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Challenges and Open Issues in Integrating Cloud Computing with Internet of Things

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Abstract— The next big thing in Internet technology is the Internet of Things (IoT). It makes it possible for billions of devices to connect and talk with one another, exchanging information that enhances our everyday lives. Conversely, cloud computing offers scalable, easy-to-use, and on-demand network connectivity, allowing for the sharing of computational resources and, consequently, dynamic data integration from several data sources. There are numerous obstacles that prevent the successful integration of IoT with cloud computing. The best strategy to deal with these problems is to integrate cloud computing with the internet of things. The Internet of Things can greatly benefit from the abundance of resources on the Cloud, but it can also become more well-known and expand its restrictions when it comes to real-world things in a more dynamic and distributed way. The benefits of integration and implementation obstacles are highlighted in this article, which offers an overview of cloud integration with the Internet of Things. The architecture of the resulting cloud-based Internet of Things paradigm and its novel application scenarios will also be discussed. Lastly, unresolved problems and potential lines of inquiry are also mentioned.

Keywords— Cloud Computing, Internet of Things, Cloud based IoT, Integration.

I. INTRODUCTION

It is important to explore the common features of the technologies involved in the field of computing. Indeed, this is certainly the case with Cloud Computing and the Internet of Things (IoT) – two paradigms which share many common features. The integration of these numerous concepts may facilitate and improve these technologies. Cloud computing has altered the way in which technologies can be accessed, managed and delivered. It is widely agreed that Cloud computing can be used for utility services in the future [1]. Although many consider Cloud computing to be a new technology, it has, in actual fact, been involved in and encompassed various technologies such as grid, utility computing virtualization, networking and software services [2], [3]. The services offered by cloud computing enable the sharing of computer resources across the Internet. The fact that grid, utility computing virtualization, networking, software services, distributed computing, and parallel computing are the ancestors of cloud technologies is therefore not surprising [4]. Conversely, the Internet of Things (IoT) can be

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MOBILE CLOUD GUARD: A ROBUST ACCESS CONTROL FRAMEWORK FOR SECURE MOBILE CLOUD COMPUTING

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Abstract - Cloud computing is an Internet-based computing model during which common resources be provide toward procedure on request. It's a capable except optimistic prototype toward integrate cell phone procedure into cloud computing, with the combination perform in the cloud based hierarchical multi- user information-shared location. By combine into cloud computing, security issues such as information privacy with user authority may occur in the mobile cloud computing system, also it is concerned when the major control toward the improvement of mobile cloud computing. In order to provide protected with protected process, a hierarchical access control method using modified hierarchical attribute-based encryption (M-HABE) and a modified three-layer structure is future in this research work. In a exact cell phone cloud computing model, huge information which can be from all type of cell phone procedure, such as smartphones, functioned phones and PDAs also so on can be controlled and monitored by the system, with the information can be sensitive to unauthorized third party and control to legal users as well. The new method generally focus on the information processing, storing and accessing, which is designed to ensure the users with legal authorities to get connected secret information with to limit illegal users and unauthorized allowed users acquire access to the information, which make it really appropriate for the cell phone cloud computing prototype.

Keywords: Mobile cloud computing, M-HABE, access control

1. INTRODUCTION

Volatile development of cell phone procedure include mobile phone, PDAs, tablet computer with the software embedded into him, the cell phone web force continue the increase development as 4 G communications system is widely support into our lives. What cell phone device client with developers requires is that cell phone Internet can present them by a user-friendly, high-speed, with secure service. In adding, importance is attached to the protection issues surrounding cell phone terminal and Internet access.Also, like an arrangement of cloud computing, cell phone procedure, with wireless system, cell phone cloud computing is a talented except extremely hopeful prototype that provides cell phone users, system operator, and cloud computing provider with rich computational resources. Mobile cloud computing can solve the information storage and information processing shortcomings in cell phone internet systems as the new prototype preserve and execute cloud-based multi-user information sharing, finish regional check limitations, with effectively handle real-time responsibilities by the similar time.

There is no precise explanation of cell phone cloud computing, many definition have been suggested and two of the most common schemes listed below

1) cell phone cloud computing be a variety of system which can sprint an function such like a climate observe function scheduled isolated cloud servers like display, whereas the cell phone procedure now perform similar near usual PCs except intended used for to the cell phone procedure fix near cloud servers with 3G otherwise 4G as PCs during Web. Also that theory be consider like the mainly admired explanation of cell phone cloud computing.

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Machine Learning Unleashed: A Comprehensive Overview of Algorithms

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ABSTRACT:

Several machine learning algorithms have been covered in this work. Predictive analytics, image processing, data mining, and other uses for these algorithms are just a few. The primary benefit of machine learning is its ability to enable algorithms to do tasks automatically once they have learned how to handle data.

Keywords: Machine learning, algorithms, pseudo code

I. INTRODUCTION:

To educate machines how to handle data more effectively, machine learning is used. Occasionally, after looking at the data, we are unable to decipher the pattern or draw conclusions from it. We use machine learning in that scenario [1]. The need for machine learning is growing due to the number of datasets that are available. Machine learning is used by many industries, including the military and medical, to retrieve pertinent data.Learning from the data is the aim of machine learning. Numerous research works have been conducted on the subject of artificial intelligence [2] [3]. Numerous programmers and mathematicians use a variety of techniques to solve this puzzle. Fig. 1 illustrates a few of them.

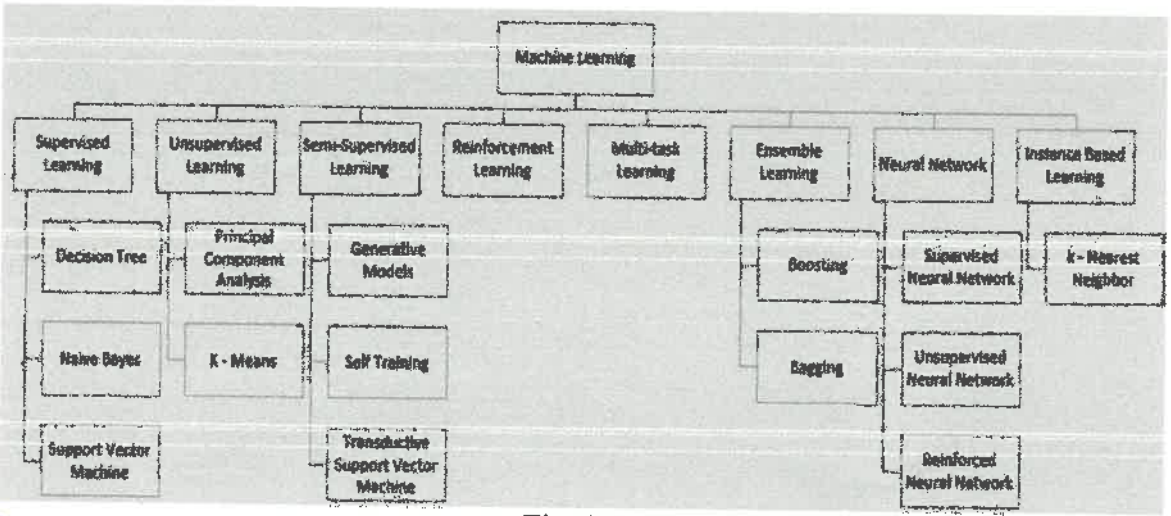

Fig. 1. Types of Learning [2] [3]

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AN ANALYSIS OF HOMOMORPHISM AND THE GROUPS $Ext_R^n(A,B)$

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Abstract:

Homomorphisms play a fundamental role in various branches of mathematics, particularly in group theory and algebra. In this paper I explore the concept of homomorphisms and their application in the context of the groups $Ext_R^n(A,B)$, where R is a ring, and A and B are R-modules. Extending this notion, I delve into the groups $Ext_R^n(A,B)$, which are extensions of A by B, providing a framework to study the extensions of modules over a ring. These groups, often denoted by Ext, are essential in algebraic topology, algebraic geometry, and representation theory. Furthermore, we discuss the significance of Ext groups in algebraic structures, including their role in the classification of extensions, the study of cohomology theory, and the interpretation of obstructions to lifting properties of modules.

Keywords: Homomorphism, $Ext_R^n(A,B)$, Module theory, Cohomology theory and Module homomorphisms.

I. INTRODUCTION:

Homomorphisms, as fundamental constructs in algebraic structures, serve as the backbone for understanding the relationships between various mathematical entities. Within the realm of abstract algebra, particularly in the study of groups and modules over rings, homomorphisms play a pivotal role in elucidating the structural properties and interactions between algebraic objects. Moreover, the groups $Ext_R^n(A,B)$, derived from homomorphisms between modules, offer a powerful framework for exploring the extensions of modules over a given ring.

II. BASIC DEFINITIONS

Definition 2.1:

COCHAIN COMPLEX:

Suppose that C is a series of homomorphisms of abelian groups:

$$0 \to C^0 \xrightarrow{d_1} C^1 \to \dots C^{n-1} \xrightarrow{d_n} C^n \xrightarrow{d_{n+1}} \dots$$

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APPLICATIONS OF GRAPH LABELING

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ABSTRACT

In this paper we discuss some applications of Graph Labeling.Labeled graphs are becoming an increasing useful family of mathematical models for a broad range of applications like designing X-Ray crystallography, formulating a communication network addressing system, determining optimal circuit layouts, problems in additive number theory etc.

Keywords:
Graph labeling - Radio Labeling - Facility Graph- Voronoi Graph

1. INTRODUCTION

Graph theory is the study of graphs, which are mathematical structures used to model pairwise relations between objects. A graph is made up of vertices (also called nodes or points) which are connected by edges (also called links or lines). A distinction is made between undirected graphs, where edges link two vertices symmetrically, and directed graphs, where edges link two vertices asymmetrically.

Graph labelling is the assignment of labels, traditionally represented by integers, to edges and/or vertices of a graph. Most graph labelings trace their origins to labelings presented by Alexander Rosa in his 1967 paper.

Formally, given a graph $G = (V, E)$, a vertex labeling is a function of V to a set of labels; a graph with such a function defined is called a vertex-labeled graph. Likewise, an edge labelling is a function of E to a set of labels. In this case, the graph is called an edge-labeled graph. When used without qualification, the term labeled graph generally refers to a vertex-labeled graph with all labels distinct. Such a graph may equivalently be labeled by the consecutive integers $\{1,\ldots,|V|\}$ where $|V|$ is the number of vertices in the graph.

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CONSTRUCTION OF BIPARTITE AND NON-BIPARTITE GRAPH

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ABSTRACT

Graph theory is an essential tool in many domains, including biology, social networks, and computer science. Bipartiteness is a fundamental classification of graphs: bipartite graphs can be divided into two disjoint sets such that no edges exist inside sets, whereas non-bipartite graphs cannot. These graphs require special construction techniques based on their properties. Vertices in bipartite networks are made up of two distinct groups of vertices, and edges unite only vertices in the two sets. Adjacency matrices, edge lists, and generating algorithms like random bipartite graph generators or particular applications like matching issues in bipartite graphs are common methods for creating bipartite graphs.

KEYWORDS: Construction, Bipartite, Non-Bipartite graphs.

1. INTRODUCTION

Graph theory serves as a foundational tool for modeling relationships and structures across various disciplines, from computer science to social networks and beyond. Among the myriad types of graphs, bipartite and non-bipartite graphs stand out for their distinct structural properties and applications. In this introduction, we'll explore the concepts of bipartite and non-bipartite graphs, along with methods for their construction, drawing on established literature for reference.Graph theory provides a framework for representing connections between entities through vertices (nodes) and edges (connections). These graphs can be directed or undirected, with edges denoting specific relationships or interactions.Non-bipartite graph creation, on the other hand, disregards the bipartite property and permits edges to connect vertices regardless of which set they belong to. Adjacency matrices, edge lists, and algorithms such as random graph generators (e.g., Erdős–Rényi model), geometric graph constructions, or specific structures meeting application needs (e.g., social networks, transportation networks) are some of the methods available for creating non-bipartite

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TRIPLE CONNECTED COMPLEMENTARY TREE DOMINATION NUMBER OF GRAPH

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Abstract:

The concept of the triple connected complementary tree domination number of a graph represents a significant aspect of graph theory, particularly in the realm of domination theory. In this paper, we delve into the exploration and analysis of this concept, which encompasses the interplay between connectivity, domination, and complementary tree structures within a graph. We investigate the notion of triple connectivity, wherein every pair of vertices is connected by three internally disjoint paths. Combining these elements, we define and examine the triple connected complementary tree domination number, which seeks to quantify the minimum number of vertices required to dominate both the graph and its complementary tree while ensuring triple connectivity. Through theoretical analysis and computational experiments, we aim to provide insights into the properties, bounds, and computational complexity of this parameter. Furthermore, we explore potential applications and implications of this concept in various domains, such as network design, communication networks, and distributed computing. Our study contributes to advancing our understanding of domination theory and provides a foundation for further research in this area

.Keywords: Domination number, Triple connectivity, Complementary trees, Network design, Connectivity,

I. INTRODUCTION:

Graph theory serves as a fundamental framework for modeling and analyzing relationships in various real-world systems, ranging from social networks to transportation networks and beyond. Central to the study of graphs is the notion of domination, which explores the minimum number of vertices required to control or influence the entire graph.

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புறம் கூறும் அறக்கொள்கை மற்றும் கலைச்சிந்தனைகள்

முன்னுரை

தமிழிலுள்ள நூல்களுள் மிகப்பழமை வாய்ந்தவை சங்க இலக்கியங்களாகும். ஏறத்தாழ கி.மு. 500 முதல் கி.பி. 200 வரையில் விளங்கிய கடைச்சங்கப் புலவர்களால் ஆயிரக்கணக்கான பாடல்கள் பாடப்பெற்றன. ஆனால் அப்பாடல்கள் முழுதும் கிடைக்கவில்லை. நாட்டின் மூலை முடுக்குகளில் ஒதுங்கியிருந்து, கேட்பாரற்று காவிரி வெள்ளத்திலும், பொருநை ஆற்றிலும் வீசப்பெற்று பல பாடல்கள் அழிந்தன.

கரையானும், தீயும் பல பாடல்களை உண்டன நல்லறிஞர் சிலர் எஞ்சியிருந்த பாடல்களைத் திரட்டித் தொகுத்தனர். இம்முயற்சியில் ஈடுபட்ட அத்தமிழ்க் காவலர்களுக்கு வேந்தரும், வேளிருமாய புரவலர் ஊக்கமூட்டிப் போற்றினர். திரட்டப்பட்ட பாட்டுக்களுள். சிறந்த பாட்டுக்களை மட்டும் பொருள் நோக்கியும், செய்யுள் நோக்கியும் அடிவரையறை கருதியும் வகுத்து அவற்றை எட்டுத் தொகுதிகளாகத் தொகுத்தனர். இவற்றைப் பழைய உரையாசிரியர்கள் தொகை என்றும் எண் பெருந்தொகை என்றும் குறிப்பிடுகின்றனர். இத்தகைய எட்டுத்தொகை நூல்களுள் ஒன்றான புறநானூற்றின் அறம் மற்றும் கலைச்சிந்தனைக் குறித்து இக்கட்டுரை விளக்குகிறது.

அறக்கொள்கை

அறம் மக்களால் பெரிதும் போற்றப்பட்டது. மன்னனாயினும் மக்களாயினும் அறவழி வாழ்க்கையை மேற்கொள்ளும்படி நூல்கள் வலியுறுத்தியுள்ளன. உறுதிப் பொருள்களுள் தலையாயது அறமே எனக் கருதினர். பொருளும், இன்பமும் அறத்து வழிப்பட்டதாக எண்ணினர். அடிப்படை வாழ்விற்கு அறமே ஊன்றுகோலாகும் என்பதைப் பண்டைத்தமிழர் உணர்ந்திருந்தனர்.

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பழமொழி நானூற்றில் பொருள்

முன்னுரை

இந்நூலிலுள்ள பாடல்களுள் ஒவ்வொன்றிலும் ஒவ்வொரு பழமொழியை அமைத்து, அதற்கு விளக்கம் கூறும் வகையில் ஆசிரியர் பாடியிருத்தலின், பழமொழி என்னும் சிறப்புப்பெயர் பெற்றது. மேலும் இந்நூல் நானூறு பாடல்களைக் கொண்டுள்ளது. இதனால் பழமொழி நானூறு" என்றும் இது குறிக்கப் பெறும். இதன் ஆசிரியர் மூன்றுறை அரையனார்.

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

பொருளைப் பெறுதல்

பொருளை நல்ல முறையில் உழைத்துப் பெறவேண்டும். இதனை

'உழைப்பின்றேல் ஊதியம் இல்லை" என்ற அடியால் அறியலாம்.

"தந்தம் பொருளும் தமர்கண் வலிமையும்

முந்துற நாடிப் புறத்தால் ஒம்புக

அந்தனர் அருவி மலைநாட சேணோக்க

நந்து நீர் கொண்டதே போன்று" (பழமொழி 205)

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

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தமிழ் நூல்கள் கூறும் மருத்துவ சிந்தனைகள்

முன்னுரை

முதன்முதலில் தமிழில் மருத்துவ நூலை எழுதியவர் அகத்தியர் என்று கூறுகின்றனர் . அதுமட்டுமல்லமால் "வருமுன் காப்பதான் வாழ்க்கை என்ற குறளின் அடிப்படையில் நோய் அண்டாமல் காத்துக்கொள்ளும் முறைகளையே சித்த மருத்துவம் வலியுறுத்துகின்றது" நோய் அண்டியபின் மருந்து தேடுவதை விட நோய் அண்டாத வண்ணம் வாழும்முறை சிறப்பானதல்லவா ! பெரும்பாலான சித்தர் பாடல்கள் இயற்கை மருத்துவ முறையை பறைசாற்றுகிறது . அவ்வகையில் தமிழ் மக்களின் வாழ்வியல், நாகரீக மேம்பாடு அவர்களின் மருத்துவக்கலை, மருத்துவச் சிந்தனைகள் ஆகியவற்றைத் தமிழ் நூல்களின் மூலமாக எடுத்துரைப்பதே கட்டுரையின் நோக்கமாகும்.

உடலும் ஐம்பூதங்களும்

தொல்காப்பியர் காலத்தில் மருத்துவர்களுக்கு உடல் கூறு மேலோட்டமாகத் தெரிந் திருக்க வேண்டும் (Gross Anatomy). ஏனெனில் அவர் வழக்கில் இருந்த சொற்களையே தம் நூலில் எடுத்தாண்டிருக்கிறார். கண், இமை, மெய், (உடல்). மெய் என்பது இவ்வுலகம் எப்படி ஐம்பூதங்களால் ஆனது? உண்மையோ அவ்விதமே இந்த உடலும் ஐம்பூதங் களால் ஆனது உண்மை என்ற பொருளில் மெய் என்றனர். உடலை மெய் என்றதால் உடலைக் காப்பதில் அக்கால மக்கள் உறுதியாக இருந்தனர் என்பது விளங்கும். நரம்பு, சினை-உறுப்பு, உந்தி, தலை, மிடறு, நெஞ்சு, பல், இதழ் - உதடு, நா, மூக்கு, அண்ணம் (Palate), இடைஅண்ணம் (Soft Palate), நுனி அண்ணம் (Hard Palate), முன்பல், நாவிளிம்பு, முதல் நா, இடைநா ((Middle of the Tongue), பல் முதல் (Alveolar Margin), நுனிநா, முலை, பால் (Sex), வடிவு, வெரிந் - முதுகு (Back), (தொல்,

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இலக்கிய பயன்பாட்டில் உணவு

முன்னுரை

உலகில் வாழும் ஒவ்வொரு மனிதனும், உயிர் வாழ, உணவு மிகமுக்கியமான அடிப்படை தேவைகளில் ஒன்றாக அமைந்துள்ளது. எந்த உயிர்களும் உணவு இல்லாமல் உயிர் வாழ முடியாது. ஆதலால் தான் , ஐவகை நிலங்களிலும் உணவு முறை மாறுபட்டு வந்தாலும், சத்துணவு உணவுகளை உட்கொண்டு, நல்ல முறையில் தங்களின் வாழ்வில் வாழ்ந்து காட்டியுள்ளனர். உணவின் முக்கியத்துவத்தை உணர்ந்து, அவர்கள் சுவை மிக்க உணவு பொருட்கள் சமைப்பதில் கைதேர்ந்தவர்களா இருந்தனர் . இயற்கையோடு இணைந்து வாழும் மனிதன் உணவுகளை விளைவிப்பதிலும், அவற்றை சமைத்து உண்பதிலும் மிகுந்த அக்கறையும் ஈடுபாடும் கொண்டு செயல்பட்டனர். இதில் தமிழர்கள் மிகவும் சிறப்புக்குறியவர்களாக இருந்தனர். ஐவகை நிலங்களை பிரித்து , அவற்றிற்குரிய , கால சூழ்நிலைக்கு ஏற்ப, உணவுகளை விளைவித்து உண்டு மகிழ்ந்து வந்தான். ஒவ்வொரு நிலங்களுக்கும் தானியங்கள் மாறி இருந்தாலும் அவைகள் வாழும் மனிதர்களுக்கு சத்துள்ள உணவாகவும், நீடிய வாழ்வை தருவதாகவும் அமைந்துள்ளது .

தொல்காப்பியர் கூறும் உணவு செய்தி

"தெய்வம் உணவாவே மா மரம் புள்பறை

செய்தி யாழின் பகுதி ஒரு தொக்கு

அவ்வகை பிறகும் கரு என மொழிப " (தொல்காப்பியம்- 966)

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தமிழரின் உணவுமுறைகள்

முன்னுரை :

மனிதனின் அடிப்படைத் தேவைகளான உணவு, உடை, இருப்பிடம் இவற்றில் உணவே முதன்மையானது. மனிதன் உயிர் வாழ மிகவும் அவசியமானதும் உணவாகும். உலகில் மனிதன் தோன்றிய காலத்திலிருந்து இன்று வரைஇ உணவு தவிர்க்க இயலாத ஒன்றாகவும் விளங்குகிறது. உண்டி முதற்றே உலகு என்பது நாம் அறிந்ததே. உலக உயிர்கள் அனைத்தும் உணவின்றி உயிர் வாழ்வதில்லை. உணவு என்பது வெறும் உயிர் வாழ்வதற்கு மட்டுமல்லாமல் ஒரு சமுதாயத்தில் பண்பாட்டுக்குட்பட்ட ஒன்றாகவும் அமைகிறது. பண்பாட்டினைப் பராமரிக்கும் உணவினைப் பற்றித் தெரிந்து கொள்வதே இக்கட்டுரையின் நோக்கமாகும்.

உணவு சமைக்கும் முறைகள் :

சங்க கால மக்கள் நெல்லை வேகவைத்து சோறாக்கியும் அரிசியோடு ஊன் கலந்து வேகவைத்தும் உண்டனர். அவரை, துவரை போன்றவற்றை வேகவைத்தும் உண்டனர். உணவைத் தாளித்தல், அவித்து வேக வைத்தல், வறுத்து அவித்தல், சுடுதல், வற்றலாக்குதல், எண்ணெய்யில் பொரித்தல், வேக வைத்தல் போன்ற பல்வேறு முறைகளில் சமைத்து உண்டனர் என்று இலக்கியங்கள் வழி அறியலாம்.

உண்ணும் உணவின் பழக்கவழக்கங்கள் :

திருமண நாளில் சிறப்பு விருந்து மற்றும் குழந்தை உணவு, தெய்வத்திற்குப் படைத்தல், கணவனைப் பிரிந்த பெண்டிர் உண்ணும் உணவு, கணவனை இழந்த பெண்டிர் உணவு, என பலவகைப்பட்ட சிறப்பு உணவு பழக்க வழக்கங்களையும் கடைப்பிடித்தனர்

சங்க கால தமிழர் உணவுகள் :

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The Portrayal of the American Dream in The Great Gatsby by F. Scott Fitzgerald

Anjalin Mary. L & Ayshwaryalatchmi. R

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Abstract:

In F. Scott Fitzgerald's "The Great Gatsby," the American Dream is portrayed as a tantalizing mirage, enticing characters with promises of wealth, success, and happiness, yet ultimately revealing itself as an illusion fraught with disillusionment and moral decay. Through a close examination of characters like Jay Gatsby, Daisy Buchanan, and Nick Carraway, Fitzgerald weaves a narrative that exposes the emptiness lurking beneath the facade of material abundance, challenging readers to reevaluate the true nature of success and fulfillment in American society. This paper delves into Fitzgerald's critique of the American Dream during the Roaring Twenties, highlighting themes of conspicuous consumption, social class, and the quest for identity amidst a backdrop of opulence and moral ambiguity.Drawing upon close textual analysis, this paper unpacks the various facets of the American Dream as depicted in the novel. It explores the themes of wealth, social class, and the pursuit of happiness against the backdrop of the Roaring Twenties, a period marked by unprecedented economic prosperity and social upheaval. Through the characters of Jay Gatsby, Daisy Buchanan, and Nick Carraway, Fitzgerald intricately weaves a narrative that exposes the emptiness and hollowness lurking beneath the facade of material abundance.

Keywords:

American Dream, disillusionment, moral decay, Roaring Twenties,

The Illusion of Wealth and Materialism:

In "The Great Gatsby," F. Scott Fitzgerald delves deeply into the theme of the illusion of wealth and materialism, presenting a scathing critique of the relentless pursuit of wealth as a central tenet of the American Dream. Throughout the novel, characters are consumed by their obsession with wealth and material possessions, believing that accumulation of riches

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A Comparative Analysis of Colonial Exploitation and Human Resilience in "Two Leaves and a Bud" and "Paradesi"

Nandhini. M. K & Infant Divya. M. P

**Assistant Professor, St. Joseph's College of Arts and Science for Women, Hosur*
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Abstract:

This comparative study examines the thematic and narrative parallels between Mulkraj Anand's novel "Two Leaves and a Bud" and Bala's film "Paradesi." Through an exploration of shared incidents, characters, and motifs, the analysis delves into the portrayal of the struggles and resilience of marginalized communities during the colonial era. The study elucidates how both works illuminate the harsh realities of exploitation and oppression faced by laborers in tea plantations, while also highlighting the enduring spirit and quest for dignity amidst adversity. By weaving together detailed analyses of key incidents and thematic elements, this study offers a nuanced understanding of the human condition as depicted in these two seminal works of literature and cinema.

Keywords: colonialism, exploitation, oppression, laborers, resilience, dignity, comparative analysis, thematic parallels, narrative elements, marginalized communities, human condition, literature, cinema.

"Two Leaves and a Bud" Novel written by Mulk Raj Anand and published in 1937.The novel is set in British colonial India, particularly in the tea gardens of Assam."Two Leaves and a Bud" tells the story of the exploitation of Indian laborers working on tea plantations under British colonial rule. It follows the protagonist, Ramu, a young Indian boy who works in the tea gardens and becomes involved in the struggle for workers' rights and

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Title: The Absurdity of Existence: An Exploration of Waiting for Godot by Samuel Beckett

Vijayalakshmi. P

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Abstract:

This thesis delves into the existential depths of Samuel Beckett's iconic play, "Waiting for Godot," exploring its profound themes, enigmatic characters, and its enduring significance in the realm of theater and literature. Through a meticulous analysis of the text, this study aims to unravel the existential quandaries presented by Beckett, shedding light on the absurdity of human existence, the search for meaning, and the interplay between hope and despair. By delving into the intricacies of "Waiting for Godot," this thesis offers fresh perspectives on Beckett's exploration of the human condition, inviting readers to contemplate the enigmatic journey of Vladimir and Estragon as they grapple with the futility of waiting. Moreover, this thesis investigates the intertextual and philosophical dimensions of "Waiting for Godot," examining Beckett's engagement with existentialist philosophy and his dialogue with literary predecessors such as Friedrich Nietzsche and Albert Camus. By situating the play within the broader context of existentialist thought, this study offers a nuanced understanding of Beckett's critique of the human condition, highlighting the ways in which "Waiting for Godot" challenges traditional notions of meaning, morality, and free will. Through a multidimensional analysis encompassing textual, philosophical, and historical perspectives, this thesis seeks to illuminate the enduring relevance of Beckett's masterpiece as a profound meditation on the absurdity of existence and the quest for meaning in a seemingly indifferent universe.

Keywords: Waiting for Godot, Absurdism, Existentialism, Meaninglessness.

Introduction:

The introduction sets the stage by providing an overview of Samuel Beckett's seminal work, "Waiting for Godot," and its enduring impact on the landscape of modern literature and theater. It delves into the historical context of the play's composition, Beckett's artistic influences, and the thematic underpinnings that have captivated audiences and scholars alike. Furthermore, the introduction outlines the objectives of the thesis, including a comprehensive analysis of the play's existential themes, character dynamics, and its broader implications in the realm of existentialist literature. "Waiting for Godot" within the broader literary and theatrical landscape of the mid-20th century, highlighting its revolutionary impact on the trajectory of modern

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The Various Potential Utilization Possibilities of Multimedia Techniques in Education

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Abstract

According to the paper, the development of new high-performance technologies, automation and intensification of production, planning and management improvements, and scientific and technological advancements all benefit from the widespread use of information and communication technologies. the practicality of setting up a worldwide system of distance learning, which, because of new information technologies, enables direct communication between educators and students, irrespective of their geographical separation. Multimedia information comes in different forms that aid in presenting knowledge in various formats. Clearer guidelines are provided regarding the benefits of using multimedia technologies and the primary applications of these tools in the classroom. There exist several factors that enhance the efficacy of learning through the utilization of multimedia. According to some, the use of multimedia technologies in higher education institutions' curricula enables a shift from a passive to an active method of carrying out educational activities, where students take the lead in the process of learning. The uniqueness of a given subject, the conceptual apparatus, and the quirks of studying its laws must all be considered by the teacher when selecting multimedia teaching aids. Multimedia tools must support the course's goals and objectives and play a crucial role in the educational process.

Keywords:

Multimedia technologies in education; theoretical aspects; distance learning system; factors that increase the effectiveness of learning when using multimedia; types of multimedia information

1.Introduction

Deep economic and social changes underpinning the current stage of societal development are a result of the pervasive application of scientific and technological advancements in all areas of human endeavour. The widespread use of information and communication technologies is one of the key elements in accelerating scientific and technological advancement, automating and intensifying production, developing new high-performance technologies, and enhancing planning and management. The use of multimedia technologies in education creates new and qualitative requirements for teacher preparation, specifically regarding their preparedness to use computer technology in professional activities, while also providing teachers and students with greater creative opportunities and a wider range of professional and research tasks. The most

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Exploring the Depths: A Comprehensive Overview of Deep Learning in Big Data

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Abstract—Big Data refers to incredibly massive data collections that are amenable to analysis to identify trends and patterns. Deep Learning is one method for data analysis that can be utilised to discover abstract patterns in large amounts of data. Applying deep learning to big data allows us to discover previously undiscovered but valuable patterns. Deep Learning is making AI more intelligent. In this sense, there is a theory that states that abstract knowledge increases with data. Thus, a concise overview of deep learning, big data, and its applications is required. In this study, we present a thorough overview of big data, contrasting approaches, issues in research, and emerging developments. Subsequently, an overview of Deep Learning is provided, along with a comparison of frameworks and algorithms. Finally, the use of deep learning in big data is discussed, along with its difficulties, unsolved research issues, and potential directions.

Index Terms—Big Data; Deep Learning; Deep Learning Challenges; Machine Learning; Deep Learning Methods; Big Data Challenges.

1. *INTRODUCTION*

If we want to have a glance at the data generation history from 1960, we can see this trend in overall: 1960-1990, rela- tional databases; 1990-2000, OLAP technology; 2000- 2010, column based data storages and cloud computing; and 2010- 2016, Big Data applications. These days, Knowledge plays a key role to get success. Many companies need more abstract knowledge. This need can be satisfied by a combination of two major domains: Big Data and Deep Learning. Each device can generate data. This situation will become worse if each device can be connected to other devices to use their information. In other words, with the emergence of Internet of Things, we are facing with huge amount of data that needed to be stored and managed, one Example of Big Data. in brief, with the advances in digital devices such as digital sensors, large amounts of data have been generated at a fast speed that resulted in an area named Big Data. Big Data is not only about producing data from sensors; It can be provided by humans, texts, images and so on. Big Data has a great impact on technologies and computing. In other words, we have more data these days that current methods cannot deal with these data. In simple word, the term of Big Data means collecting, processing and presenting the results of huge amounts of data that come at high speed in a variety of formats. Traditional Machine Learning tools have shortcoming when they face with Big Data and want to solve Big Data area problems [1]. The following figure shows comparisons of ML techniques and their drawbacks.

1. INTRODUCTION

For instance, Deep Learning, a tool for grasping abstract knowledge, can be applied across various facets of Big Data challenges. However, it typically necessitates substantial volumes of data. To excel in this competitive field, the identification of abstract patterns is crucial, with success correlating to the volume of recognized patterns. This paper aims to elucidate the application of Deep Learning in Big Data, aiming to enhance success rates. The authors contribute by providing:

- A concise introduction to Big Data, alongside method comparisons.
- An accessible overview of Deep Learning, including algorithm and framework comparisons.
- Insight into the practical application of Deep Learning within the realm of Big Data.

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Unveiling Insights in Bioinformatics: A Novel Approach for Analyzing Microarray Gene Expression Profiling through Clustering Discretization and Association Rule Mining

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ABSTRACT:

One of the transdisciplinary research disciplines is data mining. Thousands of genes or entire genomes can have their expression levels simultaneously monitored thanks to microarray technology. In the discipline of bioinformatics, the data mining techniques of discretization and association rule mining are essential. This research presents a novel approach that uses association rule mining and clustering discretization to analyze microarray gene expression profiling data. During the discretization process, the gene expressions are transformed into discrete data and gene expression intervals. Using association rule mining, frequent patterns are found and important relationships between microarray genes are extracted. It offers more accurate microarray gene expression data prediction. The results of the experiment were conducted utilizing gene expression data related to breast cancer that may be found in the NCBI online biological database. Additionally, the suggested method is contrasted with the earlier gene expression algorithms. The outcomes of this investigation are utilized by the drug designer to analyze pathways and make judgments about how to treat diseases.

Keywords: Data mining, k-means discretization, frequent pattern mining, gene expression analysis using gene intervals.

I. INTRODUCTION:

The simultaneous monitoring of thousands of genes' expression patterns is made possible by microarray technologies, which offer a potent tool with applications ranging from medication response to cancer diagnosis. Gene expression is the process by which DNA sequences are transcriptionally converted into mRNA sequences, which are then translated into amino acid sequences known as proteins. The matching protein produced under various conditions is linked to the expression level. A significant amount of data was generated via microarray experiments. The primary problem with microarray data is the enormous data density. An M x N expression level matrix, where M stands for columns (genes) and N for rows (samples), is typically used to describe the data gathered from microarray experiments. This paper presents a novel clustering

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VEHICULAR SECURE ACCESS PROTOCOL (VSAP): A NOVEL SCMAC APPROACH FOR CONTROL CHANNEL MANAGEMENT IN VEHICULAR NETWORKS

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Abstract - A multiple number of queries from the user are processed by the server nowadays. A secure query processing in data sharing is a major issue. It is necessary to secure the data sharing scheme. There are several techniques that are implemented to overcome this issue. Thus the traditional system implemented is a data sharing by third party. The third party channel is used to transmit the data from the data owner is used to ask the information from the user. Here the privacy is not preserved and the data user must provide the secrecy information the information stored in the third party channel. This leads to lots of misbehaving activities. This should be concern and then overcome in the proposed system. The proposed model consists of different techniques to design the model to overcome the issue. The propose model is designed with server which is referred as data owner. Data owner is supposed to store lots of data in the server. Generate lots of user to fetch the data from the data owner and then the party channel client is implemented as the intermediate between the server and the user. Data owner provides a Secure ID to the registered user. Now the registered user information is only view to the data owner. The client login is not possible in this mechanism. User gives the ID to the client, and then the query is stored with the basic mechanism. After that client side do the formation of Count, Sum and maximum. This is used to find the same query and grouped as one. Then the aggregate query is then sending to the server. The server is then used to transmit the response regarding with the same ID is masked and transmitted to the client. The clients view the response and then processed with query request. Thus the user information and their privacy details are protected using the proposed mechanism.

1. INTRODUCTION

A communication network is a group of lumps which connect by both extra through different types of communication relations such as cables, satellites, radio frequency waves, and infrared waves. Based on communication link types, a communication network can be categorized as wired networks and wireless networks. Wireless Links container is further divided into infrastructure created besides ad hoc based nets. In infrastructure based networks, there are no direct communications between wireless nodes. Instead, nodes communicate with each other through access points. These access points control medium access making the topology of the network very simple. Moreover, these access points act as gateways if there is a necessity for nodes in one network to communicate with nodes in other networks. On the other hand, ad hoc wireless networks do not need access points. Bulges now this net category connects with both others right and maintain connectivity in a decentralized manner. As a result, each node has to implement a medium access control algorithm.

A technique used in wireless protocol is contention method beaconing. This method used on token passing network that is to monitor the entire network by passing the token. In VANET network, the nonstop broadcast of minor sachets that present the existence of the improper station.

The co-operative beacon scheme is the fast alert mechanism when the data is going to be transmitted. This mechanism will further provide a data transmission alert. The data Transmission alert is used to carry out the rely process. Each and every node in the network will provided with the continuous option scheme of which it could be provided. The provided mechanism will forward through the data by which it could be applied and co-operative data will

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Big Data Security and Privacy: Current Challenges and Future Research Perspective in Cloud Environment

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Abstract— **Cloud computing is an Internet-based technology that emerging rapidly in the last few years due to popular and demanded services required by various institutions, organizations, and individuals. structured, unstructured, semi- structured data is transfer at a record pace on to the cloud server. These institutions, businesses, and organizations areshifting more and more increasing workloads on cloud server, due to high cost, space and maintenance issues from big data, cloud computing will become a potential choice for the storage of data. In Cloud Environment, It is obvious that data is not secure completely yet from inside and outside attacks and intrusions because cloud servers are under the control of a thirdparty. The Security of data becomes an important aspect due tothe storage of sensitive data in a cloud environment. In this paper, we give an overview of characteristics and state of art ofbig data and data security & privacy top threats, open issues andcurrent challenges and their impact on business are discussed for future research perspective and review & analysis of previous and recent frameworks and architectures for data security that are continuously established against threats to enhance how to keep and store data in the cloud environment.**

Keywords— security threats, cloud computing, big data, datastorage, data security challenges.

I. INTRODUCTION

Big data is a known asset of data that is massive in size and with the passage of time yet growing exponentially. Big Data could be Structured, Semi-structured, and Unstructured.Millions of data are uploaded on a daily basis. An Immense amount of data is sent and received. In short, big data gives the idea about when we have a large amount of data in a formof structured, Semistructured and unstructured, due to its largevolume and complex nature of data, It is very difficult to handle a massive amount of data and this task is not performed by using traditional database system[1]. A large server is required for the implementation of big data which needed high maintenance and cost. The cloud server can become a potential choice to solve this problem [2].

Now these days Cloud Computing is being widely used bypeople for business and personal purposes. Cloud computing is so important because it offers storage and data access facilities at any time and anywhere. It is not just a popular andtrendy application that is used by people for storing videos and photos online. It is used by the government, businesses, healthcare system, and banks to store their sensitive data. Third-party providers are operating cloud servers [2], so datasecurity is very important for both business and personal users. The data owner's personal and business confidential data might befall into bad grip even he does not know what happens to their information that is stored and processed on

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About College

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To be a world class leader in transforming lives through an innovative, rigorous and compassionate approach by imparting high quality academic excellence in technical education to uplift the living standards of the rural youth by promoting the cutting edge technologies, employability, higher education and research with socio-ethical, eco-friendly and entrepreneurial values.

Mission

To develop high quality technical personnel with a sound footing on basic engineering principles, innovative research capabilities and exemplary professional conduct to lead and to use technology for the progress of mankind, training and adepting them to changing technological environment by providing the high quality instruction, infra, faculty, effective teaching and learning methods imbibing socio-ethical, eco-friendly and entrepreneurial values as the inner strength for rural development

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We, at Tirumala Engineering College, Strongly believe that Quality is the essence of life. Hence, TEC will constantly strive to improve the quality of education and training imparted to its students by establishing state-of-the-art laboratories and modernizing them continually, upgrading the knowledge and skills of its staff periodically and developing strong linkages with industry.

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Exploring Love, Revenge, and Obsession in "Wuthering Heights" by Emily Bronte

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Abstract

Emily Brontë's "Wuthering Heights" is a timeless classic of English literature, renowned for its dark and passionate exploration of love, revenge, and obsession. Set against the backdrop of the desolate Yorkshire moors, the novel follows the tumultuous relationships between the Earnshaw and Linton families, centering on the intense bond between Heathcliff and Catherine Earnshaw. Through an analysis of key themes and characters, this paper examines Brontë's portrayal of the destructive power of unchecked passion and the cyclical nature of revenge. By delving into the complex psychology of Heathcliff and Catherine, as well as the novel's exploration of social class and gender roles, this presentation aims to shed light on the enduring appeal of "Wuthering Heights" and its place in the canon of English literature.

Keywords: Wuthering Heights, Emily Brontë, love, revenge, obsession, passion, Gothic literature, Yorkshire, social class, gender roles

Emily Brontë's "Wuthering Heights" is a masterpiece of Gothic literature, renowned for its brooding atmosphere, complex characters, and tragic love story. Set in the wild and desolate moors of Yorkshire, the novel follows the intertwined destinies of the Earnshaw and Linton families, whose lives are irrevocably changed by the arrival of the mysterious orphan, Heathcliff. Through the passionate and tumultuous relationships between its characters, "Wuthering Heights" explores themes of love, revenge, and obsession with a depth and intensity that continues to captivate readers to this day. This paper presentation seeks to analyze the themes, characters, and narrative techniques of "Wuthering Heights," examining Brontë's exploration of the darker aspects of human nature and the complexities of desire.

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Exploring Cultural Identity and Narrative Techniques in Comparative Literature: A Study of Selected Works

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Abstract:

This thesis investigates the theme of cultural identity and narrative techniques in comparative literature through an analysis of selected works from different cultural and linguistic contexts. By examining the ways in which authors from diverse backgrounds explore and represent cultural identity through narrative strategies, this study aims to illuminate the similarities and differences in literary expression across various traditions. Through close readings of texts, including "One Hundred Years of Solitude" by Gabriel García Márquez, "Midnight's Children" by Salman Rushdie, and "The God of Small Things" by Arundhati Roy, this paper explores how authors negotiate questions of history, memory, and identity within the framework of their respective cultural landscapes.

Keywords: Comparative literature, cultural identity, narrative techniques, postcolonialism, magical realism, historical fiction

Introduction:

Comparative literature offers a unique lens through which to explore the intersections of cultural identity and narrative techniques in literary works from different linguistic and cultural traditions. This thesis seeks to delve into the complexities of this interdisciplinary field by analyzing selected texts that span diverse geographical locations, historical periods, and narrative styles. By examining how authors negotiate questions of cultural identity through narrative strategies, this study aims to shed light on the rich tapestry of human experience and expression across global literary traditions.

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Exploring Cultural Identity and Post-Colonial Discourse in Indian English Literature

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Abstract:

Indian English literature serves as a rich tapestry of cultural expression and historical reflection, embodying the complexities of identity in a post-colonial society. This paper presentation delves into the nuanced exploration of cultural identity and the dynamics of post-colonial discourse within the realm of Indian English literature. Drawing from seminal works by renowned authors such as Salman Rushdie, Arundhati Roy, and Amitav Ghosh, this presentation aims to analyze the ways in which these writers navigate themes of colonial legacy, hybridity, diaspora, and the struggle for self-definition. Through a comparative study of selected texts, we will examine how Indian English literature serves as a medium for reclaiming narratives, challenging dominant discourses, and asserting cultural agency. Moreover, this presentation seeks to unravel the interconnectedness between language, identity, and power dynamics, shedding light on the ongoing dialogue between tradition and modernity in the Indian literary landscape. Ultimately, this paper presentation endeavors to provoke critical engagement with Indian English literature, highlighting its significance as a site for cultural negotiation and creative resistance in a globalized world.

Key words: Tradition, Modernity, Cultural Negotiation, Creative Resistance, Globalization

Indian English literature presents a captivating tableau of narratives that delve deep into the intricate layers of cultural identity and post-colonial discourse. It serves as a vibrant canvas upon which the multifaceted experiences of a nation grappling with its colonial past and forging its path towards self-definition are painted. This exploration embarks on a journey through the pages of Indian English literature, unraveling the threads of cultural

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A SURVEY ON CROP YIELD PREDICTION USING MACHINE LEARNING TECHNIQUES

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Abstract

The need for both quantity and quality of agricultural crops would increase due to India's growing population, rising average income, and the consequences of globalization. Agriculture is the primary factor necessary for survival. This agricultural industry deals with a variety of unforeseen and catastrophic problems, such as drought, a lack of precipitation, weather changes, and floods. Crop output may be somewhat forecasted in terms of weather and rainfall patterns with the aid of information science and machine learning breakthroughs. It might be possible to create a viable and workable solution to the crop production crisis when machine learning algorithms are routinely employed to predict both primary and secondary data analysis. For scholars who desire to use, this paper offers important information

Key Words: Precision Agriculture, Machine Learning, Crop Yield Prediction, Decision Support System and Systematic Literature Review.

1. Introduction

For the majority of Indians, agriculture has remained a key economic activity from ancient times. It contributes significantly to the Indian economy, which accounts for around 18% of the country's GDP. Making farming profitable and desirable to farmers who wish to continue using their agricultural practices in the future is the only way to overcome the challenge posed by the current structural changes in Indian agriculture. Crop yield prediction and crop selection are significant agricultural issues where efforts are being made toward agriculture, and modern technologies would assist farmers in making wise selections regarding crop production. Statistical techniques must be used in this field to provide us a higher return with the least amount of money and other resources. In order to give us a higher return with the least amount of money and other resources, different techniques must be measured in many different ways.

Since agricultural production varies on a range of factors, including climate, weather, soil, the usage of fertilizer, and seed variety, this challenge necessitates the use of many datasets. Machine learning (ML) techniques are used widely in many sectors to predict production, behavior, and cost across many domains. Machine learning (ML) refers to a system's capacity to gather and synthesize knowledge through intensive observation. It is the ability of a system to learn new information rather than having that information preprogrammed into it. In the study of machine learning, computational methods are used to transform empirical data into useful models .The machine learning field developed from the communities of traditional statistics and artificial intelligence. This shows that predicting agricultural yields involves a number of challenging processes and is not a simple operation, however a number of models have been developed which show that machine learning has been employed for several years in agriculture. Currently, crop yield prediction models can roughly forecast the actual yield, but a higher yield prediction performance is still desired.

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NETWORK STEGANOGRAPHY AND SECURE DATA COMMUNICATION

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Abstract **– This paper present basic principles of network steganography. Steganography is the art of hiding the fact communication is taking place, by hiding information in other information. Many different carrier file formats can be used. Thus, security has become one of the most significant problems for distributing new information technology. It is necessary to protect this information while communicated over in secure channels. Thus a need exists for developing technology that will help protect the integrity of digital content and secure the intellectual property rights of owners.**

Keyword: Steganography, Network, Communication.

I.INTRODUCTION

As the production storage and exchange of information becomes more extensive and important in the functioning of societies the problem of protecting the information from unintended and undesired use becomes more complex. Our goal is to characterize a subset of such methods named network steganography which are information hiding techniques that utilize network protocols as enablers of hidden communication. The term network steganography was first coined. We begin our considerations with some general remarks concerning the terminology used in the area of information security, as we believe there is some confusion in this area. In particular we aim to clarify the relationships between the terms steganography, cryptography and information hiding.

The terms steganography and cryptography originate from the ancient Greek words steganos, meaning protected (covered) and cryptos meaning hidden (secret) respectively. Theses two meanings are obviously quite close if considered the term steganography could be substituted with the term cryptography.

Steganographic techniques may be classified with respect to different criteria in particular with respect to their intended use and to the type of information carrier utilized. We constrain our considerations to techniques based on various functions of communication protocols of contemporary communication networks. This specific class of techniques is referred to as network steganography. Steganographic techniques for storing messages may be formally considered to be network steganography methods because the stored information may eventually be transmitted.. Both cryptography and steganography techniques are practically applied in imperfect communication environments imposed by physical features of information carriers. While this imperfectness is generally an obstacle for cryptography, it is an essential enabling condition for many network steganography techniques that utilise redundant communication mechanisms (protocols) to cope with such imperfect environments to provide reliable communication.

In principle, a message to be hidden with the use of a Steganographic technique may be first encrypted with some cryptographic technique. Note, however, that if applied, this will potentially increase the probability that the message is noticed and thus reduces the chance of achieving the principal goal of the steganographic method in use. The main objectives and potential applications of information hiding with the use of steganographic and cryptographic methods should not be regarded as competitive and/or complementary alternatives. This is an important point in understanding the potential benefits and threats of using steganographic and cryptographic techniques.

In contrast to cryptographic methods, the goal of steganography methods is to make the secret communication hard to notice, and this, in particular, is the reason for its alleged use by terrorists and by citizens of countries that prohibit the use of cryptographic methods in communication. Thus, research on steganography, and on network steganographic techniques in particular, provokes ethical questions concerning the risk that the research results will be used for malicious purposes. There is (should be) an ethical obligation for researchers who propose and publish new steganographic techniques to

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ON ODD-EVEN GRACEFULNESS OF SKY CRACKER TREE

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Abstract:

Let G(V,E) be a simple connected graph with m edges. In this paper the graceful labeling and odd- even graceful labeling of some of the known standard tree fire cracker extended fire cracker are analysed , symmetrical tree, and verified sky cracker tree and sequence sky cracker tree.

Keywords: - fire cracker tree; extended fire cracker tree; symmetrical tree; sky cracker sequence sky cracker; odd graceful labeling; odd-even graceful labeling.

Introduction

The study of graceful graphs and graceful labeling methods was introduced by Rosa [2]. Rosa defined a β-valuation of a graph G with q edges an injection from the vertices of G to the set{0,1,2,….q} such that when each edge *xy* is assigned the $|f(x) - f(y)|$, the resulting edges are distinct. β-valuations are function that produce graceful labeling. However, the term graceful labeling was not used until Golomb studied such labeling several years later [3].

In 1991,Gnanajothi [5] defined a graph G is odd graceful if there is an injection *f* from *V(G)* to {0,1,2…..,2m-1} such that when each edge *uv* is assigned the label $|f(u) - f(v)|$, the resulting edge labels are {1,3,5…2m-1}. In 2012, Sridevi, Navaneetha Krishnan, A. Nagarajan and K. Nagarajan [9] define a graph G is odd- even graceful if there is an injection *f* from *V(G)* to {1,3,5,…,2m+1} such that when each edge *uv* is assigned the label $|f(u) - f(v)|$, the resulting edge labels are {2,4,6…2m}

Chen [2] define a fire cracker as a graph obtained from the concatenation of star $K_{1,n}$ (n – fixed) by linking on leaf from each. Extended fire cracker is the graph obtained from the concatenation of stars by linking a vertex to one leaf from each of any number of $K_{1,n}$ (n – fixed) by path. Symmetrical tree is a rooted tree in which every level contains vertices of

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BEST SIMULTANEOUS APPROXIMATION IN LINEAR 2-NORMED SPACE

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ABSTRACT

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

KEYWORDS

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

1.1.INTRODUCTION

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

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Exploring Mythology and Magical Realism in Modern Literature

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Abstract: This paper intricately examines the convergence of mythology and magical realism within the tapestry of modern literature. Delving into the creative realms of contemporary authors, it explores how mythical threads are woven seamlessly into narratives, creating a rich fabric that transcends conventional storytelling boundaries. The analysis encompasses the reimagining of ancient archetypes, the subtle infusion of magical elements into everyday life, and the symbolic alchemy of allegory. Adopting a global perspective, the study also investigates the diverse cultural echoes emerging from the integration of mythology. Through case studies, it highlights modern retellings as a testament to the enduring allure and transformative power of these literary techniques. This exploration not only unveils the depth of imaginative storytelling but also underscores the universal resonance and timeless relevance of mythology and magical realism in the modern literary landscape.
Keywords: Mythology, Magical Realism, Contemporary Literature, Archetypes, Allegory, Cultural Echoes, Global Perspectives, Storytelling, Modern Retellings.

1. Introduction

In the ever-evolving landscape of contemporary literature, the symbiotic relationship between mythology and magical realism stands as a testament to the enduring power of storytelling. Mythology, with its timeless archetypes and universal themes, has captivated human imagination for centuries, providing a reservoir of narratives that continue to echo through the corridors of literary creation. Simultaneously, the genre of magical realism offers a dynamic canvas where the extraordinary seamlessly intertwines with the mundane, inviting readers to navigate the blurred boundaries between reality and fantasy.This introduction seeks to underscore the profound significance of these two literary elements, both individually and in their convergence. Mythology, with its archetypal characters and epic journeys, taps into the collective unconscious, offering narratives that resonate across cultures and epochs. Magical realism, on the other hand, invites readers to embrace the fantastical within the everyday, challenging conventional notions of reality and expanding the possibilities of narrative expression.

As literature continually evolves to reflect the complexities of the modern world, the intersection of mythology and magical realism emerges as a fertile ground for creative expression. This paper embarks on a journey to illuminate this intersection, exploring how these two literary elements coalesce to form narratives that not only entertain but also provoke thought, challenge perceptions, and offer fresh insights into the human experience. The ensuing sections will delve into the reimagining of archetypes, the subtle infusion of magical realism, the symbolic alchemy of allegory, the global perspectives on cultural integration, and specific case studies of modern retellings, providing a holistic understanding of the mystique woven into the fabric of contemporary literature.

The Reimagining of Archetypes: Breathing New Life in to Ancient Narratives
In the vast landscape of contemporary literature, authors wield a transformative pen, infusing fresh vitality into age-old archetypes that have traversed through the corridors of myth and legend. This section embarks on a captivating exploration of how modern writers skillfully reanimate these timeless figures, breathing new life into characters whose roots extend deep into the collective human psyche.Within the pages of modern novels, short stories, and poems, readers encounter protagonists who, akin to the mythical heroes of old, embark on profound journeys of self-discovery and growth. Whether facing internal conflicts or navigating external challenges, these

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Gender Roles and Power Dynamics in Things Fall Apart: A Critical Perspective

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Abstract: This paper offers a critical perspective on gender roles and power dynamics in Chinua Achebe's seminal novel, *Things Fall Apart*. Through a meticulous analysis of the narrative, we delve into the intricate web of societal expectations, traditions, and power structures that shape the experiences of both male and female characters within the Igbo community. The central focus is on the character of Okonkwo and the women in his life, illuminating the complex interplay between masculinity, femininity, and the power dynamics that underpin them. Additionally, the paper explores the agency and resilience of female characters, such as Ezinma and Ekwefi, providing a nuanced understanding of gender relations in pre-colonial Igbo society. By employing a critical lens, this analysis aims to unravel the layers of cultural norms and expectations, shedding light on the implications of gender roles and power dynamics in the narrative and their broader significance within Achebe's exploration of colonial impact and cultural change.
Keywords: Igbo Society,Masculinity, Femininity, Okonkwo, Female Agency, Colonial Impact, Cultural Norms, Pre-colonial Igbo, Societal Structures, Resilience.

1. Introduction

The adoption of a critical perspective in the analysis of Gender Roles and Power Dynamics in *Things Fall Apart* signifies a comprehensive and rigorous examination that surpasses surface-level scrutiny. This approach involves a deep interrogation of the text, aiming to uncover subtle nuances, contradictions, and implicit ideologies related to gender and power. By critically engaging with the narrative, the analysis may scrutinize the historical and cultural contexts embedded in the novel, interrogate the motivations and agency of characters, and challenge prevailing interpretations. The critical lens applied involves a meticulous exploration of how gender roles and power dynamics intersect with broader socio-cultural and historical factors. It also entails questioning the author's choices in portraying characters and events, seeking to unveil any implicit biases or alternative perspectives. This approach goes beyond merely describing events; it endeavors to offer a sophisticated and multi-layered understanding of the dynamics at play, fostering a more nuanced and insightful interpretation of the gender and power relations depicted in *Things Fall Apart*.

In investigating societal expectations and traditions within the Igbo community, the analysis navigates the intricate web of cultural nuances that shape the characters' behaviors and interactions in "Things Fall Apart." The focus on societal expectations implies an examination of the collective norms and values that guide individuals' conduct, particularly regarding gender roles. This exploration extends beyond individual characters and encompasses the broader cultural fabric, shedding light on how societal norms dictate acceptable behaviors and roles for men and women.

The analysis likely dissects the traditions prevalent in the Igbo community, examining rituals, customs, and communal expectations that contribute to the establishment and reinforcement of specific gender roles. This exploration involves an in-depth examination of how these cultural norms shape the characters' identities, decisions, and relationships. By delving into these aspects, the analysis seeks to uncover the complexities and nuances of the cultural landscape, portraying how societal expectations become a significant force in shaping the lives of the characters and influencing the overall trajectory of the narrative.
The exploration of power structures within the narrative suggests a meticulous inquiry into the mechanisms by which authority is distributed and upheld, particularly within the framework of gender dynamics. This

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Post-Colonial Aspects in Arundhati Roy's the God of Small Things

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Abstract: Arundhati Roy's *The God of Small Things* intricately weaves post-colonial elements into a captivating narrative set against post-independence India. The novel, situated in Kerala, serves as a microcosm reflecting broader historical and societal shifts. Roy skilfully explores social hierarchies, economic disparities, cultural hybridity, and gender dynamics, unravelling the lasting impact of British colonialism on the nation's psyche. The characters, navigating the remnants of colonial influence, embody the multifaceted repercussions, challenging traditional norms and navigating the clash between tradition and modernity. Through the microcosm of individual lives, Roy mirrors the macrocosm of a society grappling with its colonial legacy. The novel not only captures post-colonial India's spirit but also contributes to a broader discourse on the ongoing relevance of post-colonialism. It serves as a poignant reminder of colonialism's nuanced echoes, urging readers to engage in conversations about the intricate interplay between history, identity, and societal transformation, ultimately inviting contemplation of a nation forging a path toward a more inclusive and equitable future.
Keywords: Post-colonialism, Cultural hybridity, Gender dynamics, Caste system, Colonial legacy

1. Introduction

In *The God of Small Things*by Arundhati Roy, a poignant narrative unfolds against the backdrop of post-independence India, exploring the intricate web of post-colonial complexities. The novel, set in the state of Kerala, provides a rich tapestry where personal stories intersect with the broader canvas of historical and societal changes. Against this milieu, Roy weaves a tale that not only delves into the microcosm of individual lives but also serves as a compelling exploration of the macrocosm of a nation emerging from the shadows of colonial rule. As we delve into the various post-colonial elements embedded in the narrative, it becomes evident that the novel is not merely a chronicle of familial tribulations but an insightful commentary on the enduring legacy of colonialism and its multifaceted impact on the socio-cultural fabric of India. This essay seeks to unravel the post-colonial threads woven into the narrative, examining how the characters navigate the remnants of colonial influence and how their stories reflect broader socio-political transformations in a post-independence era. Through this exploration, we aim to understand the nuanced ways in which Arundhati Roy contextualizes the post-colonial perspective within the realm of literature, contributing to a broader discourse on the intersectionality of history, culture, and individual agency.

2. The God of Small Things

Arundhati Roy's *The God of Small Things* unfolds against the intricate tapestry of post-independence India, a period marked by the lingering shadows of British colonialism. The novel is meticulously situated in the state of Kerala, providing readers with a lens through which to examine the complexities of a society grappling with the aftermath of colonial rule. The post-independence setting serves as a crucible for the characters, whose lives are profoundly shaped by the historical ruptures and cultural shifts that define this era. Delving deeper, it becomes imperative to explore the lasting impact of British colonization on Indian society, as reflected in the novel. The echoes of colonial policies resonate in the intricate web of social hierarchies and the rigid caste system, both of which find vivid expression in the lives of the characters. From the stratification of society to economic exploitation, the legacy of British rule casts a long shadow over the characters, influencing their socio-economic status and interpersonal dynamics. Through an exploration of the historical backdrop, this essay aims to illuminate the ways in which "The God of Small Things" intricately weaves the consequences of colonial history into the very fabric of its narrative, offering a lens through which to scrutinize the enduring impact of British

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A Study on Customer Relationship Marketing: A Need of Present-Day Business

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Abstract: CRM refers to the methods, approaches, and tools used by businesses to track and evaluate consumer information and interactions over the course of the customer lifecycle. A company's ability to handle its interactions with its clients will determine how successful it is. CRM is a crucial tool for understanding the requirements and habits of your clients and for building closer bonds with them. The study's main goal is to comprehend how important customer relations are in the modern world.
Key word: Customer, Relation, Marketing, Management, Trust, Service

1. Introduction

As Nowadays' consumers are more influential than ever in the industry, so they can see beyond the product you are trying to sell them. Today's consumers want to know what you're selling, how you're selling it, and what happens when they buy it. All of the relationships and interactions that take place between your company and its customers are managed by a tool called customer relationship management, or CRM. The goal is simple: to improve business relationships. CRM systems help companies stay in touch with their customers, streamline operations, and increase revenue. The concept of CRM is still evolving, with numerous new facets being added on a regular basis. Building trust and engaging with customers is the aim of customer relationship marketing in order to increase brand loyalty and decrease customer churn. Focusing on emotion is one of the best methods for forming relationships with clients.

In order to manage and analyse customer interactions and data across the customer lifecycle, businesses employ a combination of practises, strategies, and technologies known as customer relationship management (CRM). The objective is to strengthen interactions with customers in order to promote client retention and increase sales. The pursuit of company goals and objectives has always included a crucial component: customer happiness. However, the current competitive environment, which has been fueled by economic liberalisation and globalisation as well as rising customer standards for quality, service, and value, has encouraged many companies to structure their operations around the clients they serve rather than around the geographical business units or product lines. Early in the 1990s, customer relationship management (CRM) first became well-known. It refers to the comprehensive strategy that businesses can use to manage their interactions with their clients. This strategy includes customer contact policies, data collection, storage, and analysis procedures, as well as the technology required to carry out these operations.

In order to increase customer loyalty, CRM is concerned with handling specific data on each customer and all customer "touch points," according to Philip Kotler and Gary Armstrong. The phrase "alignment of strategy, processes and technology to manage customers, and all customer-facing departments and partners" can also be used to describe it. CRM focuses on managing client interactions over the entire life cycle in an efficient and profitable manner. CRM aids in improving customer service and fostering fruitful client relationships. CRM combines all of the information that a company's sales, service, and marketing departments have about specific clients to provide a comprehensive picture of the customer relationship.

Need and Importance of CRM:

1. Better customer service: CRM offers extra channels for customers to convey their demands to the business through several points of contact. Customers are more satisfied and feel more valued and special as a result of the greater personalisation of services and modification of products that are provided to them.

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Customer Relationship Management in Retail Sector

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Abstract: Financial statement analysis is also known as financial statement analysis and interpretation. It creates a meaningful relationship between many items in the two financial statements, particularly the income and position statements. It identifies the company's financial strengths and shortcomings. Financial statement analysis is useful for determining an enterprise's profitability, liquidity, efficiency, and solvency. The review of financial accounts is of importance to all stakeholders. This article discusses financial statement analysis tools and procedures. This study paper will help you comprehend the concepts of analysis and interpretation by analyzing financial accounts.

Keywords: Financial analysis, profitability, liquidity, solvency, activity

1. Introduction

"Financial analysis is the conversion of financial data into useful information for decision making" . Financial analysis is the process of assessing the performance and suitability of firms, projects, budgets, and other financial organizations. Financial analysis is commonly used to determine whether an entity is stable, liquid, or profitable enough to merit monetary investment. Tata Consultancy Services, a branch of Tata Sons Ltd, was established in 1968. TCS was later formed as a division to service its Electronic Data Processing (EDP) needs and provide management consulting services.

Objectives of the Study

- To know the financial position in terms of profitability position using ratio analysis.
- To know the liquidity position by using ratio analysis.
- To find out the long term and short-term solvency position.

Scope of the study: The study covers the entire area of financial operations covered by "Tata Consultancy services". The study has been conducted with the help of data obtained from audited financial records.

2. Research Methodology

In this study Descriptive design method is used. Secondary data is used to do financial operations on the company. The audited annual report from 2015-16 to 2019-2020 provides the financial information of the company. Balance sheet and Profit and loss account and many articles are used to do study. Analysis is done by using Ratio analysis and Trend analysis.

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Slavica Andelic and Tamara Vesic (2018) "The Importance of Financial Analysis for Business Decision Making" in this study they have done analysis on financial reports and their aim of the research is to analyze the financial statement prevent potential problems that may occur enterprise deviation for prescribed relationship and assume further work guidance of observed companies.

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Exploring the Influence of Emotional Response in Advertising on Consumer Buying Behavior

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Abstract: A consumer's consumer behaviour is influenced through four major factors: Cultural, Social, Personal and Psychological. Cultural factors include a consumer's culture, subculture and social class. These factors are often inherent in our values and decision processes. Social elements consist of businesses (reference groups, aspiration groups and member groups), family, roles and status. This explains the outside influences of others on our purchase decisions either directly or indirectly. Personal elements include such variables as age and lifecycle stage, occupation, monetary circumstances, life-style (activities, interests, opinions and demographics), personality and self concept. These may additionally provide an explanation for why our preferences often exchange as our `situation' changes. Pschological factors affecting our purchase decision include motivation (Maslow's hierarchy of needs), perception, learning, beliefs and attitudes.

Key words: Consumer behavior, purchasing decision, marketing, customer behavior

1. Introduction

Consumer behavior whilst buying is the learn about of individuals, groups, or organizations and the methods they use to select, secure, and dispose of products, services, experiences, or ideas to fulfill wishes and the affects that these processes have on the client and society. It blends factors from psychology, sociology, social anthropology, advertising and marketing and economics. It tries to understand the decision-making process of buyers, each in my view and in groups. It research characteristics of individual buyers such as demographics and behavioral variables in an attempt to understand people's wants. Customer behaviour learn about is based on patron shopping for behavior, with the patron enjoying in three distinct roles of user, payer and buyer. Research has shown that purchaser behaviour is tough to expect, even for specialists in the field. Consumers make purchase choices when they buy small items, such as a cup of coffee, and when they purchase large items, such as a house. After recognizing a want or a want, buyers start searching for merchandise or offerings that suit their needs. They evaluate their options, taking observe of the whole lot from pricing to a brand's reputation, before making a purchase. Four types of consumer buying conduct define product purchase decisions.

2. Types of Consumer Buying Behaviors

- **Impulse Purchases:** When a purchaser stands at the checkout and observe magazines and similar items they makes a purchase with no idea or planning involved. In most instances this occurs with inexpensive items.
- **Routine Purchases:** There are gadgets buyers are used to buying each day, as soon as a week or monthly. These can range from a morning cup of espresso from a nearby convenience store, to milk, eggs and cheese from the supermarket. Customers spend very little time identifying whether or now not to buy these objects and do not generally need to read critiques or consult with pals for their opinions before they make activities purchases.
- **Limited Decision Making:** When customers engage in purchases that require confined decision making, they might also are trying to find advice or a recommendation from a friend. The client may lookup a few options, however the search is now not as thorough, or as time consuming, as with a higher priced item.
- **Extensive Decision Making:** Purchases for excessive priced electronics, such as a television, computer or camera, or predominant purchases such as a home or auto require shoppers to use full-size selection

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A Study on Artificial Intelligence in Finance sector

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Abstract: A significant technological advancement is artificial intelligence (AI), which also encompasses machine learning (ML) and algorithmic language. It is well-liked in a wide range of industries, including robotics, gaming, healthcare, banking, surveillance, entertainment, space exploration, agriculture, e-commerce, and social media. Its goal is to create an independent, intelligent system. With a brief overview, our study focuses on the applications of artificial intelligence in the finance sectors (banking, insurance businesses, and investment organizations). The report outlines difficulties and their effects on the financial sectors' benefits and drawbacks. The study offers several recommendations and also shows how artificial intelligence will impact the financial industry in the future.

Keywords: Artificial Intelligence, BFSI, Fintech, Machine learning

1. Introduction

Background of artificial intelligence (AI): Artificial intelligence is becoming popular in several fields in the market today. Algorithm language and machine learning are two examples of the major technological innovations that make up artificial intelligence (AI). The ability of machines (computers) to make intelligent decisions, or figure out what to do, in the context of accomplishing a certain goal, is known as artificial intelligence (AI).

Definition: "Artificial intelligence is making a machine behave in ways that would be called intelligent if a human were behaving so," according to John McCarthy's definition from 1955. A subset of AI called machine learning (ML) focuses on creating models, primarily statistical models that produce analytical outputs. AI is crucial to the financial industry for future predicting, as investors use a variety of techniques to make stock market investments. Techniques for data mining and investment analysis in large quantities of stock data in order to forecast market trends and optimize profits. Because both market and non market factors have a big impact on the stock market, machine learning is important for the "black box" model prediction, which increases the accuracy of market forecast. Regression algorithms and time series models are utilized in machine learning to construct a prediction model in the performance measure problem. This could lead to an increase in prediction accuracy and financial data analysis.

2. Application of Artificial Intelligence in Finance

1. **Regulatory compliance–detection and prevention fraud:** The likelihood of fraud is growing rapidly along with the rise of e-commerce and online transactions. The anti-fraud system, which detects, reports, and blocks fraudulent transactions, is the foundation of artificial intelligence. Financial and banking organizations utilize Fraud Detection Software, which uses machine learning algorithms to minimize phony declines and use predictive analytics to identify patterns without requiring human analysts to know.
2. **Prediction of Stock Market and Trading system:** Obstacles in the trading system might be caused by many problems. Faster data analysis is made possible by AI systems, which not only identify the root cause of a problem but also offer a workaround. A machine has been trained to predict the best times to trade shares in order to increase profits, minimize losses during ambiguity, and facilitate speedy decision-making for businesses, institutions, and investors.

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The Impact of Crypto currency on the Efficiency of Investment Portfolios

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Abstract: The last ten years have seen the rise of financial technology, giving rise to a new class of asset known as cryptocurrency. Crypto currency allows its users to remain anonymous while charging a minimal transaction fee that doesn't involve a third party. It quickly gained widespread acceptance in the financial industry and turned into one of its key selling points. The price fluctuations of cryptocurrencies become erratic. For instance, when Bitcoin was first released in 2009, its value was only $10, but as of early June 2017, its value had increased to roughly $3000 (Bloomberg, July 5th, 2017). A lot of investors, particularly those with a highrisk tolerance, are interested in making cryptocurrency investments. The purpose of this study is to determine how cryptocurrency affects well-constructed portfolios. We use stocks, ETFs, commodities, and foreign currencies as our assets. We will make use of Litecoin, Ripple, and Bitcoin as our cryptocurrency. We can construct an investment portfolio by applying the Modern Portfolio Theory methodology. The findings demonstrate that the inclusion of cryptocurrency in a portfolio does, in fact, boost the portfolio's effectiveness in two ways. Reducing the standard deviation is the first goal; giving investors more options for allocation is the second. The ideal range for a cryptocurrency allocation is between 5% and 20%, depending on the investor's tolerance for risk.

Keywords: Cryptocurrency, Bitcoin, Ripple, Litecoin, Investment Portfolio, Markowitz

1. Introduction

Virtual or cryptocurrency money has become a more popular form of payment in recent years. Blockchain is a digital accounting system that powers cryptocurrency. There are currently over 500 different kinds of alternative virtual currencies, including Bitcoin, Litecoin, Ripple, Etherium, and so forth. Among digital currencies, Bitcoin emerged as the most popular and had the highest market capitalization (Yermack, 2013). The three cryptocurrency types with the highest trading volume—Bitcoin (BTC), Ripple (XRP), and Litecoin (LTC)—are the only ones included in this study.

Satoshi Nakamoto created Bitcoin in 2009. As the original cryptocurrency pioneer, Bitcoin is known for emphasizing decentralisation, which means that users have complete control over these currencies and there are no transactional regulations. loss of third parties in transactions, which allows the cost to be reduced or eliminated entirely. This is the primary cause of the cryptocurrency's growth. Numerous well-known businesses have used Bitcoin. Companies like Dell, Microsoft, Valve, Tesla, Amazon, PayPal, and Subway have already started to accept payments in Bitcoin (Bloomberg, 2016). One of the risks associated with Bitcoin is its extremely volatile value movement. In January 2017, one Bitcoin was worth a thousand dollars, and by June 2017, that value had increased to three thousand dollars. Not only did Bitcoin see a sharp fluctuation in exchange rates, but so did other cryptocurrencies like Litecoin, Etherium, and Ripple. The value of one Litecoin in 2013 was worth 6.4 USD; by 2016, that value had dropped to about 4.6 USD. In contrast, Ripple dropped from 0.035 USD in 2013 to 0.008 USD in December 2016 (Bloomberg, 2017).

The nature of cryptocurrency differs from that of traditional money. Conventional currencies, like the dollar and the euro, can be calculated more precisely because they are less dependent on the current state and conditions of the global economy, including trade, inflation, crises, politics, and so forth. But it's harder to predict how much cryptocurrency will cost and fluctuate. Along with keeping an eye on the rumours that influence the movement of cryptocurrency prices, demand and supply play a significant role

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Financial Analysis of Tata Consultancy Services Limited

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

Abstract: Financial statement analysis is also known as financial statement analysis and interpretation. It creates a meaningful relationship between many items in the two financial statements, particularly the income and position statements. It identifies the company's financial strengths and shortcomings. Financial statement analysis is useful for determining an enterprise's profitability, liquidity, efficiency, and solvency. The review of financial accounts is of importance to all stakeholders. This article discusses financial statement analysis tools and procedures. This study paper will help you comprehend the concepts of analysis and interpretation by analyzing financial accounts.

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A Study on Digital Marketing Analysis

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Abstract: This review paper's goal is to examine the effects of digital marketing and highlight its significance for both advertisers and consumers. This essay starts with an overview of digital marketing, and then it discusses its various channels, the distinctions between it and traditional marketing, and the benefits, drawbacks, and significance of digital marketing in the modern world.Marketing is not an exception to the general world's transition from analong to digital. The use of digital marketing, social media marketing, and search engine marketing is growing along with the advancement of technology. Due to its reliance on the internet, digital marketing has benefited the most from the rapid increase in internet users. The purchasing habits of consumers are evolving, and they are now more likely to use digital marketing than traditional marketing.
Keywords: internet, digital marketing, online advertising, and online marketing.

1. Introduction

The Digital marketing is the area of marketing that promotes goods and services by using internet- and online-based digital technologies, including smartphones, desktop computers, and other digital media and platforms. The 1990s and 2000s saw its development, which altered how companies and brands use technology for marketing. Digital marketing campaigns have proliferated, utilizing a variety of strategies such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disk. These strategies have been adopted as digital platforms have become more and more integrated into marketing plans and daily life Games and disks are now standard equipment. Digital marketing encompasses non-Internet channels that offer digital media, including call back, television, mobile phones (SMS and MMS), and mobile ring tones for on-hold usage. Digital marketing is distinct from online marketing in that it can be extended to non-Internet channels.

Different Digital Marketing Components

Marketing with Search Engines: An online tool that assists users in finding the information they need is a search engine. Search engines include Google, Yahoo, Bing, Baidu, and others. Any activity that raises a user's website's ranking in any search engine is referred to as search engine marketing.Search engine marketing comes in two flavors: sponsored search and search engine optimization (SEO).

Send an email: Email's adaptability is one of the main reasons it's so difficult to replace as a medium-to high-return marketing channel for your company. There are a number of other reasons as well. Email isn't the newest technology out there, but it still lets you use the newest content marketing trends, like automation and personalization, without going over your marketing budget. Since email can help with other marketing goals as well, it should come as no surprise that 73% of B2B marketers and 63% of marketers in general regard email as their most effective tool for lead generation and revenue generation, respectively.

There are a lot more ways that email benefits you in addition to lead generation and revenue.

- Due to its widespread use, email has grown to reach 3.9 billion users in 2020 and is predicted to reach 4.3 billion users in 2023, accounting for more than half of the world's population!
- Email continues to yield the highest returns; according to a study, 73% of participants rated the medium as excellent, while paid search and SEO received ratings of 72% and 67%, respectively.
- The average return on investment for email marketing is $42, for every $1 invested.
- Only 10% of opens occur on desktop computers; up to 62% occur on mobile devices.

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An investigation into employees' involvement in management strategies to address ambiguity in labor-management relations: A conceptual framework

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Abstract: The term "workers' participation in management" is very broad and has evolved over time to mean various things. In a labor-management cooperative setting, no managerial staff members take part in the decision-making process. It is a necessary component of the industrial democracy. It supports industrial peace and harmony and improves labor-management cooperation. In India, employee participation in management is occasionally improving. These committees were used for short-term objectives prior to independence, and consulting them was not thought to be necessary. Following independence, joint management councils and work committees were established. Three new avenues for worker participation in management were introduced in 1975: worker committees, joint management councils (JMCs), and worker directors on the board of directors (public sector). It makes sure there aren't many industrial disputes in order to prevent a downturn in the economy. By fostering improved industrial relations and more effective and efficient management, worker participation in management opens the door to higher production and productivity. Employees who participate in management are able to express themselves and recognise their own worth, which makes up for any sense of loss that comes with material benefits. It encourages employees by eliciting powerful emotions in them. Additionally, it serves as a catalyst for bettering employee productivity and labour relations. The purpose of this essay is to examine how employee participation in management affects industrial relations across a range of industries.
Keywords: decision-making, industrial relations, worker participation in management, steel industry

1. Introduction

The phrase "industrial relations" first appeared in print in Britain and North America in the late 1910s and early 1920s. People's importance and their status as "the most vital asset" have always been highlighted in this field of study (Edwards, 2009). This wide field of study was first known by a variety of titles, such as labour management, personnel administration, employment management, and labour relations. Some of these names became more well-known while others vanished; over time, the significance and background of these names became apparent. The emphasis on the relationship between employers and employees with regard to work and employment was the unifying theme among all of these terms. Ultimately, a single general term that encompassed all of them—industrial relations—was used to describe this entire field of research and practise (Kaufman, 2001). The industrial revolution, which occurred in the late eighteenth and early nineteenth centuries, is where industrial relations first emerged. It developed in response to issues that the workforce was facing, such as low pay, lengthy and boring workdays, dangerous and unfavourable working conditions, and abusive supervisors. Consequently, these issues caused a huge commotion in the face of violent strikes and increased staff churn (Hayter, 2018). Webb and Webb (1897) claim that the most popular strategy used by early trade unions to settle disputes and enhance working conditions was collective bargaining. These days, organisational behaviour and human resource management are replacing industry relations as a declining field of study. However, the industrial relations lesson is still relevant today. According to Chan (n.d.), industrial relations are the relationships that exist in the business sector, primarily between workers and management as well as between trade unions and the government, and that either directly or indirectly advance the economy and industry. In developing nations like India, industrial relations techniques are crucial. The participation of workers in management is one such excellent practise.

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Exploring the Influence of Emotional Response in Advertising on Consumer Buying Behavior

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Abstract: Advertising is a form of communication intended to convince an audience (viewers, readers or listeners)to purchase or take some action upon products, information, or services etc., This paper investigates the relationship Between independent variables which are environmental response and emotional response with attitudinal and behavioural aspect of consumer buying behaviour, by tapping the responses of 100 respondent Pausing telecommunication services from Delhi, (cities of India). The major findings of the study demonstrate an overall normal association between the variables burin depth analysis found that emotional response of consumer purchase behaviour is the variable that results into strong association with the consumer buying behaviour. It is true that people purchase those brands with which they are emotionally attached. Theories of attention, information processing, attitude formation, and decision making all have relevance to understanding how advertising affects consumers. Another important application of psychological principals is to develop an understanding of consumer needs so that products can be developed, designed, and communicated in a manner that reflects the relevant and important needs of consumers. This study reports new evidences in the field of consumer buying behaviour of consumers pertaining to the local markets of these cities of India. Through this study contributes by evaluating the advertisements already available and assess the impact it has had on the customers, and based on this necessary recommendations can be provided.

1. Introduction

Almost every one grows up in the world which is flooded with the mass media e.g: television, advertising, films, videos, billboards, magazines, movies, music, newspapers, and internet (Latif & Abideen, 2011). Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader (Katke,2007). Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serve as a major tool increasing product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising, sales promotion and public relations are mass-communication tools available to marketers. Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country (Latif and Abideen, 2011). Telecommunication technology enables business and industry to grow at a faster pace while simultaneously contributing to the economic development and at the same time telecommunication infrastructure can be reliable indicator of economic development. Cellular phone industry has been one of the profitable businesses in Asian business (Roberts, 1998). E.g. In 2001, China's cell phone market grew into 130 million users, exceeding the U.S."s market for the first time (Robertson, 2001). Moreover, in 2004, Chinese cell phone users" population reached 335 million (25% of the total Chinese population), 65 million more than 2003 (Statistics of CMII,2005). Advanced Micro Devices, Inc. (AMD) listed China as its top priority in the SWOT analysis. The country's growing population and huge demand potential have always been an attraction for many high-tech multinational companies.

2. Literature Review

Advertising, sales promotion and public relations are mass-communication tools available to marketers. As its name suggests, mass communication uses the same message for everyone in an audience. Today, definitions of advertising abound. We might define it as communication process, a marketing process, an economic and social process, a public relations process or information and persuasion process (Arens, 1996). Dunn et al. (1978)viewed advertising from its functional perspectives, hence they define it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular

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Corporate Marketing and Service Brands: Moving Beyond the Fast Moving Consumer Goods Model

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Abstract: Examining the problems related to the establishment and growth of service brands is the aim of this article. At first, it takes into account the growing significance of the role of services in contemporary economies and the ways in which service providers have confronted the conventional method of conducting business. By examining the triumphs and setbacks of companies in the article continues by outlining the primary difficulties connected with the financial services sector. With the branding of services. Next, the document delineates the distinctions between the product and The fast-moving consumer goods (FMCG) industry's approach to service branding Before being used in the services industry, branding needs to be modified. Specifically The intangible character of services is emphasized, as is the way issues connected to One can overcome intangible offerings. The following section of the paper analyzes the roles of the roles that clients and staff can play in the provision of services crafted with purpose to bolster service brands. The final section of the study discusses whether personal or corporate branding is suitable.

1. Introduction

The benefits of building and maintaining customer brand loyalty (e.g. lower marketing cost, positive word of mouth, resistance to competitor's offerings and resultant increased profitability) has been recognized for more than five decades (Zineldin et al., 2014:1), but there are still questions as to how and whether brand loyalty is built with different product categories (Drennan et al., 2015:48). Most models (see for e.g., Chaudhuri and Holbrook's, 2001; Chitturi et al., 2008; Oliver's 1999 models) posit that brand loyalty can be achieved by satisfying customer needs. Recent reports are however showing that the relationship between customer satisfaction and brand loyalty is not that straightforward and simple (Chitturi et al., 2008:48; Thurn and Gustafsson, 2012:45; Zineldin et al., 2014:4). Customer satisfaction, Chitturi et al. (2008:48) report, does not necessarily translate into customer loyalty because consumers seek more than just being satisfied. They want to be delighted, and this depends on marketers' knowledge of the specific consumption goals or benefits consumers seek to satisfy or enjoy (do Vale and Duarte, 2013:30). The consumption goals, which may either be utilitarian (functional, practical or instrumental benefits of product consumption) or hedonic (pleasure and enjoyment-related benefits of product consumption) benefits satisfaction (Chitturi et al., 2008:61), differ depending on the product categories (do Vale and Duarte, 2013) or on whether the type of product is durable or non-durable goods. For the consumption of durable consumer goods such as laptop, cars and cell phones, Chitturi et al. (2008) found that it was the hedonic benefits and not merely the utilitarian needs satisfaction consumers gained from these products. These delighted consumers and positively affected the two (i.e., repurchase and word-of-mouth) key measures of loyalty.

2. Review of Literature

The Significance of Logos: Since relationship marketing has become a popular area of academic study, it has been clear that suppliers and customers are connected by more than just a tangible good or service a partnership that fosters the components. The name of the company or the brand name on the goods itself personifies this relationship. Company brand names such as Cadburys, IBM, BMW, KODAK, and ICI are great examples. Fosters, Dulux, Persil, and Nescafe are great examples of names of products' brands. This brings up the question of what distinguishes a brand from a prosperous brand. Examples of this include the Coop, Accrington Stanley, and the Sinclair C5. renowned brands, however they don't qualify as successful brands that have to follow the subsequent standards:

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A study on employee welfare measures with reference to Madura clothing FCL Unit, Chandapura

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Abstract: Employee welfare is a comprehensive term including various services, benefits and facilities offered to employees & by the employers. Through such generous fringe benefits the employer makes life worth living for employees." Welfare includes anything that is done for the comfort and improvement of employees and is provided over and above the wages. Welfare helps in keeping the morale and motivation of the employees high so as to retain the employees for longer duration. The welfare measures need not be in monetary terms only but in any kind/forms. Employee welfare includes monitoring of working conditions, creation of industrial harmony through infrastructure for health, industrial relations and insurance against disease, accident and unemployment for the workers and their families. Employee welfare entails all those activities of employer which are directed towards providing the employees with certain facilities and services in addition to wages or salaries. The very logic behind providing welfare schemes is to create efficient, healthy, loyal and satisfied labor force for the organization. The purpose of providing such facilities is to make their work life better and also to raise their standard of living.

Keywords: welfares, employee relations, labors, working facilities, etc.

1. Introduction

Employee welfare activities in an industrialized society has far reaching impact not Only on the work force but also all the facets of human resources. Employee welfare includes all such activities, which not only secures existential necessities but also ensures improvement in spiritual and emotional quotient. It comprises of short-term and long terms goal toward building humane society. Accordingly principles for successful implementation of employee welfare activities ranges from adequacy of wages to impact on efficiency as well as transformation of personality in nut shell, it is extension of democratic values in an industrialized society. Welfare includes anything that is done for the comfort and improvement of employees and is provided over and above the wages. Welfare helps in keeping the morale and motivation of the employees high so as to retain the employees for longer duration. The welfare measures need not be in monetary terms only but in any kind/forms. Employee welfare includes monitoring of working conditions, creation of industrial harmony through infrastructure for health, industrial relations and insurance against disease, accident and unemployment for the workers and their families.

The Report of the Committee on Labour welfare (1969) includes under it "such services, facilities and amenities as adequate canteens, rest and recreation facilities, sanitary and medical facilities, arrangements for travel to and from work and for the accommodation of workers employed at a distance from their homes and such other services, amenities and facilities including social security measures as contribute to improve the conditions under which worker are employer."

2. Review of Literature

Ghana Library Journal Vol. 19 (1) 2007 pp. 83-96 Staff development and employee welfare are valuable assets in an organization since an organization's primary aims are productivity and profitability. Every organization primarily needs committed and dedicated staff that will help the organization to meet its tactical and strategic objectives. It was also aimed at assessing staff welfare practices and how these affect productivity and performance. In conducting the survey, two sets of questionnaires were drawn up. One set was administered to management and the other set went to Library staff.

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