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on

3rd and 4th August 2023

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Chief Guest **Shri Venkata Rangarajan**
Head, India Business Data Access

Valedictory function: 4th August 2023 at 3.00 pm

Chief Guest **Shri N.V. Vasudevan**
Advocate, Former Vice President,
Income tax Appellate Tribunal

Venue: Auditorium

V. Devi
09/08/24

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SELAVAYAL, CHENNAI-600 051.



I-CARE 2023

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A STUDY ON MICROFINANCE INDUSTRY IN INDIA

Dr.B.Jagadeeswaran M.Com., M.Phil., NET.,Ph.D
Associate Professor & Head
PG & Research Department of Commerce
Thiruthangal Nadar College, Selavayal, Chennai.

Mr.S.Jagadeesh II- M.Com - Student **Mr.K.Palanibala** II- M.Com - Student
PG & Research Department of Commerce PG & Research Department of Commerce
Thiruthangal Nadar College, Selavayal, Chennai. Thiruthangal Nadar College, Selavayal, Chennai

Abstract

This paper Briefly explains about Micro Finance Industry(MFI) in India. Micro-finance means a small saving credit insurance services for low income people. We try outline the prevailing conditions of microfinance, its usage in India. The main aim is to provide a cost effective mechanism for financing services. The its also says about prevailing gap in functioning of MFI's such as Practices on credit delivery, product diversification ,customer overlapping and duplication, migration measures in loan and high interest rate in MRI.

Introduction

Micro Finance may be defined as "provision of thrift". Credit and other financial services and products of very small amounts to the poor in rural, semi urban or urban areas, for enabling them to raise their income levels and improve living standards". At present, a large part of micro finance activity is confined to credit only. Women constitute a vast majority of users of micro-credit and savings services.

According to the United Nations, microfinance institutions can be broadly defined as provider of institutions can be broadly defined as provider of small-scale financial services such as savings, credit and other basic financial services to poor and low-income people.

The term "microfinance institution" now refers to a wide range of organizations dedicated to providing these services and includes NGOs, credit unions, co-operatives, private commercial banks, NBFCs and parts of State-owned banks.

The Indian state put stress on providing financial services to the poor and underprivileged since independence. The commercial banks were nationalized in 1969 and were directed to lend 40% of their loan able funds, at a concessional rate, to the priority sector. The priority sector included agriculture and other rural activities and the weaker strategy of society in general. The aim was to provide resources to help the poor to attain self-sufficiency. They had neither resources nor employment opportunities to be financially independent, let alone meet the minimal consumption needs.

In India it began in the 1980s with the formation of pockets of informal Self Help Groups (SHG) engaging in micro activities financed by Microfinance. But India's first Microfinance Institution 'Shri Mahila SEWA Sahkari Bank was set up as an urban co-operative bank, by the Self Employed Women's Association (SEWA) soon after the group (founder Ms. Ela Bhatt)was formed in 1974.

This article provides a brief overview of some of the important issues and challenges currently facing the microfinance institutions (MFIs) in India .

Literature reference

Emerson Moses, has studied that micro finance has emerged as a catalyst of rural development, especially in the overpopulated country like India.

S.Sarumathi and **Dr. K. Mohan** found that microfinance brought psychological and social empowerment than economic empowerment. Impact of micro finance is appreciable bringing confidence, courage, skill development and empowerment.

Jonathan Morduch and **Stuart Rutherford** in his study "Microfinance: analytical issues for India" states that the microfinance movement is thus striving to match the convenience and flexibility of the informal sector, while adding reliability and the promise of continuity and in some countries it is already doing this in on a significant scale.

K. Muralidhara Rao found in his paper that Private MFIs in India, barring a few exceptions, are still fledgling efforts and are therefore unregulated.

Indicators of empowerment through microfinance

- Ability to save and access loans
- Opportunity to undertake an economic activity
- Mobility-Opportunity to visit nearby towns
- Skills for income generation

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SELF HELP GROUP BUSINESS

Dr.N.Santhana Vadivu M.com, M.B.A, M.phil, Ph.d
Associate Professor, PG & Research Dept Of Commerce
Thiruthangal Nadar College.

K.Ilakkiya Kanika M.COM
PG & Research Dept Of Commerce
Thiruthangal Nadar College.

K.Ilaya Kanika M.com
PG & Research Dept Of Commerce
Thiruthangal Nadar College.

Abstract

The study focused on confirming the financial and social empowerment status of women belonging to various self-help group in the country .Self-Help Group (SHG) is a village-based financial intermediary committee usually composed of 10-20 local women or men. Thousand of a poor and the marginalized population in India are building their lives, their families and their society through self- help group. In India, many SHGs are linked to banks for the delivery of micro- credit. Since literature review confirmed the positive attitudes per se of the self- help group women, the financial facilities for sending their children to school and access to the day-to-day living amenities It can be concluded that SHG have been successful in achieving both social & financial empowerment goals. Self-help Groups have been playing considerable role in training of Swarozgaris, infrastructure development, marketing technology support, communication level of members, self confidence among members, change in family violence, frequency of interaction with outside, change in the saving pattern of SHG member, change in the cumulative saving pattern of SHG members per month, involvement in politics achieving social harmony, achieving social justice, involvement in communication action, sustainable quality and accountability, equity within SHGs, defaults and recoveries, and sustainability- financial value.

INTRODUCTION

Self-Help Groups (SHGs) are informal associations of people who choose to come together to find ways to improve their conditions. The SHG method is used by the government, NGOs and other worldwide. The poor collect saving and save it in banks. They join together for the purpose of solving their common problems. The SHG promotes small saving among its members and the saving are kept with a bank. The SHG support in the financial status of its member.

The Self-Help Groups (SHGs)- Bank Linkage Programme is emerging as a cost effective mechanism The main aim of this paper is to examine the impact of Self-help Group in Socio-economic development of India. It analyses what is Self-Help Group? Why the Self-Help Group is so important in India? The present status of Self-Help Group in India, impact of Self-Help Group in India, Shortcomings of Self-Help Group in India, Suggestions to improve Self-Help Group In India, conclusion.

What Is The Self- Help Group In India ?

Even after more than 62 years of planning, various poverty alleviation programmes, official estimates shows that around 26.1 percent of total population still lives below the poverty line in India the financial requirement is one of the basic needs of the poor rural people of the society for their socio-economic upliftment. Amongst the poor the most disadvantaged group are the women and they constitutes almost half of the population of India.

In rural areas, Scheduled Tribes exhibit the highest level of poverty (47.4%), followed by Scheduled Castes (SCs), (42.3%), and Other Backward Castes (OBC), 31.9%), against 33.8% for all classes. In urban areas, SCs have HCR of 34.1% followed by STs (30.4%) and OBC (24.3%) against 20.9% for all classes. Nearly 50% of agricultural labourers and 40% of other labourers are the poverty line in rural areas, whereas in urban areas, the poverty ratio for casual labourers is 47.1%. Monthly per capita incomes of Rs 859.60 in urban regions and Rs. 672.80 in rustic regions, respectively, have been determined as the novel poverty line.

While India's unemployment rate has dropped from 8.2% in 2004-05 to 6.6% in 2009-10, the number of jobless is still huge in absolute terms. The country added some 11.7 million people to the workforce between 2004-05 and 2009-10, and the labour pool, based on the 2009-10 national sample survey, and is estimated at 428.9 million. Over half the country's workforce is self-employed and women receive less pay than men for similar jobs, latest government data shows. While 51% of the country's total workforce is self-employed, only 15.5% are regular wagers or salaried employees and 33.5% casual labourers, according to a survey by the National Sample Survey Office (NSSO).

The proportion of the self employed (vulnerable workers) has declined significantly in the development process. The proportion of self employment in the total employment is as low as 8% and 10% for women and men respectively in developed regions and as high as 64% and 57% for women and men in developing regions.

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National Conference on Machine Learning and Artificial Intelligence [NCMLAI-2023]

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

Dr.V. Devi¹, Dr.D.Ravi kumar²,Dr.S.B.Ninu³

¹ Professor, Department of Computer Science,

²Professor,Department of ECE,Kings Engineering college ,Chennai

³ Associate Professor, PG Department of Computer Science

^{1&2}Thiruthangal Nadar College, Chennai

vdevi78@yahoo.com,²ravikumar.dhinakaran@gmail.com² arajacs1983@gmail.com

to zonal distribution characteristics.

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.

Index 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

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

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V. Devi
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National Conference on Machine Learning and Artificial Intelligence [NCMLAI-2023]

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

Dr.A.Ambeth Raja¹ Dr.V.Devi²

¹Associate Professor and Head, PG Department of Computer Science

²Associate Professor, PG Department of Computer Science

Thiruthangal Nadar College

arajacs1983@gmail.com¹, vdevi78@yahoo.com²

Accuracy, Accidents Cruelty Forecast, E-M Cluster.

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.

KEYWORDS: RBDDT J-48, Naïve Bayes,

SCHOOL OF COMPUTER SCIENCE

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 unlim ited prospectiv towards assistance corporate attentions scheduled greatest significant data. Beneficial implement near statement the need for fluctuating beneficial data has

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AN INSIGHT INTO VECTOR DATABASES FOR LARGE LANGUAGE MODELS

¹A.Yogameena, M.C.A., M.Phil, NET
Associate Professor, Department of Software Applications,
Thiruthangal Nadar College, Chennai, India
¹yogameena.a@thiruthangalnadarcollege.edu.in

Abstract— Large language models have become instrumental in various natural language processing tasks due to their remarkable performance. The success of these models relies on the vector database that stores high-dimensional representations of words and sentences. This paper provides a comprehensive overview of the vector database used in large language models, discuss about the significance of vector representations, the construction process of the vector database, and explore techniques to enhance vector quality and efficiency.

Keywords --- LLM, NLP, Fine Tuning, Quantization, Vector Representations, Supervised and Unsupervised Learning.

1. INTRODUCTION

1.1 Background and Motivation

Large language models (LLM) [1] have revolutionized the field of natural language processing (NLP) [2] by achieving state-of-the-art performance in various language-related tasks such as machine translation, sentiment analysis, and question answering. These models, often based on deep learning architectures, rely on high-dimensional vector representations of words, sentences, or other linguistic units to capture the semantic relationships and contextual information necessary for understanding and generating human-like text. The success of large language models heavily depends on the quality and efficiency of their vector database. The vector database serves as a repository of numerical representations that encode the meaning and relationships

between words and phrases. These vector representations, also known as word embeddings or sentence embeddings, have become a fundamental component of modern NLP systems. The motivation behind this article is to provide a comprehensive insight into the vector database used in large language models. By delving into the construction, quality improvement techniques, and efficiency considerations of vector databases, researchers and practitioners in the field of NLP can gain a deeper understanding of the underlying mechanisms that enable large language models to perform effectively

2.1 Objectives

The key objectives of this article are: a)To elucidate the importance of vector representations in large language models and their role in capturing semantic relationships and contextual information. b)To explore the process of building the vector database, including the selection of training data, training techniques, and challenges encountered during the construction phase. c) To examine techniques for improving the quality of vector representations, such as sub word modeling, contextual embeddings, and fine-tuning strategies. d)To discuss the efficiency considerations in managing large-scale vector databases, including storage optimization, retrieval speed, and memory requirements. e)To highlight the diverse applications that benefit from vector databases in large language models, spanning machine translation, sentiment analysis,



National Conference on Machine Learning and Artificial Intelligence [NCMLAI-2023]

THE STUDY ON QUANTUM COMPUTING AS FUTURE OF ARTIFICIAL INTELLIGENCE

Mrs.Sandhya Sabu¹ Dr.S.Lavanya²

¹Assistant Professor, Department of Software Applications,

²Associate Professor, Department of Software Applications,
Thiruthangal Nadar College, India

itzmesabu@gmail.com¹, lavanya.tnc20@gmail.com²

Abstract:

Quantum Computing is considered as modern way of computing in various field as it computes faster than classical computers. Its applications joins hand in solving complex problems with high computational power, and less energy consumption. In this paper, we present an overview of Quantum Computing, its growth, Algorithms used in Quantum Computing, its involvement in the area of Artificial Intelligence and Quantum Computing as future of Artificial Intelligence.

Keywords:

Deutsch–Jozsa ,Bernstein–Vazirani , Simon's , Shor's, AI, DNA.

Introduction:

A combined discipline of computer science, physics, and mathematics known as Quantum computing which makes use of quantum mechanics to solve complicated problems more quickly than on conventional computers. Application and hardware development are both a part of quantum computing. By utilizing quantum mechanical phenomena like superposition and quantum interference, quantum computers are able to handle some types of problems more quickly than

conventional computers. Quantum computing has advanced quickly in recent years.

Quantum information:

The fundamental building block of quantum data is the qubit. With the exception of bits being super positioned in two states at once, it depicts a two-state system. However, a quantum computation is affected simultaneously by both values, which is impossible for either condition to explain separately. In this way, a "superposed" qubit simultaneously stores both values.

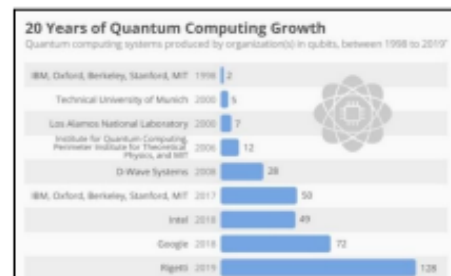


Figure1: Quantum Computing Growth

Quantum algorithm:

The most often used model of quantum computation is the quantum circuit model of



National Conference on Machine Learning and Artificial Intelligence [NCMLAI-2023]

**A STUDY ON THE MOST RECENT DEVELOPMENTS IN
CYBERATTACKS AND THEIR DEFENSES**

M.RUBINI¹, T.REKHA²

¹ Assistant professor Department of computer application ,
Thiruthangal nadar arts and science college Tamilnadu, Chennai.

² Assistant professor Department of computer application ,
Thiruthangal nadar arts and science college Tamilnadu, Chennai.

¹rubinitnc@gmail.com, ²tnrekhasundaram@gmail.com

Abstract

Network safety has turned into a basic worry in the computerized age, as associations and people face progressively modern digital dangers. To remain in front of these dangers, it is vital to comprehend the most recent patterns and improvements in digital protection. This paper presents a far reaching review of the latest patterns in digital protection, covering different viewpoints like arising dangers, high level guard systems, administrative structures, and industry best practices. The review gives important experiences into the present status of network protection and features key regions that require consideration and research to guarantee a strong and versatile network safety environment.

Keywords - *Cyber security, Vulnerabilities, Malicious attacks, Malware.*

I. Introduction

In the recent past, cyber threat has evolved globally at a high rate. In cyber security terms, threat is nothing but an act by an individual or a team trying to gain unauthorized access to the system to steal important data. More rapidly affected fields include medical services, retailers and public entities. These areas as more affected mostly because of financial and medical data that gets accumulated by them in a day is huge. Threats to a particular system can come from numerous sources. Cyber threats are becoming for sophisticated with increase in the level of remote working and peoples dependence on digital

services and devices. It is now very essential for everyone to know about the vulnerabilities that exist and thereby try preventing ourselves from being the victim of cyber threat. In this paper we also presented the recent trends of cyber security in 2023 and also provided preventive measures to overcome it.

II. Grasping Security Weaknesses

Any sort of programming or equipment deformity can be named as security weaknesses. Individual or a group, who wishes to represent an assault on the framework, first might want to concentrate on the current security weakness in the framework. The demonstration of utilizing an endeavor against weakness is alluded to as an assault. The objective of the assault is to get close enough to a framework. Allow us to attempt to see more about the kinds of safety weakness: Programming and Equipment weakness.

A. Programming Weakness

The shortcoming, blemish or any error present in programming or in a working framework can be named as programming weakness. By and large all the framework will have either sort of shortcoming in it. Yet, significant thing that ought to be seen is that whether the frameworks shortcoming is been taken advantage of making itself presented to different assaults or not. To secure

The working framework from being taken advantage of we can see that the vast majority of the operating system makers will be releasing updates or fixes consistently. Not just this, the web servers, programs and different applications utilized in the advanced mobile phones are additionally been refreshed

V. Devi
09/08/24

PRINCIPAL
Principal

THIRUTHANGAL NADAR COLLEGE
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ARTIFICIAL INTELLIGENCE IN CRIME PREVENTION AND CRIME DETECTION IN INDIA

Mrs. Saradha Devi. K
Head, Department of Social Work
Thiruthangal Nadar College, Chennai

ABSTRACT

India is a highly populated country and home to 135 crore people witnessing development in all fields. Advancement in Science and Technology takes a top gear in the past two decades. Due to this advancement in the world and in steep growth in the field of technology electronic devices occupy a major part of the everyday life of people. Technology fastens and eases up complicated and time-consuming jobs. Right from education, online shopping, online ordering of food, booking tickets and banking transactions, and even offices have shifted to homes because of the drastic and far-reaching effect of technology. Technology has changed every aspect of life drastically. But the rising cases of criminal activities are also an undeniable fact in our society. Theft of material, money, murders, land fraud, cybercrime, etc. When we appreciate technological advancement for an improved quality of life, we are also in a place to analyze how technology is used for both committing a crime and detecting and preventing the crime. This paper discusses different Artificial Intelligence software used in crime prevention and detection in India.

Key Words: Artificial Intelligence, crime prevention, crime detection, India

In Today's world of advanced technology, many complicated things are solved more accurately within a reasonably short duration with the help of computers. This is possible due to the recent advances in the field of computer science and technology. In many fields of science now machines and computer technologies are utilized to perform human-like tasks such as critical

thinking, analysis, reasoning, planning, creativity, and decision-making to solve very vast and complicated problems.

Artificial intelligence

The term Artificial Intelligence, as devised by John McCarthy, who is known as the father of AI, described it as "the science and engineering of making intelligent machines". Theoretically, AI deals with the computation and processing of tedious tasks with the help of machines and without the need for direct human intervention. AI programs imitate human intelligence behaviors via planning, problem-solving, and knowledge representation. The programs capture user preferences based on their photos, habits, patterns, and perceptions. The applications of AI are found in many aspects of our lives, starting from agriculture to industry, education, finance, communication, healthcare, etc. In addition to this, AI can be a permanent part of the criminal justice ecosystem that can reform investigation and crime predictions. (Narula, 2022)

Alan Turing is one of the most significant personalities in computer science. He is often credited as the father of modern Computer Science. But, apart from his contributions to theoretical computer science, he is also a pioneer of artificial intelligence, helping it develop as a field of research. His influential paper, Computing Machinery, and Intelligence was first published in 1950. (analyticsindiamag, 2022). In case of India, though the first program on AI in India was conducted as early as the 1960s by Professor H.N. Mahabala, research in AI actually took off in 1986 when the Government of India launched the Knowledge-Based Computing Systems (KBSC) program in conjunction with the United Nations Development Program. The use of Predictive

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V. Devi
09/08/24
PRINCIPAL
Principal
THIRUTHANGAL NADAR COLLEGE
SELAVAYAL, CHENNAI-600 051.



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APPROACH IN FINDING THE CAUSE FOR ANOMALY IN LOGS USING MACHINE LEARNING

Mrs.S.Sathya¹ Dr.E.Ramaraj² Dr.A.Padmapiya³

¹Research Scholar, Department of Computer Science
Alagappa University, Karaikudi – 630 003.

² Professor, Department of Computer Science
Alagappa University, Karaikudi – 630 003.

³ Professor, Department of Computer Science
Alagappa University, Karaikudi – 630 003.

tncsathya@gmail.com¹.erammaraj@gmail.com².padmapriyaa@alagappauniversity.ac.

Abstract

Reviewing computer-generated event logs for flaws, security concerns, and other dangers is the process of log analysis. Further applications of log analysis include checking for legal compliance and examining user behavior. A web server creates and stores a log archive known as a web log record. We can learn a lot about how people use websites by looking at such web server logs. Processing weblogs in multiple contexts with numerous servers is highly difficult. The web log server stores data about user interests and behavior. In this kind of setting, log data is big, moving quickly, and in many formats. Along with them, we require a comparable preparation (Hadoop) to process such enormous datasets. Hadoop manages the enormous information where a huge amount of data is prepared through group of ware equipment. The objective of this paper is to understanding basic operations in web log details for Anomaly Detection using machine learning Algorithms.

Keywords: Anomaly, logs, supervised learning, Unsupervised Learning

1. Introduction

Log files contain a list of actions that occurred whenever customer accesses the service provider's website or web application. Anomaly detection is applicable in a variety of domains, such as intrusion detection, fraud detection, fault detection, system health monitoring, event detection in sensor networks, and detecting ecosystem

disturbances. It is often used in preprocessing to remove anomalous data from the dataset. Machine learning techniques are giving considerable attention for anomaly detection to address the weaknesses of knowledge base detection techniques. In supervised learning, removing the anomalous data from the dataset often results in a statistically significant increase in accuracy. In Unsupervised techniques aim to uncover hidden structures, like find groups of photos with similar cars, but it's a bit difficult to implement and is not used as widely as supervised learning. Unsupervised techniques may be used as a preliminary step before applying supervised ones. The challenge with this approach is that again it requires large volumes of data to become accurate. This means new environments will take longer before they can serve accurate predictions, and smaller environments may never produce enough data for the model to be accurate enough.

2. Related Work.

Traditional database techniques have failed to handle these log files efficiently due to In case of large log files parallel computation of MapReduce improves performance by breaking job into many tasks[10].Hadoop implementation shows that MapReduce program structure can be an effective solution to analyze large volume of weblog files in Hadoop environment. In Hadoop log file analysis tool, which provides a statistical report on total hits of a web page, traffic sourcesand user activity, was performed on

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AN ANALYTICAL STUDY ON ARTIFICIAL INTELLIGENCE ROLE IN ALLERGY -INDUCED ASHTMA HEALTHCARE

T. Rekha¹, M.Rubini²

^{1&2} Assistant Professor Department of computer Application
Thiruthangal Nadar College,selavayal,Chennai, Tamilnadu
¹tnrechasundaram@gmail.com, ²rubinitnc@gmail.com

ABSTRACT

“Health is wealth”. In human life health plays a main role. Recognizing the importance of healthy life, we should learn about how to stay healthy as well as prevent environment pollution. It is bringing a paradigm shift to healthcare, powered by increasing availability of healthcare data and rapid progress of analytics techniques [11]. We survey the current status of AI applications in healthcare and discuss its future. AI can be applied to various types of healthcare data (structured and unstructured). Popular AI techniques include machine learning methods for structured data, such as the classical support vector machine and neural network, and the modern deep learning, as well as natural language processing for unstructured data. [15] Implementing this is in the field of computer science is the first of its kind.to attain this objective, An Artificial intelligence (AI) when coupled with large amounts of well characterised data can yield models that are expected to facilitate clinical practice and contribute to the delivery of better care, especially in chronic diseases such as asthma [14]. To create an awareness of allergy-induced asthma, this study aims to identify and analyse the prediction of asthma from allergy patients' history [11].

KEYWORDS: Allery, Ashthma, Artificial intelligence, Data mining, Machine learning.

I. INTRODUCTION

Health promotion is very relevant today. There is a global acceptance that health and social

well-being are determined by many factors outside the health system which include socio economic conditions, patterns of consumption associated with food & communication, demographic patterns, learning environments, family patterns, the cultural and social fabric of societies, socio political and economic changes, including commercialization and trade and global environmental change. In such a situation, health issues can be effectively addressed by adopting a holistic approach by empowering individuals and communities to take action for their health, fostering leadership for public health, promoting intersect oral action to build healthy public policies in all sectors and creating sustainable health systems. Now a day many people are suffering by allergy and asthma because of their living life style [10].Discriminating asthma from chronic obstructive pulmonary disease (COPD) using medico-administrative databases is challenging but necessary for medico-economic analyses focusing on respiratory diseases. Artificial intelligence (AI) may improve dedicated algorithms. To assess performance of different AI-based approaches to distinguish asthmatics from COPD patients in medico-administrative databases where the clinical diagnosis is absent. An “Asthma COPD Overlap” category was defined to further test whether AI can detect complexity When they rely on adequate data, database studies can provide useful insights on disease burden as well as treatment effectiveness and safety in real-life, thereby contributing to guide decision-makers. However, such studies provide reliable disease-specific data only if the criteria applied to select

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CURATIVE AGENTS OF ARTIFICIAL INTELLIGENCE IN PREDICTING AVERAGE LENGTH OF STAY OF STROKE DIAGNOSIS RELATED GROUP CLASSIFICATION OF PATIENTS

Gunaseelan. C

Associate Professor

Department of Computer Science

Thiruthangal Nadar College, Chennai, Tamilnadu, India

gunaseelan.c@thiruthangalnadarcollege.edu.in

ABSTRACT

Stroke is a leading cause of long-term disability and mortality worldwide. Accurate prediction of the average length of stay (ALOS) of stroke patients in hospitals plays a crucial role in healthcare resource planning and patient management. In recent years, artificial intelligence (AI) techniques have emerged as powerful tools in healthcare research. This research paper aims to explore the application of AI techniques, including machine learning and deep learning algorithms, in predicting the average length of stay for stroke patients. We discuss the challenges and opportunities associated with utilizing AI models in this context and review recent studies that have successfully applied AI techniques to predict ALOS. The results indicate that AI models have the potential to improve ALOS prediction accuracy and assist healthcare providers in making informed decisions regarding stroke patient care and resource allocation.

Keywords

Stroke, Average Length of Stay, Artificial Intelligence, Machine Learning, Deep Learning, Predictive Modeling.

INTRODUCTION

Background and Significance

The Average length of stay (ALOS) of stroke patients in the hospital plays a crucial role in determining the quality of care provided and the overall healthcare costs. Artificial intelligence (AI) techniques have emerged as promising tools in healthcare to enhance decision-making processes, optimize resource allocation, and improve patient outcomes. When applied to the LOS of stroke patients, AI can provide valuable insights and assist

healthcare providers in delivering more efficient and effective care.

Objectives

1. Accurate ALOS prediction
2. Resource allocation optimization
3. Clinical decision support
4. Patient outcome improvement
5. Cost reduction and efficiency enhancement
6. Research insights and quality improvement

2. STROKE AND LENGTH OF STAY

2.1 Stroke: Types and Impact

Types:

Ischemic Stroke: This type of stroke is the most common and occurs when a blood clot blocks a blood vessel supplying the brain.

Hemorrhagic Stroke: This type of stroke happens when a blood vessel in the brain ruptures and causes bleeding into or around the brain.

Transient Ischemic Attack (TIA): Often referred to as a "mini-stroke," a TIA is a temporary disruption of blood flow to the brain.

Impact:

- Physical Impairments
- Cognitive Impairments
- Emotional and Psychological Effects
- Communication Challenges
- Swallowing Difficulties
- Dependence and Daily Living

3. ARTIFICIAL INTELLIGENCE TECHNIQUES

3.1 Machine Learning Algorithms

Machine learning algorithms are mathematical models and techniques that enable computers to learn and make predictions or decisions without

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INNOVATION AND QUALITY IMPROVEMENT IN BLOOD PARTS ARRANGEMENT

¹G. JEYAKUMAR, ²S.RADHIKA, ³A.P. PRAVEEN KUMAR, ⁴C.VIJAYALAKSHMI

^{1,2,3,4}Assistant Professor Department of Computer Application,
Thiruthangal Nadar College Tamilnadu, Chennai.

¹jevakumar.g@thiruthangalnadarcollege.edu.in, ²radhika.s@thiruthangalnadarcollege.edu.in,
³praveenkumar.ap@thiruthangalnadarcollege.edu.in, ⁴vijayalakshmi.c@thiruthangalnadarcollege.edu.in

ABSTRACT

Cancer that begins in blood-forming tissue, such as the bone marrow, or in the cells of the immune system. Examples of blood cancer are leukemia, lymphoma, and multiple myeloma. Also called hematologic cancer. Data mining is the computing process of discovering patterns in large data sets such as medical examinations. Blood diseases are not an exception; there are many test data can be collected from their patients. In this paper, we applied data mining techniques to discover the relations between blood test characteristics and blood cancer in order to predict the disease in an early stage, which can be used to enhance the curing ability. We conducted experiments in our blood test dataset using three different data mining techniques which are association rules, rule induction the neural network. The goal of our experiments is to generate models that can distinguish patients with normal blood disease from patients who have blood cancer. We evaluated our results using different metrics applied on real data collected from Christian Medical College Vellore. The final results showed that association rules could give us the relationship between blood test characteristics and blood cancer. Also, it demonstrated that deep learning classifier has the best ability to predict cancer types of blood diseases with an accuracy of 79.45%. Also, rule induction gave

us an explanation of rules that describes both cancer in blood and normal haematology.

KEYWORDS

Hematology diseases, Blood cancer, leukemia, lymphoma and myeloma

1. INTRODUCTION

Data generated from is a blood cancer that originates in the blood and bone marrow. It occurs when the body creates too many abnormal white blood cells and interferes with the bone marrow's ability to make red blood cells and platelets. These data contain many hidden patterns which can help to discover and predict diseases in the medical field. The prediction process of these diseases can reduce the numbers of mortalities and enhance the quality of life for the patients infected with these diseases [1]. Data mining was widely used in the healthcare domain, for example, data mining can help to detect fraud and abuse of health insurance, make customer relationship management decisions by management, identify effective treatments and best practices by physicians [2]. Hematologic diseases study the blood diseases such as leukaemia, thalassemia, lymphoma ...etc. The medical aspect of Hematology is concerned with the treatment of blood disorders [3]. Hematologic diseases, like any other healthcare fields, generate an enormous amount of data. Traditional statistics is not enough to analysis

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THE EFFECT OF IOT AND ITS DIFFICULTIES IN SAVVY URBAN COMMUNITIES IMPROVEMENT

¹Mr.K.SOMASUNDARAM

*Research Scholar Dr.M G R Educational and Research Institute
Maduravoyal Chennai*

²Dr. K.Selvam

*Professor, Department of Computer Application
Dr.M G R Educational and Research Institute
Maduravoyal Chennai*

Abstract

Savvy urban communities are metropolitan conditions that influence innovation and information to work on the personal satisfaction for their occupants, improve manageability, enhance asset utilization, and smooth out city activities. By incorporating IoT gadgets and organizations, brilliant urban communities gather and examine information from different sources to pursue informed choices and convey further developed administrations. As metropolitan regions face expanding difficulties connected with populace development, asset the executives and economical turn of events, the idea of brilliant urban communities has arisen as an extraordinary arrangement. Brilliant urban areas influence innovation and information to make clever, associated, and economical metropolitan environments. Among the different innovations driving this metropolitan upheaval, the Web of Things (IoT) assumes an essential part. In this blog, we will investigate the definition and significance of shrewd urban areas, as well as dive into the critical job IoT plays in driving metropolitan turn of events.

Keywords: *Smart Urban Mobility , Smart Parking, Urban Sustainability ,Smart Buildings and Environment*

I. Introduction

II. As the worldwide populace proceeds to develop, and more individuals move to metropolitan focuses looking for better open doors, city organizers and specialists should go to IoT savvy innovation to resolve the issues of huge scope urbanization. From public vehicle to squander the board Security frameworks to lighting and warming, Guaranteeing that the occupants of the present rambling populace habitats can profit from city life is a difficult and unforgiving undertaking. That is without the guide of savvy innovation. The ascent of the Web of Things has reformed how neighborhood specialists make due, enhance and keep up with public foundation. Brilliant innovation like this keeps on driving the improvement of informed city the executives' frameworks and mechanized fundamental public administrations. This article looks to comprehend IoT's changing job in the improvement of brilliant urban communities and how such frameworks are utilized to tackle current issues. Together, IoT and the brilliant city are being utilized to productively address the heightening requests for assets of such countless inhabitants living, working, driving, and connecting with one another. For instance, IoT and savvy city drives are being applied to the improvement of traffic the board, energy utilization, public security, medical care, and that's only the tip of the iceberg.

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**A COMPREHENSIVE SURVEY ON FANET ROUTING PROTOCOLS
CLASSIFICATION IN PROPOSED ACTION**

¹Dr S.B.Ninu , ² Dr V.Devi

¹Associate Professor, PG Department of Computer science, Thiruthangal Nadar College
Principal, Thiruthangal Nadar College, Chennai-51

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. At last, we present comparability of routing proposed action based on definite measures.

Keywords: 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 Ariel 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

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SURVEY ON MODERN EDUCATION AND DATA MINING

¹A.P. PRAVEEN KUMAR, ²S.RADHIKA, ³G. JEYAKUMAR, ⁴C.VIJAYALAKSHMI

¹ Assistant professor Department of computer application ,
Thiruthangal nadar arts and science college Tamilnadu, Chennai.

² Assistant professor Department of computer application ,
Thiruthangal nadar arts and science college Tamilnadu, Chennai.

³ Assistant professor Department of computer application ,
Thiruthangal nadar arts and science college Tamilnadu, Chennai.

⁴ Assistant professor Department of computer application ,
Thiruthangal nadar arts and science college Tamilnadu, Chennai.

¹praveenkumar.ap@thiruthangalnadarcollege.edu.in ,

²radhika.s@thiruthangalnadarcollege.edu.in , ³jeyakumar.g@thiruthangalnadarcollege.edu.in.

⁴Vijayalakshmi.c@thiruthangalnadarcollege.edu.in

Abstract - Data mining techniques are used to extract usable knowledge from raw data. The extracted knowledge is useful and has a major impact on the decision maker. Educational data mining (EDM) is a technique for obtaining valuable data that might have an impact on a company. Large volumes of student data have been stored as a result of the increased use of technology in educational systems, making it crucial to employ EDM to enhance teaching and learning procedures. EDM is helpful in a wide range of situations, including identifying at-risk students, identifying priority learning needs for various student groups, raising graduation rates, accurately analyzing institutional performance, making the most of campus resources, and improving topic curriculum renewal. The information and methods used in this paper's analysis of pertinent studies in the area of EDM.

Keywords — Data mining, Educational Data Mining (EDM), Knowledge extraction.

I. Introduction

One of the key goals of any educational system is to provide students with the information and skills necessary to transition into successful occupations within a specific time frame; how efficiently global educational systems achieve this

goal is a major factor of both economic and social advancement. Many students fail to complete their degrees within the required periods because it is difficult to provide high quality teaching and guidance to such a large number of students. For example, King Khalid University (KKU) accepted about 23,000 students in 2013.

EDM can present universities with a clear picture of specific hindrances to student learning. For example, students can fail in advanced subjects because they did not learn the basic information from the prerequisite subjects. Using data mining (DM) techniques to analyze student information can help identify possible reasons for student failures. EDM can provide universities with a detailed picture of specific barriers to student learning. For example, Students may fail advanced classes because they did not master the fundamental material in preparatory topics. Using data mining (DM) tools to evaluate student data can assist in identifying potential causes of student failure. Many techniques for data analysis are provided by data mining. The volume of data in student databases now exceeds the human ability to examine and extract the most important information without the assistance of automated analysis tools. Knowledge discovery (KD) is the process of extracting implicit, undiscovered, and possibly relevant information from a huge database in a difficult manner. In KD,

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V. Devi
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PRINCIPAL
Principal
THIRUTHANGAL NADAR COLLEGE
SELAVAYAL, CHENNAI-600 051.



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THE CURRENT TRENDS OF ARTIFICIAL INTELLIGENCE IN HEALTH CARE

A.JOHNBRITTO

Assistant Professor Department of Social Work
Thiruthangal Nadar College Tamilnadu, Chennai.

Abstract:

In the healthcare sector, artificial intelligence (AI) lessens the strain of healthcare professionals, facilitates quicker diagnosis, and improves therapies and management. The top applications for AI adoption are in healthcare analytics, diagnostics, medical robots, and telemedicine. In this study, it details the current trends of AI in healthcare.

Abbreviation- AI- Artificial Intelligence, ML- Machine learning, MRI-Magnetic resonance imaging, CT-computerized tomography, DNA- Deoxyribonucleic Acid & FDA- Food and Drug Administration

Introduction

Artificial intelligence in healthcare uses machine learning to identify disease correlations and detect subtle changes.AI entered life sciences in the 1970s, later advancing to healthcare and clinical settings using artificial neural networks and hybrid intelligence systems.AI aids healthcare providers in early problem identification and recommending appropriate treatments, ensuring faster and accurate patient care.AI improves diagnostic speed and accuracy by efficiently processing large data, enabling healthcare providers to diagnose and treat diseases. AI in healthcare could perform various tasks, including answering phone calls, reviewing medical records, analyzing population trends, designing drugs, and interacting with patients.AI is enabling remote patient diagnosis, extending medical facilities to underserved areas,

and the future of AI is promising and achievable. Digital health startups utilize AI for personalized insights, providing personalized information on patient care, treatment, and reasons. Research shows patients don't trust AI diagnoses as trustworthy as human ones; accuracy, nudges, and patient experience may increase acceptance. (S. P.Lalehzarian, A. K.Gowd, , & J. N. Liu. 2021)

AI adoption can promote health equity by aiding diagnosis, characterization, and monitoring of patients, reducing practitioner burden and improving accuracy in healthcare.AI-equipped technology analyzes data faster than humans, aiding medical professionals in diagnosis and automating routine tasks. Machine-learning enables rapid identification of potential therapies for diseases using known compounds and synthesized ones. (K. C. Santosh, & L. Gaur. 2022)

AI can reconstruct high-quality MRI scans from coarsely-sampled images, achieving diagnostic value similar to traditional MRI.AI applications enable hospitals to facilitate result-driven clinical trials, utilizing neural networks to predict patient bioactivity and characteristics, enabling a more efficient and effective clinical trial approach.AI-enabled decision support systems improve patient safety by detecting errors, stratifying patients, and managing drugs effectively. (H. Haick, & N. Tang. 2021)

AI in healthcare is crucial for lung cancer detection, with ML-based systems detecting cancer more accurately than experienced radiologists, especially in early-stage detection, a field most doctors focus on.AI tool can accurately identify chest X-rays, potentially alleviating heavy workload for radiologists worldwide. (M.Chen, D. Cui, H.,Haick, & N. Tang, 2023)

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MIDDLEWARE IN CLOUD COMPUTING

Dr.A.J.Rajeswari Joe ,P.Bhuvaneshwari ,K.Karthika, A.Devathamilini

PG Department of Computer Science Thiruthangal Nadar College
Selavayal Chennai 600051

bhuvaneshwariwari0335@gmail.com,
karthikakalvi@gmail.com,
devathamilinidevathamilini@gmail.com

ABSTRACT

Today, the cloud computing has been an important platform for various resources and sharing. But at present, many cloud computing platforms have not used the service-oriented system architecture, which could bring about more flexibility, higher extendibility and reusability. This paper Middleware connectivity software presents that where all it provides a mechanism for processes to interact with other processes running on multiple networked machines. The cloud computing middleware is just the key to the service-oriented step in the computing Middlewareoriented R&D activities over the past decade have focused on the identification, evolution, and expansion of understanding current middleware.

Keywords: Middleware Technologies, Cloud Computing Environment and Frameworks, Distributed System

I.INTRODUCTION

Middleware is a vital category of technology that's serving to decrease the cycle-time, level of effort, and quality related to developing high-quality, flexible, and practical distributed systems. Message-oriented middleware, M.O.M. or just electronic messaging, are often understood as associate design of a distributed system, wherever it represents a middle layer

(therefore the name "message-oriented middleware, and it's getting used as an entire and secure resolution for transferring information in an exceedingly quick and swish manner between totally different parts of the system. When enforced properly, middleware will facilitate to defend developers of distributed systems from low-level, tedious, and erring platform details, like socket-level schedule. Middleware was made-up in an effort to assist change the code development of distributed computing systems, and produce those capabilities among the reach of the many additional developers than the few consultants at the time UN agency might master the complexities of those environments.

II. USAGE OF MIDDLEWARE

Middleware is a software intermediary. Information and telecommunication technology is all about the transmission of data, information, and services. Middleware works with all this resources.The desktop appliance can be computer or devise like computer e.g. a terminal, personal computer, workstation, word processor etc. The utility is an enterprise wide network of information services which includes applications, databases on LAN and WAN. Servers on LAN support files and file based applications, such as e-mail, bulletin board, document preparation and printing. Middleware deals with providing environments for mounting systems that can

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**EXPLAINABLE ARTIFICIAL INTELLIGENCE:
BRIDGING THE GAP BETWEEN MACHINE LEARNING AND HUMAN
UNDERSTANDING**

Dr.P.Krishnamoorthy¹, S. Gopinath², Z. Mohammed Tajudeen³, K.Balaji⁴

PG Department of Computer Science, Thiruthangal Nadar College,
Selavayal,Chennai-600051

Abstract

Artificial intelligence (AI) and machine learning (ML) algorithms have shown remarkable performance in various domains, but their opaque decision-making processes raise concerns about trust, accountability, and potential biases. Explainable AI (XAI) aims to bridge this gap by enabling humans to understand and interpret the reasoning behind AI-driven decisions. This research paper explores the importance of explain ability in AI and ML algorithms, the techniques and methods used for interpreting and explaining AI decisions, and the implications of XAI in domains such as healthcare, finance, and autonomous systems. By emphasizing the need for transparency and interpretability, this study sheds light on the potential benefits and challenges of implementing explainable AI.

Keywords: Explainable AI, Machine learning interpretability, Transparency in AI, Trust in AI decision-making.

1. INTRODUCTION

Artificial Intelligence (AI) and Machine Learning (ML) algorithms have gained significant attention and adoption in various domains. However, their opaque decision-making processes raise concerns regarding trust, accountability, and potential biases. Explainable AI (XAI) aims to address this gap by enabling humans to understand and interpret the reasoning behind AI-driven decisions. This research paper explores the importance of explain ability in AI and ML algorithms, the techniques and methods used for interpreting and explaining AI decisions, and the implications of XAI in

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domains such as healthcare, finance, and autonomous systems. By emphasizing the need for transparency and interpretability, this study sheds light on the potential benefits and challenges of implementing explainable AI.



2. THE SIGNIFICANCE OF EXPLAINABLE ARTIFICIAL INTELLIGENCE (XAI)

2.1 Transparency and Accountability:

XAI enables machine learning models to provide understandable explanations for their decisions and behaviors, addressing the black-box nature of AI systems. This promotes transparency, allowing users to understand the reasoning behind AI decisions and ensuring accountability in critical domains.

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Principal
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CLOUD COMPUTING USING BIG DATA PROTECTION AND CHALLENGES

P.JAYACHANDRAN
ASSISTANT PROFESSOR
DEPARTMENT OF COMPUTER SCIENCE
THIRUTHANGAL NADAR COLLEGE

ABSTRACT

In this work, we explore security concerns for the Hadoop, MapReduce, and cloud computing systems. The main emphasis is on big data-related security concerns for the cloud. Applications utilizing big data are very advantageous to businesses, organizations, and many large- and small-scale industries. I also go over alternative options for fixing the problems with Hadoop or the cloud's safety. Security for cloud computing, including network security, information security, and data privacy, is evolving quickly. With the aid of rules, technologies, controls, and big data tools, cloud computing plays an essential part in securing data, applications, and the associated infrastructure. Additionally, benefits of cloud computing, big data, and its applications are anticipated to represent the most promising new frontiers in science.

KEYWORDS

Cloud Computing, Big Data, Hadoop, Map Reduce, HDFS

1. INTRODUCTION

In order to analyze complex data and to identify patterns it is very important to securely store, manage and share large amounts of complex data. Cloud comes with an explicit security challenge, i.e. the data owner might not have any control of where the data is placed. The reason behind this control issue is that if one wants to get the benefits of cloud computing, he/she must

also utilize the allocation of resources and also the scheduling given by the controls. Hence it is required to protect the data in the midst of untrustworthy processes. Since cloud involves extensive complexity, we believe that rather than providing a holistic solution to securing the cloud, it would be ideal to make noteworthy enhancements in securing the cloud that will ultimately provide us with a secure cloud.

(HDFS) is evolving as a superior software component for cloud computing combined along with integrated parts such as Map Reduce. Hadoop, which is an open-source implementation of Google Map Reduce, including a distributed file system, provides to the application programmer the abstraction of the map and the reduce. With Hadoop it is easier for organizations to get a grip on the large volumes of data being generated each day, but at the same time can also create problems related to security, data access, monitoring, high availability and business continuity.

Cloud Computing

Cloud Computing is a technology which depends on sharing of computing resources than having local servers or personal devices to handle the applications. In Cloud Computing, the word "Cloud" means "The Internet", so Cloud Computing means a type of computing in which services are delivered through the Internet. The goal of Cloud Computing is to make use of increasing computing power to execute millions of instructions per second. Cloud Computing uses networks of a large group of servers with specialized connections

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CRYPTOGRAPHY AND CYBERSECURITY IN THE DIGITAL TRANSFORMATION ERA: ENSURING TRUST, PRIVACY, AND RESILIENCE

AKASH JOSEPH, S. JAYA SUTHA, M. KANIMALAR

^{1,2,3}Assistant Professor,

Department of Criminology and Police Administration,
Thiruthangal Nadar college, Chennai, Tamil Nadu, India.

¹Email id: akashjoseph333@gmail.com, ²kanimalar67@gmail.com

Abstract:

The digital transformation has revolutionized various industries, enabling seamless communication and transactions. However, this rapid technological advancement has also brought forth unprecedented challenges in terms of cybersecurity and data privacy. This research paper aims to explore the critical role of cryptography and cybersecurity in the context of the digital transformation. By examining the current state of cryptographic protocols, analyzing cybersecurity threats in the digital transformation and proposing innovative solutions, Digital transformation have become an integral part of modern economies, revolutionizing the way financial exchanges occur. As the volume and complexity of these transactions continue to grow, so do the risks associated with cyber threats and attacks. This research paper aims to investigate the role of cryptography and cybersecurity in ensuring the confidentiality, integrity, and authenticity of digital transformation. By exploring various cryptographic techniques and safeguarding strategies, this study seeks to provide insights into the evolving landscape of secure digital transformation and the challenges faced in mitigating cyber risks.

INTRODUCTION:

Cryptography is the science and practice of

securely communicating information in a way that only authorized parties can access and understand it. It involves techniques and methods for converting plaintext (readable data) into ciphertext (encrypted data) through the use of cryptographic algorithms and keys. The process of converting plaintext to ciphertext is known as encryption, while the reverse process of converting ciphertext back to plaintext is called decryption. The primary objectives of cryptography are to ensure data confidentiality, integrity, authentication, and non-repudiation. Confidentiality ensures that only authorized individuals or entities can read the encrypted data. Integrity ensures that the data remains unchanged during transmission or storage. Authentication allows the recipient to verify the identity of the sender and vice versa. Non-repudiation ensures that the sender cannot deny sending a particular message. Cryptography relies on mathematical principles and algorithms to scramble and unscramble data in a way that is computationally infeasible for unauthorized parties to reverse-engineer the original plaintext without the proper cryptographic key. The strength of a cryptographic system is often measured by its resistance to various attacks, including brute force attacks, chosen plaintext attacks, and known plaintext attacks.

Modern cryptography encompasses various techniques and cryptographic algorithms, including symmetric key encryption (where the

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ANALYSIS OF SEVERAL DATA MINING MODELS AND AN OPTIMIZED SUPPORT VECTOR MACHINE FOR WEATHER PREDICTION

¹G.VIJAYALAKSHMI, ²A.P. PRAVEEN KUMAR, ³G.JEYAKUMAR, ⁴S.RADHIKA

¹ Assistant Professor Department of Computer Application,
Thiruthangal Nadar College Tamilnadu, Chennai.

² Assistant Professor Department of Computer Application,
Thiruthangal Nadar College Tamilnadu, Chennai.

³ Assistant Professor Department of Computer Application,
Thiruthangal Nadar College Tamilnadu, Chennai.

⁴ Assistant Professor Department of Computer Application,
Thiruthangal Nadar College Tamilnadu, Chennai.

¹Vijayalakshmi.c@thiruthangalnadarcollege.edu.in

²praveenkumar.ap@thiruthangalnadarcollege.edu.in, ³jevakumar.g@thiruthangalnadarcollege.edu.in,

⁴radhika.s@thiruthangalnadarcollege.edu.in

Abstract:

Weather forecasting is a method to predict the atmosphere will be like in a particular place by using scientific knowledge to make the weather observations. In other words, it is a technique for foretelling weather conditions like temperature, wind speed, cloud cover, rain, and snow before they occur. Since weather predictions require accurate multidimensional and nonlinear data, they are essential for daily operations and one of the most difficult problems to solve globally. According to the survey, supervised and unsupervised machine learning algorithms, artificial neural networks, support vector machines, FP growth algorithms, hadoop with map reduces, K-medoids algorithms, naive bayes algorithms, and decision tree classification

Keywords: Datamining; Weather prediction; Weather forecasting; SVM

Introduction

The field of technology known as weather forecasting foretells the atmospheric conditions for a certain region by gathering weather-related dynamic data. Various weather forecasting instruments, including satellites, balloons, aircraft, buoys, ground stations, and radar systems, are used to update our understanding of the current state of the atmosphere. Assimilation is the process by which the data gathered from the states is transformed into a numerical representation. Climate monitoring, drought detection, agriculture and production, the energy business, the aviation industry,

communication, pollution dispersion, etc. all depend on accurate weather predictions. Data mining is a method for predicting the weather. Data mining is the process of extracting a set of data that may be used to make predictions and determine the relationship between various characteristics. Data mining offers that to analyze data's and derive rules for weather predictions. In database the data are stored and organized. Data mining techniques are divided into classification and clustering techniques. Classification is a data mining technique designed for classifying unknown samples. Rainfall can be easily predict using classification techniques. Clustering is a technique that grouping the objects based on information.

Weather Forecasting Techniques:

The different data mining techniques used for weather predictions are Artificial neural network(ANN), supervised and unsupervised machine learning algorithms, Support Vector Machine, FP Growth Algorithm, K-medoids algorithm, Naive Bayes algorithm and decision tree classification algorithm.

I. Artificial neural network

ANN is a data mining approach that is primarily used for classification. An information processing model that was inspired by organic nervous systems is known as an artificial neural network (ANN). It processes information and is made of artificial neurons. An adaptive system is an ANN. It can alter its structure based on internal or external characteristics. The network

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REVIEW ON INTRUSION DETECTION SYSTEM BASED ON ML ALGORITHMS

T.Premkumar, Dr.J.Lysa Eben

¹Research Scholar, School of Computing Sciences, VISTAS, Chennai

²Assistant Professor, School of Computing Sciences, VISTAS, Chennai
¹precomplex@gmail.com, ²lysaben.scs@velsuniv.ac.in

Abstract: Intrusion detection is one of the grueling problems encountered by the ultramodern network security assiduity. The developing pace of digital assaults on frame networks as of late composites the protection and security of PC foundation and PCs. Intrusion Discovery and Prevention systems are transubstantiating into a critical part of PC associations and network safety. colorful approaches have been proposed to determine the most effective features and hence enhance the effectiveness of intrusion discovery systems, the styles include, machine learning (ML), Bayesian based algorithm, Random Forest, SVM, Decision Tree. This paper presents an intensive survey on different examination papers that employed single, hybrid and ensemble classification algorithms. The issues measures, weaknesses and datasets involved by the concentrated on papers in the advancement of IDS were looked at. A future heading for implicit explores is likewise given. The paper addressed rear most exploration papers written from the use of machine learning classifiers in intrusion discovery systems.
Keywords:Intrusion Detection System, Machine learning, network, misuse detection, Random Forest

The problem of identifying unauthorized use, misuse, and maltreatment of PC systems by both system insiders and external attackers is known as intrusion detection. The majority of currently available commercial IDS products rely on signatures rather than being adaptive or self-learning. Malignant interruptions are a growing problem, thus we need a way to accurately identify the intrusion. Many methods were being used to find the abnormalities, but they weren't very effective. IDS is used to find illegal or strange conduct. An attack is initiated in a network when abnormal behaviour is present. Attackers take use of network flaws including careless security procedures and practices, as well as programming errors like buffer overflows, to compromise the network. It is challenging to defend network resources from nefarious users due to the widespread use of the internet. [1][3][5]

The systems that are used to recognise interruptions can be broadly categorised into two different sorts. Network-based and host-based interruption identification systems, respectively, are referred to as NIDS and HIDS. NIDS are strategically positioned at organisational hubs to the point where they can perform an analysis of the passing traffic on an entire subnet and coordinate it with their own arsenal of prepared attacks. An warning is provided to the administrator when the network exhibits unexpected behaviour or when an attack is discovered. Contrary to convention,

INTRODUCTION

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**THE CONTRIBUTION OF IOT IN WEATHER CONDITIONS OBSERVING
FRAMEWORK INVOLVING ARDUINO IN HORTICULTURE FIELD**

T. Rekha¹, M.Rubini²,Hebzibha Shalomi B³,Selva kumar⁴

^{1&2} Assistant Professor Department of computer Application

Thiruthangal Nadar College,selavayal,Chennai, Tamilnadu

³II Yr, Department of computer Application

Anna Adarsh College for Womens,Chennai

Assistant Professor, Department of Computer Science

Mannar Thirumalai Naicker College, Madurai

¹tncrekhasundaram@gmail.com, ²rubinitnc@gmail.com, ³Selvam16690@gmail.com⁴

Abstract

Lately it is seen that the climatic and atmospheric conditions in India as well as in different nations have become questionable and capricious, which might devastatingly affect the agribusiness creation. India being a horticultural country, the greater part of the ranchers generally depends on rainstorm and farming creation is climate subordinate. The natural variables like temperature, mugginess, dampness, precipitation and numerous different boundaries continue to change quickly and eccentrically. This unusual nature, fluctuation of climatic or weather patterns makes the existence of ranchers very hopeless as they can't take legitimate choices brilliantly. In this manner, it is the need of great importance to make some genuine memories, neighborhood weather conditions station which would keep the ranchers informed well ahead of time about the overarching weather patterns so they can take fitting choices brilliantly and save their harvests from misfortune. Accuracy Farming (Dad) is a specialty of involving the most recent accessible advances in the horticulture area in order to make conventional agribusiness more productive and feasible while diminishing the wastage of assets. The entrance of web into India is extremely profound and exceptionally quick, particularly because of the Jio lunacy

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by Dependence Jio Infocomm Restricted last year; rapid web is currently conceivable even in provincial regions. This paper proposes an IoT based ongoing nearby weather conditions station for Dad, that would give ranchers a method for automizing their farming practices (water system, treatment, and gathering) with impeccable timing. The proposed framework would likewise help the ranchers to do the horticultural assignments on continuous bases, which thus assists them with involving the rural assets in proficient manner and when required by the harvests. The proposed climate framework is a little step towards the improvement of Dad framework thinking about the Indian situations.

Keywords: *IoT, Cloud, Arduino, real time weather forecasting, smart agriculture*

I. Introduction

The presentation of IoT (Web of Things) lays out the stage for the world to exhibit greetings tech machine-to-machine association going from associated vehicles to shrewd urban areas to weather conditions checking frameworks and brilliant homes. The IoT insurgency is changing the manner in which people communicate with machines. The Weather conditions Checking Framework utilizing the IoT unique is one such utilization of IoT that has made ready for associations to

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DATA COMPRESSION AND DECOMPRESSION USING HUFFMAN CODING

S.RADHIKA¹, C. VIJAYALAKSHMI², A.P.PRAVEEN KUMAR³, G. JEYAKUMAR⁴

^{1,2,3,4}Assistant professor, Department of Computer Application

Thiruthangal Nadar College, Chennai

radhika.s@thiruthangalnadarcollege.edu.in,

vijayalakshmi.c@thiruthangalnadarcollege.edu.in

praveenkumar.ap@thiruthangalnadarcollege.edu.in,

jevakumar.g@thiruthangalnadarcollege.edu.in

ABSTRACT

Huffman coding is a technique which attempts to reduce the amount of bits required to represent a string of symbols. In order to reduce the amount of bits required to represent a string of symbols, symbols are allowed to be of varying lengths. Shorter codes are assigned to the most frequently used symbols, and longer codes to the symbols which appear less frequently in the string. A Huffman code is designed by merging together the two *least possible* characters, and repeating this process until there is only one character remaining. A code tree is thus generated and the Huffman code is obtained from the labeling of the code tree.

INTRODUCTION

Data Compression has been studied a topic in the field of information theory, encompassing the study of representation, storage, transmission and transformation of data. Data Compression technique can be divided into two categories such as lossless compression and loss compression.

Lossless compression technique involves no loss of information. If data have been

compressed using lossless compression, it can be recovered exactly from compressed file.

Examples for lossless scheme include text compression, run-length coding and Huffman coding.

Spread sheet, word processor files, database files and program execution files usually contains repeated sequence of characters. When decompressed the compressed files, repeated characters are reinstated. Lossy compression technique involves some loss of information. Data that have compressed using loss compression technique cannot be recovered original data exactly from decompressed file. Example for loss coding scheme includes vector quantization, transform coding. Lossy compression techniques are used for gray scale or color images, compressing audio and video objects in which data accuracy are not essential.

In the lossless compression technique, compression ratio is much lower and where as in the loss compression technique, compression ratio is much higher. Data compression is a tradeoff between compression performance and distortion performance: between time and efficiency.

In this work, The Huffman coding mechanism is a data compression technique that is used both for encoding data and decoding data. It makes use of a Huffman tree for encoding data and assigns a unique variable length code

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BINARY DIFFUSION MATRIX FOR DYNAMIC CRYPTOGRAPHY

Amos Babu G¹, Gladwin Edison G²

Assistant Professor

Department of Computer Application
Thiruthangal Nadar College

Graduate in Criminology and Police Administration

Abstract

The static cryptographic algorithms are resilient but faces security challenges because of their fixed data structure and their primitives maintain unchanging values in its process. We present a new and dynamic binary diffusion matrix with flexible dimensions ($n \times n$) in GF. It replaces the static diffusion primitives, in existing symmetric keyed cryptographic algorithms, with dynamic primitives. We propose six different dynamic and flexible binary diffusion forms some are invertible a few are non-invertible, and hence, usage is matter at its security services. Just diffusion is not enough for cryptographic properties, thus we propose a binary multiplication scheme of a dynamic primary matrix and its inverted form, which yields the efficiency at its complexity, and provides good resistance against recent implementation cyber attacks, yet without degrading the system performance. We conduct security performance analysis to validate the effectiveness of the solution. The results confirm the cryptographic performance in terms of the linear branch number and the number of fixed points. In this context, the best-obtained branch number is 4 for $n=8$ and 5 for $n=12$ for the invertible forms, while for the non-invertible ones, for $n=8$, the best branch number is 3 and for $n=12$, it is 4. Moreover, in terms of the number of fixed points, for the invertible and non-invertible, the obtained numbers are very close to 0.

Introduction

The security of any non-keyed or Symmetric Cryptographic Algorithm (SCA) highly depends on the performance of its diffusion and confusion primitives. The diffusion operation is crucial for the required diffusion property and to attain the avalanche effect. The design of a strong diffusion process has attracted many security researchers since block ciphers and coding schemes depends on an invertible diffusion layer, while a non-invertible can be used for stream ciphers, hash functions, key derivation functions, and Pseudo Random-Number Generators. Mostly the structure of a round function either follows the Substitution-Permutation Networks (SPN) or the Feistel Networks (FN) [2].

The majority of existing SCA standards adapts the static structure and the proper selection of the substitution and diffusion layers guarantees the maximum cryptographic performance against traditional cyber attacks. Even though static substitution and diffusion layers have strong immunity against traditional attacks, even if, it is not the case when it comes to emerging attacks such as physical attacks [3]. On the other hand, a dynamic SCA adopts a key-dependent structure, with secret key, the substitution and diffusion layers are variable. An example of a dynamic SCA

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**STUDY OF EMERGING TECHNOLOGIES AND CHALLENGES IN
INTERNET OF THINGS IoT**

J.KARTHIGA

Assistant Professor, Department Of Software Applications
Thiruthangal Nadar College, Chennai

Abstract:

The Internet of things refers to a type of network to connect anything with the Internet based on stipulated protocols through information sensing equipment's to conduct information exchange and communications in order to achieve smart recognitions, positioning, tracing, monitoring, and administration. In this paper we briefly discussed about what IOT is, how IOT enables different technologies, about its architecture, characteristics & applications, IOT functional view & what are the future challenges for IOT.

I. INTRODUCTION

The IOT concept was coined by a member of the Radio Frequency Identification (RFID) development community in 1999, and it has recently become more relevant to the practical world largely because of the growth of mobile devices, embedded and ubiquitous communication, cloud computing and data analytics.

Imagine a world where billions of objects can sense, communicate and share information, all interconnected over public or private Internet Protocol (IP) networks. These interconnected objects have data regularly collected, analyzed and used to initiate action, providing a wealth of intelligence for planning, management and decision making. This is the world of the Internet of Things (IOT).

Internet of things common definition is defining as: Internet of things (IOT) is a network of physical objects. The internet is not only a network of computers, but it has evolved into a network of device of all type and sizes, vehicles, smart phones, home appliances, toys, cameras, medical instruments and industrial systems, animals, people, buildings, all connected, all communicating & sharing

information based on stipulated protocols in order to achieve smart reorganizations, positioning, tracing, safe & control & even personal real time online monitoring, online upgrade, process control & administration

We define IOT into three categories as below: Internet of things is an internet of three things: (1). People to people, (2) People to machine /things, (3) Things /machine to things /machine, Interacting through internet.

Internet of Things Vision: Internet of Things (IoT) is a concept and a paradigm that considers pervasive presence in the environment of a variety of things/objects that through wireless and wired connections and unique addressing schemes are able to interact with each other and cooperate with other things/objects to create new applications/services and reach common goals. In this context the research and development challenges to create a smart world are enormous. A world where the real, digital and the virtual are converging to create smart environments that make energy, transport, cities and many other areas more intelligent.

Internet of Things is refer to the general idea of things, especially everyday objects, that are readable, recognizable, locatable, addressable through information sensing device and/or controllable via the Internet, irrespective of the communication means (whether via RFID, wireless LAN, wide area networks, or other means). Everyday objects include not only the electronic devices we encounter or the products of higher technological development such as vehicles and equipment but things that we do not ordinarily think of as electronic at all - such as food, clothing, chair, animal, tree, water etc. [1,2] Internet of Things is a new revolution of the Internet. Objects make themselves recognizable and they obtain intelligence by making or enabling context related decisions thanks to the fact that they can communicate

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**SECURITY AND PRIVACY ANALYSIS OF BLOCKCHAIN TECHNOLOGY: A
COMPREHENSIVE RESEARCH STUDY**

Dr.A.Ambeth Raja¹, N.Nithish², J. Jones Marteen³

PG Department of Computer Science, Thiruthangal Nadar College, Selavayal,
Chennai – 600051.

arajacs1983@gmail.com¹, nithishdot@gmail.com²

ABSTRACT:

Blockchain technology, initially popularized through its association with Bitcoin and decentralized cryptocurrencies, has emerged as a topic of significant interest in recent years. This research paper aims to comprehensively analyze the security and privacy aspects of blockchain technology, with a focus on identifying potential vulnerabilities and proposing measures to enhance its robustness. Employing a systematic methodology, this study combines a literature review, empirical analysis, and case studies to provide a thorough examination of blockchain security. Additionally, the research explores privacy concerns, regulatory considerations, and scalability challenges that are associated with blockchain technology. The findings of this research contribute to the advancement of knowledge in the field of blockchain security and offer valuable insights for industry practitioners, policymakers, and researchers alike.

Keywords: - Blockchain technology, security, privacy, vulnerabilities, regulatory

2. LITERATURE REVIEW:

The literature pertaining to blockchain security and privacy is extensive and encompasses a wide range of subjects, including consensus mechanisms, smart contract vulnerabilities, privacy techniques, network attacks, and regulatory considerations. Nakamoto's seminal paper (2008) introduced the concept of blockchain as the underlying technology of Bitcoin, emphasizing its decentralized nature and cryptographic security features. This

considerations, scalability challenges, decentralization.

1. INTRODUCTION

Blockchain technology has ushered in a paradigm shift across industries, offering a decentralized and immutable ledger system that ensures secure and transparent transactions. Its transformative impact spans finance, supply chain management, healthcare, governance, and beyond. However, with increased adoption comes the critical need to address security and privacy challenges. This research undertakes a comprehensive analysis of blockchain security, focusing on potential vulnerabilities and privacy concerns. By combining literature review, empirical analysis, and case studies, we aim to advance understanding in this field and provide valuable insights for practitioners, policymakers, and researchers. Strengthening blockchain's resilience will unlock its full potential while safeguarding sensitive data and assets in a rapidly evolving digital landscape.

groundbreaking work laid the groundwork for subsequent research in the field.

Among the significant areas of research, consensus mechanisms have been a primary focus. Buterin et al. (2015) proposed Ethereum and introduced the Proof-of-Stake (PoS) consensus algorithm as an energy-efficient alternative to Bitcoin's energy-intensive Proof-of-Work (PoW) mechanism. Their findings sparked further exploration into PoS and its practical implementation.

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1. A STUDY ON IMPACT OF IT SERVICES ON SINGAPORE BANKING SYSTEM

Dr.P. Pandian, Senior Manager, Corporate IT Finance, Levi Strauss & Co, United States of America.

Dr.S.Asaithambi, Professor & Vice Principal, Thiruthangal Nadar College, Chennai.

Abstract:

Singapore is a high-income economy with a gross national income of \$47,210 per capita as of 2012. The country provides the world's most business-friendly regulatory environment for local entrepreneurs and is ranked among the world's most competitive economies. Singapore rapidly developed from a low income country to a high income country. Rapid industrialization took momentum in the 1960s and, by the end of the decade, manufacturing had become the lead sector of the country's economic growth. By the early 1970s, Singapore had reached full employment. In the 1980s, Singapore had joined the ranks of Hong Kong, South Korea and Taiwan among the newly industrializing countries in Asia. It is currently ranked among the world's most competitive economies. Presently, the strong manufacturing and services sectors have become the twin pillars of the Singapore economy. There is a wide range of businesses, with a particular focus on high value added activities.

Key words: Banking System, Business, Economic Development.

History of Singapore Banking

Singapore is located on the southern tip of the Malay Peninsula in Southeast Asia, between the Indian Ocean and the South China Sea. Singapore's location has helped the city-state grow to become the largest port in the region, and one of the busiest in the world. The country is the third most densely populated in the world with almost 5.399 million people made up of Chinese, Malays, Indians, Asians of various descents, and Caucasians. Singapore claimed the title of fastest-growing economy in the world that has \$297.9 billion gross domestic product with GDP growth of 3.9% according to World Bank 2013.

Central Bank of Singapore

The Monetary Authority of Singapore or also called MAS is Singapore's central bank and financial regulatory authority. It manages Singapore's exchange rate, foreign reserves and liquidity in the banking sector. MAS is also an integrated supervisor overseeing all financial institutions in Singapore -banks, insurers, capital market intermediaries, financial advisors, and

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**7. A STUDY ON THE MORALE OF THE EMPLOYEES AND ITS IMPACT
ON THE PRODUCTIVITY OF THE ORGANIZATION WITH
REFERENCE TO LADZONE PRIVATE LIMITED**

**C.Kandasamy, Associate Professor & Head, Department of Bank Management,
Thiruthangal Nadar College, Chennai-51**

Abstract

Employee morale is created by and directly proportional to the degree of employee competence supported by leaders throughout the organization. A leader's capacity to recognize the decline in employee morale and an acceptance of this condition as fact takes an extraordinary ability to objectify rather than personalize subjective information and observations. It requires the faculty to convert soft material into hard data through focus on three levels of analysis: organization, job (task) and person. Further, it demands an openness to make a global assessment of subjective information and observations without a formal survey of key elements such as employee job satisfaction, confidence in work unit managers, scope of responsibility and satisfaction with employee compensation packages.

Keywords:- Morale-Capacity – Ability-Task-Satisfaction-responsibility-observation

Introduction

Technical competency is essential as a basic requirement for hiring and ongoing training of employees at all levels throughout the company. True competency, however, is multidimensional and embodies knowledge and skills beyond the technical aspects of the job requirements. The Department of Veterans Affairs, Veterans Health Administration, commissioned a national career track task group in 1996 to develop a high performance model to be used to select new employees and to serve as a basis for promotion decisions. In addition to reviewing relevant literature sources related to leadership development, the task group benchmarked a number of organizations to analyze their approaches to leadership development. The task group's research culminated in a High Performance Development Model to be used as the foundation for the creation a new learning organization for all employees within the VHA. This model incorporated eight core competencies considered essential to a high performing organization: technical competency, interpersonal effectiveness, personal mastery, systems thinking, creativity, customer service, flexibility and adaptability, and a sense of organizational stewardship.

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8. NEW TECHNOLOGY TO IMPROVE QUALITY OF DRINKING WATER IN CHENNAI CITY

Dr. A Malliga, Department of B.Com (Commerce), **Thiruthangal** Nadar College, Chennai.

Abstract

More than 70% of the fresh water in liquid form of our country is converted into being Unfit for consumption. Not only India, but other countries are also suffering from the same problem. This has been explained clearly by the help of considerable number of government resource in this paper. Various sources of pollution such as sewage discharge, industrial effluents and agricultural runoff and their potential has been studied in mass. Various prescribed standards for different category of inland water have been explained. The paper also consists of the potential and extent of various components which pollute the water.

Introduction :

Water is one of the most precious gifts of the nature to all living organisms. Water is considered as driver for development. Fresh water is vital to human life and wellbeing. Along with food and shelter, it forms our most basic need. Healthy, functioning freshwater ecosystems provide reliable and quality water flows upon. Energy, food and health all indispensable to human development rely on the water services provided by natural ecosystems. Water is central to the functioning and resilience of the biosphere. Clean drinking water is essential for the survival. Surface water and ground water are two major sources for the supply of drinking water. Most of the earth water is sea water. Only, 2.5% of total water available on the earth is fresh water without significant levels of dissolved minerals or salt. In total only 0.01% of the total water of the planet is accessible for consumption. Amongst the various needs of water, the most essential need is drinking. India accounts for 2.45% of land area and 4% of water resources of the world but represents 16% of the world population and by 2050 it is expected to cross the 1.7 billion (WRI, 2018). By 2050, it is estimated that total water demand in India would be almost 1280 BCM (Dep't of Drinking Water and Sanitation, GoI, 2017). This would be a big challenge. As per report by the World Bank & WHO, about 21% communicable disease in India are related to unsafe water which estimates more than 1,600 death daily due to diarrhea. The lack of access to safe water and adequate sanitation is at the core of the main symptoms and causes of poverty. Situation across developing countries is seen similar. It is estimated half the population do not have access to safe water (UNDP, 2017) in developing country; therefore it is also recognized

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9. A STUDY ON E-SERVICE QUALITY OF STATE BANK OF INDIA IN CHENNAI CITY

Dr. K.Vijayasuganthi, Assistant Professor, Department of Accounting & Finance, Thiruthangal Nadar College, Selavayal, Chennai.

INTRODUCTION

The patterns of E-banking are rising step by step it works with the customers to get to their records from any place on the world and offers them modified administrations according to their requirements in an ideal and a practical way. The advancement of smart phones alongside the computerized innovations has completely reformulated the installment scene and hence, fortifies the job of nature of administrations gave on the web. Customers can perform everyday financial exchanges, check market data, make exchanges, and even apply for a scope of banking administrations sitting on their most agreeable areas. Consequently, banks in this way give a comfort and savvy assortment of administrations to their customers through opening of and embracing on the web stages. Smart phones advances are supplanting the card, ATM and POS and so on. By utilizing on the web administrations of banks customers can see balance, move cash, make bill installments, do shopping, open new records, and even to apply for contract which is all suitable for 24*7 hour daily according to their accommodation dissimilar to the actual branches. E-Service Quality can be described as entire customer perceptions or evaluations of electronic service experience of the online marketplace (Santos, 2003). Banks are moving their concentration to e-service quality instead of conventional help quality in their total exchange process. Banks have understood that they can draw in and gain customers by giving excellent of e-services. Customers become more mindful of an organization's exhibition when the service provider adopts technology. In such circumstances, customers request more solid administrations and more prominent security in monetary exchanges. In this way, banks need to work on the nature of e-banking services given by them. The current paper looks to measurement of e-service quality dimensions and the relationship between e-service quality and customer satisfaction.

REVIEW OF LITERATURE

Mir, R. A., Rameez, R., & Tahir, N. (2022) The outcomes affirmed that the computerized digital banking service quality scale (DBSQual) contains 24 things in seven aspects: (1) web design, (2) ease of use, (3) effectiveness of site, (4) unwavering quality, (5) responsiveness, (6) security and

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13. THE ROLE OF BANKING COMPANIES IN INDIAN ECONOMIC DEVELOPMENT

Dr.N.Santhanavadivu, Associate Professor, PG & Research Department of Commerce, Thiruthangal Nadar College, Selevayal, Chennai-51

Abstract

The Banking Sector provides financial stability to the Indian Economy. It also offers safe and secure financial services to help people. The services count money orders, cash deposits and cash card services. People can take advantage of these perks to help their business grow. The Banking sector is crucial to the modern Economy. As the primary supplier of credit. It provides money for people to buy cars and homes and for businesses to buy equipment, expand their operations, and meet their payrolls. The recent developments in the banking sector showed the precise functioning of various segments of the banking sector. Since the introduction of banking, the banking structure in the country has grown leaps and bounds, which is why it is so important for us to understand how it works and what different segments are there. This understanding will go a long way in helping us open our bank account and also help us expand our business through business banking.

Keywords: The Banking Sector, Indian Economy, Modern Economy, Financial stability, banking structure.

Introduction

The Banking Sector provides financial stability to the Indian Economy. It also offers safe and secure financial services to help people. The services count money orders, cash deposits and cash card services. People can take advantage of these perks to help their business grow. The Banking sector is crucial to the modern Economy. As the primary supplier of credit. It provides money for people to buy cars and homes and for businesses to buy equipment ,expand their operations ,and meet their payrolls. The role of Banking sector reforms in Indian Economy aim to strengthen the financial system, improve governance and risk management practices, promote financial inclusion ,and facilitate economic growth.

The Banking Industry faces a number of challenges such as frequent changes and developments in banking ,technology, stringent prudential norms ,increasing competition ,high level of non performing assets ,rising customer expectations ,increasing demand on profitability and increasing pressure on interest and liquidity.

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14. PRIORITIZING THE DETERMINANTS OF CUSTOMER SATISFACTION TOWARDS THE SERVICES OF CO-OPERATIVE BANKS

Dr.R.Bhuvaneshwaran, Assistant Professor, PG & Research Department of Commerce, Thiruthangal Nadar College, Selavayal, Chennai -51

Abstract

Purpose – To prioritize the factors of customer satisfaction towards the services of cooperative banks by ranking the factors using grey analysis.

Design/methodology/approach – Descriptive methodology was used for the study. Benefits of customer satisfaction were reviewed from previous literature. Means of the items of customer satisfaction were obtained and ranks were provided to those items using GREY analysis.

Findings – The review analysed the need of customer satisfaction to enhance the performance and productivity of cooperative banks. Bank Managers need to observe the rankings provided to the various factors of customer satisfaction and derive the policies or make amendments as and where needed, according to the priority of the factors. This will enhance the overall performance of the banks as suggested in the study.

Originality/value –The uniqueness of this study is, prioritizing the items of customer satisfaction towards the services of cooperative banks by using GREY analysis. Hence, banks can concentrate and give utmost importance for those factors to maximize their efficiency and customer satisfaction.

Keywords: Customer satisfaction, Co-operative banks, Quality of service, Prioritizing, GREY approach

Paper type: Research paper

INTRODUCTION

Banking is the backbone of economic development of a country. The banking industry has taken a leading role in mobilising resources for the country's defence and socioeconomic growth. "Banks, which are such a need and a huge source of money for our country, must be kept highly holy," it is asserted. Good banks are essential for the country's economy and trade, just as water is for irrigation." Since the commencement of planning in India, the banking industry has increased not only in size but also in complexity, resulting in a large complex. Banks have become an integral part of our daily lives.

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15. A STUDY ON THE IMPLEMENTATION OF EFFECTIVE PERFORMANCE APPRAISAL SYSTEM TO IMPROVE THE QUALITY OF WORK IN TRIOLGY TECHNOLOGY PRIVATE LIMITED

Dr.R.Kuttimani, Assistant Professor, Department of Bank Management, Thiruthangal Nadar College, Chennai-51

Dr.N.Chandrasekar, Assistant Professor, Department of Management Studies, Thiruthangal Nadar College, Chennai-51

Abstract

Performance appraisals are regular reviews of employee performance within organizations. Generally, the aims of a performance appraisal are to Give feedback on performance to employees, identify employee training needs, Document criteria used to allocate organizational rewards, it also form a basis for personnel decisions such as salary increases, promotions, disciplinary actions, etc. Performance evaluation provides the opportunity for organizational diagnosis and development, facilitates communication between employee and administrator, validate selection techniques and human resource policies to meet federal equall eemployment oportunity requirements. Thus it is necessary to have the performance appraisal system in every organisation.

Keywords-Performance –Appraisal-Reviews-Feedback-Diagnosis-HR Policies-system-opportunity.

OBJECTIVES OF THE STUDY

To evaluate the effectiveness of performance evaluation system in the organisation.

To identify attributes which is to be further considered for the measurement of performance evaluation.

To get the opinion of the employees to improve the present performance evaluation system.

SCOPE OF THE STUDY

To identify the effectiveness performance evaluation system in the organisation.The study will provide the effectiveness of performance evaluation used in the organisation and help in improving the system accordingly. The suggestions of the employees are also analysed.

LIMITATIONS OF THE STUDY

The study suffers from the following limitations. The study is confined to one company thus the findings cannot be generalized. As the industry has some unique characteristics, the organisation cannot be a representative of all industry across the country and outside.

Another important aspect of concern which hinders as a major limitation to the project is that the present system and its statistics has not been provided in record but made as an assumption by the feedback from the HR department.

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16. OVERVIEW OF INDIAN ECONOMY

Dr.V.Vijayasathya, Assistant Professor of Commerce, Thiruthangal Nadar College, Chennai- 600051

Abstract

In the current study, we looked at how GDP, inflation, and gross capital formation were affected by financial sector reforms. Pre-reform period and post-reform period data were divided into two groups after being collected for a variety of response and explanatory factors from 1976 to 2013-14. 1976 through 1990 were the pre-reform years, and 1991 through 2013-2014 were the post-reform years. The capital, foreign, and banking sectors used as indicators for the financial reforms factor. Total deposits, investments, bank credit, and assets owned by banks were used to represent the banking industry using these four factors.

Introduction

India is now the fifth largest economy, overtaking the United Kingdom. When we talk about the Indian economy, we become extremely optimistic, quoting India as the next economic superpower. But when we compare the per capita income of the top five emerging economies, India is a long way from becoming an economic superpower. However, India has shown impressive growth, but it lags behind its rival China. The history of Asia can be read by comparing the Indian and Chinese economies. According to World Bank figures in Chain Dollars, in 1980, India's gross domestic product was 64% of China. By 2001, when China joined the World Trade Organization, India's economy was only 28% as large as China's. And despite several years of rapid growth in the 21st century, by 2021, India's economy had fallen even further behind and equaled only 17% of the Chinese economy. That's because China's GDP growth is always higher than India's in the past. If India's economy had kept pace with China over the past 40 years, India would currently have a GDP of \$10 trillion instead of \$3.47 trillion. But this is not the case. There's one thing India would be China, population. But according to some projections, its workforce will not exceed China's until mid-century. Even though Indians are much younger, India has more than 50% of its population below the age of 25 and more than 65% below the age of 35. It is the country's strength as well as its weakness.

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17. A STUDY ON EFFECTIVE INVENTORY MANAGEMENT CONTROL SYSTEM IN SUPERB FORMULATIONS LTD

E.R.Jessie Kirubarani, Associate Professor & Head, Department of Commerce,
Thiruthangal Nadar College, Chennai

Abstract

Inventory control means keeping the overall costs associated with having inventory as low as possible without creating problems. This is also sometimes called stock control. It is an important part of any business that must have a stock of products or items on hand. Correctly managing inventory control is a delicate balance at all times between having too much and too little in order to maximize profits. The costs associated with holding stock, running out of stock, and placing orders must all be looked at and compared in order to find the right formula for a particular business. It is impossible to have an unlimited supply on hand, for a number of different reasons. Many businesses simply don't have enough money to keep excessively large inventories. There are costs associated with purchasing the items as well as storing them, and having too many products leads to further losses when they don't move off of the shelves. At the same time, there are issues with inventory control when there isn't enough stock on hand. One common problem is running out of inventory, which is caused by trying to reduce inventory costs too much.

Keywords- Inventory-Maximize Profit-Holding cost-Supply

INTRODUCTION

Inventory refers to the stockpile of the products a firm is offering for sale and the components that make up the product. In other words, inventory is composed of assets that will be sold in future in the normal course of business operations. The assets which firms store as inventory in anticipation of need are,

- Raw materials,
- Work-in-progress
- Finished goods.

The raw materials inventory contains items that are purchased by the firm from others and are converted into finished goods through the manufacturing progress. These are an important input of the final product. The work-in-progress inventory consists of items currently being used

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19. A STUDY ON DIGITAL TRANSFORMATION AND STRATEGY IN THE BANKING SECTOR

Magthalinonacial.I, Department of Commerce (General), **Thiruthangal** Nadar College of Arts and Science (Chennai – 51)

Annie Esther.P, (Research scholar, JHA Agarsen College), Madhavaram, Chennai.

Introduction

The modern, ever-changing technological environment forces all economic units to undergo digital transformation. Digital transformation has dual functions in that it enables banking organizations to offer new service channels through new electronic platforms (e-banking, virtual banking) and service points (e-branch stores, POS) and also reduces their operating costs by limiting the number of physical stores and staff that they use digital transformation is identified as “the process that aims to improve a unit by bringing about essential changes in its structure through combining information, information technology, communications, and connectivity technology.” Digital transformation in banking has banks of all sizes scrambling to adopt new technologies and services across the board. But what does digital transformation in banking actually mean? Digital transformation in banking largely entails the shift to offering online and digital services, as well as the massive number of backend changes required to support this transformation. Examples of Digital Transformation in Banking: Blockchain Technology, Utilizing Artificial Intelligence (AI), Customer Data Collection, Management & Analysis. Digital transformation in banking allows you to create a more cohesive and personal digital customer journey. Creating a digital customer journey means taking steps to integrate everything into a single online platform so that the customer is handled through the same tooling, sometimes by the same people, and with the same information throughout the process. Here, practices like changing how teams are organized, integrating technical people into sales teams, and possibly merging marketing and retail into the same team can help a great deal. The most important aspect of digitizing the customer journey is that the customers are moved seamlessly from marketing to sales as part of an online application for financing through in-app billing, all the way to customer support, directly in the app. Achieving this means mapping the customer journey and building tools and applications around it, with a focus on specific critical points. For example, a digitized customer journey allows a customer to click on an ad, sign up for an account online, receive tutorials and on-boarding information through their app, receive automated loan decisions, and

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**20. A STUDY ON THE MORALE OF THE EMPLOYEES AND ITS
IMPACT ON THE PRODUCTIVITY OF THE ORGANIZATION WITH
REFERENCE TO LADZONE PRIVATE LIMITED**

C.Kandasamy, Assistant Professor & Head, Department of Bank Management,

Thiruthangal Nadar College, Chennai-51

**Dr. Murugesan. D, Associate Professor, Research Supervisor, Department of Commerce,
School of Management Studies and Commerce, VISTAS, Chennai.**

Abstract

Employee morale is created by and directly proportional to the degree of employee competence supported by leaders throughout the organization. A leader's capacity to recognize the decline in employee morale and an acceptance of this condition as fact takes an extraordinary ability to objectify rather than personalize subjective information and observations. It requires the faculty to convert soft material into hard data through focus on three levels of analysis: organization, job (task) and person. Further, it demands an openness to make a global assessment of subjective information and observations without a formal survey of key elements such as employee job satisfaction, confidence in work unit managers, scope of responsibility and satisfaction with employee compensation packages.

Keywords:- Morale-Capacity – Ability-Task-Satisfaction-responsibility-observation

Introduction

Technical competency is essential as a basic requirement for hiring and ongoing training of employees at all levels throughout the company. True competency, however, is multidimensional and embodies knowledge and skills beyond the technical aspects of the job requirements. The Department of Veterans Affairs, Veterans Health Administration, commissioned a national career track task group in 1996 to develop a high performance model to be used to select new employees and to serve as a basis for promotion decisions. In addition to reviewing relevant literature sources related to leadership development, the task group benchmarked a number of organizations to analyze their approaches to leadership development. The task group's research culminated in a High Performance Development Model to be used as the foundation for the creation a new learning organization for all employees within the VHA. This model incorporated eight core competencies considered essential to a high performing organization: technical competency, interpersonal effectiveness, personal mastery, systems

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21. A STUDY ON TOTAL QUALITY MANAGEMENT (TQM) IN PRIVATE SECTOR COMPANIES IN CHENNAI WITH SPECIAL REFERENCE TO NM COMPUSYS PRIVATE LTD

R. Sharmila, Head Department of Commerce (A&F), Thiruthangal Nadar College, Selavayal, Chennai-51

Abstract

Total Quality Management(TQM) is a set of management practices throughout the organization, geared to ensure the organization consistently meets or exceeds customer requirements. TQM places strong focus on process measurement and controls as means of continuous improvement. At its core, Total Quality Management (TQM) is a management approach to long-term success through customer satisfaction. In a TQM effort, all members of an organization participate in improving processes, products, services and the culture in which they work.

Keywords:- Total Quality Management(TQM)-organization-customer-improvement-proceses-products-services-culture .

Introduction

One of the most significant developments in the field of organization in recent times is the increasing importance given to human resources. More and more attention is being paid to motivational aspects of human personality, particularly the need for self-esteem, group belonging, and self-actualization. Proper planning and management of human resources within extension organizations is essential to increase the capabilities, motivation, and overall effectiveness of extension personnel. Human resource planning forecasts the future personnel needs of organizations. Planning for human resources has become an important, challenging task for extension. Human resource planning involves plans for future needs of personnel, their required skills, recruitment of employees, and development of personnel (Miller, Burack, &Albrecht, 1980).

Human resource forecasting and human resource audit are the two most important components of this type of planning. Human resource forecasting refers to predicting an organization's future demand for number, type, and quality of various categories of employees. The assessment of future needs has to be based on analysis of present and future policies and growth trends. The techniques of forecasting include the formal expert survey, Delphi technique, statistical analysis, budget and planning analysis, and computer models. The human resource

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22. GREEN MARKETING: ROADBLOCKS AND CORPORATE INITIATIVE FOR SUSTAINABLE

Mrs.A.Ramsheena, Assistant Professor, Department of Corporate Secretaryship,
Thiruthangal Nadar College, Selavayal, Chennai – 600 051.

Dr. C. Natarajan, Associate Professor, Department of Commerce, Govt. of Arts & Science College, Eriyur – 636 810

Abstract

Environmentalism has emerged as a worldwide phenomenon. In today's business world, environmental issues play an important role in marketing. All most all the organizations around the world have concerned about green marketing activities. The paper is an effort to find out the importance of green business strategy and to know its practical feasibility in different organizations. Though organizations around the globe are facing business challenges their main spotlight is to serve the society. It's the millennium tool which will revolutionize how business creates new products and services, how consumers and government will compare, access, regulate and purchase everyday goods. It is an exceptional approach to deliver range of benefits over and above environmental benefits and services. A way significantly improves the effectiveness of sustainability initiatives to ensure that the environmental culture permeates throughout the organization by framing them properly and getting employees engaged. A great opportunity for suppliers of 'green consumers', developers of environmentally safer materials and processes, firms that invest in eco- efficiency and those that engage themselves in social well-being to enjoy competitive advantage. This paper attempts to introduce the terms and concepts of green marketing and briefly discusses why firms are going green. It also examines some of the reasons that organizations are adopting a green business philosophy and describes the problems of green marketing.

Key words: Environmental issues, Green marketing, and Green market strategy.

INTRODUCTION

There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates that people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. It is seen that most of the consumers, both individual and industrial, are becoming more concerned about environmentfriendly products. Most of them feel that environment friendly products are safe to

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**23. A STUDY ON FINANCIAL PERFORMANCE ANALYSIS USING
RATIO ANALYSIS IN SUPERB FORMULATIONS LTD**

S.Jeevabalan, Associate Professor, Department of Commerce, **Thiruthangal Nadar College, Chennai.**

Abstract

This is the most important tool available to financial analyst for their work. An accounting ratio shows the relationship in mathematical terms between two interrelated accounting figures. The figures have to be interrelated (e.g. Gross Profit and sales, Current Assets and Current Liabilities) because no useful purpose will be served if ratios are calculated between two figures, which are not at all related to each other, e.g. sales and discount on issue of debentures. A financial analyst may calculate different accounting ratios for different purpose

Keywords- Financial Analysis-Interrelated-Different purposes

INTRODUCTION

Financial statement with help of the ratios is termed as "*RATIO ANALYSIS*". Ratio analysis the process of computing, determining and presenting the relationship of items or groups at items of financial statements.

DEFINITION OF RATIO

Ratios can be defined as "relationship expressed in quantitative germs, between figures which have caused and effect relationship or which are connected with each other in some manners of the others".

MEANING OF RATIO

Ratios can be defined as "Relationships expressed in quantitative terms, between figures which have cause and effect relationships or which with each other in some, manner or the other".

MODES OF EXPRESSION OF RATIOS

- In proportion
- In rate or times or coefficient
- In percentage

STEPS IN RATIO ANALYSIS

- Selection of relevant information
- Comparison of calculated Ratios

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**24. A STUDY ON THE EMPLOYEES MOTIVATION AND ITS IMPACT ON THE
PRODUCTIVITY OF THE ORGANIZATION
(WITH SPECIAL REFERENCE TO N.M.COMPUSYS PRIVATE LIMITED)**

**Dr.P.Balusamy, Assistant Professor & Head, Department of Corporate Secretaryship,
Thiruthangal Nadar College, Chennai**

Abstract

Motivation is related to the motives of the people- by what they are moved and activated to achieve their goal. Motivation may be understood differently by different People as incentives to work, motives to achieve goals, desire to possess something useful, drives to come forward for outstanding performance and so on. The Latin word 'Movere' is the basis of motivation. 'Movere' means to move Motivation is the spirit of the people which is ignited by something, such as a message appeal and so on, since the level of self-realization, spirit and power is different in different people, motivational factors have varying degrees of impact upon them .motivation is the key to organizational effectiveness. The manager in general has to get the work done through others These 'Others' are human assets or resources. They are to be motivated at work. Human resources are the total knowledge, skill, talents, and creative abilities. These are to be developed. The people at work are not men and woman but they are now considered as resources i.e. the assets to be drawn upon.

Keywords- Motivation- Incentives- Self-realization- Human assets- Knowledge- Skill

INTRODUCTION

Leon C.Meggison has rightly observed calling human resources as," the total knowledge ,skills, creative abilities, talents and aptitudes of an organisation's work force, as well as the values, attitudes and benefits of an individual involved ... It is the sum total of inherent abilities, acquired knowledge skills represented by the talents and aptitudes of the employed persons." Motivating means stimulating all the above assets to the best possible use for accomplishing the organizational objectives. The organization requires high level of performance from its employee's i.e. human resources. The level of performance is the product of employee abilities and motivation. Employees need to be motivated constantly to keep the level of performance high. The key to human resource motivation is that they should be treated with dignity and respect and their contribution to organization must be recognized. The management of the organization must try to integrate the individual goals with the goals of the organization. The

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25. IMPACT OF DIGITAL TECHNOLOGIES AND INNOVATIONS IN THE BANKING SECTOR WITH REFERENCE TO CHENNAI CITY

Dr. S. Aruna, Associate Professor, Department of Commerce, Thiruthangal Nadar College, Chennai.

ABSTRACT

In recent years, the rapid pace of technological changes and Innovation led to significant improvements in banking operations. Digital technologies have revolutionized the banking industry, providing numerous benefits to banks and customers alike. One of the most significant advantages is improved efficiency. With digital tools such as automation and artificial intelligence, banks can streamline processes, reducing the time and effort required for tasks like account opening, loan processing, and fraud detection. This helps banks save costs and allocate resources more effectively. The main aim of the study is to understand the impact of digital Technologies in current scenario, Customer Perception and attitude towards future Banking Operations. Another benefit of digital technologies is enhanced customer experience. With online and mobile banking, customers can access their accounts and perform transactions at any time from anywhere, without having to visit a physical branch. This convenience has led to higher customer satisfaction and loyalty, as well as increased engagement with bank products and services. Hence, the article concluded that the impact of the digital banking services and Innovation in Technology has significant influence among the Customer and become a key to success in this competitive market place.

Key Words: Digital Transformation, Artificial Intelligence, Mobile Banking, UPI.

INTRODUCTION

Digital technologies and innovation have revolutionized the banking sector, transforming the way banks operate and how customers interact with their financial institutions. With the rapid advancement of technology, banks have been able to leverage digital tools to streamline operations, enhance customer experience, and introduce new products and services. One of the significant digital innovations in the banking sector is the adoption of online and mobile banking platforms. These platforms offer customers the convenience of accessing their accounts, making transactions, and managing their finances anytime and anywhere. Mobile banking apps have become increasingly popular, providing users with a range of services, including fund transfers, bill payments, account notifications, and personalized financial insights. Digital technologies

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**26. EXPLORING THE IMPACT OF EMERGING TECHNOLOGIES ON
THE FUTURE OF MANAGEMENT AND COMMERCE: A
COMPREHENSIVE REVIEW**

**Dr. Jagadeeswaran B, Associate Professor & Head, PG & Research Department of
Commerce, Thiruthangal Nadar College, Selavayal, Chennai**

**Dr. Bharathi Rajan. R, Assistant Professor, Department of Commerce, Rajagiri College of
Social Sciences (Autonomous), Rajagiri P.O, Kalamassery, Cochin - 683 104, Kerala**

Abstract:

In this review article, we delve into the impact of emerging technologies on the future of management and commerce. The rapid progress of technology has brought about significant disruptions to conventional business models, presenting both opportunities and obstacles for organizations. By analyzing a range of emerging technologies and their implications, our review aims to shed light on the transformative power of these innovations and their influence on the landscape of management and commerce. Data analytics, powered by advanced techniques like machine learning and predictive modeling, has emerged as a game-changer in management. The review delves into the implications of data analytics in enabling data-driven decision-making, optimizing business processes, and extracting valuable insights from vast datasets. It emphasizes the significance of data governance, data quality, and ethical considerations when leveraging data analytics in management practices. Throughout this review, the article not only underscores the transformative potential of emerging technologies but also illuminates the opportunities and challenges they present to organizations. It emphasizes the importance of adopting strategic approaches to technology implementation, investing in reskilling and upskilling the workforce, and fostering a culture of innovation within organizations. It highlights their potential for transformation, discusses the accompanying opportunities and challenges, and provides practical recommendations for organizations to thrive in the ever-evolving business landscape.

Keywords: Technology, Artificial Intelligence, Blockchain Technology, Internet of Things, Management and Commerce

INTRODUCTION:

The ever-evolving landscape of emerging technologies holds the potential to reshape the way organizations operate, providing them with a competitive advantage in the market. Through the strategic utilization of these technologies, organizations can streamline their processes, enhance decision-making capabilities, and deliver superior products and services to their customers. The

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28. THE DIGITAL BANKING REVOLUTION IN INDIA: BRIDGING THE FINANCIAL DIVIDE

Dr.M.Karukkuvel, Associate Professor, Department of Commerce, **Thiruthangal** Nadar College, Chennai- 51

Abstract:

The rapid digitalization of India's banking sector has triggered a transformative shift, altering the accessibility and utilization of financial services. This research article delves into the digital banking revolution, tracing its trajectory, assessing its impact, and highlighting its potential to bridge financial disparities across diverse demographics. Anchored in the context of India's intricate financial landscape, the article underscores the pivotal roles of mobile banking apps, online payment platforms, and innovative fintech solutions in reshaping transaction dynamics. At the heart of this revolution lies the Unified Payments Interface (UPI), redefining transactional ease and connectivity. Despite its benefits, the article addresses inherent challenges, including cyber security imperatives and the need for regulatory frameworks to balance innovation and consumer protection. A recurring theme is digital banking's democratizing influence, elucidated through the dismantling of barriers to financial inclusion and the upliftment of marginalized populations, ultimately fostering economic growth. Embedded within this transformation is the role of digital literacy in enabling the adoption of services, especially in India's diverse linguistic landscape. Real-world case studies illustrate practical applications, from contactless payments to AI-driven financial tools, empowering users beyond traditional banking constraints. In conclusion, this comprehensive research article serves as a valuable resource for scholars, policymakers, and stakeholders seeking insights into the financial sector's metamorphosis. Reflecting the essence of this paradigm shift, the article underscores how digital banking transforms financial interactions, empowers underserved communities, and bridges financial divides, envisioning a more accessible, equitable, and technologically empowered financial landscape in India.

Key words: Digital banking, India, financial divide, transformation, mobile banking, UPI, digital literacy, democratization, contactless payments, growth, empowerment.

Introduction:

In the diverse and rapidly evolving landscape of India, a monumental shift is underway that promises to redefine the way financial services are accessed and utilized. The digital banking

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**34. A STUDY ON ADVERTISEMENT EFFECTIVENESS ON CELEBRITY
ENDORSED ADVERTISEMENTS TOWARDS COSMETIC PRODUCTS**

**Ms. P. Harini, Assistant Professor, Department of Commerce, Thiruthangal Nadar College,
Chennai-60051**

Ms.S.Vanmathy, PG Student, University Of Madras

ABSTRACT:

Consumers are at the centre of all marketing efforts. The main objective of any firm is to make its customers happy. Cosmetics are no longer considered a luxury good. They are now essential for surviving in cities. These days, rural areas must have it as well. One spends roughly 10% of their salary on these purchases, according to a survey. As people's lifestyles have changed significantly, there has been a sharp rise in consumer disposable income, particularly among middle-class customers who make up the majority of purchases in the Indian market. Numerous brands have entered the market as a result of the dramatic rise in demand for cosmetics. The specifications and expectations of the consumers are taken into consideration when the producers develop their products, which may or may not satisfy them. The buying pattern differs from person to person depending on expectations for quality, pricing, and other associated qualities of cosmetic products. Additionally, there are many options available to consumers as the market shifts to a buyers market. The effectiveness of celebrity endorsement in cosmetic product advertisements is the major subject of the study.

INTRODUCTION:

Celebrity branding, often known as celebrity endorsement, is a type of advertising campaign or marketing technique that makes advantage of a celebrity's notoriety or social standing to advertise a good, service, or issue. Celebrity endorsers are used by marketers in the belief that the positive perception of the endorser would spread to the perception of the product or brand. Celebrities are used by non-profit organisations as well since they frequently appear in the media, which reaches a larger audience and helps with fundraising. Celebrities' ability to reach a broad audience of potential customers makes celebrity branding and celebrity endorsement of a company's product particularly effective. The number of people who have at least once seen or heard the brand's intended message is referred to as reach. If a business is thinking about using celebrity branding to sell its goods, it typically wants to reach as many potential customers as

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**36. A STUDY ON WORK ENVIRONMENT OF THEEMPLOYEES IN SELECTED
CO-OPERATIVE BANKS IN CHENNAI**

K. Mangai, Assistant Professor, Department of Commerce, ThiruthangalNadar College, Chennai

D.Nandhini, Assistant Professor, Department of Commerce, ThiruthangalNadar College, Chennai

Abstract

Employees feel more in control and have a greater sense of worth in the workplace when they are given adequate acknowledgment and have scheduling flexibility. It is critical to recognise that a good work environment must consider the workplace culture, which reflects the attitudes and behaviours of its employees. These sensations, in turn, reduce employee stress, promote healthy behaviours, boost workplace morale, and increase productivity. Employees will be motivated to improve the organization's productivity and profitability if the job is correctly planned. Conflict can be avoided if jobs are designed to encourage good absenteeism. This study is about the employee reaction to their work environment & job design. The reaction of employee in the same work environment could vary significantly depending on employee difference in perceptions.

Keywords: Work Environment, Flexibility, Productivity

1. INTRODUCTION:

The place where one works is referred to as a work environment. Everything that is part of an employee's participation with their work, such as their relationships with coworkers and supervisors, organisational culture, personal development opportunities, and so on, is referred to as the work environment. Employees who work in a pleasant workplace enjoy coming to work, which keeps them motivated throughout the day. To keep employees focused and productive, we need a pleasant working atmosphere. Competitive compensation, trust between employees and management, fairness for all, and a modest work load with ambitious but realistic goals are all part of a productive work environment. Workplace environment should be defined as the environment that allows people to accomplish their jobs. To make employees devoted to the firm, the organisation must develop a conducive work atmosphere.

2. REVIEW OF LITERATURE:

The role of urban cooperative banks in the Indian financial system was explored by **K.V.S.N Jawaharlal Babu et al. (2012)**.UCBs, on the other hand, enhance their distinctiveness and growth in the banking industry, and some measures, such as expanding and preserving the

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**43. STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF TAMILNADU STATE
APEX CO-OPERATIVE BANK (TNSC).**

**Mr. S.Syed Fazil, Assistant Professor, Department of Accounting and Finance,
Thiruthangal Nadar College, Chennai.**

Introduction

Tamil Nadu State Apex Cooperative Bank is simply known as TNSC Bank. It was incorporated in 1905. There are 46 branches available in Chennai. It is first state cooperative bank in India. TNSC Bank has got the licence from Reserve Bank of India to carry on the banking service. It is a member of DIGCC (Deposit Insurance and Credit Guarantee Corporation). It is an insured cooperative bank as per DICGC Act. Tamil Nadu State Apex Cooperative Bank functioning at Chennai which coordinates the entire. TNSC Bank is a Scheduled Co-operative Bank, listed under the Second Schedule of RBI Act. TNSC Bank lend to Primary Agricultural Credit Societies and Central Cooperative Banks.

Financial Performance

Monetary Execution Investigation is an emotional proportion of how well a firm can utilize the resources from its essential method of business and produce incomes. This term is likewise utilized as a general proportion of company's by and large monetary wellbeing over a given timeframe, and can be utilized to analyze comparative firms across a similar industry or to look at businesses or areas in conglomeration."

LITERATURE REVIEW

Sathyabama K. and Samundeswari R. (2022) attempted to study 'Customer Satisfaction towards Internet Banking Services at Thoothukudi City'. Total 120 respondent's responses were collected by questionnaire method. The results of this research showed that web design, convenience and security are closely linked to customer satisfaction toward Internet banking. Further study found the requirement of Internet banking awareness among customers, integration of banking services with ecommerce service and the entry of global players in the banking sector.

Vigneshwari S. and Rajagopalan S. (2022) investigated 'Customer Satisfaction towards Online Banking Services'. The study was analyzed with 350 users of online banking and analyzed by percentage analysis and Chi-square methods of statistics. The study found that online banking provides more convenience and flexibility to the customers. Further customers are using online banking to carry out transactions, payments, electronic bill payment and instant access to account

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49. A STUDY ON FACTORS INFLUENCING THE ADOPTION OF MOBILE BANKING AMONG THE CUSTOMERS IN CHENNAI CITY

Dr.S.Anitha, Assistant Professor, Thiruthangal Nadar College. Chennai.

ABSTRACT

This study examines the factors influencing customers to adopt mobile banking. The study used both primary and secondary data. The preliminary data is accumulated from the customers who use mobile banking in Chennai city. The secondary data was accumulated from the published information, i.e., journals, magazines, daily newspapers, and published and published dissertations and project work. The study used five constructs, namely perceived usefulness (PU), perceived convenience (PC), perceived trust (PT), perceived financial cost (PFC), and behavior intention (BI) have been identified through previous literature and adopted for this study. The study used a convenience sampling method to accumulate customer responses. The sample population of the study is 361. The responses were collected from April 2023 to June 2023. This investigation concluded that perceived utility, convenience, and trust positively impact the behavioral Intention to adopt mobile banking. The paper concludes by discussing the exploration results and a few implications for future research.

Keywords: Mobile Banking, Digitalization, Perceived usefulness, Perceived convenience, Perceived financial cost, Perceived Trust, and Behavioral Intention

INTRODUCTION

The banking sector contributes significantly to the nation's economic growth. In the modern economy, banking institutions are crucial in fostering savings, mobilizing them, and putting them to productive use. It helps the economy perform various functions, including capital formation, balanced regional development, job creation, attracting foreign investment, and trade expansion. In recent years, the banking industry has pursued a trend known as mobile banking, which uses mobile banking applications to conduct transactions. Internet accessibility and computer and communications technology advancements have made it possible to work on banking transactions remotely without contacting relevant institutions. Mobile banking has also provided the banking industry with new business opportunities. Moreover, clients can use ATMs for business transactions, such as checking their account balances and withdrawing cash. In recent years, mobile banking has progressed to the point where even banking transactions can be

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57. A STUDY ON BANKING SECTOR TRANSFORMATION IN MOBILE BANKING

K.Prabhakaran, Assistant Professor & Head, Department of B.Com Information System Management, Thiruthangalnadarcollege, Chennai.

Abstract

The shift from traditional to online banks were common in current trends. More and more customers were using mobile apps for daily banking needs and transactions, making mobile banking a critical component in the digital banking landscape. Most banks began their digital banking journey a few years ago whereas there were major challenges to fulfill the objectives of mobile banking aspects.. The trend of digital banking started when the financial leaders realized a majority of their users are on digital channels. In particular, as more customers used their mobile applications and websites to perform transactions. Hence, mobile banking became a crucial part of the digital banking journey. To follow up with the changing market scenario, traditional banks had to adapt the new technologies that could help the entire customer's journey.

Introduction

Mobile banking refers to the use of a mobile device, such as a smartphone or tablet, to access and manage one's banking accounts and conduct various financial transactions. Mobile banking apps offer a convenient and secure way to manage one's finances on the go, without the need to visit a bank branch or ATM. With a mobile banking app, you can check your account balances, view transactions, transfer money, pay bills, and do much more, all from the comfort of your own device. In this blog, we will explore the benefits of mobile banking and how to get started with it. A mobile banking application allows a customer to conduct a variety of banking transactions.

- A smart phone and a stable internet connection are required for the mobile banking application
- It gives customers the ability to conduct banking transactions at any time and from any location
- Customers can use SMS to access mobile banking services
- Customers receive push notifications via the mobile banking application for timely updates, new deals, and discounts

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**63. SOCIO-ECONOMIC IMPACTS, AND POLICY IMPLICATIONS AMONG
INTERSTATE MIGRANTS IN TAMIL NADU: A STUDY OF ACCULTURATION,
HYBRIDIZATION, AND CULTURAL EXCHANGE**

**Akash Joseph, Assistant Professor, Department of Criminology and Police Administration,
Thiruthangal Nadar College, Chennai**

**A.Naresh, Assistant Professor, Department of Criminology and Police Administration,
Thiruthangal Nadar College, Chennai**

**E. Karthick, II Year, Department of Criminology and Police Administration,
Thiruthangal Nadar college, Chennai**

Abstract

This research topic explores the cultural adaptation and identity negotiation processes among interstate migrants in Tamil Nadu. It particularly explores the processes of acculturation, hybridization, and cultural exchange, along with their socio-economic implications and policy considerations. The study aims to understand how migrants navigate their cultural identities, interact with the host culture, and contribute to the cultural landscape of the state. This sheds light on the complex processes through which migrants from diverse states navigate their cultural identities while interacting with the host culture in Tamil Nadu. Inter-state migration has become a prominent phenomenon in India, with significant implications for both the source and destination states. Tamil Nadu, a rapidly developing state in South India, has experienced a considerable influx of migrants from various states seeking economic opportunities and improved living standards. The findings of this research highlight the intricate dynamics of acculturation, the emergence of hybrid cultural expressions, and the meaningful cultural exchange that takes place in this multicultural approach. The study focuses on examining the effects of migration on both migrants and the host state in Tamil Nadu.

Introduction

Human migration is the movement of people from one place to another with intentions of settling, permanently or temporarily, at a new location. Migration is often associated with better human capital at both individual and household level, and with better access to migration networks, facilitating a possible second move. It has a high potential to improve human development, and some studies confirm that migration is the most direct route out of poverty. A

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**64. INTEGRATING TECHNOLOGY AND COMMUNITY ENGAGEMENT FOR
EFFECTIVE FOREST AND WILDLIFE CRIME CONTROL: A MULTI-
DIMENSIONAL APPROACH**

**Akash Joseph, Assistant Professor, Department of Criminology and Police Administration,
Thiruthangal Nadar College, Chennai**

**S.Jayasutha, Assistant Professor, Department of Criminology and Police Administration,
Thiruthangal Nadar College, Chennai**

**D.Diyadharshini, II Year, Department of Criminology and Police Administration,
Thiruthangal Nadar college, Chennai**

Abstract:

Crime Prevention through Environmental Design (CPTED) is a proactive approach that emphasizes the design and management of the physical environment to deter criminal activities. This research explores the application of CPTED principles in wildlife and forest environments to mitigate illegal activities such as poaching, logging, trafficking and habitat destruction, poses significant threats to biodiversity and ecosystem health worldwide. By examining the synergy between ecological conservation and security, this study aims to develop a comprehensive framework that integrates CPTED strategies with conservation efforts for more effective crime prevention and ecosystem protection. Forest and wildlife crimes, encompassing illegal logging, poaching, and trafficking of flora and fauna, have far-reaching ecological, economic, and social consequences. Addressing these crimes requires a multi-dimensional approach that combines advanced technological solutions with community engagement strategies. This research aims to explore the synergistic effect of technology and community involvement in combating forest and wildlife crimes, focusing on their role in enhancing detection, prevention, and prosecution efforts. By analyzing case studies, policy frameworks, and the impact of collaboration, this study seeks to contribute to the development of comprehensive strategies for effective crime control in forest and wildlife prevention.

Keywords:

CPTED, Forest Crime, Wildlife crime, illegal logging, poaching, technology, Community engagement, CBPR, Crime Control, Policy frameworks, collaboration.

I. Introduction:

Forest and wildlife crimes pose critical threats to the environment and biodiversity. These crimes are often driven by complex networks that exploit weaknesses in enforcement and governance

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65. THE IMPACT OF PANDEMIC COVID- 19 ON THE INDIAN - BANKING SYSTEM
Dhanasekar, II M.Com, PG & Research Department of Commerce, **Thiruthangal Nadar College, Selavayal, Chennai**

Dr.N.Santhanavadiyu, Associate Professor, PG & Research Department of Commerce
Thiruthangal Nadar College, Selavayal, Chennai

Dr.R.Bhuvaneshwaran, Assistant Professor, PG & Research Department of Commerce
Thiruthangal Nadar College, Selavayal, Chennai

Abstract

The COVID-19 pandemic could be one of the most serious challenges faced by the financial services industry in nearly a century. The COVID-19 impact on banking will be severe fall in demand, lower incomes, and production shutdowns and will adversely affect the business of banks. The situation is exacerbated by staff shortages, inadequate digital maturity, and pressure on the existing infrastructure as firms scramble to deal with the impact of COVID-19 on financial services. Banks certainly have their hands full in light of the novel corona virus outbreak COVID-19. Borrowers and businesses face job losses, slowed sales, and declining profits as the virus continues to spread around the world. Banking customers are likely to start seeking financial relief. An obvious way that pandemics can impact financial systems is through their enormous economic costs. To managing the direct economic impact of the corona virus, banks need to have a plan in place to protect employees and customers from its spread. Many banks are already starting to encourage remote working of some employees. In this paper, we are aimed to demonstrate an impact of pandemic covid-19 on the banking and financial sector. India's corona virus outbreak threatens a years-long clean up of its financial system, according to the Indian bank. Banks sit at the heart of the economy and provide funding to corporate and individuals. Their stability is crucial to keep the system up and running.

INTRODUCTION

Globally, the corona virus outbreak now has hit millions of lives with thousands of deaths across the world. The rising threat of this virus continues increasing as everyday new cases are coming out [1]. However, countries affected with corona virus are now taking major steps to address [2] it using AI and Big data technologies [3]. According to the World Health Organization (WHO) [4], AI and Big data played [5] a significant role in COVID-19. The ongoing spread of COVID19 has become one of the biggest threats to the global economy and



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**67. PROBLEMS FACED BY SMALL ENTERPRISE WITH SPECIAL REFERENCE TO
PALLAKAD DISTRICT, KERALA**

**Haritha Ravi, Assistant Professor, Department of B.Com CA, Thiruthangal Nadar College,
Selvayal, Chennai**

Abstract

In the current scenario, it's not able to provide job for the whole part of an employees in India. So that, many of the people in our country will still remain in the poverty. In order to earn their own livelihood, they had to find out their own way of earnings. Many of those have started small enterprises to earn in their living. No one can dream a largely due to lack of finance technology labour etc. So, most of the enterprise in Palakkad is running on small scale. More than that comparatively studies were less for this area especially in small enterprises. This paper gives an overview about the problems faced by small entrepreneurs. This study was conducted among 60 respondents from Palakkad. The sample were selected by using the method judgement sampling method. The data were analyzed using percentage and Chi-square method. The major findings of the analysis were the financial problems, lack of ability to build up a brand image, labour problems, inefficiency in raising loan, pandemic etc. They also told that they find its hard to overcome the demonetization and introduction of GST. Even though it doesn't affect them directly, their sales were reduced drastically. Rainfall also pulls them in more trouble. The government has to bring measures to protect them and should assure that it will reach their hands properly. They also had to get protection from stiff competition from giant enterprises.

Keywords:

Entrepreneurs, Small enterprise, Problems, Pandemic

INTRODUCTION:

In this modern world, each and every firm is facing cut throat competition. Competition brings a lot of innovation and creativity to the busy life. A lot of new products with advanced features has been introduced in order to cope with the changing demand of the society. Giant companies were over ruling the world. They were the deciding authority for each and every consumer. When we check the history there are a lot of successful entrepreneur just like Bill Gates, Steve Jobs. They also started their enterprise firstly on a small scale and then when their brand got succeeded, they

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68. HISTORY OF BANKING

K.Ilakkiya Kanika, II M.Com. PG & Research Department of Commerce,

Thiruthangal Nadar College, Chennai -51

Dr.B.Jagadeeswaran, Head - PG & Research Department of Commerce, Thiruthangal

Nadar College, Chennai -51

Abstract

The banking history of Pre-independence, post-independence banking activities in India, it also includes the different stages of development in banking sector. This article highlights the theoretical foundations of the regulation at work in the banking sector and examines their responsibility in the onset of the 2007-2008 financial crises. Drawing a parallel between the main changes in banking regulations since the 1960s and the evolutions in the economic analyses of regulation over the same period, it shows that the shift from the public interest theory of regulation that prevailed until the late 1960s towards the private interest theory of regulation accounts for the substitution of micro –prudential regulations for macro-prudential ones and explains a paradigmatic change in the conception of the regulatory instruments of the banking authorities. It also shows that although the outcome of several factors, the 2007-2008 crisis was also a consequence of the fact that the economic analysis of banking regulations that fail to take the global features and impact of banking activities into account and have proved unable to recommend effective solutions in a context of crisis.

Introduction

Banking in India forms the base for the economic development of the country. Major changes in the banking system and management have been seen over the years with the advancement in technology, considering the needs of people.

The History of Banking in India dates back to before India got independence in 1947 and is a key topic in terms of questions asked in various **Government exams**. In this detail the article, we shall discuss in evolution of the banking sector in India

The banking sector development can be divided into three phases:

Phase I: The Early Phase which lasted from 1770 to 1969

Phase II: The Nationalization Phase which lasted from 1969 to 1991

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69. ANALYZING THE GLOBALIZATION OF BANKING SECTOR

K.IIaya Kanika II M.Com. PG & Research Department of Commerce,

Thiruthangal Nadar College, Chennai -51

Dr.R.Bhuvaneshwaran, Assistant Professor, PG & Research Department of Commerce,

Thiruthangal Nadar College. Chennai -51

Abstract

Analyzing the bank Globalization and its Characteristics, Features, Merits and Demerits Consists Common Banking Sector's Improvement and its Efficiency in Globalization. We Further Observe in Effect of Bank, Depends on the Host Countries. We also analyzing about the merits and demerits of Globalization and its Effects on the Banking Sector.

INTRODUCTION

Globalization in banking has been part of the inherent international economic and financial linkages in the past few decades. The collapses of the Soviet Union and liberalization in Latin America have provided opportunities for foreign banks to enter countries in Central and Eastern Europe and Latin America in the 1990s. In recent years, further liberalization of financial services in other parts of the world, such as Asia, has prompted large banking institutions to invest in countries such as China and India. In tandem with the growing trend of bank globalization, research on globalization in banking has thrived as well. Many studies have examined the effects of bank globalization at the macro level. Another strand of the literature inspects the effects of bank globalization at the micro or bank level, particularly whether bank globalization helps improve bank performance, often gauged by profitability, costs, the net interest margin, or other performance measures. Most of these studies focus on banks in a particular economy or geographic region.

Since the 2008 financial crisis, especially with the recent trade dispute between the United States and China and the outbreak of the COVID-19 crisis, the debate on globalization has intensified, and the issue of whether bank globalization helps improve bank efficiency has become more prominent for policymaking, multinational banking strategy, as well as academic research. The purpose of this paper is to shed new light on the issue from different perspectives with an updated dataset. Specifically, we add to the literature in several aspects.

In this study, we employ a more comprehensive dataset that contains over 17,000 individual banks in 126 countries (81 developed and 45 developing countries) over the period between 1995

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74. CONSUMER BUYING BEHAVIOR OF MOBILE PHONE WITH SPECIAL REFERENCE TO CHENNAI CITY

Mr.T.S.Rubakannan, Research Scholar, Department Commerce, ThiruthangalNadar College.

Dr.S.Murugesan, Research Guide, Former Principal, Thiruthangal Nadar College
Introduction

India is the ninth biggest mobile manufacturing country in the world and also it is second largest populated country. In this country around eighty percent of the people were using the mobile phone. Nowadays mobile phone all facility they have such as investing money to share market, live video call, live teaching and many more facilities were there. Every humans having different buying behavior nature, it is determined by social economic and cultural factors. Social factors depends on time factors, seasonal factors. Economic factors denotes whereas monthly income of the consumer, family bag round, capacity of consumer. Cultural factors were as some kind of mobile name it's not accept by some of religion name in that same way colors of the product also.

Statement of the Problem

Consumer is the king of every business organization and consumer satisfaction is very important role for every products. But even though consumer not satisfied completely in all the time, due to technological updates of the mobile phones. In that reference consumer buying behavior also changed. Consumer buying behavior of mobile phones determined by various factors such as color, model, configuration, reference, price, new updates, mobile brand name based, age factor and monthly income level. Every year mobile phone technology updating, were us lot operating systems were there in the market some group of peoples like some operating system, it is differ to differ among them the consumers and specification changes in last year to this year so that researcher consider this factor also. Every consumer buying behavior having very unique one, which means have own specification of the mobile phone, the specification features depends on price of the mobile phones. Consumer buying behavior on mobile phones depends on other consumer while using the mobiles in that reference and friends suggestions also consider the factors for this study. Price of the mobile phone one the important factors of consumer buying behavior. New updates and internet speed of the mobile phones is one of the important factors.Brand also the determining the consumer buying behavior Consumer age also one the vital factor of mobile phones buying behavior such as above 60 age only consumers are

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75. A STUDY ON THE INNOVATION, CREATIVITY AND LEADING CHANGES IN THE TRANSFORMATION OF BANKING SECTOR IN INDIA

U.Safiya Fathima, Assistant Professor, Thiruthangal Nadar College, Selavayal, Chennai, TamilNadu-51

ABSTRACT

Usually all process wants money for their needs and use and for commercial purpose. Banks are the oldest lending platforms in Indian scenario. They provide all types of facilities to many innovative ideas, strategies and advanced technologies. They provide lot of facilities to all the citizens for their purposes by their policies. The Indian banking system has been drastically improvised and seen lots of changes after the demonetization. Indian government has in the process of converting and focusing in the innovative and creative side of the financial, banking sector like unified payment interface (UPI), Cloud technology adoption , Net banking, Electronic banking, NEFT mobile banking, ATM banking through banking apps/ payment apps like PAYTM,BHIM,PHONEPAY etc. To survive in this modern world each and every bank tends to forward their own innovations, ideas, strategies and still put front many ideologies. This paper throws flashlight on the new and existing innovation, Creativeness and leading changes in the banking sector in India.

Keywords: India, Banking Sector, technological, innovation, creativeness.

INTRODUCTION

Indian banking has a wide range of journey. It has seen a number of changes. Since the 1990s, India begun to place a feet on technology and innovation. At currently, banking sector is well designed and sufficiently organized. There are 19 nationalized banks, 1 other public sector, 21 private banks, 3 local banks,9 small finance banks, 4 payment banks,43 foreign banks,31 state co-operative banks, 56 regional rural banks(RRB) . Almost every banks has the scope of creating many innovations and now-a-days each and every sector is moving forward to the technology side whereas the innovative ideas forms and in ingenious way. The COVID-19 has drastically changed into the (INCTBS) trend for the better way of usage in innovative, creativeness and changes leads to form transformation in banking sector.

This paper examines the new technological changes and all the existing innovations in the banking sector.

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77. A STUDY ON LEGAL EDUCATION IN TAMIL NADU

K.M.Gowthami Yasodha, III-B.Com (BM), Thiruthangal Nadar College, Chennai-51

K.Srikanth, III-B.Com (BM), Thiruthangal Nadar College, Chennai-51

Abstract

Law governs the world and its people and is the ultimate instrument of change. It has the potential to reform society and guarantees justice to its people. Principally, it is the basic element and facilitator of justice. It serves as an important instrument for achieving socio-economic development in society. The primary function of law is to maintain peace and order in society while protecting individual rights and freedom and is, therefore, a basic element of society. The welfare of the society depends on the democratic nature of the country, which is further dependent on the law. The law gives structure to the nation. The Law Commission of India defines legal education as a science which imparts to students knowledge of certain principles and provisions of law to enable them to enter the legal profession. Legal Education is a technique, arena and platform for rational, orderly and non-violent settlement of disputes and handling of conflicts.

Keywords- Law – Freedom-Knowledge-Society-Democratic

The provision of high quality legal education is a pre requisite to high quality legal practitioners, judges and Government law officers. The need for such education is felt not only in the developing and underdeveloped countries but also in the developed nations who have deemed it necessary to assess and revise curricula and methodologies of law courses with an objective to update them for meeting new challenges and needs of their societies. Such a need is much greater in India not only due to its developing status but also because of its rapid economic growth. In this paper, the author therefore focuses on the area of legal education, its origins, the agencies regulating the same, while analysing the lacunae in the system as prevalent today and finally suggesting certain reforms which can be brought about to enhance standards of education.

ROLE IN TAMIL NADU:

Government of Tamil Nadu by an Act of State Legislature [Act No.43 of 1997] established the Tamil Nadu Dr.Ambedkar Law University for the advancement and dissemination of knowledge in learning, teaching and research in the field of law. His Excellency Shri. K.R. Narayanan,

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78. INTRODUCTION OF BANKING IN INDIA

K.P.Kalpana, M.Phil Research Scholar, PG & Research Department of Commerce

Thiruthangal Nadar College, Selavayal, Chennai -51

Dr.R.Bhuvaneshwaran, Assistant Professor, PG & Research Department of Commerce

Thiruthangal Nadar College, Selavayal, Chennai -51

INTRODUCTION

Banking implies an activity where a licensed financial institution safeguards your money. You can park your hard-earned money in Current and Savings Accounts. You can also earn attractive interest income by investing in interest generating term deposits. Banks also offer a wide variety of loans and overdraft facilities, depending on the type of account you open. Banks cater to a wide variety of customers – from retail investors to small and large business corporations. As a bank customer, you can visit your bank branch or enjoy remote banking services online through mobile or net banking. Banking refers to a financial activity to manage and safeguard your hard-earned money. Banks cater to all sorts of individuals, small businesses, and large corporations. Banks offer financial management products, including various types of accounts and loans. They also provide easy access to funds via facilities like ATMs, debit cards, credit cards, etc. You can also utilise internet and mobile banking facilities offered by your bank. Banks accept deposits and lend money to customers, other individuals, and businesses. They earn money from the facilities they provide. Banks also offer several products and services to their retail and corporate customers. Banking allows individuals, governments, and corporations to get the necessary financial support. It enables you to borrow funds at competitive interest rates. It allows borrowers to manage their cash flow. It empowers you to initiate instant money transfers and make payments remotely.

It assists with high-value investments and transactions.

“Bank” is a broad term that encompasses a number of different financial institutions. Understanding the various types of banks matters as they aren’t all alike in the services or products they provide and the functions they serve. Some are consumer-facing, meaning they directly serve the general public. Others play a more strategic role in the flow of money through the economy. Take a peek under the banking umbrella. You’ll find the following:

Central banks, Retail banks

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79. A STUDY ON IMPACT OF TECHNOLOGY IN BANKING

Dr.P.Krishnamoorthy, Associate Professor, PG Department of Computer Science ,
Thiruthangal Nadar College, Chennai

Ashwini .D.B. III-B.Com (BM), Thiruthangal Nadar College, Chennai-51

S.Sathish, III-B.Com (BM), Thiruthangal Nadar College, Chennai-51

Abstract

Finance is the life blood of trade, commerce and industry. Banking sector plays a main role in modern business. Industries are developing day by day based on the requirements of people. In recent times there are enormous changes in banking sector. Main objectives of banks are to create customers. Apart from the traditional banking activities nowadays banking industries are providing wide varieties of services. Developments of Information Technology has made it possible to provide ease and flexibility in operations to customers thus making life simpler and easier so bank can provide a variety of products and services to the customers. E-Banking is an emerging concept in the field of commerce and banking that allows the banking customers to do banking activities 24/7. This paper furnishes the development and challenges of banking industry.

Key words: Technology, Banking, Electronic Banking

Introduction

Globally, more innovative incumbent banks and financial institutions are moving rapidly to embrace digital. Most have invested heavily in transaction migration. They have also significantly upgraded web and mobile technologies and created innovation and testing centers. In addition, banks increasingly realize that to succeed with digital, they must adopt the habits and culture of digitally native companies: for example, opening up the banks' application programming interfaces, pursuing agile development, or hosting hackathons to foster intensive digital collaboration.

There are a variety of technologies that banks are considering in their effort to adjust to a digital-first market and fintech challengers. But according to EY's Global Banking Outlook 2018, three technologies have attracted the most investment from banks and will see more resources devoted to their implementation: Mobile technology, biometrics software and cloud technology. Despite industry-wide discussion over the potential of block chain technology,

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**86. A STUDY ON CUSTOMER PERCEPTION ABOUT DIGITAL PAYMENTS WITH
SPECIAL REFERENCE TO CHENNAI CITY**

**Mr. S.Yuvaraj, Assistant Professor, Department of Accounting & Finance,
Thiruthangal Nadar College**

ABSTRACT

The Payments Industry in India has largely been driven by cash. Presently, cash transaction accounts for 78% of all transactions in the country. This status quo is set to change rapidly in the near future. The ongoing digital and technology revolution in India coupled with several progressive regulatory changes has revolutionized digital payments in India. digital payment users, their expectation, safety associated with payments. The emerging trend of internet banking in association with e-banking highly time to adoption of digital banking by both young's as well as old people in the city. Understanding the satisfaction level of users of digital banking.

Keywords : digital, internet, transactions.,

INTRODUCTION

The Government's Digital India vision and entry of large corporate such as Reliance in the telecom sector is aiding an unprecedented growth in the Internet penetration in India. The number of internet users in India is set to double in the next 5 years from about 300 million today to 600 million in 2030. About half of the 600 million internet users are expected to transact using digital payment methods. Digitization of payments presents a large opportunity in the Indian context. It is estimated that the total payments via digital payment instruments will be in the range of US\$ 500 billion by 2030, which is 10x the current levels in India.

Digital Payment Modes in India

The Government and other regulators have been a driving force for establishing a robust digital payments system in India. There are several mode of digital payment available in India. These are:

Unified Payments Interface (UPI):

UPI is an open architecture set up to stitch together all payment services into one common platform. The open source platform encourages participation from every payment service provider, viz. banks, FinTech's, payment banks, e-wallets, etc.

Payment Bank Licenses:

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89. AN EMPIRICAL STUDY ON ONLINE PURCHASING PERCEPTION OF GROCERY PRODUCTS IN CHENNAI

Dr.V.Govindarajan, Assistant Professor, Department of Management Studies

Thiruthangal Nadar Arts and Science College, Chennai.

ABSTRACT

The distribution sector connects the grocery producer to the consumer, which is a vital link. The availability of qualified workers, quick modernization, and more online retail are all excellent outcomes of liberalization that have led to corresponding societal changes. Chennai customers these days have a good grasp of what it means to buy goods and services are high in quality and safe for their use. The effects of these pressures on the retail industry are apparent to see. Grocery items, including Sunflower Oils, Wheat Atta, Ghee, Milk, Health Drinks, Flakes, Organic F&V, Namkeen, Eggs, Other Juices, Floor Cleaners, Leafy Vegetables, Diapers & Wipes, the focus of this research, which was conducted by surveying retailers about their consumers' buying habits, preferences, and motivations.

KEYWORDS: Consumer Preference, Purchase Decision, Customer Attitude, and Retailer's Perception

INTRODUCTION

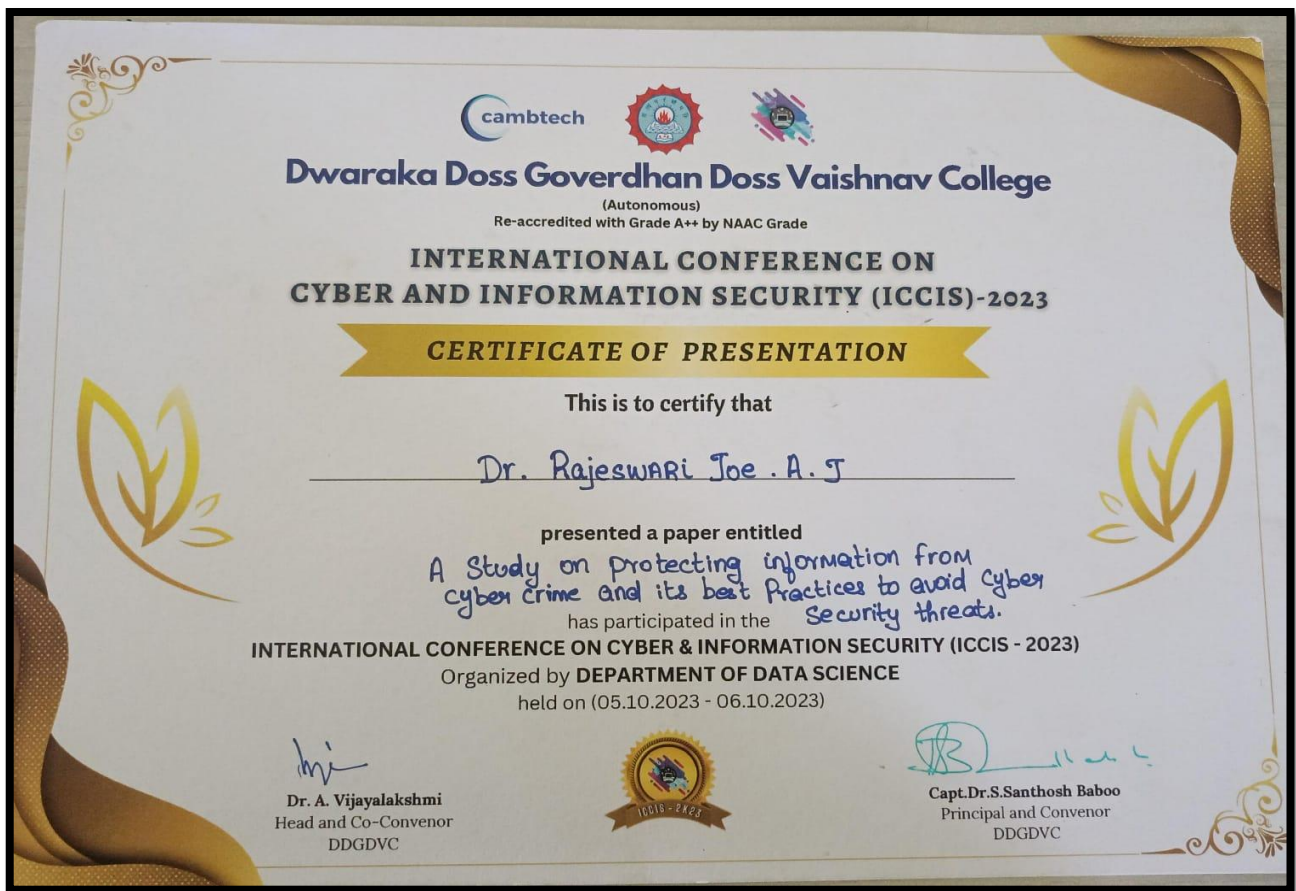
The Internet makes human life easy from booking to shopping with help of [mobile app](#) and websites. Groceries are an essential thing in human life to run day to day life. **Online grocery shopping in India 2022** is a rapidly growing business over the years. Shopping in supermart is a boring thing for most people to find of list of groceries and to stand in line for billing. To make people work easy online **grocery shopping app** takes a leap in the app sector. This innovative idea brings the whole shopping experience within the hand in very few clicks away. **Online shopping** helps people save more time and new experiences to explore with the help of the Internet.

Online Shopping apps help people to order grocery products online using mobile apps anywhere. The ordered product gets to deliver doorstep to the desired address. The shopping app also offers various payment options for a user to make the payout. The whole process is time-saving, stress-free, and easy to use. 1. [BigBasket](#), 2. [Grofers](#), 3. [ZopNow](#), 4. [Amazon Pantry](#).

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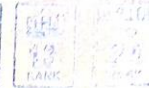
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A STUDY ON MIGRANT CHILD LABOUR IN CHENNAI CITY, TAMILNADU

Ms. S. Jayasutha¹ Dr. K. Paramasivan²

¹ Assistant Professor & Head, Department of Criminology and Police Administration, Thiruthangal Nadar College, Selavayal, Chennai. E-Mail: jvalingam1@gmail.com

² Assistant Professor and Head, Department of Criminology, DDGD Vaishnav College, Arumbakkam, Chennai-Mail: siva9.kal@gmail.com

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.



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Mrs. KARTHIKA.E M.A.,M.Phil.,

Asst. professor, Dept of English, Thiruthangal Nadar college, Chennai- 51
9360088478, karthikasrath3123@gmail.com

ABSTRACT

Home going is a book of "breathtaking sweep and emotional power." It is "extraordinary for its exquisite language, implacable sorrow, soaring beauty, and for its monumental portrait of the forces that shape families and nations, Home going heralds the arrival of a major new voice in contemporary fiction." (Shenolikar) It is one of the most important novels in our time since it "offers the realistic perspectives from a diverse range of characters in age, gender, culture, and time period. It is a heart-wrenching tale and provides context for a series of events that are all too often erased in school curriculums on American History." (Rubin)

INTRODUCTION

Home going is important to read since it focuses on many vital themes which need to be discussed in the 21st century. The novel reveals "ambition, emotional heat, an instinct for story, and a willingness to play with form and character." But beyond these formal qualities, it has explored the horrible injustices of slavery to "the point of satiety" and "sharpens the sting of a trauma that we should never stop feeling." (Osana) It is a novel "at once epic and intimate, capturing the moral weight of history as it bears down on individual struggles, hopes, and fears." It is "an inspiration" and needs to be read to explore what happens when a gifted literary mind is paired to an epic task. Therefore, the novel's characters "are so fully realized, so elegantly carved" (Owens). They are exceptional and lively as they show a range of individual motivations and dispositions. Very strong portrayals appear in the first half of the novel. A wide cast of family members for this novel is placed within their proper time period. In the second half, the writer used the socio-political climate to weave the narrative for those characters.

The writing style of the novel is unique and the language is so rich, precise and poetic that it provokes the reader's imagination. It is written in an unbroken line. (Owens). Each chapter is from the point of view of one character. Each new chapter focuses on a new protagonist. The Effia chapter is told from her point of view; the Esi chapter is told from hers; and so on till the final chapter. It is important to note that with each shift in point of view, one thing remains the same: the limited nature of that point of view, in that the narrative of each chapter focuses only on the inner lives, and memories of that chapter's protagonist. Louise Ling Edwards says, "Though each character only has a chapter dedicated to their story, the reader is submersed in their world and grasps each characters' motivations, burdens, desires, and heartbreaks." Also, the brevity of the tales leaves us craving more, wondering what happens after the snapshot of the characters' life given. Thus, the chapters move chronologically without skipping generations.

Homegoing, an American classic work opens in what is now Ghana in the mid-1700s, and concludes in America in the present day. With simple syntax, the novel traces the family lines of two half-sisters; Effia and Esi, through generations, exploring the brutal pain of colonization, slavery, and unending racism, as well as the vivid and energetic hope for freedom, happiness, and familial love in both Ghana and America. (Rubin) Gyasi says, "I was going to write something set in the present that would have a flashback to eighteenth-century Ghana and the beginnings of the transatlantic slave trade. As I worked on it, I realised that I wanted people to see the ways that slavery and colonialism impacted societies over a large period of time." (Vaid-Menon).

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PRINCIPAL
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PERSISTENT BATTLE: ALICE WALKER'S DETERMINED FEMINIST STANCE

A.Pearlin Synthia

Assistant Professor, Thiruthangal Nadar College of Arts and Science, Chennai

ABSTRACT

Women had to abide by various social restrictions in the 18th century. Black men had an upper hand over women. Feminism can be seen as a movement for restoring women's rights in society. Women's equality is feminism's central issue where gender, race, and sexuality in literature and other spheres of life are the primary subjects. Afro-American female authors have been exposing their experiences in the United States where their concerns revolve around the denial of freedom and equality to Blacks and through their writing, they have highlighted the frail voices of black women. Alice Walker, a strong feminist, in her persistent battle for bettering women's lives wrote very strongly for their emancipation. The term "Womanist" was coined by her and defined it as Black feminist or feminist of color. The primary goal of this work is to substantiate Walker's views on women's emancipations and her protagonists' ability to stand up to societal atrocities while finding their own solutions to be independent and free.

Keywords: Barbaric; Black culture, Black women, feminism, innumerable, mystified, racial discrimination, ritualistic, womanism.

INTRODUCTION:

Black feminism is a kind of feminism that emphasizes African American women's experiences and acknowledges the coexistence of racism and sexism. Outside of the US, it is also known as African feminism. Black feminism gained widespread acceptance in Western nations throughout the 1960s and 1970s as a result of the necessity to struggle for gender equality (Darmawanti, 2012). The abolitionist movement was the most well-known black feminist movement in the United States. The movement's principal objectives were to abolish domestic slavery and guarantee equality for all people, regardless of socioeconomic background, race, or gender. This category records the social identity-based exclusions that Black women have endured. Black feminism's fundamental beliefs are based on the idea that "black women have intrinsic value, that [black women's] liberation is necessary and not complement others" (Combahee River Collective, 1978, pp. 362-372).

Slavery was the environment in which black feminism developed. Black women's bodies were seen as property by the morality of slavery and American law, and they were subjected to sexist violence like rape. Not as women or as humans, but as property, black women are. In order to emphasize these experiences, black women in the United States were the first to use a black feminist viewpoint to comprehend how white supremacy and patriarchy interact. Political problems have been the main emphasis of traditional feminist groups. Black feminism emerged in the 1960s, when women were forbidden from taking the lead in the fight for civil rights. Black feminists established organizations between the 1970s and 80s for addressing positions of black women in feminism, gay liberations, and Black Nationalism. Black academicians and activists founded groups like National Association of Coloured Women (NACW) and National Council of Negro Women (NCNW).

Compared to women from ethnic minority groups and less developed nations who were more worried about issues like racism, poverty, domestic and societal violence, Westerners primarily emphasized on 'abortions' and contraceptives. Numerous women of colour movements, such as

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PORTRAIT OF SLAVERY IN LORRAINE HANSBERRY'S PLAY: LES BLANCS

E.Kaveri

Assistant Professor, Department of English, Thiruthangal Nadar College, Selavayal, Chennai – 51.

ABSTRACT:

This play focus on Africa and to pose this question in the context of an African liberation struggle, it portrays an understanding of the complexities and ability to see both sides and loves genuinely across color lines is at war with the native history, and psyche, which is tied to the spirit of Africa, is personified by a woman dancer who constantly calls to action, back to the struggle of people. *Les Blancs* is an audacious, well-crafted work, but a challenge to perform for an audience unaccustomed to encountering complex and disturbing questions in the theater. Its existence marks Hansberry as a visionary who accurately read the signs of her times and foreshadowed the impending African struggle for liberation. The play forces a reassessment of the term terrorist, which has become a meaningless label that makes the desperation and sometimes the inevitability of violence.

KEYWORD: Slavery, Struggle, and Liberation

If there is no struggle there is no progress. We must do that labor, by suffering, by sacrifice, and if needs be, by our lives and the lives of others”

Lorraine Vivian Hansberry the first African American Playwright was born on May 19, 1930, she grew up as part of a middle-class family. Her parents, Nannie perry Hansberry and Carl Augustus Hansberry bring up their four children of which Lorraine Hansberry was the youngest into a middle-class black community in the isolated south side of Chicago. Hansberry received the New York Drama critics' circle Award for most excellent play on May 14, 1959. The play sprint lucratively for nine months on Broadway, and Hansberry was specially made to write a screenplay for a film version of *Raisin in the Sun*, which opened in 1961. After her initial accomplishment, Hansberry persisted to effort on numerous plays, and projects, counting a script whole for NBC-TV, called *A Drinking Gourd* Ultimately, the play was never aired because the sequence was envisaged to be too notorious and probable estrange to southern spectators. Hansberry also began labor on *Les Blancs* and, *The sign in Sidney Brustein's Window* Throughout this time Hansberry became progressively implied in the civil rights movement flattering friends with James Baldwin other performer campaigners. She was a division of black artists and activists who met Attorney General Robert F.Kennedy in May, of 1963 to argue the requirement for laws and policies that would invalidate the prolonged intolerance against African Americans.

Les Blancs was published in 1983 as a part of an anthology entitled Hansberry: the collected last plays. She contemplated this play to be capability her most significant play as it centered on the black emancipation in Africa. She made numerous sketches of it. She modified her protagonist from female to male in this play (Beaulieu 392). Conversely, the play could not be completed, while she was alive. After her death, her partner Robert Nemiroff amalgamated the sights, shortened, modified, and equipped them for fabrication. It was the first creation in 1966. Robert Nemiroff asserts that Hansberry wrote this play in retort to Jean Genet's commemorate drama *Les Negres* Philip Effiong proclaimed that From the book: “ *In Search of a Model for African American Drama*”: (The Blacks P.U. Effiong 44)

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CONTEMPORARY: ROLE OF TECHNOLOGY IN REDUCTION OF WOMEN'S VULNERABILITY

Mr.AKASH JOSEPH¹ Ms.HEMALATHA S² Mr.U. P. ASWIN³

¹Assistant Professor, Department of Criminology and Police Administration, Thiruthangal Nadar college, Chennai, Tamil Nadu, India. Email id: akashjoseph333@gmail.com

²UG - II Year, Department of Forensic Science, Kristu Jayanti college, Bengaluru, Karnataka, India. Email id:hemal32005@gmail.com

³UG - II Year, Department of Criminology and Police Administration, Thiruthangal Nadar college, Chennai, Tamil Nadu, India. Email id: aswinup04@gmail.com

ABSTRACT

The use of technology to reduce women's vulnerability is still in its early stages, but there is a growing body of evidence that shows that it can be an effective in future. Technology plays a pivotal role and holds significant importance in various aspects of our lives. Its influence spans across different sectors, transforming how we live, work, communicate, and interact. Women vulnerability is a pervasive issue that affects millions of women worldwide. It refers to the increased susceptibility and exposure to various risks, discrimination, and violence faced by women solely based on their gender. Despite significant progress in gender equality, women continue to experience unique challenges and vulnerabilities in different aspects of life. This vulnerability is deeply rooted in historical, cultural, and systemic factors, and understanding its causes is essential to address and mitigate its impact on women's lives. The vulnerabilities of women in India require a comprehensive approach that involves legal reforms, awareness campaigns, education, and efforts to challenge patriarchal norms and cultural attitudes. Effective implementation of existing laws, improved access to education and healthcare, economic empowerment, and stronger support systems for survivors of violence are crucial steps towards enhancing the safety and well-being of women in India. Additionally, fostering a culture of gender equality and promoting women's participation in decision-making processes are essential for achieving lasting change.

Keywords: Women's vulnerability, poverty, violence, discrimination

INTRODUCTION:

Women around the world face a variety of vulnerabilities, including poverty, violence and discrimination. Technology can play a role in reducing these vulnerabilities by providing women with access to information, resources and support. Tamil Nadu, a progressive state in India, recognizes the critical importance of addressing women's vulnerability and promoting gender equality. To combat the challenges faced by women, the state has embraced technological advancements as a powerful tool to empower and protect its female citizens. Through innovative initiatives and the strategic implementation of technology, Tamil Nadu strives to create a safer and more inclusive environment for women, fostering their overall well-being and socio-economic development.

V. Devi
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PRINCIPAL
Principal

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SOCIAL WORK APPROACHES IN SUSTAINABLE DEVELOPMENT GOALS

A.JOHNBRITTO

Assistant Professor, Department of Social Work, Thiruthangal Nadar college, Chennai, Tamil Nadu, India.

ABSTRACT

The Sustainable Development Goals (SDGs) global agenda offers social workers a chance to rethink their role in relation to human rights, the environment, socioeconomic development, and empowerment of people. This is particularly true for Malaysian social workers, whose positions have historically been restricted. Because the SDG goals and values are equally relevant and applicable to social work practice, the Global Agenda expands these opportunities for social workers. There are difficulties, too, as social work practice that addresses environmental and human rights issues often addresses structural issues that are seen as politically sensitive and may therefore be confrontational in nature. However, social workers must confront issues of injustice and inequality bravely and unwaveringly, adhering to the following standards, and work with their service users as partners in development.

Keywords: Sustainable Development Goals, social work, Inclusive development and human rights

INTRODUCTION

At the United Nations on September 25, 2015, the international community adopted the 2030 Global Agenda, also known as "Transforming our world: The 2030 Agenda for sustainable Development." The Millennium Development Goals (MDGs) have been replaced by an action plan that is universal in character and covers a wide variety of topics and problems related to the economy, human rights, development, and environment. In order to guarantee that inclusive development is accessible to all communities and people groups, the concept of "no one will be left behind" is extremely important. (C.Tomuschat 2021).

The Sustainable Development Goals (SDGs) are examined in this article within the global framework, with a particular focus on human rights issues in India and from the perspective of social work practice. Given that social workers now face both new opportunities and problems, it is argued that the SDGs offer a good and comprehensive framework for intervention practice. The practice of social work in India and other countries can benefit from the lessons learnt in this situation. Because it is based on the intrinsic rights of the human person, adopting a human rights approach to social work practice is extremely important. Social workers can use the SDG global agenda to implement this strategy, which is based on the global commitment made through the 2030 agenda, which is national advocacy for policies and tactics of empowerment. (J.Servaes, (Ed.) 2017).

According to Sachs a decent society is one that is "well governed, socially inclusive, environmentally sustainable, and economically prosperous (with a high per capita income)". Social workers advocate for the creation of a just society in this context, with a particular focus on the weaker members of society who are frequently disregarded in the process. Thus, our goal is to comprehend the SDG agenda and determine how, as licensed social workers, we can contribute to the creation of a more favorable society for all. (J. D. Sachs 2015).

SUSTAINABLE DEVELOPMENT GOALS

V. Devi
09/08/24

PRINCIPAL
Principal

THIRUTHANGAL NADAR COLLEGE
SELAVAYAL, CHENNAI-600 051.



SOCIAL WORK PERSPECTIVES IN ADDRESSING THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

K.MARGRETT PRICILLA

Assistant Professor, Department of Social Work, Thiruthangal Nadar College, Chennai, Tamil Nadu, India.

ABSTRACT:

As a profession dedicated to improving social well-being, social work is intrinsically linked to accomplish the goals set forth in the SDGs. The Sustainable Development Goals (SDGs), which the United Nations adopted in 2015, set goals that the world must accomplish by 2030 to guarantee prosperity and well-being for all people and to ensure that every individual lives in society with dignity and security. Social work and the Sustainable Development Goals has an intersectionality and there is an inherent connection between social work principles and the SDGs. The paper highlights the social work perspectives and addresses the responsibilities that social work approaches play in ensuring that the SDGs are achieved by integrating the social work perspectives in diverse programs and policies. The many aspects of sustainable development are addressed with an emphasis on incorporating social work concepts into plans for achieving the SDGs. The support of social work in achieving the Sustainable Development Goals (SDGs) by examining the critical role that social work approaches is discussed.

Key words: Social work, Sustainable Development Goals

1. INTRODUCTION:

1.1 BACKGROUND:

The United Nations' Sustainable Development Goals (SDGs) constitute a comprehensive framework Transforming our world: the 2030 Agenda for Sustainable Development addressing global challenges such as poverty, good health and well-being, inequality, environmental sustainability, quality education. This agenda for SDG is a plan of action that predominantly focuses on for people, the earth, and prosperity and set for 17 Sustainable Development Goals and 169 targets. Implementing this strategy will include all governments and all stakeholders working together in a collaborative relationship. The accomplishment of these goals depends on social work, which is dedicated to strengthening people and communities. The objectives and targets set forth in the agenda aim to prompt action in areas crucial for the well-being of humanity and the planet.

In the realm of people, the commitment lies in eradicating poverty and hunger in all their forms, ensuring that every individual can realize their potential in a dignified and equal manner, within a healthy environment. Regarding the planet, the determination is to shield it from degradation. This involves promoting sustainable consumption and production, responsibly managing natural resources, and urgently addressing climate change. The goal is to enable the planet to meet the needs of both present and future generations. In the pursuit of prosperity, the goal is to guarantee that all individuals can lead prosperous and fulfilling lives, fostering economic, social, and technological progress that harmonizes with nature. Concerning peace, the commitment extends to nurturing peaceful, just, and inclusive societies, free from fear and violence

In the realm of partnership, the aim is to mobilize the necessary resources for implementing this agenda and establish a revitalized Global Partnership for Sustainable Development, rooted in a spirit of enhanced global solidarity. This partnership will particularly focus on the needs of the poorest and most vulnerable, involving the active participation of all countries, stakeholders, and people.

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

R.JOTHIMANI

Department of English, Thiruthangal Nadar college, Chennai, India.
E-mail: jothimani.r@thiruthangalnadarcollege.edu.in

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.

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

Dr.K.C.Lalithambika

Associate Professor & Vice Principal, Dept.of English, Thiruthangal Nadar College, Chennai-600051
Mail: kclalithambika555@gmail.com

ABSTRACT

Although, McMillan is blamed for not addressing ethnical issues, nonetheless what she does is a skillful 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

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NOURISHING MIND & MOOD: ELEVATING MENTAL HEALTH THROUGH WHOLESOME FOODS

Mr. M. JEEVAN KISHORE KUMAR,

Assistant Professor, Department of Social Work, Thiruthangal Nadar College, Chennai, Tamilnadu

ABSTRACT

It's normal to place less emphasis on nutrition or lose motivation to make healthy eating choices as life gets busy. Rapid life, the need for self-actualization, and the ensuing overstimulation and time constraints are all intrinsic to urbanization and the related technical and cultural advancements. These factors have an impact on dietary patterns and the intake of processed and high-calorie meals. Recent times have seen studies on how diet affects mental health have increased dramatically. This might be a significant factor in preventing many mental illnesses while also potentially lowering the percentage of the population that suffer from mental health issues. There is increasing evidence that eating a nutritious diet has positive effects on mental health. Many research show to the benefits of the Mediterranean diet, and studies have identified specific benefits in managing depression. The relationship between nutrition and mental health is bidirectional: the foods we eat affect our mental health, and our mental health status affects what and how well we eat.

Keywords: Mental Health, Nutritious food, wellbeing

INTRODUCTION:

Good nutrition and adequate intake of proper nutrition is important—though frequently disregarded—factors in the development of good mental health outcomes. Numerous studies demonstrate that while eating a diet heavy in refined sugars might exacerbate the symptoms of melancholy and mood disorders, eating fruit and vegetables can improve happiness and overall wellbeing.

Depression in particular is one of the mental illnesses that cause the greatest amount of disability worldwide. The onset of half of mental illnesses occurs before the age of 14, and childhood problems are associated with a number of long-term negative social, criminal, and economic consequences in adulthood. Global data indicates that rates of anxiety and depression may be rising rather than falling, especially among youth, despite improvements in their identification and treatment.

The influence of poor mental health on dietary behaviors is the other facet of the link between food and mental health. Without a doubt, stressful situations and unpleasant feelings make us reach for the biscuit tin. In fact, studies on animals have shown that eating sugary, fatty meals can actually lower the stress response. These aren't referred to as "comfort foods" for nothing! Nevertheless, the short-term advantage is outweighed by the long-term harm that these foods cause, much like smoking cigarettes or consuming excessive amounts of alcohol. Additionally, diets high in refined sugar and saturated fat may be addictive, working on the dopamine pathway in a manner similar to other addictive goods, according to animal tests.

Increased fiber, healthy fats, vitamins, and minerals from fruits, vegetables, whole grains, nuts, and seeds, together with other nutrients, can lower inflammation and change neurotransmitters to lessen depressive symptoms.

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A STUDY ON THE HEALTH CARE EXPENDITURE IN TAMIL NADU

Dr.A.MALLIGA

Associate professor in Economics, Department of Commerce, Thiruthangal Nadar College, Chennai-51

ABSTRACT

Access to healthcare is better done with widespread availability of necessary infrastructure in terms of manpower and also the hand structure, government of India and also the state government has been investing huge amount over the year in order to improve the stock of health infrastructure in the country and state. However the amount being invested or the improvement in the infrastructure is not commensurate with the demand for the same. Thus access to healthcare, choice of healthcare provider and rate of utilization are all highly skewed between the rural and urban areas and also between the two genders. This has resulted in huge out of packet expenditures by the households.

Key words: Health care, Infrastructure, Households, Women, Health Infrastructure

INTRODUCTION

Health is complex and dependent on a host of factors. The dynamic interplay of social and environmental factors has profound and multifaceted implications on health. Women's lived experiences as gendered beings result in multiple and significantly interrelated health needs. But gender identities are played out from various locational positions like caste and class. The multiple burdens of production and reproduction borne from a position of disadvantage have telling consequences on women's well-being. Women's health matters not only to women themselves, but it also crucial to the health of the children they will bear. This underlines the fact that paying due attention to the health of girls and women today is an investment not just for the present but also for future generations. This implies addressing the underlying social and economic determinants of women health including education, which directly benefits women and is important for the survival, growth and development of their children. Most of them in the world's women live in low or middle income countries almost half of them in the South- East Asia and western pacific regions. Only 15 per cent of the world's 3.6 billion females live in high income countries. More than one female in every three lives in a low income country. Since low income countries tend to have younger populations than high income countries, one in every two children under nine years of age lives in a low income country. High income countries have the largest proportions of population aged 60 years or more.

OBJECTIVES

1. To study the public health infrastructure and health expenditure in Tamil Nadu.
2. To study the analysis of health expenditure in Tamil Nadu

METHODOLOGY

In this study multi stage random sampling technique is applied. To begin with in the first stage, Thiruvallur district is selected as the sample district, since it is highly urbanised with around 65 per cent of the population is based in urban areas and it is adjacent to the capital city of Tamil Nadu, Chennai. From this district, in the second stage, out of the 11 taluks, two have been identified in which one is urban based, viz., Ambattur while the other is rural based viz., Tiruttani out of the 4903 women in the selected area, a total of 490 women have been selected as the samples which forms 10 per cent of the total population in the study area.

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ENGAGED PEDAGOGY FOR INCLUSIVITY: A HIGHER EDUCATION PERSPECTIVE IN INDIA

Mrs. K.Pamme Nesakumari

Associate Professor & Head, Department of English-Major, Thiruthangal Nadar College
Selavayal, Chennai -51 Tamilnadu, India

ABSTRACT

This article aims to highlight the method by which the curriculum of Higher Education Ph.D. program includes inclusivity and diversity. Bell Hooks' engaged pedagogy is practiced by faculty members and students; their efforts are also described. Three sorts of changes strategic administrative actions, curricular change, and pedagogical change are the subject of accounts of the re-envisioning and development processes from two agents, a professor and an assistant professor working in the graduate program. As they collaborated with students to recognize various forms of racism, sexism, and inequality in their lives at the school, the authors use critical race and feminist perspective as well as personal narratives to describe their experiences and how these led to incorporate essential and transformative perspective in the classroom both in society and in the university. Students received assistance in choosing dissertation methods and subjects that aligned with their values.

Keywords: Higher Education, Engaged Pedagogy, Curriculum Change, Enlightening Experience, Inclusivity and Diversity, Educational System

INTRODUCTION

The higher education system classifies an international student as an intern. International students have already been studied from the perspectives of migration studies, global education studies, and critical pedagogical studies; however, this paper attempts a postcolonial analysis of international students in order to consider what forms of pedagogic responsibility are prompted by this framework. (Parvati Raghuram, Madge, Clare, and Patricia Noxolo 2009) recruiting international students, promoting academic courses and programmes, and instructing student cohorts from Asia, Africa, and Latin America in English as a Second Language all considered parts of higher education. Canada, the UK, Australia, and New Zealand have all investigated and advocated different internationalization methods. These methods frequently, as observed in the literature, prioritize the cultural acculturation of overseas students rather than a fair interchange of academic and cultural knowledge and ideas. (Patel, Fay, and Hayley Lynch, 2013) It has been difficult to integrate Indigenous peoples into higher education's primarily Euro- Western-defined and assigned institutions, academic fields, policies, and practices. An academic progress known as "indigenization" centres on Indigenous knowledge and ways of being, essentially changing institutional initiatives including policy, curricular and co-curricular programs, and practices to support Indigenous empowerment and success. (Pidgeon, Michelle, 2016) In addition to being used frequently in government legislation, the phrase "inclusive education" is also used by school administrators, special educators, and counsellors. Although there is general agreement that inclusive education is "good" and that it is synonymous with kids with disabilities, inclusive education, and kid all have different connotations. Not only were their differences and inconsistencies among school personnel, policy documents, also in policies and schools, correspondingly. (Taneja Johansson, Shruti, 2014) The university's "gender identity and expression" nondiscrimination policies are intended to promote equity and integrity for transgender students on campus. The purpose of this study was to examine faculty educational tactics for encouraging student-initiated activism outside of the classroom as well as psychological, social, and institutional aspects influencing student leadership for change. We refer to this approach as "critical laboratory feminist pedagogy. Students and teachers who were involved in the institutional reform process recounted the challenges they faced, their plans of action, and the impact opportunity and power dynamics on the process.

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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.

Mrs.K.Suganthi¹Dr.L.R.S.Kalanithi²

¹Assistant Professor, Thiruthangal Nadar College

²Associate Professor, Research Supervisor and Dean, School of Languages, Gurunanak College, Autonomous, Gurunanak Salsi, Chennai

ABSTRACT

Six adults sleep in the same house. Three other children are sleeping in the same room. One child vanishes in the middle of the night. The family has no clue. Were they drunk. Under the influence of drugs. Basically, the novel "400 Days" travels as the journeying in the mind of a mother and her unremitted ransacking of her thirteen-year-old child Siya Aurora who went missing for 400 days. It's quite a long period for a mother to survive without her daughter. The novel chosen for the study is unique, as it focuses on the sensitive issue of girl child abuse. In a way he has traversed the genre of the detective fiction into an eye-opener of the inhuman atrocities committed to girl children. Chetan Bhagat also describes in his book about the different threats related to the life and society for girl children.

Keywords: Child Abduction, Social Evils, Holistic parenting

INTRODUCTION

Chetan Bhagat was born in New Delhi in a middle-class Punjabi family on 22 April 1974. His debut novel 'Five Point Someone' was published in the year 2004. The bestselling writer for his first book 'Five Point Someone' which brought a revolution as an onset of tedious grade systems is a trendsetter. The novel was later tailored into a movie in Bollywood.

His second book "One Night at A Call Center" was published in the year 2005. Bhagat's third novel "The 3 Mistakes of My Life" which was released in the year 2008, also became a hit. Chetan Bhagat's fourth novel '2 States', was published in 2009. This fiction unwinds the religious barriers of two different cultures from two different states. The novel counted a major success and featured into the movie '2 states' that struck millions of hearts in India.

Bhagat's next venture Half Girlfriend was published in 2014 which was a magical masterpiece which includes the themes of Young Bihari boy struggling to speak in Standard English, Women empowerment under-funded and underdeveloped rural schools with no toilet facilities.

"The Girl in Room 105", published in 2018, also became pleasurable outcome for the fans of Chetan Bhagat as it travels around religious disparities prevailing in the Indian families for not affirming the love relationships of their loved ones.

'Your son brings a Muslim girl home, and you are not concerned?' my father said. I couldn't tell exactly what my crime was. That I brought a girl home or Muslim home? May be both. Why, beta? Is there anything to worry?' my mother said in her most soothing voice.

Worry, Zara and I together counted as 'worry,' I guess. Maa, didn't you say she was beautiful?' I spoke.

Yeah so?' my mother said. My father gave a dirty look; how dare she call a non-Hindu beautiful? (Page 113, [he Girl in Room 105, Chetan Bhagat)

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EXPLORATION OF GENDER IDENTITY IN KAVERYNAMBISAN'S ON WINGS OF BUTTERFLIES

Mrs. AMUDHA E

Assistant Professor, Department of English, Thiruthangal Nadar College, Chennai - 600051
Contact: 8838361574 ezhil.amudha@yahoo.com

ABSTRACT

In India, a few women's movements and campaigns created an impact on the lives of women. Indian women opposed the violence against women in the name of false beliefs like sati, child-marriages, prohibition of widows to remarry, illiteracy, etc. Several associations like Women's clubs, Bharat Stree Mandala, Bharat Mahila Parishad, Arya Mahila Samaj, National Council of Indian Women, and All India Women's Conference made objections against the atrocities on women. The novel develops, evolves, and interlinks three issues related to women: creating awareness on women-oriented issues, bringing about unity among women, and presenting an exposition concerning them. The main objective of this paper is to explore the gender identity and the plight of women in the Indian society.

Keywords: awareness, women-oriented issues, identity.

On *Wings of Butterflies*, the writer has posed innumerable stances of women's subjugation. It is not a story of single woman or one protagonist. The author, through twenty-two-year-old girl Evita, presents a number of stories and each story represents a viewpoint, a struggle, or a stand. Evita's mother, Maria, though a weak and a confused woman, is a staunch believer of Mother Mary. She is a roadside waiter and leads a frivolous life. She is also a sex worker and Evita had seen various men abusing her mother. Being the seventh child in the row of children, she vividly remembers her mother's sexual encounters.

Evita's infant memory was full of visions of men who pulled her mother's skirt, put their hands into her mother's blouse and forced her to sit on their laps. Men made more demands on her body than Evita ever did even as an infant so many memories:

The uncles coming and going.

That evening when she had come back from school and found her mother with ugly black stitches across a swollen lip.

'I tripped—and hit the edge of the kitchen cupboard.'

Lies. Evita knew from the orange flame in Maria's eyes that it had something to do with an uncle.

Unlike other children, who grow up building sand castles on the beach, Evita grows up on anger. Ever since a child, she has decided to raise an army of 'Women Or Women' (WOW). Unable to bear the scenes at home and to avoid from being a victim, she runs away at the age of fifteen years. Despite minimum education, her smartness, and efficiency helped her in securing good jobs. When she got job in one of the prestigious hotels, she returned to Panjim, Goa. To bring home justice, for women like her mother, she has planned to start her dream project of Women Or Women organization. She has been working on it for many months now. After a thorough research from newspapers, magazines, television and through customers at hotels, she shortlisted the members whom she wanted to work with. With the help of these women at the national and international level, Evita wants to begin an All-Women Political Party to represent the voice of women and her plan is to unite "the world's largest minority into a single group" (WOB, Cover page).

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UNVEILING THE PIVOTAL ROLE OF SOCIAL MEDIA IN ADVANCING SOCIAL JUSTICE AND NURTURING PEACE

Mr.M.Jeevan Kishore Kumar ¹Mr.S.Ganesh²

¹ Assistant professor, Department of Social Work, Thiruthangal Nadar College, Chennai

² PG Student, Department of Social Work, Dr.Ambedkar Government Arts College, Vyasarpadi, Chennai

ABSTRACT

While 'peace' and 'justice' advocates share ultimate goals, the short-term concerns and strategies of practitioners in the two fields may differ dramatically. The potential contradictions of pursuing peace and justice are a particular challenge in the context of large-scale conflict, whether internal or international. Both mediators and human rights advocates could use more humility and less arrogance, since neither group can create world (or even local) peace on their own. Media development by social media, peace building, communication, justice. Neither group should be tolerant of injustice. It concludes that collaboration, or at least mutual appreciation, is certainly feasible, particularly as greater empirical knowledge is gained about both the limits and possibilities of outside interventions.

Keywords: social media, Peace building, justice, Communication, Peace

INTRODUCTION

There is millions of global news networks that broadcast live from all corners of the world and via the internet, hence providing immediate access to unfolding events and, under certain conditions, influencing the way those events develop and end. Social media is a modern tool for communication, which spreads information and connects people very rapidly. A social media platform displays a social network specific and technological characteristic. It offers the capacity to create social media websites and services with complete social media network functionality. Currently, the common man is able to contribute to the news flow as opposed to the past where a journalist was the initiator of communication messages in a traditional media house. Social media helps people achieve shared awareness about various perceptions and helps people to take action During last decade civil societies, activists, representatives of the government and political parties actively use it as a communication means with their audiences. Social media is a powerful tool and presents a new opportunity for peace and justice resolution

SOCIAL MEDIA

Social media are internet-powered communication channels that enable users to continuously exchange information, peace and justice. Social media utilizes electronic communication and allows users to follow and share content. Summarily, social media platforms are online sites and services that host, organize and post that although social media are often used for keeping in touch with friends, it is increasingly common for people to use social media to get news and stay informed. Social media has unique characteristics of massive information, rapid transmission and openness of communication which allows interaction and quick information release. Social media platforms such as Twitter, Facebook and WhatsApp, among others, provide space in which society can communicate freely and cheaply, articulating their divergent viewpoints. Currently social media is more decentralized and distributed than traditional media (Aho, 2004; de Graaf & Meijer, 2019). The reason for their popularity has been attributed to the easy access from cellphones.

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REMOTE ACCESS TROJAN – MALWARE ATTACK

Mr. Dhanalingam M¹Ms. N.M. Sneha²

¹Assistant Professor, Department of Criminology, Thiruthangal Nadar College, Chennai

²Assistant Professor, Department of Criminology, Thiruthangal Nadar College, Chennai

ABSTRACT

Remote Access Trojans (RATs) represent a significant cyber security threat, enabling malicious actors to gain unauthorized access to remote systems for espionage, data theft, surveillance, and other nefarious activities. This paper provides an overview of RATs, exploring their functionalities, propagation methods, detection techniques, and mitigation strategies. RATs are clandestine software tools designed to covertly infiltrate and compromise target systems, providing attackers with remote control capabilities. They often exploit vulnerabilities in operating systems, applications, or human behavior to gain initial access and establish a persistent presence within networks. Once deployed, RATs can execute various malicious actions, including keystroke logging, file manipulation, webcam hijacking, and data exfiltration, all while evading detection by security measures. Understanding the threat landscape surrounding RATs is crucial for devising effective defense mechanisms. This review discusses common infection vectors, such as phishing emails, malicious attachments, and drive-by downloads, as well as the role of social engineering tactics in enticing users to unwittingly install RATs. Detecting and mitigating RATs require a multi-layered approach that combines technological solutions, user education, and proactive threat hunting. This paper explores various detection methods, including signature-based scanning, behavior analysis, anomaly detection, and network traffic monitoring, highlighting their strengths and limitations in identifying RAT activity.

INTRODUCTION

The concept of espionage is not a new phenomenon for today's world. Throughout the history of humankind, espionage has been a common tactic used by malevolent people, from the First World War to the present. Today, the attackers started to implement this tactic in the cyber world. Attackers can use their deceiving tactics effectively and easily for profit or for attacks to steal user's information. This malicious software can easily infect users' systems by various methods such as custom-designed e-mails, visits to unsafe websites, cookies and social engineering attacks that deceivingly look like advertisements.

Spyware, unlike viruses and worms, create their copies once infected with the target system and spread more. The purpose of spyware is to collect the requested information by hiding in the target system. This information may cover a wide area ranging from the user's social media account password to credit card information. Other than that, commercial companies can spread adware over the Internet to detect user habits. Spyware, infiltrating systems without the knowledge of users, is one of the most important attacks against personal privacy. Infectious techniques of spyware are not well-known by users.

V. Devi
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THIRUTHANGAL NADAR COLLEGE
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பன்முகப் பண்பாட்டிற்கான தேசிய மாதாடு
சமூக அறிவியல், மொழி & இலக்கியம்

சேனாவரையரின் தொல்காப்பியச் சொல்பாடுபாடு

முனைவர் கு. முத்தப்பாவலர்

உதவிப் பேராசிரியர், தமிழ்த்துறை

திருத்தங்கல் நாடார் கல்லூரி

சென்னை - 51

தொல்காப்பியச் சொல்வதிகாரத்திற்கு எழுந்துள்ள உரைகளுள் சேனாவரையரின் உரை தனித்து என்னப்படுகின்றது. தொல்காப்பிய உரையாசிரியர்கள், தமிழ் இலக்கண மரபில் அடிப்படைச் சொல் வகைப்பாடுகளாக உள்ள பெயர், வினை, இடை, உரி என்பன குறித்து உரை விளக்கம் கொடுத்துள்ளனர். அவ்வுரைகளுள் சேனாவரையரின் உரை விளக்கம் குறிப்பிடத்தக்க நிலையில் உள்ளது. அவர் சிந்தித்து விளக்கிய சொல்லின் இலக்கணம், பெயர்ச்சொல், ஆகுபெயர், வினைச்சொல், தன்மை பன்மை, வியங்கோள் ஆகிய சொல் பாடுபாட்டின் விளக்கத்தினைப் பற்றி இக்கட்டுரை அமைகின்றது.

தமிழ் இலக்கண உரை மரபு

தமிழ்மொழி தொன்மையான இலக்கியங்களையும் இலக்கணங்களையும் பெற்று விளங்குவதைப் போலவே தொன்மையான உரை மரபினைப் பெற்றுத் திகழ்கின்றது. கி.பி. ஒன்பதாம் நூற்றாண்டு முதல் கி.பி. பதினாறாம் நூற்றாண்டு வரை மிகுதியான உரை நூல்கள் தோன்றியுள்ளன. கி.பி. பதினோராம் நூற்றாண்டு முதல் கி.பி. பதினான்காம் நூற்றாண்டு வரை உரைநூல் உருவாக்கம் உச்சத்தில் இருந்தது எனலாம். இக்காலகட்டத்தில் உரை தனித்த இலக்கிய வகையாகக் கருதப்பட்டது.

இலக்கிய உரைகளும் இலக்கண உரைகளும் அடிப்படையில் வேறுபாடுகளைக் கொண்டிருப்பதை அறிய முடிகின்றது. தமிழில் தொல்காப்பியம் முதற்கொண்டு சூத்துவீரியம் வரையிலான பெரும்பான்மையான இலக்கண நூல்களுக்கு உரைகள் உள்ளன. அவற்றுள் தொல்காப்பியம், நன்னூல் முதலிய இலக்கண நூல்களுக்கு ஒன்றுக்கு மேற்பட்ட உரைகள் தோன்றியுள்ளன. இவ்விலக்கண உரைகளெல்லாம், பல அற்றாண்டுகளுக்கு முன்னர்த் தோன்றிய தொன்மையான நூல்களுக்கு உரை எழுதுதல், அற்றாண்டுகளுக்கு முன்னர்த் தோன்றிய தொன்மையான நூல்களுக்கு உரை எழுதுதல், நூலாசிரியரின் மானாக்கர் உரை நூல் தோன்றிய காலத்தை ஒட்டியே உரை எழுதுதல், நூலாசிரியரின் மானாக்கர் உரை

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சமூக ஆறிவியல், மொழி & இயக்கியல்

திருக்குறள்: அறத்துப்பாலில் அரிய வேர்ச்சொற்களும் நுண்பொருளும்

திரு த சிவசுமார்,

நுறைத்தலைவர், தமிழ்த்துறை

திருத்தங்கல் நாடார் கல்லூரி

சென்னை - 51.

திருக்குறள் அறத்துப்பால் பாயிறவியல் (4), இல்லறவியல் (20), துறவறவியல் (13), னழியல் (1) ஆகிய நான்கு இயல்களையும், முப்பத்தெட்டு அதிகாரங்களையும், முன்னூற்று எண்பது குறட்பாக்களையும் கொண்டுள்ளது. இதில் பாவாணர் உரைகண்ட அறத்துப்பால் அதிகாரத்தில் ஒரு சில அரிய வேர்ச்சொற்களும் ஒரு அதன் நுண்பொருளும் பாவாணர் வழிகொண்டு காண விழைகிறது இக்கட்டுரை.

அமிழ்தம்

"அமிழ்தினும்ஆற்றஇனிதேதம்மக்கள்

சிறுகைஅளவியகழி" (அற. பால்-ஆதி-4)

அவிழ்-அவிழ்து-அமிழ்து-அமுது = சோறு,

மருமம்-மம்மம்-அம்மம்-அம்முது-அமுது = பால்

பாவைக் குறிக்கும் அமுது என்னும் சொல்லும் சோற்றைக் குறிக்கும் அமுது என்னும் சொல்லோடு மயங்கி அமிழ்து என்னும் வழுவல் கொள்ளும் என்கிறார் பாவாணர்.

"வாள்நின்று உலகம் வழங்கி வருதலாள்

தாளமிழ்தம் என்றுணரற் பாற்று" (அற. பால்-ஆதி 2)

மழை நின்று விடாது தொடர்ந்து பெய்துவர அதனால் உலகம் நடைபெற்று வருவதால், அம்மழை உலகிற்கு சாவா மருந்து என்று கருதப் பெறுத்தன்மைவுடையது. உயிர் வாழ்க்கைக்கு இன்றியமையாத சோறும் நீரும் மழையாலேயே பெறப்படுதலால், மழை உலகிற்கு அமிழ்தமாயிற்று தொடர்ந்து பசியால் வரும் நோய்களால் வருகின்ற சாவைத் தவிர்த்தலால் இதனை இருமருந்து என்றும் இலக்கிய வழக்கில் வழங்கப்படுகிறது. இதனை வடமொழியாளர்கள்

"அமுது-அமுதம்-அம்முத (வடச்சொல்), அம்முத என்னும் வடச்சொல் அ+முத என்று தவறாகப்படுத்து சாவைத் தவிர்ப்பது என்று பொருள் புணர்த்து தேவரும்(சாரும்) அசாரும் திருப்பாற் கடலைக் கடைத்தெடுத்த கணையைத் தேய்"

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V. Devi
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PRINCIPAL
Principal

THIRUTHANGAL NADAR COLLEGE
SELAVAYAL, CHENNAI-600 051.



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சமூக அறிவியல், மொழி & இலக்கியம்
நான்மணிக்கடிகையில் வாழ்வியல் அறம்

நிருமதி. மு. முத்துலெட்சுமி
உதவிப்பேராசிரியர், பொதுத்தமிழ்த் துறை
நிருத்தங்கல் நாடார் கல்லூரி
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முன்னுரை

வாழ்வியல் அறம் என்பது மனிதன் கடைபிடிக்க வேண்டிய ஒழுக்கநெறிகளின் தொகுப்பு. ஒழுக்கத்தில் சிறந்தவன் சமூகத்தில் மேம்பட்ட மனிதனாக வாழ முடியும். இத்தகு சிறப்பு மிகு வாழ்வியல் நெறிமுறைகளை அறநூல்கள் எடுத்தியம்புகின்றன. சங்கம் மருவிய கால நூலான பதினெண்கீழ்க்கணக்கு நூல்கள் அறநூல்கள் எனப்படுகின்றன. பதினெண்கீழ்க்கணக்கில் இடம்பெறும் நான்மணிக்கடிகை அறநூல் வகையைச் சார்ந்தது. இந்நூலின் ஆசிரியர் விளம்பிநாகனார். இந்நூலின் ஒவ்வொரு பாடலிலும் நான்கு மணி போன்ற வாழ்வியல் அறக்கருத்துகள் இடம்பெற்றுள்ளன. எண்ணத்தாய்மையினால் செயல்தாய்மை பெற்ற பண்டைய தமிழ்மக்களின் வாழ்வியல் அறக்கூறுகள் போற்றத்தக்கன. இம்மையில் செய்யும் அறமானது ஒரு மனிதனை மறுமை நிலையிலும் உயர்த்தும் என்பதால் வாழ்வின் ஒவ்வொரு படிநிலையிலும் அறமானது வலியுறுத்தப்பட்டது. நான்மணிக்கடிகை எனும் அறநூல்வழி, வாழ்வியல் அறத்தினை ஆராய்வது இவ்வாய்வு கட்டுரையின் நோக்கம்.

அறம்

மனிதன் தனக்கு என்று வகுத்துக் கொண்ட வாழ்வியல் நெறிமுறைக் கூறுகளே அறம். அறத்தான் வரும் இன்பத்திற்கு என்றும் அழிவு இல்லை. உலகில் செய்வம். இனமை, யாக்கை போன்றவை நிலையற்றவை. பொய், கோபம், கொலை, காமம் மனித வாழ்க்கையை நாசமாக்கும் செயல்கள் என்ற வாழ்வியல் உண்மைகளை எடுத்துக் கூறுபவை அற இலக்கியங்கள். இவ்விலக்கியங்கள் ஒழுக்கம், அன்பு, இரக்கம் போன்ற மண்ணில் சிறந்த அறங்களை உணர்த்துகின்றன.

நல்ல ஒழுக்கம் நன்மை தரும்

"நிருஓக்கும் நீதில் ஒழுக்கம் பெரிய

அறஓக்கும் ஆற்றின் ஒழுக்கல் - பிறனைக்

கொலைஓக்கும் கொண்டு கன்மறம் புறஓக்கும்

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சமூக அறிவியல், மொழி & இலக்கியம்

தமிழ் கற்றல், கற்பித்தல் : சவால்களைக் கடந்து தீர்வுகளை நோக்கி..

முனைவர் இரா. கந்தசாமி
தலைவர், பொதுத்தமிழ்த் துறை
திருத்தங்கல் நாடாட்சுல்லூர்
சென்னை - 51

உலகின் மூத்த மொழிகளுள், தமிழ் தலையாய தமிழ் மொழி என்பது தமிழ்நாட்டின் இன்றைய தொல்லியல் அகழ்வுகளால் வியக்கத் தக்கவாறு மெய்ப்பிக்கப்பட்டு வருகிறது. உலகம் முழுவதும் ஏறக்குறைய எட்டுக் கோடி மக்கள் தமிழைப் பேசி வருகிறார்கள்; 2017 ஆம் ஆண்டின் கணக்கெடுப்பின் படி இணையத்தில் மிகுதியும் பயன்படுத்தப்படும் இந்திய மொழிகளில் தமிழே முதன்மை இடத்தில் உள்ளது எனும் தகவல்களை விக்கிப்பீடியா தருகிறது. இவ்வாறு காலத்தால் நீண்டும் இடப்பரப்பால் பரத்தும் வாழும் ஒரு மொழி, தன் தாய்நிலத்தில் தன் செழுமையைத் தொடர்ந்து பாதுகாத்து வர வேண்டிய தேவை உள்ளது.

ஒரு மொழி என்பது ஒலிகள், சொற்கள், தொடர்கள், வாக்கியங்களால் மட்டுமே கட்டப்படுவது அன்று. குறிப்பிட்ட ஒரு நிலத்தில் குறிப்பிட்ட ஒரு மொழி ஆதிகாலத்தில் ஒலிக்கூறுகளி் ஒருங்கிணைவால் உருவாகும் போது அதில் அப்போது வாழும் மக்களின் பண்பாட்டுக் கூறுகள் சேமிக்கப்படுகின்றன. தமிழ் போலும் ஐயாவிரம் ஆண்டுகளுக்கு மேற்பட்ட வளம் செழித்த மொழியில் காலத்தினால் விளைந்த பண்பாட்டு அடர்த்தி என்பது வலுவான ஒன்றாகும். தமிழ்மொழியின் பண்பாட்டு அடர்த்தி என்னும் இந்த வலிமை தான் தமிழர்களின் தனித்த அடையாளமாக வடிவம் கொள்கிறது. அந்தவகையில் தமிழானது தமிழரின் பண்பாடு, வரலாறு, தனித்தன்மைகள், விழுமியங்கள், உள்ளப்பாங்கு ஆகிய அனைத்துமாகவும் உள்ளது. நற்கால நிலையில் தமிழ்மொழியை மாணவர்கள் கற்பதும் ஆசிரியர்கள் கற்பிப்பதுமான கல்விச் செயற்பாடுகளில், தமிழ்மொழி வளர்ச்சி எதிர்கொள்ள நேர்கிற சவால்கள் கவனம் கொள்ள வேண்டிய சிக்கல் ஆகும்.

தமிழ் கற்பித்தல், கற்றல் : சவால்கள்

அனைத்துலக நாடுகளின் பொருளியல் சார் உறவுகள், அனைத்துலக ஊடக மொழி (ஆங்கிலம்), பண்பாட்டு விழுமியங்களுக்கும் வசதி வாய்ப்புள்ள நவீனப் பொருள்சார் வாழ்க்கை முறைக்கும் இடையே உள்ள வேறுபாடுகள், ஒன்றிய அரசுக்கும் மாநில

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V. Devi
09/08/24
PRINCIPAL
Principal
THIRUTHANGAL NADAR COLLEGE
SELAVAYAL, CHENNAI-600 051.



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சங்க இலக்கியப் பெண்களின் மனித நேயம்

முனைவர் ம. மகாலட்சுமி
உ.தவிப்போசிரியர், தமிழ்த்துறை
நிருத்தங்கல் நாடார் கல்லூரி
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தொடக்கப்பயத்திற்கு அடுத்தபடியாக தமிழ் சமுதாயத்தின் நிலையை அந்நவ அனைத்து வகையிலும் உதவுவன சங்க இலக்கியங்கள். இவை அகம் புறம் என்ற இருத்திரத்திலும் அக்கால சமுதாயத்தின் மனிதநேயத்தை காட்டுகின்றன. சங்ககால சமுதாயம் தனி மனித நலனை மட்டுமின்றி சமுதாய நலனையும் என்னுறுவதாகவே விளங்குகிறது.

சங்க கால தமிழ் சமுதாயம் சமய நம்பிக்கையை மட்டும் அடிப்படையாகக் கொண்டது அல்ல மனிதன் மனிதனாக வாழ வேண்டும் என்ற மனநலக் கோட்பாட்டின் அடிப்படையாகக் கொண்டு அமைந்திருந்தது தமிழ் இலக்கியங்களில் தொடக்க காலத்திலும் மனிதநேய பண்பு பேசப்பட்டு வந்துள்ளதை சான்று ஆதாரங்கள் வெளிப்படுத்துகின்றன. சான்றோரால் மதித்து உயர்த்தி கூறப்படும் செல்வம் யாதெனில் தம்மை நம்பி வந்து அடைந்தோரின் துன்பத்தை வறுமையைக் கண்டு அஞ்சி அத்துன்பத்தைப் போக்கி அவரை கைவிடாமல் காக்கும் இனிய தன்மையை ஆகும் என்று சங்ககால தமிழ் மக்கள் போற்றிய மனிதநேய கோட்பாடு உணர்த்துகிறது.

சங்க கால மக்களின் மனிதநேயம் தன் குடும்பம் தன் ஊர் தன் நாடு என்ற பற்றுகளில் இருந்து விசிந்து பறந்து உலகளாவிய நிலையில் உயர்ந்து நின்றதற்கு கவியன் பூங்குன்றனாரின் பாடல் சிறந்த சான்றாக அமைந்துள்ளது. அந்த வகையில் சங்க இலக்கியங்களில் பெண்களில் மனித நேயம் எவ்வாறு அமைந்துள்ளது என்பதை இக்கட்டுரையில் காணலாம்.

மனித நேயம் வரையறை

விலங்கினத்தில் இருந்து தோன்றிய பரிணாம வளர்ச்சியே மனிதன் என்பர். உயிரியல் அறிஞர்கள் அதற்கு ஆதாரமாக மனிதன் இடத்தில் காணப்படும் விலங்கின குணங்களை எடுத்துக்காட்டுவர் அவர்கள் கூற்று மெய்யாக கூட இருக்கலாம். ஆனால் மனிதன் விலங்குகளில் இருந்து காலம் காலமாக படிப்படியாக சில பல மாற்றங்களை பெற்று

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(SAASC – RTD LCS '24)

CERTIFICATE OF APPRECIATION

This is to certify that Prof/Dr/Mr./Ms. ✓ GURU MALA T, ASSISTANT PROFESSOR
THIRUTHANGAL NADAR COLLEGE.....has participated/presented a paper on the
title A STUDY OF CULTURAL CONFLICT IN BHARATI MUKHERJEE'S JASMINE
in the International Conference on 07th March 2024.

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THOOTHUKUDI - 628 003

International Seminar
on
Crime, Criminology and Forensics: Rejuvenating Criminal Justice System in India

CERTIFICATE

This is to certify that Prof. / Dr. / Mr. / Ms. / Mrs.
S.B. NINU, Associate Professor
has participated / acted as Chairperson / presented a paper titled
Cryptocurrency & Bitcoin - Enabled Online Frauds on Social Media.
in the International Seminar held on 05th April 2024 (Friday) (Hybrid Mode).

Organized by
Department of Criminology
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Collaboration with
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