniffer**	35
7	Analysing Women and the Politics of Gender in Bapsi Sidhwa's *Ice-Candy-Man* - **Vinodhini E**	39
8	Subaltern Themes in Amitav Ghosh's Novels - **Dr. G Karthiga**	43
9	Indian Literature Gained its Unique Viability: An Insight - **Vel G & Dr Shakila Sharif**	47
10	Multiculturalism and Artistic Clashes in *The Inheritance of Loss* - **Anjalin Mary L**	52
11	A Social Consciousness in Indian English Poetry - **Kavitha D & Dr A Saridha**	56
12	The Impact of Socio-Culture on Language Learning Strategies - **Monisha U**	76
13	Community, Gender, Tradition and Modernity in Generations - **Vasandra Devi D & Dr A Saridha**	79
14	Post-Colonial Themes in Kiran Desai's *The Inheritance of Loss* - **Gladio Shilpa Vince V S**	97
15	Representation of Social and Political Issues in *A River with Three Banks* - **Vijayalakshmi P**	102
16	A Feminist Reading of Margaret Atwood's *The Blind Assassin* - **Julia Persis S**	105
17	Deploying an Undesirable Identity: A Cynical Study of Gillian Flynn's *Dark Places* - **Ancilin M R & Dr. P J Giftlin**	108

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Post-Colonial Themes in Kiran Desai's *The Inheritance of Loss*

Gladio Shilpa Vince V.S

Assistant Professor, Dept of English, St. Joseph's College of Arts and Science for Women, Hosur

shilpa.gladio@gmail.com

Post-colonialism is a theoretical methodology used to interpret, read and investigate the social effects of colonialism. The prefix 'post-' in 'post-colonial' indicates a related connection, to a period after colonialism. Bhabha's mimicry and hybridity, and Spivak's epistemic violence and strategic essentialism are the key notions of post-colonialism. There is a wide range of postcolonial writers and critics; and Kiran Desai is one among them, is an Indian-American author. Indian writing in English is especially interesting because the language in which this literature is written is presented to Indians through the experience of colonization. So, writing in English is reflected a postcolonial effect. Kiran Desai, an Indian writer, writes her novel from her own view of the inside of her own society. She describes each individual experience, the lost traditions, the fragmented class system, and their lost identities. Also, she illustrates how each character struggles between two worlds, not able to belong to one of them i.e., the Indian and the British.

However, the definition given by the Indian-American postcolonial theorist Homi K. Bhabha says:

> Postcolonial criticism bears witness to the unequal and uneven forces of cultural representation involved in the contest for political and social authority within the modern world order. Postcolonial perspectives emerge from the colonial testimony of Third World countries and the discourses of "minorities" within the geopolitical divisions of east and west, north and south. (438)

Kiran Desai published her novel, *The Inheritance of Loss* in 2006. The theme and content of Kiran Desai's *The Inheritance of Loss*, the Booker Prize-winning novels are quite different. She has created literary history by being the youngest woman ever to win the prestigious Man Booker Prize for fiction at the age of thirty-five. Kiran Desai takes a wider canvas of her subject which touches upon various issues that have significance to present-day life. Kiran Desai's *The Inheritance of Loss* examines both the themes of colonial mentality in India as well as the American Dream. It explores the effects and changes that happened in India in the aftermath of the British colonization. The themes of the American Dream, colonialism, race and class had been exposed in the novel through the images of migration and multiculturalism in postcolonial settings. Also, discrimination and oppression are inevitably related to all of the aforementioned themes. Still, the main focus will be on the relationship between the East and the

ISBN: 978-93-94174-30-6

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Management, Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

A Discussion on Writing Style in Aravind Adiga's The White Tiger

Pricilla S.

Assistant Professor, Department of English, St. Joseph's Arts & Science College for Women, Hosur.

pricysam77@gmail.com

Abstract

Aravind Adiga's writing style in "The White Tiger" is a captivating exploration of social dynamics within contemporary India. Employing a first-person narrative through the protagonist Balram Halwai, Adiga crafts a compelling tale that combines gritty realism with satirical elements. The use of colloquial language lends authenticity to Balram's character, providing readers with an immersive experience as he navigates the complexities of a rapidly changing society. Adiga's keen observation and attention to detail shine through in his vivid portrayal of the urban landscape, capturing the pulse of a bustling India undergoing profound transformation. The novel's dark humor serves as a powerful tool for Adiga to dissect and critique systemic issues, including corruption and the stark class disparities prevalent in the country. Through Balram's perspective, Adiga offers a nuanced exploration of power dynamics, morality, and the consequences of ambition in a society marked by its socio-economic divides. This distinctive writing style not only makes "The White Tiger" a compelling literary work but also positions it as a thought-provoking commentary on the intricate tapestry of contemporary Indian life.

Key Works: socio-economic disparities, gritty realism, satirical commentary, colloquial language, urban landscape, dark humor, systemic issues, corruption, class divide, contemporary India, power dynamics, morality, ambition, social commentary, thought-provoking

Introduction

Style is a fictional word, which basically refers to the way the writer writes. It results from things like word choice and syntax. Naturally the writings of a writer will change depending on the subject matter and the point of view. However, we talk about the developing of writing style, it means the voice that is uniquely the writers. The voice will change as the writing skill develops. But ofcourse personality and the foundation for writing has been propounded by many literary geniuses. For some writers or to an editor, it refers to the mechanics of writing, i.e., grammar and punctuation. Each and every writer has his own style, which is unique and particularly it belongs to his way of writing. Adiga portrays a vital role in this novel The White Tiger. The novel's success depends upon his style of writing. His style in this novel is largely satirical. The satirical intention is also reflected in his choice of the narrator, Balram, a halfeducated person. By choosing this type of narrator Adiga gives

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Virtual International Conference on Multi-disciplinary Research and Studies - 2022
Quantum University, Mandawar, Roorkee, Uttarakhand
Date: 18th - 19th September 2022
ISBN : 978-93-91535-19-3

Loyal Threads of Feminism in Anita Desai's *Cry The Peacock*

Prathimashri P

Asst. Prof, Dept of English, St. Joseph's College of Arts and Science for Women, Hosur, India.

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 oncrowned queen by the inner-emotional world, she desteromly trascribes the subconscious, the phantasmagoria of her highly sensitive protagonists. Desai has tried to present her thernes 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 women. 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

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Interdisciplinary Innovative Research and Studies (ICIIRS-2023)
JS University, Shikohabad, Uttar Pradesh, India
Date: 1 April 2023
ISBN : 978-93-91535-45-2

An analysis of Mary Shelley's Frankistine novel to Shankar's Enthiran movie.

M.P.Infant Divya M.A., B.Ed., M.Phil.

Assistant Professor, Department of Engish, St. Joseph's College of Arts and Science for Women – Hosur

infantdivya2@gmail.com

Abatract

The problem with comparative literature in the age of globalization is that it has always identified as the study of the distinctions between various literary and linguistic systems. This study aims to provide a summary of the historical development of Indian film from its inception. The conflict between humans and machines is Enthiran's main theme. In the framework of posthumanism, this essay discusses Frankenstein as a narrative device in Indian popular cinema. Research on monsters and monstrosity in Indian cinema has typically focused on the horror subgenre. However, the goal of this study is to understand monstrosity and monsters as a result of science and technology through the cinematic portrayal of characters like Frankenstein. This shifts the focus of the examination of monstrosity from the horror genre to the field of science fiction. The study uses a Frankenstein narrative to argue that Enthiran/Robert (Shankar 2010 Tamil) is a prime example of posthuman monstrosity. In addition to engaging with collective social fears and anxieties about various cutting-edge technologies, the paper aims to highlight the significance of cinematic imagination concerning posthuman monstrosity. It also aims to address other socio-cultural concerns and desires at the nexus of science and technology, embodiment, and the society/nation.

Key words: Battle, Monster, Humanoid, horror, revenge

An analysis of Mary Shelley's Frankistine novel to Shankar's Enthiran movie.

The phrases "world literature" and "comparative literature" are frequently used to refer to related scholarly works and study programs. The study of "literature without borders" is the broadest definition of comparative literature. The things we need to look at right now are how to restructure our literature lessons and how comparative literature fits into the whole activity. By making the study multidisciplinary, comparative literature is a point of view and methodology that transcends the limits of single literary criticism beyond the study of a single work of literature as well as the traditional bounds of aesthetic appreciation and historical critique. Students studying comparative literature follow

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Interdisciplinary Innovative Research and Studies (ICIIRS-2023)
JS University, Shikohabad, Uttar Pradesh, India
Date: 1 April 2023
ISBN : 978-93-91535-45-2

The Enigmatic Journey of *The Pearl* by John Steinbeck.

Vinodhini.E

Assistant professor, Dep.of.English,

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

Abstract

The Enigmatic Journey of the Pearl explores the profound narrative crafted by renowned American author John Steinbeck in his novella, *The Pearl* set against the backdrop of a humble fishing village, the story follows the transformative journey of a simple pearl diver named Kino, who stumbles upon the coveted Pearl of the World. However, what initially seems like a stroke of extraordinary luck soon spirals into a gripping tale of human nature, societal greed, and the complexities of destiny. *The pearl*, initially a symbol of hope and prosperity, becomes a catalyst for unforeseen consequences, revealing the inherent dangers of unchecked ambition. As Kino grapples with the allure of wealth, the story unfolds as a cautionary exploration of the human psyche, illustrating how the pursuit of material gain can corrode the fabric of personal relationships and the very essence of human morality.

The abstract also addresses Steinbeck's masterful use of symbolism, vivid imagery, and cultural context to construct a narrative that resonates with readers on a profound level. Through an analysis of character dynamics, societal structures, and the impact of external forces, "The Enigmatic Journey of the Pearl" sheds light on Steinbeck's ability to navigate the complexities of human emotion and the universal struggle for self-discovery.

Ultimately, this abstract aims to offer a glimpse into the enigmatic world created by John Steinbeck, inviting readers to explore the depths of *The Pearl* and contemplate the timeless lessons embedded in this poignant tale of human aspiration and the elusive nature of fortune.

Key words: self-discovery, inequality and subjugation, inequality and scarcity, population, conflicts and betrayals, parallelism and foreshadowing.

Introduction

In the coastal village of La Paz, Kino, a humble pearl diver, leads a simple life with his wife, Juana, and their infant son, Coyotito. Their world takes a sudden turn when Kino discovers a magnificent

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Interdisciplinary Innovative Research and Studies (ICIIRS-2023)
JS University, Shikohabad, Uttar Pradesh, India
Date: 1 April 2023
ISBN : 978-93-91535-45-2

A Feminist Reading of Mukthar Mai's *In the Name of Honour*

Ms. Julia Persis S

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

persis.julia@gmail.com

Abstract

Women's body has been under much humiliation and suppression throughout the history. When women face exploitation of their body then they are utterly exploited of their self and existence. In the homes, in the streets, in the public, in the war front women are always the victims.

The powerful weapon used by men to silence women is rape. Rape is not just about pain. It puts the whole being of women in question. Existence is the right of every human being. When a woman is raped, she is totally exhausted. She is raped of her total existence. Adrienne Rich says

"The woman's body is the terrain on which patriarchy is erected." (Phee, Fitzgerald, Crowell 1834 20)

In the novel 'In the Name of Honour' Mukthar Bibi is raped in the name of honour. Mukthar Bibi was taken before the Mastoi clan. She is a woman from the Gujar clan. In Pakisthan Mastoi is an upper caste and Gujar is a lower caste. She was not even informed why she was taken. She tells that a woman is not permitted to ask. Before the clan she had spread her shawl as a sign of respect and allegiance. She saw the Mastoi men with their guns. She was brutally dragged by four men named Abdul Khaliq, Ghulam Farid, Allah Dita and Mohammed Faiz. She was taken as a lamb that was taken to slaughter. She tells

I am there, there, but it isn't me anymore: this petrified body, these collapsing legs no longer belong to me. I am about faint, to fall to the ground, but I never get the chance - they drag me like a goat led to slaughter. Men's arms have seized mine, pulling at my clothes, my shawl, my hair. (Mai; 2007; 10)

She was dragged to a dark place. She was gang raped by the four mern on the braten earth of an empty stable. She was raped and thrown before her father in the street hust naked. She says that she doesn't remember how long the torture continues. She was reped in the name of honour. She tells about the condition of women in her place. She tells that men marry or rape women according to their conception of tribal pride. Men know that a woman humiliated in that way has no other recourse except suicide. Men don't even need to use their weapons. Rape kills her. Rape is the ultimate weapon: it shames the other forever. This paper how she breaks the suppression and emerges as a powerful symbol for women.

Key Words: Rape, Self-acceptance, Silence, Submission, Emancipation It is a shame on the society that women are treated as beasts and that they are brutally raped in order to settle a dispute. It is the ego of heartless men. This practice of raping women in the name of honor is prevalent not only in

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Interdisciplinary Innovative Research and Studies (ICIIRS-2023)
JS University, Shikohabad, Uttar Pradesh, India
Date: 1 April 2023
ISBN : 978-93-91535-45-2

Multiculturalism in Anita Desai's *Fasting, Feasting*

Ms. V.S Gladio Shilpa Vince,

Assistant professor, Department of English, St. Joseph's College of Arts and Science for Women, Hosur.
shilpa.gladio@gmail.com

Abstract

Anita Desai, a pioneering figure in Indian English literature, addresses feminism and the state of women in India, focusing on the psychological state of oppressed heroines. This paper explores Desai's notable work, *Fasting, Feasting,* contrasting Indian and American cultures through the experiences of characters like Uma, Arun, and the Patton family. Desai adeptly presents the cultural oppression of women in contemporary Indian society, linking it to the psychological suffering of women in the United States. The novel delves into the themes of "fasting" and "feasting," examining male and female roles in different cultures. Through vivid character portrayals, Desai critiques societal norms, especially the limited choices for women in traditional Indian families. The narrative also highlights the impact of globalisation on cultural identities and the perpetual dilemma of "belonging" and "identity." Desai's work is a profound exploration of the complexities of cultural differences, feminism, and the struggles of women in both Eastern and Western societies.

Keywords: Gender roles, Cultural contrast, Traditional values, Family dynamics, Traditional values

Anita Desai is credited as being the first Indian writer in English to seriously address feminism and the state of women in her native country. In contrast to the responses of Nayantara Sahgal and Kamala Markandeya, for instance, to the exterior social and political situations of their female protagonists, Desai focuses on investigating the psychological state of the oppressed heroines who are first completely passive. Anita Desai is a post-independent feminist author who holds a special place in Indian English literature history. She has had great success incorporating fresh, feminist imagery into her paintings. Anita Desai's story has the ability to transform readers because it dares to show the process of self-awareness at play in the psyches of women.

Anita Desai has received numerous honours and major awards both domestically and abroad. She's been shortlisted three times for the Booker Prize for her novels, In Custody (1984), *Clear Light of Day* (1980), and *Fasting, Feasting* (1999). The central theme of the book Fasting, Feasting is a profound sense of sorrow about the lot of humanity, especially women The Patton family, Uma, Aruna, and Arun

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Interdisciplinary Innovative Research and Studies (ICIIRS-2023)
JS University, Shikohabad, Uttar Pradesh, India
Date: 1 April 2023
ISBN : 978-93-91535-45-2

Analysing the Writing Style in Bacon's Selected Essays

Prathimashri P

Asst. Prof, Dept of English, St. Joseph's College of Arts and Science for Women, Hosur, India.

Abstract:

Francis Bacon, known as the "Father of English Essays," was a renowned philosopher, essayist, moralist, statesman, and writer who used a variety of literary styles and approaches. For this project, I worked on a number of Bacon's writings and talked about his writing style as well as his views on marriage, travel, truth, studies, and single life. Bacon frequently uses aphoristic sentences in his papers because they pack a lot of information into a small number of words. He writes in a clear and succinct manner, and his works embody the wisdom of the world. He is well known for his straightforwardness and for having a proverb that emphasizes the importance of wisdom.

Keywords: Rhetorical Devices, Clarity, Formal Tone, Literary Devices, Sentence Structure

An essay is a written composition. The French writer Michel de Montaigne was the first to refer to his works as essays, hence the word essay's etymology. Montaigne began writing his essays in 1572, motivated by the writings of Plutarch. Published in two volumes in 1580, the original edition was called Essais. The term "essayist" was first used in English in 1609 by Ben Jonson. Bacon, as cited by Ben Jonson,

He who has accumulated all the figures and accomplished that in our language, which may be compared or favored to either arrogant Rome or conceited Greece...in other words, in his estimation and concerning his period, were all the wits born that could honor a language or aid in study. Things are now falling constantly; wits are growing lower and eloquence is growing higher, so that he might be recognized as the pinnacle of our language and be held in high regard. (Jonson, Ben)

"A loose sally of the mind, an irregular undigested piece, not a regular and orderly composition," was how Dr. Johnson described it. "A short discursive article on any literary, philosophical, or social subject, viewed from a personal or historical stand point" is how J.J. Lobbans defined an essay.

With Montaigne's writings, a unique type of essay writing was established in the sixteenth century. He was a French writer who appropriated Montaigne's essay format. Despite lacking Montaigne's charming demeanor, Bacon writes with a lighthearted discursive style on a subject and appropriates the idea of popularizing moral philosophy for his own ends.Rather than reflecting his own preferences, Bacon's articles were a reflection of his life experiences. The writers of that era reflect ideas and opinions derived from their personal experiences in their works. Essays also display egotism, but Bacon's essays lack the conversational element of those written by Montaigne or Charles Lamb.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Interdisciplinary Innovative Research and Studies (ICIIRS-2023)
JS University, Shikohabad, Uttar Pradesh, India
Date: 1 April 2023
ISBN : 978-93-91535-45-2

Potrayal of Childhood in the Adventures of Tom Sawyer

Pricilla S.

Assistant Professor, Department of English, St. Joseph's Arts & Science College for Women, Hosur.

pricysam77@gmail.com

Abstract

"The Adventures of Tom Sawyer" by Mark Twain offers a vivid portrayal of childhood in a 19th-century American setting. The novel captures the essence of youthful exuberance, mischief, and the quest for independence. Tom Sawyer, the protagonist, becomes an emblematic figure of a carefree boy navigating the challenges and joys of adolescence. Twain skillfully crafts a narrative that reflects the spontaneity of childhood, filled with treasure hunts, pranks, and imaginative play. Tom's escapades with his friends along the Mississippi River showcase the freedom and exploration inherent in youth. The author captures the nuances of friendships and rivalries, as well as the influence of societal expectations on a young mind. Through Tom's character, Twain explores the tension between the constraints of civilization and the allure of adventure. The fence-painting episode, where Tom turns a chore into a sought-after privilege, exemplifies the resourcefulness and cunning typical of childhood. Additionally, the novel touches on societal issues such as superstitions and racial prejudices, offering a glimpse into the complexities of growing up in a particular time and place. In essence, "The Adventures of Tom Sawyer" presents a rich tapestry of childhood, blending humor, nostalgia, and a keen observation of human nature to create a timeless exploration of the universal journey from boyhood to adolescence.

Key Words: nostalgia, boyhood, adolescence

Introduction

Mark Twain who is one of the most famous writers of America, has different techniques in writing either short stories, novels or any other form of literature. He was an innovative man who thought it to be fair to introduce some innovations and conceptual techniques like ending style, love, sentiment, depiction of superstitions. depiction of adventurous boy heroes and their vigorous search for freedom. Because of these queer and fantastic techniques, he had occasioned great controversies among the twentieth century critics. The Adventures of Tom Sawyer is a novel published in the year, 1876. In this novel, Mark Twain collects memories of his boyhood. In this novel that is set in the 1840's, the novelist makes the readers walk in the fictional town of St. Petersburg that is actually a reflection of his own hometown, Hannibal in Missouri.

The Adventures of Tom Sawyer is inevitable novels to be read and enjoyed when it comes to the study of American Literature. Twain himself praised The Adventures of Tom Sawyer of his as "Hymn to Boyhood. It represented boys as they are' as Gerber stated. The story is set in the fictitious town of St. Petersburg in Missouri. Just like Life on the Mississippi that depicts the life of Twain and his peers,

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Management, Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

The Tell-Tale Heart: Unraveling the Depths of Madness

Ms. Vijayalakshmi P

Assistant professor, Dept of English, St.Joseph's College of Arts and Science for Women.
Vijiponnusamy1984@gmail.com

ABSTRACT

Edgar Allan Poe, a luminary in American literature and master of the macabre, casts an enduring shadow with his exploration of the darker dimensions of the human psyche. Born in 1809, Poe's tumultuous life, marked by personal tragedies and hardship, played a pivotal role in shaping his distinctive literary style. As a pioneer of Gothic literature, Poe's influence reverberates through the corridors of literary history. This essay delves into one of his most chilling works, "The Tell-Tale Heart," published in 1843, to unravel the depths of madness portrayed in this classic tale. Through an analysis of themes, characters, and literary devices, we explore the psychological nuances that make "The Tell-Tale Heart" a quintessential example of Gothic literature. As we navigate the labyrinth of the narrator's disturbed mind, we unravel the layers of symbolism, irony, and foreshadowing that contribute to the story's enduring impact on the horror genre.

Keywords:

Irony, Horror genre, Tumultuous, Gothic literature.

Edgar Allan Poe, a master of the macabre and pioneer of Gothic literature, left an indelible mark on the literary landscape. His short story, "The Tell-Tale Heart," published in 1843, stands as a quintessential example of psychological horror. In this essay, we will delve into the depths of madness as portrayed in Poe's classic tale, exploring the themes, characters, literary devices, and the enduring impact of this chilling narrative.

Edgar Allan Poe, is a name synonymous with tales that delve into the shadowy recesses of the human psyche. Born in 1809, Poe's life was a tapestry of hardship and melancholy, a narrative that became intricately woven into the fabric of his literary creations. Raised in the aftermath of personal tragedies, including the early demise of his parents and the untimely loss of his wife, Poe emerged as a seminal figure in American literature, embodying the tumultuous spirit of the 19th century. As a pioneer of Gothic literature, his exploration of death, madness, and the supernatural set the stage for a new era of storytelling.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Management, Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

Feminity Unveiled: An Exploration of Jane Austen's "Emma"

KalaiArasi R.

Assistant Professor,
Department of English
St. Joseph College of Arts and Science for Women, Hosur.
Mail id: anithaarun2403@gmail.com

ABSTRACT

This essay aims to read Jane Austen's *Emma* (1815) not as a portrait of a pampered individual but as a story of collective or communal selfhood-that is, as the story of everybody. Everybody-the term is used approximately one hundred times in this text-in Emma is both more and less than a village or a neighbourhood. Spread and shared across people, discourses, bodies and instructions, everybody, is variously apprehended as public opinion, or ubiquitous collective gaze, or a shared repertoire for constantly undated gossip-narratives, without ever being quite reducible to any one of this. Within a mixture of disdain and disquiet, Emma equates everybody with banal group-think senseless chatter, lack luster mediocrity and oppressive sameness- but, even as it thinks this superciliously undemocratic thoughts. Jane Austen's novel grand's everybody narrative space in which to contest the terms of its own marginalization.

The first significant female novelist who surpasses both the traditional as well as the romantic movement. Furthermore, Emma Jane Austen addresses a number of topics in her work, like thwarted love, attachment, and love and marriage, through the fixed character. Additionally, the author uses them as a vehicle for criticizing both her own society and other societies. Married to a cunning husband, Emma resembles a failing marriage based solely on physical desire. The study concludes with the finding that Jane Austen associated the word "attachment," or love, with a specific and maybe unusual meaning. In essence, it anticipated the kind of love that one may find between the members of a contented family.

Abstract: Love, Marriage, Love, Money, Judgement

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Management, Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

Women's strength in the Bharathiraja's movie Karuthamma

M.P.Infant Divya M.A., B.Ed., M.Phil.

Assistant Professor, Department of Engish, St. Joseph's College of Arts and Science for Women – Hosur

infantdivya2@gmail.com

Abstract

Men and women have different backgrounds and cultures, and the two genders are not seen as belonging to the same group. The majority of people in the globe believe that men are superior to women. Feminist theory, then, is a weapon that women use to fight for their independence and rights in the political, social, and economic spheres as well as in literature. Women are fed up with being treated like objects, and feminism gives them a platform to express who they are. Women are no longer the deadly beings that males once thought them to be. However, women can work and produce alongside males as well. This paper discussed about the way that the director of the movie handled the heroine character Karuthamma.

Key words: Stereotype, female infanticides, dowry death, struggle

As the 1990s wore on, things began to improve for women. As second-wave feminist daughters grew older, they made decisions that their mothers could not have made: delaying marriage and starting a family, going back to school, entering the workforce, and assuming identities and independence outside of the house. According to a 1995 National Center for Education Statistics assessment, the differences in educational attainment between men and women "have essentially disappeared for the younger generation." Title IX's promise of equal education was starting to materialize.

However, by the end of the decade, it became clear that the promise of gender equality was somewhere in between a cruel farce and a false hope. It turned out that parity was a paradox: as more women gained authority, it was snatched away from them by a toxic popular culture that glorified open antagonism against women and exploited their insecurities and sexuality. Movements for women were appropriated. Women would soon write the narratives that objectified them sexually. Despite these societal developments, Tamil Nadu still had a lot of problems, with social issues affecting Tamil women in particular.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Management, Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

Feminine Psyche of Maya, the protagonist of *Cry, the Peacock* by Anita Desai

Julia Persis.S

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

persis.julia@gmail.com

Abstract

Anita Desal is considered as a psychological novelist in the annals of Indian English fiction. In the novel "Cry, the Peacock, Anita Desai interestingly unravels the feminine psyche of the protagonist Maya with the help of stream of consciousness technique N.R.Gopal writes:

Anita Desai not only explores and portrays the feminine psyche of a common woman but also of the subnormal bordering on abnormal woman. These are the women who because of various factors are under so much mental stress that they cannot be, called insane, but then certainly they are not totally normal. (Desai; 1980; 21-22).

This paper brings out the feminine psyche of Maya. It tells the story of a woman who under the suppression of patriarchy suffers much but triesto break her silence. The woman tries hard but she breaks and retreats within her.

Key Words: Patriarchy, loneliness, psychological conflict, rebellion, silience.

Indian tradition is full of superstitions and belief in stars and zodiac signs are considered to be quite normal. When a child is born the Zodiac signs are calculated by the astrologers and the whole life of the child depends on the words of the astrologer. Some signs are considered as bliss while some are considered as ominous. Every movement and action is said to happen because of the sign and that everything is predetermined before ones birth. When some misfortune is pronounced it brings unnecessary tension and apprehension in the child. Maya hails from a Brahmin family and when she was a child she was taken to an albino-astrologer to hear about her future. It is said that a misfortune is to happen after four years of her marriage. Maya narrates:

Sometimes he grew emphatic, and creased his brow, and raised his arms, his voice. 'Death', he finally admitted, in one such moment, 'to one of you. When you are married and you shall be married young. The light suddenly sank, and his eyeless face assumed the texture of a mask above me. 'Death an early one - by unnatural causes,' he said, softly, sibilantly, and gently lowered his arms till they dropped to his side, then became furiously mobile once more, casting his robes once this way, once that. He cut

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Management, Engineering, Science and Humanities
Builders Engineering College,Kangeyam Institute of Commerce,
Date: 3rd June 2023, ISBN : 978-93-91535-52-0

The Strength of Sisterhood: Exploring Female Relationships in The Color Purple by Alice Walker

Anjalin Mary. L

Asst. Prof, St. Joseph's College of Arts & Science for Women, Hosur-635126
anjalin0910@gmail.com

Abstract

This paper delves into the profound significance of sisterhood and female relationships as portrayed in Alice Walker's iconic novel, "The Color Purple." The narrative unfolds a rich tapestry of interconnected women, primarily focusing on characters like Celie, Nettie, Shug Avery, and Sofia. By closely examining the bonds forged between these women, the analysis explores how sisterhood becomes a source of empowerment, resilience, and self-discovery in the face of oppressive circumstances. The paper investigates the ways in which these relationships challenge societal norms, foster personal growth, and provide avenues for expression and liberation. Through an exploration of specific instances and character dynamics, the study aims to unravel the complexities of sisterhood in the novel and highlight its transformative impact on the lives of the female characters.

Keywords: Empowerment, Resilience, Self-Discovery, Liberation, Oppression, exploration, societal norms, tapestry.

Alice Walker's *The Color Purple* stands as a literary masterpiece that intricately explores the lives of African American women in the early 20th century south. Central to this exploration is the theme of sisterhood and female relationships, which becomes a powerful vehicle for the characters' journeys of empowerment, resilience, and self-discovery. Against the backdrop of systemic oppression and societal constraints, the novel unfolds a narrative that weaves a network of connections among women, primarily focusing on characters like Celie, Nettie, Shug Avery, and Sofia. This paper embarks on a nuanced exploration of the profound significance of sisterhood within the narrative, aiming to unravel the complexities of these female relationships. By delving into the intricacies of bonds formed between these characters, we seek to understand how sisterhood becomes a dynamic force that challenges traditional norms, providing avenues for emotional support, personal growth, and liberation.

The Color Purple is more than a story; it is a tapestry of interconnected lives, where the bonds between women serve as both the fabric and the stitches that hold the narrative together. In a society marked by racial and gender-based injustices, Walker presents sisterhood as a source of strength that defies societal expectations, offering a counter-narrative to the prevailing norms. As we navigate through the pages of the novel, we encounter characters whose relationships transcend biological ties, demonstrating that sisterhood is not confined to blood relations but extends to shared experiences, understanding, and mutual support.

This paper is an invitation to explore the nuances of sisterhood in *The Color Purple*, examining how female relationships provide avenues for expression and resilience in the face of oppression. Through an in-depth analysis of specific instances and character dynamics, we seek to uncover the transformative impact of sisterhood on the lives of the female characters. The significance of

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

www.iardo.com

5th International Conference on Research Developments in Arts, Social Science, & Humanities (ASH-2023)
Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh
Date: 30th July 2023
ISBN : 978-93-91535-56-8

Characterization of The Gorgeous Women Shama In Mahabharata

R. Ayshwaryalatchmi,

Assistant Professor, St. Joseph's College Of Arts And Science For Women, Hosur.

ayshwaryaravichandran@gmail.Com

Abstract:

Many societies and civilizations have historically benefited greatly from the structural support that mythology has given them. India focuses a strong focus on its rich heritage of Indigenous mythology, in contrast to the west, which takes its cues from the classical mythology of Greek and Roman civilization.Refolding, revisiting, and rewriting mythology has been emphasized heavily by this project, especially from the perspectives of well-known female characters. The study also covers the ways in which women's roles are changing in contemporary society. It talks about how strong women are valued, as shown by the fire-born princes of the Mahabharata.

The Mahabharata is one of the great epics that shaped human mythology. I have adopted the portrayal of Shama (also known as Draupadi or Panchali) from this rendition of the story. The Mahabharata's principal female character is named Shama. In this study, I look at Draupadi as a very dynamic female role model. Concerns regarding how women are treated in patriarchal civilizations are symbolized by her stance. Her birth demanded a drastic change. It also granted privileges to all the women in the community.

Shama has a significant part in the Mahabharata. This project primarily focuses on Draupadi's journey, bringing her thoughts and concerns to light and crafting a feminist narrative for her and the other women. This project tells the story of Draupadi's search for her social identity. It also discusses how women's status changed dramatically in the twenty-first century compared to earlier days.

Key Words : Mythology, Culture, Hinduism, Equality

INTRODUCTION:

Women played very limited roles in superstition throughout the history. The oppression of women was caused by the male-dominated culture. Men served as warriors in the early Period, while women took care of their families and performed household chores at home. Everything in society was completely

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

www.iardo.com

5th International Conference on Research Developments in Arts, Social Science, & Humanities (ASH-2023)
Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh
Date: 30th July 2023
ISBN : 978-93-91535-56-8

Modern Technology Hiccups in Samuel Beckett's Waiting for Godot

Prathimashri P

Asst. Prof, Dept of English, St. Joseph's College of Arts and Science for Women, Hosur, India.

Abstract:

Waiting for Godot by Samuel Beckett is the most influential play in the post-war Europe and is considered as the one of the best existential plays of the twentieth century literature. It is an effective black comedy that deals with the meaninglessness and purposeless of human's life and an example of a typical 'Absurdist theory". The play is a social satire and depicts the darkness and hopelessness of the human life. This play showcase the bitter reality of post-World War II. This play is overloaded with the themes of satire, criticism, irony, black comedy, repetitive dialogues with long pauses and absurdism. This project attempts to give a deep study of Absurdity and Satire in the classic play Waiting for Godot.

Keywords: *Satire, Criticism, black comedy, Absurdity*

Satire

Satire is a technique used by writers in order to expose and condemn stupidity, madness, misconduct, dishonesty, corruption of an individual, government, or the society by using humorous dialogues, irony, overemphasis, it tends to improvise the humanity by criticizing human follies and mistakes. Satire is a remark on any activity in a comical way for bringing up moral values. Satire targets people who fail in their duties or the society that attained transformation and deviated from the moral path by entering into a materialistic world searching peace and nature that were destroyed by themselves in the name of imperialism. colonization, war, racism, migration, industrial development, globalization, etc...

Absurd theatre

The word 'Theatre of Absurd' is extracted from an essay 'The Myth of Sisyphus, written by Albert Camus. In the essay 'The Theatre of Absurd" meant the interest, restlessness, and man's determination to discover the purpose of life and his refusal to lead a meaningful life. The phrase defines the stress that arose from man's exploration and his determination to find the purpose of existence of his life. The drama brought the awareness to seek the purpose of life and realize where the humans actually stand in the world, and what really happens to his needs from the main plot of the drama.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

www.iardo.com

5th International Conference on Research Developments in Arts, Social Science, & Humanities (ASH-2023)
Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh
Date: 30th July 2023
ISBN : 978-93-91535-56-8

Reflection of Misery and Hope in Kavery Nambisan's On Wings of Butterflies

Dr. L. Jenniffer
Asst.Prof, Dept of English,
St. Joseph's College of Arts & Science for Women, Hosur, India.
jenni.lourdu@gmail.com

Abstract

Kavery Nambisan, the South Asian writer is remarkable with her realistic portrayal of events in her novels. *On Wings of Butterflies* (2002), her fourth novel explains the suppressed plight of many women and how they involve themselves in a political group called WOW- 'Women or Women'. Most of the characters of this novel are exploited physically or mentally. This oppression in the patriarchal society has influenced them to overcome their depression and turn towards a new beginning. Evita, the protagonist establishes WOW, her dream political movement of only women as a reply to the male chauvinistic environment. Lividia, the other activist's WOMB- 'The World Organisation of Male Bashers' is aggressive, vengeful punishing men for their selfish lustful deeds. Like Radical feminists trying to abolish patriarchy to achieve gender equality, Evita and her team endeavour to bring a great change in the society. This paper analyses the suppression and miseries of women who hope for betterment by being a part of the political movement against men.

Keywords: depression, domination, hope, male chauvinism, misery, patriarchy, radical feminism, suppression.

Kavery Nambisan, born in Kodagu is a South Asian writer who has written seven novels so far. She is known for her concern on women through the related issues discussed in her works. Women of either city or town are suppressed physically, mentally or emotionally in the patriarchal society. The social confinements forced on them yield to depression, anxiety, hatred and revengeful spirit. The miseries they face do not push them down but they mould themselves with courage and hope. *On Wings of Butterflies* (2002), the fourth novel of Nambisan is revolutionary trying to reform the political world dominated by men. It is a political satire on the fictitious thought of how the totalitarians are awestruck by the formation of political movement Women or Women (WOW). The strike and demands, the ideals, helpless and anguished women depict the biting satire, infidelity of relationships and piercing reality of contemporary society.

The stereotypical attitudes of men imposed on women are opposed by radical feminists. Radical feminism aims to abolish the male chauvinistic attitudes to achieve equal rights for women. Evelyn Cunningham, a communist activist says "Women are the only oppressed group in our society that lives in intimate association with their oppressors" (Pine 14). The

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

www.iardo.com

5th International Conference on Research Developments in Arts, Social Science, & Humanities (ASH-2023)
Venue: The Indian Council of Social Science Research, Punjab University Campus, Chandigarh
Date: 30th July 2023
ISBN : 978-93-91535-56-8

Satan as Villain and Hero in Milton's Paradise Lost Book IV

Pricilla S.

Assistant Professor, Department of English, St. Joseph's Arts & Science College for Women, Hosur.

pricysam77@gmail.com

Abstract

In Book IV of John Milton's "Paradise Lost," Satan emerges as a complex character embodying both villainous and heroic qualities. The abstract juxtaposes Satan's rebellious defiance against God with moments of charismatic leadership, creating a nuanced portrayal. As the fallen angel addresses his fellow rebels in the Pandemonium, his eloquence and strategic prowess showcase him as a heroic figure, rallying against perceived tyranny. Milton's portrayal of Satan's internal conflict further deepens the character, as he grapples with the consequences of his rebellion and the realization of his own fall from grace. Satan's villainous nature surfaces in his manipulation of Adam and Eve. His cunning rhetoric and deceptive charm reveal a malevolent intent, as he seeks to corrupt the innocent pair. The abstract explores the duality of Satan's character, illustrating how his heroism lies in his defiance against perceived oppression, while his villainy manifests in his destructive pursuit of revenge and corruption. Milton's nuanced depiction invites readers to ponder the complexity of morality, challenging traditional notions of good and evil within the context of divine disobedience.

Key words: Rebellion,Charismatic leadership,Eloquence, Internal conflict, Manipulation, Duality of character.

Introduction

Satan as he appeared in book iv was appreciably different from the Satan that first rebelled against God, or even the Satan that appeared in book i. Satan had lost much of his former vigour, strength, courage and confidence. he was now fallen and depraved not only in the eyes of God and other heavenly angels, but also in his own eyes. he freely indulged in self-pity and self-depreciation, which was something against his grain. the former Satan we dread and admired; the later Satan was pity and deride.

Satan as villain

theologically exposing the Miltonic anti-hero

woe to those who call evil good and good evil, who put darkness for light and light for darkness, who put bitter for sweet and sweet for bitter (isaiah 5:20).

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference

on

Global Trends in English Language, Linguistics and Literature

Abstract Proceedings

Editor

M. Maria Helen Janoba

Organised by

Department of English (SF),

&

Cape Comorin Trust,

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Title : International Conference on Global Trends in English Language, Linguistics and Literature

E-ISBN : 978-93-94510-92-0

Editor : M. Maria Helen Janoba

Price : 250/- INR

Published by : Cape Comorin Publisher
Kanyakumari, Tamilnadu, India

Website : www. capecomorinpublisher.com

Imprint at : Cape Comorin Publisher

Copyright © 2023 by Cape Comorin Publisher, All rights Reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any other information storage and retrieved without prior permission in writing from the publishers.

Concerned authors are solely responsible for their views, opinions, policies, copyright infringement, legal action, penalty or loss of any kind regarding their content. The publisher will not be responsible for any penalty or loss of any kind if claimed in future. Contributing authors have no right to demand any royalty amount for their content.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

84. Effective Communication Strategies for Educational Leaders in Conflict Resolution
Tarandeep Kour, Sanjay Kumar,
Surjit Kumar Lalotra & Prof Asit K. Mantry
85. Cultural Representations in Folktales: A Cross-Cultural Analysis
U Monisha
86. Diasporic Study of Kiran Desai's The Inheritance of Loss
Uma P & Dr. T Deivasigamani
87. 'LANGUAGE'- HEGEMONIC OR A BARE NECESSITY: A Short survey and Study of the renewed interest to learn Foreign languages among the English speaking community in Coimbatore and Chennai
V Akila Devi
88. Interrogation of Mind: Wisdom and the Wisemen: The Helping Hand
V Vanitha Jeyakumari
89. Layers of Invisibility: The Sound of Silence
Victoria Tonmayo Khangrah
90. Tradition and Modernity: A Study in Chetan Bhagat's *One Indian Girl*
Vimal A & Dr. Subramania Pillai R
91. Language Acquisition in Multilingual Contexts
Arokia Immaculate Sheela S
92. An Approach of Postcolonialism in Selected Novels of Peter Cary
I Rajeshwari
93. Faith Regained in John Updike's *Rabbit Run*
Sherin F.S & Dr. R.S Regin Silvest
94. Language and Communication's Function in the Education of English Language Learners with Severe Cognitive Impairments
Dr. S. Revathi
95. Humanizing Deities: The Journey of Shiva in Amish Tripathi's The Immortals of Meluha
M. Siva Ganesh & Dr. Shirley Fernando
96. "Beyond Boundaries: The Silent Revolution of Digital and Flash Narratives in Contemporary Literature
Anusha Alex

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

85. Cultural Representations in Folktales: A Cross-Cultural Analysis

U Monisha, Assistant Professor, St.Joseph's College of Arts and Science for women, Hosur, India

This cross-cultural analysis investigates the cultural representations embedded in folktales from diverse regions, unveiling the profound connections between storytelling and cultural identity. By examining narratives from various continents, the research identifies recurring motifs, symbols, and themes, providing insights into the shared human experiences and distinctive cultural nuances reflected in these tales. Utilizing comparative analysis tools, the study delves into the universal aspects that transcend cultural boundaries and the unique elements that distinguish each storytelling tradition. The exploration emphasizes the role of folktales as bridges between cultures, fostering cross-cultural understanding. Through this interdisciplinary lens, the research contributes to the broader discourse on the interwoven fabric of global storytelling heritage. Keywords: Folktales, Cross-Cultural Analysis, Cultural Identity, Storytelling Traditions, Comparative Literature, Cultural Symbols, Global Heritage.

Keywords: Folktales, Cross-Cultural Analysis, Cultural Representations, Comparative Literature, Thematic Elements, Cultural Identity, Storytelling Traditions, Universal Themes, Cultural Nuances, Global.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Cape Comorin Publisher
Kanyakumari, Tamilnadu, India
www.capecomorinpublisher.com

HOSUR
635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference

on

Global Trends in English Language, Linguistics and Literature

Abstract Proceedings

Editor

M. Maria Helen Janoba

Organised by

Department of English (SF),

&

Cape Comorin Trust,

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Title	: International Conference on Global Trends in English Language, Linguistics and Literature
E-ISBN	: 978-93-94510-92-0
Editor	: M. Maria Helen Janoba
Price	: 250/- INR
Published by	: Cape Comorin Publisher Kanyakumari, Tamilnadu, India
Website	: www. capecomorinpublisher.com
Imprint at	: Cape Comorin Publisher

Copyright © 2023 by Cape Comorin Publisher, All rights Reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any other information storage and retrieved without prior permission in writing from the publishers.

Concerned authors are solely responsible for their views, opinions, policies, copyright infringement, legal action, penalty or loss of any kind regarding their content. The publisher will not be responsible for any penalty or loss of any kind if claimed in future. Contributing authors have no right to demand any royalty amount for their content.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Contents

01. Making People's Voice Intelligible to International Readers: Accommodating South Asian Literary Texts in Global Literature in English
Dr. Kandiah Shriganeshan

02. Words of Wisdom: An Approach to the Study of World Literature
Dr. V Ganesan

03. Cognition, Metaphor and Discourse in Katherine Mansfield's "Prelude"
Dr. L Jenniffer

04. Strengthening Proficiency of English Language via Informal Approaches: An Examination of Rural India Students
Dr. V C Prakash

05. Desolation and Existential Futility in Naipaul's *The Mimic Man*
Dr. Yash Pal Singh

06. Study of Spiritual Traditions in Garcia Marquez's "Of Love and Other Demons"
Dr. A Revathi

07. Reunification of Proverbs in English Literature and Language
Dr. Anita Goswami

08. Existentialism and Individualism in Sudha Murty's *Gently Falls the Bakula* and *House of Cards*
Dr. Ayuta Mohanty

09. Pathetic Condition of a Transgender in the Novel I am Vidhya-A Transgender's Journey
Dr. J Sharmila Devi

10. A Study on English Language Anxiety among Students of Nagaland University
Dr. Kethokhrienuo Belho

11. Can the Subaltern Live: An Exploration of Women Predecament against the Backdrop of a Realistic Novel in Telugu
Dr. Kiran Mayee A

12. The Quest for Happiness in The Monk Who Sold his Ferrari
Dr. Mantha Padmabandhavi Prakashrao

13. Facticity as Fate in John Boyne's *The Boy in the Striped Pyjamas*
Dr. R Renuka Devi & Dr. J Mahaboob Bee

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

world literature makes the reader realise how collective unconsciousness is working in the universal creative canvas.

Keywords: World Literature, Global Literature, Translational Literature, Border and Spaces, Cross-cultural Studies.

03. Cognition, Metaphor and Discourse in Katherine Mansfield's "Prelude"

Dr. L Jenniffer, Head, Department of English, St. Joseph's College of Arts and Science for Women, Hosur, Tamil Nadu, India

The objective of the paper is to analyse the aspects of cognitive linguistics applied to Katherine Mansfield's "Prelude" based on Ignasi Navarro Ferrando's perspectives on Metaphor analysis in discourse. Human cognition(mind) is closely associated with the communication(language). Ferrando claims that the metaphor is the rhetorical strategy of cognition and Katherine Mansfield's "Prelude" has numerous metaphors in the story of Burnell family leading to conceptual-analogical coherences. The title of the short story-Prelude is a metaphor where it portrays the beginning of many new events in lives of the whole family, Linda and Beryl. The discourse creates experience of reality, and the characters here correlate the concrete objects to the abstract thought processes carrying out metaphorical objectification. This paper focuses on linguistic metaphor and visual metaphors providing the cognitive dimensions of several emotions of the characters. The mental representations of the discourse provide the knowledge of syntactic and semantic structures in a shared communication system.

Keywords: Abstract, Analogy, Communication, Concept, Emotion, Rhetoric

04. Strengthening Proficiency of English Language via Informal Approaches: An Examination of Rural India Students

Dr. V C Prakash, Assistant Professor, Department of English, Kristu Jayanti College (Autonomous), Bangalore

This research paper tries to bring casual practice of English language, lingua franca cosmos in nature itself. As per observation, it has been done

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference

on

Global Trends in English Language, Linguistics and Literature

Abstract Proceedings

Editor

M. Maria Helen Janoba

Organised by

Department of English (SF),

&

Cape Comorin Trust,

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

Title	: International Conference on Global Trends in English Language, Linguistics and Literature
E-ISBN	: 978-93-94510-92-0
Editor	: M. Maria Helen Janoba
Price	: 250/- INR
Published by	: Cape Comorin Publisher Kanyakumari, Tamilnadu, India
Website	: www. capecomorinpublisher.com
Imprint at	: Cape Comorin Publisher

Copyright © 2023 by Cape Comorin Publisher, All rights Reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any other information storage and retrieved without prior permission in writing from the publishers.

Concerned authors are solely responsible for their views, opinions, policies, copyright infringement, legal action, penalty or loss of any kind regarding their content. The publisher will not be responsible for any penalty or loss of any kind if claimed in future. Contributing authors have no right to demand any royalty amount for their content.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

27. Unveiling Domestic Violence Narratives: A Critical Analysis of 'It Ends with Us'
Aiswarya K Nair
28. Bharata's Theory of *Abhinaya*: An Overview
Ajeet Singh
29. Cognitive Linguistics and Second Language Acquisition: The Role of Metaphor in Language Transfer
Ali Abdalkarem M. Sadeq & Dr.V M Subramanian
30. Theme of Identity and Cultural Assimilation in Bharati Mukherjee's *Jasmine*
Anjalin Mary L
31. Traversing Shakespearean Drama's through Marxist Lens: An Approach
Ankita Hukku
32. *The Last Queen*: Exploring Chitra Banerjee Divakaruni's Tale of Royal Resilience
Anu R & Dr. P Deepa
33. Analysis of Women Characters in Jane Austen's Novel "Sense and Sensibility"
Ayshwarya Latchmi R
34. (Dis) Integration of Self- Deception: Analysing Repression and Denial as Existential Barriers in the Select Novels of Ellen Marie Wiseman
B Jayavarshini & Dr. S Ramya Niranjani
35. Quest for Truth and Identity in Julian Barnes's Novel *Flaubert's Parrot*
C Tina Joshly
36. Social Media: An Emergent Platform in the Field of Literature
Debasmita Biswas
37. Automediality: Sketching Self
Deepika Thalyari
38. Expurgating the Traumatized Female Psyche through Expression: An Exploration of the Poems in Rupi kaur's *Milk and Honey*
Deva Sudha A
39. Articulation of Silence: Re-reading Amitav Ghosh's *The Shadow Lines* and *The Hungry Tide* from Post-colonial Perspective
Dipanjoy Mukherjee

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

30. Theme of Identity and Cultural Assimilation in Bharati Mukherjee's *Jasmine*

Anjalin Mary L, Asst.Prof, Department of English, St. Joseph's College of Arts & Science for Women, Hosur

This paper explores the intricate theme of identity and cultural assimilation in Bharati Mukherjee's novel "Jasmine." Mukherjee, a prominent diasporic writer, delves into the complexities faced by the protagonist, Jasmine, as she undergoes a transformative journey from her roots in India to the United States. The narrative intricately weaves through the challenges of migration, offering a nuanced portrayal of cultural assimilation and its impact on individual identity. The analysis examines how Jasmine grapples with the dynamics of cultural hybridity, negotiating her Indian heritage within the American context. The paper delves into Mukherjee's narrative choices, character development, and the role of language as tools for expressing and challenging cultural norms. By dissecting the protagonist's experiences, the paper aims to unravel the layers of identity formation and the profound impact of cultural assimilation on the characters within the novel. Through an exploration of Mukherjee's vivid storytelling and her characters' struggles, this paper contributes to a deeper understanding of the multifaceted nature of identity in a globalized world. It sheds light on the tensions and harmonies that emerge when individuals navigate the intricate balance between preserving their cultural roots and embracing the challenges of assimilation in a foreign land.

Keywords: Indian heritage, Migration, Cultural Hybridity, Globalization, Belonging, Cultural intersection, multifaceted identity, Character development.

31. Traversing Shakespearean Drama's through Marxist Lens: An Approach

Ankita Hukku (Research Scholar), Department of English Jai Narain Vyas University, Jodhpur, Rajasthan

The study seeks to instigate about the well known approach related to the field of Sociology that is about Marxism in relation to literature. Although more, Marxism as a literary theory encapsulate about the ideology

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference

on

Global Trends in English Language, Linguistics and Literature

Abstract Proceedings

Editor

M. Maria Helen Janoba

Organised by

Department of English (SF),

&

Cape Comorin Trust,

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
635 126, Krishnagiri-Dist.

ST. JOSEPH'S COLLEGE OF A... FOR WOMEN
HOSUR
635126

Title : International Conference on Global Trends in English Language, Linguistics and Literature

E-ISBN : 978-93-94510-92-0

Editor : M. Maria Helen Janoba

Price : 250/- INR

Published by : Cape Comorin Publisher
Kanyakumari, Tamilnadu, India

Website : www. capecomorinpublisher.com

Imprint at : Cape Comorin Publisher

Copyright © 2023 by Cape Comorin Publisher, All rights Reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any other information storage and retrieved without prior permission in writing from the publishers.

Concerned authors are solely responsible for their views, opinions, policies, copyright infringement, legal action, penalty or loss of any kind regarding their content. The publisher will not be responsible for any penalty or loss of any kind if claimed in future. Contributing authors have no right to demand any royalty amount for their content.

ST JOSEPH'S COLLEGE
HOSUR
635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

27. Unveiling Domestic Violence Narratives: A Critical Analysis of 'It Ends with Us'
Aiswarya K Nair
28. Bharata's Theory of *Abhinaya*: An Overview
Ajeet Singh
29. Cognitive Linguistics and Second Language Acquisition: The Role of Metaphor in Language Transfer
Ali Abdalkarem M. Sadeq & Dr.V M Subramanian
30. Theme of Identity and Cultural Assimilation in Bharati Mukherjee's *Jasmine*
Anjalin Mary L
31. Traversing Shakespearean Drama's through Marxist Lens: An Approach
Ankita Hukku
32. *The Last Queen*: Exploring Chitra Banerjee Divakaruni's Tale of Royal Resilience
Anu R & Dr. P Deepa
33. Analysis of Women Characters in Jane Austen's Novel "Sense and Sensibility"
Ayshwarya Latchmi R
34. (Dis) Integration of Self- Deception: Analysing Repression and Denial as Existential Barriers in the Select Novels of Ellen Marie Wiseman
B Jayavarshini & Dr. S Ramya Niranjani
35. Quest for Truth and Identity in Julian Barnes's Novel *Flaubert's Parrot*
C Tina Joshly
36. Social Media: An Emergent Platform in the Field of Literature
Debasmita Biswas
37. Automediality: Sketching Self
Deepika Thalyari
38. Expurgating the Traumatized Female Psyche through Expression: An Exploration of the Poems in Rupi kaur's *Milk and Honey*
Deva Sudha A
39. Articulation of Silence: Re-reading Amitav Ghosh's *The Shadow Lines* and *The Hungry Tide* from Post-colonial Perspective
Dipanjoy Mukherjee

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

33. Analysis of Women Characters in Jane Austen's Novel "Sense and Sensibility"

Ayshwarya Latchmi R, Assistant Professor, Department of English, St. Joseph's College of Arts And Science For Women, Hosur

The paper makes an analysis of Jane Austen's "Sense and Sensibility" female characters. English novelist Jane Austen is most recognized for her works that explore criticism and commentary on British society in the eighteenth century. Nearly 200 years after her passing, readers are still drawn to her novels. Among her well-known books are Sense and Sensitivity. Prejudice and Pride, Persuasion, Emma, Mansfield Park, Northanger Abbey. Two sisters serve as the archetypal representation of reason and passion in Jane Austen's Sense and Sensibility. Irony, comedy, satire, and humor are all used by Jane Austen in her book Sense and Sensibility. The protagonist Elinor Dashwood, a unique heroine who stands for strength of character and reason, is the main center of the book.

The book makes an effort to examine the traits of hysterical, overemotional, and hyperactive women. The two sisters in the story reflect the two extremes of navigating the world of women in Jane Austen's enlightened era: one is the stereotypical emotional sister, while the other is sensible.

Keywords: Juxtaposition, Social Relationship, Qualities, Sensational

34. (Dis) Integration of Self- Deception: Analysing Repression and Denial as Existential Barriers in the Select Novels of Ellen Marie Wiseman

B Jayavarshini, Ph. D Research Scholar, Sri Sarada College for Women (Autonomous), Salem -16.

Dr. S Ramya Niranjani, Assistant Professor of English, Sri Sarada College for Women (Autonomous), Salem – 16.

Human beings have a unique mechanism of resistance for avoiding discombobulated or uncomfortable situations through the process of 'self – deception'. It can be seen as a principle of believing in a non-existing phenomenon. Empirical research on self-deception has been gaining traction

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference

on

Global Trends in English Language, Linguistics and Literature

Abstract Proceedings

Editor

M. Maria Helen Janoba

Organised by

Department of English (SF),

&

Cape Comorin Trust,

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ST JOSEPH'S COLLEGE OF ARTS & SCI. FOR WOMEN
HOSUR
635126

Title : International Conference on Global Trends in English Language, Linguistics and Literature

E-ISBN : 978-93-94510-92-0

Editor : M. Maria Helen Janoba

Price : 250/- INR

Published by : Cape Comorin Publisher
Kanyakumari, Tamilnadu, India

Website : www. capecomorinpublisher.com

Imprint at : Cape Comorin Publisher

Copyright © 2023 by Cape Comorin Publisher, All rights Reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any other information storage and retrieved without prior permission in writing from the publishers.

Concerned authors are solely responsible for their views, opinions, policies, copyright infringement, legal action, penalty or loss of any kind regarding their content. The publisher will not be responsible for any penalty or loss of any kind if claimed in future. Contributing authors have no right to demand any royalty amount for their content.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

14. Gender Differences in Shashi Deshpande's *The Dark Holds No Terrors*
Dr. Raeshma Godsen
15. Reflections of Displacement and Nostalgia in Select Poems of Vikram Seth
Dr. Rajita Anand Singh
16. Continuity of Literary Tradition in Kashmir: A Case Study of *Rajatarangini*
Dr. Tirtharaj Bhoi
17. Hybrid Culture: A Paradigm Realism in Bharati Mukherjee's *Wife* and *Jasmine*
Dr. Toshimenla
18. Search for One's Angel: Spiritual Quest in Paulo Coelho's *'The Valkyries'*
Dr. V Ganesan & Ms. J Chakreswari
19. Navigating Cultural Boundaries: Exploring Foreignizing and Domesticating Approaches in Translation
Dr. Vinodhini Chinnaswamy
20. Environmental Rampage and Tribal Displacement: An Ecocritical Study of Iraianbu's *Aathankarai Ooram*
Dr. R Saritha
21. Comparison of Indian and American Lifestyle in Consortium with the novels of Arundhati Roy 's 'The God of small things' and Anita Desai's 'Fasting Feasting'
Dr. R Vidyavathi
22. Memory and Conflict in Temsula Ao's *Death of a Hunter*
Mrs. S Prabha Kantha & Dr. B Beneson Thilagar Christadoss
23. Multiculturalism in India: The Present Status and Its Challenges
Ms. Sheetal D Hambarde
24. Shashi Deshpande's The Dark Holds No Terror: The Image of the Indian Woman and Gender Discrimination
Ms. V S Gladio Shilpa Vince
25. Gender and Literature
Ms. A Malavika
26. Unbosoming the Resolute Psyche of Victimhood and Ingenuous Altruism in Min Jin Lee's *Pachinko*
Abinaya K & Dr. A R Chitra

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

24. Shashi Deshpande's The Dark Holds No Terror: The Image of the Indian Woman and Gender Discrimination

Ms. V S Gladio Shilpa Vince, Assistant professor, St. Joseph's College of Arts and Science for Women, Hosur

In recent years, the rise of Indian writing in English to a respected status owes much to the contributions of numerous talented women writers. These writers, such as Gita Hariharan, Anita Nair, Nayantara Shahgal, Anita Desai, Shoba De, Manju Kapur, Ruth Prawer Jhabvala, and Kamala Markandaya, have played a pivotal role in shaping Indian English literature. Despite the initiation of novel writing by Indian women in 1875, it was only after World War II that they began producing works of high literary merit. Renowned novelist Shashi Deshpande stands out for her nuanced portrayal of women in contemporary India, as seen in her debut novel, *The Dark Holds No Terrors* (1980). This feminist author delves into the complexities of societal expectations, gender discrimination, and the quest for identity. Through the protagonist Sarita's journey, Deshpande explores themes of self-discovery, emotional and social suffering, and the struggle against traditional norms. The novel serves as a poignant commentary on the challenges faced by women in a male-dominated society, making Deshpande a significant figure in Indian literature.

Keywords: Gender discrimination, Female identity, Self-quest, Emotional suffering, Social suffering and Marital disharmony

25. Gender and Literature

Ms. A Malavika, Assistant Professor of English, Kamaraj women's college, Thoothukudi

Gender and literature have always been naturally intertwined, reflecting the evolving social, artistic, and political geographies. The depiction of gender places, individualities, and power dynamics in literature has evolved over time, mirroring and occasionally grueling societal morals. Literature has played a part in creating and propagating artistic and societal values. Youthful adult literature is used for both academics and pleasure. In numerous researches the experimenters had set up that womanish

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference

on

Global Trends in English Language, Linguistics and Literature

Abstract Proceedings

Editor

M. Maria Helen Janoba

Organised by

Department of English (SF),

&

Cape Comorin Trust,

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

Title : International Conference on Global Trends in English Language, Linguistics and Literature

E-ISBN : 978-93-94510-92-0

Editor : M. Maria Helen Janoba

Price : 250/- INR

Published by : Cape Comorin Publisher
Kanyakumari, Tamilnadu, India

Website : www. capecomorinpublisher.com

Imprint at : Cape Comorin Publisher

Copyright © 2023 by Cape Comorin Publisher, All rights Reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any other information storage and retrieved without prior permission in writing from the publishers.

Concerned authors are solely responsible for their views, opinions, policies, copyright infringement, legal action, penalty or loss of any kind regarding their content. The publisher will not be responsible for any penalty or loss of any kind if claimed in future. Contributing authors have no right to demand any royalty amount for their content.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

40. Cultural Identity in George Orwell's Shooting An Elephant
E Vinodhini
41. A Mother in Diaspora *Mrs. Chatterjee vs. Norway* as a Political Postcolonial Cinema: A Battle Fought Alone by a Mother against a Whole Country
Frozan Rukh
42. An Essence of Eco- critical Concern in the Works of Amitav Ghosh's *The Hungry Tide*
G Kirubainesan
43. The Depiction of Nature in Anita Desai's *Where Shall We Go This Summer?*
Gagneet Pal Kaur
44. Global Trends in Women's Issue at Selected Novel of K. Meera
Harshaavardaanan B
45. The Transcendence of Ecocriticism in Ankush Saikia's *Red River Blue Hills*
Ishita Haldar
46. Unravelling Historical Relevance through Rongmei Naga Folktales
Jangsingam Gonmei
47. Visualizing Trauma - An Intricate Study on the Fictionalized Reality in Hosseini's *Sea Prayer*
Jerusha Praveena S & Dr. D Nalina Palin
48. Language Aqusition in Multilingual Contexts
Jijimol G
49. A Comparative Study on the Works of Helen Keller and Marie Heurtin with A Reference to Sites of Memory in The Society
Jitendra Singh Meena & Dr. Anshu Rajpurohit
50. "The Eternal Child: Analyzing Peter Pan's Timeless Allure"
Kalai Arasi R
51. Diasporic Identity Crisis in V.S.Naipaul's A House for Mr.Biswas
Kuppusamy K & Dr. T Deivasigamani
52. Volte-face of Linguistics in the Digital Classroom: 'Efficacious or 'Hazardous'?
Lijma Joann & Dr. P Sathya
53. Fusion of Ethnic Diversity via Cuisine: An Influential Means to Acknowledge Ethno Relativism
M Cathrine Christy & Dr. A R Chitra

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

50. "The Eternal Child: Analyzing Peter Pan's Timeless Allure"

Kalai Arasi R, Assistant Professor, Department of English, St. Joseph College of Arts and Science for Women, Hosur

Peter Pan is among James M. Barrie's well known novel which talks about Fantasy, adventures, and heroism of a boy called Peter Pan . This work deals with beautiful usage of magical elements in J. M. Barrie's novel , Peter Pan is about , how the author Barrie has used the element " fantasy in his novel , and about the child who never grows " Peter Pan , who lives in the magical island called " Neverland . It also portrays about the other character of the Neverland. It also shows how reality faces with imagination in the novel to intrigue the readers. Peter Pan as a character attracts people with his pitt - sized appearance and zestful throughout the novel. This shows the sum up of J. M. Barrie's style usage of elements, historical background of the character Peter Pan. Beyond the literary elements, the work explores the cultural implications of Peter Pan by following its development through a variety of media adaptations and reinterpretations. We examine the deep ramifications of Peter's inability to mature from a psychological perspective, revealing the character's nuanced psychology and its wider social ramifications. We also discover deeper allegorical implications embodied by characters like Captain Hook and the metaphorical use of Neverland as an escape from reality, among other symbolic layers woven throughout the story.

Keywords: Fairy tale, Psychic life, Adventure, Super natural

51. Diasporic Identity Crisis in V.S.Naipaul's A House for Mr.Biswas

Kuppusamy K, Ph.D Research Scholar, Department of English, Annamalai University

Dr. T Deivasigamani, Research Supervisor, Department of English, Annamalai University

V.S.Naipaul was a Trinidad and Tobago born English writer who won the prestigious Nobel prize and Booker prize in literature. He was a Trinidadian writer of Indian origin known for his pessimistic novels set in

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference

on

Global Trends in English Language, Linguistics and Literature

Abstract Proceedings

Editor

M. Maria Helen Janoba

Organised by

Department of English (SF),

&

Cape Comorin Trust,

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Title : International Conference on Global Trends in English Language, Linguistics and Literature

E-ISBN : 978-93-94510-92-0

Editor : M. Maria Helen Janoba

Price : 250/- INR

Published by : Cape Comorin Publisher
Kanyakumari, Tamilnadu, India

Website : www. capecomorinpublisher.com

Imprint at : Cape Comorin Publisher

Copyright © 2023 by Cape Comorin Publisher, All rights Reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any other information storage and retrieved without prior permission in writing from the publishers.

Concerned authors are solely responsible for their views, opinions, policies, copyright infringement, legal action, penalty or loss of any kind regarding their content. The publisher will not be responsible for any penalty or loss of any kind if claimed in future. Contributing authors have no right to demand any royalty amount for their content.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

40. Cultural Identity in George Orwell's Shooting An Elephant
E Vinodhini
41. A Mother in Diaspora *Mrs. Chatterjee vs. Norway* as a Political Postcolonial Cinema: A Battle Fought Alone by a Mother against a Whole Country
Frozan Rukh
42. An Essence of Eco- critical Concern in the Works of Amitav Ghosh's *The Hungry Tide*
G Kirubainesan
43. The Depiction of Nature in Anita Desai's *Where Shall We Go This Summer?*
Gagneet Pal Kaur
44. Global Trends in Women's Issue at Selected Novel of K. Meera
Harshaavardaanan B
45. The Transcendence of Ecocriticism in Ankush Saikia's *Red River Blue Hills*
Ishita Haldar
46. Unravelling Historical Relevance through Rongmei Naga Folktales
Jangsingam Gonmei
47. Visualizing Trauma - An Intricate Study on the Fictionalized Reality in Hosseini's *Sea Prayer*
Jerusha Praveena S & Dr. D Nalina Palin
48. Language Aqusition in Multilingual Contexts
Jijimol G
49. A Comparative Study on the Works of Helen Keller and Marie Heurtin with A Reference to Sites of Memory in The Society
Jitendra Singh Meena & Dr. Anshu Rajpurohit
50. "The Eternal Child: Analyzing Peter Pan's Timeless Allure"
Kalai Arasi R
51. Diasporic Identity Crisis in V.S.Naipaul's A House for Mr.Biswas
Kuppusamy K & Dr. T Deivasigamani
52. Volte-face of Linguistics in the Digital Classroom: 'Efficacious or 'Hazardous'?
Lijma Joann & Dr. P Sathya
53. Fusion of Ethnic Diversity via Cuisine: An Influential Means to Acknowledge Ethno Relativism
M Cathrine Christy & Dr. A R Chitra

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

silent voices and the suppressed events of the marginalized from Amitav Ghosh 's postcolonial novels *The Shadow Lines* and *The Hungry Tide*.

Keywords: Post-colonialism, Nationalism, Border, Morichjhapi massacre, Marginalized voices

40. Cultural Identity in George Orwell's Shooting An Elephant

E Vinodhini, Assistant professor, St.Joseph's College of Arts and Science for Women, Hosur

The quest for identity is a fundamental journey that shapes individuals' perceptions of self and their place in the world. This abstract explores the multifaceted nature of this journey, delving into the psychological, socio cultural, and personal dimensions that contribute to the formation and evolution of one's identity. Drawing from diverse disciplines such as psychology, sociology, and literature, we examine the impact of societal expectations, cultural influences, and personal experiences on the ongoing process of self-discovery. Additionally, we explore how individuals navigate the complexities of identity in an ever-changing global landscape. By analyzing the intersections of internal and external factors, this abstract aims to provide a comprehensive overview of the dynamic and intricate quest for identity. George Orwell's,*"Shooting an Elephant,"* serves as a nuanced exploration of cultural identity within the framework of British imperialism. Set in colonial Burma, the narrative unfolds through the lens of Orwell, an English police officer grappling with the complexities of his identity amidst the colonial power dynamic. The abstract delves into key themes, emphasizing the internal conflict Orwell experiences as he negotiates his allegiance to the imperial authority and his empathetic connection with the subjugated Burmese population. A central theme in the essay revolves around Orwell's struggle with conformity and the expectations placed upon him as a representative of imperial power. The narrative vividly depicts the psychological turmoil Orwell undergoes, torn between his personal convictions and the demands of his role in maintaining colonial order. This conflict serves as a poignant commentary on the impact of cultural expectations on individual identity, highlighting the internal strife one faces when compelled to embody a role that contradicts one's values.

Keywords: Imperialism, Cultural oppression, Quest for identity, Self-discovery and Liberation.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference

on

Global Trends in English Language, Linguistics and Literature

Abstract Proceedings

Editor

M. Maria Helen Janoba

Organised by

Department of English (SF),

&

Cape Comorin Trust,

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

HOSUR
635126

Title	: International Conference on Global Trends in English Language, Linguistics and Literature
E-ISBN	: 978-93-94510-92-0
Editor	: M. Maria Helen Janoba
Price	: 250/- INR
Published by	: Cape Comorin Publisher Kanyakumari, Tamilnadu, India
Website	: www. capecomorinpublisher.com
Imprint at	: Cape Comorin Publisher

Copyright © 2023 by Cape Comorin Publisher, All rights Reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any other information storage and retrieved without prior permission in writing from the publishers.

Concerned authors are solely responsible for their views, opinions, policies, copyright infringement, legal action, penalty or loss of any kind regarding their content. The publisher will not be responsible for any penalty or loss of any kind if claimed in future. Contributing authors have no right to demand any royalty amount for their content.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

54. A Study on Computer Use in Learning Second Languages
M P Infant Divya
55. An Epitome of Women's Exploitation in Rupa Bajwa's *The Sari Shop*
Mamta Chaudhary
56. Language of Autobiographies: Women and their Narrative Style
Manya Bhola & Dr. Shrutimita Mehta
57. Women Encompassing an Elevated Sensitivity: A Comparative Analysis of Victorian and Postmodern Depiction in the works of Collins and Christie
Mariappan Gnana Bharathi & Dr. S Karthika
58. Gender and Literature: Gender Concerns in Angela Carter's *The Magic Toyshop*
Megha Doddagoudar
59. Disability and Resilience: Exploring the Human Response to Chemical Disasters in Indra Sinha's 'Animal's People
Mehnaz Chowdhary
60. Gender Equality and Empowerment of Women
Neelofar Mohammad & Dr. Priyanka Kaushal
61. The Theme of Gender in the Select Poems of Sylvia Plath
Nithika R & Dr. P Deepa
62. Diaspora: An Illustration of Dispersion of Communities, Cultures, and Identities through Human Narratives
P Monisha & Dr. C S Robinson
63. Maladies of the Mind: Exploring Diseases in Fantasy Literatur
Peerzada Owais Adil
64. Ecofeminism in The Drowned World
Pragya Singh Parmar
65. Empowering Voices: Dalit Literature's Impact on Global Discourse
Pragyans Ranjan Sahoo
66. Communication Skills Adaptability
Praveen D
67. Internal Migration and Diasporic Elements in Arundhati Roy's The God of Small Things
Praveen Kumar
68. Can Technology Aid Autonomous English Learning Effectively? A Review
Praveen Raj V

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

54. A Study on Computer Use in Learning Second Languages

M P Infant Divya M.A., B.Ed., M.Phil, Assistant Professor, Department of Engish, St. Joseph's College of Arts and Science for Women, Hosur

This study has been carried out to investigate the benefits of using computers in Second language learning, and the modules which help the students to learn language without any obstacles. The main focus of this study includes three aspects namely, the attitudes, motivation and the performance towards the use of computers to learn English language vocabulary. Overall, the results of this study showed that students are motivated to learn English language vocabulary using computers. Based on this scrutiny, it can be said that firstly, using a computer to learn English language vocabulary is very beneficial and creates self-confidence and motivated students. Secondly, students have positive attitudes and motivation towards their performance in the English language. Thirdly, students have exposure with the interactive computer programme. These programmes have encouraged them to learn English language vocabulary effectively as compared to before being exposed to learning.
Keywords: Attitudes, Motivation, CALL, Exposure, Encourage, Word Zap

55. An Epitome of Women's Exploitation in Rupa Bajwa's *The Sari Shop*

Mamta Chaudhary, Research Scholar, Department of Languages, Integral University, Lucknow, India

Rupa Bajwa's *The Sari Shop* depicts different female characters belonging to diverse social classes and their struggles. For ages, women have been tortured in the name of tradition, and the bigotry rules of orthodoxy. While a woman is considered as a form of deity Durga, on the other hand, the birth of a girl child is an ill omen and entangled in the clutches of tyranny. Today, women have proved their mastery and fluttered their banners in various fields. But unfortunate to occupy the position of equality due to a male-dominated society. Still, pathetic scenes occur with females which shock and frighten our minds. A similar depiction of female characters by Bajwa's classification of privileged and unprivileged class women can be seen. So, this paper explores the exploitation of various

ST JOSEPH'S COLLEGE OF A... FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

VI[th] International Conference on Research, Analyze, Communicate and Evaluate
Dolphin (PG) College of Science & Agriculture, Chunni Kalan, Punjab, India
Date: 28[th] August 2023
ISBN : 978-93-91535-57-5

A REVIEW ON SENSITIVITY ANALYSIS METHODOLOGIES

Jaleesha.B.K

Assistant Professor,Department of Mathematics
St.Joseph's College of Arts and Science for Women, Hosur.
jaleesha82@yahoo.com

ABSTRACT

The purpose of this paper is to present a comparative study of the performance of different SA methods in building energy simulation. First, a literature review was conducted on the principles and applications of several popular SA methods. Finally, a comprehensive comparison of SA methods was obtained in terms of time and computational cost, accuracy, convergence speed, and complexity. This study should provide accurate and detailed guidance for construction simulation professionals in choosing an SA method.

KEYWORDS: Sensitivity Analysis, Parameter Sensitivity Ranking, Variance-based Methods.

I. INTRODUCTION

Technical and scientific phenomena are often studied using mathematical models designed to simulate complex physical processes. In the nuclear industry, modeling the movement and consequences of radioactive contaminants is very important in terms of environmental production and facility monitoring. One of the steps in developing a model is to determine the parameters that most affect the results of the model. "Sensitivity analysis" of these parameters is not only critical for model validation, but also serves as a guide for future research. Sensitivity Analysis (SA) is a powerful tool for understanding how sensitive the outputs of a model are to different input parameters. Sensitivity analysis is the study of how uncertainty in the output of a model can be distributed among different sources of uncertainty in the inputs of the model (Saltelli et al., 2008).

Many of the available methods for conducting sensitivity analyzes are summarized (Hamby 1994). This article is a comparative assessment of several methods and aims to demonstrate the accuracy of the calculations and compare the sensitivity assessment of the parameters obtained using different sensitivity analysis techniques. An atmospheric tritium dosimeter model

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Conference World
www.conferenceworld.in
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

INTERPRETATION OF gpr PRE-OPEN, PRE-CLOSED AND CLOSURE PROPERTIES IN REGULAR TOPOLOGICAL SPACE.

Jaleesha.B.K

Assistant Professor, Department of Mathematics

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

jaleesha82@yahoo.com

ABSTRACT

Regular spaces are more general than T1 spaces (where every single set is closed) and provide some level between the points and the closed set. This property is weaker than the Hausdorff property (or T2 property), where distinct points can be separated by sparse open sets. The concept of regularity is an important concept in general topology and provides a balance between the separation axioms that describe andquot;closenessandquot; in the topological space of points and sets. In this paper, the gpr preopen, preclosed and closed set properties were applied in regular topological space and verified.

*KEYWORD:*Regular topological space, gpr open, closed, pre open and pre closure

1. INTRODUCTION

The word "Mathematics" comes from the Greek word "Mathema"
which means science, knowledge or learning. "Measurement of the earth". Mathematics is defined as the science of quantity "Mathematics" means measurement and spatial relations. The word topology seems to be derived from the Greek word "topos" means 'a place' and 'a discourse'. Now-a-days the word 'topology' is being commonly used and getting popularly day by day in the field or modern Mathematics. Topology developed as a field of study out of geometry and set theory through analysis of concept such as space, dimension and transformation such ideas go back to "Gottfried Leibniz" who in the 17th century envisioned thegeometric situs (Greek-latin for "geometry of place") and analysis situs (Greek-latin for "picking apart of place"). Topology was introduced by Johann Benedic Listin in 19th century although it was not until the first decades of the 20th century the idea of a topology space.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Basic Sciences: Global Challenges and Solutions for Sustainable Development
Chintamani College of Science, Pombhurna, Dist. Chandrapur, M.S
Date: 13-14 October 2023
ISBN : 978-93-91535-91-9

FUZZY PETERSEN GRAPH D- NUMBER

B.K.Jaleesha

Assistant Professor, Department of Mathematics,

St. Joseph's college of Arts and Science for women, Hosur

ABSTRACT

The vague concept has influenced a lot of complexity in recent decades. The fuzzy graphic series gives us a framed piece as a classic concept. The purpose of Fuzzy Graph is to explore ordered and graph structure in fuzzy Graph. This paper discusses feature dominance in a fuzzy petersen graph. Fuzzy and Domination graphs are discussed as a first step. The fuzzy Petersen plot and Domination in a fuzzy Petersen plot are then interpreted to confirm the characteristics of dominance.

KEYWORDS: Fuzzy graph, Domination graph, Fuzzy Petersen graph, Domination in fuzzy Petersen graph

1. INTRODUCTION

L.A ZADEH first proposed a mathematical formalism to describe an uncertain phenomenon in a real situation in 1965. The concept of fuzzy graphs and several fuzzy analogues of graph-theoretic concepts such as path, cycle, and connection were introduced. A diagram is a convenient way of presenting information that involves relationships between objects. Objects are represented by vertices and connections by edges. KAUFMANN introduced the fuzzy graph in 1973. Also the fuzzy link ZADEHS in 1971. Fuzzy graph is good enough, it is only relational models, it is natural that we have to draw fuzzy graph. A graph is a symmetric binary relation on a nonempty set v, similarly a fuzzy graph is a symmetric binary fuzzy relation on a fuzzy subset.

Fuzzy graph is advanced in 1975.The idea of fuzzy trees, blocks, bridges and reduce notes in fuzzy graph has been studied. Fuzzy machine primarily based totally on fuzzy if –then regulations had been efficaciously implemented to numerous theorems with inside the discipline of fuzzy control. Fuzzy rule primarily based totally machine has excessive comprehensibility due to the fact human customers can without problems recognize the which means of every fuzzy if-then rule via its linguistic interpretation. The generalized Petersen graph GP(h;m) ; 1 m kajlt; ⌊ h 2 ⌋ is a fuzzy quotient-3 cardinal except for h 0 (mod 6)[6,7].

Fuzzy graph is superior in 1975.The concept of fuzzy trees, blocks, bridges and decrease notes in fuzzy graph has been studied. Fuzzy device based totally mostly on fuzzy if –then policies have been successfully carried out to severa theorems withinside the area of fuzzy control. Fuzzy rule based totally absolutely device has immoderate comprehensibility

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Conference World
www.conferenceworld.in
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

Using Python to Solve the Bisection Method

Mrs.T.Mahalakshmi,

Assistant Professors,Department of Mathematics,

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

reachmmrfamily@gmail.com

Abstract:

This study provides a new method that uses Python programming to optimize the traditional Bisection Method for discovering numerical roots. We improve the speed and accuracy of the standard approach by introducing improvements by utilizing the flexibility and ease of use of Python. The implementation combines parallel processing, iterative refining, and dynamic precision adjustment, and shows better performance than traditional methods. The results show how Python may advance numerical methods and provide a more effective way to solve root-finding issues. Key word:

1. INTRODUCTION

In computer mathematics, finding effective and precise numerical techniques for root finding is still a major goal. A basic method for finding the roots of real-valued functions is the Bisection Method; while it is straightforward, it might not be as quick for more intricate calculations.[5] In this study, we explore a novel use of Python programming to improve the efficiency of the Bisection Method.We illustrate the efficacy of our Python-based improvements with extensive testing and analysis,[2][3] showing higher accuracy and better convergence rates compared to traditional implementations. This work highlights Python's significance in promoting computational mathematics and adds to the continuing conversation about using programming languages for numerical approaches.[4]

The official nonprofit Python Software Foundation (PSF) hosts conferences and handles intellectual property matters. There are many Python conferences hosted worldwide, the biggest being PyCon organized by the PSF and OSCON organized by O'Reilly. The first of them covers a variety of open source projects, while the second is a Python-only gathering that has grown significantly in the last several years. PyCon 2012 and 2013 both drew 2,500 attendees; in fact, PyCon 2013 had to close at this number due to an unexpected sell-out in 2012 (which attracted attention for a variety of reasons, both technical and nontechnical, which I won't go into here). In previous years, the number of attendees doubled, for instance, from 586 in 2007 to over 1,000 in 2008.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Basic Sciences: Global Challenges and Solutions for Sustainable Development
Chintamani College of Science, Pombhurna, Dist. Chandrapur, M.S
Date: 13-14 October 2023
ISBN : 978-93-91535-91-9

Study of Fuzzy Graph-Based Theories

T. Mahalakshmi

Assistant professor

Department of mathematics

St. Joseph's college of Arts and science for Women

Periyar University

Abstract:

I studied some fuzzy graph topics and came to the conclusion that the theorem"The sum of the degree of the points of a graph G is twice the no. of lines $\sum_i \deg v_i=2q$, In any graph, the number of vertices of odd degree is always even, then a graph with P points is regular of degree P-1 if and only if it is complete, Let G be a k-regular bigraph with bipartition (V_1,V_2) and k>0, then $|V_1|=|V_2|$".was applicable to fuzzy graphs in reference to Invitation to Graph Theory by S. Arumugam and S. Ramachandran.was applicable to fuzzy graphs in reference to Invitation to Graph Theory by S. Arumugam and S. Ramachandran.

Key words:Fuzzy graph,Bipartition of graph, k-regular bigraph.

1. Introduction

Fuzzy graph theory is an extension of classical graph theory that incorporates the concept of fuzziness to model uncertainty and imprecision in real-world systems. While classical graphs deal with precise relationships between elements, fuzzy graphs allow for degrees of membership and ambiguity in the connections between nodes. The application of fuzzy graph theory has found relevance in various fields such as computer science, artificial intelligence, decision-making, and network analysis.

Theorems based on fuzzy graphs play a crucial role in formalizing and proving properties related to fuzzy relationships within a graph. These theorems provide a mathematical framework to analyze, understand, and manipulate fuzzy graph structures. The exploration of these theorems contributes to the development of a robust theoretical foundation for fuzzy graph theory, enabling researchers and practitioners to address complex problems in a variety of domains.Theorems based on fuzzy graphs play a crucial role in formalizing and proving properties related to fuzzy relationships within a graph. These theorems provide a mathematical framework to analyze, understand, and manipulate fuzzy graph structures. The exploration of these theorems contributes to the development of a robust theoretical foundation for fuzzy graph theory, enabling researchers and practitioners to address complex problems in a variety of domains.

ST. JOSEPH'S COLLEGE OF ARTS HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

Conference World
www.conferenceworld.in

Study Gauss-Seidal Methods for Python Programming System of Equations Solving

Ms.A.Kulandhai Therese,

M.Sc,M.Phil.,PGDOR.,

Assistant Professors, Department of Mathematics,

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

Mrs.T.Mahalakshmi,

Assistant Professors, Department of Mathematics,

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

Abstract :

As the importance of using computers to do numerical operations in order to solve mathematical models of the universe increased in the 1980s and 1990s, a subject known as scientific computing, or computational science, started to take shape. This study investigates applications of numerical analysis from a computer science perspective. In this work, the simultaneous equation system was solved utilizing Python programming and iterative techniques like Gauss Seidal. Key Word: Gauss Seidal, Iteration Method

1. INTRODUCTION

One million Python users worldwide, give or take a few thousand, is the best estimate of the size of the Python user base that anyone can seem to come up with. This estimate is derived from a number of facts, including developer surveys, web statistics, and download rates. Since Python is free source, it is hard to get a more precise quantity because there are no licensing registrations to keep track of. Furthermore, the user base image is further muddied by the fact that Python is included automatically with Linux distributions, Macintosh computers, and a wide range of devices and hardware.

Numerical methods is essentially a subject of mathematics where challenges are resolved numerically with the assistance of computers. To put it another way, they are numerical approaches in which mathematical problems are described and addressed using arithmetic operations and these arithmetic operations are carried out on a computer using high level programming languages like C, C++, Python, Matlab, etc. Numerous parts of modern life now depend on numerical analysis and quantitative modelling. Spreadsheet tools increasingly

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Recent Development in Engineering, Sciences, Humanities, and Management
Government Engineering College Bharatpur, Rajasthan
Date: 18th March 2023
ISBN : 978-93-91535-43-8

ON THE PATHWISE UNIQUENESS OF SOLUTIONS TO STOCHASTIC DIFFERENTIAL EQUATIONS

B.Deepa,

Assistant professor,Department of Mathematics,
St.Joseph college of Arts and Science for women ,Hosur.
Deepu.shc@gmail.com

Abstract

In this paper we gives sufficient conditions for the pathwise uniqueness of solutions to stochastic differential equations with respect to Brownian motion.The approach represents the stochastic counter part of Constantin's recent uniqueness result,where a convex combination of the Nagumo and Osgood conditions was considered in the deterministic case.

Keywords: Nagumo, Osgood, pathwise uniqueness, Lipschitz uniqueness.

1.INTRODUCTION

Stochastic modelling can be viewed in two quite different ways. Stochastic differential equations and stochastic processes are rich and sophisticated mathematics. The optimist believes that the universe is still deterministic. Stochastic features are introduced into the mathematical model simply to take account of imperfections (approximations) in the current specification of the model, but there exists a version of the model which provides a perfect explanation of observation without redress to a stochastic model. The pessimist, on the other hand, believes that the universe is intrinsically stochastic and that no deterministic model exists. From a pragmatic point of view, both will construct the same model - its just that each will take a different view as to origin of the stochastic behaviour.

Stochastic differential equations (SDEs) now find applications in many disciplines including engineering, economics and finance, environmetrics, physics, population dynamics, biology and medicine. One particularly important application of SDEs occurs in the modelling of problems associated with water catchment and the percolation of fluid through porous/fractured structures.

HOSUR 635 126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

Conference World
www.conferenceworld.in

NUMERICAL APPROXIMATION METHODS FOR SOLVING STOCHASTIC DIFFERENTIAL EQUATION

B.Deepa,

Assistant professor, Department of Mathematics,
St.Joseph college of Arts and Science for women ,Hosur.
Deepu.shc@gmail.com

ABSTRACT

In this paper we discuss the approximation methods for solving stochastic differential equation.The following are the methods:

1. Euler- Maruyama Method.
2. Milstein's Method.
3. Strong order 1.5 Taylor Method.
4. Weak order 2.0 Taylor Method.
5. Weak order 2.0 Runge-Kutta Method.

Keywords: Euler- Maruyama, Milstein's, Runge-Kutta, Weak Convergence.

1.INTRODUCTION

some of the numerical methods used to solve SDEs are Euler – Maruyama method, Milstein method, Strong order 1.0 Runge-kutta method, Strong order 1.5 Taylor method, Weak order 2 Runge-kutta method and Weak order Taylor method. There are several other numerical methods such as Gaussian method, and so on.

The Euler-Maruyama method (EM method) is applied to approximate the numerical solution of SDEs. It is a simple generalization of the Euler method for ordinary differential equations to stochastic differential equations,

The Milstein method is similar to EM method. It is a Taylor method, meaning that it is derived from a truncation of the stochastic Taylor expansion of the solution. This is in many cases a disadvantage, since the partial derivative appears in the approximation method.

Stochastic differential equations (SDEs) have become standard models for financial quantities such as asset prices, interest rates, and their derivatives.Stochastic Differential

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

VI[th] International Conference on Research, Analyze, Communicate and Evaluate
Dolphin (PG) College of Science & Agriculture, Chunni Kalan, Punjab, India
Date: 28[th] August 2023
ISBN : 978-93-91535-57-5

APPLICATIONS OF STOCHASTIC DIFFERENTIAL EQUATION

B.Deepa,

Assistant professor,Department of Mathematics,

St.Joseph college of Arts and Science for women ,Hosur.

ABSTRACT

In this paper we discuss some applications of stochastic differential equation.Stochastic differential equations are often used in the modelling of population dynamics.Next we explain about Langevin's model of Brownian motion.Further we discuss about Black–Scholes model.Finally we can give in radio-astronomy signals from a star are analysed to obtain estimates of certain characteristic parameters of the star.

Keywords:stochastic differential equation, Brownian motion, Black–Scholes, radio-astronomy.

1.INTRODUCTION

Stochastic modelling can be viewed in two quite different ways. Stochastic differential equations and stochastic processes are rich and sophisticated mathematics. The optimist believes that the universe is still deterministic. Stochastic features are introduced into the mathematical model simply to take account of imperfections (approximations) in the current specification of the model, but there exists a version of the model which provides a perfect explanation of observation without redress to a stochastic model. The pessimist, on the other hand, believes that the universe is intrinsically stochastic and that no deterministic model exists. From a pragmatic point of view, both will construct the same model - its just that each will take a different view as to origin of the stochastic behaviour.

Stochastic differential equations (SDEs) now find applications in many disciplines including engineering, economics and finance, environmetrics, physics, population dynamics, biology and medicine. One particularly important application of SDEs occurs in the modelling of problems associated with water catchment and the percolation of fluid through porous/fractured structures.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023 Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

GRAPH ORDINARY DIFFERENTIAL EQUATIONS

B.Deepa

Assistant professor,Department of Mathematics,
St.Joseph college of Arts and Science for women ,Hosur.
Deepu.shc@gmail.com

Abstract

First we introduce Graph Neural Networks with discrete layers, then extend to the continuous case and introduce Graph Ordinary Differential Equations (GODE). Next we discuss about aggregation function .The aggregation function is typically permutation invariant operations such as mean and sum, because graphs are invariant to permutation.

Keywords: GODE(Graph Ordinary Differential Equations), GNN (Graph neural networks), ODE (ordinary differential equation).

1.INTRODUCTION

Differential equations are of interest in many disciplines, but solving many of them can be proven challenging. These types of equations are often used to model real world scenarios to help us understand various phenomena. However, it is not always possible to find analytical solutions to differential equations. In these cases, numerical methods can be used to approximate solutions, but these methods often have high computational costs. Instead, neural networks can be used to solve ordinary differential equations (ODEs).

Neural networks are known as universal functions approximates and by using the basic properties of a neural network, they prove to be able to solve ODEs with a high accuracy and fast convergence. The interest in neural networks is a new trend in both scientific computing and in approximation theory and there are many possible usages yet to be explored.In order to solve ODEs using neural networks, a trial solution is often constructed. This trial solution is imposed to satisfy the given boundary and initial conditions

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Basic Sciences: Global Challenges and Solutions for Sustainable Development
Chintamani College of Science, Pombhurna, Dist. Chandrapur, M.S
Date: 13-14 October 2023
ISBN : 978-93-91535-91-9

NEURAL NETWORKS

B.Deepa

Assistant professor,

Department of Mathematics,

St.Joseph college of Arts and Science for women ,Hosur.

Deepu.shc@gmail.com

Abstract

In this paper we give One of the most popular deep neural network which is Convolutional Neural Networks.Convolutional Neural Networks a special type of neural network that roughly imitates human vision. Over the years, CNNs have become a very important part of many Computer Vision applications.

Keywords:

Convolutional neural Network – Graph Neural Network – spectral GNN – Non-Spectral GNN – bijective blocks – message passing – residual networks .

1. INTRODUCTION

Differential equations are of interest in many disciplines, but solving many of them can be proven challenging. These types of equations are often used to model real world scenarios to help us understand various phenomena. However, it is not always possible to find analytical solutions to differential equations. In these cases, numerical methods can be used to approximate solutions, but these methods often have high computational costs. Instead, neural networks can be used to solve ordinary differential equations (ODEs).Neural networks are known as universal functions approximates and by using the basic properties of a neural network, they prove to be able to solve ODEs with a high accuracy and fast convergence. The interest in neural networks is a new trend in both scientific computing.

2PRELIMINARIES

2.1DEFINITION

CONVOLUTIONAL NEURAL NETWORK

A Convolutional Neural Network is a type of artificial neural network used primarily for image recognition and processing, due to its ability to recognize patterns in images.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

USING COMBINATORIAL GAME THEORY TO PLAY TIC-TAC-TOE

M.Meenakshi

Assistant professor

St.joseph's college of Arts and Science for women, Hosur

Abstract

Combinatorial game theory offers a structured approach to analyzing and playing games like tic-tac-toe, providing insights into optimal strategies, game outcomes, and decision-making processes. In the case of tic-tac-toe, which is a simple, deterministic, and solved game, combinatorial game theory can be applied to create strategies that guarantee a win or a draw.

Keywords: Tic-Tac-Toe, combinatorial game theory

Introduction:

Combinatorial game theory is a powerful mathematical framework that analyzes and studies games, focusing on optimal strategies and outcomes, particularly in games of perfect information. Tic-tac-toe, despite its apparent simplicity, is a fertile ground for applying combinatorial game theory principles.

In tic-tac-toe, two players take turns placing their marks (traditionally 'X' and 'O') on a 3x3 grid, aiming to form a line of three marks horizontally, vertically, or diagonally. Combinatorial game theory approaches this game by breaking it down into smaller components to determine optimal strategies.

The game's simplicity allows for an exhaustive analysis of all possible positions and moves, making it a prime candidate for applying combinatorial game theory concepts like game trees, minimax algorithm, and game state evaluation.

Key elements in using combinatorial game theory in tic-tac-toe include:

Constructing a game tree representing all possible moves and counter-moves, leading to a terminal state (win, lose, or draw). This tree allows us to determine optimal strategies by evaluating potential outcomes.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Basic Sciences: Global Challenges and Solutions for Sustainable Development
Chintamani College of Science, Pombhurna, Dist. Chandrapur, M.S
Date: 13-14 October 2023
ISBN : 978-93-91535-91-9

ANALYSIS OF COVID-19 GROWTH RATE USING CORONA PRODUCT GRAPH

M.Meenakshi,

Assistant professor,Department of Mathematics,
St. Joseph's college of Arts & Science For Women, Hosur

ABSTRACT:

To analyze the growth rate of COVID-19 cases using a novel method referred to as the "Corona Product" graph. While the term "Corona Product" lacks specific context, this analysis primarily focuses on understanding the trend and growth dynamics of COVID-19 cases through graphical representations and mathematical models. Additionally, traditional mathematical models such as exponential growth, moving averages, and growth factor calculations are employed to ascertain the rate of increase in COVID-19 cases. These models serve as benchmarks for comparison with any novel approach encapsulated by the "Corona Product" method, should it provide a distinct perspective on growth rate analysis.

Keywords: Graph, corona product graph

Introduction:

The COVID-19 pandemic has posed unprecedented challenges globally, compelling researchers and healthcare professionals to employ various analytical methodologies to comprehend its spread dynamics. Among these methods, the exploration of the growth rate of COVID-19 cases holds pivotal importance in understanding the trajectory of the pandemic. In this study, we aim to delve into the analysis of COVID-19 growth rates through the innovative approach known as the "Corona Product" graph.

While the specific characteristics or attributes of the "Corona Product" method remain unspecified, this study endeavors to elucidate the potential application of this novel approach in visualizing and interpreting the expansion of COVID-19 cases over time. The exploration involves the utilization of real-time data encompassing the progression of the pandemic, allowing for a comprehensive understanding of the evolving trends and patterns.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

VI[th] International Conference on Research, Analyze, Communicate and Evaluate
Dolphin (PG) College of Science & Agriculture, Chunni Kalan, Punjab, India
Date: 28[th] August 2023
ISBN : 978-93-91535-57-5

Python Programming to Solve Simpson's One - Third Rule

S. Rezvana Parveen

Assistant Professors,Department of Mathematics

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

rezvana973@gmail.com

Abstract:

This study presents an innovative use of Python programming to improve the simplicity and accuracy of Simpson's 1/3 Rule for numerical integration. Our solution, which makes use of sophisticated computational techniques, streamlines the calculation process and offers a dependable and intuitive tool for precise numerical integration in a range of scientific and engineering applications. Both novices and specialists in the field of numerical analysis can easily grasp and benefit from the efficient and intuitive implementation.This study presents an innovative use of Python programming to improve the simplicity and accuracy of Simpson's 1/3 Rule for numerical integration. Our solution, which makes use of sophisticated computational techniques, streamlines the calculation process and offers a dependable and intuitive tool for precise numerical integration in a range of scientific and engineering applications.

Key Words: Numerical Analysis, Simpson's 1/3 Rule rule and Python programming

1. Introduction:

A fundamental method in computer mathematics, numerical integration is essential for estimating definite integrals for a variety of functions. Simpson's 1/3 Rule, which divides the function into quadratic parts, is a very useful and straightforward approximation approach for integrals.With the goal of offering a reliable and effective tool for numerical integration, this paper tackles the crucial problem of solving Simpson's 1/3 Rule using Python programming. Accessible and precise integration approaches become increasingly important as computational methodologies continue to develop. In this paper, we explore the complexities of Simpson's 1/3 Rule and present a new Python solution that guarantees accuracy in the output while simultaneously improving computing speed. We aim to use Python's expressive power in order to

2. Simpson's One - Third Rule

Put $n = 2$ in Newton Cote's quadrature formula.

Since x takes one of the three values x_0, x_1, or x_2, all the differences of third and higher order becomes zero.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023 Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

R Programming to Solve Linear Equations by Gaussian methods

S. Rezvana Parveen

Assistant Professors,Department of Mathematics

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

rezvana973@gmail.com

Abstract:

The discovery of calculus by Newton and Leibniz, which resulted in exact mathematical representations of physical reality first in engineering, then in health care, and finally in commerce, substantially assisted the development of numerical processes. Since these mathematical models are typically not amenable to explicit solution, numerical methods must be employed to get approximations of the answers [3][4][5]. This work uses Gauss Elimination to solve a system of linear equations using R programming.

Key Words: Numerical Analysis, Gauss Elimination and R programming

1.Introduction:

Many issues in applied mathematics involve solving systems of linear equations, which in some cases arise organically and in other cases as a step-by-step procedure in the solution process. On the other hand, linear systems are expressed as follows: Ax = b i, where b is a specified column vector, x is a column vector of unknown variables (x1,..., xn), and A is the system's coefficient matrix. Most of the time, solving linear systems with up to n = 1000 variables is currently considered to be rather simple. In numerical method, Gaussian elimination and its variants are preferred for linear systems of small to moderate scale. OOP is supported in R programming, along with structured and functional programming techniques.It is applicable as a

2. Gauss Elimination Method[1]

Gauss elimination method is a direct method which consists of transforming the given system of simultaneous equation to an equivalent *upper triangular system*. From this transformed system the required solution can be obtained by the method of back substitution.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Basic Sciences: Global Challenges and Solutions for Sustainable Development
Chintamani College of Science, Pombhurna, Dist. Chandrapur, M.S
Date: 13-14 October 2023
ISBN : 978-93-91535-91-9

Python Programming to Solve Trapezoidal Rules

S. Rezvana Parveen

Assistant Professors,

Department of Mathematics,

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

rezvana973@gmail.com

Abstract:

This Python program leverages numerical methods to implement the trapezoidal rule for approximating definite integrals. The code provides a flexible solution, allowing users to input functions, specify integration bounds, and adjust the number of intervals for increased accuracy. Through clear and concise implementation, this script serves as a practical tool for numerical analysis and integration in scientific computing.

Key Words: Numerical Analysis, Trapezoidal rule and Python programming.

1. Introduction

In the realm of numerical methods for approximating definite integrals, the trapezoidal rule stands as a fundamental and widely employed technique. Its simplicity and effectiveness make it a cornerstone in various scientific and engineering applications. This paper presents a novel contribution to the field by introducing a Python programming implementation of the trapezoidal rule. [2][3][4] The utilization of Python as the programming language offers a versatile and accessible platform for both researchers and practitioners. This implementation not only provides a practical tool for numerical integration but also serves as an educational resource for understanding the underlying principles of the trapezoidal rule.[7]

2. Trapezoidal Rules

Put $n = 1$ in the quadrature formula. Then all the differences except the first order differences Δy_0 will become zero.

$$\int_{x_0}^{x_{0+h}} f(x)dx = h\left[y^0 + \frac{1}{2}\Delta y_0\right]$$

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

VI[th] International Conference on Research, Analyze, Communicate and Evaluate
Dolphin (PG) College of Science & Agriculture, Chunni Kalan, Punjab, India
Date: 28[th] August 2023
ISBN : 978-93-91535-57-5

AN OVERVIEW OF GRAPH THEORY FOR OPERATIONS RESEARCH

Sowmiya. A
Assistant Professors, Department of Mathematics,
St. Joseph's College of Arts and Science for Women, Hosur
sowmiya1994611@gmail.com

ABSTRACT:
One of the common themes in operation research is the modeling approach, many accurate model of operations research. Problems turn out to be intractable when subjected to standard technique this research paper show that how graph theory and networks may be profitably used to model certain discrete operations research problem from a different view-point effective algorithms.

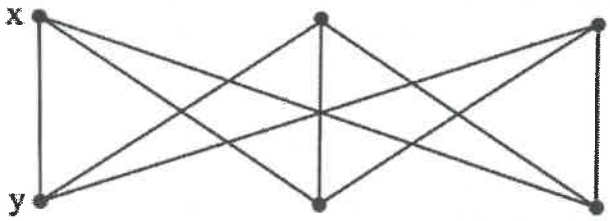
KEYWORDS: Graph, Direct graph, Graph Networks, simple graphs

1. INTRODUCTION:

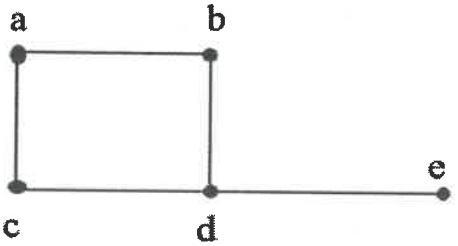
Graph purpose in operating system. Processes are represented in graph theory. One of the common themes in operation research is the modelling approach. Unfortunately many accurate models of operations research problems. Turn out to be intractable when subjected to standard techniques. However certain discrete problems can be profitably analyzed using graph theoretic models.

2. DEFINITION

A complete bipartite graph is a simple bipartite graph with bipartition x, y in which each vertex of x is joined to each vertex of y.



2.1. **DEFINITION** A connected graph is said to be, Hamiltonian. If it contains each vertex of G, exactly once such a path is called Hamiltonian path.



ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Basic Sciences: Global Challenges and Solutions for Sustainable Development
Chintamani College of Science, Pombhurna, Dist. Chandrapur, M.S
Date: 13-14 October 2023
ISBN : 978-93-91535-91-9

COMMUTATIVE L-GROUP IMPLICATION ALGEBRA

Sowmiya. A,

Assistant Professors,

Department of Mathematics,

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

sowmiya1994611@gmail.com

ABSTRACT:

A mathematical structure that combines commutative l-groups and implication operations is presented in this abstract: commutative l-group implication algebra. This unusual fusion's algebraic features, relationships, and applications are examined in the study, which clarifies its importance in theoretical logic and abstract algebra. The purpose of the abstract is to present a succinct summary of the main ideas and findings of this field of study.

KEYWORDS:

Commutative, l-group, Implication Algebra, Lattice-ordered, Algebraic structure.

1. INTRODUCTION:

Distributive complemented lattices are known to be Boolean algebras, which are the same as Boolean rings with identity. This relationship establishes a connection between modern algebra and lattice theory. L-group, also known as lattice ordered group, is the algebraic structure that joins lattice and group. Many popular abstractions are described in [1],[2],[3],[4], including Dually residuated lattice ordered semi groups, lattice ordered commutative groups, lattice ordered near rings, and lattice ordered semi rings.

2. DEFINITION:

The algebraic structure connecting commutative group and implication algebra is called Commutative lattice ordered group implication algebra or Commutative l-group implication algebra.

In this chapter two equivalent definitions for Commutative l-group implication algebra are introduced and established that class of commutative l-group implication algebras lies between class of Boolean algebras and class of l-groups.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

IMPLICATION OF ALGEBRA

Sowmiya.A,

Assistant Professors,Department of Mathematics,
St.Joseph's College of Arts and Science for Women, Hosur
Sowmiya1994611@gmail.com

ABSTRACT:

Implication algebra is a mathematical structure that extends classical logic by introducing a binary operation representing implication. In this algebraic system, elements undergo operations analogous to conjunction, disjunction, and negation, with implication as a fundamental connective. The abstract nature of implication algebra provides a versatile framework for studying logical relationships and reasoning, making it applicable in various fields, including computer science, artificial intelligence, and formal semantics. This abstract present an overview of implication algebra, highlighting its key properties and application, offering insights into its role in advancing logical formalism and computational theory.

KEYWORDS: Implication algebra, binary operation, Logical relationship and reasoning.

1. INTRODUCTION:

The concept of lattice implication algebra was introduced and studied by Xu. In this chapter the concept of implication algebra is introduced and established that it is a bounded lattice, equivalent to lattice implication algebra and finite intersection property of implication algebra.

2. Definition [1]

An implication algebra is a non-empty set L with greatest element I, least element 0, a unary operation " ' " and a binary operation "→" which satisfies the following axioms:

(1) $1 \to x = x$

(2) $x \to x = I$

(3) $(x \to y) \to y = (y \to x) \to x$

(4) $(((y \to z) \to z) \to x) \to x = (((y \to x) \to x) \to z) \to z$

(5) $x \to (y \to z) = y \to (x \to z)$

(6) $0 \to x = I$

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Recent Development in Engineering, Sciences, Humanities, and Management
Government Engineering College Bharatpur, Rajasthan
Date: 18th March 2023
ISBN : 978-93-91535-43-8

A STUDY ON TENSOR PRODUCT OF SOME TOPOLOGICAL INDICES OF REGULAR GRAPHS

Lincy Selestin. M,
Assistant Professor,Department of Mathematics,
St. Joseph's College of Arts and Science for Women, Hosur.
celestinesrlincy@gmail.com

Abstract:
Graph theory plays a crucial role in various scientific disciplines, including chemistry, biology, and computer science. In this paper, we explore the tensor product of topological indices, focusing on regular graphs. Topological indices are numerical descriptors of graph structures that provide insights into the properties and behaviors of complex networks. This research contributes to the ongoing efforts to deepen our understanding of graph theory and its applications, offering a new perspective on the analysis of regular graphs through the lens of tensor products of topological indices.

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

I. INTRODUCTION:
Every graph that this study examines is connected and simple. There are just a few studies on the genus of the tensor product of graphs, including those by Abay-Asmerom [1], Bouchet and Mohar [2], and Peleznik [3]. Abay-Asmerom employs the surgical-voltage imbedding method in his research, which was initially employed by White [4], where the second element is a Cayley graph, in order to determine the genus of the tensor product of two graphs. We attempt to expand this approach to include the tensor product of graphs with a 2k-regular or a (2k+1)-regular graph with a 1-factor as one of the factors. It is also possible to obtain some of geleznik's results by employing the method we established here[5].

In this study, we use topological indices to establish several conclusions for the tensor product of regular graphs: G is a graph that can be either 2k-regular or (2k + l)-regular, but it has a l-factor; H is a graph that has an orientable quadrilateral imbedding that can be either bipartite or possesses the bipartite dual or a different characteristic.

II. PREMELINARIES
Definition 2.1:
If every vertex in graph G has the same degree, then the graph is considered regular. Accordingly, the graph is regular if $\Delta(G) = \delta(G)$.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Conference World
www.conferenceworld.in
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

HARMONIC INDEX OF TENSOR PRODUCT OF CYCLE AND COMPLETE GRAPHS

Lincy Selestin. M,
Assistant Professor,Department of Mathematics,
St. Joseph's College of Arts and Science for Women, Hosur.
celestinesrlincy@gmail.com

Abstract

The harmonic index of a graph, G_i, is defined as the total of the weights $\frac{2}{d(v_i)+d(v_j)}$ of all edges $v_iv_j$of G, where $d(v_i)$ represents the vertex's degree in G. In this study, we explore the harmonic index of the tensor product of cycle and complete graphs, providing insights into the structural properties of these composite graphs. The tensor product operation combines the vertices and edges of two graphs to form a new graph, making it a versatile tool for modeling complex systems.

Keywords: Harmonic index, Tensor product, Cycle graph, Complete graph, Connectivity graph.

I. INTRODUCTION:

Suppose that G be a simple connected graph with a vertex set $V(G)$ and edge set E(G). Proposed by Randić [1] in 1975, the Randić index $R(G)$ is defined as the total of the weights $(d(u)d(v))^{-\frac{1}{2}}$ over all edges of, that is, $R(G) = \sum_{uv\in E(G)}(d(u)d(v))^{-\frac{1}{2}}$, where $d(u)$ denotes the degree of a vertex u of G. One of the most effective molecular descriptors in studies examining the relationships between structure, property, and activity is the Randić index [4], and [5]. This descriptor's mathematical characteristics have also been thoroughly researched; these studies are compiled in [6].

In this study, we examine an additional Randić index variation known as the harmonic index. The definition of the harmonic index $H(G)$ for a graph G is,

$$H(G) = \sum_{uv\in E(G)} \frac{2}{d(u)+d(v)}.$$

This index was first used, as far as we can tell, [17]. Graph eigenvalues and the harmonic index were examined by Favaron et al. [18]. The harmonic index values for simple connected graphs and trees will be examined here, along with their related extremal graphs' characterizations.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

VI[th] International Conference on Research, Analyze, Communicate and Evaluate
Dolphin (PG) College of Science & Agriculture, Chunni Kalan, Punjab, India
Date: 28[th] August 2023
ISBN : 978-93-91535-57-5

INVERSE DEGREE INDEX OF TENSOR PRODUCT OF CYCLE AND COMPLETE GRAPHS

Lincy Selestin. M,

Assistant Professor,Department of Mathematics,
St. Joseph's College of Arts and Science for Women, Hosur.
celestinesrlincy@gmail.com

Abstract

Consider a graph G that has no isolated vertices. Since dG(v) is the degree of vertex v in G, the inverse degree of G is defined as I(G) = $\sum_{v \in V(G)} \frac{1}{d_G(v)}$. In this paper we present the relation between the cycle and complete graphs by the Inverse degree index of tensor product.

Keywords: Inverse degree index, tensor product, cycle graph, complete graph.

I. INTRODUCTION:

Let *G* be a simple connected graph with vertex set *V (G)* and edge set *E(G)*. As usual, we use n to denote the order of a graph G, namely, the number of vertices in *V (G)*. For a graph *G*, we let $d_G(v)$ be the degree of a vertex *v* in *G*.

Many conjectures produced by the computer program Graffiti[1] originally brought attention to the inverse degree, also referred to as the sum of reciprocals of degrees . Since then, its association with more graph invariants, diameter, matching number, and edge-connectivity, for example Many authors have examined the Wiener index.

II. PRELIMINARIES

Definition 2.1:

A graph is considered complete[4] when all pairs of graph vertices are connected by edges. The entire graph, which has n graph vertices, is represented by the symbol Kn. It contains undirected edges with (the triangular numbers) and (kn) is a binomial coefficient. Universal graphs are another term for full graphs that can be found in older literature.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

RANDIC INDEX OF TENSOR PRODUCT OF CYCLE AND COMPLETE GRAPHS

Lincy Selestin. M

Assistant Professor,Department of Mathematics,
St. Joseph's College of Arts and Science for Women, Hosur.
celestinesrlincy@gmail.com

Abstract

For any graph G, the generic Randi´c index $R(G)$ is equal to the sum of the weights $(d(u)d(v))$ of all edges uv of G, $d(u)$ is the degree of a vertices u in G. Milan Randi´c proposed the connectivity index, often known as the branching index, in 1975. For every edge uv in a graph G, the Randić index, represented by $(G) = \frac{1}{\sqrt{d(u)d(v)}}$ for all edges $uv \in G$, where the degree of a vertex u in G is indicated by the symbol (m). In this note, we show that the harmonic index of tensor product of cycle and complete graphs.

Keywords: Randic index, cycle graph, complete graph, tensor product

I. INTRODUCTION:

The Randić index is the most often used graph-based molecular structure descriptor among the several hundred now in use in chemistry and pharmacology, especially for creating quantitative structure–property and structure–activity links. Randić's own surveys and the books [[1], [2], [3]] have details about these applications.

Mathematicians discovered the graph invariant has a plethora of intriguing and difficult mathematical properties [[4], [5]] after more than 20 years of waiting. This ultimately led to numerous published papers and in-depth mathematical research along these lines; see and the references cited therein for details. One particularly noteworthy finding is the algebraic relationship between the normalized Laplacian matrix and the Randić index[6].

II. PREMELINARIES

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Basic Sciences: Global Challenges and Solutions for Sustainable Development
Chintamani College of Science, Pombhurna, Dist. Chandrapur, M.S
Date: 13-14 October 2023
ISBN : 978-93-91535-91-9

TENSOR PRODUCT OF GRAPHS

Lincy Selestin. M,

Assistant Professor,

Department of Mathematics,

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

celestinesrlincy@gmail.com

Abstract

The graph with the point set V(G) × V(H) where (u_1, v_1) adj (u_2, v_2) if and only if u_1 adj u_2 and v_1 adj v_2 is the tensor product G ⊕ H of graphs G and H. We derive a characterization for graphs of the kind G ⊕ H, where G or H = K_2.

Keywords: Tensor product, Cycle graph and complete graph

I. Introduction:

The seven bridges of Königsberg were the subject of the most well-known and archaic real-world conundrum. The Pregel River bisected the city of Königsberg in Prussia (now Kaliningrad, Russia), which consisted of two sizable islands connected to the mainland by seven bridges.[1]

Over a century after Euler published his study on the Knigsberg bridges, Cayley studied a specific class of graphs called trees because he was interested in certain analytical forms that emerged from differential calculus. There were numerous theoretical chemistry implications to this work.

What is now considered to be the conventional nomenclature of graph theory originated from the merging of concepts from mathematics and chemistry?

II. PRELEMINARIES:

Definition 2.1:

A graph is an ordered pair G = (V, E), where V is a set whose elements are called vertices (singular: vertex) and E is a set of two-elements (sets with two distinct elements) of vertices, whose elements re called edges (sometimes links or lines). Undirected graphs and simple graphs are terms used to distinguish between a directed graph and a multi-graph.

HOSUR 635 126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Virtual International Award Conference on Multi- Disciplinary Research and Innovation
Dolphin (PG) College of Science & Agriculture, Chunni Kalan, Punjab, India
[Affiliated to RTU & Approved by All India Council of Technical Education, New Delhi]
Conference World
28 November 2020 Conference World & IARDO ISBN:978-81-948668-0-0

DIFFERENTIATION OF K-FORMS

Shobana priya.M,

Assistant Professors,Deparment of Mathematics,

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

ABSTRACT:

The differentiation of k-forms is a fundamental concept in differential geometry and exterior algebra. K-forms are mathematical objects that generalize the notion of vector fields, allowing for a more flexible representation of geometric quantities. By applying exterior derivatives to k-forms, one extends the idea of differentiation to multivariable calculus.

This process involves capturing the essence of changes in orientation and magnitude of geometric quantities across different dimensions. The exterior derivative of a k-form yields a (k+1)-form, providing a systematic way to study differential structures and geometric relationships.

In essence, the differentiation of k-forms provides a powerful framework for expressing and understanding geometric phenomena, offering a deeper insight into the intricate interplay between differential geometry and algebraic structures. This abstract process serves as a cornerstone in various mathematical disciplines, facilitating the analysis of diverse problems in physics, engineering, and beyond.

KEYWORDS: K-forms,differentiation of k- forms,differential geometry.

1. INTRODUCTION:

Differentiation of k-forms is a concept in differential geometry and multivariable calculus that extends the idea of differentiation to higher-dimensional objects known as differential forms. A k-form is a mathematical object that associates a scalar field to each k-dimensional oriented subspace of a given vector space.

This is part of Modern Mathematics Which their have roots of classicial theory of functions of a real variable.[2]

HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

DECOMPOSITION OF GENERALIZED PETERSEN GRAPH GP (n,3)

S. Bhuvaneswari

Department of Mathematics ,

St.Joseph's college of Arts and Science for women, Hosur

ABSTRACT:
Graph decomposition problems rank among the most prominent areas of research in graph theory and combinatorics . This paper focuses on decomposition of Generalized Petersen graphs GP (n, 3) into claws and paths.

1. INTRODUCTION :

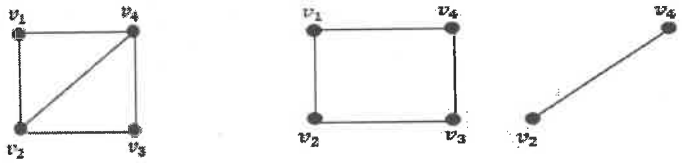
Graph Theory is one of the most flourishing branches of Mathematics with applications to a wide variety of subjects [1]. Also many branches of Mathematics such as group Theory, Matrix, Probabilty and Topology have close connections with Graph theory [3]. A decomposition of a graph G is a collection of edge-disjoint subgraphs of G such that every edge of G belongs to exactly one of the subgraphs.

The primary objective of this study is to dissect **GP (n, 3) graphs into claws and paths,** discerning fundamental building blocks that constitute these graphs. By undertaking this decomposition, we aim to reveal the fundamental relationships, arrangements, and properties inherent within GP (n,3) graphs.

2. BASIC DEFINITIONS:

A ***decomposition*** of a graph G is a collection of edge-disjoint Subgraphs $H_1, H_2, \dots, H_r$ of G such that every edge of G belongs to exactly one H_i[2]. For Example

G



Decomposition of the graph G is

Let $L = \{H_1, H_2, \dots, H_r\}$ be a family of subgraphs of G.

An L – decomposition of G is an edge – disjoint decomposition of G into positive integer α_i copies of H, where $i \in \{1,2, \dots, r\}$. Furthermore, if each H_i ($i \in \{1,2, \dots, r\}$) is isomorphic to a graph H , we say that G has an H – decomposition . It is seen that $\sum_{i=1}^{r} \alpha_i\, e(H_i) = e(G)$ is one of the obvious necessary conditions for the existence of a

$\{H_1, H_2, \dots, H_r\}$ _ *decomposition* of G. We call the equation, $\sum_{i=1}^{r} \alpha_i\, e(H_i) = e(G)$, a necessary sum condition.

Let n and k be positive integers , $n \geq 3$ and $1 \leq k \leq \frac{n}{2}$.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Recent Development in Engineering, Sciences, Humanities, and Management
Government Engineering College Bharatpur, Rajasthan
Date: 18th March 2023
ISBN : 978-93-91535-43-8

DECOMPOSITION OF GENERALIZED PETERSEN GRAPH GP (n,1) INTO CLAWS AND PATHS

S. Bhuvaneswari

Department of Mathematics,

St.Joseph's college of Arts and Science for women, Hosur

ABSTRACT :

Graph decomposition is a fundamental aspect of graph theory, offering insights into the intricate structures of complex graphs. This paper investigates the decomposition of generalized Peterson graphs GP(n,1)into claws and paths. Generalized Peterson graphs, an extension of the well-known Peterson graph, present intriguing challenges in their structural analysis. This study aims to provide a comprehensive understanding of their composition through a decomposition into simpler components. In this paper, we are going to discuss about the Decomposition of Generalised Peterson graphs GP (n,1) into Claws and Paths.

KEYBOARDS: Decomposition, Peterson graphs, Claws, Paths

1. INTRODUCTION:

Graphs serve as a Mathematical models to analyse many concrete real-world problems successfully[3]. Graph decomposition serves as a powerful tool in understanding the complex interconnections within graphs. It has various kinds namely cyclic decomposition ,ear decomposition, Hamiltonian decomposition, Modular decomposition[1]. The exploration of decomposing generalized Peterson graphs into claws and paths presents a captivating avenue for investigating their underlying structures. Through this study, we endeavour to elucidate the roles of claws and paths within the generalized Peterson graphs, highlighting their contributions to the overall structural framework. This exploration not only offers a deeper comprehension of these graphs but also opens avenues for further research and applications in graph theory and related fields.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

VI[th] International Conference on Research, Analyze, Communicate and Evaluate
Dolphin (PG) College of Science & Agriculture, Chunni Kalan, Punjab, India
Date: 28[th] August 2023
ISBN : 978-93-91535-57-5

INDUCED PATH DECOMPOSTION NUMBER OF GRAPHS

S. Bhuvaneswari

Department of Mathematics,

St.Joseph's college of Arts and Science for women, Hosur

ABSTRACT:

The Decomposition of Graphs stands as a crucial area of research in Mathematics due to its significant applications in Networking, Block design and Bio informatics. Here we discuss about the Induced path Decomposition number of Graphs [2].

1. INTRODUCTION:

There are more research problem going in depth in Graph theory with lot of applications. One such concept is Decomposition of graphs. The parameter π_a was introduced by Harary and further studied extensively by Harary and Schwenk [4], P´eroche [5], Stanton et al. [6], and Arumugam and Suseela [1] .The origin of graph decomposition is from the combinatorial problems most of which emerged in the 19[th] century. Here we focus on decomposition number of some graphs.

2. BASIC DEFINITIONS: Let $\psi = \{H_1, H_2, \dots, H_r\}$be a decomposition of a graph G.

If each H_i is either a path or a cycle , then ψ is called a ***path decomposition*** of G.

The minimum cardinality of a path decomposition of G is called the ***path decomposition number*** of G and is denoted by (G).

Let $\psi = \{H_1, H_2, \dots, H_r\}$be a decomposition of a graph G.

If each H_i is a path, then ψ is called an ***acyclic path decomposition*** of G.

Example: G Acyclic path decomposition of G is

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Basic Sciences: Global Challenges and Solutions for Sustainable Development
Chintamani College of Science, Pombhurna, Dist. Chandrapur, M.S
Date: 13-14 October 2023
ISBN : 978-93-91535-91-9

DECOMPOSITIONS OF COMPLETE TRIPARTITE GRAPH

S. Bhuvaneswari

Department of Mathematics, St.Joseph's college of Arts and Science for women, Hosur

ABSTRACT:

This decomposition often aids in analyzing complex networks, understanding their properties, and solving problems related to graph theory. In this paper, we discuss about the Decomposition of complete tripartite graphs into k-cycles.

Keywords: Complete tripartite, cycles, latin square.

INTRODUCTION:

The complete tripartite graph with three partite sets of equal size m will be denoted by K(m, m, m). This is sometimes known as a group divisible k-cycle system, or GDkCS, with three groups of size m. A k-circuit is a nontrivial closed trail with k edges[1]. A k-cycle is a k-circuit with no vertices repeated. A graph G with q edges is said to be decomposable into the graph H if it can be written as the union of edge-disjoint copies of H so that every edge in G belongs to one and only one copy of H[2]. Although much work has gone into the decomposition of complete graphs into k cycles [3], little attention has been paid to the same problem for arbitrary complete n-partite graphs. Decomposition of complete tripartite graphs is given by Nicholas J. Cavenagh is discussed in this paper.

2 .BASIC DEFINITION WITH EXAMPLE:

Any complete Bipartite graph K(r, s) can be decomposed into cycles of length k, if and only If k, r and s are even, $r \geq k/2$, $s \geq k/2$and k divide rs

EXAMPLE:

If k is even, then K(k, k, k) may be decomposed into k-cycles, since the graph K(k, k, k) may be decomposed into three copies of K(k, k).The problem becomes more difficult for complete tripartite graphs, one of the reasons behind that decompositions into odd length cycles are also permissible. For the 3 cycle case it is well known that a decomposition of

K (m, m, m) into triangles is equivalent to a Latin square of order m.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Science, Engineering & Technological Innovations
ICSETI-2023
Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-83-4

$\mathbb{T}_2$ TRIPARTITE GRAPH

S.Bhuvaneswari

Department of Mathematics,

St.Joseph's college of Arts and Science for women, Hosur

ABSTRACT:

The $\mathbb{T}_2$ graph, also known as the triangular graph, is a significant structure in graph theory. This graph presents unique properties and applications in various fields. This paper deals with the $\mathbb{T}_2$Tripartite graph typically outlines its properties

Keywords: *$\mathbb{T}_2$ tripartite, vertex, edge, connected*

1. INTRODUCTION:

In this paper, we will explore the fundamental characteristics of the $\mathbb{T}_2$- graph. o decompose a complete tripartite graph Kr,s,t into 5-cycles was first considered by E.S. Mahmoodian and Maryam Mirzakhani (1995)Beyond its applications in computer science and sociology, the $\mathbb{T}_2$- graph offers insights into network structures, algorithmic analyses, and real-world interactions. Here, we discuss about $\mathbb{T}_2$Tripartite graph and its properties

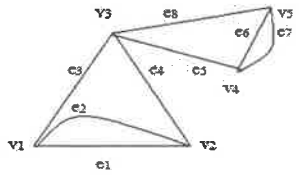
2. BASIC DEFINITIONS AND EXAMPLES

2. 1 $\mathbb{T}_2$-graph :A graph $\mathbb{T}_2$-graph is a triple of the form (V,E,T) where V is a set of vertices, E is the set of edges and T is a set of triangular plates of the form $[v_1e_1v_2e_2v_3e_3]$ where $v_i \in V$, $e_i \in E$. Such that v_1 and v_2 are ends of e_1,v_2 and v_3 are ends of e_2, v_3 and v_1 are ends of e_3.

Example :Let G be a graph with vertex, edge and triangular sets are

$V(G) = \{v_1, v_2, v_3, v_4, v_5\}$, $E(G) = \{ e_1,e_2,e_3,e_4,e_5,e_6e_7,e_8\}$,

$T(G) = \{[v_1e_1v_2e_4v_3e_3v_1][v_1e_2v_2e_4v_3e_3v_1]\}$, respectively.



PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Recent Development in Engineering, Sciences, Humanities, and Management
Government Engineering College Bharatpur, Rajasthan
Date: 18th March 2023
ISBN : 978-93-91535-43-8

A REVIEW ARTICLE ON BENEFITS AND USES OF BLACK RICE

Monica.M

Head &Asst.Professor, Dept. of Nutrition and Dietetics,St.Joseph's College Arts and Science for Women,Hosur,India. monicadaanish@gmail.com

ABSTRACT

The majority of developing nations' main cereal crop is rice (Oryza sativa L.). The endosperm of the rice kernel is covered in black bran, giving rise to a type of pigmented rice known as black rice. Due to its many health advantages, the aromatic and pigmented black rice variety known as "Chakhao" is becoming more and more popular in India and throughout the world. Both upland and lowland rice ecosystems use rainfed black rice cultivation. It is not eaten as a main course, but Due to its high anthocyanin content, when consumed as functional foods, it functions as a major bioactive component. Build-up of anthocyanins in the pericarp, tegmen, and aleurone layer (cyanidin-3-glucoside, cyanidin-3-rutinoside, and peonidin-3-glucoside) enhances the black hue of rice grains The water-soluble pigment known as anthocyanins gives black rice its anti-inflammatory and antioxidant qualities. It might be incorporated into the formulation of functional or nutraceutical foods.

KEY WORDS

Aromatic, anthocyanin, antioxidative, black rice, water soluble pigment

INTRODUCTION

Over 50% of people on the planet eat rice (Oryza sativa L.) as a staple diet. It is grown on 43.86 million hectares of land in India, with 117.47 million tons of yield (DAC&FW, 2019–20). It has an important part in the economy of the country. There are various varieties of rice. Depending on the grain size, texture, maturity, and aroma, length, growth conditions, and color (highly polished, brown, purple, red, and black). The varieties of colored rice are thought to offer a variety of health advantages. Dark unique cultivar of rice is called Oryza sativa L. indica which has extraordinarily high levels of anthocyanin pigments. According to Hou et al. (2013),alluring layer accounts for its violet or dark purple hue.Black rice, sometimes referred to as "Chakhao" in local dialect, is mostly grown by Meitei farmers in Manipur and means "delicious rice. "Antioxidant richness in black rice is nearly six times higher. Activities possess low fat content (8.16%) and high protein content content (0.07%) in Thomas et al.'s (2013) study in contrast to other types of rice, is gut-friendly, gluten-free,

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

AN OVERVIEW ABOUT CURRY LEAVES – REVIEW ARTICLE

Monica.M

Head & Asst.Professor, Dept of Nutrition and Dietetics, St.Joseph's College Arts and Science for Women, Hosur,India. monicadaanish@gmail.com

ABSTRACT

Native to South Asia, curry leaf (Murraya koenigii) is prized for its flavour and fragrance in many different cuisines. Herbal medicines have been used for centuries to treat a wide range of illnesses because they are generally inexpensive and have few side effects. Curry leaf has a significant role in conventional Ayurvedic medicine. Tiny evergreen shrub that has all the nutritional and medicinal qualities to make it a potential industrial crop in the future. Research suggests that Murraya koenigii, particularly in leaf, has antibacterial, antifungal, and antiprotozoal properties. The entire plant is utilized for its stomachic and tonic qualities.

KEYWORDS

Curry Leaf (Murraya koenigii), Extracts, Leaves, and Alkaloids.

PLANT PROFILE

Kingdom: Magnoliopsida, Division: Magnoliopsida, Subclass: Rosidae, Order: Spindales, Subkingdom: Tracheobionta, Superdivision: Spermatophyta. Genus: Murraya J. Koenig ex L., Family: Rutaceae, Species: Murraya koenigii L. Spreng. The small, fragrant, deciduous shrub Murraya koenigii reaches to the a height of roughly 6 to 9 meters at 1500 meters above sea level. The primary stem is dark. Bark that ranges in color from green to brown. The flavor of the leaves is weak, slightly acidic, and bitter disagreeable (Ns et al., 2018). Flowers have a sweet scent and a funnel shape. 60–90 flowers on a bisexual, complete, stalked inflorescence opening to a diameter of 1.12 cm to five sepals, (Mishra, 2018) and Food and Agriculture Reviews (RFNA) 2(1) (2021) 36–38. The blossoming begins while fruiting takes place from mid-July to the end of August, from mid-April to mid-May August (Kaushal and Parmar, 1982). This crop self-pollinates. The fruit is edible black berries that are 1 to 1.2 cm long and 1.4 to 1.6 cm wide, glossy exterior, and 0.76% yellow volatile oil content. The fruits are found in close clusters, with three to eighty fruits in each cluster (2015) Gahlawat et al. The roots are woody and widely distributed producing suckers. Usually, seeds are used for propagation, but root According to Jain et al. (2012) and Chauhan et al. (2017), germination

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

A REVIEW ARTICLE ON KODO MILLET- HISTROY AND USES

Monica.M

Head & Asst.Professor, Dept. of Nutrition and Dietetics, St. Joseph's College Arts and Science for Women, Hosur, India. monicadaanish@gmail.com

ABSTRACT

For those who are gluten intolerant, kodo millets are a good option because they don't contain gluten. Kodo millet has a higher than average amount of lecithin, which aids in the nervous system's proper functioning and makes it very easy to digest. Typical Kodo millet is highly beneficial for postmenopausal women who have cardiovascular disease symptoms, such as elevated blood pressure and high cholesterol level. It has more antioxidants, which are beneficial. Kodo millet helps lower blood pressure, asthma, and migraines, diabetes-related heart disease, atherosclerosis, and heart attacks.

KEY WORDS

Kodo millet, Health benefit, Nutritional properties, Millet processing

INTRODUCTION

Forage grasses like millets are members of the Poaceae family. Other than the three main cereals—wheat, rice, and maize—there is also millets. These are important agricultural products on a worldwide level making a substantial contribution to the those with modest incomes, particularly in developing nations. Millets are cultivable in can maintain drought conditions for a brief amount of time. crop and possess a lengthy shelf life without damage from insects (Adekunle, 2012). They are crops that are grown that are small to medium in size across the entire tropical and subtropical zone. The millets are categorized as primary millets and smaller millets that are grown in India, Australia, China, Malaysia, Sri Lanka, and certain regions of Africa since prehistoric times.

HISTORY

India is credited with being the birthplace of Kodo millet. Domestication of Araka or Kodo millet is thought to It was (Paspalum scrobiculatum L.). roughly 3000 B.C. (House et al., 1995; (2011) Arendt and Dal).The subtropical and tropical the most suitable locations for its cultivation (Saxena et al., 2018; Hulse, 1980). It is widely grown on low-quality soils. spread throughout arid and semi-arid

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

National Conference on Multidisciplinary Approaches in Engineering, Science & Management
ESM-2023
Trinity Academy of Engineering, Pune
Date: 24th - 25th February 2023
ISBN : 978-93-91535-40-7

AN OVERVIEW ON ANEMIA- TYPES AND SYMPTOMS

M.Monica

Head &Asst.Professor, Dept. of Nutrition and Dietetics, St. Joseph's College Arts and Science for Women, Hosur,India. monicadaanish@gmail.com

ABSTRACT

Anemia is a common nutritional deficiency illness that has serious implications for human health as well as the social and economic development of both developing and developed nations. It is a global public health concern (WHO 2005). Reports from WHO (2004) state that one third of the world's population—more than 2 billion people—are anemic as a result of nutritional food imbalance consumption. Therefore, we examine anemia in this review, including its types, causes, symptoms, and treatments.

KEY WORDS

Anemia, Treatment, Iron, Symptoms and deficiency.

INTRODUCTION

Anemia is a common nutritional deficiency illness that has serious implications for human health as well as the social and economic development of both developing and developed nations. It is a global public health concern (WHO 2005). Reports from WHO (2004) state that one third of the world's population—more than 2 billion people—are anemic as a result of a nutritional food imbalance.According to WHO estimates, India has the highest prevalence of anemia even among South Asian nations. Even more significant is the fact that South Asian nations account for roughly half of all maternal deaths worldwide caused by anemia, with India accounting for about 80% of these deaths from anemia (Ezzati et al., 2002).

TYPES OF ANEMIA

Anemia comes in a variety of forms and classifications. Anemia can result from a number of red cell defects, including those related to production (aplastic anemia), maturation (megaloblastic anemia), synthesis of hemoglobin (iron deficiency anemia), and genetics. Abnormalities in the maturation of hemoglobin (thalassemia) or as a result of the synthesis of hemoglobin (including sickle cell anemia, thalassemia, and hemoglobinopathies) and the physical loss of hemolytic anemias, or low red cell

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

National Conference on Multidisciplinary Approaches in Engineering, Science & Management
ESM-2023
Trinity Academy of Engineering, Pune
Date: 24th - 25th February 2023
ISBN : 978-93-91535-40-7

NUTRITIONAL VALUE AND HEALTH BENEFITS OF HORSE GRAM - A REVIEW

R.Prailin

Asst.Prof Dept of Nutrition and Dietetics, St.Joseph's College of Arts and science for Women, Hosur, India prailinjohni25@gmail.com.

Abstract

Horse gram (kurthi dal) is a neglected pulse crop that can be grown in a variety of unfavourable environmental conditions. Most of it is grown in Uttarakhand and South India. A common ingredient in South Indian meals like sambar and rasam is horse gram. With an eye toward the rising demand for food with nutritional qualities; the current study reviewed the possibilities for investigating the horse gram as a source of food and nutraceutical components using new scientific knowledge. Using the narrative review method, an integrative analysis of the literature was conducted in June and July of 2022. According to the study's findings, its high protein, mineral, and vitamin content has a major effect on human nutrition. In addition to its nutritional advantages, it has also been linked to a decreased risk of acquiring a number of diseases due to the presence of non-nutritive bioactive compounds. These bioactive substances have a significant effect on physiology and metabolism. Horse gram's nutrients and phytochemicals, provide a range of physiological benefits, from treating kidney stones, urinary diseases, piles, common colds, throat infections, fever, and other ailments to relieving intestinal diseases, diabetes, heart diseases, and preventing dental caries.

Keywords

Non-nutritive compounds, horse gram dal, kurthidal, medicinalvalue, medicinaldal, healthy dal.

Introduction

The names Kulathi, Kulath, Kharthi, Garhat in Hindi, and Kulathika in Sanskrit refer to horse gram dal (Macrotylomauniflorum).[1] Horse gram is also referred to as "Gahhat" in the native language of Uttarakhand, Hulga in Marathi, and Kulthi in Gujarati Kurthi dal is eaten like a staple diet, primarily in southern India, Itsgravy, bushy stem measures 30 to 45 centimetresTall, with numerous branches growing from the base.Its long stems and yellowish green leaves have bilva-like triplets. Its seeds resemble grads in appearance; they are shiny, sticky, and light red with black pied. It has a dark brown colour and resembles lentils. Some important South Indian dishes, like raita, are made with it. This

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

CASHEW APPLE PROCESSING AND BY PRODUCTS - A REVIEW

Prailin.R

Asst .Prof, Dept of Nutrition and Dietetics, St.Joseph's College of Arts and science for Women, Hosur, India. prailinjohni25@gmail.com

Abstract

An evergreen crop of great importance grown in the dry lands of many Indian states is cashew (Anacardium occidentale L.)The apple that is attached to the juicy peduncle, which has a rich supply of vitamins and minerals, is the real fruit, which is a kidney-shaped nut. When an apple reaches its fully ripe stage, its color can vary widely and can be red, golden yellow, yellow, or cherry. With an average national productivity of 695 kg/ha, India is the world's largest producer (60%) and exporter of cashew kernels, with 9, 23,000 ha of land and 6, 13,000 ton of cashew produced there average. Dakshina, Kannada district has the highest area of cashew in Karnataka, followed by Udupi, Belgaum, Chickballapur, Uttara, Kannada, Kodagu and Kolar. The state is bestowed with many research stations working on cashew including the Directorate of Cashew Research, Puttur, Horticulture Research Station, Ullal and AICRP on Cashew at Chintamani dedicated for research, establishment and growth of cashew industry in Karnataka by releasing several high yielding cultivate suitable for both coastal and plain regions. Despite the cashew apple's high nutritional value, its high perishability and astringent taste have led to very little consumption. Numerous techniques have been developed to enhance the whole cashew's sensory qualities and shelf life apple along with its juice. Raising farmer's awareness of cashew apple processing is also crucial for increased financial gains. Processing cashew apples is a profitable venture in the cashew industry growing pamphlets, particularly for groups of women who self-help. These goods are beneficial for fortifying of the current processing sectors.

Keywords

Anacardium Occidentale L, Cashew, Processing, Addition

Introduction

During the early introduction period, cashew apples were preferred over cashew seeds because of their wider, more striking range and ease of consumption. The fruit of the cashew tree, Anacardium Occidentale L., is a member of the Anacardiaceae family. Although it originated in tropical America,

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

St. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR 635 126

15th International Conference on Science, Technology and Management
Conference World
www.conferenceworld.in
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

EDIBLE ROSE PETALS: AN AVENUE FOR ULINARY AND NUTRITIONAL SCIENCE

R.Prailin

Asst. Prof, Dept of Nutrition and Dietetics, St.Joseph's College of Arts and science for Women, Hosur, India. prailinjohni25@gmail.com

Abstract

Edible rose flowers became a trailblazer in the food and nutraceutical industries as a result of people around the world adopting healthier lifestyles and altering their eating habits. Roses area excellent source of carotenoids, phenol acids, and flavonoids (including anthocyanins, Flavones, and flavonols) for diet. Rose has anti-oxidant, anti-inflammatory, anti-cancerous, anti-aging, anti-microbial, hepatoprotective, and neurogenic properties due to the presence of thesePhytochemicals. Edible rose petals have long been used in Ayurvedic medicine to treat a variety of ailments, including hyperacidity, pitta, constipation, and abdominal pain. They are alsoused in the preparation of traditional food items and treats like punkhuri, gulkand, and rose petaltea .The idea of edible flowers has gained more acceptance over time, and roses are now utilizedIn the making of numerous culinary products, including jams, jellies, cookies, salads, ice cream, Juices, and wines. We linked the biological activity, nutritional makeup, traditional use, andFunctional food aspects of edible rose flowers to the phytochemicals found in them in this review. All things considered, these ideas support the development of a new culinary science movement and additional studies on the nutritional makeup and health advantages of edible flower.

Introduction

A vital component of the plant, the flower contains various natural antioxidants such asflavonoids, phenolic acids, and anthocyanins in addition to other nutrients like vitamins and minerals (Kaisoon et al., 2012, Rop et al., 2012). Globally, flowers have grown in popularity asfresh, edible crops in recent years. There is a long traditionof consuming edible flowers, such as fruit, vegetable or aromatic flowers (Zhao et al., 2019).rose petals. Globalization and consumerawareness offer a further benefit in modern timesfor modernizing and reviving traditionallifestyles, which leads to the use of edible flowers known as the queen of flowers. The rose, a member of the Rosaceae family, is one of the most significant commercial flower crops. More than 25,000cultivars and more than 200 species make up the genus Rosa, which is widely Distributedthroughout Asia, the Middle East, North America, and Europe (Cai et al., 2005, Belal, et al.,2016). Roses have always had an impact in terms of aesthetics,

ST JOSEPH'S COLLEGE OF ARTS & WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Recent Development in Engineering, Sciences, Humanities, and Management
Government Engineering College Bharatpur, Rajasthan
Date: 18th March 2023
ISBN : 978-93-91535-43-8

AQUACULTURE INDUSTRY'S USE OF INDIAN ALMOND TREE (TERMINALIA CATALPA LINN.) HERBAL BIOMEDICINE - A REVIEW

Prailin.R

Asst.Prof, Dept of Nutrition and Dietetics, St.Joseph's College of Arts and science for Women, Hosur, India. prailinjohni25@gmail.com

Abstract

Aquaculture has been intensifying over the years and growing dramatically. Conversely, intensification led to a rise in stress, disease incidence, the introduction of new pathogens, and the use of artificial chemicals to treat these issues. Due to its advantages over chemicals, the use of herbal medicine in aquaculture practices has recently become popular. Plants are suppliers and repositories of less expensive and safer chemicals. The anti-microbial, antifungal, anti-parasitic, growth-promoting, appetite-stimulating, immune stimulation and stress-relieving qualities of a wide variety of herbal plants have been discovered. Among them is the Indian almond tree (Terminalia catappa Linn.). The main chemical constituent of T.Catappa that possesses the antimicrobial ability is tannin. This article reviews the literature on the use of Indian almond leaves as an herbal biomedicine. To combat the most prevalent infections, a great deal of work needs to be done to optimize the dosage and length of treatment.

Keywords

Terminalia catappa Linn, antimicrobial,, anti-parasitic, antifungal, herbal-biomedicine.

Introduction

Aquaculture has been growing significantly in recent years, but despite its high output, there are a number of limitations on its growth, such as crowding, which causes stress, which in turn causes disease outbreaks and crop failures. A growing number of farmers are employing chemical components like hormones, antibiotics, and vitamins to contain these diseases out breaks. These chemicals are typically added to culture systems without the necessary information regarding dosage, application techniques, mode of action and degradation capacity. This could result in drug resistance in the pathogens, residual accumulation in the edible tissue, and adverse effects on the animal culture.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

National Conference on Multidisciplinary Approaches in Engineering, Science & Management
ESM-2023
Trinity Academy of Engineering, Pune
Date: 24th - 25th February 2023
ISBN : 978-93-91535-40-7

A REVIEW ARTICLE ON SWEET POTATO

M.Semmalar

Asst.Prof, Dept of Nutrition and Dietetics, St.Joseph's College of Arts and science for Women, Hosur,India. semmaladu@gmail.com

ABSTRACT

Batatas Ipomoea (L.) Sweet potatoes, or lam, are a delicious and incredibly versatile vegetable with a high nutritional content. With anti-inflammatory, antidiabetic, and anti-cancer properties, it is also a valuable medicinal plant. Today, sweet potatoes are recognised as a valuable source of distinctive natural products, some of which can be utilised to create industrial goods and medicines to treat a variety of illnesses. This review's main goal is to provide an overview of the nutritional worth, health advantages, phytochemical makeup, and therapeutic qualities of sweet potatoes. In particular, this review describes the pharmacological action of the sweet potato extract, clinical investigations, and potential therapeutic uses of some of the isolated sweet potato compounds.

KEY WORDS

Phytochemical composition; antioxidant activity; antidiabetic activity; anti-cancer activity lovely potato (4) Ipomeanol

INTRODUCTION

Many research groups have focused their efforts over the past few decades on finding plant-based medicines. While a great deal of research is done on medicinal herbs, it is important to remember that many fruits and vegetables also have therapeutic qualities. Batatas Ipomoea (L.). Lam, also referred to as sweet potato (Fig. 1), is a significant root vegetable that is big, starchy, and sweet-tasting. It is a member of the Convolvulaceae family. This herbaceous perennial vine has medium-sized sympetalous flowers and alternating heart-shaped or palmately lobed leaves.[1] The long, tapering edible tuberous root has a smooth skin. It is prized for its sweetness, high nutritional content, and short growing season (90–120 days). In the diets of humans and animals, I. batatas has been a significant source of energy and phytochemicals. Several parts of the plant are utilised in traditional medicine, and the plant has great medicinal value. The Akan tribes of Ghana use the leaves to treat type 2 diabetes, and Brazilians use them to treat infectious or inflammatory oral diseases. A variety of sweet potatoes has been consumed raw to treat diabetes, hypertension, and anaemia in some parts of Kagawa, Japan.5.[2]

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

National Conference on Multidisciplinary Approaches in Engineering, Science & Management
ESM-2023
Trinity Academy of Engineering, Pune
Date: 24th - 25th February 2023
ISBN : 978-93-91535-40-7

FORMULATION OF RTS GUAVA JUICE INCORPORATION WITH BEETROOT COLOUR

R.Shruthi

Asst.Professor, Dept of Nutrition and Dietetics, St.Joseph's College Arts and Science for Women, Hosur,India. shruthisamy2107@gmail.com

ABSTRACT:

Guava is rich in dietary fiber, pectin and vitamin C with moderate level of folic acid. It is used for the preparation of jams, jellies, juices etc. Beet root (beta vulgaris) is the tap root portion of the beet plant. Betalin is the coloring agent present in the beetroot so this is used as food coloring and as a medicinal plant. It helps to lowers blood pressure, boost stamina, flight inflammation, anti-cancer properties, rich in valuable nutrients and fiber which supports detoxification. Based on this phenomenon, the formulation of the RTS guava juice with the addition of natural pigment present in the beet root. The RTS guava juice was prepared and followed by RTS guava juice incorporated beetroot color were prepared with proportion of 740:10,743:7,746:4 and coded as RTSGB1, RTSGB2 and RTSGB3. The organoleptic evaluation was conducted and found that RTSGB3 got maximum score than the control and the other variation of RTS beverage. The nutrient analysis were analyzed by using standard procedures and it was proved that the RTSGB3 has higher level of energy (63.19kcal/100ml), protein (0.43g/100ml), fiber (2.35/100ml), vitamin (80.22mg/100ml), iron (4.22mg/100ml) and calcium (14.42mg/100ml). The microbial load of the RTS guava juice incorporated with beetroot color was observed during storage at refrigerator temperature at the end of 5th day for the period of 20days. From the result, it was concluded that formulation of RTSGB3 had lesser microbial population of bacteria and yeast count compared to all other variation of RTSGB and RTS guava juice. This proved that the RTSGB3 can be stored at refrigeration temperature for a period of 5-20days to satisfy the consumer taste and preference.

INTRODUCTION:

Fruit and vegetables are important constituents of the diet and provide significant quantities of nutrients, especially vitamin, sugar, minerals and fiber. Daily consumption of fruit and vegetables reduce the risk of cancer, heart disease, premature aging, stress, and fatigue

HOSUR 635126 ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Street,
HOSUR - 635 126, Krishnagiri - Dist.

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

A REVIEW ARTICLE ON BROCCOLI (BRASSICA OLERACEA VAR. ITALICA)

M. Deepika

Asst.Professor, Dept. of Nutrition and Dietetics, St. Joseph's College Arts and Science for Women, Hosur, India. rathideepika1997@gmail.com

ABSTRACT

Typically, the goal of a study on broccoli (Brassica oleracea var. italica) is to summarize its medicinal properties rather than its nutritional and industrial consequences. The research for this review article was done by looking at studies in the Iran Medex, Web of Science, PubMed, and Medline databases up until 2016. Out of the 90 publications that were found, 40 articles (42 in vitro and 5 animal studies) were incorporated. "Brassica oleracea var. italica," "Broccoli," and "therapeutic" were the search terms. "Pharmacological," Numerous research have demonstrated the antioxidant, amnesic, and antimicrobial properties of broccoli. ant proliferative and antioxidant properties, Effects of Neuroprotection, Renal Damage, Benefits Against Diabetes and Inflammation Effect of dyslipidaemia and hepatic damage, Potential effects of antioxidants and anti-inflammations effects of apoptosis, antioxidants, and in vitro antitumor activity, antigen toxic impact, inhibiting the growth of cells. Broccoli is frequently utilized for medicinal and other uses that.

Keywords: Brassica oleracea var. italic, medicinal, pharmacological broccoli.

INTRODUCTION

Herbal medicine is successful in treating a wide range of illnesses [1–10].Within the cabbage family, broccoli is an edible green plant whose enormous blooming head is consumed as a vegetable. "The flowering crest of a cabbage" (broccoli) is the Italian plural form of the word "broccoli," which is the diminutive of broccoli, which might signify "sprout" or "small nail" [11, 12]. Typically, broccoli is cooked or steamed, although it can also consumed uncooked. Broccoli belongs to the Brassica oleracea species' Italica cultivar group. With broccoli, big, generally green flower heads that spread out from a lengthy, edible stalk to form a tree-like structure. Leaves around the cluster of flower heads. Broccoli and cauliflower share similarities. In the northern Mediterranean, deliberate breeding of planted leafy cola crops began around the sixth century BC, giving rise to broccoli. Italians have regarded broccoli as a particularly valuable vegetable since the Roman Empire. Peter brought broccoli to England in the middle of the eighteenth century from Antwerp. Shoemakers. When Southern Italian

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

THE STUDY EXPLORES THE POTENTIAL OF CORN SILK AS A THERAPEUTIC AGENT FROM WASTE MATERIAL: A MINI REVIEW

MADHUMITHA.B

Asst.Professor, Dept. of Nutrition and Dietetics, St. Joseph's College Arts and Science for Women, Hosur, India. madhuabi120801@gmail.com

ABSTRACT:

Although corn silk has long been thought of as trash, it has recently attracted a lot of attention in Asian and African nations, especially because of its many health-promoting benefits. For example, it has been shown that a number of extracts and bioactive ingredients obtained from maize silk have antibacterial, anti-hyperlipidaemia, anti-obesity, anti-cancer, anti-hepatotoxic, and anti-diabetic properties. Furthermore, numerous investigations have demonstrated that corn silk is rich in bioactive substances, such as proteins, carbohydrates, vitamins, minerals, fixed and volatile oils, steroids, flavonoids, and phenolic compounds, which may account for the suggested health benefit. The majority of these bioactive substances found in corn silk have been shown to have antioxidant qualities, which help prevent and treat a number of age- and chronically-related illnesses, such as diabetes, hypertension, cancer, hepatic and cardiovascular disorders. The present review primarily uses PubMed and reputable indexed journals to examine various experimental reports in vitro and in vivo studies to highlight the potential health benefits of corn silk against chronic and age-linked diseases. This is due to the fact that numerous studies have continuously investigated the potential health benefits of corn silk, which was traditionally regarded as waste material.

Keywords: Antioxidant, antidiuretic, corn silk, anti-hyperlipidaemia, and medicinal agent.

INTRODUCTION:

The term "corn silk" (Stigma maydis) describes the stigmas that are derived from the female flowers of maize. When fresh, corn silk resembles soft, 10–20 cm long, light green or yellow-brown silk threads (Guo et al., 2009). Maizeric acid, resin, sugar, mucilage, and fibers that are necessary for human nutrition are all present in corn silk (Nurhanan & Rosli, 2014). Moreover, compounds in corn silk function as diuretics, or water pills, change blood sugar levels, and lessen the inflammatory response (Gwendin et al., 2015). Additionally, a variety of vital bioactive substances are present in corn silk, such as proteins, vitamins, and minerals (Hu & Deng, 2011; Ren et al., 2013;

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Global Research Trends in Higher Education
ICGRTHE-2023 Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-95-7

Synthesis and characterization of Zn-doped strontium titanate ($SrTiO_3$) nanoparticles

T.SIVAPRIYA

Dept.of Physics, St. Joseph's College of Arts and Science for Women, Hosur, Tamilnadu, India – 635126

Corresponding author: sivapriyaraja85@gmail.com

ABSTRACT

Strontium titanate ($SrTiO_3$) doped with Zn Nano powder has been synthesized through a sol-gel-hydrothermal method. The X-ray diffraction studies of $SrTiO_3$ Nano powder have shown that the as-prepared powder was single phase, crystalline, and has a cubic perovskite structure A combination of XRD, SEM, and cyclic voltammetry analysis was used to assess the physical properties of catalysts doped with Zn. The experimental findings demonstrate that Zn doping significantly increases SrTiO3's photocatalytic activity.

KEYWORDS: *strontium titanate, sol-gel, perovskite*

1. INTRODUCTION

There have been reports in the literature of the pseudocapacitive nanoparticle behavior of SrTiO3 doped with Zinc with a perovskite structure. The form, size, crystallinity, chemical composition, and structure of SrTiO3, a common perovskite-type oxide, all significantly affect its physical properties. Strontium titanate is a highly significant multipurpose perovskite used in the manufacturing of electrical devices, photoanodes for quantum dot-sensitized solar cells, and electroceramics[5]. Field effect transistors, thermistors, dielectrics, multilayer capacitors, electro-optical appliances, and electromechanical devices are more technologies that employ SrTiO3. SrTiO3 is an n-type semiconductor with a cubic perovskite structure.Synthesis of strontium titanate (SrTiO3) nanopowder was accomplished by means of the sol-gel-hydrothermal technique. The SrTiO3 Nano powder's X-ray diffraction investigations revealed that it was single phase, crystalline, and had a cubic crystal structure as manufactured[27].

2. EXPERIMENTAL PROCEDURE:

2.1 SYNTHESIS METHODS AND CHEMICALS USED

The chemicals Zinc Sulphate, Strontium Nitrate and Titanium (IV) Isopropoxide were used to prepare the precursor solution, all chemicals were of analytic grade and without further purification. The

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

National Level Conference on Advancements & Future Trends in Engineering and Technology
SAMBHRAM INSTITUTE OF TECHNOLOGY
Sambhram Institute of Technology (SaIT), Bengaluru
Date: 12th May 2023
ISBN : 978-93-91535-50-6

OPTICAL AND SPECTRAL STUDIES OF COPPER SULFATE SINGLE CRYSTAL

V. Mowlika

Dept.of Physics, St. Joseph's College of Arts and Science for Women, Hosur, Tamilnadu, India – 635126

Corresponding author: mowlikav198@gmail.com

Abstract

In the present work, inorganic crystal (CuS) has been grown by slow evaporation method. The crystal system and lattice parameters were determined from the powder X- ray diffraction analysis. The FTIR study confirms the various functional groups present in the grown crystal. The absorbance of electromagnetic radiation is studied through UV - visible spectrum.

1. Introduction

Hyper spectral devices have an ever-expanding spectrum of applications; they are employed in geological research, medical diagnostics, high-voltage power line, train, and highway monitoring, and forest and ground monitoring. Chalcanthite crystal (CuSO4. 5H2O) has spectral properties that make it suitable for use in high-resolution spectral devices as an optical band pass filter with a transmission band of 0.28–0.57μm.

Nevertheless, there is no published description of the process for producing massive CuSO4 · 5H2O (CSP) single crystals of optical quality. In [1], the growth of CSP crystals up to several millimeters in size as well as an examination of the impact of the solution cooling rate on readily noticeable crystal flaws and the crystal habit were studied.

Another application is of copper sulfate and ammonium carbonate used in horticulture to prevent damping off in seedlings. Its use as a herbicide is not agricultural, but instead for control of invasive aquatic plants and the roots of plants near pipes containing water. It is used in swimming pools as an algaecide [2]. A dilute solution of copper sulfate is used to treat aquarium fish for parasitic infections and is also used to remove snails from aquariums. Copper ions are highly toxic to fish, so care must be taken with the dosage. The most common and the potential application of CuS in single crystals form are as below. It is not limited to these applications only.Cathode materials in lithium

ST. JOSEPH'S COLLEGE OF ARTS HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Conference World
www.conferenceworld.in
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

A Study on Structural and Magnetic properties of Magnesium ferrite Nanoparticles

V. Mowlika

Dept.of Physics, St. Joseph's College of Arts and Science for Women, Hosur, Tamilnadu, India – 635126

Corresponding author: mowlikav198@gmail.com

Abstract

In this present article, Magnesium ferrite nanoparticles were prepared by precipitation method using urea as a surfactant agent. The prepared sample is characterized by XRD, SEM, FTIR and VSM techniques. The XRD studies revealed the formation of spinel structure with space group of Fd_3m. FTIR result shows the presence of strong vibration peak at 535 cm^{-1} is assigned to tetrahedral and octahedral M-O. The VSM studies revealed Sample shows paramagnetic behaviour.

Keywords: Magnesium ferrite, paramagnetic, urea and precipitation

1. Introduction:

Nanoparticles of spinel ferrite draw significant consideration due to their lower density and higher specific surface area and distinct optical, catalytic and magnetic properties [1]. Study of spinel ferrite MFe_2O_4 (where M = metal ion) nanoparticles has significant application in modern technologies such as contrast enhancement of magnetic resonance imaging, high density data storage, and magnetic carriers for site-specific drugs delivery [2]. Spinel ferrites have the general molecular formula MFe_2O_4 where M^{2+} and Fe^{3+} are the divalent and trivalent cations occupying tetrahedral (A) and octahedral (B) interstitial positions of the FCC lattice formed by O^{2-} ions.

Among the spinel ferrites, MFe_2O_4 nanoparticles finds extensive applications in magnetic based diagnosis and treatment devices [3], potential magnetorheological fluids [4], gas sensors [5], catalysts [6], and lithium ion batteries [7]. Magnesium ferrite is a soft magnetic n-type semiconducting material [8, 9]. Recent increasing attention to nanostructures of magnetic materials has been due to their unique material properties that are significantly different from those of their bulk counter parts [10, 11].

In this present investigation, we have report the structural and magnetic properties of magnesium ferrite nanoparticles prepared by using co-precipitation method.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli (Post),
Hosur-635 126, Krishnagiri-Dist.

VI[th] International Conference on Research, Analyze, Communicate and Evaluate
Dolphin (PG) College of Science & Agriculture, Chunni Kalan, Punjab, India
Date: 28[th] August 2023
ISBN : 978-93-91535-57-5

Crystallographic, morphological and optical properties of $NiFe_2O_4$ Nanoparticles

V.Mowlika

[1]*Dept.of Physics, St. Joseph's College of Arts and Science for Women, Hosur, Tamilnadu, India – 635126*

Corresponding author: mowlikav198@gmail.com

Abstract

In this article, Nickel ferrite nanoparticles were syntheiszed by precipitation method using urea as a surfactant. The nanoparticles were analysed by XRD, SEM, UV DRS and VSM characterization techniques. The XRD studies revealed the formation of spinel structure with space group of Fd_3m. Debye Scherrer method is applied to determine crystal size and strain present in sample. SEM image showed spherical shaped and some irregular shaped nanoparticles. UV–DRS studies indicated the bandgap of sample is 1.7 eV.

Keywords: Nickel ferrite, bandgap, urea and precipitation

1. Introduction

Due to its numerous technological applications in a variety of fields, including magnetic fluids for information storage, ferrofluids, magnetically guided drug delivery, sensors, catalysts, and the improvement of magnetic resonance imaging (MRI), nanocrystalline magnetic ferrite has recently attracted a lot of attention[1-3]. Of them,Since spinel ferrite and inverse ferrites have great magneto crystalline anisotropy and high saturation, they are especially fascinating. magnetization derived from magnetic structure and typical crystal [4]. An inverse spinel ferrite is nickel ferrite, where the Ferric ions occupy the tetrahedral (A) sites, whereas ferric and nickel ions occupy the octahedral (B) sites. Consequently, $NiFe_2O_4$.might be shown as $(Fe^{3+})A\ [Ni_2+Fe_3+]B\ O_4$.

In recent years, we have noticed that there is significant effort made by the materials scientists and device engineers to make the efficient materials for device application for ambient and non-ambient conditions applications.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

Assessment of Performance based on Structural and Dielectric Properties of Polyaniline -Magnesium Ferrite composites for High Frequency Applications

V.Mowlika

Dept.of Physics, St. Joseph's College of Arts and Science for Women, Hosur, Tamilnadu, India – 635126

Corresponding author: mowlikav198@gmail.com

Abstract

The polyaniline/Magnesium ferrite (PANi/$MgFe_2O_4$) nano-composites, with different ferrite contents (10, 20 and 30 wt. %), were synthesized via in situ polymerization method and $MgFe_2O_4$ nanoparticles synthesized by using Co-Precipitation method. 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 10^7 Hz. PANi - $MgFe_2O_4$ (50 wt.%) shows a higher dielectric performance compared to other samples.. A systematic investigation of the present experiment reveals that the $MgFe_2O_4$ nanoparticles in the polyaniline matrix have phenomenal effect in determining the dielectric properties on the nanocomposites.

Keywords: Polyaniline, Magnesium ferrite, Dielectric, composites, Co-precipitation

Introduction

From the last three decades, the research on conducting polymers has been getting remarkable attention by the researchers and scientists due to the exclusive electrical properties and for their coherent applications. Among all the conductive polymers, Polyaniline is one of the well-recognized materials by the researchers and scientist due to the interesting physico-chemical and electrical conductivity, high yield and low cost synthesis method [1-3]. It has wide range applications such as microwave absorbing materials, sensors, EMI shielding, corrosion devices, super capacitors [4-6]. Hence it is essential to combine with suitable matrix materials for getting the desired properties for required applications. Based on the requirement, in recent years a number of researchers are putting

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

National Level Conference on Advancements & Future Trends in Engineering and Technology
SAMBHRAM INSTITUTE OF TECHNOLOGY
Sambhram Institute of Technology (SaIT), Bengaluru
Date: 12th May 2023
ISBN : 978-93-91535-50-6

Morphological Anaysis of Substituted Nano Hydroxyapatite For Biomedical Application

S. Saranya

Department of physics, St. Joseph's College of Arts and Science for Women, Hosur, Tamilnadu, India-635126

Corresponding Author: saranyamscphysics@gmail.com

Abstract

A versatile substance that resembles natural bone mineral is hydroxyapatite. HAP implies substitutability, which leads to its use in a number of domains. Strontium and calcium have similar characteristics and function as a trace element that seeks out bone and builds up in newly formed trabecular bone. Using citric acid as a fuel, strontium-substituted hydroxyapatite, $Ca_{9.5}Sr_{0.5}(OH)_2(PO_4)_6$, was created and then calcined at 6h. The powder was sintered in a muffle furnace at 600 °C. In particular, Scanning Electron Microscopy and Energy Dispersive Spectroscopy were used to characterize as-prepared product.

Keywords: Nano-hydroxyapatite, substituted HAP, Bioceramics

1. INTRODUCTION

Strontium is one of the metallic elements found in bones and teeth. Strontium appears to be one of the most effective substances for the treatment of osteoporosis and other bone-related conditions. Because calcium and strontium share the properties of group 2A elements, strontium can replace calcium in hydroxyapatite and hence in bone, without much difficulty [1-4]. It is reported that the stable strontium is non-toxic even when it is administered in large doses in our body for prolonged periods.

A better understanding of the interaction of strontium with hydroxyapatite structure could provide useful information also for clarifying the biological role of strontium in the process of biomineralization of bone and related pathologies [5].

Landi *et al.* [1] synthesized strontium substituted hydroxyapatite and studied its mechanical, physico-chemical and structural properties. There are however limited studies on strontium containing bioactive glass bone substitutes. The role of strontium on the structure and reactivity of dental ionomer glasses has been reported by Boyd *et al.* [2]. Strontium (Sr) is one of the essential trace elements in human body, which can enhance the strength of bone and prevent caries [3]. Strontium and calcium share the same group in the periodic table of elements, strontium may replace calcium to

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

15th International Conference on Science, Technology and Management
Conference World
www.conferenceworld.in
Venue: India International Centre, New Delhi
Date: 25th June 2023
ISBN : 978-93-91535-54-4

Synthesis of Strontium Substituted Porous Nano Bioceramics For Biomedical Application

S. Saranya

Department of physics, St. Joseph's College of Arts and Science for Women, Hosur, Tamilnadu, India-635126

Corresponding Author: saranyamscphysics@gmail.com

Abstract

Strontium substituted porous nanohydroxyapatite powders were successfully synthesized by freezing method in the presence of bio polymer gelatine. The synthesized powders were found to be pure and free from any impurity, which was confirmed by XRD, FTIR and EDAX techniques. The SEM results show that the strontium substituted porous nanohydroxyapatite powders possess the uniform morphology, pore size distribution without agglomeration. Gelatine acted as a template for overall synthesis and was used to regulate the growth and nucleation of strontium substituted porous nanohydroxyapatite powders. The SEM results also prove the formation of pores by the elimination of templates.

Keywords: HAP, Nano-hydroxyapatite, Strontium , Gelatine

1. Introduction

Commercially available strontium substituted hydroxyapatite exhibits a high degree of chemical variability. The crystal lattice quite readily undergoes substitutions, with ions such as Co_3^{2-}, HPO_4^{2-} and F^- often found in place of stoichiometric hydroxyapatite components [1-3]. Also, strontium to phosphorous molar ratios often varies in hydroxyapatite from the stoichiometric ratio of Sr/P=1.67. For this reason, it is not uncommon for biomedical companies to synthesis their own powders.

As the main composition of bone and teeth, hydroxyapatite (HAP) and related calcium phosphates play a special interest in orthopaedics treatment as bone filler and substitution materials. Therefore, the incorporation of strontium is particularly important to develop novel bio ceramics for biomedical applications [4-6].

ST. JOSEPH'S COLLEGE OF ARTS HOSUR 635126 WOMEN

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

Fabrication of Self-assembled one-dimensional ZnO nanorods by using chemical reflux method

S. Saranya

Department of physics, St. Joseph's College of Arts and Science for Women, Hosur, Tamilnadu, India - 635126

Corresponding Author: saranyamscphysics@gmail.com

Abstract

ZnO nanorods that self-assembled in one dimension were created via the chemical reflux method and X-ray diffraction and scanning electron microscopy were used to examine the structural properties of the ZnO nano structures. Crystalline quality of ZnO nanorods confirmed by X-ray diffraction technique. The creation of self-assembled ZnO nanorods on ZnO substrate is confirmed by the SEM image. The main application of self-fabricated nanorod used in electrical instruments. Example, to make lossless capacitors and resistors etc.,

Keywords: Nanorods, 1-D nanomaterials, Solvo-thermal, Reflux.

1. INTRODUCTION

Zinc oxide (ZnO), a wide band gap (3.4 eV) II-VI compound semiconductor, has a stable Wurtzite structure with lattice spacing a = 0.325 nm and c = 0.521 nm. It has attracted intensive research effort for its unique properties and versatile applications in transparent electronics, ultraviolet (UV) light emitters, piezoelectric devices, chemical sensors and spin electronics [1-3]. The exitonic binding energy of ZnO is much higher than the thermal energy at room temperature (26 meV), and it is also much higher than those of other prospective materials such as ZnSe (22meV), ZnS(40meV), and GaN (2.5meV), which make it one of the outstanding semiconductors for lasing. The lack of centre of symmetry in wurtzite crystals and large electrochemical coupling result in strong piezoelectric and pyroelectric properties in ZnO which have important applications like mechanical actuators and piezoelectric sensors [4-6]. In addition, ZnO exhibits a diverse group of growth morphologies in the nano regime that has made this material a promising candidate in the field of nanotechnology.

According to the difference on nanostructure formation mechanisms, the extensively used vapor transport process can be categorized into the catalyst free vapor-solid (VS) process and catalyst assisted vapor-liquid-solid (VLS) process. Synthesis utilizing VS process is usually capable of

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

International Conference on Global Research Trends in Higher Education
ICGRTHE-2023 Trinity Academy of Engineering, Pune
Date: 30th September 2023
ISBN : 978-93-91535-95-7

Growth of ZnO nanorods on ZnO substrate by using solvothermal method

S. Saranya

Department of physics, St. Joseph's College of Arts and Science for Women, Hosur, Tamilnadu, India-635126

Corresponding Author: saranyamscphysics@gmail.com

Abstract

One-dimension ZnO nanorods were grown via the solvothermal technique. X-ray diffraction and scanning electron microscopy were analyzed to study the structural properties of the ZnO nanostructures. It is confirmed by X-ray diffraction tests that ZnO nanorods grown, the crystalline quality and their characteristics analyzed by using origin software. The creation of randomly arranged ZnO nanorods on ZnO substrate is confirmed by the SEM image. The main application of self-fabricated nanorod used in electrical instruments in advanced level.

Keywords: Nanorods, 1-D nanomaterials, Solvo-thermal, Reflux.

1. INTRODUCTION

ZnO is widely used in our society, and indeed it is a key element in many industrial manufacturing processes including, ceramics, batteries, electrical equipment, photocell etc., Zinc Oxide is used in Zinc-Carbon dry cells, Zinc-Silver Oxide batteries, Nickel Oxide-Cadmium batteries and even in secondary batteries. In Fuel cells, Zinc Oxide is used as electrode material, cathodic material and as a fuel element. And in Solar Energy Cells, it can act as a photo catalyst [1-3]. Purification of motorcar exhaust gases is currently the subject of extensive research, and Zinc Oxide is already demonstrating its catalytic properties in some of those programs. This technique is suitable for preparing long free-standing ZnO nanorods which exhibit efficient field emission, as long as their aspect ratio is high. But the increase in length is generally accompanied by subsequent increase in diameter. So, if a proper approach is adopted to restrict the lateral growth without affecting the orientation of the nanorods they could be expected to exhibit efficient field emission properties for their high aspect ratio and an excellent orientation. In addition, the ability to choose crystallographic growth direction of a Nanorods array aid in tuning the physical properties of the material [3-5].

A solvothermal process can be defined as "a chemical reaction in a closed system in the presence of a solvent (aqueous and non-aqueous solution) at a temperature higher than that of the

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

Dr.P.Ezhilarasi,
HOD, Assistant Professor,
Department of Tamil,
St.Joseph's College of Arts & Science For Women,
Hosur - 635 126.

திணைமாலை நூற்றைம்பதில் தோழி கூற்று

முன்னுரை

திணைமாலை நூற்றைம்பது என்ற நூல் பதினெண்கீழ்க்கணக்கு நூல்களில் ஒன்றாகும். இந்நூலை எழுதியவர் கணிமேதாவியார். இவர் சமணச் சமயத்தைச் சார்ந்தவர். இந்நூல் 153 அகப்பொருள் சார்ந்த பாடல்களைக் கொண்டது ஆகும். ஐந்திணை ஒழுக்கங்களைக் கோவையாக அமைத்து மாலைப் போலத் தந்துள்ளமையால் திணைமாலை என்றும், பாடல் அளவினால் திணைமாலை நூற்றைம்பது என்றும் இந்நூல் பெயர் பெற்றது. இந்நூல்,

குறிஞ்சி – 31 பாடல்கள்

நெய்தல் – 31 பாடல்கள்

பாலை – 30 பாடல்கள்

முல்லை – 31 பாடல்கள்

மருதம் – 30 பாடல்கள் – மொத்தம் 153 பாடல்களை உள்ளடக்கியது.

இந்நூலில் உள்ள பாடல்களில் தோழி கூற்றின் பங்கு பற்றி ஆராய்வது இக்கட்டுரையின் நோக்கம் ஆகும்.

அறவோர் என்பவர்கள் அறத்தின் வழி நடப்பவர்கள், அறத்தைப் பற்றி சிந்திப்பவர்கள், அறத்தின் வழி இயங்கச் சமுதாயத்தை நல்லாற்றுப் படுத்துபவர்கள், மனித நல மேம்பாட்டையே முதன்மைப்படுத்திச்

HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

Mrs.C.Hemalatha,
Assistant Professor,
Department of Tamil,
St.Joseph's College of Arts & Science For Women,
Hosur - 635 126.

மனித வாழ்வில் கல்வி

முன்னுரை

மனிதன் தம்முடைய வாழ்க்கை முறையையும், பண்பாட்டையும் மரபுகளையும், அடுத்த தலைமுறைக்கு எடுத்து செல்லவும் உலகில் வாழக்கூடிய மக்கள் அனைவரும் வாழ்வாங்கு வாழ அடிப்படைக் காரணியாக விளங்குவது கல்வி. கல்வி என்னும் சொல்லுக்கு பொருள் கல்லுதல் என்பதனை தோண்டுதல் கல் என்னும் அடிச்சொல்லிருந்து கலப்பை என்ற பெயரும்இ கல்வி என்ற பெயரும் வந்தன. நிலத்தைக் கிளறுவதற்குக் கலப்பை பயன்படுவது போல கல்வி கல்லுதல் என்பது மனத்தைக் கிளறித் திருத்திப் பயன்படுத்துவதாகும். மனிதனைப் பண்படுத்தக் கூடிய கல்விப் பற்றியும் கல்வியின் சிறப்புகளை எடுத்துக் கூறக் கூடிய நூல்கள் குறித்தும் எடுத்துரைப்பதே இக்கட்டுரையின் நோக்கமாகும்.

கல்வி என்பதன் பொருள் :

அறிவு, கற்றல், நூல், வித்தை, பயிற்சி, உறுதி, ஊதியம், ஏதி, காரணம், கலை, கேள்வி, கால்பு, தேற்சி, விஞ்சை, என்று கௌரா தமிழ் அகராதி விளக்கம் அளிக்கிறது. இத்தகையக் கல்வியைக் குறித்து பதினெண்க்கீழ்க்கணக்கு நூல்களில் இடம் பெறும் திருக்குறளும் நாலடியாரும் கூறும் கல்வியின் சிறப்புகள் குறித்துக் காண்போம்.

திருக்குறளில் கல்வி:

"கற்க கசடறக் கற்பவை கற்றபின்
நிற்க அதற்குத் தக".

"எண்ணென்ப ஏனை எழுத்தென்பஇவ்விரண்டும்
கண்ணென்ப வாழும் உயிர்க்கு".

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

Mrs.E.Kavitha,
Assistant Professor,
Department of Tamil,
St.Joseph's College of Arts & Science For Women,
Hosur - 635 126.

இலக்கிய புலமையில் பாரதியின் பங்கு

முன்னுரை

பழந்தமிழ் இலக்கியங்கள் பலவற்றைப் பாங்குறப் பயின்று சுவைத்தவர். தமிழ் மொழியோடு வடமொழி , ஆங்கிலம், இந்துஸ்தானி முதலிய மொழிகளையும் கற்றுத் தெளிந்தவர் . இம்மொழிகளில் சிறந்த இலக்கியங்களைத் தோற்றுவித்து மறைந்த கவிஞர்களை அவர்கள் நூல்கள் வாயிலாகக் கண்டு உரையாடி மகிழ்ந்தவர். அவர் காலத்து வாழ்ந்த பிறமொழி வல்லுநர்களை நேரில் கண்டு உரையாடி உவகை கொண்டவர் . அதன் பின்னே,

"யாமறிந்த மொழிகளிலே தமிழ்மொழி போல்

இனிதாவது எங்கும் காணோம்"[1]

தமிழ்ப் பற்று:

தலை தோங்கிய புகழ் மொழியன்று என்பதை, அவர் மொழி அறிவின் பரப்பினை அறிந்த பன்மொழி அறிஞர் நன்கு உணர்வர் . அதனால்தான் "தமிழ்நாட்டில்" என்று இயல்பாது, அவர்கள் பெருமைக்கு எல்லை "பூமி" என்று கற்போர் உள்ளத்தில் பதியுமாறு திருத்தமாக உரைத்தார் செல்லும் தமிழில் நெஞ்சே கவரும் வகையில் காவியம் செய்த பழம் தமிழ் புலவர்களின் கருத்துக்களில் பல இலை மறை காயாக அவர் பாடல்களில்

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

Mrs.Kanimozhi.N,
Assistant Professor,
Department of Tamil,
St.Joseph's College of Arts & Science For Women,
Hosur - 635 126.

தமிழர்களின் விருந்தோம்பும் பண்பு

ஆய்வுச் சுருக்கம்

மனிதன் உயிர்வாழ உணவு அவசியமானது. மனிதனின் அடிப்படைத் தேவைகளான உணவு, உடை, உறைவிடம் இவற்றில் உணவே முதன்மையானதாகும்.உணவின் அடிப்படைத் தேவையை நன்கு உணர்ந்த நம் முன்னோர்கள் வறுமையில் வாடிய ஏழை-எளியவர்களுக்கும் வீட்டிற்கு வரும் புதியவர்களுக்கும் உணவினை வழங்கி அவர்கள் உண்பதைக் கண்டு மகிழ்வதைத் தங்கள் அறச்செயலாக போற்றி வந்தனர். தனித்து உண்ணாமையே விருந்தோம்பலின் அடிப்படைத் தன்மையாகும்.

"உண்டிகொடுத்தோர் உயிர்கொடுத்தோரே". உணவு தந்தவர் உயிரைத் தந்தவர் ஆவார். அப்படிபட்ட உயர்ந்த குணம் தான் தமிழர்களின் சிறந்த குணமாகும். தமிழர்களின் தலைச்சிறந்த கலாச்சாரப் பண்பாடுகளில் ஒன்றான விருந்தோம்பல் பற்றி ஆராய்வதே இக்கட்டுரையின் நோக்கமாகும்.

முன்னுரை

தமிழகத்தின் பெரிய நகரங்களில் அக்காலத்தில் ஏழை-எளியவர்களுக்கு உணவு வழங்குவதற்காக அறச்சாலைகள் அமைக்கப்பட்டிருந்தன. அவற்றில் ஒன்று சிறப்புமிக்க மதுரையில் இருந்தது. அங்கு பல்வகை உணவுகள் விருந்தினர்களுக்கு அளிக்கப்பட்டதாக இலக்கியங்கள் குறிப்பிடுகின்றன. இதன்மூலம் நம் தமிழ் மக்கள் அக்காலத்தில் ஏழை-எளியோருக்கு உணவு வழங்குவதற்காகவே அன்னசத்திரங்களை ஏற்படுத்தி பிறர் பசியைப் போக்கி உள்ளனர் என்பதை அறியமுடிகிறது.

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

HOSUR 635126

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

Dr.P.Sanguvathi,
Assistant Professor,
Department of Tamil,
St.Joseph's College of Arts & Science For Women,
Hosur - 635 126.

சங்க மகளிர் விளையாட்டு

முன்னுரை

சங்க காலத்தில் மக்கள் நலமுடன் வாழ்வதற்கு பல்வேறு விளையாட்டுக்களை விளையாடி மகிழ்ந்தனர். சங்க காலத்தில் வயது வரம்பின்றி தங்களது ஓய்வு நேரத்தை விளையாடிக் கழித்துள்ளனர். விளையாட்டின் வாயிலாக நல்ல உடல் நலமும் உள்ள நலமும் பெற்று மகிழ்வுடன் வாழ்ந்தார்கள் என்பதற்கு சங்க இலக்கியங்களில் சான்றுகள் காணப்படுகின்றன. விளையாட்டு என்பது சங்க காலத்தில் மக்களின் வாழ்க்கையோடு பின்னிப் பிணைந்திருந்தது. அவர்கள் விளையாடிய விளையாட்டுக்களில் மகளிர் விளையாட்டுக்களை இக்கட்டுரையில் நோக்குவோம்.

சங்க கால மகளிர் விளையாட்டுக்கள் உடற்திறனை வளர்க்கும் விதமாகவும், உடலழகை மெருகுபடுத்தும் விதமாகவும் அமைந்திருந்தது என்று கூறலாம். புனல்விளையாட்டு, ஓரையாடல், வட்டாடுதல், பந்தாடுதல், கழங்காடுதல், ஊசலாட்டம், வண்டலிழைத்தல் ஆகிய விளையாட்டுக்கள் மகளிரால் விளையாடப்பட்டன

புனல்(நீர்)விளையாட்டு

இதனை நீர் விளையாட்டு என்றும் கூறுவர். சங்க காலத்தில் ஆடவர் மகளிர் என்ற இருவரும் நீர் விளையாட்டில் ஈடுபட்டிருந்தார்கள் என்பதற்குப் பல்வேறு சான்றுகள் காணப்படுகின்றன. இவ்விளையாட்டு அருவியில் நிராடுதல், குளத்தில் நீராடி மகிழ்தல், ஆறுகளில் நீராடுதல் எனப் பல

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

Dr.S.Geetha,
Assistant Professor,
Department of Tamil,
St.Joseph's College of Arts & Science For Women,
Hosur - 635 126.

நற்றிணையில் மனிதநேய உணர்வுகள் ஒரு பார்வை

முன்னுரை

இரண்டாயிரம் ஆண்டுகளுக்கு முற்பட்ட தொன்மையுடையது சங்கச் செவ்வியல் காலம். பாட்டும் தொகையுமாகிய சங்க நூல்களுள் நற்றிணை முதலிடம் பெற்றுள்ளது. நற்றிணை நானூறு என வழங்கப்பெறும் நற்றிணைப் பாடல்களில் சங்கச் சான்றோர்களின் மனிதநேய உணர்வுகள் மேலோங்கி நிற்கின்றது. மனிதன் சகமனிதனிடத்து வெளிப்படுத்தும் மனிதநேயம் மனிதன் மனிதன் அல்லாத பிறஉயிர்களிடத்து காட்டும் மனிதநேயம் என்று மனித மனத்தில் பொதிந்து கிடக்கும் அன்பு, அருள், இரக்கம், அரவணைப்பின் மூலமாக வெளிப்படுகின்ற மனிதநேயம் நற்றிணை முழுவதும் பரந்து காணப்படுகிறது. நற்றிணை வழி வெளிப்பட்டுள்ள சங்கச் சான்றோர்களின் மனிதநேய உணர்வுகளை வெளிக்காண்பிப்பதாக இக்கட்டுரை அமைகிறது.

அன்புடைமை

உலகம் நிலைபெற்று நீடுவாழ்வதற்கு அன்பு தலையாய ஒன்று. பிற உயிர்களிடத்து அன்பு செலுத்தி அரவணைத்து வாழுகின்ற வாழ்க்கையில் அனைத்து உயிர்களும் இன்பம் எய்துகிறது. நற்றிணையில் தலைவி தன் சுற்றத்தாரிடத்தும் ஆயத்தாரிடத்தும் கொள்கின்ற அன்பின் மிகுதி அவளுக்கிருக்கின்ற மனிதநேயத்தை வெளிப்படுத்துகிறது. உடன்போக்கிற்காகத் துணிந்த தலைவி பிறர் அறிந்திடாதவாறு தம் கால்களிடத்து அணிந்திருந்த சிலம்பினைக் கழற்றி விளையாட்டுப் பொருட்கள் நிறைந்த கூடையில் வைப்பதற்குச் செல்கிறாள். அப்பொழுது அவளையும் அறியாமல் அவள் கண்கள் நீரைச் சொரிந்தன. விடியும்பொழுது தான் (உடன்போகிவிட்டால்) இல்லையென்பதை வரிகள் மேலிட்ட பந்தும் சிலம்பும் உணர்த்தும். அதனைக் காணும்போதெல்லாம்

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

Multidisciplinary International Conference on Innovations in Engineering, Science & Technology
Ajeenkya DY Patil School of Engineering, Pune
Date: 25 November 2023
ISBN : 978-93-91535-96-4

Dr.S.Punitha Elizabeth,
Assistant Professor,
Department of Tamil,
St.Joseph's College of Arts & Science For Women,
Hosur - 635 126.

கலித்தொகையில் வாழ்வியல் சிந்தனைகள்

முன்னுரை

நாட்டின் முன்னேற்றத்திற்கும் வீட்டின் முன்னேற்றத்திற்கும் தனி மனிதனின் பங்கு மிக முக்கியமானது. ஒவ்வொரு மனிதனும் வாழ்வில் கடை பிடிக்க வேண்டிய நற்பண்புகளை சிறு வயது முதலே கடைபிடிக்க வேண்டும். மனித மதிப்புகளை கடைபிடித்து வாழும் போது மனிதன் சமுதாயத்தால் மதிக்கப்படுகிறான். கலித்தொகையில் காணப்படுகின்ற மனித மதிப்புகளைப் பற்றி ஆராய்வதே இக்கட்டுரையின் நோக்குமாகும்.

அன்பு

தனி மனித வாழ்வில் அன்பு என்னும் அகமதிப்பு மிக முக்கியமானது. அன்பு ஒரு மனிதனிடம் இல்லையென்றால் வெறும் பொம்மை தான், அன்புள்ளம் கொண்டவரையே உலகம் வேண்டும் என்று கலித்தொகை எடுத்துரைக்கிறது. அன்பெனப்படுவது தன்கிளை செறாஅமை - (கலித்.133:9) என்று கலித்தொகை பாடல் வரிகள் குறிப்பிடுகின்றது.

அறிவு

அன்போடு அறிவுக்கூர்மையும் இருந்தால் தனிமனிதன் மேன்மேலும் மதிக்கப்படுகிறான். அறிவுக்கண் கொண்டு எந்த ஒன்றையும் ஆராயும் போது தேவையற்ற சிக்கல்களை தவிர்க்க முடியும். இதனை,

"அறிவெனப்படுவது பேதையார் சொல் நோன்றல்" - (கலித் 133:19) பாடல் வரிகள் குறிப்பிடுகின்றது.

பண்பு

மற்றவர்களுக்கு முன்மாதிரியாக வாழ வேண்டும் என்றால் பண்புடன் வாழ வேண்டும். தன்னை விட வயதில் இளையவரானாலும் மூத்தவரானாலும் அவருக்குரிய மரியாதையை கொடுப்பது சிறந்த பண்பாகும். இதனை,'வள்ளுவரும் உலகத்தோடு ஒட்ட ஒழுகல்' என்கிறார். உலகத்தின் காணப்படுகின்ற ஒழுகலாறுகளை அறிந்து அதன்படி வாழ்வதே சிறந்த பண்பாகும். இதனை,

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126
PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri Dist.

2nd International Conference on Recent Development in Engineering, Sciences, Humanities, and Management
Government Engineering College Bharatpur, Rajasthan
Date: 18th March 2023
ISBN : 978-93-91535-43-8

NAVIGATING DIGITAL MARKETING STRATEGIES

M. Priya

Assistant Professor,Department of commerce,
St. Joseph's College of Arts and Science for women,
Hosur – 635126

ABSTRACT

The internet brought disruptive change to the business landscape through the creation of a whole host of digital marketing tactics. But with these new tactical options has come the need for marketing managers to prioritize what they wish to accomplish and determine which digital marketing tactics to invest in. We consider these issues from the perspective of four business strategies: prospectors, analysers, low-cost defenders, and differentiated defenders. In this article, we provide marketing managers with insights into how businesses pursuing various strategies approach these digital marketing issues, with the ultimate goal being to assist managers in the efficient and effective implementation of their firm's adopted strategy.

Key words: Marketing, Efficient, Approach, Consider, Strategy.

INTRODUCTION

Digital marketing is one of the most popular and powerful ways to generate awareness, interest and sales for your products or services. As the name implies, digital marketing is conducted via digital avenues, including social media, websites, search engines, email and text messaging. For optimal results, you must understand which digital marketing tactics will work best for your target audience. This post offers an in-depth look at the most effective digital marketing strategies and best practices for achieving your business goals.

SCOPE OF DIGITAL MARKETING STRATEGIES

Online Presence: Establishing a strong online presence across various platforms like websites, social media, search engines, and email.

Audience Targeting: Identifying and reaching out to specific target audiences through segmentation and personalized marketing approaches.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Recent Development in Engineering, Sciences, Humanities, and Management
Government Engineering College Bharatpur, Rajasthan
Date: 18th March 2023
ISBN : 978-93-91535-43-8

EMERGING TRENDS IN DIGITAL MARKETING

Dr. D. BHUVANA

Assistant Professor, Department of Commerce,
St. Joseph's College of Arts and Science for Women, Hosur

D. GAJALAKSHMI

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

ABSTRACT

In this generation of current technological world, Internet performs a essential position in human life. Internet has grow to be an fundamental phase of workplaces and homes. The variety of human beings spends their time on line in all over the world. This demand is using Marketing Researchers to strengthen new systems for interactive and two way conversation between Marketing corporations and consumers. The Internet is a brilliant future among the favourite equipment of Marketing Research. Online Marketing refers to a set of powerful tools and methodologies used for promotion products and services through the Internet. Online Marketing is also recognized as Internet Marketing,

Web Marketing, Digital Marketing and Search Engine Marketing (SEM). Online Marketing is the exchanging values between the vendor and client and it is accomplished online. Online Marketing has sub sold usual marketing in latest years and continues to be a high growth industry. Online marketing refers to Advertising and Marketing efforts that use the Web and E-mail to force direct sales through E-Commerce. Online Marketing consists of three specialized areas like E-mail, Web Marketing and Social Media Marketing. The paper focuses on Online Marketing, Methods of Online Marketing, Benefits and Limitations of Online Marketing and Recent Trends and Issues in Online Marketing.

INTRODUCTION

In the dynamic digital world, digital advertising and marketing traits are constantly changing. However, staying updated with these trends is fundamental for marketers to continue to be aggressive and maximize their results. It allows them to correctly have interaction with their goal audience, regulate their strategy, and make use of new technology. Therefore, retaining

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Recent Development in Engineering, Sciences, Humanities, and Management
Government Engineering College Bharatpur, Rajasthan
Date: 18th March 2023
ISBN : 978-93-91535-43-8

SUSTAINABILITY IN EDUCATION: AN EXAMINATION FROM SOCIAL, ECONOMIC, AND ENVIRONMENTAL RISQUÉ

K PUNITHA

Assistant Professor, Department of Commerce
St.Joseph's College of Arts and Science for Women

ABSTRACT:

In an era of technological and knowledge-based economic development, education—the primary source of knowledge—is crucial. Any nation's development process is accelerated by education, which brings about reforms and changes in "intellectual capital and technology," fosters human capital with expertise and skill, and fosters competition and innovation in the economy. Any educational institution must focus on developing future leaders and decision-makers who are willing to work toward a sustainable future. This research paper centers on the necessity of implementing sustainable practices in the education sector, particularly in India's higher education levels. The goal of the study was to examine various facets of sustainable practices and strategies that are being implemented in the higher education sector. The study emphasizes the necessity of creative approaches and educational initiatives to address sustainability in the field of education.

INTRODUCTION

These days, the term "sustainable development" is the most commonly used. It means concentrating on development in a way that satisfies the requirements and expectations of the current generation without making the needs of future generations worse. Due to the ongoing natural disasters, changing climate, swift technological advancements, and depletion of natural resources, sustainable development is imperative for the entire community. Sustainable development is based on four main pillars: the environment, culture, economy, and society. Each of the four focuses on a distinct facet of sustainable development. They both contribute

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

2nd International Conference on Recent Development in Engineering, Sciences, Humanities, and Management
Government Engineering College Bharatpur, Rajasthan
Date: 18th March 2023
ISBN : 978-93-91535-43-8

WORK FROM HOME: SATISFACTION BETWEEN WORK–LIFE BALANCE

MRS. A. VIYANI JENITA MARY,

Assistant professor in Economics,
St. Joseph's college of arts and science for women,Hosur.
Ph: 9092318221
E. mail:viyanijenita@gmail.com

ABSTRACT:

Coronavirus (COVID-19), which hit in early 2020, changed the way people live and work, and affected industries and organizations all over the world. Many organizations have begun to deliver a new way of working to adapt to these shifts effectively using teleworking or a work from home policy. The purpose of this study was to fill the gaps by investigating several potential predictors of job satisfaction during working from home from the impact of COVID-19 such as work–life balance and work stress. 472 workers who were forced to work from home all over Tamilnadu participated, and the responses were analyzed using software. The study revealed that working from home, work–life balance, and work stress have a significant effect, both directly and indirectly, on job satisfaction. Working from home as a new pace of work can sustain job satisfaction as the current working atmosphere for workers. In response to the collectivist setting, working from home can be a positive sign that needs to be paid attention to for the organization.

Keywords: work from home; job satisfaction; work stress; work–life balance; teleworking; COVID-19

1. Introduction

In early 2020, the impact of coronavirus (COVID-19) spread that affected all over the world created economic and social shock, which specifically in the organization world will likely reshape the way people live and work and the way in which industries and organizations operate. One of the most observable changes as a result of the COVID- 19 pandemic is teleworking, telecommuting, or the working from home policy across occupations.

ST JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

JEC PUBLICATION PRESENTS

PROCEEDINGS OF NATIONAL SEMINAR
ON
MULTIDISCIPLINARY RESEARCH AND PRACTICE
(WORLD RECORD AIMING ANTHOLOGY)

Compiler & Editor
Dr. M. KANIKA PRIYA

PUBLISHER & DISTRIBUTOR

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

	MS. C. ALAGAMMAL		
148.	MRS. G. MATHUMATHI , MRS. R. KONDAMMAL & MS. C. ALAGAMMAL	MARGINALIZATION OF THE QUEER COMMUNITY IN MAHESH DATTANI'S PLAY *ON A MUGGY NIGHT IN MUMBAI*	538
149.	SHARMILI. R	ARCHETYPAL APPROACH IN THAKAZHLI SIVASANKARA PILLAIS *CHEMMEEN*	542
150.	PRIYANGHA. B & DR. M. JOHN SUGANYA	A HISTORICAL-BIOGRAPHICAL APPROACH IN JOANNE HARRI'S SELECT NOVELS	544
151.	PRATHIMA SREE. P	MYTHOLOGICAL ASPECTS IN MARK TWAIN'S NOVEL THE ADVENTURES OF HUCKLEBERRY FINN	547
152.	FAIROZ BANU. M	WRITERS AND ARTISTS' ATTITUDE TOWARDS THE CITY OF FASHION	551
153.	THINAKAR. L	IN THE MEMORY OF ASURAN	555
154.	MANIKANDAN. N	TATA STEEL LIMITED	558
155.	PRIYANGA. B & DR. S. FLORENCE	ILLUSION VS REALITY IN ANNE FINGER'S " *HELEN AND FRIDA* "	560
156.	DR. RADHA MADDISETTY	THE EFFECTS OF TEACHER LAY OFF	563
157.	DR. SAPNA GEHLOT	A QUEST: NATURE OF RESEARCH	565
158.	DR. S. FLORENCE	ACCULTURATION VS ASSIMILATION IN KAVITA DASWANI'S *INDIE GIRL*	567
159.	MS. A. SUMYIRRA & SHANTHOSHINI. V	THE INTERPRETATION OF ECO-CRITICISM IN AMITAV GHOSH'S *THE HUNGRY TIDE*	570
160.	PONPAVITHRA. S	THE TRAGEDY OF OTHELLO "THE MOOR OF VENICE": An ANALYSIS	575

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

MYTHOLOGICAL ASPECTS IN MARK TWAIN'S NOVEL THE ADVENTURES OF HUCKLEBERRY FINN

PRATHIMA SREE. P. M.A, M.PHIL,
ASSISTANT PROFESSOR
ENGLISH
ST. JOSEPH'S COLLEGE OF ARTS AND SCIENCE FOR WOMEN,
HOSUR.
E MAIL ID: ashokkumarpreethi6@gmail.com
CELL NO: 9965034771

Abstract

Mythology is the study and interpretation of myths, which are typically sacred tales or fables of a society that deal with many elements of human nature, including good and evil. Myths are based on traditional tales. But myths are more than just stories, and they have deeper meaning in both ancient and contemporary civilizations.

Myths are revered narratives that describe the universe and human existence. This essay examines culture and how it affects Mark Twain's books. Twain discusses the friendship between Huck and Jim, as well as how Huckleberry Finn depicts slavery, culture, and Christianity. This highlights the mythological elements in Huck's existence. Huck Finn has been compared to both the picaresque hero and the American Adam myth.

This essay argues that the picaresque and quixotic mythologies were cleverly and ironically combined to create the myth of the American Adam as it is presented in Huckleberry Finn. This essay discusses the institutional religion (namely, Christianity) that Huckleberry Finn represents. Christianity is practiced by the educated and civilized, whereas the uneducated and underprivileged, like Huck and Jim, are victims of this particular aspect.

"Myths are public dreams, dreams are private myths."
-Joseph Campbell

Twain traverses the Mississippi while reliving some of his own youthful escapades through his young hero, Huck. Like Huck, young Twain preferred swimming holes to contrived Sunday morning sermons, preferring instead to explore the natural vistas of the Mississippi River, travel the vast waters on improvised rafts, and cool down. Through Huck, Twain also reenacts his own experiences going to Christian rendezvous on Sunday mornings—Sabbath meetings where Christians converse about their beliefs. Twain understood that these transactions hardly ever affected the theological dealers' daily life. Twain often contrasts Huck's moral growth outside of church and his Christian society to the moral scarcity of the Mississippi Christians who attend church to criticize these common dealers of theology who say much but accomplish little.

Twain's book thus criticizes the pervasive hypocritical culture that Americans called Christianity.

This highlights the fact that Twain was not a religious crusader; rather, he was only admonishing religious people to live their lives in accordance with the fundamental moral principles they profess rather than ignorantly dehumanising others in the name of Christ.

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN
HOSUR
635 126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.

JEC PUBLICATION

All right reserved

©JEC PUBLICATION

No part of this publication may be re-produced, stored in a retrieval system or distributed in any form or by any means, electronic, mechanical, photocopying, recording, scanning, web or otherwise without the written permission of the publisher. JEC has obtained all the information in this book from the sources believed to be reliable and true, However, JEC or its editors or authors or illustrators don't take any responsibility for the absolute accuracy of any information publishedand the damages or loss suffered there upon. All disputes subject to Chanduali (UP)jurisdiction only.

Admistrative & Production Office

Alinagar,Mughalsarai,Chandauli(U.P), 232101 Regd under MSME And ISO Certified Company

Email:Jecpublication@gmail.com

ISBN:978-93-5749-967-5

PRICE:2499/-

PRINTED & BOUNDED BY

JEC PRINTING TECHNOLOGIES(JEC PRESS UNIT)

For further information about books Published by JEC

Log on to www.jecpublication.com or email to info@jecpublication.com

ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE FOR WOMEN HOSUR 635126

PRINCIPAL
ST. JOSEPH'S COLLEGE OF ARTS
& SCIENCE FOR WOMEN
Mookandapalli, Sipcot,
HOSUR - 635 126, Krishnagiri - Dist.