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Crystal Structures of Two Homologues: Diethyl (Benzo[D][1,3]Dioxol-5-Yl((4-Bromophenyl)Amino)Methyl)Phosphonate And Dibutyl(Benzo[D][1,3] Dioxol-5-Yl((4-Bromophenyl)Amino)Methyl)Phosphonate

Kodagala Kameswara Rao¹, Raja. R², Matias Ignacio Castillo Opazo³, Ester Antonia Herrera Caro³, Rocío Carolina Gallardo Rivera³, Nemallapudi Bakthavatchala Reddy⁴, Musali Krishnaiah^{5*}

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Abstract: The title compounds, C₁₈H₂₁BrNO₅P (I) and C₂₂H₂₉BrNO₅P (II) form a homologous series, the structures determinations confirm the nature of the products. The compounds all crystallize in Space group C2/c for compound I and P-1 for compound II. Differ by the presence of a Phosphonate atom instead of a dibutyl atom in the para position of two benzo atom of compound (II). Bond lengths and angles may be considered normal for these compound types. The dioxole rings in both structures similar planar conformations. Intra- and Intermolecular C-H...O and N-H...O hydrogen bonds are responsible for the consolidation of the crystal packing of both molecules. In addition to this, weak C-H...π interactions are also observed.

Index Terms: single-crystal X-ray study; T = 296 K; mean (C-C) = 0.006 Å; R-factor = 0.0550 in I and 0.0699 in II; wR factor = 0.1429 in I and 0.1869 in II; data-to-parameter ratio 25.9.

I. INTRODUCTION

In recent years, epidemiological studies confirmed the significant negative impact of infections caused by pathogenic bacteria and fungi against human health. Large-scale surveillance revealed increasing incidence of drug-resistance that had compromised the efficacy of antimicrobial therapy. The increased emergence of multidrug-resistant pathogenic bacteria has called for exploration of alternative drug therapies ^[1]. As such, research is now focused towards new antimicrobial agents with expansion of bioactivity of existing drugs and also with novel target so as to address the problem of resistance ^[2]. It has been long since researchers show special interest in heterocyclic compounds that possess sulphur and nitrogen atom ^[3, 4]. Tiazole, for instance, exhibit widespread biological activities like antibacterial ^[5, 6], antimycobacterial ^[7], antileishmanial ^[8], anticancer ^[9] and antifungal ^[10]. A similar co-ordination in hydrogen bonding, diethyl[(5-chloro- 2-hydroxyanilino)(4-chlorophenyl)methyl]phosphonate has been reported by us ^[11].

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A COMPREHENSIVE SURVEY ON FANET ROUTING PROTOCOLS CLASSIFICATION IN PROPOSED ACTION

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Abstract-

The increasing demand of the digital era has made the researchers to perpetual succeed latest intensifying trends, specially the wireless communication services. In this article, we focus an alternate automation establishment ad hoc networking technology pleaded with the term as FANET (Flying Ad-hoc Network. To permit concurrent application FANET initiates the flying UAVs. Flying drones makes FANET to set up concurrent application to attain their operation. FANET will assist in holding of the situations like crisis, natural disaster, military based applications and package delivery. The effective concurrent routing is an all-important formidable in FANET because of the exorbitant mobility which outcomes in erratic dynamic topology. Routing as well as medium access control is a crucial obstacle in their concurrent implementation. In this article, first we have draw attention to crucial research difficulties and formidable in FANET. Then carry out an inspecting review of desirability of utilizing available ad hoc routing protocols for FANETs. we put forward the classification of FANET routing protocols. Atlast, we present comparability of routing proposed action based on definite measures.

Indexed Terms: MANET, FANET, Routing protocols, UAVs, Sensor nodes.

I. INTRODUCTION

A mobile ad-hoc network (MANET) is a self-establishment and less infrastructure network where the mobile phone acts as mobile nodes [1]. MANETs services are most helpful in applications, like medical services, IoT, Military based applications, Cloud computing etc. The major asset of MANETs is their compactness or infinite mobility. The broad expansion applications of MANETs have empowered sub classification of ad-hoc networking technologies, such as Vehicular Ad hoc Networks (VANETs) and Flying Ad hoc Networks (FANETs). Normally, these networks have great mobility with dynamic topology as analyzed to a typical MANETs, because in both VANET and FANET, majority of the nodes are vehicles and UAVs (Unmanned Aerial Vehicles), respectively. In VANETs the vehicle to vehicle (V2V) and vehicle to pre-accumulate infrastructure communication is promoted. The major goal of VANETs is to improve, traffic efficiency and traffic congestion, obtain to information and news to elude accidents, and for enjoyment conscious while driving. Flying Ad-hoc Network (FANET) is a particular type of MANET with hold up of great mobility. In FANETs, the nodes are usually Unmanned Aerial Vehicles (UAVs) in Unmanned Aerial Systems (UASs) environment. These networks are intended to built self organizing networks with flying aircrafts in the sky [1]. UAVs are associated in both military and civilian applications. However single UAV systems are frequently in use, including multiple UAVs is a very fecund plan due to its benefits over single UAV system. In single UAV framework, the UAVs are attached to either base station situated in the ground or attached with a satellite station for communication in star topology fashion. Inas opposed to single UAV system, multi-UAVs systems have more than one UAV, therefore, multi-UAV can role in multi-hop scenario, and there is no need of all the UAVs to connect directly to the earth station or satellite station.

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DESIGN AND DEVELOPMENT OF THE WSN DEVICE FOR FOREST ALERT MONITORING SYSTEM

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Abstract-

Applications based on animal detection have a very important role in many real-life situations. Some of these applications are detection and tracking of animals in forest for understanding their behavior with the environment, preventing animal-vehicle collision on roads, preventing dangerous animal entering in residential area, trekking area and many more. In this project image processing technique is explored for detection of animals. For communication process, wireless sensor network is employed. This is because internet usage is not efficient in the dense and reserved forest area. Here node to node communication is performed for efficient information sharing.

Indexed Terms: Wireless Sensor Network (WSN), Fire detection, Animal Detection, Arduino UNO, Embedded C, DSP Processor.

I. INTRODUCTION

In the process of human civilization, fire plays a very important role. At the same time, fire brings a hazard to people's life and property safety. Therefore, it's meaningful to monitor fire and prior judge whether there is a potential fire, especially the forest fire can freely spread, damage the global ecological balance. India is a vast, complex natural climatic conditions' country. There are many varieties of plants and are rich in forest resources. Forest types are diverse according to zonal distribution characteristics.

From north to south of forest types: coniferous forests, mixed coniferous and deciduous broadleaf forest, evergreen broadleaf forest, monsoon forest and rainforest, constitute a colorful forest landscape, hence forest fire monitoring is very important. In order to timely access to the forest fire information changes, forest fire monitoring must be strengthened to monitor the forest fire real-timely. Human understand use and control of fire, it is human understanding of the nature and use nature to improve the production and life of the first practice. Application of fire has of great importance in the history of the development of human civilization. But forest fire is a global problem. In order to detect the forest fire on time to reduce the loss due to the fire, the researcher's home and abroad carried large amounts of researches. The original forest fire monitoring methods often relies on patrol inspection of fire. However, in the vast forest areas, this artificial way cannot discover early fire smoke. When the fire is found, it's already too late. With the fire spread and full of fire smoke, the position and the direction of fire are hard to be determined. Positioning errors and large and can't monitor the fire situations in multiple positions. Then there followed a patrol aircraft monitoring fire mode which can find the fire locations timely and accurately, but the cost is expensive. Due to the limitation of the image resolution, fire will not be detected until it spread to a few kilometers which will cause unnecessary losses and reduce the effects of forest fire monitoring. In recent years, with the development of wireless sensor network technology, wireless sensor network consists of many sensor nodes which are self-organization, multi-hop network. By the cooperation and communication among the nodes, the monitoring objects can be monitored real-timely. Due to the wide monitoring areas and low costs, wireless sensor network for forest fire monitoring research is hot now.



2-(4-METHOXY-PHENYL)-1H, 3H-1, 3-DIAZA- 2-PHOSPHA-PHENALENE 2-SULFIDE

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Abstract: In the title compound, C₁₇H₁₅N₂O₂S, the six membered 1,3-diazaphosphinane ring adopts an envelope conformation with the phosphorus atom at the flap position, as shown in fig.2. The mean planes of the phenyl ring to which methoxy group is attached and the phosphaphenalene form a dihedral angle of 86.6(4)°. In the crystal, the molecules are linked by weak N-H...O intermolecular hydrogen-bond interactions. In addition, weak C-H...π intermolecular interactions involving the benzene rings at positions 6 and 2 of molecule.

Index Terms: single-crystal X-ray study; phosphaphenalene; sulfide; T = 150 K; mean (C-C) = 0.003 Å; R factor = 0.036; wR factor = 0.1056; data-to-parameter ratio = 13.9.

Introduction

Lawesson's reagent is widely used for transformation of a carbonyl functional group into a thiocarbonyl (Ozturk et al., 2007). At the same time, the reaction of Lawesson's reagent with compounds having two nucleophilic or one nucleophilic and one electrophilic center may lead to heterocyclic rings



Crystal structures of the three heterocyclic compounds: 2-Chloro-3-(4-chloro-phenyl)-3,4-dihydro-benzo[e][1,3,2]oxazaphosphinine 2-sulfide, 2-Chloro-4-(2-hydroxy-benzylamino)-phenol and (1-bromo-2-tosylethane-1,2-diyl)dibenzene

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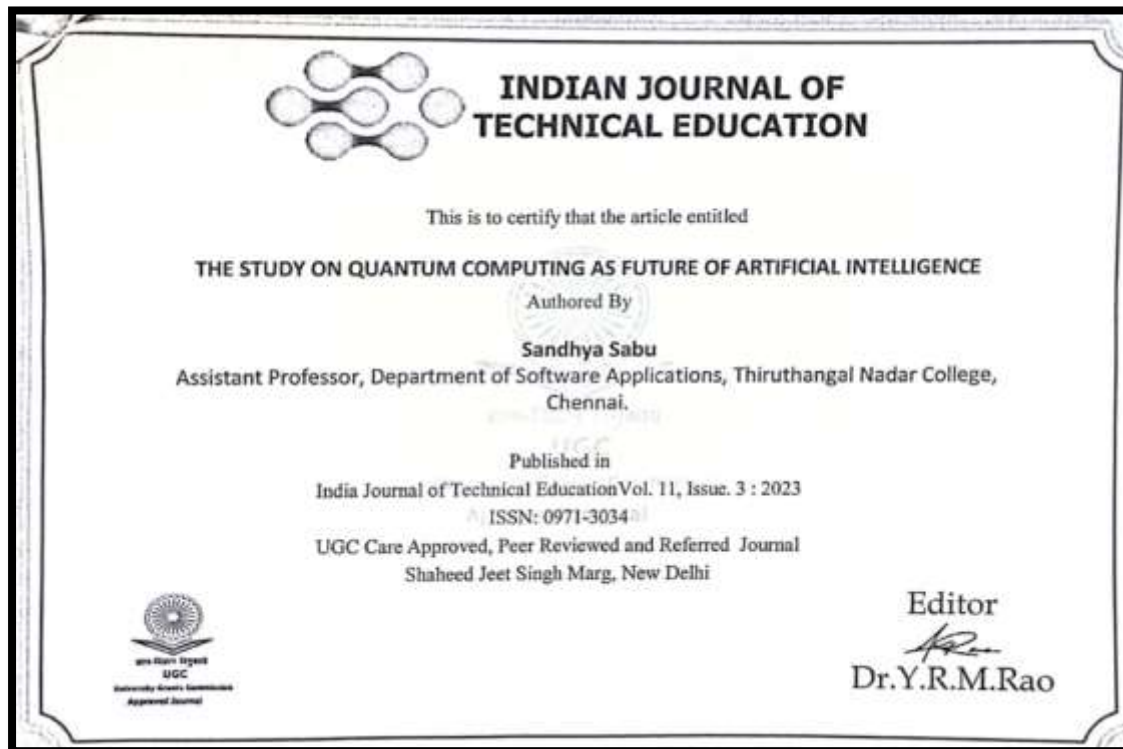
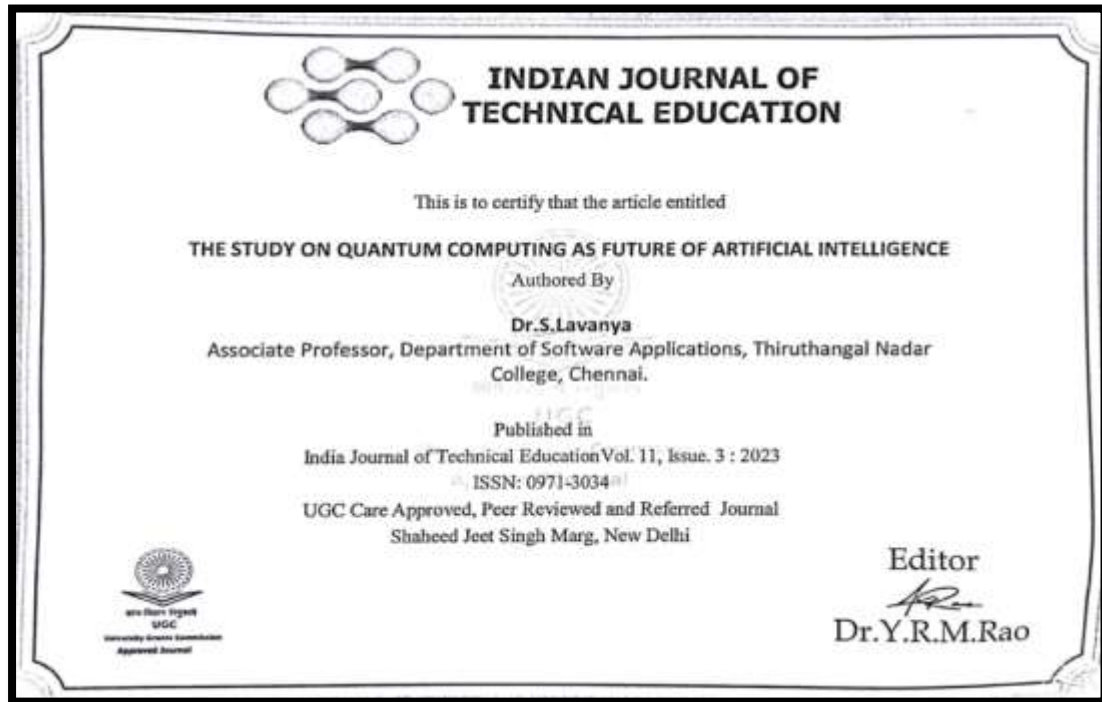
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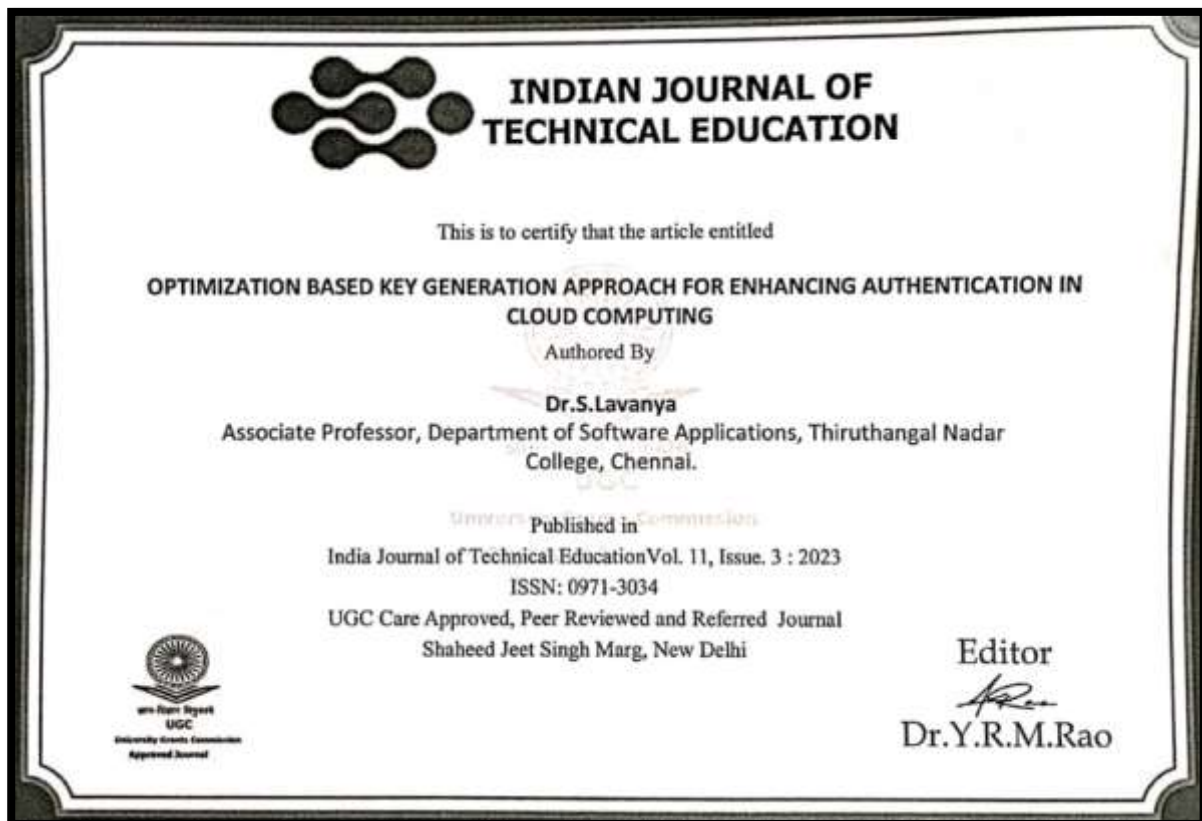
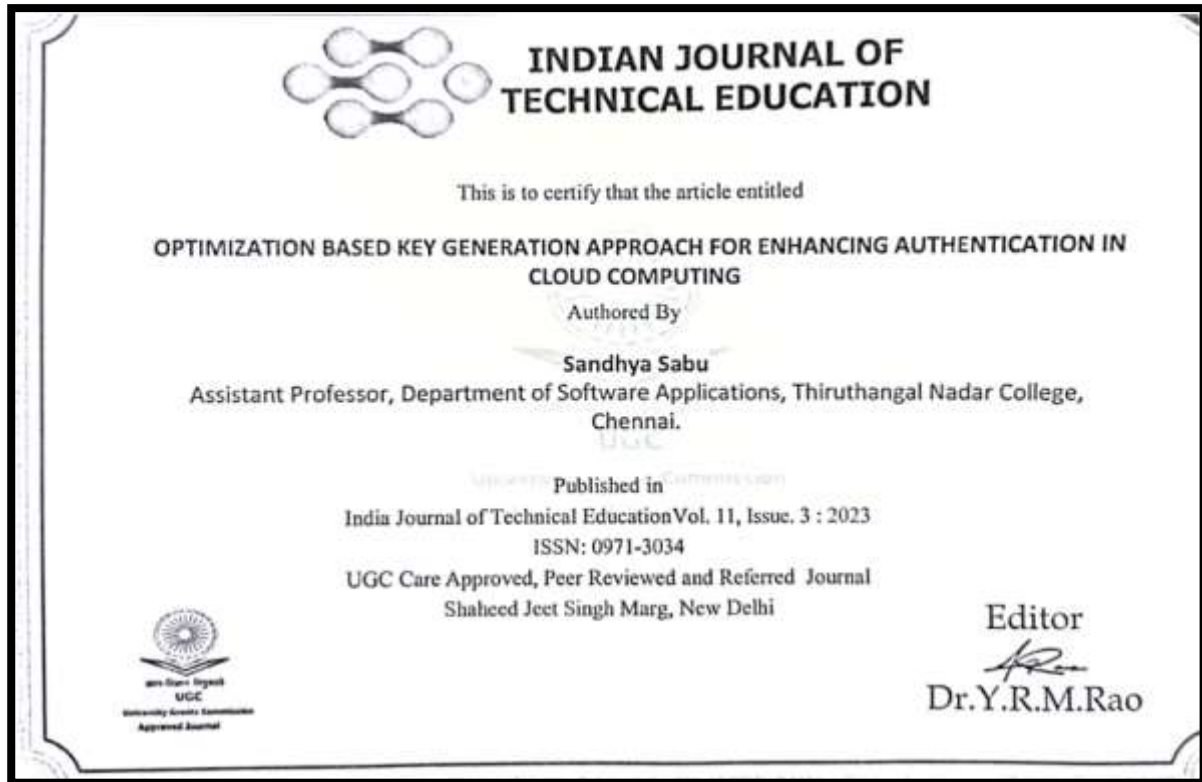
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Abstract: The title compounds, C₁₃H₁₀Cl₂NOPS (1a), C₁₃H₁₂ClNO₂ (1b) and C₂₁H₁₇BrO₂S (1c), the chlorophenyl ring has a twisted conformation on the C—C bond substituted by the benzene ring and the carboxylate group. The mean plane of the oxazaphosphinine ring is inclined to the mean plane of the dibenzene ring by 57.07 (9), 58.98 (9) and 60.34 (12)° in (I), (II) and (III), respectively. The benzene rings are inclined to one another by 73.26 (10)° in (I), 65.781° in (II) and 63.37 (13)° in (III). In the crystals of all two compounds, there are no classical hydrogen bonds present. In compound three, intra- and intermolecular C—H...O, O—H...N and N—H...O hydrogen bonds are responsible for the consolidation of the crystal packing of both molecules. In addition to this, weak C—H...π and π...π interactions are also observed. For each compound, the packing may be described in terms of two weak C—H...O and O—H...N hydrogen bonds, which link the molecules to form one-dimensional (1a, 1c) or three-dimensional (1b) assemblies.





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Antimicrobial and anticancer potential of soil bacterial metabolites - a comprehensive and updated review

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ABSTRACT

The majority of natural products currently used in the medical field are derived from microbial or plant sources. The bioactive compounds derived from natural sources exhibit tremendous structural and chemical diversity. According to previous research, only a small percentage of the world's plant and microbial diversity has been examined for bioactivities. The compounds originating from secondary metabolites of microorganisms are more useful for the development of novel drugs due to their biological friendliness and drug-likeness than any other compounds. Thus, recent research suggests that microorganisms obtained from diverse habitats and natural resources offer various bioactive secondary metabolites with incredibly wider chemical entities, hopefully, an alternative remedy for many diseases. Soil bacteria are capable of producing a variety of natural bioactive compounds for the treatment of various diseases. The three genera *Bacillus* spp., *Streptomyces* spp., and *Pseudomonas* spp. have been the prime focus to produce different types of antibiotics. However, to date, there are no reviews that evaluated the antimicrobial and anticancer properties of soil bacterial metabolites. Hence, the current review aimed to assess the antimicrobial and anticancer potential of soil bacterial metabolites.

1. INTRODUCTION

Man is dependent on natural products to maintain good health and protect against various diseases from time immemorial. Natural products are the richest source for drug discovery and currently, 65% of the approved drugs in medical fields are obtained from them [1,2]. The database of natural products contains more than 210,000 biologically active compounds with abundant chemical diversity [3]. In the year 2013, 1453 new compounds had been approved by the United States Food and Drug Administration of which approximately 40% were derived from natural products and their derivatives [4]. Scientific communities have given more importance to natural products as drugs derived from them provide better treatment compared to synthetic products [5]. Besides, the compounds derived from natural sources contain abundant structural diversity compared to synthetic compounds and play an important role in new drug discoveries [6]. Especially, compounds derived from microorganisms play a significant role in treating infectious diseases and cancer [2,7]. Among microorganisms, bacteria and fungi are the main candidates focused on the production of bioactive compounds [8,9], as they


have existed on earth for billions of years and have evolved many biosynthetic pathways by novel mechanisms to synthesize secondary metabolites. The various applications of microbial natural products are demonstrated in Figure 1. The discovery of bioactive compounds from microbes involves various steps, including isolation, structural elucidation, and establishing the biosynthetic pathway leading to the formation of secondary metabolites [7,9].

According to an estimate, 0.1% of bacterial species and 5% of fungal species of the world are known to man, which only a small fraction has been screened for bioactivity [10,11]. Antimicrobial agents isolated from actinomycetes include streptomycin, gentamycin and rifamycin, whereas anti-cancer agents comprise mitomycin, aclarubicin, neocarzinostatin, doxorubicin, mithramycin, and carzinophilin [12]. Previously, there are no reviews that evaluated the antimicrobial and anticancer properties of soil bacterial metabolites. Therefore, the current review aimed to assess the antimicrobial and anticancer potential of soil bacterial metabolites.

2. CANCER-A DEADLY DISEASE

In recent years, the incidence of cancer is increasing at a phenomenal


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Health Recommendation System using Deep Learning-based Collaborative Filtering

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ABSTRACT

The crucial aspect of the medical sector is healthcare in today's modern society. To analyze a massive quantity of medical information, a medical system is necessary to gain additional perspectives and facilitate prediction and diagnosis. This device should be intelligent enough to analyze a patient's state of health through social activities, individual health information, and behavior analysis. The Health Recommendation System (HRS) has become an essential mechanism for medical care. In this sense, efficient healthcare networks are critical for medical decision-making processes. The fundamental purpose is to maintain that sensitive information can be shared only at the right moment while guaranteeing the effectiveness of data, authenticity, security, and legal concerns. As some people use social media to recognize their medical problems, healthcare recommendation systems need to generate findings like diagnosis recommendations, medical insurance, medical passageway-based care strategies, and homeopathic remedies associated with a patient's health status. New studies aimed at the use of vast numbers of health information by integrating multidisciplinary data from various sources are addressed, which also decreases the burden and health care costs. This article presents a recommended intelligent HRS using the deep learning system of the Restricted Boltzmann Machine (RBM)-Coevolutionary Neural Network (CNN) that provides insights on how data mining techniques could be used to introduce an efficient and effective health recommendation systems engine and highlights the pharmaceutical industry's ability to translate from either a conventional scenario towards a more personalized. We developed our proposed system using TensorFlow and Python. We evaluate the suggested method's performance using distinct error quantities compared to alternative methods using the health care dataset. Furthermore, the suggested approach's accuracy, precision, recall, and F-measure were compared with the current methods.

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RESEARCH ARTICLE

Advanced Object Detection Algorithm using Deep Learning and Neural Network Approaches

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Rectangular Snip



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ABSTRACT

Nowadays object detection and segmentation which follows the algorithms of Feature extractions has become one of the most popular in the field of image processing. A small feature gap exists between satellites or camera captured images and natural images. Therefore, deep learning and neural network algorithms could be applied to recognize images. Also it can be able to detect and identify the images. A Novel approach which is improved from Mask R-CNN model is developed to enhance the detection effect in the high-resolution camera captured, natural and remote sensing images which contain the dense targets and complex background. Our model can perform object recognition and segmentation in parallel. We also tried to work with WFA-1400 based on the DOTA dataset, remote sensing images too.

Keywords: Introduction, Traditional Methods, Deep Learning methods, CNN Model, R-CNN Model

INTRODUCTION

Role of IoT in Precision Agriculture and Detecting and Classifying Rice Leaf Diseases using CNN Method of Deep Learning

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Abstract

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- I. INTRODUCTION
- II. VARIOUS DEVICES USED IN PRECISION AGRICULTURE
- III. VARIOUS TYPES OF TECHNOLOGIES INCLUDING MACHINE LEARNING TECHNIQUES TO CHECK THE HUMIDITY OF THE SOIL CONDITION, WEATHER CONDITION, HARVESTING TIME ETC.
- IV. NETWORK ARCHITECTURE, DEVICES AND PROTOCOLS APPLIED IN THE FIELD OF PRECISION AGRICULTURE
- V. MONITORING OF FARM FIELD, LIVE STOCK, GREEN HOUSE FARMING.

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Abstract:
Precision Agriculture means applying new IoT technologies to do smart farming to increase the crops' yield with minimal human activities. This article presents many of the IoT technologies used in Precision Agriculture over traditional one and its applications. By using IoT technology we can detect the soil type, soil content, soil moisture, growth of the crops, crops infected by insects & weeds, dozing of fertilizers, herbicides, insecticides and fungicides periodically. This article presents about the various types of sensors used for smart farming like Light Sensor, Pressure Sensor, Temperature Sensor, Moisture Sensor, Proximity & Motion Sensors, Sound Sensor, Image Sensor, Magnetic Sensor, Air Quality and Water Quality Sensors. This paper also discusses the technologies used in IoT based agriculture that involves network architecture and layers, network topologies used and protocols. The captured sensor data gives information about environmental condition which is in turn used for detecting various soil parameters and crops' yield. The use of rotation of crop varieties and the efficient application of agro chemicals extremely contribute to increase the crops' productivity. The data captured by the sensors are analysed and is used for monitoring and controlling. This paper also summarizes monitoring and controlling of agriculture. Monitoring involves three main applications in smart agriculture. They are Live Stock Monitoring, Field Monitoring, and green house Monitoring. This paper also presents the detection of leaf diseases for rice leaf using deep learning method and to classify the disease type.

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Rabindra Bharati University Journal of Economics Vol: XVII, No: 12, 2023

**INVESTIGATING THE DRIVERS OF CONSUMER PERCEPTION AND SATISFACTION IN
THE ORGANIC FOOD INDUSTRY**

B.Ravikumar ,

Dr.P.Raja

Abstract

The demand for organic foods is rising as a direct result of people's increased health consciousness and desire to take better care of their physical well-being. The study examines the key factors that affect consumer perception and satisfaction in the market for organic food products. As customer decisions continue to be influenced by health awareness, it is imperative that manufacturers and marketers of the company comprehend the factors that shape views and promote pleasure. The study assesses a number of variables, including brand reputation, perceived value (PV), perceived quality (PQ), and perceived price (PP), using a descriptive methodology. In the context of wellness food products, the findings demonstrate that perceptions of taste, brand image, perceived quality, perceived value, and perceived price all have a significant impact on consumer happiness and perception. The study contributes to the growing body of research on consumer behavior about organic food goods and could have long-term effects on customer satisfaction and corporate success methods. Keywords: Perceived taste, perception, satisfaction, healthy foods, perceived price, perceived quality, and functional food.

INTRODUCTION

Consumer preferences and tastes are changing quickly around the world as more and more individuals get drawn to different foods because of their superior taste, ease of use, and health-promoting qualities (Lessa et al., 2017). As more consumers become aware of the link between their eating habits and their emotions, they are increasingly driven to put their health first and choose healthier foods. Widespread changes in consumer behavior favoring the consumption of nutritious meals have been observed in recent years as a result of growing knowledge of the advantages of such foods as well as changes in lifestyle and health concerns (Lagerkvist et al., 2016). Consumer attitudes on food consumption are changing toward a healthy diet as a result of the rise in food-borne illnesses, heart disease, diabetes, and obesity problems in recent years (Hudson, 2012). Indian customers are now more interested in organic foods for their psychological and physical well-being than for their ability to prevent sickness (Jha & Sharma, 2015). The expected content of the paper will include consumer perceptions of health and wellness food products and the variables influencing their satisfaction with them.

Businesses and marketers attempting to comprehend and adapt to the shifting needs of health-conscious customers will benefit greatly from the study's deep dive into the aspects influencing consumer perception and satisfaction. The majority of research on consumer attitudes toward health products has been conducted in developed economies. Nonetheless, developing markets with a lot of promise include India. Globally, consumers are becoming more interested in flavor, quality, and benefits to their health. The health food industry

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CONSUMER PERSPECTIVES ON ENVIRONMENTAL SUSTAINABILITY: EVALUATING ATTITUDINAL INFLUENCES ON ECO-FRIENDLY PRODUCT CHOICES

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Abstract:

What people buy, use and dispose depends on their attitude, instigated by need, motivated by personality and perception. Individual's public behaviour is environmentally structured and differs from innate self. Environmental Conservation, Preservation and Restoration is a matter of public interest, still considered more social in nature and cause than at the personal level. Increasing carbon footprint in the environment due to industrialization and technological advancements, causing severe health hazards to the citizens is a much talked about topic at present. Global Warming and Extremities in climatic conditions observed across the globe, is a gift of Urbanization and Deforestation. Alarming levels of pollution and depletion of precious natural resources has envisaged the need to produce eco-friendly products for consumption. Eco Labels have been introduced to guide consumers towards this cause. Awareness needs to be increased to influence multitude to adopt eco friendly behaviour. Especially in a resource rich country like India where freedom to plunder natural resources and publicly discard waste is still considered a birth right, individuals need to become eco friendly. Dynamics of Socio-Cultural factors, Economic constraints and Life Style patterns influence decisions and buying behaviour. Profession and learning influence attitude bringing about a behavioural change. The paper tries to study this change especially with reference to the eco-friendly behaviour of professionals. What they prefer to use and what they actually use, speaks of their innate self, conflicting with practical self, an outcome of Attitudinal change.

INTRODUCTION

Environment Protection is a concept much talked about due to the growing concern of citizens regarding their surroundings and the air they breathe. Day by day the growing carbon footprint of industrialization and technological evolutions has increased the levels of pollution in the environment, causing sever health hazards to the citizens. Urbanization at the cost of deforestation is depleting the green reserves and causing global warming. Climates' across the countries is changing drastically and extremities of the climate, is observed in many geographical locations around the globe. Technological advancements, development of urban settlements and population increase, results in depletion of resources which in the long run will have detrimental effect on the natural resources. Government and public need to adopt stringent measures to, Preserve, Conserve and Restore the environment, to provide a healthy habitat for the future citizens. Eco friendly production and developmental activities need to be initiated, while scouting for alternative sources of energy and resources. Clean and Green belts need to be developed to restore the environment, while reducing/ prohibiting hazardous material usage. Organizations need to develop business models where the needs of the present are satisfied without compromising on the opportunities and health of the future. Eco labels were introduced three decades ago for the first time in Germany and Blue Label was the first label introduced in 1978 by the German Ministry for interiors. Eco Labels are different from Environmental labels, which are general in nature. Ecolabels are more product specific and issued by a certified company other than the manufacturer. In the wake of consumerism lot of emphasis is being placed on producing environment friendly consumer goods, both from the manufacturing side as well as from consumption, including disposal. Urbanization, Modernization, Innovation and Technological upgradation has benefitted the consumer world with plethora of gadgets, appliances and products, but at

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ASTUDY ON INFLUENCE OF CUSTOMER SATISFACTION AND BUYER BEHAVIOUR IN GREEN MARKETING

Dr.V.Govindarajan

ABSTRACT

Now a-days Green Market has become a worldwide speak able topic. Companies are constantly trying to seek out the simplest ways to succeed in the purchasers with their green message nothing but environment friendly. the eye of the purchasers on environment is increasing day by day. That's the worth and demand of green market also rising. Green marketing incorporates a spread of activities including modifications to products, changes to the assembly and distribution processes, packaging and modifications to marketing communications. However customer satisfaction is vital to reinforce the green marketing. Hence, this study aimed to analyse the influence of customer satisfaction and buyer behavior in green product purchase. The structured questionnaire were distributed among 360 green product customers. The collected data were tested through Correlation and regression analysis. The result shows that there is a significant relationship between customer satisfaction and buyer behavior in purchase of green products.

Key Words: Green Marketing, Customer satisfaction, Buyer Behaviour

INTRODUCTION

Green Marketing is nothing but marketing the products that are alleged to be environmentally safe. Other similar terms used are Environmental Marketing and Ecological Marketing. The green marketing includes a broad range of activities, product modification, changes to the assembly process, packaging changes and also the advertising method. Though several meanings intersect and contradict one another, defining green marketing isn't an easy chore. the prevailing of varied social, environmental and retail definitions attached to the present term is one among the examples. Corporate companies have taken green marketing as a clear a part of their strategic getting to promote products. They include their systems, policies, processes, manufacturing and selling on the idea of green marketing. it's crystal clear that the green marketing is an epidemic of overall corporate strategy.

NEEDS OF GREEN MARKETING

Among the purchasers everywhere the planet, the interest on protecting the environment is growing. Concern of the environment makes the customer to vary their behaviors and habits. Resources are limited and human needs are unlimited. So, it's vital for the marketers to utilize the resources efficiently with none wastage also because the organizations objective.

As a results of change in customers attitude, green marketing is emerged which speaks for sustainable and socially responsible products and services. Since early 1990's a serious concern on ecological impact of commercial house on environment has been surfaced on market place. Not only the relation between human organization and natural environment being redefined, but the implication thereof being interpreted, due to these new perceptions are being formed or revaluated on issues like environmental friendly products, recycle-ability, waste reduction, the value related to pollution and price value relationship of environmentalism. Pressure from various stakeholders, government, environmentalist, NGO's, consumers in situ on business, which are successively keeps them under constant and relentless watch in their daily operations. The immediate results are often seen in developed and developing countries where government become more strict in imposing regulations to guard environment. At an equivalent time the purchasers of those countries are being more and more outspoken

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A STUDY ON THE POLICY HOLDERS PERCEPTION TOWARDS HEALTH INSURANCE COMPANIES

Dr.S.Anitha

ABSTRACT

Today, the policy holders prefer more security and schemes with lucrative benefits in insurance areas. Moreover, the state of monopoly has come to an end by the entry of private sector companies with a variety of new schemes and benefits. Now the public has the opportunity to choose from the many insurance companies. Though the life Insurance Corporation of India (LIC) occupies the predominant position and market share, private companies are coming up to attract the customers. The Indian customer, like his global counterpart, buy policies for tax benefits and ensures secured savings for the future. The key factors of success of any insurance company are attributed to its innovative offers, customer centric products, increasing awareness levels of consumers through a need based structured approach of selling, sound risk management practices and reaching out to customers through a number of distribution and communication channels and providing advice to the customer. This study is made to examine the awareness level and perception of the respondents with regard to the products of health insurance companies.

Keywords: Insurance, Awareness level, Perception

INTRODUCTION:

In India, insurance is strictly regulated and monopolized by the Government. There were many efforts taken by the Government of India during the period of early 1990s to bring the complete control over the Insurance companies. The Insurance Regulatory and Development Authority (IRDA) Act, 1999 was enacted as a solution to have a complete control over the insurance companies. Significantly, the insurance business was opened on two fronts. Firstly, domestic health-sector companies were permitted to enter both life and non-life insurance business. Secondly, foreign companies were allowed to participate, albeit with a cap on shareholding at 26%. With the introduction of the 1999 IRDA Act, the insurance sector joined a set of other economic sectors on the growth march.

Health insurance is an agreement whereby insurance company agrees to undertake a guarantee of compensation for medical expenses in case the insured falls ill or meets with an accident which leads to hospitalization of the insured. Generally, insurance companies have tie-ups with the leading hospitals so as to provide cashless treatment to the insured. In case the insurance company has no tie-ups with the hospital, they reimburse the cost of expenses incurred by the insured. The government also promotes health insurance by providing a deduction from income tax.

STATEMENT OF THE PROBLEM

One of the most curious aspects of insurance services is that to fulfill the customer's expectation along with the secured return and customization. These two aspects must be tailored to any new player entering into the

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Rabindra Bharati University Journal of Economics Vol: XVII, No: 9, 2023

A STUDY ON CUSTOMER SATISFACTION TOWARDS INDIAN OVERSEAS BANK

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ABSTRACT:

A customer is an individual or business that purchases another company's goods or services. Most public-facing businesses compete with other companies to attract customers, either by aggressively advertising their products or by lowering prices, in an effort to expand their customer bases. We often refer to customers who have a relationship with the supplier as clients. Also people who hire the services of a professional are clients, not customers. For example a lawyer has clients. When a customer buys something, the seller immediately focuses on the next one. However, with a client, the aim is to cultivate the relationship.

Keywords- Customer- Lowering Price-Professional service-Client

INTRODUCTION

Customer service is the support you offer your customers by both before and after they buy and use your products or services that help them have an easy and enjoyable experience with you. Offering amazing customer service is important if you want to retain the existing customers and grow your business. Today customer service goes far beyond the traditional telephone support agent. It's available via email, web sites, text messages, and social media. Many companies also provide self-service support, so customers can find their own answers at any time. Customer support is more than just providing answers it is an important part of the promise your brand makes to its customers.

IMPORTANCE CUSTOMER SERVICE

Customer service is critically to competing effective one. The people chose which companies they did business with based on price, or goods or service offered, but today the overall experience is often the driver. A Good customer support drives an amazing customer experience, especially when your support team moves beyond just reacting to problems and toward anticipating customers problems. When support agents are empowered to go above and beyond with customers can create winning experiences that help you stand out from the competition.

OBJECTIVES OF THE STUDY

The objectives of the study is as follows.

- To deduct the customer interrelation with banks.
- To know how far that customer is attentive regarding different services provides by the bank.
- To know level of satisfaction of customer from the services rendered by selected banks.
- To know employees attitude regarding promoting many services and customer proceedings.
- To offer appropriate recommendations or suggestions for overall development based on the findings of the study.

RESEARCH METHODOLOGY

The present study is descriptive one and it is based on the customer satisfaction with services provided by in IOB. The Mylapore branch is considered as the geographical area for the research. Before undertaking the study in full-fledged scale, a pilot study was held in various place order to know the scope and problems involved in the present study

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CONSUMER PREFERENCE ABOUT ELECTRIC VEHICLE REFERENCE TO FOUR WHEELERS IN INDIA

Mrs.A.Ramsheena
Dr. C. Natarajan

ABSTRACT

A growing number of electric vehicle models are being offered by new players who are joining the market as well as major automakers that are investing in the development of EVs. Overall, electric vehicles (EVs) provide a convenient, economical, and environmentally friendly means of transportation, and in the years to come, it is anticipated that they will become even more significant.

In India, electric cars (EVs) are gaining popularity as an alternative to conventional gasoline-powered automobiles. The nation places a high priority on advancing eco-friendly transportation and lowering air pollution, which has prompted the administration to provide a number of EV adoption incentives. Indian government has been pushing the use of EVs recently through a number of efforts, including the development of regulations to support the production of EVs and the deployment of electric buses, changing milieu and infrastructure. With numerous major automakers establishing production facilities there, the nation has also taken moves to position.

Keywords : EV- electric vehicle , milieu, deployment of resources.

INTRODUCTION

Vehicles that run on electricity, often batteries, are called electric vehicles (EVs). Because they emit fewer pollutants and can run on renewable energy sources, they are seen as a clean and sustainable alternative to traditional petrol vehicles. Passenger cars, buses, passenger cars and commercial vehicles are just a few examples of the diverse types of electric vehicles. They can be supplemented by renewable energy sources such as solar panels or grid-connected charging stations. Several factors have contributed to the growing popularity of electric vehicles in recent years, including improvements in battery technology, falling prices, and growing concerns about climate change and air pollution. Governments around the world have also introduced regulations and incentives, including tax credits, grants and subsidies, to encourage the use of electric vehicles. As it enables EV owners to charge their vehicle on the go, the expansion of charging infrastructure is also crucial for the expansion of the EV market.

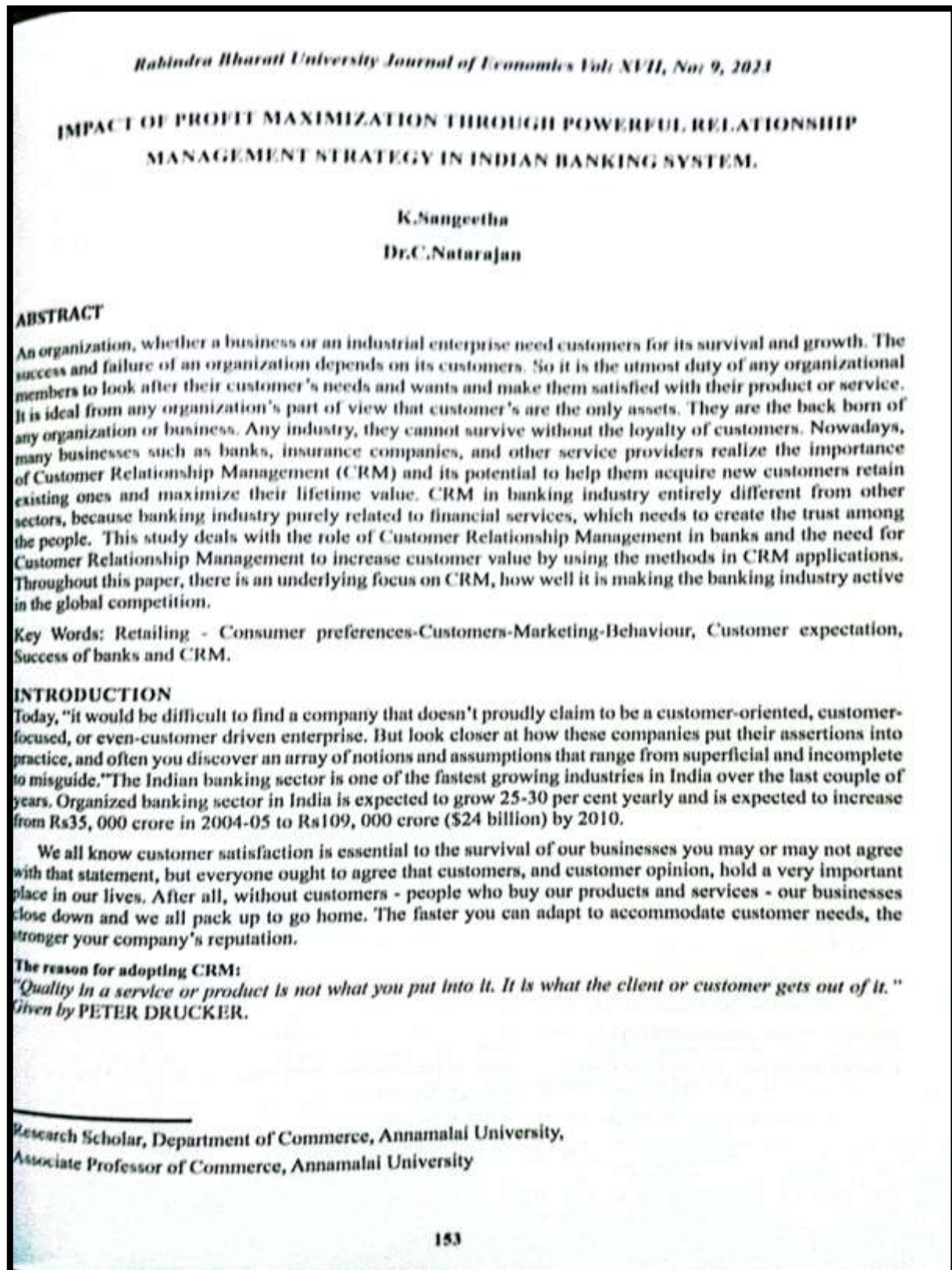
The installation of charging infrastructure by various companies such as shopping malls, gas stations and hotels has been mandated by regulations also issued by the Electricity Regulatory Commission of India to help the development of electric vehicle industry. Domestically, the future of EVs in India looks bright as the central government commits to promoting green transportation and the corporate sector invests in the development of the EV industry.

STATEMENT OF PROBLEM

Despite the growing popularity and availability of electric vehicles (car), many consumers still have limited knowledge and understanding of these vehicles, as well as concerns and misperceptions about their capabilities and limitations. This leads to low adoption rates and a slower transition to a more sustainable transport system.

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PREDICTION PERFORMANCES IN CAR ACCIDENTS CRUELTY USING RULE BASED DECISION TREE J-48 ALGORITHM

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Abstract-

Metropolitan city insight gives freedoms to deal with city issues, and furthermore to advance the public people groups living climate. As of late, Road Traffic Accidents (RTAs) have created one of the main cross country medical issues on the planet and it is preeminent reason for passing's. The encumbrance of street mishap fatalities and inadequacy is a lot higher in non- industrial countries than in set up countries. Many elements (driver, climate, vehicle, and so forth) are associated with car crashes, a portion of those elements are more significant in characterizing the mishap remorselessness than others. The insightful information mining goals can intriguingly be utilized to manage and conjecture such huge components among human, vehicle and natural elements. In this examination, applied grouping calculations and EM Cluster calculation to recognize applicable examples and for classifying the sort of mishap seriousness of different auto collisions with the assistance of significant protection components of RTAs that can be reused to develop the conjecture prototypical. This exhibition was set up utilizing a genuine dataset. A choice tree model has been assembled utilizing the model created by the Rule Based choice tree J-48 that will help leaders to improve the dynamic interaction by foreseeing the savagery of the mishap.

Indexed Terms: RBDT J-48, Naïve Bayes, Accuracy, Accidents Cruelty Forecast, E-M Cluster.

I. INTRODUCTION

Car crashes source smart danger to the human existence around the world. To take fundamental developments to control this always developing hazardous broad examination has been done into the forecast of car crashes in both set up and arising republics utilizing different factual exhibitions. Liking car crashes as an avoidable issue set up nations have executed unique methodologies and measures to decrease this issue. These incorporate Enforcement, instruction, preparing and designing improvements. Differentiating set up countries, the issue of car crashes in arising countries is as yet estimated as an issue of destiny or unavoidable expense of progress. Denied of exceptional conclusions to expand traffic security in arising nations, the quantity of passing's because of auto collisions is unsurprising to development by 89% somewhere in the range of 2000 and 2021.

Data mining is the abstraction of concealed projecting data from huge records as well as prevailing different knowledge through unlimited prospectivetowards assistance corporate attentions scheduled greatest significant data. Beneficial implement near statement the need for fluctuating beneficial data has concealed designs after database.

Data mining is reinforced through different categories.

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**THE EFFECT OF IOT AND ITS DIFFICULTIES IN SAVVY URBAN
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Study on the Impact of Social Media on Academic Performance

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Abstract: *This study identifies the uses of the factors of social media with respect to education, to understand the relation between them and to examine the impact of those factors on academic performance. Descriptive methodology was used for the study. Uses of the factors of social media with respect to education were reviewed from previous literature. Means of the items of factors and impact of those factors on Academic Performance were analysed by using correlation and regression analysis. The findings indicate exposure of students to social network and academic performance is maximum followed by the mean of informativeness and age usage of social media and students' addictiveness to social network and academic performance. informativeness, constraints, socialization and entertainment are the most important factors, which extract academic performance. Educators should continue integrating social media into the teaching and learning process, but they should also pay attention to the issues that topped the list of issues and develop plans to address them*

Keywords: *Learning, Socialization, Entertainment, Informativeness, Constraints, Academic performance*

Introduction

Students interact, share, communicate, create or maintain connections with others for academic, entertainment, sociability, and other purposes via social networking sites. The rapid growth of social networking as a communication tool is primarily due to the successful expansion of mobile device applications. Social media is now playing a crucial part in how university students learn in order to provide a sustainable education. Social media's influence on sustainable education is becoming important and compelling. Social media is transforming education; and technology has made the globe a smaller, more interconnected place. This study focuses on examining the relationship between social media's positive and negative aspects and university students' learning (academic performance).

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SUSTAINABLE SUPPLY CHAIN MANAGEMENT

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INTRODUCTION

A supply chain is considered to be sustainable if it completely incorporates ethical and ecologically responsible business practises into a model that is also effective and competitive. Transparency throughout the entire supply chain is extremely important; sustainability initiatives need to cover everything from the sourcing of raw materials to the logistics of the final mile, and they should even include product returns and recycling procedures.

It refers to the efforts that companies make to consider the environmental and human impact of their products' journey through the supply chain, beginning with the sourcing of raw materials and continuing through production, storage, delivery, and every transportation link in between. This includes taking into account the impact on the environment and on people. The objective is to have a beneficial impact on the people and communities in and around their operations while causing as little negative impact as possible on the environment as a result of elements such as energy usage, water consumption, and trash creation. These worries are in addition to the conventional concerns of corporations over their supply chains, which centre on revenue and profit.

REVIEW OF LITERATURE

(Seuring & Müller, 2008) Production processes are often dispersed around the globe. Suppliers, focal companies and customers are linked by information, material and capital flows. In line with the value of the product comes the environmental and social burden incurred during different stages of production

(Carter & Rogers, 2008) the concept of sustainability – the integration of environmental, social, and economic criteria that allow an organization to achieve long-term economic viability – to the logistics literature, and position sustainability within the broader rubric of SSCM

(Gold et al., 2009) Collaboration is even more essential when supply chains aim at ensuring simultaneously economic, environmental and social performance on a product's total life-cycle basis. Inter-firm resources and capabilities emerging from supply-chain-wide collaboration are prone to become sources of sustained inter-firm competitive advantage, since they are socially complex, causally ambiguous and historically grown and hence particularly difficult to imitate by competitors.

(Koberg & Longoni, 2019) Recurring controversies involving supply chain-related sustainability incidents suggest that firms with a global presence struggle to improve environmental, social and economic outcomes in global supply chains.

(Koberg & Longoni, 2019) Firms are increasingly considered accountable for the environmental, social and economic outcomes caused by their internal operations and by their suppliers' operations (Hartmann and Moeller, 2014). Over the past two decades, sustainable supply chain management (SSCM), which is concerned with integrating environmental, social and economic goals across a focal firm's supply chain processes, has emerged as an approach for firms to improve sustainable (i.e. environmental, social and economic) outcomes in their supply chains (Carter and Rogers, 2008, Seuring and Muller, 2008). Managing sustainability, however, continues to be challenging in Global Supply Chains (GSCs). From Nike struggling with

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**QUALITY OF WORK LIFE OF EMPLOYEES IN INFORMATION TECHNOLOGY SECTOR
IN CHENNAI CITY.**

Dr.B.Jagadeeswaran

Abstract

Quality of work life is a real challenge to the employees who are working in the IT sector, as the work pressure, working hours and team co-ordination complicated for their quality work and life's. The literature identifies various factors affecting quality life conditions i.e. Job Satisfaction, Work Stress, Career Growth, organization culture and competitive environment in context with Work-life Balance and its practices/policies. This study made an attempt to examine whether there is a relationship between demographic factors of an IT employee and QWL. This paper is also tried to identify the contributing factor for QWL. This paper offers few suggestions to both employer and employee for Work Life quality.

Key words: Work life, IT Sector, Work pressure, Working Hours

INTRODUCTION

Work-life balance alludes to the level of prioritization amongst individual and expert exercises in a person's life and the level to which exercises identified with their occupation are available in the home. A 'work life' balance alludes to a worker's capacity to keep up a solid harmony between their work parts, their own obligations, and family life. In the present age, numerous employees are seeing that their own duties and responsibilities getting increased i.e from childcare to elderly care. This comes when their work duties are likewise expanding, bringing about a contention amongst individual and work responsibilities and an expansion in push.

STATEMENT OF PROBLEMS

The successful organization is always aiming for quality. Quality is not only for final result of the process, but it is required at all stages of business process and among the stake holders who are involving in the process. Quality of Work Life (QWL) is one such concept that ensures the quality among the employees. Only the quality employees can bring the quality output. The grooming IT sector becomes the challenge to the employees for their QWL as it is having technological advancement on every day basis. In the competitive technological work environment, mental stress has been identified as a significant economic and health problem, causing by a perceived need of employees to do more in less time. The result of a poor work life balance is not only affects employees in terms of stress, but also results in lower productivity at work and absenteeism which associated with costs of the company. In addition to this, employees may also experience poor personal and co-worker relationships and reduced job satisfaction. There may be a need to reengineer work processes to accommodate both work and personal demands. As an employee, one need to understand the impact an imbalanced lifestyle could have on them and their career. Hence it is important to test whether there is a quality work life among employees of IT sector.

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Leading to Excellence by Optimizing Team Effectiveness

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Abstract

Almost all modern businesses use a team strategy to improve corporate efficiency. When teams must honestly consider what transpired and decide what to do for the new normal following a disaster, maintaining physical and psychological safety today will pay off richly. As a result, increasing the effectiveness of the teams takes precedence over simply getting along as a team. The goal of this study is to look at team effectiveness elements and analyse about their impact. Descriptive methodology was used for the study. Convenient sampling method was used to select the sample firms from Bangalore, Karnataka. Factors of team effectiveness were reviewed from previous literature. Descriptive, inferential and correlation analysis were conducted in order to examine the impact of factors of team effectiveness. This study will help the managers to be proactive in designing the policies and strategies by analysing the factors which affect team effectiveness in order to maximize organizational performance. The findings of this study can be used to support future team effectiveness research. Team synergy, performance objectives, skills, resource management, innovation, and quality are all important factors of team effectiveness which can be optimized. There are few limitations in the study. This study is focussed on few factors of Team Effectiveness. Since team effectiveness is a comprehensive procedure, it is possible that it is not affected solely by the chosen factors. It can be affected by a variety of other factors such as personalities of the employees, social networks and the environment. Our findings suggest that, in order to maximize performance and customer satisfaction, teams should be encouraged to be creative while also following standardized work norms.

Introduction

Team effectiveness is the capacity of a team to consistently accomplish its goals and objectives. If they want their teams to be highly effective, leaders must create work environments and team cultures that encourage and strike a balance between employee performance and well-being. Very productive teams can consistently accomplish their objectives. They operate more efficiently and with greater dedication to their interactions with one another and jobs. They also exude a vitality that enhances their culture and the teams around them. We'll discuss more about resilience later, but it might not imply what you think it does.

Teamwork that is effective is essential in every organisation. It demonstrates how people are working together to accomplish a shared goal and sharing their varied skill sets in complimentary roles. Collaboration among employees greatly increases the likelihood that an organisation will flourish. This is a result of synergy, which happens when a team's collective influence exceeds the sum of its individual contributions. While tackling difficult problems, a team can pool their different

perspectives, experiences, and skills to create novel solutions that may go beyond the scope of any one person.

Effective collaboration improves individuals as well as an organization's performance. It enables mutual aid and learning as well as a sense of connection and commitment. "The highest activity of existence" is synergy, which recognises and benefits from people's unique mental, emotional, and psychological uniqueness. Dr. Steven Covey. Organizations want to grow and succeed in both the corporate world and their specific industries. But today's success does not ensure tomorrow's survival. Performance consistency is essential for long-term viability. Teams are utilised by 80% of businesses with more than 100 people to create new products or carry out research and innovation, according to Kratzer *et al.* (2004). (Griffin, 1997). because creating a competitive edge is seen to be mostly dependent on cooperation. The majority of managers agree that encouraging cooperation will boost their department's productivity and success.

Review of Literature

According to Mangla, N. (2021), this epidemic has

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**ANALYSING THE UNDERSTANDING LEVEL OF AWARENESS AND
IMPLEMENTATION OF GST AMONG COLLEGE STUDENTS IN CHENNAI**

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ABSTRACT

In Indian economy the administration area offers 55% of tax regime over the state and central governments. Introduction of Goods and Services Tax (GST) is one of the very significant steps in the field of indirect tax reforms in India. By merging a large number of Central and State taxes into a single tax and allowing set-off of prior-stage taxes, avoid the ill effects of cascading and pave the way for a common uniform national market. The implementation of GST has been viewed positively and negatively too. The negative feedback points out that as the implementation has resulted in higher prices for goods and services and thus this tax may cause more burden to people. Hence, this study was carried out to identify student's knowledge and understanding level on the implementation of Goods and Service Tax (GST). The sample comprised of 150 students ranging from different years of study. The sample selection was made on simple random method. Data were collected under three parameters like educational, financial and social awareness. GST is a popular issue that is being discussed by people day to day, it is necessary to know whether the students are aware of the government's plan and do they have knowledge on this issue. From the analysis of using various statistical tools, it can be concluded that the students under study have a adequate and relevant fundamental information about the implementation of GST. Further it is necessary to make them better understand the general principle of GST better by organizing seminars, talks, training programs and forums in order to increase awareness and knowledge and also conform to regulation. GST will certainly give India a world class tax system by giving different treatments to manufacturing and service sector.

Key Words: GST, Tax, Awareness, Implementation, Educational, Financial, Social.

INTRODUCTION

Expense is a method of gathering income from people, organizations or different elements by the administration so as to account state consumption. It is considered as the main wellsprings of government's pay to drive the financial growth and achieve the status of a created country and high pay. Subsequently, there are different assessments exacted on the clients, for example, direct expenses and circuitous taxes. As charge adds to the improvement of the nation, low turnover tax revenues will influence the country's development and financial position of the country is likely to result in a shortage. Introduction of GST would be a very significant step in the field of indirect tax reforms in India. By amalgamating a large number of Central and State taxes into a single tax and allowing set-off of prior-stage taxes, it would mitigate the ill effects of cascading and pave the way for a common national market. Some of them gave positive responds and some others gave negative feedbacks as the implementation has resulted in higher prices for goods and services and thus this tax may cause burden to people. Therefore, this study was carried out to identify student's awareness and knowledge on the implementation of Goods and Service Tax (GST).

APPLICATION OF GST

GST is gathered and paid at all phases of the flexibly chain. All organizations pay GST when they purchase supplies, resources or administrations for maintaining their business. GST registrants will charge and gather GST on available products and ventures that they give (available supplies). The GST paid on their buys (input charge credit) will be set off from the GST they charged and

CONDITION OF WOMEN IN MAHESH DATTANI'S BRAVELY FOUGHT THE QUEEN

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–6000 51

ABSTRACT

Literature has become a mirror of national life, reflecting the nation's aspirations, struggles, problems and misfortunes. At the same time, literature has the power to mould a nation's life and direct it into various channels suggested and urged by various writers. Women writers like Tony Morrison, Buchi Emecheta, Manju Kapoor, Mahesh Dattani and Bapsi Sidhw portray the inner suffering and the experience of women of their society through their protagonists. Many novels have very strong portrait of women. Their novels explore these joys and sorrows of women as they struggle with patriarchal dominance. The women writers exemplify the issue of gendered self representation and feminist concern. They portray their experience to make new, empowering image for women.

INTRODUCTION:

Women are always projected as secondary and inferior. They are often presumed as emotional subjective and lacking self-confidence. Women do not possess any wish to do by themselves. They are always treated as slaves to men in this male chauvinistic society. Men are dominant over women because they are physically and emotionally stronger and their leadership skills are superior. The physical strength of men is better than women. Another reason for male dominance is men have control over their emotions better than female. Men keep calm in pressure situations where women fail to do.

The main aim of this paper is to focus the 'Rebellious Women in Mahesh Dattani's bravely fought the Queen'. Mahesh Dattani who is always been very particular about the portrayal of his women character and he has no biases against them. In Bravely Fought the Queen, he portrays three generations of women. Baa, the mother-in-law of Dolly and Alka and their mother belong to the first generation. Baa is tortured by her cruel husband. Who often beats her. Baa's occasional utterances reveal her unhappy past. Her talent of singing is also denied by her husband. She is subservient in the hands of her husband. Like Baa, Dolly and Alka's mother is also submissive as she marries an already married man and had three children. She has to struggle to live the life of dignity and honor and to be acceptable to the society.

The perspective of second-generation women Dolly and Alka are not victims. They are marginalized but they fight back. Dolly and Alka long for love, emancipation and dignity in their life. They fight like men against emotional adversities to create an identity for themselves though their position in the family is submissive one. Krishna Daiya writes:

The modern woman has become more aware of her potential; she is mentally and physically equipped to take stride with the fast changing values of life. Yet her journey towards liberation cannot reach its zenith without the support of her companion's comradeship.

Dolly is considered here as a good woman but she suffers a lot on account of her husband's cruelty. Webster's words are equally true that woman to man is either a God or a wolf. From the very first day, of their marriage Dolly is not treated as wife by Jiten. Her only job is to do the household works and to take care of Baa. Though she is in her advanced stage of pregnancy, Jiten beats her brutally. Because of this her child Daksha has born as a spastic child. She is sent away to a special school in Ooty. At last Dolly bravely questions Jiten. Jiten is touched by the emotional statements of Dolly. He

**DEFINING COMPLEX FACETS OF BLACK WOMANHOOD AND FAMILY IN TERRY
McMILLAN'S FICTION**

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ABSTRACT

Although, McMillan is blamed for not addressing ethnical issues, nonetheless what she does is a skilful representation of social and profitable problems, not as abstract principles, but as realities that affect intimate connections in the lives of her characters. These enterprises and changed places of women come more prominent in her after work, getting to Happy (2010) an effect to Waiting to Exhale. Thus, the hunt for tone- fulfillment and happiness is unequivocally projected in her womanish characters. These women don't inescapably come women, satisfied concubines or ladyloves but they're prepped by their guests and choices into assertive, sexually suggestive and independent women with choices and voices to express their wants. Through the use of the love new form, McMillan portrays womanish protagonists who demand their right to be in touch with their heart strings commodity women are traditionally mingled to repress. African American women pens are the real representatives of black women's life in America. They depict the accurate real life of black women and also deal with the theme of mid-life extremity. Their strain and their own history have given them an edge over others to depict Black women's lives more directly. In the history of African American fabrication Terry McMillan has a distinctive place for herself because of her depiction of black women characters and their inter particular connections in her novels. She's also known for her depiction of the megacity gestic of African American women and men. The definition of fatherhood, female autonomy and female cling play an important part in McMillan's novels. Female cling becomes ineluctable for black women in a situation when they're deserted by black men physically and emotionally. Utmost of the Black families in Black communities are facing the trouble of the absence of a father figure and eventually they end up as a nameless family. At Similar situations the women turn to other black women for succor and comfort. This paper investigates the issues faced by the female protagonists in Black family in Terry McMillan's fabrication as a woman, mama and other places in the family in discrepancy to the scarcities and shortcomings of black men in their lives.

Keywords: Female autonomy, motherhood, female bonding, Black family, failings.

INTRODUCTION

McMillan's novel include stories of women moving down from their communities to the cities; unsatisfying and disappointing connections with black men, an disquisition of the possibilities and problems of being single, amiss and dysfunctional black family relations. McMillan's focus is on how her characters operate in their new settings the gemütlichkeit and new communities they produce, the challenges they face with new careers, and how they maintain their closeness to family and musketeers despite the physical distance.

As a result, these characters produce new paradigms of contemporary domesticity which bear the freedom to move around and call a number of places home, to have the 'fiscal freedom' to enjoy, make and manage their homes; and eventually, to be home alone, that's to live outside the restrictions of traditional connubial morals. It's on this trip that the characters realize indispensable domestic situations. opining on the descriptions of McMillan's womanish characters who have been

**AN INTERPRETATION OF BLACKFOOT COMMUNITY AND SEARCH FOR IDENTITY
IN THOMAS KING'S MEDICINE RIVER**

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ABSTRACT

The present paper is about the critical analysis of the Blackfoot community and search for the protagonist's identity in Thomas King's Medicine River. It discusses the origin and growth of the Blackfoot community and their traditional values. This paper deals with the search for identity of a Half-Blackfoot man, Will. It explores the protagonist's struggle between white identity and the Blackfoot community. A critical analysis of Will, the protagonist of the novel, plays a major part in depicting the lifestyle of Native people and their identity. It also focuses on the status of Half-Blackfoot man in the reserve and his search for his father's identity. This shows how Will accepts his own community and becomes an active member of the Blackfoot reserve. It also analysed the Thomas King writings and how he explores the status of Native people in their own land. Further it deals with Will's background history with the town, Medicine River. This helps to understand the condition of aboriginal people in Canada and Thomas King's writings.

INTRODUCTION

First Nations is a term used to refer Indigenous people in Canada who are not Metis or Inuit. First Nation people are original inhabitants of the land that is now Canada. Indigenous peoples of Canada are culturally diverse. Each group has its own literature, language, tradition and culture system. There are three group of Indigenous peoples in Canada are Inuit, Metis and First Nations. The Inuit mostly inhabit of the Northern regions of Canada. Metis people are of mixed European and Indigenous lineage and they live mostly in the Prairie provinces and Ontario, but also in other parts of the country. First Nations peoples were the original residents of the land that is now Canada, and occupying lands of south of the Arctic. There are 634 First Nation communities in Canada and more than 50 different spoken languages in the communities. There are a wide range of Indigenous literatures around the world as well as Canada, and many Indigenous communities and traditional territories from the Atlantic to the Pacific to the Arctic and beyond.

First Nations peoples had settled and established trade routes across the Canada by 1,000 BC to 500 BC. Communities developed their own culture, customs, and character. In the northwest were the Athabaskan-speaking peoples, Tutchone-speaking peoples, Slavey, Tlicho and Tlingit. Along the Pacific coast were the Haida, Salish, Kwakiutl, Nuu-chah-nulth, Nisga'a and Gitksan. In the plains were the Blackfoot, Kainai, Sarcee and Northern Peigan. In

the northern woodlands were the Cree and Chipewyan. Around the Great Lakes were the Anishinaabe, Algonquin, Iroquois and Wyandot. Along the Atlantic coast were the Beothuk, Maliseet, Innu, Abenaki and Micmac.

The Blackfoot are one of the First Nations who settled in North America thousands of years ago. The Blackfoot Confederacies are located in the Great Plains of Montana and Canadian provinces of Alberta, British Columbia and Saskatchewan. The name "Blackfoot" came from the colour of the peoples' leather footwear is known as moccasins. They had dyed or painted the bottoms of their moccasins black. One account claimed that the Blackfoot Confederacies walked through the ashes of prairie fires, which in turn coloured the bottoms of their moccasins black. They had migrated onto

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A STUDY ON MIGRANT CHILD LABOUR IN CHENNAI CITY, TAMILNADU

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ABSTRACT

Child labor remains a concerning issue in India, with migrants constituting a significant proportion of working children. This paper examines the state of migrant child labor in Chennai city. It aims to study the socioeconomic profiles of migrant child laborers, understand the factors compelling child migration and labor, and analyze the nature of works migrant children are engaged in. The proposed study intends to explore the migration paths of these children, recruitment mechanisms, wages and work conditions, and health/education impacts. Findings will provide insights into rehabilitation needs and developing targeted policies for mitigating migrant child labor in urban India. Further research can focus on effective models of rehabilitation, role of source communities, and long-term tracking of migrant children.

Keywords: child labor, migrant children, urban migration, Chennai, child work, Rehabilitation

INTRODUCTION

A migrant worker is a person who migrates within a home country or outside it to pursue work. Migrant workers usually do not have the intention to stay permanently in the country or region in which they work. Migrant workers who work outside their home country are also called foreign workers. They may also be called expatriates or guest workers, especially when they have been sent for or invited to work in the host country before leaving the home country. The International Labour Organization estimated in 2019 that there were 169 million international migrants worldwide. Some countries have millions of migrant workers. Some migrant workers are undocumented immigrants or slaves.

CHILD LABOUR

Child labour refers to the exploitation of children through any form of work that deprives children of their childhood, interferes with their ability to attend regular school, and is mentally, physically, socially and morally harmful. Such exploitation is prohibited by legislation worldwide, although these laws do not consider all work by children as child labour; exceptions include work by child artists, family duties, supervised training, and some forms of work undertaken by Amish children, as well as by indigenous children in the Americas.

Child labour has existed to varying extents throughout history. During the 19th and early 20th centuries, many children aged 5–14 from poorer families worked in Western nations and their colonies alike. These children mainly worked in agriculture, home-based assembly operations, factories, mining, and services such as news boys – some worked night shifts lasting 12 hours. With the rise of household income, availability of schools and passage of child labour laws, the incidence rates of child labour fell.

CAUSES OF CHILD LABOUR

The major causes of child labour as follows;

- Poverty
- Cultural

JUVENILE CRIMINALS AN INESCAPABLE SOCIAL PROBLEM IN THE VICTORIAN ERA: A SPECIAL FOCUS ON CHARLES DICKEN OLIVER TWIST.

R.JOTHIMANI, Department of English, Thiruthangal Nadar college, Chennai, India.

ABSTRACT:

This paper analyses and proves how an orphan Oliver, an innocent child forced to commit crimes, and how society plays its role in turning innocent children into criminals. Poverty is another reason. How the Underworld Society of England used these guileless children as guilty, blameless to be blamed, virtuous into sin. This paper proves how 19th-century Victorian society was unsafe for orphans, the homeless and the downtrodden. Dickens criticizes and unveils the lives of criminals and orphans to explore the realities of poverty, and child abuse and exploration.

Keywords: Satrizes, Juvenile, Exploitation, Explore

INTRODUCTION

Oliver Twist is a social criticism in which Dickens criticizes the hypocrisy of society and the legislative system through the story of an orphan child Oliver. Dickens succeeds in highlighting the role of the environment in creating criminals. This novel depicts poverty, child abuse, how society commits crimes against others, robbery, and imprisonment etc.... How the poor become victims of society. Dickens took this serious problem in society and highlighted the main causes of crimes. The novel's young protagonist Oliver was born in an unnamed town in England in a workhouse. After giving birth to Oliver the mother dies. Oliver's mother came to the workhouse without a wedding ring. It was a cardinal sin in the Victorian era in England to be pregnant and to give birth without wedlock. This was the first strike against Oliver. Although this 'forming house' is supposed to exist to raise the children of the deceased parents, it mainly serves to get these children to go out of the way.

From the very beginning of Oliver Twist, Dickens announces that Oliver represents a victim of society and the legal system. In addition, Oliver is portrayed as a victim of the Parish surgeon and nurse who accuses him to be a Parish child - the Orphan of a workhouse - pitied by none (Dickens, 1994 p.3) From this point onwards, Oliver is marked as "the victim of a systematic course of treachery and deception - he was brought up by hand" (p3) So Dickens criticizes the poor law Amendment Act 1834 which has involved separating families and married couples who have wanted to try to enter workhouse where labor, food and clothes are available in scanty quantities.

Dickens's description of the workhouse, Mr. Bumble and Mrs. Nann served to show the defects of the legislative system and illustrated how the charitable institutions treat the poor as savage criminals whereas, in reality, it is the opposite, the officials themselves are not ready to follow the laws to serve their interests. What is considered a crime against human principles and law is shown when Mrs. Nann steals the poor children's food and clothes. Moreover, the workhouse, which is supposed to be a place of protection but turns out to be the first place that forces people into the world of crime. The panoramic of inhumanity against poor children is reflected in letting them starve, be covered with filth and be exposed to disease "Oliver Twist and his companions suffered the torture of slow starvation for three months, and at last they got so voracious and wild with hunger" (p 10) Mr. Bumble, the beadle, presumes that lower classes are by nature criminal and filthy, and he predicts that Oliver is a "savage" and outrageous because he dares asking for "more" (p9) Oliver is

ENGLISH SHOWS A DYNAMIC ROLE IN LEARNING OF OTHER SUBJECTS IN CLASSROOMS

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ABSTRACT

For young student, other subjects might be difficult, but with the aid of the English language, learning them would be straightforward. The four major skills needed to acquire a language are listening, speaking, reading, and writing. In the field of linguistics, all four of these abilities are equally valuable. Only when these four qualities flow naturally together can one say that a pupil has good communication and strong interpersonal skills. This current paper discusses English shows a dynamic role in learning of other subjects in classroom is used to teach other topics to undergraduate students whose first languages vary. The students' English speaking and writing abilities have substantially improved, and they are starting to do well in other subject areas.

Keywords: Learning, four Skills LSRW, Communication and Classroom.

English is a universal language. English is alive and fluid language, it changes and adapts quickly. It is impossible to ignore the meaning of this extremely elegant language. Higher education is thought to be conducted in this language, which is used by the best-known universities in the world. In every field, including science, technology, media, international trade, economics, business, tourism, and information technology, English establishes its supremacy. In order to assist the student develop transversal competences, we must make sure that each subject's relevance is emphasized. As each topic addresses learning, cultural competency, interaction, self-expression, and an awareness of technology and professional life, it is important to consider the learning objectives of each one. All of them will aid in developing the active skills needed for daily functioning. The development of a sustainable future will be aided by these factors.

The purposeful creation of other subject classes by teachers can significantly improve the learning of their students. When integrated with daily activities, lessons that cover many topic areas help students learn the practical applications of some arithmetic concepts while also saving time. Because we may pool our resources and skills, multi-subject sessions also improve our ability to collaborate as instructors. As a result, there may be more chances to connect the content-based learning in our subject areas to the real-world experiences of students. Learn more about the advantages of multi-subject teaching by reading on.

Lessons can incorporate almost all subjects together. Due to the fact that both math and science include computations that can be integrated and analyzed, they go well together. Combining maths with history is very simple since we can help children determine time frames based on dates of historical occurrences. Math and social studies can also be seamlessly integrated because it is easy to calculate the distance between any two places on a map or globe. Additionally, students may calculate travel expenses and choose the fastest ways to get from one location to another.

Combining topics into a single session enables us to collaborate with other instructors and inspire students. Because we are now condensing the time spent on two lectures into one by merging the subjects, this integrated planning technique might help us save time during preparation. Most crucially,

Nidhi Tewari in her article “We need to ensure that the importance of every subject is emphasized”

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RESEARCH ARTICLE

Advanced Object Detection Algorithm using Deep Learning and Neural Network Approaches

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ABSTRACT

Nowadays object detection and segmentation which follows the algorithms of Feature extractions has become one of the most popular are a sin the field of image processing. A small feature gap exists between satellites or camera captured images and natural images. Therefore, deep learning and neural network algorithms could be applied to recognize images. Also it can be able to detect and identify the images. A Novel approach which is improved from Mask R-CNN model is developed to enhance the detection effect in the high-resolution camera captured, natural and remote sensing images which contain the dense targets and complex background. Our model can perform object recognition and segmentation in parallel. We also tried to work with WFA-1400 based on the DOTA dataset, remote sensing images too.

Keywords: Introduction, Traditional Methods, Deep Learning methods, CNN Model, R-CNN Model

INTRODUCTION

AN IMPROVED METHOD OF AIRCRAFT RECOGNITION IN HIGH-RESOLUTION SATELLITE IMAGE USING SSOFM METHOD

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ABSTRACT

Aircraft recognition is a vital research area in recent research trends. The objective of the study is to recognize an aircraft in satellite image using sensing images matching for accurate detection and tracking. High resolution multispectral satellite images with multi angular look capability have tremendous potential applications. Automatic aircraft recognition is a challenging task. Conventional methods always extract the overall shapes of aircraft at first and then represent the aircraft based on the extracted shape with different features for recognition a reconstruction-based similarity measure is proposed, which transforms the type recognition problem into a reconstruction problem. The contour tracking system provides the result with low computational complexity and better accuracy. Morphological and connected component analysis was utilized effectively for enhancing a segmented regions and contour tracking target objects. Finally the simulated result was shown that better efficiency achieved with chosen techniques and methodologies. A Novel SSOFM (statistical self-organizing feature map) type recognition approach for aircraft is proposed. In addition to making more use of the shape characteristics of different types of aircraft.

Keywords: Aircraft Recognition, Remote sensing Images, Multispectral images, SSOFM method

INTRODUCTION

The aircraft recognition is still a challenging problem; we want to further investigate how we can resolve issues in this field. Aircraft recognition is different from other natural object recognition. The number of aircraft types is limited and each type of aircraft has fixed size and shape. Considering the above characteristics, we can build a template for each type and match the test aircraft to the different types of templates. We can make more use of the shape characteristics of different types of aircraft. More importantly, we will focus on how to measure the similarity between targets and all types of templates, independent of the overall shape extraction of targets. The problem is how to measure the similarity between real target and all types of target. Since we cannot extract the contour of target ideally to obtain the characteristics of suspected target for matching, we measure the similarity between the real target and the suspected target based on the idea of discrimination through reconstructive approaches.

ROLE OF NGOs IN WOMEN DEVELOPMENT IN INDIA- SOCIAL WORK PERSPECTIVE

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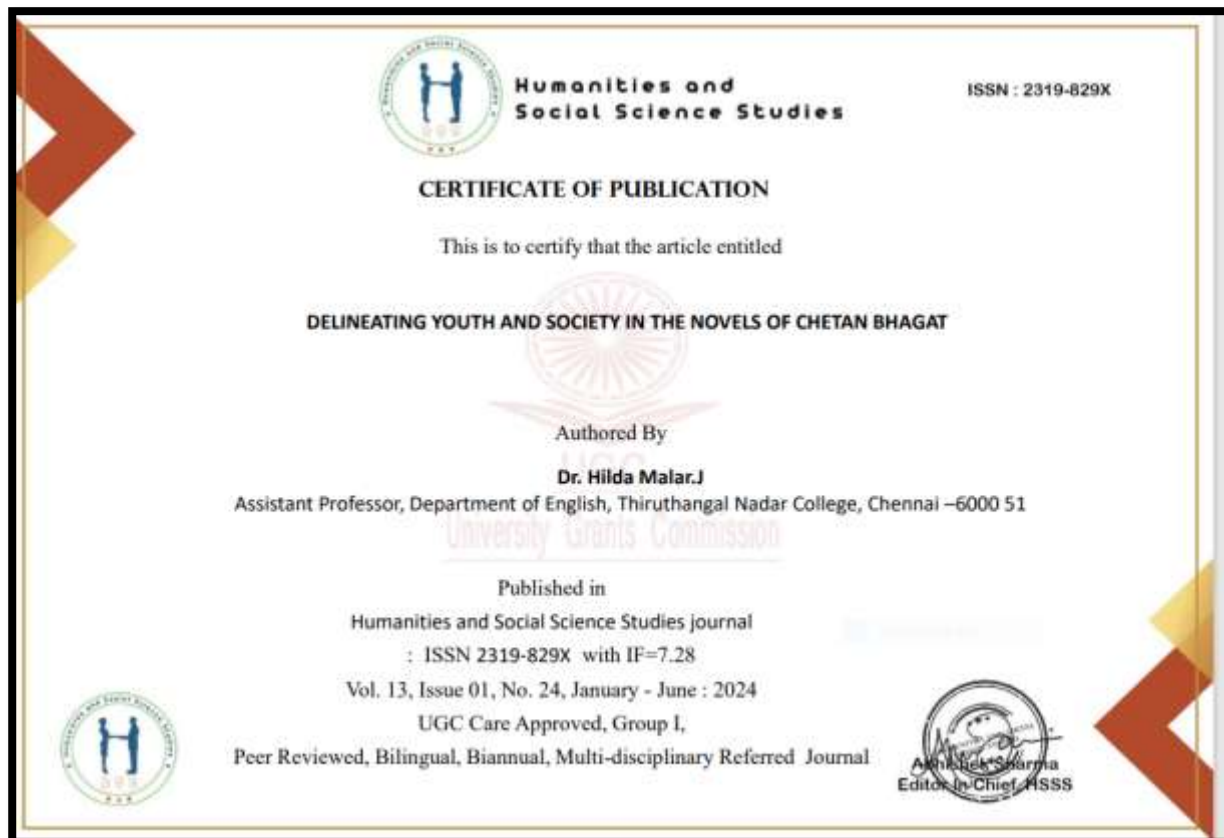
ABSTRACT


The post-independence period in South India witnessed significant socio-economic and political transformations. While strides were made towards gender equality, persistent challenges compelled social workers to actively engage in initiatives aimed at promoting the holistic development of women. Post-independence, South India grappled with traditional gender roles, societal norms, and cultural practices that influenced the status of women. The initial years saw efforts to reform laws and promote gender equality, but persistent challenges remained. Social work emerged as a crucial force to address these challenges and foster the development of women. Despite legislative reforms, women in South India faced multifaceted challenges. Gender-based violence, limited access to education and healthcare, economic disparities, and deeply rooted patriarchal norms were persistent issues. Social workers recognized the urgent need to address these challenges comprehensively. This concept paper explores the pivotal role of social work in fostering women's development in South India in the post-independence era. It examines the historical context of women's status, identifies the persistent challenges faced by women, and elucidates the multifaceted interventions initiated by social workers to promote empowerment.

Key Words: Women Development, Social Work, and Role of NGOs

INTRODUCTION

The socio-political status of women during the pre-and post-independence of India has historical events that stand to indicate that their socio-political status in medieval times was severely jeopardized due to several obnoxious social evils such as Child Marriage, Sati, and Polygamy. Despite these severe shortcomings, however, the 18th and 19th centuries witnessed a tremendous transformation in the socio-political status of women. (Sedalia Moni, 2020). The participation of Indian women in politics in the modern era started in the late 18th and early 19th centuries. British imperialism in India profoundly influenced the political engagement of both elite and non-elite women folk during this period. In general, women also participated and fought against the British colonialists in the late 18th & and 19th centuries and other such revolts in the 19th century. (Roy, 1999). Since the political system in Ancient and Medieval India was based on monarchy, there were no legislatures, political parties, diplomatic relations, and International Conferences. In such situations, giving voting rights or freedom for contesting elections and holding political posts to common women did not arise. During Modern times, the early social reformers focused their special attention on the social status of women. For instance, Raja Ram Mohan forcibly attacked the inhuman practice imposed upon women in the shape of Sati and the unhappy treatment meted out to widows. Resultantly Lord William Bentinck passed "Regulation No XVII" on 4th December 1829, which declared Sati as illegal and a punishable offense by criminal courts. (Pandey, 1990). Ishwar Chandra Vidyasagar took a leading part in promulgating the Widow Remarriage Act of 1856, Keshab Chandra Sen against early marriage, facilitated the enactment of the Native Marriage Act, known as the Civil Marriage Act of 1872, also set an example. Social reformers like Ravinder Nath Tagore, Swami Dayan and Saraswati, Swami Vivekanand, Gopal Krishan Gokhale, Annie Besant, E.V.Ramasamy, Narayana Guru, also took the lead in the upliftment of women. In 1921 women got the right to vote in the election



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DELINEATING YOUTH AND SOCIETY IN THE NOVELS OF CHETAN BHAGAT

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A 'COME OUT' OF THE ABLED DISABLED - ANALYZING THE IMPACT OF DISABILITY IN MALINI CHIB'S ONE LITTLE FINGER

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ENGAGED PEDAGOGY FOR INCLUSIVITY: A HIGHER EDUCATION PERSPECTIVE IN INDIA

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THE INTIMIDATING DARK PAGES OF CHETAN BHAGAT'S "400 DAYS" AND INVESTING HOLISTIC PARENTING TO COMBAT THE SOCIAL EVILS IN VIEW OF NURTURING GIRL CHILDREN IN INDIA

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AI ENHANCED PHISHING DETECTION SYSTEM

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Abstract— It attempts to create a sophisticated system that uses artificial intelligence (AI) methods to prevent and detect phishing assaults in advance. Cybersecurity is seriously threatened by phishing attempts, which take advantage of human weakness to trick people into disclosing private information. In order to precisely identify and categorize any phishing attempts, the suggested method makes use of machine learning algorithms and natural language processing (NLP) to examine a variety of characteristics of emails, websites, and digital interactions. This project uses AI-driven methods to improve cybersecurity defenses already in place by offering a more reliable and effective way to detect and stop phishing assaults, protecting people and businesses from the negative effects of cyberattacks.

Keywords: Cyber Attacks, Phishing Attack, Artificial Intelligence, Natural Language Processing, Distributed Denial of Service Attack

I. INTRODUCTION

Due to the increasing sophistication of cyber threats, cybersecurity remains a key concern in an increasingly digitized world. Among these concerns, phishing assaults remain a significant threat, taking advantage of people's susceptibility to deceit to acquire unauthorized access to sensitive information. Phishing attacks often entail fraudulent attempts to get sensitive information such as login passwords, financial data, or personal information through electronic contacts by impersonating a trustworthy entity. These attacks have become increasingly complex, including plausible social engineering approaches to avoid detection by traditional rule-

based systems. Because of the dynamic nature of these attacks, a more flexible and intelligent method to identifying and mitigating such risks is required. This project aims to support the ongoing efforts to strengthen cybersecurity frameworks and acknowledges the need of taking proactive measures in the fight against phishing attempts. By offering a strong and adaptable system that can constantly learn and evolve to battle new phishing attempts, the suggested AI-driven solution aims to strengthen current protections. The ultimate goal is to strengthen cybersecurity posture and shield people and organizations from the negative effects of falling for phishing scams [1].

II. RELATED APPROACHES/WORK

Using advanced algorithms and machine learning techniques, AI-enhanced phishing detection aims to stop fraudulent attempts. This preventive method includes a number of techniques, such as extracting features from email attributes (such as sender reputation, content, and URLs), using supervised machine learning (Decision Trees, Support Vector Machines, and Neural Networks) to identify trends, and using Natural Language Processing (NLP) to scan text for warning signs. Furthermore, while deep learning models such as RNNs or CNNs decipher intricate relationships within emails or URLs, anomaly detection examines departures from well-established patterns. While automated responses are triggered by real-time monitoring, behavioral analysis monitors user interactions to spot anomalies.