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ISSN: 2319-3786 (Print); ISSN:2321-5666 (Online); DOI:10.26637

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Malaya Journal of Matematik, Vol. S, No. 1, 243-247, 2020

https://doi.org/10.26637/MJM0S20/0046

Super connected and hyper connected arithmetic graphs

L. Mary Jenitha^{1*} and S. Sujitha²

Abstract

A connected graph *G* is said to be super connected if every minimum vertex-cut isolates a vertex of *G*. Moreover a graph is said to be hyper connected if for every minimum vertex cut *S*, *G*-*S* has exactly two components, one of which is an isolated vertex. In this paper, we focussed the concept in arithmetic graphs V_n and proved that, for an arithmetic graph $G = V_n$, $n = P_1^{a_1} \times P_2^{a_2} \times ... \times P_r^{a_r}$ where $0 < a_i \le 2$ and r > 3 is super and hyper connected and for at least one $a_i \ge 3$, the graph $G = V_n$ is only super connected. Also, it is clear that for every arithmetic graph $G = V_n$, *n* is any integer is super and hyper edge connected.

Keywords

Arithmetic graph, super connected, hyper connected, super connectivity, hyper connectivity.

AMS Subject Classification 05C40.

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Article History: Received 01 January 2020; Accepted 12 February 2020

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1. Introduction

For notation and graph theory terminalogy not given here, we follow [2]. In [4] the connectivity number of an arithmetic graph is studied by L. Mary Jenitha and S. Sujitha. Later the average connectivity of the same graph is discussed by the same authors in [5]. The super connected and hyper connected definitions are from [8] and authors used the concept for studying line graphs. In this paper we studied the concepts super connected, hyper connected, super connectivity, hyper connectivity of an arithmetic graph. All graphs in this paper considered are simple graphs. A connected graph G is *super connected*(*super edge connected*) if every minimum vertex -cut (edge-cut) S of G,G-S has isolated vertices. The cardinality of the minimum vertex cut is the *super connected number* (*super edge connected number*) and is denoted by $\kappa_s(G)(\lambda_s(G))$. A connected graph G is *hyper connected*

(hyper edge connected) if every minimum vertex -cut(edgecut) S of G, G - S has exactly two components, one of which is an isolated vertex. The cardinality of the minimum vertex cut is the hyper connected number (hyper edge connected number) and is denoted by $\kappa_h(G)$ ($\lambda_h(G)$). A subset $S \subset V(G)$ is called a super – vertex cut (super – edge cut) if G - S is not connected and every component contains at least two vertices. The super connectivity $\kappa_{sc}(G)$ is the minimum cardinality over all super vertex cuts in *G*.In general, super vertex -cuts (respectively super edge-cuts) in *G* do not always exist then the number is denoted by ∞ . This concept is studied from [3]. Through out the article we used the notation for an arithmetic graph as $G = V_n$, $n = P_1^{a_1} \times P_2^{a_2} \times \dots \times P_r^{a_r}$. Some authors used the notation as $G = V_n$, $n = P_1^{a_1} P_2^{a_2} \dots P_r^{a_r}$ for an arithmetic graph. The following theorems are used in sequel.

Theorem 1.1. [2] For a connected graph $G, \kappa \leq \kappa' \leq \delta$.

Theorem 1.2. [2] A vertex v of a tree G is a cut vertex of G if and only if d(v) > 1.

Theorem 1.3. [6] For an arithmetic graph $G = V_n$, $n = P_1^{a_1} \times P_2^{a_2} \times \dots \times P_r^{a_r}$,

$$\delta(G) = \begin{cases} r, r \ge 3\\ 1, r = 2 \end{cases}$$

Theorem 1.4. [4]For an arithmetic graph $G = V_n$, $n = p_1^{a_1} \times p_2^{a_2}$ where p_1 and p_2 are distinct primes, then $\kappa(V_n) =$

$$\kappa'(V_n) = \begin{cases} 1 \text{ for } a_i = 1 \text{ and } a_j > 1; i, j = 1, 2\\ 2 \text{ for } a_i > 1; i = 1, 2 \end{cases}$$

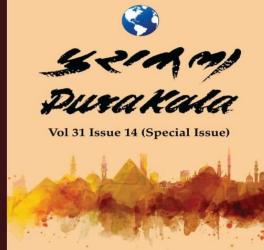
Theorem 1.5. [5] For an arithmetic graph $G=V_n$, $n=p_1^{a_1}\times$

Journal Details	
Journal Title (in English Language)	Purakala (print only) (Current Table of Content)
Publication Language	English
Publisher	Rock Art Society of India
ISSN	0971-2143
E-ISSN	NA
Discipline	Science
Subject	Earth and Planetary Sciences (all)
Focus Subject	Geology
UGC-CARE coverage years	from June-2019 to Present

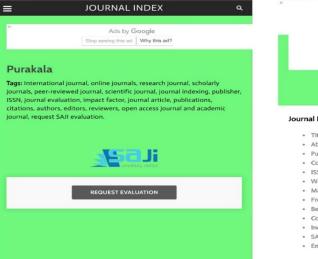
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- Abbreviated Title : PK Publisher : EDUindex
- · Country : India
- ISSN : 0971-2143 (E), 0971-2143 (P) om/index.php/0971-2143
- Website: https://www.purakala.
 Major Fields : multidisciplinary
- Frequency per year : 12
- Beginning : 1990
- Content type: Open Access
- Indexed: 28 June 2020 · SAJI Impact Value : None
- Email : editor@edu







Purakala (UGC Care Journal) ISSN:0971-2143 Vol-31-Issue-14-April-2020

Perfect Mean Cordial Labeling of Splitting Graphs

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Abstract

A vertex labeling $h: V(G) \to \{0,1,2,3\}$ is said to be perfect mean cordial labeling of a graph G if it induces an edge labeling h^* defined as follows :

 $h^*(wz) = \begin{cases} 1 & if \ 2|(h(w) + h(z)) \\ 0 & otherwise \end{cases}$

with the condition that $|e_h(0) - e_h(1)| \le 1$ and $|v_h(\alpha) - v_h(\beta)| \le 1$ for all $\alpha, \beta \in \{0, 1, 2, 3\}$, where $e_h(\delta)$ is number of edges label with δ ($\delta = 0, 1$) and $v_h(\lambda)$ denote the number of vertices labeled with $\lambda(\lambda = 0, 1, 2, 3)$. A graph *G* is said to be perfect mean cordial graph if it admits a perfect mean cordial labeling. In this paper, we verify that some splitting graphs are perfect mean cordial.

Keywords - perfect mean cordial graph , perfect mean cordial labeling.

AMS Subject Classification 05C78.

1.Introduction

Let G = (V, E) be a simple undirected graph of order n and size m. A path on n vertices is denoted by P_n ; a cycle on n vertices is denoted by C_n .

In 1987 Cahit introduced the concept of cordial labeling as a weaker version of graceful and harmonious labeling. In [1] perfect mean cordial graph was introduced and proved that some graphs are perfect mean cordial graphs.

Definition 1.1. [1]A vertex labeling $h: V(G) \to \{0,1,2,3\}$ with induced edge labeling $h^*: E(G) \to \{0,1\}$ defined by



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Malaya Journal of Matematik, Vol. 8, No. 2, 683-689, 2020

https://doi.org/10.26637/MJM0802/0061

The Geodetic Vertex Covering Number of a Graph

J. Anne Mary Leema¹*, V.M. Arul Flower Mary², P. Titus³, B. Uma Devi⁴

Abstract

A subset *S* of vertices in a connected graph *G* of order at least two is called a *geodetic vertex cover* if *S* is both a geodetic set and a vertex covering set. The minimum cardinality of a geodetic vertex cover is the *geodetic vertex covering number* of *G* denoted by $g_{\alpha}(G)$. Any geodetic vertex cover of cardinality $g_{\alpha}(G)$ is a g_{α} - set of *G*. Some general properties satisfied by geodetic vertex covering number of a graph are studied. The geodetic vertex covering number of several classes of graphs are determined. Some bounds for $g_{\alpha}(G)$ are obtained and the graphs attaining these bounds are characterized. A few realization results are given for the parameter $g_{\alpha}(G)$.

Keywords

Geodesic, geodetic set, vertex covering set, geodetic vertex cover, geodetic vertex covering number.

AMS Subject Classification

05C12

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Article History: Received 11 January 2020; Accepted 24 April 2020

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1. Introduction

For basic graph theoretic terminology and basic definitions not given here we refer to Harary [5]. We consider finite, undirected, connected graphs without loops and multiple edges. Denote the number of vertices and edges of a graph *G* as n = |V(G)| and m = |E(G)| respectively. A vertex *v* is a *simplicial vertex or an extreme vertex* of *G* if the subgraph induced by its neighbors is complete.

Let I[u,v] denote the set consisting of u, v, and all the vertices lying on a u - v geodesic and for $S \subseteq V(G)$, I[S] denote the union of all I[u,v] for $u, v \in S$. The geodetic number g(G) of *G* is the minimum cardinality of its geodetic sets and any geodetic set of cardinality g(G) is a minimum geodetic set or

a g - set of G. The geodetic number of a graph was introduced in [1,6] and further studied in [2 - 4]. A subset $S \subseteq V(G)$ is called a *vertex covering set* of G if every edge has at least one end point in S. A vertex covering set with minimum cardinality is a *minimum vertex covering set* of G. The *vertex covering number* of G is the cardinality of any minimum vertex covering set of G denoted as $\alpha(G)$. The vertex covering number of a graph was studied in [7].

A set of vertices (edges) in a graph *G* is *independent* if no two of the vertices (edges) are adjacent. The *independence number* $\beta(G)$ of *G* is the maximum number of vertices in an independent set of vertices of *G*. By a *matching* in a graph *G*, we mean an independent set of edges in *G*. A *caterpillar* is a tree of order 3 or more, the removal of whose end vertices produces a path called the spine of the caterpillar. A graph *G* is called *triangle free* if it does not contain cycles of length 3. A subset $S \subseteq V(G)$ is a *dominating set* if every vertex in V - Sis adjacent to at least one vertex in *S*. A *geodetic dominating set* of *G* is a subset *S* of vertices which is both a geodetic set and a dominating set. The minimum cardinality of a geodetic dominating set of a graph *G* is its *geodetic domination number*

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ISSN: 23			Online); DOI:10.26				Reviewer's Review report	ts form
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Malaya Journal of Matematik, Vol. S, No. 1, 469-473, 2020

https://doi.org/10.26637/MJM0S20/0087

Results on relatively prime domination polynomial of some graphs

C. Jayasekaran, ¹* and A. JancyVini ²

Abstract

Let *G* be a non-trivial graph. A set $S \subseteq V$ is said to be a relatively prime dominating set if it is a dominating set with at least two elements and for every pair of vertices *u* and *v* in *S* such that (d(u), d(v)) = 1. The minimum cardinality of a relatively prime dominating set is called the relatively prime domination number and it is denoted by $\gamma_{rpd}(G)$. The relatively prime domination polynomial of a graph *G* of order *n* is the polynomial

$$D_{rpd}(G,x) = \sum_{k=\gamma_{rpd}(G)}^{n} d_{rpd}(G,k) x^{k},$$

where $d_{rpd}(G,k)$ is the number of relatively prime dominating sets of *G* of size *k*, and $\gamma_{rpd}(G)$ is the relatively prime domination number of *G*. In this paper, we compute this polynomial for graphs $P_n^{---}, K_{1,n}^v, C_n^v, \bar{K}_{m,n}^V$ and B_n^v .

Keywords

Dominating polynomial, relatively prime dominating polynomial, relatively prime dominating polynomial roots.

AMS Subject Classification

05C69, 11B83.

¹ Department of Mathematics, Pioneer Kumaraswamy College, Nagercoil-629003, Tamil Nadu, India. ² Department of Mathematics, Holy Cross College (Autonomous), Nagercoil-629004, Tamil Nadu, India. ***Corresponding author**: ¹ jaya_pkc@yahoo.com; ² jancyvini@gmail.com **Article History**: Received **10** January **2020**; Accepted **01** May **2020** ©2020 MJM.

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1. Introduction

By a graph G = (V, E) we mean a finite undirected graph without loops and multiple edges. The order and size of G are denoted by n and m respectively. For graph theoretical terms, we refer to Harary [3] and for terms related to domination we refer to Haynes [4].

A subset *S* of *V* is said to be a dominating set in *G* if every vertex in *V* – *S* is adjacent to at least one vertex in *S*. The domination number $\gamma(G)$ is the minimum cardinality of a dominating set in *G*.

Berge and Ore [2, 10] formulated the concept of domination in graphs. It was further extended to define many other domination related parameters in graphs. Let *G* be a non-trivial graph. A set $S \subseteq V$ is said to be a relatively prime dominating set if it is a dominating set and for every pair of vertices *u* and *v* in *S* such that

(d(u), d(v)) = 1.

The minimum cardinality of a relatively prime dominating set is called the relatively prime domination number and it is denoted by $\gamma_{rpd}(G)$ [6]. Switching in graphs was introduced by Lint and Seidel [9].

For a finite undirected graph G(V,E) and a subset $\sigma \subseteq V$, the switching of *G* by σ is defined as the graph $G^{\sigma}(V,E')$ which is obtained from *G* by removing all edges between σ and its complement $V - \sigma$ and adding as edges all non-edges between σ and $V - \sigma$.

For $\sigma = \{v\}$, we write G^v instead of $G^{\{v\}}$ and the corresponding switching is called as vertex switching [5]. For more details about the basic definitionswe refer to Harrary [3].

Graph polynomials are powerful and well-developed tools to express graph parameters. SaeidAlikhani and Peng, Y. H. [1], have introduced the Domination polynomial of a graph.

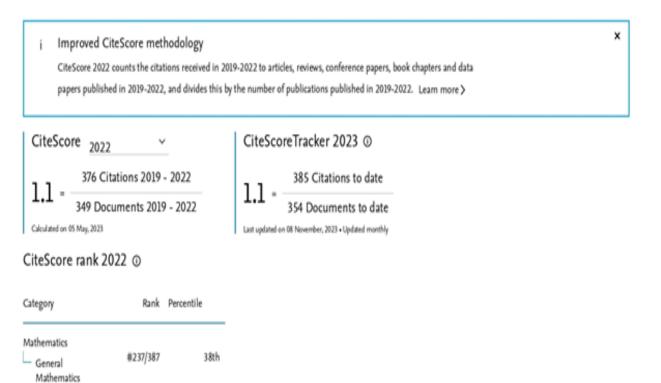


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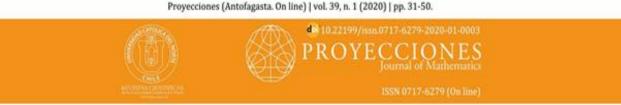
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Z₂-Magic Labeling of Star of Graphs



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Received: November 2018 | Accepted: April 2019

Abstract:

For any non-trivial abelian group A under addition a graph G is said to be A-magic if there exists a labeling $f : E(G) \rightarrow A - \{0\}$ such that, the vertex labeling f + defined as f + (v) = Pf(uv)taken over all edges uv incident at v is a constant. An A-magic graph G is said to be Zk-magic graph if the group A is Zk, the group of integers modulo k and these graphs are referred to as k-magic graphs. In this paper we prove that the graphs such as star of cycle, flower, double wheel, shell, cylinder, gear, generalised Jahangir, lotus inside a circle, wheel, closed helm graph are Zk-magic graphs.

Keywords: A-magic labeling; Flower; Double wheel; Shell; Cylinder; Gear; Generalised Jahangir; Lotus inside a circle; Wheel; Closed helm graph.

MSC (2010): 05C78.

lite this article as (IEEE citation style):

P. Jeyanthi and K. Jeya Daisy, "Z.-Magic Labeling of Star of Graphs", Proyecciones (Antofagasta, On line), vol. 39, no. 1, pp. 31-50, Feb. 2020, doi: 10.22199/issn.0717-6279-2020-01-0003. [Accessed dd-mm-yyyy].



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1857-8365 (printed version) 1857-8438 (electronic version)

DOI: https://doi.org/10.37418/amsj



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RESULTS ON RELATIVELY PRIME DOMINATION NUMBER OF VERTEX SWITCHING OF COMPLEMENT GRAPHS

C. JAYASEKARAN¹ AND A. JANCY VINI

ABSTRACT. Let G be a non-trivial graph. A set $S \subseteq V$ is said to be a relatively prime dominating set if it is a dominating set with at least two elements and for every pair of vertices u and v in S such that (d(u), d(v)) = 1. The minimum cardinality of a relatively prime dominating set is called a relatively prime domination number and it is denoted by $\gamma_{rpd}(G)$. For a finite undirected graph G(V, E) and a subset $\sigma \subseteq V$, the switching of G by σ is defined as the graph $G^{\sigma}(V, E')$ which is obtained from G by removing all edges between σ and its complement $V - \sigma$ and adding as edges all non-edges between σ and $V - \sigma$. In this paper we compute the relatively prime domination number of vertex switching of complement of path P_n , cycle C_n , star $K_{1,n}$ and complete bipartite graph $K_{m,n}$.

1. INTRODUCTION

By a graph G = (V, E) we mean a finite undirected simple graph. The order and size of G are denoted by p and q respectively. For graph theoretical terms, we refer to Harary [2] and for terms related to domination we refer to Haynes [3]. A subset S of V is said to be a dominating set in G if every vertex not in S is adjacent to at least one member of S. The domination number $\gamma(G)$ is the number of vertices in a smallest dominating set for G.

Key words and phrases. Dominating set, relatively prime dominating set, vertex switching.



¹corresponding author

²⁰¹⁰ Mathematics Subject Classification. 05C69.



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1857-8365 (printed version) 1857-8438 (electronic version)

DOI: https://doi.org/10.37418/amsj



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OPERATIONS ON SOME STAR RELATED PERFECT MEAN CORDIAL GRAPHS

A. ANNIE LYDIA¹ AND M. K. ANGEL JEBITHA

ABSTRACT. A vertex labeling $h : V(G) \rightarrow \{0, 1, 2, 3\}$ is said to be perfect mean cordial labeling of a graph G if it induces an edge labeling h^* defined as follows:

 $h^*(wz) = \begin{cases} 1 & \text{if } 2|(h(w) + h(z)) \\ 0 & \text{otherwise} \end{cases},$

with the condition that $|e_h(0) - e_h(1)| \le 1$ and $|v_h(\alpha) - v_h(\beta)| \le 1$ for all $\alpha, \beta \in \{0, 1, 2, 3\}$, where $e_h(\delta)$ is number of edges label with $\delta(\delta = 0, 1)$ and $v_h(\lambda)$ denote the number of vertices labeled with λ ($\lambda = 0, 1, 2, 3$). A graph G is said to be perfect mean cordial graph if it admits a perfect mean cordial labeling. In this paper, we prove that operations on some star related perfect mean cordial graphs are perfect mean cordial graphs.

1. INTRODUCTION

In the present era, graph theory has become a highly challenging and interesting area for the study of numerous mathematicians and computer experts. Since it has many applications and scope for various researches, it has attracted the attention of the erudite scholars who have the overwhelming desire for updating the field of mathematics. Particularly graph labeling has become a widely popular and area of concern, since it offers wide range of applications. A graph labeling is an assignment of integers to the nodes or the links, or both, subject to certain conditions.

Key words and phrases. Perfect mean cordial graph, perfect mean cordial labeling.

¹corresponding author

²⁰¹⁰ Mathematics Subject Classification. 05C78.



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THE DOMINATION UNIFORM SUBDIVISION NUMBER OF $G \circ K_1$

T. BERJIN MAGIZHA¹ AND M. K. ANGEL JEBITHA

ABSTRACT. Let G = (V, E) be an undirected and simple graph. A dominating set D of G is a set of vertices of G such that every vertex in V - D is adjacent to at least one vertex in D. The domination number of G, denoted by $\gamma(G)$, is the minimum cardinality taken over all dominating sets of G. The domination uniform subdivision number of G is the least positive integer k such that the subdivision of any k edges from G results in a graph having domination number greater than that of G and is denoted by $usd_{\gamma}(G)$. In this paper, we discuss the domination uniform subdivision number for a standard graph operation namely corona of graphs.

1. INTRODUCTION

Let G = (V, E) be a simple undirected graph of order n and size m. If $v \in V(G)$, then the neighborhood of v is the set N(v) consisting of all vertices u which are adjacent to v. The closed neighborhood is $N[v] = N(v) \cup \{v\}$. The degree of v in G is |N(v)| and is denoted by deg(v). The maximum degree of G is $max\{deg(v) : v \in V(G)\}$ and is denoted by $\Delta(G)$. A vertex v is said to be full vertex if deg(v) = n - 1. A vertex v is said to be pendant vertex if deg(v) = 1. An edge incident with pendant vertex is called leaf or pendent edge. A path, a cycle and a complete graph on n vertices are denoted by P_n, C_n and K_n respectively.

Key words and phrases. Domination number, domination uniform subdivision number, domination subdivision stable set.



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²⁰¹⁰ Mathematics Subject Classification. 05C69.



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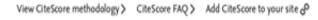
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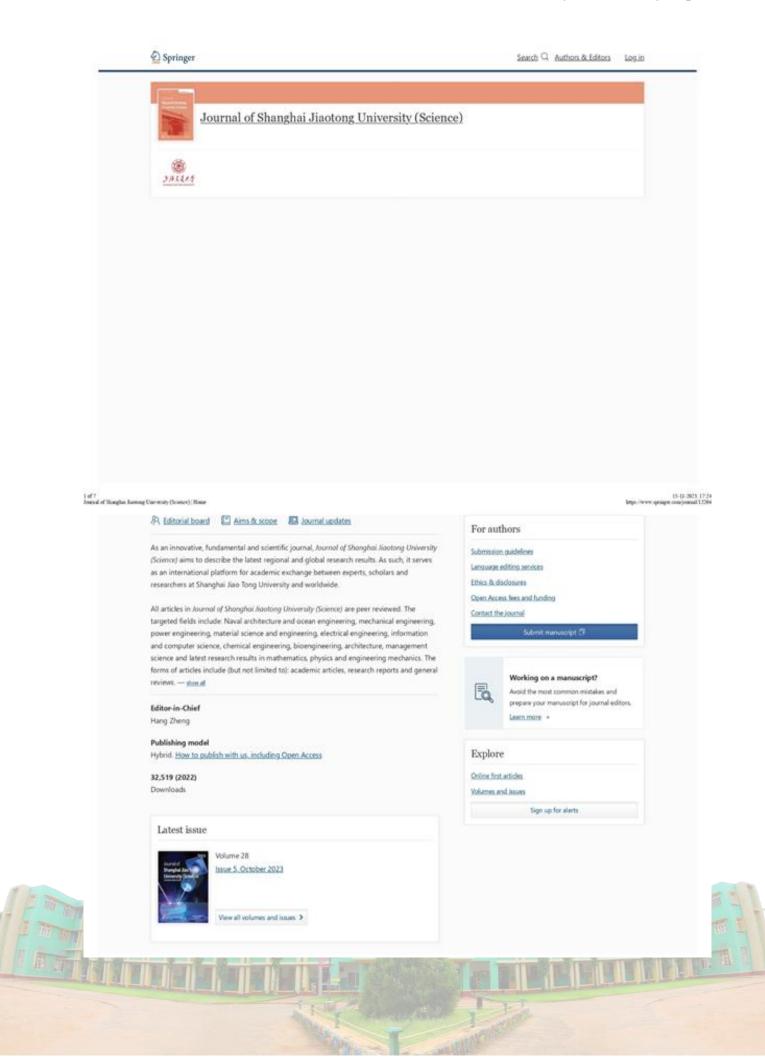
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2-DOMINATING SETS AND 2- DOMINATION POLYNOMIAL OF PATHS

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Abstract:Let G be a simple connected graph of order n. Let $D_2(G_{i_1}, i_2)$ be the family of 2-dominating sets in G with cardinality i. The polynomial $D_2(G, x) = \sum_{i=\gamma_2(G)}^n d_2(G, i) x^i$ is called the 2-domination polynomial of G. In this paper d:(P_i). Using this we obtain a formula recursive formula for the 2-domination polynomial. recursive construct we $D_2(P_{\infty}x) = \sum_{i=1}^{n} d_2(P_n, i) x^i$, where $d_2(P_{\infty}, i)$ is the number of 2-dominating sets of P_{∞}

of cardinality l'and some properties of this polynomial have been studied.

Keywords: Path, 2-dominating set, 2-domination number, 2-domination polynomial.

0 1. INTRODUCTION

Let G = (V, E) be a simple graph of order n. For any vertex $v \in V$, the open neighbourhood of V is the set N(v) = { $u \in V / uv \in E$ } and the closed neighbourhood of V is the set N[v] = N(v) \cup {v}. For a set S \subseteq V, the open neighbourhood of S is N(S) = $\bigcup_{v \in S} N(v)$ and the closed neighbourhood of S is N[S] = N(S) \cup S.

A set $D \subseteq V$ is a dominating set of G if N[D] = V or equivalently, every vertex in V - D is adjacent to at least one vertex in D.

The domination number of a graph G is defined as the minimum cardinality taken over all dominating sets D of vertices in G and is denoted by $\gamma(G)$.

We use the notation [x] for the smallest integer greater than or equal to x and [x] for the largest integer less than or equal to x. Also, we denote the set $\{1,2,3,\ldots,n\}$ by [n], throughout this paper.

2. 2 - DOMINATING SETS OF PATHS

In this section, we state the 2-domination number of path and some of its properties.

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https://doi.org/10.26637/MJM0802/0061

The Geodetic Vertex Covering Number of a Graph

J. Anne Mary Leema¹, V.M. Arul Flower Mary², P. Titus³, B. Uma Devi⁴

Abstract

A subset *S* of vertices in a connected graph *G* of order at least two is called a *geodetic vertex cover* if *S* is both a geodetic set and a vertex covering set. The minimum cardinality of a geodetic vertex cover is the *geodetic vertex covering number* of *G* denoted by $g_{\alpha}(G)$. Any geodetic vertex cover of cardinality $g_{\alpha}(G)$ is a g_{α} - set of *G*. Some general properties satisfied by geodetic vertex covering number of a graph are studied. The geodetic vertex covering number of several classes of graphs are determined. Some bounds for $g_{\alpha}(G)$ are obtained and the graphs attaining these bounds are characterized. A few realization results are given for the parameter $g_{\alpha}(G)$.

Keywords

Geodesic, geodetic set, vertex covering set, geodetic vertex cover, geodetic vertex covering number.

AMS Subject Classification

05C12

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Article History: Received 11 January 2020; Accepted 24 April 2020

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1. Introduction

For basic graph theoretic terminology and basic definitions not given here we refer to Harary [5]. We consider finite, undirected, connected graphs without loops and multiple edges. Denote the number of vertices and edges of a graph *G* as n = |V(G)| and m = |E(G)| respectively. A vertex *v* is a *simplicial vertex or an extreme vertex* of *G* if the subgraph induced by its neighbors is complete.

Let I[u,v] denote the set consisting of u, v, and all the vertices lying on a u - v geodesic and for $S \subseteq V(G)$, I[S] denote the union of all I[u,v] for $u, v \in S$. The geodetic number g(G) of *G* is the minimum cardinality of its geodetic sets and any geodetic set of cardinality g(G) is a minimum geodetic set or

a g - set of G. The geodetic number of a graph was introduced in [1,6] and further studied in [2 - 4]. A subset $S \subseteq V(G)$ is called a *vertex covering set* of G if every edge has at least one end point in S. A vertex covering set with minimum cardinality is a *minimum vertex covering set* of G. The *vertex covering number* of G is the cardinality of any minimum vertex covering set of G denoted as $\alpha(G)$. The vertex covering number of a graph was studied in [7].

A set of vertices (edges) in a graph *G* is *independent* if no two of the vertices (edges) are adjacent. The *independence number* $\beta(G)$ of *G* is the maximum number of vertices in an independent set of vertices of *G*. By a *matching* in a graph *G*, we mean an independent set of edges in *G*. A *caterpillar* is a tree of order 3 or more, the removal of whose end vertices produces a path called the spine of the caterpillar. A graph *G* is called *triangle free* if it does not contain cycles of length 3. A subset $S \subseteq V(G)$ is a *dominating set* if every vertex in V - Sis adjacent to at least one vertex in *S*. A *geodetic dominating set* of *G* is a subset *S* of vertices which is both a geodetic set and a dominating set. The minimum cardinality of a geodetic dominating set of a graph *G* is its *geodetic domination number*



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PUBLICATION

ISSN:

1857-8365 (printed version) 1857-8438 (electronic version)

DOI: https://doi.org/10.37418/amsj



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IDEAL THEORY IN NEAR-SEMIRINGS AND ITS APPLICATION TO AUTOMATA

C. JENILA¹ AND P. DHEENA

ABSTRACT. In this paper we develop ideal theory in near-semirings. We use the ideal theory to find the necessary and sufficient conditions for a linear sequential machine to be minimal.

1. INTRODUCTION

It has been shown that a homomorphic group-automaton $\mathcal{A} = (Q, A, B, F, G)$, where Q is a state set, A is an input set and B is an output set are groups and $F : Q \times A \rightarrow Q$ and $G : Q \times A \rightarrow B$, the state-transition function and output function respectively, are homomorphisms, is minimal if and only if the $N(\mathcal{A})$ -group Q is generated by 0 and does not contain non-zero ideals which are annihilated by g_0 where $g_0 : Q \rightarrow B$ ([3], Theorem 9.259). Pilz [3] considered linear sequential machines in which the state set forms a group.

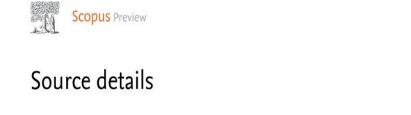
Krishna and Chatterjee [2] considered a generalized linear sequential machine $\mathcal{M} = (Q, A, B, F, G)$ where Q, A, B are semigroups and R-semimodules for some semiring R and $F : Q \times A \rightarrow Q$ and $G : Q \times A \rightarrow B$ are Rhomomorphisms. They have obtained a necessary condition for the above generalized sequential machine to be minimal. So naturally one is interested to find a necessary and sufficient conditions for the above generalized linear sequential machine to be minimal. To achieve that, we develop ideal theory in a

¹corresponding author

2010 Mathematics Subject Classification. 16Y30, 16Y60.

Key words and phrases. Near-semiring, ideal, linear sequential machine.

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Journal of Drug Delivery Science and Technology Volume 57, June 2020, 101752

Curcumin-encased hydroxyapatite nanoparticles as novel biomaterials for antimicrobial, antioxidant and anticancer applications: A perspective of nano-based drug delivery

<u>Saleth Sebastiammal ^{a b}, Arul Sigamani Lesly Fathima ^a ♀ ⊠ Sandhanasamy Devanesan ^{c d}, Mohamad S. AlSalhi ^{c d} ♀ ⊠, Johnson Henry ^e, Marimuthu Govindarajan ^{† g}, Baskaralingam Vaseeharan ^h ♀ ⊠</u>

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Highlights

- Pure, surfactant-assisted, and curcumin-mediated HAp NPs were synthesized.
- · Pure, surfactant-assisted, and curcumin-mediated HAp NPs were characterized.
- HAp NPs possess excellent antibacterial and antifungal properties.
- · HAp NPs exhibit free radical quenching activity as effective antioxidants.
- HAp NPs kill HeLa cells and are effective anticancer agents.

Abstract

<u>Hydroxyapatite</u> (HAp) is an important biological molecule and principal mineral component found in bones that is used in various clinical applications to significantly enhance the <u>biological activity</u> and <u>biocompatibility</u> of man-made biological molecule. Several analyses have been performed to control the structural properties of HAp by varying the processing parameters. This study described the synthesis of HAp <u>nanoparticles</u> (NPs) via the sol-gel method, that would be effective for biomedical applications, such as bone graft substitution. It also examined the effects of pure HAp, surfactant (PEG and CTAB)-assisted HAp NPs, and curcumin-mediated HAp NPs. The synthesized HAp NPs were analyzed using XRD, FTIR, RAMAN, FESEM, TEM, EDAX, UV-DRS, and PL analysis. From the XRD analysis, it was found that the prepared HAp NPs have a hexagonal structure with nanosize distribution. From FESEM and TEM analyses, it was found that the synthesized HAp NPs were rod-like in shape and the <u>elemental analysis</u> was conducted using EDAX. In addition, the biological applications were investigated, viz., antibacterial, <u>antifungal</u>, antioxidant, and anticancer activities. Overall, curcumin-encased HAp nanoparticles can play a vital role in a wide range of fields, including water treatment, food preservation, <u>wound dressing</u>, <u>nanomedicines</u>, and cosmetics as biocidal and disinfecting agents.







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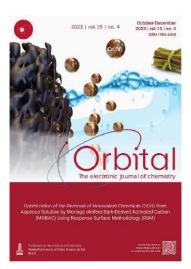
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| Vol 12 || No. 2 || April-June 2020 |

FULL PAPER

Electronic Band Structure, Density of States, Phase Transitions, Metallization and Superconducting Transition of KBr under High Pressure

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Article history: Received: 11 April 2019; revised: 09 November 2019; accepted: 06 April 2020. Available online: 28 June 2020. DOI: <u>http://dx.doi.org/10.17807/orbital.v12i2.1401</u>

Abstract:

The results of a full potential linear muffin-tin orbital (FP-LMTO) study on the electronic properties of ionic insulator potassium bromide (KBr) under pressure is presented. The phase transition pressure at which the compound undergoes structural phase transition from NaCl to CsCl structure is predicted from the total energy calculations. The ground state properties and band gap values are compared with the experimental results. At normal pressure KBr is a direct band gap insulator. In KBr, the metallization occurs through indirect closing of the band gap between Γ and H points at the reduced volume V/Vo=0.45 (CsCl structure), the corresponding metallization pressure is 1.274 Mbar. On further increase of pressure, KBr becomes superconductor, and this material comes under the class of electron-phonon-mediated high pressure superconductor. The superconducting transition temperatures (Tc) of KBr is obtained as a function of pressure for both NaCl and CsCl structures. The highest Tc estimated is 5.911 K and the corresponding pressure is 5 Mbar in the NaCl structure and 0.897 K in the CsCl structure. It is also confirmed that the metallization, structural phase transition and onset of superconductivity do not occur simultaneously in ionic compounds.

Keywords: band structure; density of states; phase transition; metallization; superconductivity

1. Introduction

lonic compounds are ubiquitous materials and are characterized by their highly crystalline nature, high melting points and strong miscibility in polar media. Potassium bromide (KBr) is a large band gap ionic insulator with energy gap = 7.4 eV and its ionic crystalline structure produces its unique high ultraviolet transmissivity. The transition of an insulator to a metal (metallization) at high compression is generally the result of the pressure induced closure of the band gap. Potassium chloride is expected to have a uniquely high metallization pressure among large bandgap solid insulators [1]. Under strong shock the insulating compression. -conducting transition is enhanced by the thermal promotion of electrons across band gap. This is a result of high temperature produced by high pressure (>1 Mbar) shock waves [1]. Recently, ramp compression has been used to compress materials to pressures above 8 Mbar while keeping the temperature low compared to that of shock waves [2]. Band structure calculations reveal that alkali halide compounds are wide-gap insulators that explain their optical transparency [3]. Ionic salts have gained substantial importance recently due to the ability of ionic liquids to dissolve a variety of organic substance including cellulose. Ionic crystals are probably the simplest system to understand, since the interactions among the ions are purely electrostatic in origin. Hence the description of their ground state energies is exact within the limit of calculation [3].

The physical properties of materials undergo a variety of changes when they are subjected to



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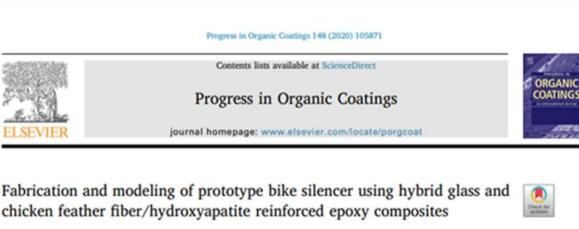
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ARTICLE INFO

Keywords **Chicken** feather fiber Hybrid composites **Emission characteristics** Sound absorption Heat releasing nature

ABSTRACT

Recently, the significant development and advantages of bioactive natural composite materials have been employed in modern engineering constructions, aerospace, packing industries, automotive fields, and more. The fiber materials are derived from natural plant materials (e.g., coir, jute, and bamboo) and animal waste products which show excellent physico-chemical, thermal, and mechanical properties compared to man-made fibers. In this study, the replacement of man-made fiber materials with polymer matrix composites using natural waste chicken feather fiber (CFF) based reinforced lightweight epoxy hybrid composite materials were prepared for the development of a prototype bike silencer. The hybrid composites were prepared from epoxy resin reinforced with synthetic inorganic glass fibers (GF) and natural organic CFFs (with 5, 10, and 20 % composition) together with 3 % of nano-hydroxyapatite (nHA) as a catalytic filler. The 3D modeling, design, and fabrication of a prototype bike silencer were undertaken, using Suzuki Samurai as a reference model specimen. The hybrid 82 GF/15CFF/3HA composite material showed optimum tensile strength and yield strength values of 167.00 and 58.10 MPa, respectively. The observed von-Mises stress, maximum displacement, Young's modulus, and Poisson's ratio values were 6.9260 MPa, 0.8661 mm, 13.90 GPa, and 0.39, respectively. Further, the presence of voids in the hybrid 82 GF/15CFF/3nHA composite bike silencer showed higher absorption capacity with effective reduction of toxic CO, HC, O2, and CO2 pollutants as well as remarkable heat releasing capacity, as compared to the steel silencer. The fabricated hybrid 82 G F/15CFF/3nHA composite material may effectively be utilized for the development of renewable, eco-friendly biocomposites with exceptional performances.

1. Introduction

'Fibers are firmly considered as fundamental components in composite materials as they bear the main loading and have been widely used in aerospace, automotive, construction, and sporting industries [1-4]. Glass fibers (GF) are one of the most widely used reinforcements, owing to their strength and competitive price [5-7]. Recently, environment-friendly natural fibers derived from animal wastes have been used in various applications in the place of glass or synthetic fibers. This is because they show exceptional mechanical properties like high tensile strength, flame retardant nature, lightweight, high thermal stability, and prominent stiffness. The natural fibers derived from animal sources are an attractive reinforcement for the development of bio-composites. In this regard, chicken feather fibers (CFFs) are

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https://doi.org/10.1016/j.porgcoat.2020.105871 Received 20 May 2020; Received in revised form 1 July 2020; Accepted 4 July 2020 0300-9440/ © 2020 Elsevier B.V. All rights reserved.



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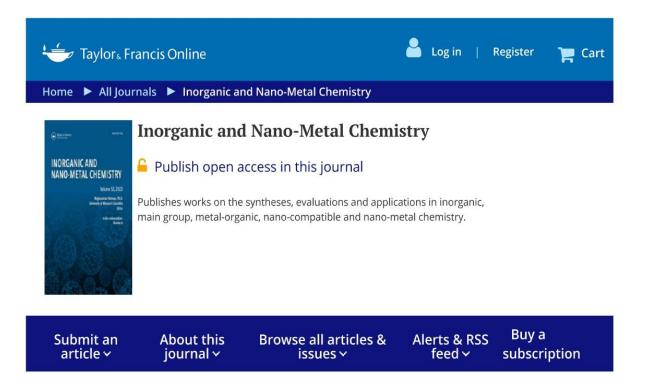
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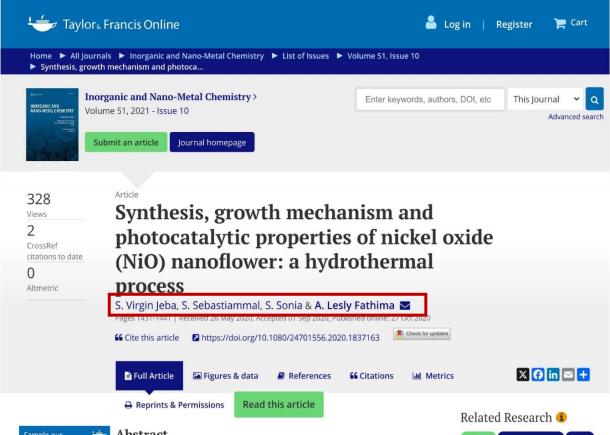
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Abstract

The present report explores the synthesis strategy of flower like Nickel Oxide (NiO) nanostructures from nanosheets as their building blocks in the presence of citric acid as surfactant. An easy and inexpensive hydrothermal technique was designed for the synthesis of NiO nanoparticles. The structural, morphological and compositional analyses were done by the techniques such as X-ray Diffraction, Field Emission Scanning Electron Microscopy and Energy Dispersive X-ray Analysis respectively and growth mechanism of the NiO nanostructure was also dealt in detail. Diffraction pattern confirms that the prepared NiO is belongs to the face cantered cubic structure. The average crystalline size was obtained by Debye Scherrer formula and the values (8 nm, 9 nm, 7 nm and 7.5 nm for NiO nanoflowers synthesized with 0.5 g, 1 g, 1.5 g and 2 g of citric acid respectively) are comparable with the size obtained by the Williamson Hall plot method. Morphological analysis confirms the formation of nanosheets constituted floral microspheres with a diameter ranging from 750 nm to 850 nm. Elemental analysis proves the presence of Ni and O and its purity. The 750 nm sized, regularly arranged NiO nanoflowers were subjected to photocatalytic degradation of Methylene Blue (MB) and Rhodamine 6G (Rh 6G) under Ultra Violet irradiation and bestow the effective degradation efficiency (76.5% and 92.6%

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Quantum chemical insight into molecular structure, spectroscopic (FT–IR, FT–Raman, UV-vis, NMR), and molecular docking of 3,5-di-tert-butyl-2-hydroxybenzaldehyde



S.J. Jenepha Mary, C. James^{†,*}

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ARTICLE INFO

Article history: Received 1 May 2020 Revised 23 June 2020 Accepted 27 August 2020 Available online 29 August 2020

Keywords: NBO Chemical shift FT-IR Raman Influenza virus

ABSTRACT

The molecule of therapeutic interest 3,5-Di-tert-butyl-2-hydroxybenzaldehyde, a salicylaldehyde derivative has been subjected to FT-IR, FT- Raman, UV-Visible and NMR spectral studies, along with quantum chemical computations using density functional theory. The title molecule has been optimized at B3LYP level of theory and 6-311G+(d,p) basis set. NBO analysis has been performed to study donor acceptor interactions and stability of the molecule arising from hyperconjugative interactions. Spectral analysis has been carried out and the vibrational assignments have been made on potential energy difference. To explain bioactivity several molecular electronic parameters such as frontier molecular orbitals, ESP, charge analysis have been discussed. Antiviral activity of 3,5-Di-tert-butyl-2hydroxybenzaldehyde has been carried out against influenza viral proteins of type A, type B, type C, and type D. Molecular docking simulations shows it has a good binding affinity toward influenza type D virus.

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Specifications Table

Subject area	Spectroscopy and Computational Chemistry
Compound	3,5-Di-tert-butyl-2-hyd roxybenzaldehyde
Data category	Computational simulations, Natural bond orbital analysis, vibrational analysis, NMR chemical shift and molecular docking.
Data acquisition format	FT-IR, FT-Raman, NMR, UV-Vis
Data type	Experimental and theoretical
Procedure	Experimental: Sample has been purchased from sigma Aldrich. FT-IR spectrum has been recorded using Perkin-Elmer FT-IR spectrophotometer, FT Raman spectrum has been recorded using BRUKER RFS 27, UV-visible spectrum has been measured using JASCO (V-570) UV/VIS/NIR spectrometer. Computations: Geometry optimization and NBO analysis have been carried out using Gaussian 09 program package and visualized using Gauss view 5.0,Vibrational analysis using MOLVIB 7.0 and molecular docking simulation using AutoDock 4.2 and PYMOL
Data accessibility	Data is available within the article

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E-mail addresses: jenephaashok@gmail.com (S.J. Jenepha Mary), cjamesha@gmail.com (C. James).

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Molecular Structure Investigation, Charge Transfer Interactions, Hirshfeld Surface analysis and Molecular Docking of 2'-(4bromobenzoyl)- 1'-(2-chlorophenyl)-1,1',2,2',5',6',7',7a'-octahydrospiro[indole-3,3'- pyrrolizin]-2-one using Quantum chemical comp

S. J. Jenepha Mary, C. James , V. Shiny

Abstract

Indole and its derivatives take up a key position in the field of medicinal chemistry due to its various pharmacological activities. The molecule of interest 2'-(4-bromobenzoyl)-1'- (2-chlorophenyl)-1,1',2,2',5',6',7',7a'-octahydro-spiro[indole-3,3'-pyrrolizin]-2-one has been subjected to DFT (Density Functional Theory) studies in order to elucidate the electronic structure. The title molecule has been optimized using Gaussian '09 program. NBO analysis reveals the existence of C_H--O intramolecular interactions, which are well reflected by the amount of charge transferred from n(O13) $\rightarrow \sigma^*$ (C6– H11) with the stabilization energy of 2.53 kcal/mol. Molecular electrostatic potential (MEP) image shows the most electronegative region indicated by red color around the oxygen atom is the potential binding site. The low energy gap (Δ E 3.2786 ev) observed from the Frontier molecular orbital analysis shows the molecule to be biologically active. Hirshfeld Surface analysis and 2D fingerplot substantiates the presence of intermolecular interactions that arises within the crystal packing. Molecular simulation carried out using AUTODOCK 4.2 reveals optimized structure of the ligand has been docked in the binding site of severe acute respiratory syndrome related corona virus protein.



How to Cite

5. J. Jenepha Mary, C. James, V. Shiny. (2020). Molecular Structure Investigation, Charge Transfer Interactions, Hirshfeld Surface analysis and Molecular Docking of 2'-(4-bromobenzoyl)- 1'-(2-chlorophenyl)-1,1',2,2',5',6',7',7a'-octahydro-spiro[indole-3,3'- pyrrolizin]-2-one using Quantum chemical comp. International Journal of Advanced Science and Technology, 29(10s), 8886-8895. Retrieved from http://sersc.org/journals/index.php/I]AST/article/view/26322

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Molecular structure elucidation, charge transfer interactions, electronic properties, vibrational spectral investigation and molecular docking of the antiviral active molecule (E)-4-[1-(2-carbamothioylhydrazinylidene)ethyl]-phenyl benzoate dimer - aided by density functional theory

S. J. Jenepha Mary* and C. James

Department of Physics and Research Centre, Scott Christian College (Autonomous), Manonmaniam Sundarnar University, Nagercoil, India

ABSTRACT

The molecular structure of the novel thiosemicarbazide (E)-4-[1-(2-carbamothioylhydrazinylidene) ethyl] - phenyl benzoate has been synthesized and subjected to Raman and Fourier transform infrared spectral studies. Optimized parameters of (E)-4-[1-(2-carbamothioylhydrazinylidene) ethyl] - phenyl benzoate monomer and dimer have been compared with X-ray diffraction data. The existence of hydrogen bonded intramolecular interactions, intermolecular interactions and the hyperconjugative energy leading to the stabilization of the system have been revealed by natural bond orbital analysis. Charge transfer interactions from highest occupied molecular orbital to lowest unoccupied molecular orbital and the observed low energy gap predict the molecule to be more reactive. Molecular electrostatic potential image shows the potential binding site is around the sulfur atom. The spectra have been analyzed and the assignments of the normal modes of vibrations have been carried out with the help of normal coordinate analysis following the scaled quantum chemical force field methodology. The observed spectral shift substantiates the spectral evidence of the intermolecular hydrogen bonding. Molecular docking scores reveal good binding affinity and the inhibition activity of the molecule against dengue viral protein 4c11.

ARTICLE HISTORY

Received 4 April 2020 Accepted 22 August 2020

KEYWORDS

Fourier transform infrared; molecular docking; molecular electrostatic potential; natural bond analysis; normal coordinate analysis; Raman

Introduction

Thiosemicarbazones have fascinated appreciable attention owing to their distinguished bonding modes, ion-sensing abilities and structural diversity.^[1,2] In search of promising therapeutic agents of pharmacological importance, the compound (E)-4-[1-(2-carbamothioylhydrazinylidene) ethyl] - phenyl benzoate (CAPB) has been chosen. Thiosemicarbazone derivatives possess a prominent class of biologically active molecules by virtue of their antibacterial, antiviral, antifungal and antitumor activities.^[3,4] Thiosemicarbazones were the first compound to act in the human body by inhibiting the genetic expression of a wide variety of viruses.^[5] Acetophenone thiosemicarbazones have been found to be potent inhibitor against influenza and parainfluenza viruses.^[6] The title compound (E)-4-[1-(2-carbamothioylhydrazinylidene) ethyl] - phenyl benzoate, which shows the presence of the acetophenone thiosemicarbazone has the capability to destroy protozoal parasites by inhibiting cysteine proteases.^[7] Also, the attachment of the methyl and the phenyl group in the thiosemicarbazone moiety of the title compound provides high hydrophobicity, promotes the disruption of the mitochondrial potential prior to the death of K562 cells and lowers the toxicity for peripheral blood mononuclear cells (PBMN) indicates that the title molecule has potential therapeutic property.^[8] Bz-Trp-TSC, a thiosemicarbazone derivative is used in the treatment of dengue fever.^[9] Spectral analysis and reactive sites of (E)-1-(5-bromo-2- hydroxybenzyreported.[10] lidene)semicarbazide has been



CONTACT C. James a cjamesha@gmail.com Scott Christian College (Autonomous), Nagercoil - 629 003, Tamil Nadu, India. *Register number: 18113162132001 Supplemental data for this article can be accessed <u>here</u>.

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Antidiabetic activity of chelating tris nmethylethylenediamine iron complex.

- Source: Drug Invention Today 1/15/2020, Vol 14 Issue 1, p121-126. 6p. 7 Charts, 7 Graphs.
- Author(s): Brabha, M. Jaya, Malbi, M. Anitha
- Abstract: Polydentate ligand whose structure permits the attachment of their two or more donor atoms to the same metal ion simultaneously and thus produces one or more rings is called chelate. Chelates are used for the elimination of harmful radioactive and heavy metal toxicity from the body. Some of the chelating agents such as ethylenediaminetetraacetic acid, ethylenediamine, and 1,2-trans-cyclohexylenedinitrilotetraacetic acid are used in the elimination of harmful radioactive metals from the body. Chelates used in food preservation. Fruit, fruit juice, foodstuffs, etc., are now preserved with the help of chelating compounds. Supplementation of essential trace elements is an area of increasing interest in the field of human and veterinary pharmacology. In the present work synthesis of tris N-methyl ethylene diamine iron complex and confirm their application by anti-diabetic activity. The synthesized complex was characterized by elemental analysis, energy dispersive X-ray analysis, ultraviolet-visible, magnetic susceptibility, Fourier transform-infrared, thermogravimetric analysis and differential thermal analysis, and X-ray diffraction. Applications of the complex were studied by its antidiabetic activity.
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An investigation on host-guest complexation of Metformin hydrochloride with hydroxypropyl-α-cyclodextrin for enhanced oral bioavailability

<u>S. Lizy Roselet</u>[®] **2** 🗃 - <u>J. Prema Kumari</u>^b Show more

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Abstract

Metformin hydrochloride is an orally administered biguanide which is an oral anti-hyperglycemic agent. It shows incomplete absorption from the gastrointestinal tract and the absolute bioavailability is 50–60% with relatively short plasma half-life of 1.5–4.5 h. In this study the host-guest complexation of hydroxypropyl– α -cyclodextrin with Metformin hydrochloride is discussed. Inclusion complexes of Metformin hydrochloride with hydroxypropyl– α cyclodextrin were prepared in solid and liquid state and they are characterized using spectrophotometry, fluorimetry, ¹H NMR and phase solubility studies. The subsistence of host-guest interaction makes hydroxypropyl– α -cyclodextrin a suitable candidate for the enhancement of bioavailability of Metformin hydrochloride.

Introduction

Metformin is widely used for the treatment of type-II diabetes. Chemically, metformin is a hydrophilic base [1]. However, is usually present in oral dosage forms in its hydrochloride salt form. Metformin HCl has acid dissociation constant values (pKa) of 2.8 and 11.5 and, therefore, exists very large as the hydrophilic cationic species at physiological pH values (>99.9%) [2]. The lipid solubility of the unionized species is low as shown by its low water-oil partition coefficient value (log P=1.43) [3]. This chemical parameter indicates low lipophilicity and, therefore, rapid passive diffusion of metformin trough cell membranes is unlikely [2]. Based on these properties, metformin HCl is defined as class III (low permeability, high solubility) by the Biopharmaceutics Classification System (BCS). Poor wettability of drug leads to poor dissolution and hence, shows variation in bioavailability. Metformin has poor flow properties. Cyclodextrins are used to form host-guest inclusion complexes with various drugs in solution or a solid state have been recognized as pharmaceutical excipients [4], [5], [6], [7], Inclusion complexes formed with a host-guest molecule may exhibit improved chemical orbiological properties compared to the host molecule alone. Such inclusion may: (i) improve aqueous solubility, dissolution, and bioavailability [8]. Inclusion compounds of cyclo dextrins with hydrophobic molecules are able to penetrate body tissues, these can be used to release biologically active compounds under specific conditions [9], [10]. The chemical name of Metformin hydrochloride is N, N-dimethyl imido dicarbonimidicdiamide hydrochloride. Metformin hydrochloride is a white to off-white crystalline compound with the molecular formula C4H11N5, HCl and molecular weight of about 165.63. Metform in hydrochloride is freely soluble in water and is practically insoluble in acetone, ether and chloroform (see Fig. 1.).



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Vegetable Peel Extract mediated Synthesis of Silver nanoparticles and its antimicrobial activities Nandhini S. and Daniel Sheeba

Department of Chemistry, Holy Cross College (Autonomous), Nagercoii-629004, Tamil Nadu, INDIA *sheebadaniel@holycrossngl.edu.in

Abstract

Green synthesis of nanoparticles using plant extract has been proposed as a cost effective, environmental friendly and a reliable alternative to chemical and physical methods for the production of nanoparticles. The present study focuses on the green synthesis of silver nanoparticles (AgNPs) using vegetable peel extracts of Pumpkin (Cucurbita pepo) and Snake gourd (Trichosanthes cucumerina). This peel extracts acts as a reducing and stabilizing agent for the production of silver nanoparticles. The aqueous peel extracts of these vegetables are added separately to 1 mM silver nitrate solution and the formation of silver nanoparticles is primarily detected by the change of colour from colourless to reddish-brown.

The reduction of Ag⁺ to Ag⁰ is confirmed by UV-Visible spectrum. FT-IR spectroscopy is performed to detect the bioactive molecules liable for reduction and capping of biogenic silver nanoparticles. The nature of the particle is determined from the X-ray diffraction analysis. The antimicrobial activities of the synthesised nanoparticles are tested against human pathogens and show toxic effects on Staphylococcus aureus, Klebsiella pneumonia, Escherichia coli, Pseudomonas aerogenisa, Aspergillus and Candida albicans.

Keywords: Green synthesis, Vegetable peel extracts, Silver nanoparticles, Characterization, Antimicrobial Activities.

Introduction

Nanobiotechnology is one of the most promising areas in modern nanoscience and technology which interlaces various disciplines of science such as physics, chemistry, biology and material science. Nanoparticles are synthesized using top-down and bottom-up strategies.1 Owing to their high surface-to-volume ratio, surface energy, spatial confinement and reduced imperfections, metal nanoparticles have characteristic physical, chemical, electrical, magnetic, thermal, optical and biological properties in contrast to the bulk materials.2 Recent advancements in nanotechnology have led to the expansive growth in the synthesis of nanosized particles, wires, and tubes for potential applications in different fields. Due to their Surface Plasmon Resonance, Enhanced Rayleigh Scattering and Surface Enhanced Raman Scattering in metal nanoparticles, nanoparticles are considered as building blocks for the next generation of optoelectronic, electronics and various chemical and biochemical sensors.³

Nanoparticle synthesis are usually carried out by various physical and chemical methods like laser ablation, pyrolysis, lithography, chemical vapour deposition, sol-gel technique and electro deposition which are very expensive and hazardous.^{4,5} In the traditional wet method for the synthesis of nanoparticles, hazardous substances such as sodiumborohydride, tetrakishydroxymethyl-phosphonium chloride (THPC), poly-N-vinyl pyrrolidone (PVP) and hydroxylamine have been used.

Other dry methods such as UV irradiation, aerosol and lithography are also not considered as eco-friendly. The use of toxic chemicals and non-polar solvents for the synthesis of nanoparticles limits their applications in clinical fields. Therefore, the biosynthesis of clean, bio-compatible, nontoxic and eco-friendly nanoparticles produced from both extracellularly and intracellularly deserves merit.⁶

Among noble metal nanoparticles, silver nanoparticles (AgNPs) have received considerable attention due to their attractive physiochemical properties. The use of environmentally benign materials like plant extracts, bacteria and fungi for the synthesis of AgNPs offers numerous benefits for pharmaceutical, biomedical and agricultural applications. The role of AgNPs as an anticancer agent should open new door in the field of medicine. AgNPs should serve as one of the best ways of treating diseases that involve cell proliferation and cell death.⁷

Green synthesis of AgNPs by various plants and microorganisms has been reported. However, the potential of plants as biological materials for the synthesis of nanoparticles and their compatibility to biological systems is yet to be fully explored. Researchers have achieved success in the biosynthesis of AgNPs using extracts obtained from *Anacardium occidentale, Gloriosa superba, Hibiscus cannabinus, Malva parviflora, Ocimum tenuiflorum, Sesbania grandiflora, Mangifera indica, Prosopis juliflora* and *Cocculus hirsutus.*⁸⁻¹⁶

Investigations on the biosynthesis of AgNPs with plant extracts have been made so far, the present study concentrates on the biosynthesis of AgNPs using vegetable peel extracts of Pumpkin (*Cucurbita pepo*) and Snake gourd (*Trichosanthes cucumerina*). Pumpkin is an excellent source of vitamin A and beta-carotene. Vitamin C is present in moderate content but no other nutrients are in significant amount. The colour of the flesh varies from golden-yellow to orange depending up on the polyphenolic pigments in it. Pumpkin peel and seeds are rich source of protein, minerals, vitamins, and omega-3 fatty acids.¹⁷



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Invitro Study of Ruthenium(II)-Phenanthroline-Phendione Complex on SK-MEL-28 and L6 Cell Lines

Santhiya. S¹ and Dr. Sheeba Daniel^{*2}

¹Research Scholar (Reg.No:18213042032009), Department of Chemistry, Holy Cross College (Autonomous), Nagercoil.

Affiliated to Manonmanium Sundaranar University, Tirunelveli, Tamil Nadu, India.

*2Department of Chemistry, Holy Cross College (Autonomous), Nagercoil, Tamil Nadu, India.

Abstract- The invitro antiproliferative and cytotoxic effects of [Ru(phen)2(phendione)]2+ (phen = 1,10phenanthroline and phendione= 1,10-phenanthroline-5,6-dione) complex is evaluated on SK-MEL-28 melanoma and normal L6 cell lines using MTT assay and double staining method. The antiproliferative and cytotoxic effects determined using MTT assay method on both the cell lines decreases with increase in concentration of the complex. The IC50 value of this complex against the SK-MEL-28 cell and normal living L6 cell line is found to be 52.648 and 90.974 µg/mL respectively. Apoptosis determination using double staining method followed by fluorescent microscopic images predicts that the synthesized [Ru(phen)₂(phendione)]²⁺complex shows late apoptotic effect when treated on SK-MEL-28 cells and exhibit early apoptotic effect on normal L6 cells. The apoptotic character of [Ru(phen)₂(phendione)]²⁺ complex is due to the chromatin condensation of both cancerous and normal cells by the DNA binding dyes. results revealed that the The synthesized [Ru(phen)2(phendione)]2+ complex shows good antiskin cancer effect on SK-MEL-28 cell line and no cytotoxicity on L6 cell line. Thus the synthesized complex can be therefore suggested as an effective anti-skin cancer drug.

Index Terms- [Ru(phen)₂(phendione)]²⁺complex, SK-MEL 28 cell line, L6 cell line, *Invitro*-antiproliferative effect, Cytotoxicity.

I. INTRODUCTION

Melanoma is a type of skin cancer with an increasing incidence and mortality rate [1]. The increased risk of melanoma is mainly related to UV exposure [2]. Melanoma can be cured by surgical excision at the early stage, however, later stages with distant metastasis is currently incurable. The development of agents capable of triggering cancer cell apoptosis may represent a novel therapeutic approach for melanoma treatment. An anticancer agent without affecting normal cells become effective and novel cytotoxic drug with low side effects on immune system induces apoptosis in cancer cells. Therefore, the search for new agents with a potential anti-melanoma effect is encouraged [3].

Ruthenium(II)-polypyridyl complexes are active against some cisplatin resistant cell lines and shows low side effects due to their higher selectivity for cancer cells compared with normal cells. Ruthenium can mimic iron in binding to some biological molecules [4]. Ruthenium (II) complexes with polypyridine ligands is of great interest due to their therapeutic values, DNA intercalation, protein binding and pharmacological applications. A series of ruthenium(II)-polypyridyl octahedral complexes containing N.N-chelating ligands, such as 2,2'bipyridine (bpy), 1,10-phen anthroline (phen) etc are investigated based on their structure-activity relationships in DNA-binding properties and invitro cytotoxic effects toward human cancer cells. Therefore, Ru(II) complexes is used as an alternative to platinum complexes in cancer therapies possessing several favourable physico-chemical properties and biological applications [5.6].

Phendione a versatile bis-chelating ligand and organic linker focus mainly on the assembly of metal organic materials. The unique properties of phendione, as chelating agents plays a major role in complex chemistry. The diketone functionality can be easily transformed to other chelating groups such as a diamine or dioxime. Phendione act as redox active species due to the presence of quinonoid functionality and also act as a Lewis base due to the presence of diiminic nitrogen atoms. The *ortho*-quinone moiety of the phendione ligand may enhance the interaction with DNA *via* intercalation and hydrogen-bonding interactions [7,8].



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SYNTHESIS AND CHARACTERIZATION OF COPPER OXIDE NANOPARTICLES BY USING MANGIFERA INDICA SEED EXTRACT

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¹Research scholar (Reg.No:18123042032016), Department of Chemistry, Holy Cross College (Autonomous), Nagercoil, Affiliated to Manonmanium Sundaranar University, Tirunelveli.

²Assistant Professor, Department of Chemistry, Holy Cross College, Nagercoil.

Abstract

The nanoparticles prepared using plant extract is the best method because the chemical constituents present in the extract act as both reducing g and capping agent. In this study ethanolic extract of *Mangifera indica* seed act as reducing as well as a stabilizing agent. The formed nanoparticle is confirmed by UV-Visible spectrum and the absorption peak obtained at 269nm.XRD reveals that the average grain size of the copper oxide nanoparticle is 32.69nm by Scherrer formula. The surface morphology of the nanoparticles is found by using SEM and the elemental analysis is done by EDAX. This indicates the particles are well-defined spherical in shape and confirms formed nanoparticles having a higher percentage of copper and oxygen elements.FT-IR confirms the chemical components present in the extract capped in the copper oxide nanoparticles.

1. Introduction

Nanotechnology is multi-disciplinary research used in all the fields. Nanomaterial having the grain size 1-100nm and below 10nm size, physical, mechanical and chemical properties deviate from bulk 50-100nm. Thus, a material may be classified as a nanomaterial with a nanodimension below which the property of interest varies significantly. Different fields such as the chemical, food, electronic, and healthcare industries are embracing nanotechnology because of their many desirable and unique properties that meet the needs of end-users [1]. In literature, the Cu nanoparticles are synthesized from (a) vapour deposition, (b) electrochemical reduction, (c) radiolysis reduction, (d) thermal decomposition, (e) chemical reduction of copper metal salt and (f) room temperature synthesis using hydrazine hydrate and starch. Copper oxidesnanoparticles are prepared using some of these methods have shown desired properties, toxic chemicals and solvents that are dangerous to human health and the environment are used as reducing/oxidizing agents. Biosynthesis of metal oxides has been used recently to overcome the



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AMINO ACID BINDING NATURE OF RUTHENIUM(II)-POLYPYRIDYL-PHENDIONE COMPLEXES IN AQUEOUS MEDIUM

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Abstract

Binding of amino acids(alanine, valine, histidine and tyrosine) with Ru(II)-polypyridyl-phendione complexes { $[Ru(bpy):(phendione)]^{2+}$ and $[Ru(phen):(phendione)]^{2+}$ (bpy = 2,2'-bipyridine, phen = 1,10phenanthroline and phendione = 1,10-phenanthroline-5,6-dione)) in aqueous medium at pH 12.5 has been investigated by UV-Visible absorption spectral techniques. The complexes show a metal to ligand charge transfer (MLCT) absorption peak at 438 and 440nm in aqueous medium. The binding constant (K_b) of these complexes with each amino acidare determined from Benesi-Hildebrand plots. Among the four amino acids taken in the present study, histidine shows higher K_bvalue for both the

 complexes. The K_values
 of
 histidine with
 $[Ru(bpy)_2(phendione)]^{2+}$ and

 $[Ru(phen)_2(phendione)]^{2+}$ complexes are 1.477x 10⁴ M⁻¹ and 1.926 x 10⁶ M⁻¹. Histidine shows better
 binding property with these complexes based on the factors of aromatic planarity and hydrophobicity. The

 K_i values of $[Ru(phen)_2(phendione)]^{2+}$ complex is higher than that of $[Ru(bpy)_2(phendione)]^{2+}$ complex
 due to $\pi - \pi$ interaction. The obtained results reveal that the nature of the ligand and the substituents

 present in the amino acids play a vital role in the binding of amino acids with these complexes.
 Keywords: [Ru(II)-polypyridyl-phendione complexes: Aminoacids; Benesi-Hildebrand equation; Binding

constant;

1. Introduction

The therapeutic applications of transition metal complexes have been developed since the discovery of cisplatin. The introduction of cisplatin in medical protocols for the treatment of cancers, have attracted significant attention on anticancer metallopharmaceuticals [1]. The cisplatin therapy has some drawbacks including the limited applicability of the medicine, the acquired resistance displayed by certain tumors and the serious side effects. Many researchers have proved that binding of a drug to



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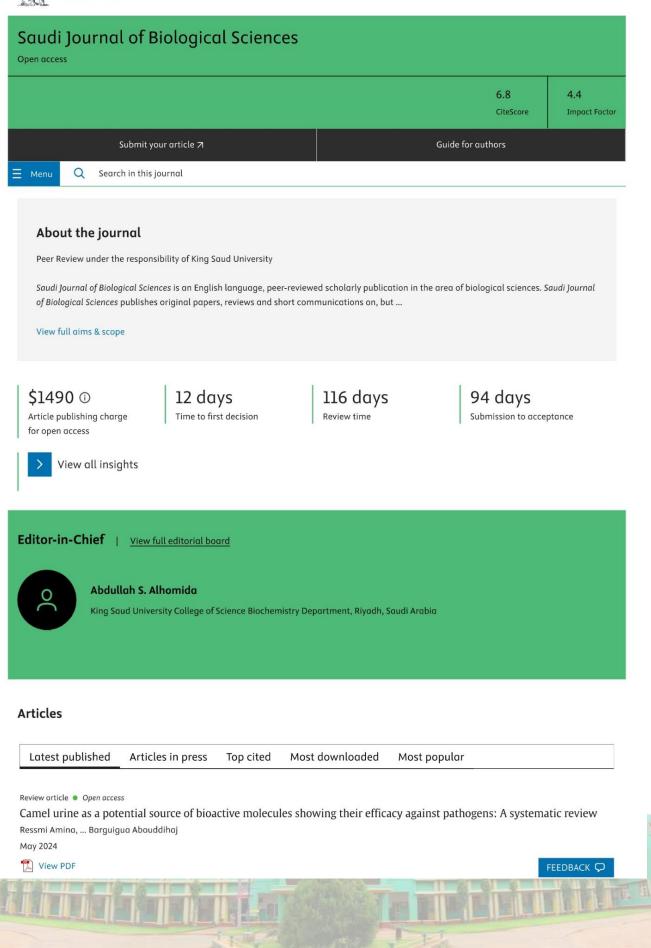
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Original article

In-vitro antibacterial, antioxidant potentials and cytotoxic activity of the leaves of <u>Tridax procum</u>bens



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ARTICLE INFO

Article history: Received 22 November 2019 Revised 18 December 2019 Accepted 19 December 2019 Available online 26 December 2019

Keywords: Medicinal plants Phytochemical Antibacterial Tridax procumbens Antioxidant Anticancer

ABSTRACT

The present study explored the phytochemicals, antibacterial, antioxidant and cytotoxic effect of Tridax procumbens leaves. The leaves were dried and extracted with various organic solvents. The leaves contained the phytochemicals such as alkaloids, carbohydrates, polyphenols and tannins respectively. Antimicrobial potentials of the extracts were determined by performing the disc diffusion techniques. Results revealed that different organic solvents extracts namely methanol, ethanol and ethyl acetate extracts documented comparatively good activity against the studied microbial strains. The methanol extract of leaves of T. procumbens showed combatively better antioxidant potential. The tested plant leaf extract showed high activity against human lung cancer cells than breast cancer cell lines. $250 \mu g/ml$ plants extract showed 84 ± 2.83 toxicity against human lung cancer cells.

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1. Introduction

Pathogenic bacteria always developing resistance against various antibacterial drugs used presently to control many diseases (Al-Dhabi et al., 2015; Al-Dhabi and Arasu, 2016; Barathikannan et al., 2016). For this reason, biologist, chemist and pharmacologist always were trying to explore novel compounds from various natural sources. The increasing availability of medicinal plants throughout the world attracted much more attention, because these medicinal plants have various useful metabolites (Bonjar and Farrokhi, 2004; Cuong et al., 2017; Elango et al., 2017). The parts of medicinal plants such as, root, stem, flowers, leaves possess various antimicrobial properties (Elango et al., 2016). It is widely used in traditional medicine system, as insect repellent, anticoagulant, antifungal and antibacterial agent (Helan et al., 2016; Ilavenil et al., 2017; Park et al., 2016a). Also, this medicinal

* Corresponding author.

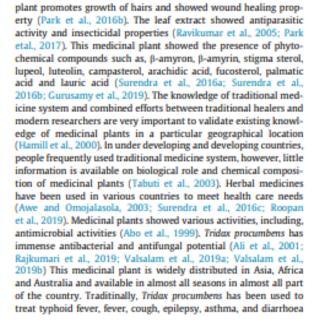
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ttps://doi.org/10.1016/j.sjbs.2019.12.031

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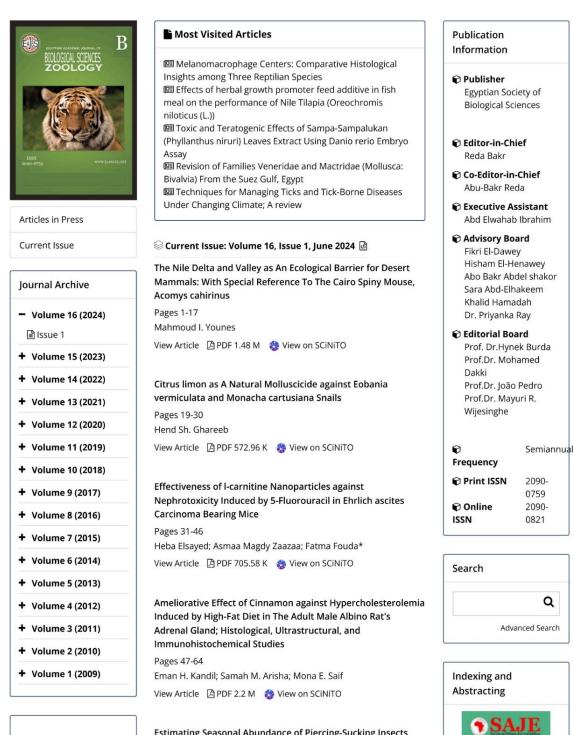


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Alleviative Role of Hemin on Reproductive Functions of Adult Male Rats Treated with Copper Oxide Nanoparticles Pages 77-98 Egypt. Acad. J. Biolog. Sci., 12(1):81-92 (2020)



Egyptian Academic Journal of Biological Sciences B. Zoology ISSN: 2090 – 0759 www.eajbsz.journals.ekb.eg



In Vivo Toxic and Teratogenic Effects of Biologically Synthesized Silver Nanoparticles in The Embryos of the Zebrafish, *Danio rerio*.

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ARTICLE INFO

Article History Received:15/4/2020 Accepted:6/6/2020

Keywords: Silver Nanoparticles, Teratogenic Effects

In the current study, AgNPs synthesized using Bacopa monnieri were characterized by FTIR, UV-Spectrophotometry, XRD, and SEM measurements and subjected to diverse antimicrobial and toxicity assays. FTIR spectrum confirmed the involvement of amines, phenols, alkenes, amides, aromatic, and nitro compounds in the capping and reduction of AgNPs while XRD characterized the crystalline particles presenting a spherical structure around 24nm. SEM measurements showed a spherical and polygonal structure with size ranging from 35-45 nm indicating polydispersity. Comparative toxicity assays of Bacopa monnieri leaf extracts with nanosynthesized AgNPs on Danio rerio embryos, confirmed that mortality, hatchability, heartbeat rate, teratogenicity, and embryogenicity were concentration-dependent. Lethal effects were pronounced in nanosynthesised AgNPs whereas sub lethal and teratogenic toxicity effects like lordosis, scoliosis, edema and growth retardation were expressed in 84% of the exposed models. The incidence of scoliosis was found to be higher in all concentrations suggesting a possible alteration in the WNT Genes. The antimicrobial study confirmed the toxic effect of AgNPs of B. monnieri. This study gives newer dimensions in the furtherance of toxicity studies on green synthesized nanoparticles.

ABSTRACT

INTRODUCTION

Nanoparticles (NPs) display a wide range of applications (Krishnasamyet *et al.*, 2015; Shankar *et al*; 2016; Edison *et al.*, 2019; Edison *et al.*, 2012) which continue to proliferate on various fronts due to their enhanced characteristics based on size, bio-distribution, and morphology (Rajeshkumar *et al.*, 2015). Plant-based NPs are found to be biocompatible, swift, and, inexpensive (Huang *et al.*, 2007; Edison *et al.*, 2018; Edison *et al.*, 2016). Among the huge array of metal nanoparticles, silver (Ag) nanoparticles are found to exhibit potential properties due to their high reactivity. Silver ions attach to tissue proteins causing structural alterations in the bacterial cell wall and nuclear membrane ultimately leading to cellular deformation and death (Castellano *et al.*, 2007; Alsammarraie *et al.*, 2018). The present study pivots around the synthesis and characterization of AgNPs using *Bacopa monnieri*, a potent medicinal plant used for cardiac, respiratory and neuropharmacological disorders (Ghosh *et al.*, 2007), evaluating its antibacterial efficacy, toxicity and possible teratogenic effects using the zebrafish, *Danio rerio* preferred for its small size, transparency, rapid embryogenesis, continuous reproduction (Choi *et al.*, 2016) and suitability for *in vivo* high-throughput screening (Zhao *et al.*, 2009; Scown *et al.*, 2010).

Citation: Egypt. Acad. J. Biolog. Sci. (B. Zoology) Vol. 12(1) pp: 81-92(2020)



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EVALUATION OF ANTIMICROBIAL ACTIVITY IN CLITORIA TERNATEA

*Latha, N. and Sr. M.R. Basil Rose. ¹Research Scholar (Reg.No: 17213042012002), "Associate Professor P.G and Research Department of Zoology, Holy Cross College (Autonomous), Nagercoil, Affiliated to Manonmaniam Sundaranar University, Tamil Nadu – 629 004, India *Email: nlsthal13368gmail.com

Abstract

The antimicrobial activity of the leaf, stem, flower and seed extracts of the plant *Clitoria ternatea* was evaluated against a few pathogenic bacteria such as *Escherichia coli*, *Pseudomonas aeruginosa*, *Staphylococcus aureus*, *Klebsiella pneumoniae* and fungi *Candida albicans* and *Aspergillus niger* by disc diffusion method. The highest antimicrobial potentials were observed for the ethanolic extract of the stem against *Klebsiella pneumoniae* (21mm) and the acetonic extract of the seed against the fungi *Aspergillus niger* (13mm). It is interesting to note that the aqueous extract of neither the stem nor the seed could inhibit the growth of any of the tested microbes. The difference in inhibitory potency observed both in the stem and in the seed of the plant *Clitoria ternatea* discloses that the active fraction responsible for microbial inhibition is insoluble in water but soluble in ethanol (stem) and acetone (seed). In addition, this finding also unveils the presence of different active fractions in the different parts of the same plant which shows not only disparity in solubility but also in antimicrobial specificity.

Key words: Antimicrobial activity, Clitoria ternatea, Disc diffusion.

INTRODUCTION

India is endowed with a rich source of natural products including medicinal plants used in several formulations for the treatment of various infectious diseases. World Health Organization has notified medicinal plants as the source for a variety of drugs across the globe to cure a number of ailments for many centuries. WHO also estimated that 80% of the people worldwide rely on plant based medicines for their primary healthcare (Famsworth, 1985). Dating back to prehistory, more than 7000 plant species plant parts such as root, stem, flower, fruit, twigs exudates and modified plant organs have been exploited in conventional



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Journal of Interdisciplinary Cycle Research

ISSN NO: 0022-1945

Identification and physico-chemical characterization of the hemagglutinin from the hepatopancreas of the freshwater crab, *Oziotelphusanaga*

Vargila, F¹, Mary Mettilda Bai, S¹, Vinoliya Josephine Mary, J¹, Citarasu, T², and Rathika, RK¹. Department of Zoology, Holy Cross College (Autonomous), Nagercoil- 629 004, Affiliated to ManonmaniamSundaranar University, Tirunelveli, India. ²Centre for Marine Science and Technology, ManonmaniamSundaranar University, Tirunelveli. E.Mail: vargif@gmail.com; metti.silvester@gmail.com

Abstract

The present investigation was carried out to identify and characterize the agglutinin from the hepatopancreas of the freshwater crab, *Oziotelphusanaga*. Specifically, the study aimed to determine the agglutinin / lectin specificity towards erythrocytes, glycoproteins and sugars; pH and thermal stability, and the effects of divalent cation and calcium chelators. A naturally occurring hemagglutinin with high hemagglutination titer of 2048 with rabbit erythrocytes was identified in the hepatopancreas of the crab, *O. naga*. The HA activity was stable between pH 7.5 and 8 and showed thermal stability between 20° C and 40° C. The hepatopancreas agglutinin was calcium dependent and HA activity was reduced when exposed to calcium chelators such as EDTA and trisodium citrate. Hemagglutination inhibition assay exhibited the strongest binding specificity towards thesugar GlcNAc and glycoprotein fetuin. The crossadsorption assay revealed that the hepatopancreas possesses single agglutinin.

Index terms: cation dependency, GlcNAc, hemagglutinin, hepatopancreas, Oziotelphusa.

Introduction

Agglutinins/lectins are proteins or glycoproteins usually without catalytic activity that have the ability to bind to specific carbohydrates expressed on different cell surfaces. Due to the fact that they are in general at least bivalent i.e. the molecule has at least two specific binding sites, they can bind cells and an agglutination reaction occurs (Marques and Barracco 2000). Lectins are structurally diverse oligomeric proteins composed of subunits varying in molecular size, amino acid composition, three dimensional structure and metal requirement (Sharon and Lis 1989).

Lectins have become the focus of intense interest forbiologists and in particular for the research and applications in medicine (Movafagh et al. 2013). These proteins with unique characteristics have found use in diverse fields ofbiology and as more lectins are being isolated



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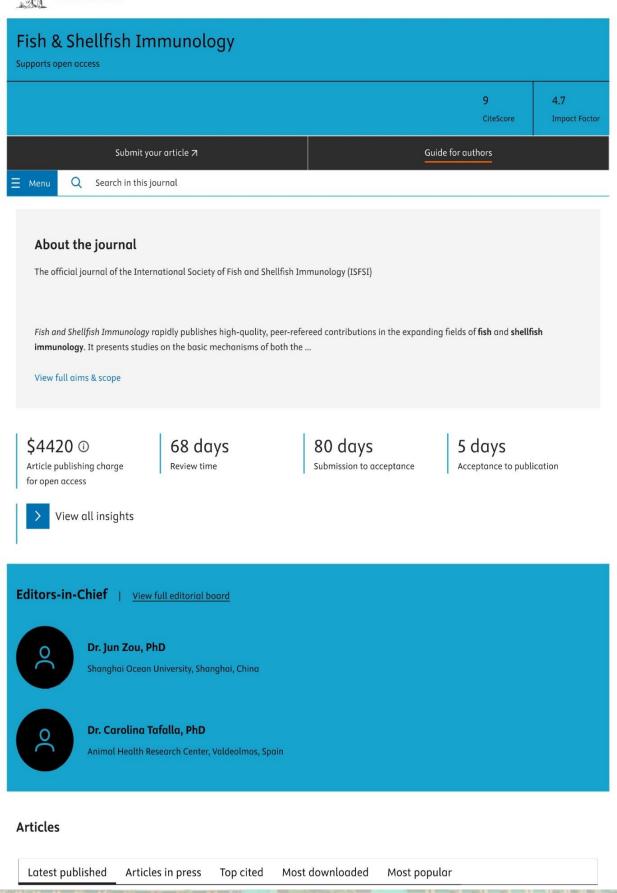
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Full length article

Characterization of a novel O-acetyl sialic acid specific lectin from the hemolymph of the marine crab, Atergatis integerrimus (Lamarck, 1818)



T. Elayabharathi, J. Vinoliya Josephine Mary , S. Mary Mettilda Bai

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ARTICLEINFO

Keywords: C-type lectin Hemolymph Malignant cells Sialic acid

ABSTRACT

An O-acetyl sialic acid specific lectin was purified from the hemolymph of the marine crab Atergatis integerrinus by affinity chromatography using BSM (Bovine Submaxillary Mucin) coupled to cyanogen bromide activated Sepharose 4B and biospecific adsorption using formalinized buffalo erythrocytes. The purified AiL (Atergatis integerrinus lectin) showed an 1218 fold increase in specific activity when compared to the crude hemolymph agglutinin. The lectin, on non - denaturing PAGE showed a single band of 216 kDa and when subjected to SDS -PAGE, the lectin resolved into three subunits of molecular weight 70, 72 and 74 kDa. Physico chemical characterization revealed the lectin as pH and temperature sensitive, calcium dependent and sensitive to calcium chelators. Based on the calcium dependency of the lectin, AiL could be classified as a C-type lectin. The purified lectin agglutinated buffalo erythrocytes with greater avidity and was inhibited by the glycoproteins BSM, thyroglobulin, fetuin, PSM, and sugars raffinose, trehalose, ι - fucose, α - Lactose, melibiose and GluNAc suggesting the affinity of the lectin to sialic acid. Reduction in HA with asialo buffalo erythrocytes and HAI titer with desialylated BSM, confirms the sialic acid specificity of the lectin. The reduction in HAI following de - O acetylation confirms the specificity of the lectin for O - acetyl sialic acid. FTIR analysis confirms the purified lectin as a glycoprotein with spectral bands corresponding to amide bands and saccharides. Thus this study paves way to assess the therapeutic application of this lectin that could be targeted to modified sialic acid moieties that are expressed on the malignant cells and pathogenic microbes and also deduce the crystal structure of the lectin.

1. Introduction

Lectins are ubiquitous glycoproteins of non - immune origin that recognize specific carbohydrate structures and agglutinate a variety of animal cells by binding to cell surface glycoproteins and glycolipids [1]. Lectin - carbohydrate interaction represents a ligand - receptor interaction that is universal in all living organisms [2] and such interactions aid in different biological roles like cellular and tissue transport of carbohydrates, glycoproteins and calcium [3], cytolytic and cytotoxic [4] and cell adhesion, migration and apoptosis [5]. They are capable of inducing cell proliferation, cell arrest or apoptosis and have been implicated in organ morphogenesis, tumor cell metastasis, leukocyte trafficking, immune response and inflammation, as well as recognition of extracellular matrix [6]. Lectins isolated from animal tissues were investigated as apoptotic agents, immunomodulatory, antiviral and importance owing to its function which includes induction of apoptosis, negative regulation of B cell signaling, induction of cytokine secretion [8] and inhibition of bacterial and viral sialidases by altering the immunopotency of sialoconjugates expressed on the microbial surface [9]. Sialic acids are a family of sugars with more than twenty derivatives which differs only in the acyl substitution of the C-5 amino group and O-substituted sialic acids exhibit species and tissue specific distribution [10]. O-acetylation of sialic acids may change with transformation or alteration in the environment of the cell [11] and modified sialic acids such as 9-O-acetyl sialic acid, N-glycolyl neuraminic acid and α-2,6 sialic acids have been detected in human malignant cells [12]. Among arthropods, crustaceans were found to be rich source of sialic acid specific lectins. Lectins have been purified from many brachyuran crabs that are sialic acid specific [13,14]. A 9-O-acetyl and 4-O acetyl sialic acid specific lectin was purified from the hemolymph of marine crab *Cancer*



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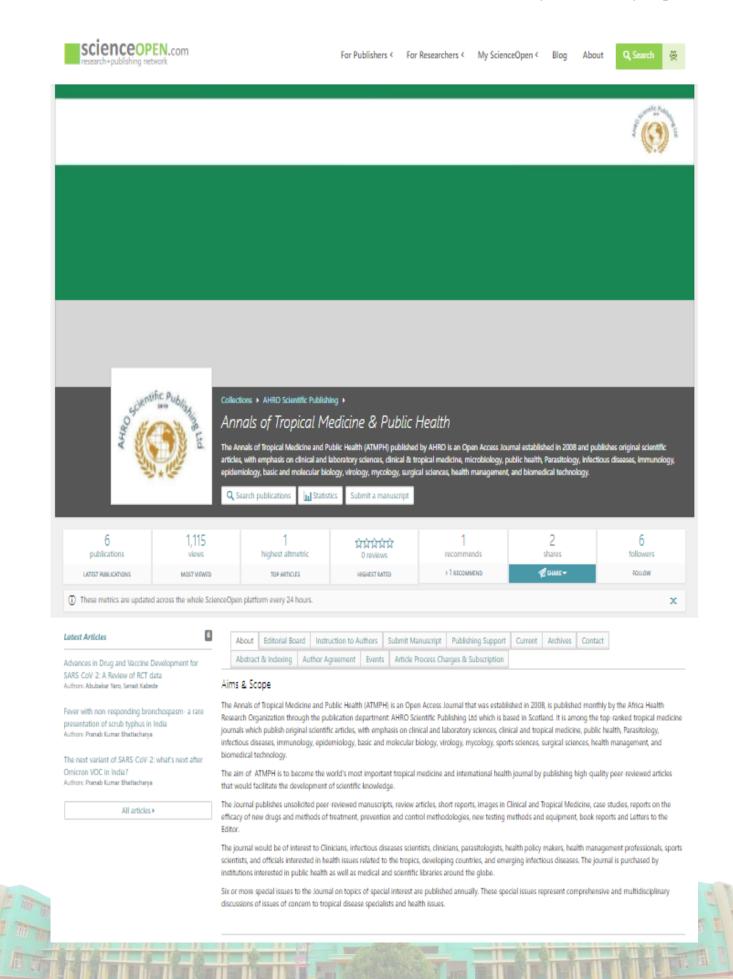
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NAAC V Cycle Self Study Report (SSR)



Bai & Rose (2020): Purification and characterization of hemolymph lectin April 2020 Vol. 23 Issue 7

Purification and Characterization of Hemolymph Lectin of Freshwater Crab,

Lamella Lamellifrons (Alcock, 1909)

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ABSTRACT

Lectins offer novel biomaterials useful in therapeutics and understanding animal lectins is of high value in the field of protein chemistry and designing new drugs on the principle of protein-carbohydrate or protein-protein interaction. The objective of this study was to isolate and characterise a brachyuran crab lectin. A 68 kDa O-acetyl sialic acid specific lectin, lamellin was purified from the hemolymph of the freshwater crab, *Lamella lamellifrons* using single step affinity chromatography. Lamellin strongly agglutinated rabbit and buffalo erythrocytes and was inhibited by BSM followed by bovine and porcine thyroglobulin. The optimum activity of the lectin was achieved between pH 7-7.5 and temperature 30-40°C. The purified lectin was calcium dependent, sensitive to EDTA and had marked specificity to the O-acetyl group of sialic acid which was validated with a range of assays such as hemagglutination (HA), hemagglutination inhibition (HAI), de-O-acetylation and neuraminidase treatment of the glycoprotein inhibitors. Purification of a sialic acid-specific lectin with a strong affinity for O-acetyl group will find immense application in recognising pathogens and tumor cells.

Key words: affinity purification, agglutinin, hemagglutination, glycocalyx, sialic acid

How to cite this article: Mai SMM, Rose MRB (2020): Purification and characterization of hemolymph lectin of freshwater crab, lamella lamellifrons (Alcock, 1909), Ann Trop & Public Health; 23 (7): 1174-1187. DOI: http://doi.org/10.36295/ASRO.2020.23743

INTRODUCTION

The invertebrate immune system relies on non-self-recognition molecules to ensure efficient defense responses against infectious pathogens that continuously threaten their survival. Lectins are ubiquitous molecules found in nature among an array of non-self-recognition molecules. They are a class of carbohydrate - binding proteins, known to play crucial roles in cell - cell recognition events, triggering several important cellular processes, encompassing different members that are diverse in their protein structures, carbohydrate affinities and specificities (Laija et al., 2010) and known for their larger biological roles and potential applications (Dharmendra Kumar and Yashoda Mittal, 2011; Rabia Hamid et al., 2013; Chernikov et al., 2013; Debjani Datta et al., 2016). Because of their diagnostic potentials (Pramanik et al., 2010; Yu-Chieh Wang et al., 2011) and therapeutic applications (Na et al., 2011; Liqin Wu et al., 2014; Breitenbach Barroso Coelho, 2018) there is a marked interest in identifying lectins with diverse specificity.

The unique feature of brachyuran crab lectins is its property to interact with diverse species of sialic acids (Mercy and Ravindranath, 1993). Sialic acids form the glycocalyx on vertebrate cell surfaces and secreted glycan molecules (Varki, 2007) and get altered on neoplastic transformation. Altered expression of sialic acid types or their linkages can have prognostic significance clinically as these altered expression can alter cell-cell and cell-extra cellular matrix (ECM) interaction, thereby affecting cell adhesion and migration, and can contribute to tumor development and malignancy (Maria Hedlund et al., 2008). Considering the importance of sialic acids in cell sociology (Lloyd, 1975), a lectin which specifically recognizes terminal sialic acid residues is likely to be a useful analytical tool in studying the biological functions of sialoglycoconjugates.

Sialic acid specific lectins are reported in the hemolymph of a number of brachyuran crabs (Ravindranath et al., 1985; Fragkiadakis and Stratakis, 1997; Kongtawelert, 1998; Maghil Denis et al., 2003; Kim et al., 2006; Na et al.,

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Our Heritage

Vol-68-Issue-1-January-2020 Voice of the Voiceless: A Revelation in Anita Diamant's The *Red Tent* S.Fransta Darshana & Dr. Alby Grace ¹Research Scholar, Reg.No: 18123044012006 ²Assistant Professor, Department of English Holy Cross College (Affiliated to Manonmaniam Sundaranar University) Nagercoil-4

Abstract

Jewish women have lived in patriarchal situations. They have contributed to the culture of the world and historic proportions. They were at all times inferior and subservient to men. Jewish family life was dictated by the law which dealt with women entirely from the point of view of a patriarchal society. Women's role in life consisted of caring her husband, children and home. All her needs were to be met by her father, husband and her son. Jewish women writers emancipated for the rights of Jewish women through their works. *The Red Tent*, a popular novel by Anita Diamant is an emotionally rich saga based on characters in the bible. The novel retells the biblical events from a female perspective and emphasizes women's experiences.

The novel was published in 1997, a fictional work based on characters in Genesis

29:1-50, and some events in *Exodus*. Dinah narrates the story in *The Red Tent*. It weaves a narrative around events recorded in Genesis and describes how events affected Dinah and the other women in her family. Diamant gives Dinah a voice in *The Red Tent* which is in stark contrast to Dinah's silence in the bible. The novel tries to communicate with the modern female readers which fulfill the modern feminist trends. It reconciles the ancient voices and the modern voices of Jewish women. The paper reveals how Dinah in a patriarchal society forms her identity and works for her emancipation. Myth and Scripture are two established categories which are used to describe and analyse the Hebrew Bible and the New Testament. Scripture is a generic native category that biblically based religions used to depict themselves,

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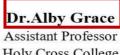
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Struggle to Legitimize the Voices by Subverting the Racial Discrepancies in Adichie's *Americanah*

1. J. Maria Prabina Sackaria

Research Scholar Holy Cross College Affiliated to ManonmaniamSundaranar University



Holy Cross College Nagercoil

Abstract

Our modern globalized world is well known for its intense cultural encounters, as there is an increased collaboration between people of different geographical locations due to improved technological advancements and migrations. Most of Immigrants encounter problems due to racial discrepancies in the multicultural society and these problems inspires many writers to write about the consequences of the immigrant life. Chimamanda NgoziAdichie, an African writer has well portrayed the difficulties of these immigrants in her novel *Americanah*. Being an immigrant writer she is very familiar to the difficulties of the immigrants. This paper seeks to examine how the novelist legitimizes the subaltern voices forming an integral part of the mosaic of the multi-ethnic American society. The focus of the narrative is on the lives of the African diapora who struggle hard to realize their immigrant dreams. Their encounters and bonding with other marginalized voices have also been wonderfully explored by the novelist.

Keywords: Racial discrepancies, cultural hybridity, cultural intermingling, marginalized voices.

Multiculturalism is the way in which cultural and ethnic discrepancies may be accommodated in social, political and economic arrangements. In multicultural societies, particular groups and their cultural forms are designated as worthy of official recognition, protection and possessions. But not all the multicultural societies are successful in accommodating the discrepancies. Multicultural Literature is based on realism and its subject matter centres around issues related to race, class and gender. Racism is the belief in the superiority of one race over another, which often results in discrimination and prejudice towards people. The term 'racism' does not fall under a single definition. The ideology underlying racist practices often includes the idea that humans can be subdivided into distinct groups that are different in their social behaviour and innate capacities and that can be ranked as inferior or superior. The Holocaust is the classic example of institutionalised racism which leads to the death of millions of people based on their race.

This paper concentrates on the critique of racial prejudices experienced by the African female immigrants in the multicultural environment. Adichie's *Americanah* gives a brief

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Studies in Indian Place Names (UGC Care Journal) ISSN : 2394-3114 Vol No : 40 Issue No : 81 March,2020

Intergenerational Acculturation Discrepancies: A Study of Amy Tan's The Joy Luck Club

Elza Therese Levin Ph.D Research Scholar, Holy Cross College (Autonomous), MS University, Tirunelveli, Tamil Nadu, India Dr. Selva Mary Gokila Research Supervisor, Holy Cross College (Autonomous), MS University, Tirunelveli, Tamil Nadu, India

Abstract

Literature has the proclivity to protect the cultural space of various communities. All cultures are intrinsically prone to change through time. No culture is untainted and static. Cultures are not static because people are not inert. Whenever two cultures and two societies beckon, they both persuade each other. Amy Tan is a well distinguished Chinese writer settled in America. Her oeuvre of writings aspires to depict her Chinese-American experiences as well the trauma and conflicts encountered by the immigrants in the migrated land.Her novel*The Joy Luck Club* delves deeply on distinct contexts of migrations and unveils on what it means to migrate from East with different vantage point. The present paper analyses the indomitable cultural gap that prevails between the first generation and second generation expatriates and also highlights the immigrant's method of negotiating the cultural discrepancy and their eventual transition. The study also exposes the harsh truth behind acculturation and various stratagems espoused by expatriates for their amalgamation with the host country.

Key Words: Acculturation Gap, Ethnocentricism, Egalitarianism, Cultural Disparity

America has a long history of successfully engrossing people from across the globe. It is a nation, where people migrate for scores of reasons. People migrate radically because of push factors and pull factors. And the factors may be due to economic, social, political or environmental. As the immigrants migrate, they withstand with numerous issues related to adaptation and acculturation in the host land.

Amy Tan is a well renowned Chinese writer settled in America. Her oeuvre of writings aspires to depict her Chinese-American experiences as well the trauma and conflicts encountered by the immigrants in the migrated land. Her most fictitious and astonishing novel, *The Joy Luck Club* is all about the painful, tender connection that exists between immigrated mothers and daughters in mainstream America. The present paper analyses in depth the indomitable cultural gap that prevails between the first generation and second generation expatriates and also highlights the immigrant's method of negotiating the cultural differences and their eventual transition.

Acculturation is a process in which people from one culture adapts to the new cultural ambience while still hanging on to their own distinctive culture. Cross-cultural psychologist, John Berry, has identified four different methods in which people acculturate into a new culture.

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Cultural Transition: A Study on the Select Fiction of Amy Tan and

Sandra Cisneros

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Abstract

Amy Tan and Sandra Cisneros are Chinese and Mexican writers settled in America. Their oeuvre of writings aspires to probe the cultural conflict encountered by the expatriates in their period of migration. Culture is an intangible aspect of social life. It varies tremendously from society to society. There is no concrete cultural pattern in the society. Amy Tan's *The Joy Luck Club* and Sandra Cisneros's *The House on Mango Street* are abounded with numerous cultural dynamics. The characters uphold traditional Chinese and Mexican cultures. However at one instance they instantly shift from their inherited culture to the culture of the mainstream. The present paper aims to analyse in depth the factors behind the rapid transition of immigrants and shows how they amalgamate into mainstream culture and generate identities distinct from the cultural identity they previously detained. The rapid evolution of characters is analyzed through four different stages that include honeymoon stage, frustration stage, adjustment stage and adaptation stage.

Key words: Expatriates, Cultural Pluralism, Cultural Evolution, Multiethnic identity.

Amy Tan and Sandra Cisneros hail from different parts of the world. However the authors meet in a common arena where prospects and opportunities are immense and chance to fulfill dreams are practicably doable. America is a unique place with hyped immigrants. It is a home for people of many different ethnic origins. Though it is land for native immigrants it also embraces people with differences. People migrate for numerous reasons however in the course of migration reflexively contribute their innate culture into migrated land thereby possibly making the ambience suitable for their existence.

Culture is an umbrella term derived from the Latin word 'cult' or 'cuts' which means tilling or cultivating or refining. In broader sense 'culture' encompasses the social behavior in human societies as well as beliefs, customs, laws and habits of the individuals in these groups.



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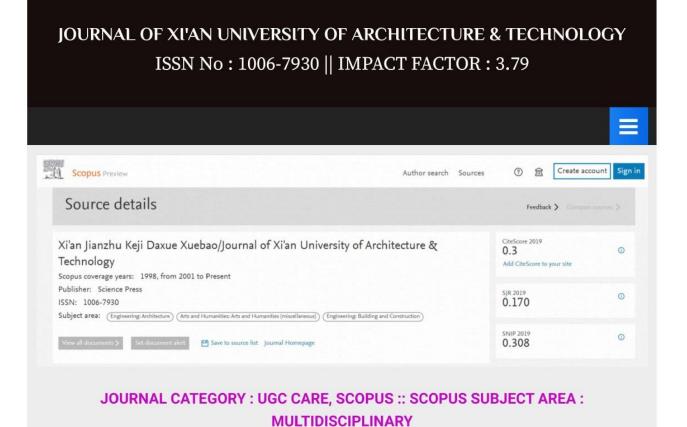
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Dystopian Society: Thwarted Life in Mahesh Dattani's Clearing the Rubble

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Abstract

The paper entitled, "Dystopian Society: Thwarted Life in Mahesh Dattani's *Clearing the Rubble*." vividly pictures the social discrimination prevailing in India with reference to Mahesh Dattani's radio play, *Clearing the Rubble*. This paper exemplifies the unfair treatment received by the economic and religious minorities, even at the time of natural calamities. This play is set up at the backdrop of the terrible earthquake in Bhuj, Gujarat in January 2001. This paper also aims at exhibiting the various kinds of class, religious and economic discriminations found in the Indian society and also traces the reason why rescue fails. This study further shows that religion and poverty has become a torturous weapon against the people more than the natural trauma.

Keywords: Discrimination, hindu, muslim, powerless, victim, voiceless

Volume XII, Issue IV, 2020

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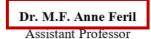
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Nature - A Treasure: A Study of Barbara Kingsolver's

Prodigal Summer

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Abstract

Environmental concerns constitute the need of the hour in the light of the havoc that has been wrecked by humans on their ecology in recent times. If we fail to realize the significance of the impact of the degenerating environmental conditions now, an apocalyptic probability seems imminent in the near future. Literature, which can be broadly defined as a study of life, is not untouched by the critical change that manifests themselves around it. Hence, a relatively new branch called ecocriticism is gaining currency in literary studies where by the literary texts are analyzed in relation to the physical environment portrayed therein. In *Prodigal Summer* Kingsolver brings some questions which are in the minds of humans who are far removed from nature. All creatures are God's creation and he loves them equally. Thus loss of a kind of species may not be a tragedy for humans but it would be a tragedy for the creatures that are depending on it. So, it is the duty of human beings to protect and safeguard nature, the treasure given by god for a comfortable living.

Keywords: Eco criticism, natural surroundings, species extinction

Nature plays an important role in the healthy living of human beings. It is a part of the physical world, including plants, animals, landscapes, other features and products of the earth, as opposed to human's or human creations. There is no life on earth which does not depend on the other sources for survival. In one way or the other every organisms depend on the other and there is no single life which is exceptional to this fact. The relationship between living organisms is interconnected. One common fact that is applicable to most of the living being is the dependence on nature.

Human beings are dependent on nature and the environment like other organisms sharing the responsibilities of creation and its continuance. Environment provides air, water, food and many other basic essentials that are needed for life. It had always been supportive to life on earth but when man tends to conquer, manipulate and commercialize nature immensely an sarcastic confrontation followed by separation between man and nature hails as an aftermath. This distorted activity of man against nature has certainly left an impact on society and literature.

Since ecology is the study of the interactions of living things with their physical environment, human beings as a species of the animal kingdom have exerted

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ISSN: 2394-3114 Vol-40-Issue-18-February-2020

Quest of Identity through Realism and Fantasy in Chitra Banerjee Divakaruni's *Queen of Dreams*

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Abstract

Divakaruni through her novel *Queen of Dreams* is able to merge the real life problems faced by a typical Indian immigrant in the American society. The novel is a combination of the real world and the fantasy world. She implies magical qualities through the dream seeing ability of the characters. She does not bring out the magical quality of the dreams but insists that one must never lose the important moment and transform their life. Dreams are natural occurrences and the author has the ability to construct her plot on the magical qualities of dreams and solve their problems faced by them in the American society. The paper brings out how the author has brought the Indian ideologies through magic to the western readers.

Keywords: dissolve boundaries, emotional completion, traditional legends

Magic realism is an aesthetic style or genre of fiction in which magical elements collaborate with the real world. One of the unique features of magical realism is its reliance upon the reader to follow the example of the narrator in accepting both realistic and magical perspectives of reality on the same level. The magic realist texts portray fantastical events in an otherwise realist tone. The existence of fantasy elements in the real world provides the basis for magical realism. The plot lines characteristically employ hybrid multiple planes of reality that takes place in areas of opposites such as rural and urban, and western, and eastern.

Chitra Banerjee Divakaruni is known for her use of magic realism in her work *Queen of Dreams*. She uses this technique to bring the lives of the immigrants. Divakaruni, an Indian

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Ethnic Disparity and 'Otherness': A Study of Chimamanda Ngozi Adichie's Americanah

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Abstract

Chimamanda Ngozi Adichie stands as a spokesperson of the feeling of otherness experienced by Africans around the world. Born in an Igbo family in Enugu, Nigeria, Her education in Nigeria and in the USA, provided her a platform to hone her skill as a writer. Like her predecessor Chinua Achebe, Adichie presents African culture and tradition in her writings. Adichie's Americanah explicitly deals with the problems of immigrants. The major themes evident in the novel are intercultural relations, changing identity and racial discrimination. The author explores the race relations between the native White Americans and the Non-American Blacks. The research paper aims to examine these aspects of the novel with prime focus on the issues concerning the ethnic disparities faced by the immigrants.

Key words: otherness, ethnic disparity, racial discrimination, migration

Chimamanda Ngozi Adichie is one of the most prominent new generation female writers of Nigeria. She belongs to the third generation of writers whose writings are pervaded by a transnational consciousness and hybrid cultural forms. The recent Nigerian novels present multi-layered individuals, composed of various cultural elements and traditions and Adichie's *Americanah* is no exemption.

Americanah is the third novel by Adichie . It is a story of love and race centered on a young woman and man from Nigeria who face difficult choices and challenges in the countries they come to call home. In this novel, Adichie critically analyses the issues of race and racism in America, England and Nigeria. She explores the race relations between the native White Americans and the Non- American Blacks. Race is the prominent element in the background of which the novel has been portrayed.

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The Metaphoric Coalescence of Multiple Voices in a River Poem: A Reading of Alice

Oswald's Dart

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Abstract

Alice Oswald is a prominent British poet who has a remarkable skill of composing poetry. *Dart* is a poem woven out of the river Dart which flows through Devon in England. The poem was written after three years of research and interview with the people who live around the river. The poem is an assemblage of characters that are separated by time and space. Hence there is a play of myth, legend and contemporary features in the poem. The river has drawn into itself all their voices and allows them to speak through its 'self'. The multiplicity of the voices enriches the poem. Mikhail Bakhtin's concept of polyphony approaches a work as containing different voices "merged into a single perspective." And the work is only a confluence of the ideologies of different characters representing different ages and regions to which the river belongs.

Key words: polyphony, confluence, plurality, cultural identity.

Alice Oswald is a prominent British poet who also holds the prestigious position of Oxford Professor of Poetry. Nature has been a perennial source of inspiration for her poetic art. As *The Poetry Archive* website dedicated to her acknowledges, hers is an "unusual, almost visionary style— personifying Nature and its birds, beasts and flowers; plumbing the historical and spiritual depths of the landscape...."

Water, of all the elements of nature, dominates her narratives. And *Dart* is a book-length poem which follows the river in England from its source to the sea. One is surprised by her familiarity with the life and breath of the river. The river comes to life, with multifarious voices that it had imbued itself with. Oswald herself has acknowledged the research she had done in a forward note before poeticizing the flow of the river. She writes,

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Cultural Selfhood in Literary Narratives

Dr. Subha Ganapathy Department of English Holy Cross College (Autonomous) Nagercoil

Abstract:

Selfhood and consciousness comprises of cognitive experiences. Literary narratives are spinoffs that rely on this cognitive totality of personhood. Interaction with textual references is made possible based on the subjective, and cultural points which help in deciphering these narrative codings. This paper delves into how cognitive processes stimulate interactions with literary

Science defines cognition as a whole gamut of mental processes ranging from memory, attention, learning, language production and reception to problem solving, decision making etc. Cognition is studied by not only by cognitive scientists, AI researchers, but also by philosophers, linguists and recently literary theoreticians. However, of immediate interest to literary studies is the branch of psychology called cognitive psychology, a term coined by Ulric Neisser a prominent voice in this field. Though he is considered as the father of `cognitive psychology', his later work called `Cognition and Reality' deals with his orientation towards Environmental or Ecological Psychology. While the former discipline treats the individuals as 'information processing systems' the latter field also considers the social dimension of attitude, belief systems, and so on of the individuals. According to Neisser, "The term "cognition" refers to all processes by which the sensory input is transformed, reduced, elaborated, stored, recovered, and used. It is concerned with these processes even when they operate in the absence of relevant stimulation, as in images and hallucinations..."

When considering the complexities of the human mind and the subjective nature of perception the objectivity that the academic world seeks to advocate is questionable. Lexically the word 'deixis' refers to personal pronouns, adverbs, adjectives, etc which are used to refer to the person, time and place of utterance It is a psycholinguistic term for those aspects which render a subjective view of the world around us. As Galbrarth writes.

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Identity and Culture in Narrative of the Life of Fredrick Douglass, an American Slave

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Abstract

The search for purpose and self-discovery is a requisite for self acceptance. Enquiry into one's roots leads to sense of identity and self-worth. In other words, it is basically who you are and what you define yourself as a being. Fredrick Douglass, the prominent black American, has been subjected to slavery and has been melted to tears by his pathos. All that the American Negro craves is to be both black and American but how far it has turned into reality is a great question. This study attempts to highlight the problems faced by the slaves to stand on their own truth. Furthermore, this research attempts to explore on the truthfulness of personal history and culture which has come to be viewed as a product of the writer's conscious construction.

Keywords: self-discovery, autobiography, identity, history, culture.

Autobiographies become a way of accounting the true sense of self. The truth of oneself and how one came to be is the major concern of autobiographies. The relationship between self, culture, history and truth resonates throughout autobiography. Mark Freeman, in his book *Rewriting the Self*, acknowledges "life history, rather than being a 'natural' way of accounting for the self, is one that is thoroughly enmeshed in a specific and unique form of discourse and understanding. As such, it is but one among numerous possible modes of conceiving of and accounting for the self" (Freeman 28). Afro-Americans were never regarded as Americans in their identity as well never got opportunity to fulfil their cultural expectations. It's a great upstream for them to express themselves, a freedom of expression is always out of reach. Literature, is the medium favoured by Douglass to express himself and to prove his black heroic identity.

Narrative of the Life of Fredrick Douglass, an autobiography, is the most effective tool to display the fight of slaves from slavery towards freedom. Douglass was a former slave who rose from the oppression and through voluntary emancipation became a famous writer and orator. He begins his autobiography with an obsession for identity "I have no accurate knowledge of my age, never having seen any authentic record containing it" (1). Such obsession of identity crisis leads to annoyance and one finds it difficult to unplug the voices from social construct. The query of birth identity is a common crisis for slaves. Slaves are left ignorant of their birth identity, similarly Douglass was left with no trace of paternity. He wanted to prove his worth not only to the world but more to himself but left with no knowledge of his father. The only trace about this father reached him in the form of rumours and whispers "the

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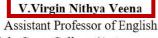
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Nature and Culture: An Eco-critical Reading of Easterine Kire's When the River Sleeps

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Abstract

Nature and culture are equally important. Without culture nature does not exist and without nature, nothing exists. Both culture and nature reciprocate and accolade in terms of construction and destruction. There is nothing in this world that can replace nature. As culture is manmade, it is shaped and polished in accordance with the convenience of human beings. This manipulation of nature to satiate the need of the elitists and bourgeoisies has put it under threat. Kire in *When the River Sleeps* talks about the particular community which gives importance to nature and their culture that is one with nature.

Key words: Nature, culture, community, Eco criticism,

Eco criticism discusses about the relation between living and non-living organisms. This can be considered as the theory that brings out the beauty of nature and the problems faced by it. Eco critics these days mainly focus on nature and they give voice for nature through their works. Cheryll Burges Glotfelty, the first American Professor of Literature and Environment, defines eco criticism as "the study of the relationship between literature and the physical environment" (Magade 113). Similarly, another critic Greg Garrard defined eco criticism as "the study of the relationship of the human and the non-human, throughout human cultural history and entailing critical analysis of the term 'human' itself" (Magade 113). Garrard, here, professes nature's profound relationship with human cultural history. Eco criticism reaches its height officially with the publication of the two most important works, "The Eco criticism Reader" (1996) by Cheryll Glotfelty and Harold Fromm and another book "The Environmental Imagination" (1915) by Lawrence Buell.

Nature and culture can be seen as the two sides of the coin because; both nature and culture play a major role in the development of each other. Diana Spotowicz in her essay titled, "What's the relationship between 'nature' and 'culture'?" quotes Sherry Ortner that she sees





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Violation of Human Rights: A Study of Patricia McCormick's Sold

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Abstract

Human rights violation is a universal issue which is beyond cultural and geographical boundaries. Every individual strives hard to attain freedom and equal rights from time immemorial to the current times of globalisation. This paper highlights the difficulties faced by the women who are forced into prostitution which is an indisputable human rights violation as presented in Patricia McCormick's *Sold*.

Key Words: Human rights, cultural, globalization,

God says, "the one who is without sin is the one who should cast the first stone" (John 8:7). He gives a second chance to the sinned woman. But the society condemns the prostitutes as sinners and criminals. Lakshmi and other women in *Sold* are forced into prostitution though some do this tedious job because of poverty. Whatever be the situation, human rights violation is the outcome. It is a universal issue which is beyond cultural and geographical boundaries.

Women, in the novel under study, endure slavery, physical harassment and sexual abuse. The innocent women are beaten and forced into prostitution. The head of the brothel house gives harsh punishments like grinding chillies and smearing it in the private parts of the woman who does any mischief. "But if you try to run away," she says, "I will grind hot chillies and put them in your private parts" (139). They are also denied right over their earnings. The head has false ledgers and accounts regarding the girls' debts. The girls are prone to diseases because of this illegal business. If any girl is suspected to have the venereal disease, she is thrown in the street.

Ryga, through his character Rita Joe defends the act of prostitution that prostitution prevails in the society because of poverty and loneliness. "RITA....I was hungry when I stole something...an' I was hollerin' I was so lonely when I started whoring" (1.1). The business

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ISSN: 2394-3114 Vol-40-Issue-18-February-2020

Climate Change as an Aftermath of Cultural Changes: A Critique of Amitav Ghosh's *The Great Derangement: Climate Change and the Unthinkable*

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Abstract

Amitav Ghosh (1956 -) an exuberantwriter of fiction, whose writings mostly deal with historical events and incidents. As an individual apart from a writer, his love and care for nature never less. As a result of this, he enters into the world of non-fiction, through which he raises his voice against the destruction caused by humans to the environment. In the work *The Great Derangement: Climate Change and the Unthinkable*(2016), he questions the inability of modern literary field in grasping the ongoing changes in the world. He also talks about the individual as well as the cultural drawback to maintain a sustainable development. The paper studies the relationship between culture and nature, the cultural practice of India and the impact of various cultural development which leads to natural exploitation.

Key words: culture, climate change, materialistic living, consumerism, nature.

Nature and culture intertwined with one another. The influence of one has animpact on another. It is commonly said that culture and nature are the two sides of the same coin. Culture is the relation of human beings with nature. In the creation myth, particularly in Christianity, God creates nature for human beings and hencethey have the responsibility to protect nature and not to destroy it. "God blessed them and said to them, "Be fruitful and increase in number; fill the earth and subdue it. Rule over the fish of the sea and the birds of the air and over every living creature that moves on the ground" (Genesis 1:28).

Nature plays a vital role in every walks of human life. According to Christianity, God creates the beautiful environment for the need of human beings and other living organisms. But people dominate nature and destruct its valuable

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A Biblical Study of Agape Love in Eric Wilson's Fireproof

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Abstract

Marriage is a divine bonding that has to be intermingled with love for a harmonious life. Every marriage brings challenges, often profound ones. It is the responsibility of the couple to lead a compatible life. Therefore, marriage should be accompanied with love for a fruitful and harmonious life. With writers like Eric Wilson, challenging the problems in the institution of marriage, perhaps the inconsistencies that loom large in nuptial relationships may be set right living together as dignified human beings sharing the same space with love and harmony.

Love is the most important emotion that holds a unique place in the Bible and that has grandeur of its own. Despite of race or status, people cherish and value love and recognize that it will shape what is good and true. It is the most significant quality that is essential between partners in marriage life. The marriage life turns out to be successful when the couple cherish love. A proper understanding of love is practised inside and outside the family or home.

Life is successful when love goes with religion and faith. The Bible has its origin in the Hebrew and Greek language. Hence, the theologians have traced four equivalent words for the Greek word love. They are *agape*, *philia*, *storge* and *eros*. The paper explores how *agape* love is reflected in *Fireproof*.

Agape love is a selfless love and it is the love of the Calvary Cross. The verb form of agape is agapan that means, "to value, to have a concern for, to delight in and to be faithful to" (Poonen 41). The Christians generally relate it to the unconditional love of God. He loved the human kind so much that He gave His only begotten Son to die for the redemption of the sinners: "But God proves his love for us in that while we were still sinners Christ died for us" (*The Catholic Answer Bible*, Rom. 5. 8). Agape love is also related to the love between two partners. Love should be rooted firm in commitment, just as God's love is for the mankind: ". . . in God's eyes, nothing is worthy of being called 'love' unless it has the *agape* constituent in it" (Poonen 42).

True love is not based on expecting something in return but should be based on loving regardless of return because the person is committed to love the other unconditionally. Each



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Parenting in Francine Rivers's The Scarlet Thread: A Christian Approach

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Abstract

Parenting is a hard task for every parent. For Christians, it is a challenge to bring their children in the ways of God. The Scripture has presented certain guidelines on how to bring up the children as godly persons of the society being responsible, obedient and wise. Children are to be brought up with love and care. If the younger generation is exposed to the Christian values, they would fulfill their duty and keep their Christian values alive and intact giving them an opportunity to develop spiritually.

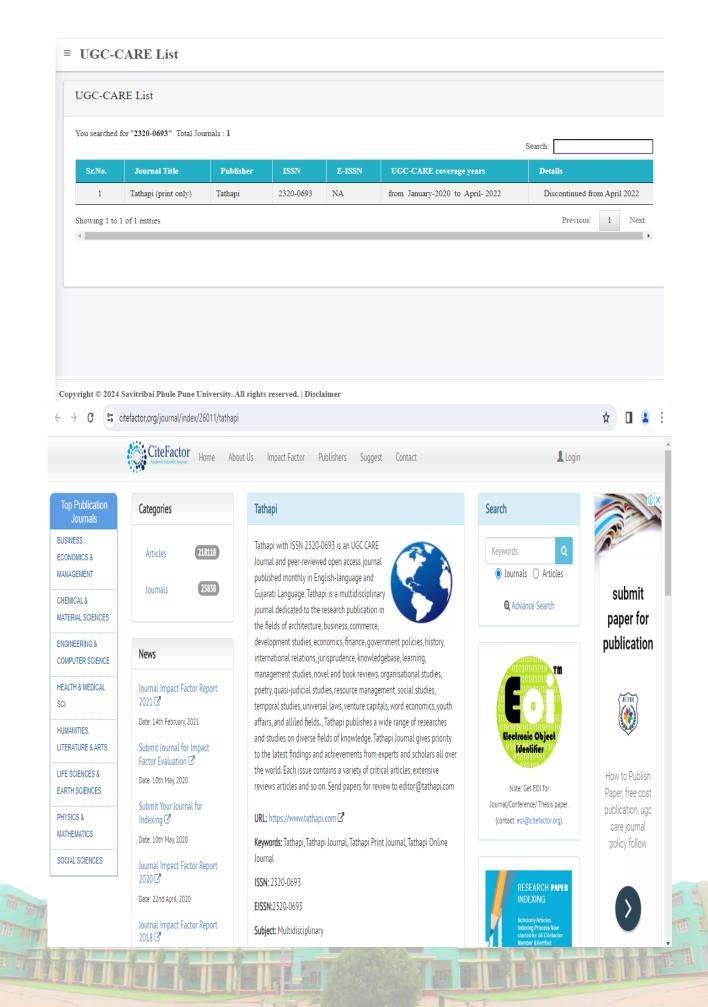
Love is an essential driving force in growing up the children. Scripture is an encouragement, an exhortation and commandments given to the disciples who wanted to follow Jesus and who have an ear for what the Holy Spirit says to the churches. Children are to be grown with love through the guidelines of biblical doctrine. *Storge* love is a unique parental kind of love. It exclusively refers to the love of parents for their children and of children for their parents. It is the love that Mother Mary had for her Son, Jesus Christ. Parental love is also a kind of unconditional love which does not expect anything in return. *Storge* love is calm and peaceful.

Alex has a change in him as he runs to earn more money and he fails to spend time with his family. Due to his materialistic life, he has forgotten his loved ones. He does not talk or share anything with his family. Sierra wonders how a man could change so much in a space of six months. Sierra knows that Alex is ambitious and determined but has not realized that his work could become the driving force and focus of his life. The success of his first game, Vigilantes urged his appetite. He is consumed with his career, impassioned by it and obsessed with it. Alex is on top of the professional world but, she felt little pleasure at Alex's success. He overworks and is preoccupied and they both barely talked with each other. When she points this out to Alex, he gets angry with her:

Parents are to be responsible as heads of their children. Clanton wishes to sign up for Little League football championship and he wants Alex to coach him. But, Alex tells him that he does not have any time to coach him. Here Alex fails as a father and he could not cope up with his son's needs. When Audra suggests that Sierra should go for car pooling to drop and pick up the children from school, Sierra tells her, "Chauffeuring children to school is one of the delights of motherhood" showing her care and *storge* love for her children (65).

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REVERBERATING SOCIAL STRESS AND MENTAL HEALTH OF GAYS WITH

REFERENCE TO MAHESH DATTANI'S ON A MUGGY NIGHT IN MUMBAI.

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ABSTRACT

The present paper entitled, "Reverberating Social Stress and Mental Health of Gays with Reference to Mahesh Dattani's On a Muggy Night in Mumbai" exemplifies the discrimination faced by the gays in Indian society. Homosexual people who are legally acknowledgedare hardly accepted by the society.Conventional people believe that same sex love relations is a sin and are of moral degradation to the society.Thus the LGBT community in India is forced to live double and triple lives for the fear of the world and the fear of not getting approval of the society. This paper brings to light the social discrimination, conflicts, alienation, anguish, insecurities and frustration faced by the sexual minorities, the gays and lesbians. This paper also takes an attempt to explore their inner self.

Keywords: Discrimination, LGBT community, homosexual, hetero-sexual, individuality, uniqueness.

Social discrimination is a worldwide phenomenon in which a multilingual and multicultural country like India is in no way an exception to it. Marginalization on the basis of caste, religion, community and gender often forces group of people or communities to occupy the fringes of the society. In India, unlike other countries, people who belong to low caste and P = g = |1|



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Journal of Interdisciplinary Cycle Research

ISSN NO: 0022-1945

Love beyond Sex in *Sold* by Patricia McCormick and Gabriel Garcia Marquez's *Memory Of My Melancholy Whores*

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Abstract:

Love has several meanings at various connotations. Love between a child and a mother, love between siblings, love between husband and wife and love among friends. People always say love is true, love is blind but there is a kind of love which is beyond sex in the field of prostitution. The prostitutes too have feelings, emotions and love for their endearing ones. They have an emotional attachment with their customers and the customers also develop a feeling of love towards the prostitutes. This is evident in the novels of Patricia McCormick's *Sold* and Gabriel Garcia Marquez's *Memory Of My Melancholy Whores*.

Key words: Love, Sex, Hope, Betrayal.

Age is not a matter for being loved and showering love. The old man in *Memory Of My Melancholy Whores* experienced a love beyond sex with the young adolescent girl. He understands the powerful feeling in love and realizes that sex without love is viewing the world without eyes. He apprehends the real love beyond lust. He takes care of the young girl. He searches her like a mad man when she has been missing for months. He is bold enough to trade the family jewels for the sake of Delgadina.

I never forgot her somber look as we were eating: Why were you so old when we met? I answered with the truth: Age isn't how old you are but how old you feel. From then on I had her in my memory with so much clarity that I could do what I wanted with her. I changed the color of her eyes according to my state of mind: the color of water when she woke, the color of syrup when she laughed, the color of light when she was annoyed....Today I know it was not a hallucination but one more miracle of the first love of my life at the age of ninety. (MOMMW 60)

Similarly, in the novel *Sold*, Lakshmi has innocent affection for the boy Harish who teaches her the lessons he knows. There is a kind of sisterhood affection among the prostitutes. Lakshmi has a feeling towards the street boy who offers tea and cola for her because it has been a huge sum of money for her to pay. It is the same boy who helped Lakshmi to know about the American helper.

In the present world there is a trend of murdering the loved ones if there is no chance for being united. These people fail to understand the real value of love. They never think that



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Survival of The Fittest in Never Fall Down by Patricia Mccormick

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ABSTRACT

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Nowadays existing has become a great success in this pandemic era. The economy and ecology has been a threat in the current scenario. How people survive is a great surprise and only fittest people can survive this pandemic. Likewise, Arn an young boy who survived the Cambodian- Vietnamese war and how he saved the refugees is a box of surprise. Survive, live is the only Motto of Arn. This paper speaks about how Arn survived the warfare and freed himself and give life to many people.

Arn has been taken by the Khmer Rouge by saying that only three days everyone can return back home but it extended like our lockdown. No one returns, everyone stayed at the camp. Each and everyone has been under the surveillance of the Khmer Rouge. The soldiers say one government there is no poor, no rich educated people were terminated.

They killeveryone who used to be rich or high ranking. Anyone with education. All the soldier, the teacher, the doctor, the musician. Anyone poor no problem. World is upside down. Being rich is now no good. Being poor, this can save your life. The list in the black book, that's how they decide who live, who die. (NFD 29)

Everything has been demolished and they started new one as Year Zero. The Khmer Rouge say "This is Year Zero, they say; nothing has come before. All past knowledge is illegal. Also they tell us, over and over, about a new disease in the mind: thinking too much. You must be like the ox, they say, no thoughts, only love for Angka" (NFD 43-44). All of them were given same dress; there is no difference among people. People were starving, but working hard to yield rice, because rice is their staple food.

Peace is no mere matter of men fighting or not fighting. Peace, to have meaning for many who have known only suffering in both peace and war, must be translated into bread or rice, shelter, health, and education, as well as freedom and human dignity - a steadily better life. If peace is to be secure, long-suffering and long-starved, forgotten peoples of the world, the underprivileged and the undernourished, must begin to realize without delay the promise of a new day and a new life. (Bunche, 2020)

Soldiers from high rank had enough food, but the poor people had only stew like water. People were sent to mango groves and never return because they had become the manure. Lot of killings and bloodshed giving false hope that everything will be alright. Jungle plays a major role in Arn's life because it gives shelter and hideouts. The war between the Khmer Rouge and Vietnamese was heart melting. They use canons, tanks, and grenades to kill innocent people. Earth gives shelter to the Khmer Rouge's to hide in trenches and long grasses. People can never speak out for their rights even for food. Food is an important thing for living but the people hardly get food but they strive hard to cultivate it for the owners.

Arn survived every killing, anyhow he managed to escape every situation. Major tool in Arn's escape is Music. Yes, music plays a major role in Arn's life to survive .After becoming a member in the band Arn becomes popular and he has less work to do and more time in practicing the Khim. He thinks he got a new power in him. Arn is a clever boy who uses the opportunities wisely to become popular.

And I know then I have power. Power from playing the khim and leading the other singer. Power from also being a dancer. Power from being a little bit a star in the show. I feel big with this power – tall, not like little kid -like right now I just stop Siv from probably dying. No one here talks back to the Khmer Rouge, no one challenge them. But maybe I can now. (NFD 80-81)



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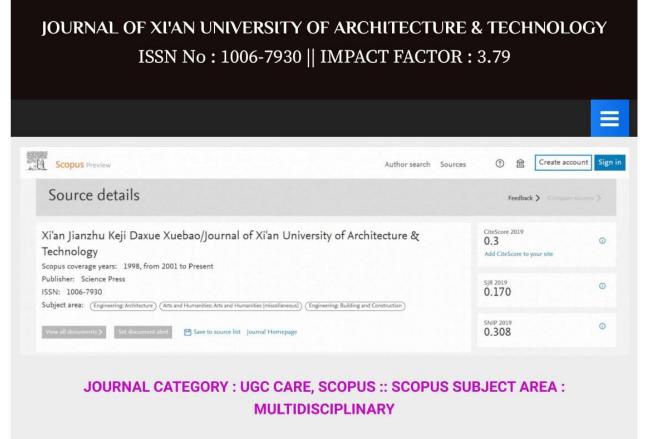


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Journal of Xi'an University of Architecture & Technology

ISSN No : 1006-7930

Destructive Desire in Kazuo Ishiguro's When We Were Orphans

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Abstract

The paper entitled "Destructive Desire in Kazuo Ishiguro's *When We Were Orphans*" takes a gander at ways by which desire is been ruinous. Christopher Banks, the central character is a detective who comes up short at discovering his parents and simultaneously narrates his own life in a way better to analyse. As an orphan, Banks couldn't achieve in characterising himself through his past and his nationality which he seems to be associated with his past as well. Likewise, he is an untrustworthy storyteller whose memory is the main access to his story which is set in the midst of many grieved past experiences. This paper also highlights the ways in which Banks' own desire turns to be a great hindrance for him to gain a fulfilled living. Keywords: Desire, discovering, untrustworthy, experiences, hindrance.

"Desire is the kind of thing that eats you and leaves you starving." -Nayyirah Waheed

Desire is a key idea in contemporary way of thinking about mind or psyche, which is fascinatingly understudied. There is nothing extraordinary about human wants. Human want is



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ISSN: 2394-3114 Vol-40-Issue-18-February-2020

Search for Identity in Chitra Banerjee Divakaruni's

Olieander Girl

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Abstract

This paper mainly tries to focus on the search for identity in Chitra Banerjee Divakaruni's *Oleander Girl*. One of the major themes of the novel is National Identity Crisis, which has been faced by female protagonist of the novel. The protagonist takes her journey from India to America in order to find her identity. The question of identity arises due to the shocking discovery of Korobi's father's national identity of not being Indian. Consequently, her own identity passes a question. Her identity gets diluted due to her mother's migration, cultural as well as geographical. Having discovered a letter from her mother to her father, Korobi set out on the quest to find her own father, ultimately her own self.

Key Words: Identity, Search, Transcultural, Immigrant.

Chitra Banerjee Divakaruni is one among the youngest writers bringing out the social realities. She is a renowned writer who has explored the hybrid identities in most of her novels. Her works mainly project the autobiographical elements. She presents her immigrant experiences having India as base and travelling to other countries especially America for better opportunities and standard life styles. Her works also challenge the patriarchal dominance in the society. Men characters are replaced by the women characters in many of her novels. All her women characters are so powerful after getting realization about their life. The protagonist Karobi's Transcultural journey has a strong impact on her life. Korobi, a Bengali word meaning Oleander, wonders why her mother names her after a plant which is beautiful but poisonous.

The story in *Oleander Girl* is woven around Korobi, an orphan girl, brought up by her grandparents with over possessed love. She is a headstrong and charismatic young Indian woman coming to terms with her life and trying to find herself in post 9/11 America. Korobi is an attractive girl brought up by her grandparents in a traditional Hindu way. She belongs to a renowned family in Calcutta, even the road on which they have their house is named after her great grandfather, Tarak Prasad

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ORIGINAL RESEARCH PAPERS – WAYS AND MEANS TO HONE THE ART OF WRITING

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Dr. M. Ilankumaran, Professor of English, Noorul Islam Centre for Higher Education, Kumaracoil, Thuckalay, Tamilnadu, India.

Abstract

Writing is a personal activity but a public service. Writing academic papers is a hard task requiring the vocabulary skill. It involves a high level of language command and a careful scrutiny. Writing an essay is different from that of an Original Research Paper (ORP). Writing ORP is an academic activity that includes a variety of sources to support the point of writing. It becomes a troublesome one if the preparation and expertise on the topic are insufficient. An essay simply reveals the knowledge and perception of the writer who simply supports or opposes the arguments on the topic. In ORP, sources play a vital role and they form a part of course work. Personal interpretation and arguments ought to be based on works of different authors through their books, articles and theses. The writer has to evaluate and synthesize the works taken from the sources. The students at college level are expected to write at least one research paper before they graduate. It can be a daunting one if they have not done it before. This paper has been penned to aim at providing a lead to the research aspirants and others in finding ways to enhance their skills in writing ORPs by developing the vocabulary pertaining to the academic writing.

Keywords: Topic, Tools, Sources, Strategy, Activities, Writer's Block, Procedures, Methodology, Writing Instructions.

Introduction

Writing a research paper is a frightening process for many beginners. One of the stumbling blocks is about how to start writing a paper. Writing Original Research Paper has to present the ideas earned through the information or data collected from various sources. The way the materials are gathered will open up avenues to make up-to-date findings and judgments in terms of original interpretations. It is nothing but a process of interaction between the data collected in



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CONTRA-LATERAL NEURAL CONTROL SYSTEM AND LANGUAGE ACQUISITION

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ABSTRACT

Language acquisition and learning play a key role in modern society. Teaching a language in a classroom engrosses the learners with interaction among themselves and with the instructor. The intent is to carryout a transformation in the learners. Teaching language does not activate in separation from other facets of existence. If teachingsecond language is viewed in its entirety, it can certainly be found as a multifarious task. To realize the nature of the composite task, it is essential to come up to it in an orderly manner. This paper deals with how the human brains function when a talk is listened to and how the brains of infants and children are tuned to comprehend a language. It also deals with how the changes in brains during development give out requirements for language learning. Language is recognized as a process that requires the involvement of two significant brain regions. Those two regions need to work together to make it understood. Understanding a language and exchanging information is impossible once the brain regions are not connected. The nervous system of brain makes up the connections develop and change during the stage of infancy and childhood.

Keywords: Language acquisition, Aphasia, Language Acquisition Device, Specific Language Impairment, Cortex, Sub-cortex.

Introduction

Humans are social and chatty beings. They start learning to communicate with the environment right from the birth which develops into loving to talk to friends, members of

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PRECEPTS OF COGNITIVE FACTORSFOR SECOND LANGUAGE ACQUISITION

(SLA)

Ms. S. Keerthana

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ABSTRACT

Learning is all about making connections. Forming connections creates a greater impact on brain based learning. The neural connections the brain make is an important aspect. Remembrance plays a major role while the educators try to link the newly learnt matter with the prior knowledge. It is always important to know what the students already knew and teach accordingly. This method acts as a great tool for teaching any language. While doing so, the challenge is more for the teachers since they need to find proper way to inculcate the new concepts with the existing networks and build full-fledged new ideas merging the old and the new. The cognitive, mental and the psychological process are focused in second language learning. It is important to acknowledge one's knowledge and strategies effectively. To excel in the target language, the learner has to create an opportunity to train themselves beyond the classroom and use their strategies to remember and recall what they learnt earlier. Every individual does not want to sound like a native one, but in order to overcome the label 'nonnative speaker' one has to practice lot many strategies and thrive it.

Keywords: Cognition, Brain Dominance, Right hemisphere, Left hemisphere, Activities, Teacher, Learner. Strategies

Second Language Learning is one of the most vital areas of research in the field of cognitive science. The term 'cognition' refers to the activities of thinking, remembering, learning and utilizing the language in an appropriate manner. The cognitive approach in teaching and learning becomes successful when the particular individual understands the context, deduce the Volume-26, No.1 : 2020-2021

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Sr.No.	Journal Title	Publisher	ISSN	E- ISSN	UGC-CARE coverage years	Details
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Kala: The Journal Of Indian Art History Congress (print Only)



Aim and Scope

The Kala: The Journal Of Indian Art History Congress (print Only) is a research journal that publishes quality research. This journal is published by the Indian Art History Congress. The ISSN of this journal is 0975-7945. The E-ISSN of this journal is NA

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Important Metrics	
Journal Title:	Kala: The Journal of Indian Art History Congress (print only)
Publisher:	Indian Art History Congress
ISSN:	0975-7945
E-ISSN:	NA
Current UGC CARE Status:	Discontinued from July 2023
UGC Coverage:	from June - 2019 to July - 2023

kala: the journal of indian art history congress (print only) Indexing

Kala : The Journal of Indian Arts History Congress ISSN : 0975-7945

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TECHNIQUES AND APPROACHES OF TEACHING ENGLISH AS A SECOND LANGUAGE

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ABSTRACT

English language is considered thewidely used languageall over the world. InIndia English has the credit of the second largest speaking language among people and hasinfluenced every field includingeducation, businesses, hospitals and the like. English is the medium of instruction in almost allschools and colleges, especially in a country like India. Teaching and learning play a vital role almost in everyone's life. Learning English helps many learners as it encourages them to express so well both in their personal and professional lives. Many approaches and methods are deployed to teach and learnthe language. If the teacher teaches only the content of the subject directly to the learners without employing any techniques catering to the demands of the learners, it may not create any impact on the learners. Teaching through various techniqueswill make the subject more interesting to the learners. This also helps the learners understand better. The Grammar-translation method, Direct method, Audio-Lingual method, Oral Approach, Communicative Language Teaching(CLT), TotalPhysicalResponse(TPR), Task-Based Language Teaching(TBLT), NaturalApproach, Community Language Learning(CLL), Visualization, Cooperative Learning, FlippedClassroom, InquiryBased Learning are some of the techniques deployed in classrooms. This paper speculates on the various techniques of teaching English as a second language that suits learners with varied mental tenacity and caliber

Keywords: English language teaching, techniques, methods, approaches, gamification Volume-26, No.1 : 2020-2021

	for "0975-7945". Total Journals : 1				Search:	
Sr.No.	Journal Title	Publisher	ISSN	E- ISSN	UGC-CARE coverage years	Details
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Kala: The Journal Of Indian Art History Congress (print Only)



Aim and Scope

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Important Metrics	
Journal Title:	Kala: The Journal of Indian Art History Congress (print only)
Publisher:	Indian Art History Congress
ISSN:	0975-7945
E-ISSN:	NA
Current UGC CARE Status:	Discontinued from July 2023
UGC Coverage:	from June - 2019 to July - 2023

kala: the journal of indian art history congress (print only) Indexing

Kala : The Journal of Indian Arts History Congress ISSN : 0975-7945

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THEORIES DEPLOYED IN ENGLISH LANGUAGE TEACHING

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ABSTRACT

Theories of English language teaching aims at the development of the learners' perception of the proper structure and patterns of the language. Various theories have been exhibited by many linguists and psychologists. This paper shows the development of theories from traditional Grammar to Functionalism. Enlargement and the new execution of the theories are meant for making the learners grasp the ideas easily with practical applications. Traditional grammar focuses on exhibiting the rules to the learners but now the theories in Functionalism focuses on the development of the learners. Learners play the main role because teachers make them take the pivotal role in the class. All the ancient rules have been taught to the learners easily by applying the new theories. The main aim for the development of theories is to make the learners clear with what they are learning. The learners learn enthusiastically owing to the activities given to them. The activity makes the learner think critically and promotes listening. This article consists of various theories mentioned by various language experts. Executing theories focuses only on the development of learners. This theory improves a learner to speak flawless English.

Key words: Theory, Structure, Active learners. Native Speakers, Foreign Language

Introduction

Teaching English to the non-native speakers is not an easy task akin to the first language acquisition. Teaching second language or foreign language acts as the conscious process of learning. The teachers focus more on the rules and theories of teaching a second language to the learners than training the students in their mother tongue. Teachers use the first language L1 as the helping device to help the learners to acquire skills in the L2. Teaching a language changes based on the acquisition process of the learners by applying theories. The teachers also provide various materials for the proper understanding of learners.

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	1 of 1 entries					Previous 1 No

Kala: The Journal Of Indian Art History Congress (print Only)



Aim and Scope

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Journal Title:	Kala: The Journal of Indian Art History Congress (print only)
Publisher:	Indian Art History Congress
ISSN:	0975-7945
E-ISSN:	NA
Current UGC CARE Status:	Discontinued from July 2023
UGC Coverage:	from June - 2019 to July - 2023

kala: the journal of indian art history congress (print only) Indexing

Kala: The Journal of Indian Arts History Congress ISSN: 0975-7945

6. Human Animal Kinship in Ibrahim al-Koni's The Bleeding of the Stone

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Abstract

Desert, the extremely dry land, known not to be fit for the survival it in reality one of the major types of Earth's ecosystem which support distinctive types of flora and fauna. Ibrahim al-Koni, known as the "welled men" is a prominent Libyan writer and an Arabic novelist who carves desert in his novels. He is a Tuareg brought up in the Saharan desert which is the hasts of his litevary kondscape. He brings out the relationship between humanity and the desert so emotionally and expressively in his novels. The endeavour of the paper is to partray the animal and human relationship through his novel. The Bleeding of the Stane.

The Bleeding of the Stone, a touching portrayal of desert life and its ecological usues is a novel about Asonf, a lone Bedown who has a spiritual connection with natural world and has concern for the non-human species. He has a spiritual communion as well as physical interdependency with the animals. The tragic part of the novel is that the protagonus sacrifice his life for the 'beautiful and dignified' animal which is in the verge of extinction.

The paper focuses on the indigenous Saharan Tuareg tribe, their ecological concerntheir conviction that animals are evolutionarily connected more closely to humans than the other non-human species. It also emphasizes the current scenario of human dominance over the nonhuman species due to technological development through the concept of biophilia, post humanism and anthropomorphism.

Keywords: Indigeneity, Biophilia, Post humanism, Anthropomorphism, Ecological Balance, Inter-connectedness.

Africa is a mystical land which is a blend of rich culture and tradition. African continent is celebrated for its diverse environment, climate and natural resources. "Africa is a large, diverse continent that boasts a multitude of econystems." (awf.org). Africa has an incredible wilderness in the world which is known for its beautiful landscapes, eco systems and rare wild animals which is the pride of the African people.

Africa is definitely a nature lover's paradise as it offers most diverse landscapes. It is well known for its abundance of wildlife, especially South Africa is known for its rich wildlife. "Although the country only makes up about one percent of the Earth's land surface, it's home to almost ten percent of the world's known bird, fish and plant species, and about six percent of its mammal and reptile species" (natgeokids com). The Savannah region of Africa is the abode to



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WOMEN IN LITERATURE : NOW AND THEN

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Abstract

Literature has always inscribed the role of women or the female sex all through the ages. The portrayal of women characters in most of the literary works are powerful. rebellious and equivalent. This paper discusses on whether the contemporary women or the female gender is as empowered as they were portrayed or disempowered unlike the ancient period. The paper also discusses on the problems faced by the fictional characters as in reality and also the unequal gender norms that still prevails in the society. The presentation of ancient women by the authors and the problems of the women is discussed.

Keywords : Role of women, Society, Inequality, Subjugation, India

India is assumed to be a prestigious country and has its own pride in culture and heritage. The world has a notion and saying that the female sex is worshipped with great respect. "God created mothers because he could not be present everywhere". Right from the B.C, it is believed that the women or the female gender cannot be independent. Female infants are subjected to their fathers, wives to their husbands, if the husband dies then to their sons. Manu in 2000 B.C says "by a young girl, by a young woman or even by an aged one nothing must be done independently, even in her house" (Kaur and Verma 2014).

Various works (scriptures, epic etc) have always portrayed women to have equal and respectable position like men; socially, culturally and politically. Despite the gender, caste or creed they were sketched optimistically. In early days, the male writers were credited by the superiors (especially Kings). They always intended to write what would please them. Thus the female sex became the scapegoats. Problems related to their emotions and thoughts did not arise compared to the medieval period. "She could die but not complaint" (Kaur 178).

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Love And Romance - An Overview Dr. R. Abilasha & Dr. M. Ilankumaran

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Abstract

Loving and being loved adds richness to the life of everyone. People feel happier and even healthier when they are close to others. Love comforts and helps one another to feel significant, understood, and secured. Each type of love has its own uniqueness. The sort of attachment one feels for one's own parent is unlike the love for a baby brother or sister or the best pal and the type of feel that one undergoes while in romantic affairs is a distinct kind of love. During adolescence, the ability to feel romantic love develops. Teens all over the world has a fascination and feeling of magnetism. Even in cultures where people are not allowed to act on or express these feelings, it is natural to grow up and develop romantic feelings and sexual attractions to others. Initially, these new feelings can be exhilarating or even perplexing. This article highlights how love and romance are considered unique and preferable by human beings amidst their day to day activities.

Key Words: Romance, Chivalry, Blind romance, Love beyond marriage, manliness.

Introduction

Since time immemorial, sexual attraction between male and female has been a natural phenomenon. Romance is not possible in a completely open society which allows full freedom. A society needs to be lenient with restrictions on meetings of opposite sexes if romance is to grow. Love is broadly taken as romance having a distinct connotation and dimension, which in Indian culture denotes a particular aspect of affection, especially, in the action or the magnetic and dynamic dimension giving rise to unite and to share their lives.

Romance

The term 'romance', derived from the Romans, is a contradiction in terms as the Romans were practical throughout the history of their ancient empire and glory. Their practice of love and

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Source details

Journal of Natural Remedies	CiteScore 2023 0.4
Years currently covered by Scopus: from 2002 to 2024	
Publisher: Informatics Publishing Limited	
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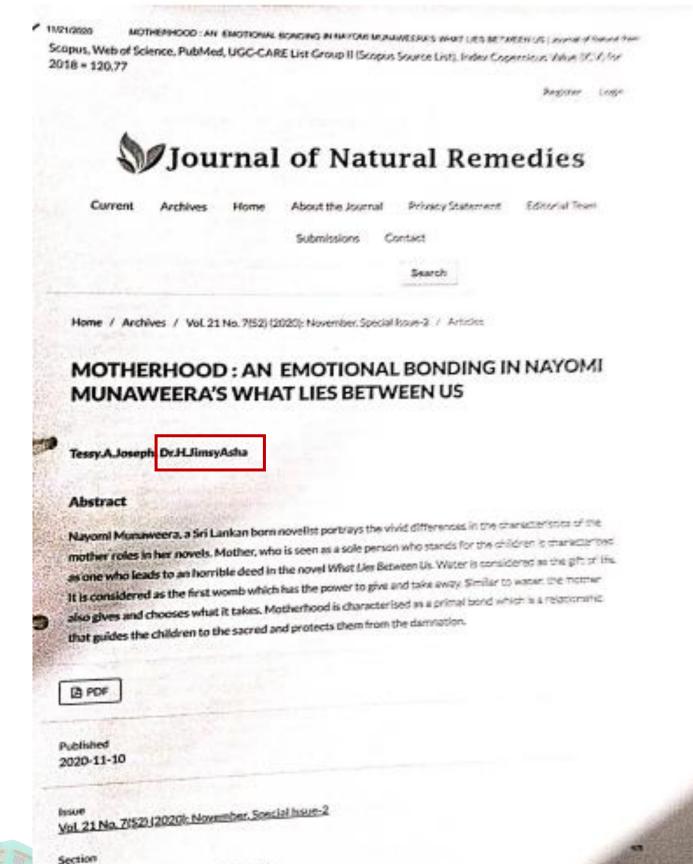
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தமிழரின் வீர மரபைக் கூறும் தற்காப்பு கலைகள்

கு.ஷெர்லி முனைவர் பட்ட ஆய்வாளர், பதிவு எண்: <u>18213041</u>052013 முனைவர் கே.எஸ். சௌமியா

வரலாற்றுத்துறை பேராசிரியர், புனித சிலுவை கல்லூரி (தன்னாட்சி), நாகர்கோவில்,

கருக்கம்

நடனம், இசை, மொழி போன்ற எல்லா கலைகளிலும் தமிழர்கள் சிறந்து விளங்கினர். ஆனால் தமிழர் என்றாலே வீரம் தான் நினைவுக்கு வருமளவு தமிழர்கள் வீரம் செறிந்தவர்களாக காணப்பட்டனர். தமிழகம் தந்த கலைகளில் சிறந்த கலை என்பது தன்னை மட்டும் காக்கும் கலை அல்ல பிறரையும், நாட்டையும் காக்கும் கலையாகும் குறிப்பாக இக்கலையில் புகழ்பெற்று விளங்கியவர் கன்னியாகுமரி மாவட்டத்தை சார்ந்த மாவீரர் தளபதி அனந்த பத்மநாபன் ஆவார். இவர் 108 போர் பயிற்சி களரிகளை நிறுவினார். தற்காப்பு கலை முதன் முதலில் பண்டைய மக்கள் தங்களை மிருகங்களிடமிருந்து காப்பாற்றி கொள்ள பயன்படுத்தினர். பின்னர் தான் அது கலை வடிவத்தை பெற்று நெறிபடுத்தப்பட்டு ஒருங்கமைக்கப்பட்டது. இந்த தற்காப்பு கலையை கற்று தேர்ந்த ஒருவர் குருவாக மாறிவிடுவார். ஒருவர் குருவாக மாறுவதற்கு குறைந்தது பனிரெண்டு ஆண்டுகள் பயிற்சி எடுக்க வேண்டும். இந்த கலையானது குருவணக்கம், தட்சனை கொடுத்தல் போன்ற ஒழுக்க முறைகளுடன் தொடங்குகிறது

கலைசொற்கள்

தற்காப்பு, வர்மம், களரி, குத்துவரிசை, சிலம்பம், ஆசான், மல்புத்தம், கேடயம், வளரி, முச்சாண், மடுவு, கருள்கொம்பு, கருள்பட்டை, குலம், பிச்சுவா.

முன்னுரை

தற்காப்பு கலையானது பல வகைகனை கொண்டது. குறிப்பாக வர்மக்கலை, அடிதட, குத்துவரிசை, மல்யுத்தம், களரிப்பயிற்று மற்றும் சிலம்பம் போன்றவை ஆகும். இக்கலையை கற்பதன் வழியாக மனமும். உடலும் சீராக வலுபெற்றதாக அமைகிறது. இக் கலையானது மதங்களுடனும் தொடர்புடையது ஆகும். வெறுங்கை முறை என்பது ஆயுதங்களின்றி தடுப்பு முறைகளை பயன்படுத்தி எதிரிகளை எப்படி வீழ்த்துவது என்று கற்று கொடுக்கிறது. மேலும் ஆயுதங்களுடனான தற்காப்பு முறைகனில் வான், கேடயம், இரட்டைமுழங்கோல், முச்சாண், கத்தரி, வெட்டரிவாள், பிச்சுவா, கருன்பட்டை, தலம், மடுவு, கருன்கொம்பு, வளரி போன்றவை பயன்படுத்தப்படுகிறது.

தற்காப்பு கலையின் வரலாறு

மிருகங்களிடமிருந்து தங்களை பாதுவாத்து கொள்ள தொடங்கப்பட்ட கலையானது போதிதர்மரால் இந்தியாவிலும் பிற ஆசிய நாடுகளிலும் பிரபலமடைந்தது. குறிப்பாக சீன. ஜப்பான், ஸீலங்கா போன்ற நாடுகளில் தற்காப்பு கலை மிகவும் பரபலமடைந்தது. இக்கலையைப் பற்றிய குறிப்புகள் சங்க இலக்கியங்களான பத்துபாட்டு. எட்டுதொகை, பதிற்றுப்பத்து போன்றவற்றில் காணப்படுகிறது. இந்த தற்காப்பு கலை முற்காலத்தில் போரில் பயன்பட்டது மட்டுமல்லாமல் அக்காலத்தில் போரில் காயமுற்றவர்களை காப்பாற்றும் மருத்துவ கலையாகவும் வளர்ந்தது. இயற்கையான மூலிகை தைலங்கள், லேகியம், பொடிகள், கசாயங்கள், போன்றவை இதன் மருந்தங்ன் ஆகும். மேலும் போரில் கைகளில் முறிவு ஏற்பட்டோருக்கு ஓடிவு. முறிவு மருந்தாக வர்மக்கலையின் மருத்துவ முறை செயல்பட்டது. அன்றைய மன்னர்கள் களரி கற்ற இருவரை மோத விட்டு யாராவது ஒரு நபர் மரணம்

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பண்பாட்டு மரபுகளைக் காட்டும் கன்னியாகுமரி தமிழகப் மாவட்டத்தின் சில சிறப்பு அம்சங்கள்

> இரா. ஷாமினி முனைவர் பட்ட ஆய்வாளர். பதிவு எண். 18213041082015

கெ.எஸ். சௌமியா மனைவர்

மேற்பார்வையாளர். வரலாற்றுத்துறை பேராசிரியர். புனித சிலுவைக் கல்லூரி (தன்னாட்சி), நாகர்கோவில்

553.51D

இந்திய தீபகற்பத்தின் தென்கோடி எழில் _{ததரம்} _{கன்னியாகுமரி} புகழ்மிக்க புனிதப் ^{நதுக} யணத்தலம் குரிய உதயம் - சூரிய அஸ்தமனம் ^{பபலைதல} இந்த அரிய காட்சிகளாகும். கன்னியாகுமரிக்குத் நூர்கில் ஒரு பெரிய நிலப்பகுதி முன்பு இதுத்தாகவும், பின் அது கடல்கோளால் மறைந்து ல்றும் என்றும் ஒரு கருத்து உள்ளது. முதல் தமிழ்ச்சங்கம் செயல்பட்ட தென்மதுரையும், து_{ண்டால}து தமிழ்ச்சங்கம் செயல்பட்ட _{லாடபுரமும்} இன்றைய கன்னியாகுமரிக்குத் _{தேற்}கில் இருந்தனவென்றும். அவை ஆல்களால் மறைந்தன என்றும் கருதப்படுகிறது. _{சன்னியாகுமரிக்குத்} தெற்கில் மறைந்ததாகக் கருப்படும் நிலப்பகுதியை லெமூரியாக்கண்டம் எ அழைப்பர். மேலும் கன்னியாகுமரி மவட்டமானது பல்வேறு சிறப்பம்சங்களைக் கொண்ட நினைவுச் சின்னங்கள். கோட்டைகள். அண்டனைகள் மற்றும் கோயில்களைக் கொண்டு ஹ்ழகத்தின் பாரம்பரியத்தை விளக்கும் சிறந்த மாவட்டமாக விளங்கி வருகிறது.

Carilrow. திறவுச் சொற்கள் மும்முடிச்சோழநல்லூர். நாகராசர் கோவில். தீருவட்டார். நீபலி பூசை, தொல்காப்பியம்

முன்றுரை

தமிழ்நாட்டின் தென்கோடியில் ண்ணியாகுமரி உள்ளது. இந்திய நாட்டின் தெற்கு 90 எல்லை கன்னியாகுமரி ஆகும். `நிலங்களின் 94வு என்றும் வழங்கப்படும் கன்னியாகுமரி சுற்றுலாத்தலங்களில் ஒன்று மட்டுமல்ல் புனித ஸ் தலமுமாகும் . அரபிக்கடல். இந்து மகாசமுத்திரம். வங்காள விரிகுடா ஆகிய முக்கடலும் இங்கு சங்கமிப்பது குறிப்பிடத்தக்க ஒன்றாகும். இங்கு காணப்படும் 133 அடி உயர திருவள்ளுவர் சிலையும். விவேகானந்தர் மண்டபமும் பிரமிக்கத்தக்கதாகும். இன்றைய கன்னியாகுமரிப் பகுதி பாண்டிய மன்னர்களாலும். தஞ்சைச் சோழர்களாலும், கேரள மன்னர்களாலும், நாட்டினராலும் ஆட்சிபுரியப் நாஞ்சில் பட்டிருக்கிறது

குமரி அம்மன் கோவில்

இங்கு காணப்படும் கோவிலில் காட்சி தரும் அம்மன் தேவி கன்னியாகுமரி எல்லையில் இருப்பதால் இந்தியாவைக் காப்பதாக ஐதீகம். சிவனின் கரம்பிடிக்க தவமிருக்கும் பார்வதி அவதாரம் தான் கன்னியாகுமரி தேவி என்று மேலும் மணமகன் குறிப்பிட்ட கூறுகின்றனர். காலத்தில் கரம்பிடிக்க வந்து சேராததால் இவ்வம்மன் கன்னித் தெய்வமாக ஆகிவிட்டார் என்றும் புராணம் வாயிலாக அறியப்படுகிறது. அம்மனின் வைரமூக்குத்தி ஒளி, பல திசை மாறிய கப்பல்களுக்கு வழிகாட்டியாகச் சொல்கின்றனர். அமைதி தவழும் இந்த திருக்கோயில் ஒற்றுமைக்கு வழி வகுக்கிறது.

நாகராசர் கோவில்

மாவட்டத்தின் கன் னியாகுமரி தலைமையிடமான நாகர்கோவில் நாஞ்சில் நாட்டின் ஒரு பகுதியாகும். பண்டைக்காலத்தில் இப்பகுதி

ந்தீனத் தமிழாய்வு (பன்னாட்டுப் பன்முகத் தமிழ் காலாண்டு ஆய்விதழ்) பீப்ரவரி 29, 2020 – சிறப்தேழ் (ISSN: 2321-984X) 2001 இருந்து பிரையில் பிருந்து தமிழ் காலாண்டு ஆய்விதழ்) பீப்ரவரி 29, 2020 – சிறப்தேழ் (ISSN: 2321-984X) Modes Thamich Research (A Quarterly International Multilateral Thamich Journal) February 29, 2020 - Special Issue (ISSN : 2321-984X) MIDINAL SEMINAR ON - REMEMBERING THE CULTURAL HERITAGE OF TAMIL NADU THROUGH MONUMENTS PG & Research Department of History, Government Arts College, Thirusannamalai - 606 603, Tamil Nadu, India Vileperan Ilistorical Research Center - Villupuram (VIIRC) and Tiruvannamalai District Centre for Historical Research (TCHR)





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Source details

Journal of Natural Remedies	CiteScore 2023 0.4
Years currently covered by Scopus: from 2002 to 2024	
Publisher: Informatics Publishing Limited	
ISSN: 0972-5547 E-ISSN: 2320-3358	SJR 2023
Subject area: (Pharmacology, Toxicology and Pharmacoutics: Pharmacology)	0.153
Source type: Journal	
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Category	Rank	Percentile
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TRACKING THE CHRONOLOGY OF EPIDEMICS AND PANDEMICS

Arul Vallarasi. S Guest Lecturer, SOEL, The Tamilnadu Dr. Ambedkar Law University, Chennai.

and Dr. Regi, S

Assistant Professor of History, Holy Cross College (Autonomous), Nagercoil.

ABSTRACT

As human spread across the world, infectious and contagious diseases are inevitable. Even from the prehistoric era there were some evidences for the occurrence of epidemics and pandemics. In the modern era, the fastest developments in transport and science and technologies transformed the world into a global village. Therefore, there are constant outbreaks of epidemics and pandemics in the modern era. Covid-19 is one such pandemic. In this situation the researchers have taken a step to narrate the occurrence of important or deadly pandemics of the world on a chronological basis. Though there were references of the occurrence of pandemics in the pre-historic era, stress has been given to the pandemics from 1 A.D. onwards.

Key words: Epidemics, pandemics, virus, bacteria, out-break, pathogen, China, flu, plague, and Yersinia pestis.

I. INTRODUCTION

An outbreak of a disease at a larger scale in a particular region is called as epidemic. If it spreads to a larger area it is known as pandemic. If a disease is a communicable disease then only it will become an epidemic or pandemic. In the human history there were records of occurrences of pandemics. The spread of pandemic has happened in many phases. Most of the times epidemics or pandemics occurred because of the transmission of the pathogen, disease causing virus or bacteria, from animals to human. When the pathogen spreads from human to human it becomes an outbreak. When it spreads to many people and confined in a same community or a particular locality it becomes an epidemic. When it spreads to larger area or a larger community, it would be called as pandemic. In the written history of the human past there were many references of the occurrence of epidemics and pandemics. In this article we are going to learn about the chronological occurrences of the epidemics and pandemics as it was referred in the chronicles of the world.

1. Prehistoric Epidemic of China: Circa 3000 B.C.

The first ever known epidemic was the prehistoric epidemic of 3000 B.C. It was considered that it affected China. It was said so that there were lots of bones found in an archeological site at Hamin Mangha in northeastern China. Another archeological site named Miaozigou is also excavated with mass burial. This proved that there might be an epidemic which devastated the entire north eastern part of China.

2. Ancient Plagues and other epidemics

The most threatening word in the history of epidemics and pandemics was plague. In Greek plague means strike or blow. The disastrous disease of plague was caused by a bacteria called as Yersinia pestis. There are three forms of plagues they are pneumonic, septicemic and bubonic. Apart from plague smallpox was also considered as a life threatening epidemic during the ancient times. With the invention of the vaccination for smallpox this greater health menace was eradicated.



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2.1. Plague of Athens: 430 B.C.

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Sr.No.	Journal Title	Publisher	ISSN	E- ISSN	UGC-CARE coverage years	Details
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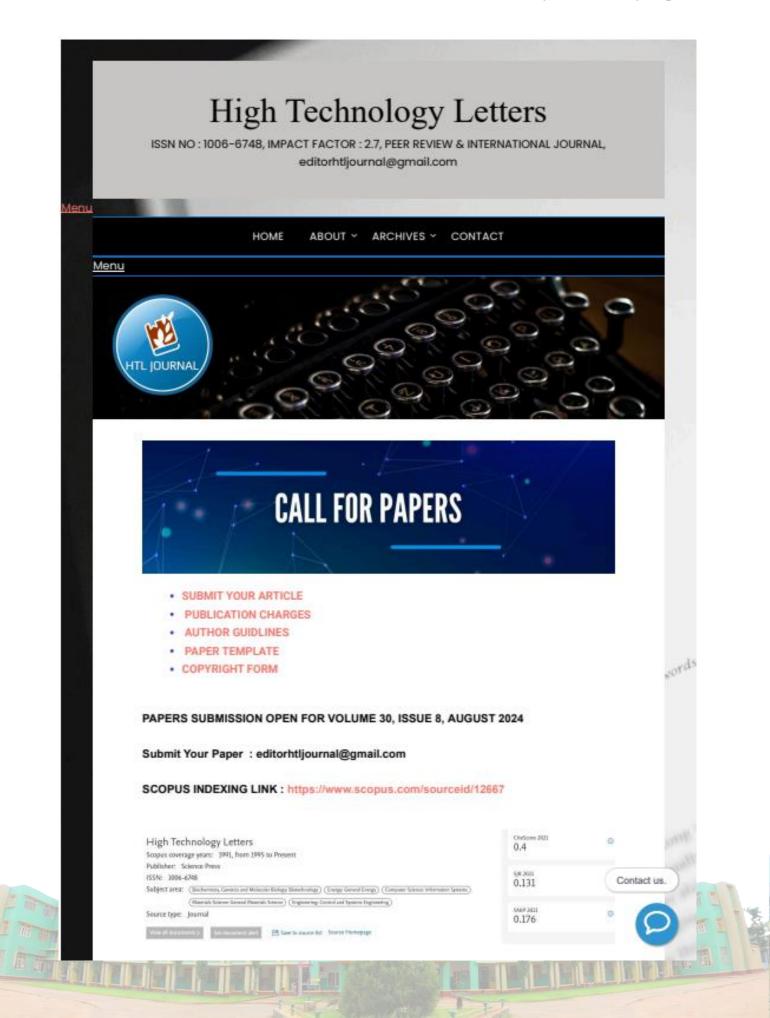


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ISSN NO : 1006-6748

Effective Virtual Platforms for Online Meeting

Arul Vallarasi. S Guest Lecturer, SOEL, The Tamilnadu Dr. Ambedkar Law University, Chennai.

Dr. Regi, S Assistant Professor of History Holy Cross College (Autonomous), Nagercoil.

Abstract

As far as human beings are concerned, communication with one another is a necessary for themselves. Through there are many ways to communicate with each other, during the unexpected natural calamities and outbreak of epidemics and pandemics, need of online meeting platforms are felt most important. Obviously the development in the telecommunication sector also played a vital role. Therefore the outbreak of Covid-19 Pandemic and new normal situation resulted in the overwhelming production of online meeting platforms to combat the situation. These softwares are widely used in business communications in the beginning. Abruptly Covid-19 pandemic changed the situation. At present, these virtual meeting applications are not only used to have informal meeting with friends and relatives, but also to be used to have formal meetings in business and education sector. In this article an attempt has been made to list out the effective online meeting platforms.

Keywords: Online meeting, virtual meeting, conference, software, platform, application, sharing, video conferencing, white board and business.

1. Introduction

Man is a social animal. He cannot live alone for a longer time. He needs to communicate with his fellow being to have a smooth and peaceful life style. Communications ease out his mental stress. There are two types of communication verbal and non-verbal. Both are having their own effectiveness with the help of the telecommunication technologies. Wherever men cannot have a direct communication he uses technology for communication. They may be papers, palm leaves, messengers and pigeons as in the case of ancient times and electronic equipments as in the case of modern times. As one to one communication is done with telecommunication technologies, group communication also relies much on them.

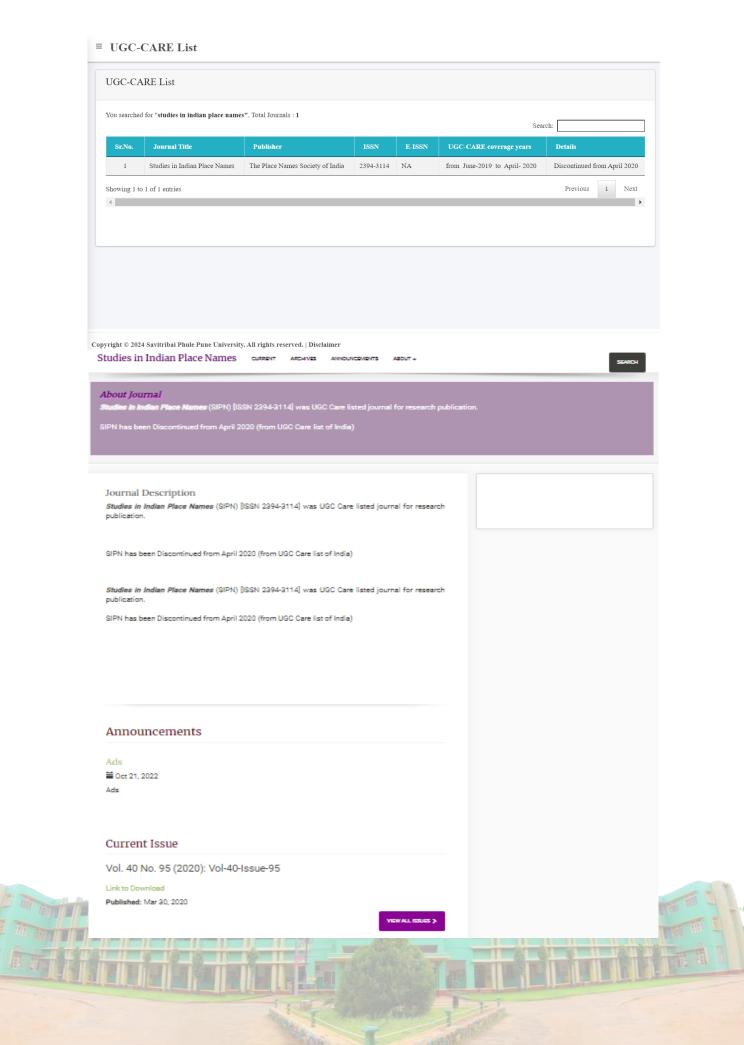
In the normal situations, larger business enterprises and people working in IT sector used this group communication or meeting technologies in a wider scale. However, the spread of Covid-19 changed the situations upside down. There were lockdowns all over the world. Therefore, for their own survival, small and medium scale industries and enterprises also took over online meeting platforms for their communication. The major sector where the



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Studies in Indian Place Names (UGC Care Journal)

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Education for Women

Vellaisamy, P, Full-Time Ph.D. Scholar, (Reg:1521)041051012) Guride Dr. K.S.Soumya Assistant Frofessor of History, Holy Cross College (Autonomous), Nagereoil- 629 004 Affiliated to Manonmaniam Sundaranar University, Tirunelveli.

Abstract

Among the earliest women's memorles from the nineteenth century are stories of a passionate desire to learn to read.Rassundari Devi, born c.1809, taught she to read by stealing precious moments from her housework and the responsibilities of caring for 12 children. Later, she described her craving for knowledge: I was so immersed in the sea of housework that I was not conscious of what I was going through day at night. After some time the desire to learn how to read properly grew very strong in me, I was angry with myself for wanting to read books. Girls did not read That was one of the bad aspects of the old system. The other aspects were not so bod. People used to despise women of learning In fact, older women used to show a great deal of displeasure if they saw a piece of paper in the hands of a women. But somehow I could not accept this. Fortunately, a sub-inspector visited the school and Haimavati became a regular pupil.

Key Words: Education, Housework, Knowledge, Female Education, Sacred Literature

Introduction

Traditionally education meant learning to read sacred literature. Among Hindus, members of the priestly caste, Brahmins, were learned in all branches of sacred knowledge, while the other twice-born cates (Kshatriya and vaishyas) were given a less rigorous programe but also learned practical skills. Shudras and most women were not taught the sacred books but some women were taught to read. Some women from upper –class Vaisnsvite families learned to read puranas literature. Muslims girls were accepted to learn the Quran and some accounting skills but the strict seclusion observed by upper- class families prohibited their daughters from attending schools. Consequently, what they learned about their religion they learned at home,

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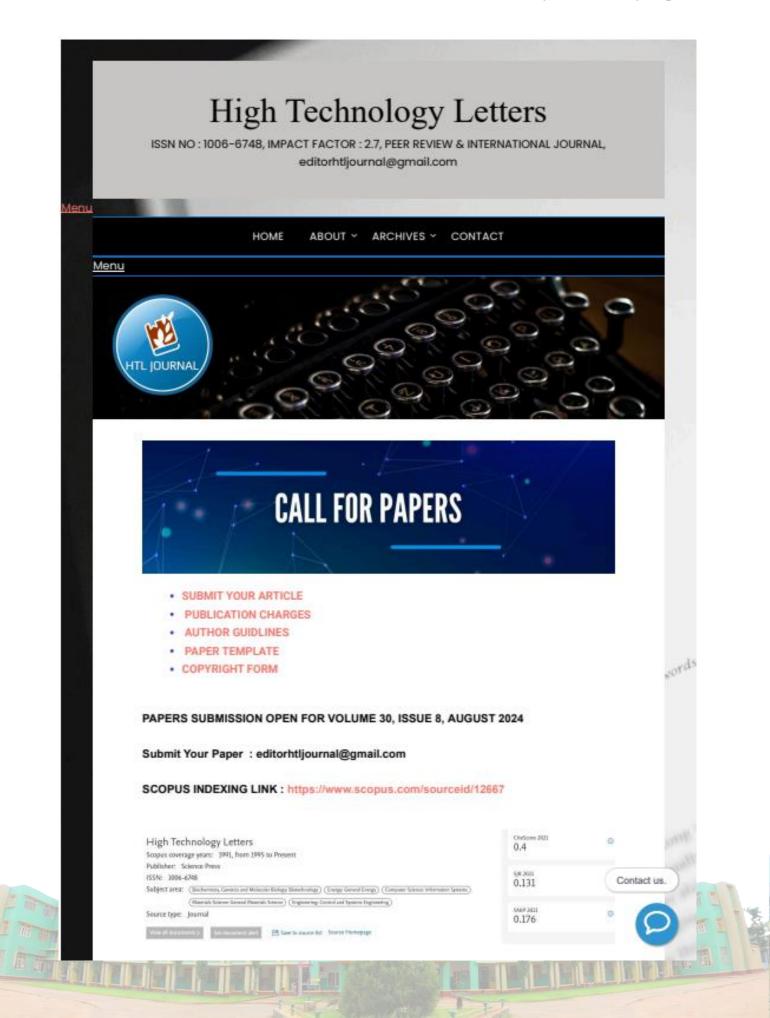


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ISSN: 1006-6748				SJR 2023
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EDUCATION DEVELOPMENT IN SANKARANKOVIL TALUK

Vellaisamy . p, Full-Time Research Scholar, Guide: Dr. K.S.Soumya, Asst. Professor, Department of History, Holy Cross College (Autonomous), Nagercoil – 629 004. Affiliated to Manonmaniam Sundharanar University, Tirunelveli

Abstract

Basic education is primarily intended to promote the love of the student to the normal work and some skills in a profession that can be useful if you must interrupt instruction in the middle rather than limit his mind with the knowledge of the books. Their initiative, initiative and ingenuity are so stimulated and these qualities will be in great demand as the child progresses over the years. The academic content of an eight-year course is no longer intended to reach enrollment level. It was recognized that it would require an additional three-year course (basic course called post) to reach that level. They have made planned efforts from time to time to improve education. Tamil Nadu through the next five - year plans, has made concerted efforts to bring education to the extent of each and to build not only a literate society, but also a strong work qualified and technologically capable. While the literacy rate in Tamil Nadu was almost comparable to that position for the whole of India in 1941, the literacy rate of the state has exceeded the literacy rate of India in the period after independence. Overall literacy and female literacy rates in Tamil Nadu are above the national average. Tamil Nadu is close to Kerala and Maharashtra in general and to female literacy, among the main states of the country. While the overall rate of literacy has increased from 62, 66 % in 1991 to 73.47% in 2001, the female literacy rate has increased more rapidly and increased by more than 13%, or by 51, 33 percent in 1991-64, 43 percent in 2001 The literacy ratio between men and women decreased from 1.4 in 1991 to 1.27 in 2001, revealing the reduction in gender inequality in literacy in the state.

Key words: Sankarankovil Taluk, Education, Development, Literacy, university, College, Schools,

Introduction

The 2001 census reveals that literacy rates for the programmed caste and the programmed tribes are 63, 19 % and 41.53% respectively. Urban rural gap is also visible in literacy, with an urban literacy rate 82, 1 % against the rural literacy rate of 66.71%. The gender gap in rural areas is also unfavorable compared to urban areas which reveal consistently reduced access to education for women in rural areas. In addition to these visible areas of concern, there are significant disparities in all districts of the state. The literacy rate in Kanniyakumari is as high as 88, 1 %, while Dharmapuri has the lowest literacy rate of 59.2%. Special



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(UGC CARE JOURNAL)

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AN ECONOMIC STUDY OF UNORGANISED WORKERS WITH SPECIAL REFERENCE TO WOMEN DOMESTIC WORKERS IN NAGERCOIL TOWN

Dr.A. Sameema & Dr. S. Jeni Sanjana,

Assistant Professors, Dept of Economics, Holy Cross College (Autonomous), Nagercoil.

Abstract

The unorganized sector is divided into institutionalized and non institutionalized sectors. The non-institutionalized unorganized sector comprises workers doing casual work like domestic workers, sweepers, scavengers etc. A key factor in the growth of informal activity in most developing regions has been the plummeting value of wages. The informal sector has not only offered the possibility of work to the unemployed, but has permitted survival of many households with wage earners. Some division of labour exists between formal and informal sectors on the basis of gender. It has been suggested that women tend to stay within the informal sector because of the flexibility of working arrangements and diversity of opportunities.

INTRODUCTION

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Women workers in the unorganized sector – the farm workers, vendors, casual construction labour, domestic help, home-based workers – are even far more neglected and unaccounted-form part of the informal economy. This is so, since the self-employed women work from homes and their contribution is mostly not calculated into the national economic data. However, according-to the National Sample Survey 2005, one-third of the informal sector workforce comprises women. Collectively, they accounted for 96% of the female workforce in the country, and contribute to about 20% GDP of India. But this is a largely docile, silent and submissive work force more preoccupied with making two ends meet and putting a meal in the stomachs of their families every evening, they don't hunch in front of computers writing blogs and signing on line petitions. Their cause championed only by an increasingly irrelevant Left. WOMEN EMPLOYMENT

Education of women leads to occupational diversification .Education helps women to move away from agriculture and household activities and employment in the secondary sectors. Next to Literacy, it is employment of women which has many potentialities in contributing not only to the household socio-economic improvement but also to the overall economic and social

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Sr.No.	Journal Title	Publisher	ISSN	E- ISSN	UGC-CARE coverage years	Details
1	Our Heritage	Department of Postgraduate Training And Research, Sanskrit College	0474- 9030	NA	from June-2019 to February- 2020	Discontinued from Fe 2020
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Our Heritage

(UGC CARE JOURNAL)

LSSN: 0474-9030

Vol-68-Issue-54-February-2020

AN ECONOMIC STUDY OF VAN DRIVERS OF KULASEKHARAM IN KANYAKUMARI DISTRICT

S. Vimal Dolli, Assistant Professor, Dept of Economics, Holy Cross College (Autonomous), Nagercoil

Abstract

Labour is always and everywhere the largest factor of production; and labour income always constitutes a large part of national income. Historically, this income has taken a variety of forms. Labour income becomes separable and measurable when the worker is hired for a wage or salary. His contribution to production then consists of his physical or mental effort and the price of this effort in his wage. Modern labour economics focuses on economies in which a large part of the population consist of employees and analyzes major dimensions of the employment relation; the number of people who will offer themselves for employment, the number of hours they will work per week and per year, the development of the labour force among the many specialized occupations in the economy the determination of wage rates and other terms of employment for each occupation and the distribution of total national between employees and others. It is concerned also with the special institution that have grown up around the employment relation, notably trade unionism and collective bargaining and with the degree to which these institutions modify the supply and compensation of labour.

Introduction

Any work, whether manual or mental undertaken for certain pecuniary consideration in termed as 'Labour' in Economics. It is defined as "any exertion of mind or body undergone partly or wholly with a view to some good other than the pleasure derived directly from the work". Labour in this sense includes "the very highest professional skill of all kinds as well as the labour of unskilled workers and artisans and of those employed in education, in the fine arts, in literature, in science, in the administration of justices and in the government in all its branches; and we must include also, not only the labour that results in the permanent form but also that renders services which perish in the act".

In the cases of India, 1991 'work' has been defined as participation in any economically production activity. Such participation may be physical or intellectual in nature. Work involves not only actual work but also effective supervision and direction of work. It also includes unpaid work on farm or in family enterprises. Labour is not only a means of product but also an end of production. The working class, in other words, is not only a

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Studies in Indian Place Names (UGC Care Journal)

ISSN:2394-3114 Vol.40 Issue.79 March,2020

PROBLEMS AND PROSPECTS OF TRANSGENDER IN NAGERCOIL TOWN

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ABSTRACT

All people have a gender expression. Gender expression refers to all ways that people express their gender (or gender identity) to the outside world, including through dress, appearance, and behaviour. Gender plays a very important aspect in every human being. For many transgender people, their gender expression doesn't match what society thinks it should be. They face in numerable difficulties in their day to day existence such as barriers to accessing health care, social stigma and gender discrimination. Transgender people are the oppressed sect in the society. They are the potential target because of the wide spread prejudices. Transgender individuals experience a number of direct and indirect discriminations. The society accosts them with negative comments, verbal, physical or sexual abuse or threatening behaviours. Transgender students are often bullied and lose educational opportunities when they don't conform to stereotypes of how boys and girls should look or act. They are often harassed in the work place and treated unfairly in public accommodations, housing and credit transactions. Most of them are unemployed or underemployed while many others are routinely fired by their employers. This paper highlights the problems and prospects of transgender in Nagercoil town.

Keywords : Transgender, Barriers, Stereotypes, Stigma, Gender, Discrimination

INTRODUCTION

Transgender is a third gender in the society. They are neglected by their own family and the society too. They are not even treated as a human being. In the modern society it creates a special issue. They are not able live in a normal life and they ran away from their home town and settled in Mumbai. They are ill-treaded by the public in common places. They are highly frustrated and depressed mind and not able to survive in the society. So they have chosen their occupation as begging, prostitution and so on. In a family when the transgender are identified they would be forced to leave their home and society was equally unwelcoming and very few of them are accepted by their families and hence they often associate among themselves even if living in different places. Those detected very early are discarded by the family and are picked up by the transsexuals who raise them as their own. It's because of the social stigma attached to them transgender are not able to get any conventional jobs. The most common sight is to see them clapping their hands and begging in streets, trains and buses. They may swoon on the house that has a new born and would go only after they take money from the parents of the child. Some even indulge into sex work and petty crimes. Most of them are usually residing in slum areas and infrastructure in their houses is very poor and they are living in small houses without bathroom and toilet facilities. Most of them are beggars and sex workers. To empower transgender and marginalized women, a microfinance programme was launched by

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Studies in Indian Place Names (UGC Care Journal)

ISSN: 2394-3114 Vol.40 Issue.80 March,2020

Natural Resources and Agricultural Development in Vilavancode Taluk of Kanyakumari District

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Abstract

The development of any country depends on the resources available in it. Likewise the development of Kanyakumari District also depends on the resources available in it. Vilavancode is one of the taluk in the district and covered with greenery. Moreover, the study on crops, water resources, agricultural resources may give policy makers a clear cut idea about the resource based developmental model for VilavancodeTaluk. Hence the present study attempts to analyse the natural resources available and the agricultural development of the taluk. The sample respondents are selected through a stratified random sampling technique. The survey was administrated to 30 respondents to understand the information related to resources. The data obtained from respondents are carefully tabulated and analyzed. The collected data have been properly processed with the help of transcription. The study concludes that the agricultural activities are decreasing. Therefore necessary steps should be taken to develop agricultural activities in the study area. As the taluk and the district is endowed with natural resources, all the economic activities should be based on the resources available in it.

Key words:natural resources, agriculture, agricultural development,

INTRODUCTION

Natural resource economics focuses on the demand, supply, and allocation of natural resources to increase sustainability. The main objective of natural resource economics is to gain a better understanding of the role of natural resources in the economy. As a field of academic research, natural resource economics addresses the connections and interdependence between human economies and natural ecosystems. It is not possible for social and economic systems to exist independently from the environment. Learning about the role of natural resource allows for the development of more sustainable methods to manage resources and make sure that they are maintain future generation. The goal of natural resources economics is to develop and efficient economy that is sustainable in the long run. For this reason, natural resources economics focuses on understanding the role of natural resources in the economy that projects natural resources.

STATEMENT OF THE PROBLEM

The development of any country depends on the resources available in it. Likewise the development of Kanyakumari District also depends on the resources available in it. If the developmental activities are based on the resources available in the district, it will have high rate of economic growthand thereby, will become the role model for other districts. Mother

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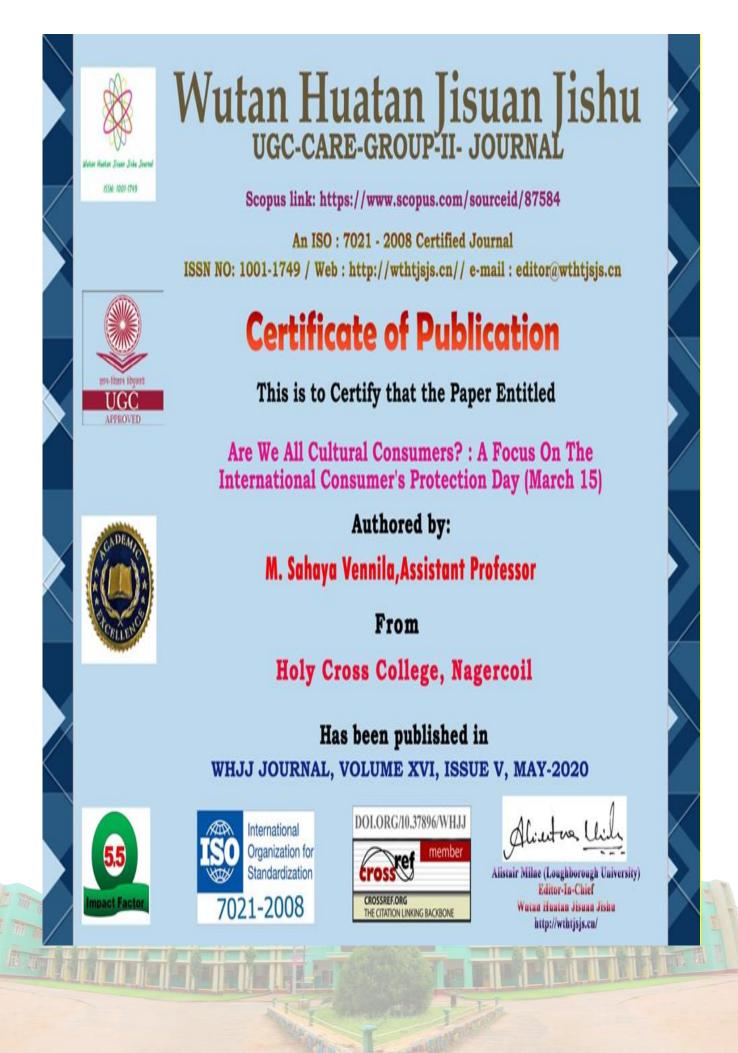
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<u>Wutan Huatan Jisuan Jishu</u>

(ISSN:1001-1749) UGC CARE GROUP-II JOURNAL Email id: submitwhjj@gmail.com





Wutan Huatan Jisuan Jishu Journal

ISSN:1001-1749

Are We All Cultural Consumers? : A Focus On The International Consumer's Protection Day (March 15)

M. Sahaya Vennila

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ABSTRACT

We've been causing trouble due to the over use of products and purchases of services in our day to day life. On asking questions to many different people, such as 'Do the products we purchase come in good quality?', 'Do they come in proper quantity?', 'Are we using unadulterated products?' and 'Do the bus and medical services we pay for reach us properly?', there would be only one answer which is 'not satisfactory'. To avoid such imperfections and to protect the welfare of the people, the government has set up "National Consumer's Day". In 1987 Consumer Protection Law was established. And after few corrections on 2004, March 15 was nationally announced to be the Consumer's Day by the government. This paper seeks to highlight consumer vulnerabilities, consumer rights, consumer's commission's work and consumer awareness.

Keywords: Consumer vulnerabilities, Consumer Rights, Consumer commission work, consumer awareness

Introduction

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The Word "consumer" is a derivative of the Latin word "Consumere" which means, "to take up totally or to eat'. The consumer is one who consumes or uses any commodity or service available to him either from natural resources or through a market. According to John F.Kennedy, "Consumer by definition includes every one. There are the largest economic grope affecting and affected by almost every public and private economic decision". The Consumer Protection Act, 1986 defines the consumer as 'one who buys any goods, hires any services or partly paid and partly promised or under any system of deferred payment".

15th March is marked as International Consumer's Protection Day every year, as a means of raising global awareness about consumer rights and needs. The day is a chance to demand that the rights of all consumers are respected and protected, and to protest against market abuses and social injustices which undermine those rights. Every year, this day is used to mobilize action on important issues and campaigns.

Consumer Protection Act 1986

The Consumer Protection Act, 1986 (COPRA) is an Act of the Parliament of India enacted in 1986 to protect the interests of consumers in India. It is replaced by



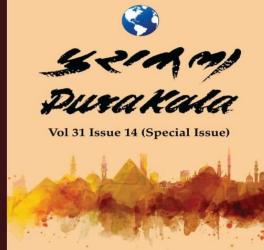
Volume XVI, Issue V, May/2020

Journal Details	
Journal Title (in English Language)	Purakala (print only) (Current Table of Content)
Publication Language	English
Publisher	Rock Art Society of India
ISSN	0971-2143
E-ISSN	NA
Discipline	Science
Subject	Earth and Planetary Sciences (all)
Focus Subject	Geology
UGC-CARE coverage years	from June-2019 to Present

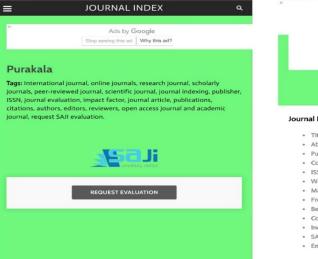
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Journal Information:

- Title : Purakala
- Abbreviated Title : PK Publisher : EDUindex
- · Country : India
- ISSN : 0971-2143 (E), 0971-2143 (P) om/index.php/0971-2143
- Website: https://www.purakala.
 Major Fields : multidisciplinary
- Frequency per year : 12
- Beginning : 1990
- Content type: Open Access
- Indexed: 28 June 2020 · SAJI Impact Value : None
- Email : editor@edui







Purakala (UGC Care Journal)

ISSN: 0971-2143 Vol-31-Issue-04-April-2020

AN ECONOMIC STUDY ON FISH EXPORTING INDUSTRY WORKERS IN MUTTOM AREA OF KANYAKUMARI DISTRICT

S.Panimaya Mercy

Assistant Professor of Economics Holy Cross College (Autonomous) Nagercoil.

INTRODUCTION

The Food and Agriculture Organization defined fish industry as all the activities including recreational, subsistence and commercial fishing, harvesting, processing, and marketing fish are fish industry. It also includes any industry or activity concerned with taking, culturing, processing, preserving, storing, transporting, marketing or selling fish or fish products. Fishing in India is a major industry in its coastal states, employing over 14 million people. In 2016-17, the country exported 11,34,948 metric tonnes of seafood worth US\$ 5.78 billion frozen shrimp being the top item of export.

STATEMENT OF THE PROBLEM

According to the 2005 census statistics, India's total marine fisher population was 3.57 mn. Of these, 0.9mn are active fishers, while 0.76 are involved in other allied sector activities. Fish processing industries also provide a major source of employment, especially to women in rural areas. Currently there is no single legal framework covering the labour issues of fish workers. Some of the key issues on labour include: conditions of work, conditions of work on board fishing vessels, conditions of life, minimum age, safety at sea and social security. Workers are the asset of any organization .It is through the workers, the fish exporting centre achieve its objectives. It is very important from the fish exporting centre's point of view to keep them satisfied. The study area Muttom is a tourist spot and many tourists gather to this place particularly during holidays and vacation. It has a long beach and is well known for a good catch of fish. The main occupation of the people in Muttom is fishing. Many of them own boats. Therefore, fish export take place in this area. Hence the present study analyses the economic conditions, problems and their level of satisfaction among the workers in Fish Exporting Centre in Muttom, Kanyakumari. Page | 1080

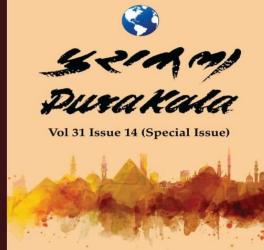
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Journal Details	
Journal Title (in English Language)	Purakala (print only) (Current Table of Content)
Publication Language	English
Publisher	Rock Art Society of India
ISSN	0971-2143
E-ISSN	NA
Discipline	Science
Subject	Earth and Planetary Sciences (all)
Focus Subject	Geology
UGC-CARE coverage years	from June-2019 to Present

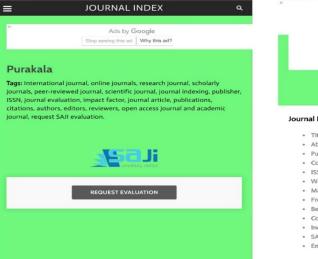
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Purakala with ISSN 0971-2143 is an UGC CARE Journal and peer-reviewed open access journal published monthly in Englishlanguage only. Purakala is a multidisciplinary journal dedicated to the research publication in the fields of architecture, business, commerce, development studies, economics, finance, government policies, history, international relations, jurisprudence, knowledgebase, learning, management studies, novel and book reviews, organisational studies, poetry, quasi-judicial studies, resource management, social studies, temporal studies, universal laws, venture capitals, word economics, youth affairs, and alliled fields. , Purakala publishes a wide range of researches and studies on diverse fields of knowledge. Purakala Journal gives priority to the latest findings and achievements from experts and scholars all over the world. Each issue contains a variety of critical articles, extensive reviews articles and so on. Send papers for review to editor@purakala.com







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Journal Information:

- Title : Purakala
- Abbreviated Title : PK Publisher : EDUindex
- · Country : India
- ISSN : 0971-2143 (E), 0971-2143 (P) om/index.php/0971-2143
- Website: https://www.purakala.
 Major Fields : multidisciplinary
- Frequency per year : 12
- Beginning : 1990
- Content type: Open Access
- Indexed: 28 June 2020 · SAJI Impact Value : None
- Email : editor@edui







Purakala (UGC Care Journal) ISSN: 0971-2143 Vol-31-Issue-08-April-2020

ROLE OF MGNREGA IN THE AGRICULTURE DEVELOPMENT OF TAMILNADU

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Abstract

Union Rural Development Ministry has reported that the works under MGNREGA are related to agricultural and allied activities. Therefore the present study analyses the total number of agriculture, agriculture & allied works and irrigation works done and the total expenditure incurred to do these activities. The data were collected from the official website of MGNREGA, Ministry of Rural Development, Government of India. The collected data were analysed by using percentages and averages. It is understood that more than 85 per cent of works are agriculture works and 65.40 per cent of the expenditure incurred for agriculture related works. Therefore the study concludes that MGNREGA plays vital role for the development of agriculture in Tamil Nadu.

Introduction

Development of a nation depends on the rural development which depends on agriculture development. Agriculture plays important role in the economic development of rural people as majority of the people depends on agriculture for their livelihood. As agriculture is characterised by seasonal employment, MGNREGA provides employment to the rural people during the off season which helps them to promote their economic development. Moreover the majority of the works done under MGNREGA are related to agriculture which helps for the agriculture development of the state.

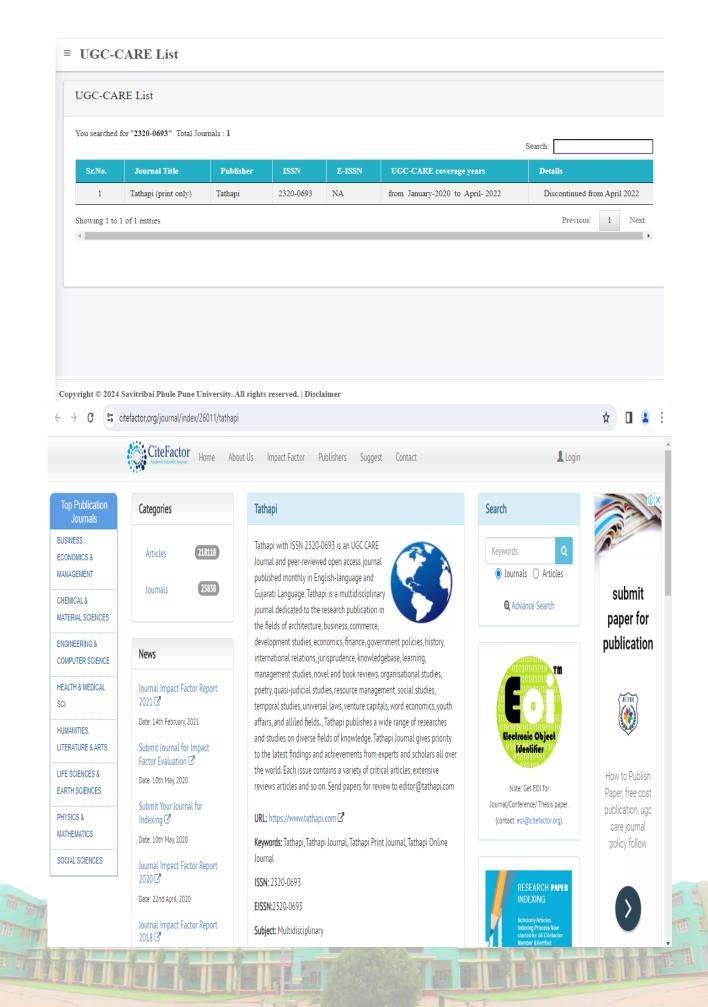
Statement of the Problem

Even though agriculture plays important role in the development, it is suffered by lots of problems such as drought, lack of irrigation, improper maintenance of river, ponds etc. The biggest challenge in the protection of agriculture is conservation of land and water. Union Rural Development Ministry has reported that the works under MGNREGAare related to agricultural and allied activities. The works have been divided into 10 broad categories like Watershed, Irrigation and Flood management works, Agricultural and Livestock related

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Tathapi (UGC Care Journal) ISSN: 2320-0693 Vol-19-Issue-19-May-2020

AN ECONOMIC STUDY ON VEGETABLE SELLERS IN VADASERY OF

KANYAKUMARI DISTRICT

S.Panimaya Mercy

Assistant Professor of Economics

Holy Cross College (Autonomous)

Nagercoil

Abstract

Farmers market of Vadasery is a prominent one as good facility available for consumers to purchase fresh products and for a market for farmers to sell their produce. The present study aims to trace out the economic conditions such as amount of investment, income & profit of the vegetable sellers in the study area. Moreover, the study tried the best to find out various difficulties faced by the vegetables sellers and find some suggestions and remedial measures for the same. For this study the primary data are collected from the respondents in Vadasery market. In the market there are a number of sellers selling vegetables on wholesale and retail basis. The study is carried out by selecting 50 sample respondents by using simple random sampling technique. The collected data are tabulated and analysed by using statistical tools such as, percentage and averages. This study, concludes that 90 percentage of the sample respondents are affected by the super markets which ultimately affect the livelihood of the farmers. Therefore measures should be taken to protect the farmers from supermarkets. Moreover, proper marketing techniques must be given to the vegetable sellers to market their produce.

INTRODUCTION

Farmer's markets are an increasingly popular form of direct marketing. Farmers' markets are a type of direct market where producers come to adesignated place to sell their products directly to consumers. Successful farmers' markets are very helpful in increasing theincome of small farmers who participate in it. A market may be operated by grower organization, community development groups or state and local governments. Consumers come to farmer's markets for a variety of reasons which generally include lower prices, fresh and higher grade produce, wide variety of produce to choose from and produce are available in large quantities. Farmers market may also contribute to innovative distribution means that strengthen civic engagement by reducing the social distances between urban and rural communities.

OBJECTIVES

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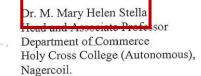


Dogo Raugsaug Research Journal ISSN: 2347-7180 UGC Care Group I Journal Vol-10 Ksue-07 No. 24 July 2020

A Study on Emotional Intelligence among Commerce Students of

Holy Cross College (Autonomous), Nagercoil

S. Merlin Vista Assistant Professor Department of Commerce (SF) Holy Cross College (Autonomous) Nagercoil



ABSTRACT

Emotional Intelligence is a type of social intelligence. It has direct impact on the student's behaviour and it is important for their success. Students with higher levels of Emotional Intelligence (EI) are able to better manage themselves and relate to others around them. This can help them develop self motivation and more effective communication. The purpose of this research project is to identify the level of Emotional Intelligence of commerce students and to study whether there is any significant relationship between Education and level of Emotional Intelligence. The study is based on both primary and secondary data. The primary data was collected from commerce students of Holy Cross College (Autonomous), Nagercoil.

Key words: Emotional Intelligence, Awareness, Education

Introduction

Emotional Intelligence was ranked sixth in the world economic forum's list of the top 10 skills that employees will need to possess to thrive in the workplace of the future. A number of testing instruments have been developed to measure Emotional Intelligence, although the content and approach of each test varies. If a student has high emotional intelligence, he or she is more likely to be able to express his or her emotions in a healthy way and understand the emotions of other. Emotional Intelligence allows us to think more creatively and to use our emotions to solve problems.

Statement of the problem:

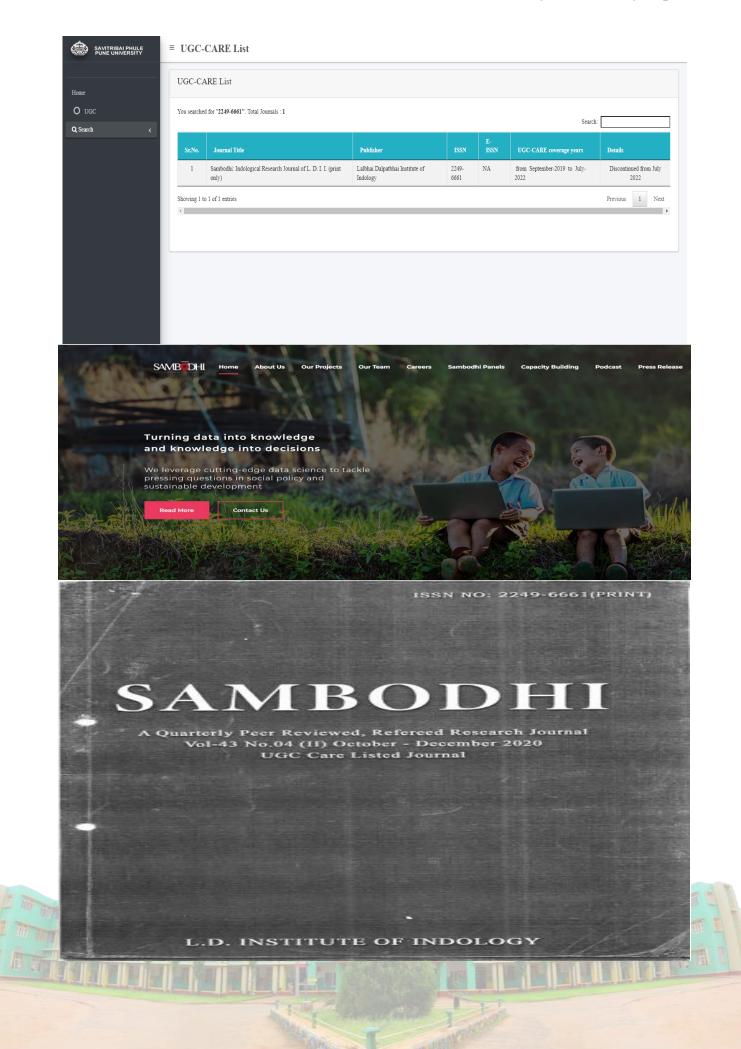
Emotional Intelligence is a critical factor in improving performance. Now a days, hiring managers valued the employee's EQ over IQ. They expect the skills in the areas of emotional awareness, decision making, social interaction and conflict management from the candidates. They would not hire a candidate with a high IQ and low EQ. So the present study is conducted to identify the awareness on Emotional Intelligence among the commerce students.

Objectives of the Study

> To find out the level of Emotional Intelligence of the students.

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Sambodhi	
(UGC Care	Journal)

ISSN: 2249-6661

Vol-43 No.-04 (II) October-December (2020)

CUSTOMERS' SATISFACTION TOWARDS THE SERVICES RENDERED BY INDIA POST WITH PARTICULAR REFERENCE TO KANNIYAKUMARI DISTRICT.

Dr. S. Mary Pearly Sumathi

Assistant Professor Department of Commerce Holy Cross College (Autonomous) Nagercoil.

Abstract

During post liberalization period the banking sector has grown enormously keeping pace with and in some cases leading the country's remarkable economic growth. At the same time India post is also providing financial services to all the section of people of the society since 1882.India post served Indian villagers as banker much before financial inclusion become buzzword and India Post claims to be the pioneer of financial inclusion in India since nearly seventy percent of the people in India are living in villages. The purpose of this study is to have a clear understanding or customers' satisfaction towards the services rendered by the India Post with particular reference Kanyakumari District. The study is based on primary data and a sample of 100 respondents were selected to collect the data through a well structured questionnaire. The services were analysed and the results are presented in this paper.

Introduction

The India post occupies a major part of the financial system in India. They have a very good net work of branches even in rural and semi urban areas. Now, they are not only engaged itheir traditional business but also have diversified their activities into new fields of operations. There are various options available to save and invest with India post. The commonly used ones include savings certificate, recurring deposit, monthly saving scheme, kisan vikas patra and time deposit. They have introduced a number of innovative schemes for mobilizing deposits. Iaddition to the above, they are providing valuable services to their customers.

India Post- an over view

The Department of Post, trading as India Post, is a Government-operated postal system in India 1: is generally referred to within India as "the post office". The first post office in India was established by East India Company in the year 1688 in Bombay followed by Calcutta and Madras. It was named as 'Company Mail'. The present type of post office came in to being in the year 1854 under the Post Office Act 1854 and the post offices in India were 889. The number of post offices in India increases from 23,344 in 1947 to 1,55,015 as on

31-03-2019. Out of total post offices in India 1,55,015 numbers post offices are in rural areas which accounts for 89.78% of India's total post office and remaining 15,843 numbers of post offices situated in urban areas which is only 10.22% of total numbers of post offices. The India post is offering a plethora of financial services through its branches. This includes various post office saving schemes, postal life insurance, mutual fund, money remittance, forex services etc As on March 31,2019 there are nearly 25 crore postal savings bank account under various post office savings bank schemes.

Statement of the problem

In Kanniyakumari District, 267 post offices including 2 head post offices,69 sub-offices and 95 branch offices. Among these,91% of the post offices are in rural area. They render many services to the society. But there arises a question that whether it fulfills the needs of the customers. This study is to have a clear understanding on the role of India post and the customers' satisfaction towards the services of India post in Kanniyakumari District.

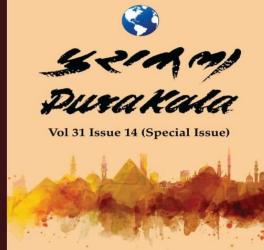
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Journal Details	
Journal Title (in English Language)	Purakala (print only) (Current Table of Content)
Publication Language	English
Publisher	Rock Art Society of India
ISSN	0971-2143
E-ISSN	NA
Discipline	Science
Subject	Earth and Planetary Sciences (all)
Focus Subject	Geology
UGC-CARE coverage years	from June-2019 to Present

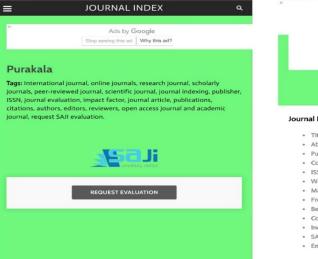
PURAKALA

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Journal Information:

- Title : Purakala
- Abbreviated Title : PK Publisher : EDUindex
- · Country : India
- ISSN : 0971-2143 (E), 0971-2143 (P) om/index.php/0971-2143
- Website: https://www.purakala.
 Major Fields : multidisciplinary
- Frequency per year : 12
- Beginning : 1990
- Content type: Open Access
- Indexed: 28 June 2020 · SAJI Impact Value : None
- Email : editor@edui







Purakala (UGC Care Journal) ISSN:0971-2143 Vol-31-Issue-17-April-2020

Behavioural Attitudes of Dependent Women in Purchasing Gold Jewellery in Nagercoil Town

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Associate Professor and Research Supervisor, Department of Commerce, Holy Cross College (Autonomous), Nagercoil, Kanyakumari District.²

Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamil Nadu, India.

Abstract

The main purpose of conducting this research is to study the behavioural attitudes of dependent women in purchasing gold jewellery in nagercoil town. The objective of the study is to get insight about the consumer's buying behaviour, reason for buying gold jewellery and factors influencing while purchasing gold jewellery. Gold is considered as a precious metal in the world. Also a person's wealth is measured in terms of how much gold he or she possesses. It is considered as a symbol of wealth and prosperity. Mostly Indian women like to keep gold in the form of ornaments. Although the money is given by the father or the husband the final decision maker is the women. Though the price level is in an alarming trend women show more interest in buying gold. Therefore this study assumes significance and the researcher wants to explore and analyses the buying behaviour, reasons for buying, and differenttypes of gold jewellery preferred by the sample respondents. A well-structured questionnaire is prepared to collect the data from the respondents. A sample of 100 customers from Nagercoil town isselected by using convenient sampling technique. This study will help the owners of the jewellery shops to know about the behaviour and preferrences of the consumers in order to take remedial measures.

Keywords: Behaviour, jewellery, preference, consumers.

INTRODUCTION

Gold is one of the oldest precious metals known to man. Everyone knows the value of gold and India is not an exception to this. The craze for gold is more in India than other nations. Gold is used in India in every walks of one's life. It is used specially during the marriage ceremony. Consumer's buying behavior of gold jewellery increases day by day. In last 10-15 years, many companies are entered in these sectors. In India jewellery is not only for the purpose of aesthetic attributes but also as security. Gold is considered as a symbol of purity. There are many investment areas, but people still prefer to invest in gold. The purchasing behaviour of Indians towards ornamental gold is something different from the gold purchased by the people of other country. The main purpose of purchasing gold by the Indians is that it is considered as a process of asset maximization.

STATEMENT OF THE PROBLEMS: Nowadays jewellery business is one of the fastest emergent businesses in the Indian economy. In India, women are gifted jewellery at different

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The Kala: The Journal Of Indian Art History Congress (print Only) is a research journal that publishes quality research. This journal is published by the Indian Art History Congress. The ISSN of this journal is 0975-7945. The E-ISSN of this journal is NA

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Publisher:	Indian Art History Congress
ISSN:	0975-7945
E-ISSN:	NA
Current UGC CARE Status:	Discontinued from July 2023
UGC Coverage:	from June - 2019 to July - 2023

kala: the journal of indian art history congress (print only) Indexing

Kala : The Journal of Indian Arts History Congress ISSN:0975-7945

PERCEPTION OF THE CUSTOMERS ON THE TECHNOLOGY INNOVATION SERVICES RENDERED BY INDIAN BANK IN KANNIYAKUMARI DISTRICT.

Dr. S. Mary Pearly Sumathi

ssistant Professor of Commerce, Holy Cross College (Autonomous), Nagercoil- 629 004

Abstract

Today the commercial banks render various services in order to satisfy their customers. The Indian bank, one among the nationalized banks renders so many services to its customers. But there arises a question whether it fulfills the needs of the customers. The purpose of this study is to have a clear understanding on customers' perception towards the technology innovation services rendered by the Indian Bank in Kanniyakumari district. This study is based on primary data and a sample of 150 were selected to collect the data through a well structured questionnaire and the technology innovation services were analysed. The results are presented in this paper. Introduction

Recognition of service quality as a competitive weapon is relatively a recent phenomenon in the banking sector. Prior to liberalization era, the banking sector in India was operating in a protected environment and was dominated by nationalized banks. Banks at that time did not feel the need to pay attention to service quality issues and they assigned very low priority to the satisfaction of customers. After liberalization, the nationalized and old generation private banks started facing competition from the new private and foreign banks that had international banking standards. The need of the hour in the Indian banking sector is to build up competitiveness through enhanced service quality, thus making the banks more market oriented and customer friendly. Today all the banks use modern information technology endorsed services like ATM, tele banking, online banking system etc. Banking is essentially a high contact service industry and there is a close interaction between the service provider and the customer in the traditional banking scenario.

The Indian Bank in Kanniyakumari district offers numerous services to its customers. Among the various services offered, technology innovation services were identified by the researcher to be more useful and vital in the sense that any deficiency in these services would cause many inconvenience and hence these were selected and analysed in the present study. Statement of the problem

Today various banks render many services to their customers. But there arises a question that whether it fulfills the needs of the customers. Indian Bank also renders so many services to its customers. The study is to have a clear understanding on customers' perception towards the technology innovation services rendered by the Indian Bank in Kanniyakumari district

Objectives of the Study

Indian bank plays an important role in satisfying its customers by rendering a lot of services. The objective of this paper is to study the various services rendered to the customers and to analyse the customers' perception towards the technology innovation services rendered by the Indian Bank in Kanniyakumari district. **Profile of the Respondents**

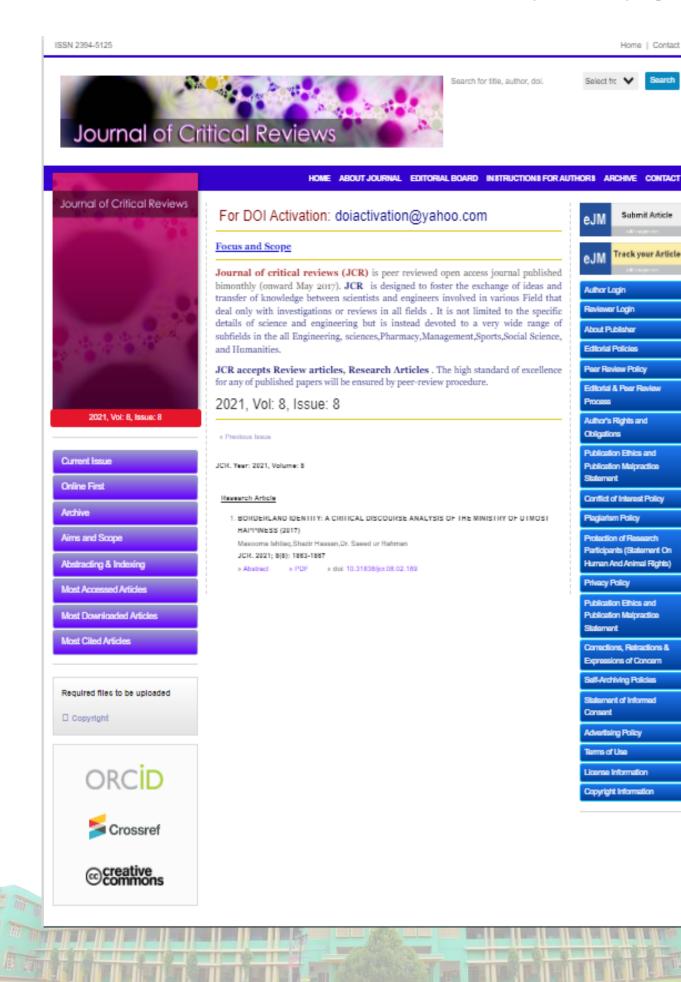
The profile of the respondents includes 82 per cent of the respondents are male and 18 per cent are female. 32 per cent of the respondents belong to the age group of 30- 40 years, while 48 per cent belong to the age group of 40-50 and 20 per cent belong to the age group of Volume-26, No.2(IV):2020-2021

Scopus Preview		
Source details		
Journal of Critical Reviews	CiteScore 2019 0.6	
Scopus coverage years: from 2019 to 2020	0.0	
(coverage discontinued in Scopus)		
Publisher: Innovare Academics Sciences Pvt. Ltd	SNIP 2022 0.361	
E-ISSN: 2394-5125	0.301	
Subject area: (Pharmacology, Toxicology and Pharmaceutics: General Pharmacology, Toxicology and Pharmaceutics)		
Biochemistry, Genetics and Molecular Biology: General Biochemistry, Genetics and Molecular Biology		
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JOURNAL OF CRITICAL REVIEWS

ISSN- 2394-5125 VOL 7, ISSUE 06, 2020

June 2020

GREEN PACKAGING: A PRACTICE OF SUSTAINABLE MANAGEMENT IN CONSUMER PERSPECTIVE

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ABSTRACT

The present situation of the planet pushes forward everyone to be more eco friendly. It urges us to be more eco conscious person. Due to various environmental issues like global warming, marine pollution, extinction of species, destruction of ozone layer, climatic changes and other natural disaster everyone as a consumer and as a manufacturer are aspire to practice sustainable management concept in all walk of life. Therefore green packaging is one of the ways to attain sustainability. So the consumers in general are conscious of their health and wellbeing. Hence they look for green products and services which are free them from hazards to their health and provide them an eco friendly ambience. For such benefits they are willing to pay an extra premium to green products and services. Hence it is the prime responsibility of the manufacturers and consumers to produce and consume the products which have environmental benefits to the society at large. Therefore this research paper focuses on addressing the consumers, manufactures and policy makers about the extent of pollution in and around coastal villages which affect the human and the living creatures. The data was collected with the help of an interview schedule. Proportionate stratified random sampling method was used to represent 395 respondents from the population of three taluk in Kanyakumari district, India. The result of the analysis indicates that the income group between₹10,001-₹20,000 respondents having more concern for future generation. Which shows that even the low income group has more concern for future generation and safety of the environment, thus it reflects in their behaviour. This paper too offers few suggestions to the policymakers, manufactures and the end consumers to follow the practice of sustainable management by way of green packaging.

Key words: green packaging, sustainable packaging, eco-friendly packaging, green consumers, Global consumers, sustainable development, sustainable management.

Introduction

There is a globally link between these three concepts 'Green packaging', 'sustainable management' and 'the consumer'. The word sustainable management is the ability to maintain the economic viability and nourishing the needs of the present and future generations by limiting resources. This application can be practiced in three categories that are businesses, agriculture and society. Society which comprises of people that is consumers and they are the king of every business. As ever growing environmental issues such as global warming, pollution and the depletion of natural resources threatening the very existence of humankind, the consumers must learn to reduce, reuse and recycle in order to protect our planet. Green packaging is the practice of sustainable management in day today life of every consumer to avoid such issues. Using non green packaging is unsustainable because it creates pollutants, but using green packaging which is biodegradable can solve the problem of pollution. This

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General Information of IIFGCN ISSN: 2233-7857 (Online) Publisher: SERSC Science & Engineering Research Support soCiety

Contact Information Science & Engineering Research Support soCiety Management Office: Australia Email: (fgcn@sersc.org

Publication and Update Last day of Every Month

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International Journal of Future Generation Communication and Networking Vol. 13, No. 4, (2020), pp. 1406 - 1412

Social Media Advertisements: An Effective Platform for Purchasing Decision

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Abstract

Henry Ford the CEO of Ford company coined a statement like "Stopping advertising to save money is like stopping your watch to save time." Yes, spending money on advertisement is not the waste rather it is economical which boost up the sales volume of manufacturer of products and services. In the present scenario Advertising is one of an important key factors to impulse the users to purchase products and services. Without advertising the manufacturers can't create awareness towards their products and services among the target audiences. Social media is a virtual place where the advertisers and users can enable to meet. Today social media advertisements have got increasing growth rate. It provides a global platform for marketers throughout the world. Moreover, they can reach a vast number of audiences to create awareness of their products and services. Social media advertisements are one of the important advertising tools to reach uncountable viewers. Youngsters are more attracted to the social media advertisements compare with elder age group. The data were collected with the help of a questionnaire and Proportionate Random Sampling Technique was used to represent 388 respondents from 28 arts and science colleges in Kanyakumari district. The result of the study indicates that the respondents who are aware of social media advertisements like YouTube gets 4.327 mean score compared to traditional advertisements who gets 3.567 mean score. It is clear that social media advertisements are positively impacted on the purchasing decision of respondents. This paper also suggests that the advertisers could design advertisements carefully and parental guidance notice must be added at before showing an advertisement.

Keywords : Purchasing Decision, global platform, eye catchy, memorable.

INTRODUCTION

In the modern era, social media is an indispensable element with its advanced technology. Social media have gained so much growth and fame worldwide. It refers to all applications (apps), websites, blogs as well as microblogs that enable the users around the globe to interconnect through the internet, communicate and share content. Social media is a virtual place where the advertisers and users can enable to meet. Social media advertising has become a significant digital marketing strategy primarily emerged with the rapid growth and acceptance of electronic commerce all over the world. Most of the leading brand companies are now recognized social media as an effective platform to advertise their products and services. Besides consumers, exactly the young users of social media are now started to prefer social media advertising over conventional media due to its unbeatable features which predominantly enable more convenience and interaction. Averagely most of the youngsters are spending at least an hour on social media sites. They are accessing social media through their smartphones and getting information from advertisements displayed on these media. Hence the marketers using social media sites such as Facebook, Twitter, YouTube and some other sites to advertise their products and services to capture the mind of young users. Advertisements in social media are more memorable and allure youngsters and led them to purchase products or services.

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UGC Care Group I Journal Vol-10 Issue-09 No. 03 September 2020

GREEN PACKAGING AND 3R'S: A JOURNEY TOWARDS ECOLOGICAL SUSTAINABILITY

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ABSTRACT

Any human activity brings along with it, many side effects. One aspect of it could bring about development while the other side of the coin could be a detrimental effect. These unfavorable changes often lead to environmental issues that affect the natural balance of the environment. The coastal villages of Kanyakumari district are highly affected due to pollution of garbage mostly of waste packages contributed by tourists and village natives moreover garbage collected outer of coastal villages also dumped near sea shore. So the only way to address this issue is to ensure a proper waste disposal system by way of green practice that is green packaging and 3R's that does not contaminate the environment. The data was collected with the help of an interview schedule. Proportionate stratified random sampling method was used to represent 395 respondents from the population of three taluk in Kanyakumari district. The result of the analysis indicates that the study positively influence the respondents that they have awareness on green packaging and features of green packaging initiatives of 3R has reduces the size, thickness, weight not only reduces the usage of natural resources, but also contribute to the minimization of waste generation and supports the ecological sustainability.

Key words: green practice, green packaging, reduce, reuse, and recycle, environmental sustainability, sustainable development.

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UGC Care Group I Journal Vol-10 Issue-10 No. 02 October 2020

SOCIAL MEDIA ADVERTISEMENTS: AN INFLUENCING DEVICE ON BUYING BEHAVIOUR OF YOUNGSTERS

J.Jani Mercybai¹, Dr.S.Sahayaselvi²

Abstract

In the early days, the advertisement was presented through print media such as newspapers, leaflets and brochures. As the development rises up, radio and television become the means for the advertisement. After the internet revolution, advertisement has moved to another channel with much more possibilities to influence and persuade consumers. Different societies used different types of advertising tools to promote their product and services. Social media is a virtual place where the advertisers and users can meet. It provides a global platform for marketers throughout the world. Moreover, they can reach a vast number of audiences to create awareness of their products and services. Social media advertisement is one of the important advertising tool to reach uncountable viewers and it is not only considered as an advertising tool but also a influencing device on buying behaviour of each and every social media users. Specifically youngsters are more attracted and attached to the social media advertisements when compared with the elder age group. The data were collected with the help of a questionnaire and Proportionate Random Sampling Technique was used to represent 388 respondents from 28 Arts and Science colleges in Kanyakumari district. The result of the study indicates that the respondents prefer video advertisements (mean score 3.851), majority of the respondents trust the information provided through social media advertisements (mean score 3.606), 43.8 per cent of the respondents purchase the products after watching advertisements via traditional shopping. It is clear that social media advertisements are positively impacted on the buying behaviour of respondents. This paper also suggests that the advertisers could design advertisements carefully and try to display their advertisements in pre roll advertisements.

Keywords :Buying behaviour, Pre roll advertisements, Informative, Youngsters .

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International Journal of Future Generation Communication and Networking Vol. 13, No. 4, (2020), pp. 3932 -3941

Factors Influencing the Growth of Women Entrepreneurs in Kanyakumari District

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Abstract

Modern India is in need of substantial growth of the industrial sectors for her march towards a global power and to successfully meet the social obligations such as poverty alleviation, raising the standard of living, and meaningful employment to all. "A Women entrepreneur is defined as an enterprise owned and controlled by women having a minimum financial interest of 51 percent of the capital and giving at least 5 percent of employment generated in the enterprise to women". Women entrepreneurship can be expected to play a significant role in the economic development and social progress of the kanniyakumari district. This study is useful for the women entrepreneurs of Kanniyakumari district to improve the factors in which they are lagging behind and by improving them the women entrepreneurs can satisfy the expectation of the public. The present study has been undertaken to measure and evaluate the various factors of women entrepreneurs that promote industrial development in Kanyakumari district. It is undertaken by reviewing and analyzing the factors by using three aspects, such as manufacturing, trading and services.

Keywords: Women Entrepreneurs, SHGs, Women in Business

INTRODUCTION

Women entrepreneurs may be defined as a woman or a group of women who initiate, organize and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, imitate or adopt a business activity are called women entrepreneurs. Women constitute around half of the total world population. In India, in traditional societies, they were confined to the four walls of houses performing household activities. In modern societies, they have come out of the four walls to participate in all sorts of activities. The global evidence buttress that women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. Now, they have started plunging into industry also and running their enterprises successfully. Therefore, while discussing entrepreneurial development, it seems it is suitable on the context to study about the development of women entrepreneurs in the country. Poverty and unemployment are the major problems of under-developed countries to which India is no exception.

Entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goods and services. The government of India has defined Women Entrepreneurs based on women participation in

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Customer's Satisfaction toward's E-Wallets

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ABSTRACT

Over the past decades, we have seen tremendous growth in the usage of internet and smartphone in India. In today's scenario, smart phone have become an important part in day to day activities. E-wallet is a type of electronic card which is used for making transactions in online through a computer or a smartphone. "E-wallets is an online prepaid account where one can stock money and can be used when required. As it is a pre-loaded facility, consumer can buy a range of products from airline tickets to grocery without swiping a debit or credit card, provided their wallets is filled with sufficient amount required for payment". People commonly started to move from traditional payment system toward E-wallets or Online payment system which ensured safe, secure and convenience. The primary purpose of this study is to obtain a picture of the satisfaction level of E- wallets, technological innovation as a mode of settling bills and making payments. The study was conducted in Kanniyakumari district of Tamil Nadu. The data were collected from Agastheeswaramtaluk in Kanniyakumari district (Periyakadu and RajakkamangalamThurai) with the help of interview schedule by adopting Simple random method from 60 sample respondents. Hence, the usage of the e-wallets has rapidly increased over the past 4 year in India. The main aim is to study the satisfaction level of the respondents towards E-wallets in their daily routine life and the success of digital or e-wallets in motivating the cashless economy and also supporting the Digital India.

Key words- E-Wallets, Online, Satisfaction level of the customer.

INTRODUCTION

E-wallet is a type of electronic card which is used for making transactions through online by way of computer or Smartphone. Its utility is same as a credit or debit card. E-wallet is to be linked with an individual's bank account for making payments. E-wallet is a type of pre-paid account in which a user can store his or her money for any future online transaction. E-wallet is protected with a password. With the help of an E-wallet, one can make payment for groceries, online purchases, and flight tickets. E-wallet has mainly two components, software and

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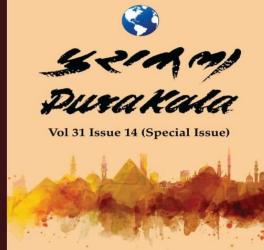
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Publisher	Rock Art Society of India
ISSN	0971-2143
E-ISSN	NA
Discipline	Science
Subject	Earth and Planetary Sciences (all)
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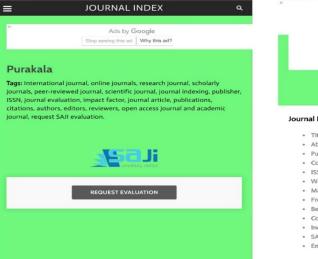
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- ISSN : 0971-2143 (E), 0971-2143 (P) om/index.php/0971-2143
- Website: https://www.purakala.
 Major Fields : multidisciplinary
- Frequency per year : 12
- Beginning : 1990
- Content type: Open Access
- Indexed: 28 June 2020 · SAJI Impact Value : None
- Email : editor@edui







Purakala (UGC Care Journal) ISSN: 0971-2143 Vol-31-Issue-18-April-2020

A Study on the Impacts of Unemployment in Nagercoil town

Dr. M. Charles Dayana

Assistant Professor, Department of Commerce, Holy Cross College (Autonomous), Nagercoil.

Abstract

The GDP growth of Indian Economy has touched the six year low in the first financial quarter of April-June 2020. It touched 5.8% growth in January-March, although in nominal terms India's GDP grew by 7.99% which is also lowest since December 2002. Key sectors bearing the brunt of Indian Economy slow down are Agriculture, Automobile, Real Estate, unemployment etc.Unemployment plays a major role in economic slowdown. The most obvious impact of unemployment is that it hurts the economy. People who are unemployed have less money to spend. They are able to buy fewer goods and services, thus making businesses less profitable. This can lead, in turn, to even more unemployment. Methodology is to describe the research procedure. The present study is an empirical one based on the survey method. It is based on both Primary and Secondary data. Statistical method is the process specially designed to facilitate the quantitative data. Statistical tool is important to simplify the complex task involved in collection and processing of data without any damage to findings. In this study, various statistical techniques like percentage analysis, Garrett's ranking were used to analyze and interpret the collected data. This study focused on a study on the impacts of unemployment in Nagercoil town.

Key words: Economic slowdown, Unemployment, Jobs, Employment opportunities

Introduction

An economic slowdown occurs when the rate of growth in the GDP of an economy slows from the previous period. An economic slowdown is a natural part of the business cycle. However, it should not be confused with a recession, which involves an actual decline in GDP. Unemployment is one of the factors of economic slowdown. Unemployment rate is increasing in day-by-day in the current scenario. After China, India has the second largest population in the world. When all men and women get their job then no any problem arise in India. Unemployment occurs when workers who want to work are unable to find jobs, which means lower economic output. Social factors contribute in increasing the unemployment such as degrading social status, geographical immobility, increase in the population & defective education system. There are some other factors like lack of experience, lack of communication skills, illness & disability. These are some of the factors of unemployment.

Objectives of the study

> To find out the causes of unemployment of the sample respondent

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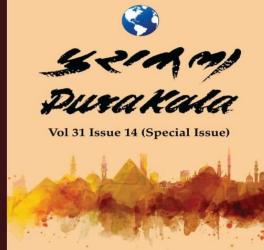
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Journal Details	
Journal Title (in English Language)	Purakala (print only) (Current Table of Content)
Publication Language	English
Publisher	Rock Art Society of India
ISSN	0971-2143
E-ISSN	NA
Discipline	Science
Subject	Earth and Planetary Sciences (all)
Focus Subject	Geology
UGC-CARE coverage years	from June-2019 to Present

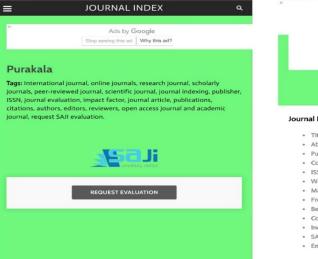
PURAKALA

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Journal Information:

- Title : Purakala
- Abbreviated Title : PK Publisher : EDUindex
- · Country : India
- ISSN : 0971-2143 (E), 0971-2143 (P) om/index.php/0971-2143
- Website: https://www.purakala.
 Major Fields : multidisciplinary
- Frequency per year : 12
- Beginning : 1990
- Content type: Open Access
- Indexed: 28 June 2020 · SAJI Impact Value : None
- Email : editor@edui







Purakala (UGC Care Journal) ISSN:0971-2143 Vol-31-Issue-17-April-2020

A Study on The Effectiveness of Social Advertisement in Nagercoil Town

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ABSTRACT

Social media is basically a group of some social portals and tools that are internet-based and can be used for extraction and exchange of information. You can understand Social Media Platforms as online networking sites that enable you to communicate, interact, share and display everything that you want to highlight. Social media advertising is a form of online advertising which provides very targeted ads based on information supplied by members of a social media service. Social media advertising helps businesses find new potential clients by using users' own shared information to identify interest. Rather than reactively targeting users who search a certain term, social media advertising proactively targets relevant users before they even begin their search. A structured questionnaire was the main instrument used in this study. This study examined the effectiveness of social media advertising in general public. The result of the study showed that social media advertising plays a high impact on the people. The results reflected that social awareness is one of the factors which influence the people.

Keywords: Social media, social media advertising, impacts, motivating factors....

INTRODUCTION

Advertisement is a powerful communication force and vital marketing tool which helps to sell goods, services and ideas. Advertisement is a mass communication intended to persuade buyers to maximise profit. Hall defines advertisement as "Salesmanship in writing, print or pictures or spreading information by means of the return and printed word and pictures". Stanton says, "Advertising consists of all activities to a group by oral or visual message recording a product". American Marketing Association defines "Advertising as any paid form of non-personal presentation and promotion of ideas, goods or services by a sponsor". It is essential for the success of any type of business and industry. Advertisement convinces people to buy products and contains both information and persuasion. Social advertisement is considered to be a highly sophisticated communication and powerful marketing tool at present scenario. Social advertisement is the activity by which virtual messages are addressed to the general public. The purpose of social advertisement is to inform or influence them in order to increase the sale of the advertiser. Social advertisement creates desire for new products. The success of social advertisement greatly depends upon effective advertising channel.



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Dogo Raugsaug Research Journal ISSN: 2347-7180 UGC Case Group I Journal Vol-10 Ksue-07 No. 24 July 2020

A Study on Emotional Intelligence among Commerce Students of

Holy Cross College (Autonomous), Nagercoil

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ABSTRACT

Emotional Intelligence is a type of social intelligence. It has direct impact on the student's behaviour and it is important for their success. Students with higher levels of Emotional Intelligence (EI) are able to better manage themselves and relate to others around them. This can help them develop self motivation and more effective communication. The purpose of this research project is to identify the level of Emotional Intelligence of commerce students and to study whether there is any significant relationship between Education and level of Emotional Intelligence. The study is based on both primary and secondary data. The primary data was collected from commerce students of Holy Cross College (Autonomous), Nagercoil.

Key words: Emotional Intelligence, Awareness, Education

Introduction

Emotional Intelligence was ranked sixth in the world economic forum's list of the top 10 skills that employees will need to possess to thrive in the workplace of the future. A number of testing instruments have been developed to measure Emotional Intelligence, although the content and approach of each test varies. If a student has high emotional intelligence, he or she is more likely to be able to express his or her emotions in a healthy way and understand the emotions of other. Emotional Intelligence allows us to think more creatively and to use our emotions to solve problems.

Statement of the problem:

Emotional Intelligence is a critical factor in improving performance. Now a days, hiring managers valued the employee's EQ over IQ. They expect the skills in the areas of emotional awareness, decision making, social interaction and conflict management from the candidates. They would not hire a candidate with a high IQ and low EQ. So the present study is conducted to identify the awareness on Emotional Intelligence among the commerce students.

Objectives of the Study

> To find out the level of Emotional Intelligence of the students.

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General Information of IIFGCN ISSN: 2233-7857 (Online) Publisher: SERSC Science & Engineering Research Support soCiety

Contact Information Science & Engineering Research Support soCiety Management Office: Australia Email: (fgcn@sersc.org

Publication and Update Last day of Every Month

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Factors Influencing the Growth of Women Entrepreneurs in Kanyakumari District

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Abstract

Modern India is in need of substantial growth of the industrial sectors for her march towards a global power and to successfully meet the social obligations such as poverty alleviation, raising the standard of living, and meaningful employment to all. "A Women entrepreneur is defined as an enterprise owned and controlled by women having a minimum financial interest of 51 percent of the capital and giving at least 5 percent of employment generated in the enterprise to women". Women entrepreneurship can be expected to play a significant role in the economic development and social progress of the kanniyakumari district. This study is useful for the women entrepreneurs of Kanniyakumari district to improve the factors in which they are lagging behind and by improving them the women entrepreneurs can satisfy the expectation of the public. The present study has been undertaken to measure and evaluate the various factors of women entrepreneurs that promote industrial development in Kanyakumari district. It is undertaken by reviewing and analyzing the factors by using three aspects, such as manufacturing, trading and services.

Keywords: Women Entrepreneurs, SHGs, Women in Business

INTRODUCTION

Women entrepreneurs may be defined as a woman or a group of women who initiate, organize and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, imitate or adopt a business activity are called women entrepreneurs. Women constitute around half of the total world population. In India, in traditional societies, they were confined to the four walls of houses performing household activities. In modern societies, they have come out of the four walls to participate in all sorts of activities. The global evidence buttress that women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. Now, they have started plunging into industry also and running their enterprises successfully. Therefore, while discussing entrepreneurial development, it seems it is suitable on the context to study about the development of women entrepreneurs in the country. Poverty and unemployment are the major problems of under-developed countries to which India is no exception.

Entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goods and services. The government of India has defined Women Entrepreneurs based on women participation in

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