

**ADVANCING RESEARCH  
FOR INNOVATION,  
SUSTAINABILITY AND  
ENHANCEMENT**



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**Dr. S. VASANTHAKUMARI**  
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**Dr. S. Vasanthakumari**

**Dr. S. Karthikeyan**

**Dr. Divya R. Panjwani**

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Email: [director@jpc.in.net](mailto:director@jpc.in.net)

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## **Folklore: Caste and Power Subversion**

**Naresh V**

Research Scholar, Jawaharlal Nehru University, New Delhi

**Abstract:** An oral medium is a form of voiceless people expressing their feelings, expectations, resistance and discontents about the caste power structure in Indian society. Folklore, a type of oral narrative, speaks more elaborately about ordinary voiceless people. Subaltern people in their folklores mix a true event with fiction. The fiction, thus, destroys all restrictions made up in the society along with its power structure and creates a public space to free speakers to share their thoughts. Arrasamarathu Pillaiyar (Canopy God with Elephant Head) Tamil folklore talks about the social discontent of untouchable people and their relationship with the King and the Brahmin. People express their social inequality and caste-based atrocity through Folklore. In this tale, an untouchable woman controls God using her fart. In Indian society, fart is impure. However, in this tale, the impure controls the God. The king, ministers and brahmin priest come to ask for help from an untouchable woman. Here male domination and caste power structure were subverted and inverted.

**Keywords:** Tamil Folklore, Caste system, Temple, Untouchable women, Power subversion.

**Inclusive Education to Children with Special Needs: Preparational Context****Dr. Shilpi Verma**

Department of Basic Education, Uttar Pradesh

**Abstract:** The main issue of this article is inclusive education for children with special education in government schools under Sarva Shiksha Abhiyan. The major thrust of SSA is on universalization of elementary education by inclusion or mainstreaming CWSN into the fabric of formal elementary schooling. So, the objective of this study was to see the enrollment status of children with special needs (disability wise) in the government elementary schools of Uttar Pradesh under Sarva Shiksha Abhiyan. The second objective of the study was to see the infrastructural preparedness of elementary schools and find out the academic facilities being provided to children with special needs under inclusive education. Purposive sampling technique was used to collect the data. The study comprises 150 head teachers of the schools where CWSN was enrolled. The result of the study showed that total 333 CWSN were enrolled in elementary schools, out of 333, 33 children were visually impaired, 62 children were hearing impaired, 87 children were with physically handicapped, 104 children were mentally retarded and 47 children were multiple disabled. Findings of the study concluded that Infrastructure of elementary schools to cope up the CWSN was not in good condition. Some schools were lacked the basic needs like drinking water, toilet, ramp and play ground. Supply of assistive devices and other academic material was in very poor condition in schools. Only a few numbers of students were benefited by support of itinerant teachers. There was a gap between policy and practice of inclusive education. Findings suggest that a fruitful approach is required to ensure the educational assistance to CWSN in mainstreaming schools.

**Key words:** Inclusive education, children with special needs, Preparational, Context.

**Anatomy of Change: Reshaping Consumer Buying Behaviour During Covid-19 Outbreak****Chaitra Umesh**

Assistant Professor, Mount Carmel College, Autonomous

**Suraksha**

Assistant Professor, Mount Carmel College, Autonomous

**Dini C D**

Student, Mount Carmel College, Autonomous

**Abstract:** As the Covid-19 pandemic continues to choke the world pushing it into a desperate situation, it is also teaching humanity to develop itself in this transitional situation. It has caused an unimaginable amount of extermination of human lives and still poses dire repercussions to the existing population. Besides it has posed a severe threat to financial stability to all the countries Worldwide. These unprecedented situations have caused major substantial changes in consumer behaviour. Companies are trying their best to satisfy the needs of consumers that have drastically changed due to the arrival of Covid-19. The buying habits of consumers now vary from buying the most essential goods for daily living to buying products mainly online for a sense of peace created due to the deprivation of not being able to actually shop during these times. With the closure of stores due to lockdowns and the advancement of the number of rising infections, consumers have resorted to online shopping. Unlike shopping for products physically, online shopping is safer and more advantageous for consumers as goods and services are easily available. The Covid-19 outbreak has led to panic buying amongst the consumers. Panic buying is now a phenomenon that has risen due to consecutive lockdowns which has led households around the world to stock up large amounts of necessities which eventually sometimes leads to shortage of these necessities to people in need for them. Social media and print media are other factors that are highly influencing the lives of people around the world. It is both an ally and threat during these tough times. Therefore, social media and its influence is something that has to be thoroughly researched and studied. Unanticipated lockdowns have caused yet another problem and that is unending queueing up by consumers who want to purchase goods and services. Lockdowns either permit shops to open for a few hours or completely shut them down for weeks which causes consumers to hurtle to purchase products to fulfil their needs. This has caused chaos and forced the Government to impose strict Standard Operating Procedure. Consumers and households have also resorted to cutting down their financial expenditures drastically and are saving up as much as they can so that they can support themselves financially during unprecedented circumstances. Researching these abnormal consumer behavior patterns is necessary to study and gain information on the same so that they serve as a base to study future circumstances.

**Keywords:** Pandemic, social media, Buying Behaviour, Savings.

## **E-Working: Job Satisfaction, Challenges and Productivity of Employees**

**Suraksha**

Assistant Professor, Mount Carmel College, Autonomous

**Chaitra Umesh**

Assistant Professor, Mount Carmel College, Autonomous

**Shivika R. Nayak**

Student, Mount Carmel College, Autonomous

**Abstract:** The contemporary world has changed so much after the Covid -19 Outbreak. One of the major changes that came into force was the change in the corporate working. People were unable to leave their house and go to their offices because of the risk involved due to the virus. Work cannot stop and so the corporate world brainstormed and came to a conclusion of bringing work home concept and hence, E –working came into the picture. Most, if not all, industries and organisations have been and still are following Work from Home. It has become a policy of utmost priority for most of the organization. These have been made taking into consideration all parties involved in process, may it be the industry as a whole, the employers and the employees. However, the new situation calls for a check on the job satisfaction, challenges and productivity of the organisation and the employees. This paper mainly aims in doing an analysis on E-working and all the factors affecting it. Also it studies the positive and negative impact of E-working on job satisfaction and employee productivity. Further it also highlights the challenges faced by employees due to work from home. Lastly this paper attempts to study whether the culture of E working will be the future for corporate tomorrow and the possibility of ruling out the major negatives by giving alternatives to make the system having only negligible negative effects.

**Keywords:** Pandemic, E-working, Productivity, Job Satisfaction

## **Parenting Style in Relation to Academic Achievement Among IX Standard Students**

**L. Maria Suganthi**

Assistant Professor, Faculty of Education, Dr. M.G.R. Educational and Research Institute, Chennai

**Abstract:** The main aim of education is the total development of the student's personality. In the present circumstances students are facing many problems in life, such as anxiety, frustration, tension and other emotional problems. It is a critical period where they want to be independent while depending on parents and teachers. Parents have a basic impact in their children's journey of academic achievement. The commitment of parents goes far in assisting the general public with accomplishing the objectives for which the schools were set up. Educators can just expand on the establishment that parents have set up. Parenting style adopted by the parents play a vital role in academic achievement of their children. It has everlasting effect in the various stages of child developmental period. The role of the parents is more in the modern scientific and materialistic world where human values are slowly diminishing. Parents themselves are growing every day by learning from their experience. It is better for them to be aware of different type of parenting style existing and their effect on their children academic achievement. The study would be helpful to parents in that it sensitizes them as to what measure to take in raising their children so as to promote their children's academic achievement. The purpose of present study was to explore the parenting style in relation to academic achievement among IX standard students. In order to achieve this, the total number of 300 samples was collected from different schools with English and Tamil Medium students among Government, Aided and Private schools located in and around Chennai District. The tools used for the study are Parenting Style Questionnaire was prepared by Asley Bond, published by University of Minnesota extension centre and Personal data sheet was prepared by the researcher. After the data was collected, it was subjected to statistical test of significance using SPSS package for testing the hypothesis formulated by the investigator. Critical ratios, Analysis of variance, Karl Pearson's correlation method were used to analyse. The findings revealed that there is significant difference in demanding parenting style with respect to gender. The findings from the present study revealed that there is significant relationship between Authoritative (positive) parenting style and Academic Achievement among IX standard students. These findings found that parenting style had a significant effect on academic achievement. Hence, parents must adopt Authoritative (positive) parenting style and must use it practically while dealing with their children, which helps their children to become more successful in their life.

**Keywords:** Parenting style, Academic achievement, IX standard students

## **Cognitive Styles and Study Habits among College Students**

**Dr. P. Senthamizh Pavai**

Assistant Professor in Physical Science, Faculty of Education, Dr. M.G.R Educational and Research Institute, Chennai

**Dr. Geetha**

Principal, Faculty of Education, Dr. M.G.R Educational and Research Institute, Chennai

**Abstract:** The study's overall objective is to analyse the study habits and cognitive styles of Dr. M.G.R Educational and Research Institute college students, as well as the differences between them. Variation in cognitive styles due to differences in location, gender, and family type; also intending to understand the impact of these aspects on college students' academic achievement. The participants in this study were 244 college students chosen at random from Chennai's Dr. M.G.R Educational and Research Institute. The study's data was gathered using the following tools: (a) Cognitive Style Inventory, (b) Study Habits Inventory, and (c) Personal Data Sheet. This is a correlation that focuses at how academic achievement is affected by cognitive styles and study habits. Male students' study habits were shown to differ significantly from their female counterparts according to the results of the study. According to the findings of this study, urban college students have better cognitive styles than rural college students. In addition, college students from joint families have superior study habits than students from nuclear families, according to the study.

**Keywords:** Cognitive Style, Study Habits and Academic Achievement

## **A Study on Pro-Environmental Behaviour Among Higher Secondary Students**

**Vigneshwari J.**

Research Scholar, Faculty of Education, Dr. M.G.R. Educational and Research Institute, Chennai

**T. Banupriya**

Research Assistant, IASE, Chennai

**Abstract:** The environment encompasses all living things on this planet. They are a part of the environment, whether they live on land or in water. Air, water, sunlight, plants, and animals are all part of the environment. Furthermore, the earth is considered to be the planet in the universe that supports the existence of life. You can think of the environment as a blanket that protects life on earth from harm. The environment in which we live is critical to our survival. A healthy lifestyle requires a clean environment. The less you pay attention to the environment, the more it will be contaminated with chemicals and pollutants that harm our health. Thus, the knowledge about environmental awareness, attitude, behaviour towards its protection is essential for the school students because they are going to make it practical which will surely focus to reach the goals of sustainable development. Friendly behaviour towards the environment is an individual effort which lessen the negative impact of environmental degradation by enhancing and maintaining a suitable and green environment are referred to as pro-environmental conduct. On the basis of these ideas, pro-environmental behaviour is essential and needs to be inculcated among the school students nowadays. In this respect the present study focuses on the pro-environmental behaviour of higher secondary students owing to their gender, region and type of school. Pro-environmental Behaviour Scale (2012) constructed by Dr. Anjali Suhane has been used for this study, and the sample of 300 students were selected randomly from various type of institutions. The findings revealed that female students from rural area possesses higher environmentally friendly behaviour and also there exist some significant difference between the students owing to their type of institutions. Thus, encouraging the friendly behaviour towards the environments makes a bright future in all aspects.

**Keywords:** Environmental-behaviour, Protection, Sustainable development, Secondary school students.

## **Gastronomy Tourism and its Influence on Tourists' Experience: A Study on South Canara**

**Neepa Premodh**

Faculty, Department of MBA (Tourism and Travel Management), Mangalore University, Karnataka

**Nikshitha Shetty**

Research Scholar in the Department of Commerce, Mangalore University, Karnataka, India & Faculty, Department of MBA (Tourism and Travel Management), Mangalore University, Karnataka

**Abstract:** Gastronomy tourism is considered to be one of the emergent trends in the field of tourism and this area has been seldom researched. Dining out has become a recreation activity due to the developments in gastronomy and drink industry. The present research work is meant to focus upon different local cuisines of South Canara and emphasized that traditional recipes of destinations should never be changed or altered because this will lead to lose of identity and the whole concept of gastro-tourism will be ruined. Assessing the previous studies involving gastronomy and its relation to tourism and attempts to develop a theoretical basis for Gastro-tourism in South Canara was the major purpose of this research. Moreover, its purpose is also to determine the influence of gastronomy to create tourists experience in a destination.

**Keywords:** Gastronomy, Motivation factors, Visitors' experience, Perceptions, Expectations.



**Redefining Self Through Biofiction: Decrypting Sudhir Kakar's Cultural Narratives****Vishakha Sen**

Ph.D. Scholar, Department of English and MEL, University of Lucknow &  
Assistant Professor, ASCENT, Amity University Lucknow Campus

**Abstract:** Biofiction is an emerging genre in postmodern novel where historical figure is relocated either in the contemporary world or the original setting is recreated. Such historical figures then become beings of flesh and blood. The objective history is transformed into subjective intricacies where various aspects of the 'self' are exposed to sexual, communal, spiritual ambivalence that is instrumental in investigating cultural narratives. Famous author and psychoanalyst Sudhir Kakar pioneered the trend of Indian biofictions on 3-5BC Sanskrit poet Bhartrihari in *The Devil Take Love* 2015, the travelogue of Niccolao Manucci and Francois Bernier on Shah Jahan's reign in *The Crimson Throne* 2010, the relationship of Mahatma Gandhi and Madeline Slade in *Mira and Mahatma* 2004, select incidents of Ramkrishna Paramhansa (1836-1886) and his disciple Swami Vivekananda (1863-1902) in *Ecstasy* 2003, recounting stories of Vatsyayana in *The Ascetic of Desire* 1998 and reimagination of young Rudyard Kipling in *The Kipling File* 2018. This paper aims to critique the reconstruction of 'self' in biofiction, thereby analysing select biofiction by Sudhir Kakar and its significance in Indian cultural narratives.

**Keywords:** Biofiction, Biographical fiction, Cultural studies, Post-modernism, Sudhir Kakar, Indian Biofiction, Psychoanalysis, Discourse analysis, Self-concept

## **Indian Myths: A Select Study**

**Dr. Indhu M. Eapen**

Associate Professor, Government First Grade College, Mulbagal, Kolar District, Karnataka

**Abstract:** The origin of myths is still a mystery. The mythmakers might have used any subject available at hand to create their myths. Either, they would have assembled the materials that were immediately perceived or they would have drawn in the material from some hidden places like the symbols and images from the deepest human minds or the repressed ones from the unconscious. The ancient Greeks were a lively, imaginative people with great literary talents and they made up some of the most fascinating tales. They called them ‘mythos’ which meant a ‘tale’ or a ‘story’. However, with the transformations in the cultural beliefs and practices of the world, several changes could be perceived in the idea of myth. In the recent times, myths were taken up or re-created to suit a purpose or to perform a function. For whatever reasons myths were originally invented, subsequently they were used as a vehicle to communicate or express a number of things for which they were perhaps never intended. Sometimes, myths were used as an instrument for the rejection of responsibility, for the refusal to admit error, for the willingness to acknowledge that a particular event or set of events is likely to violate the society’s laws or even morality. When a myth is demythologized, it ceases to be about the world and expresses the human experience of the world. It would no longer be an explanation, but an expression of the feelings undergone by a particular human being or a country. It becomes universal and depicts the human condition. It can either simplify complexity or complicate simplicity. It can also play a role in the maintenance of memory. New waves of interpretations follow with the process of demythologization. The never-to-be-forgotten heritage of stories, in fact, remains a considerable part of our literature and life. A close relationship between a community and its mythology is evident in the transmission of these mythical stories from one generation to another, a sort of cultural inheritance. In addition, during this transmission, some details may either be added to it or subtracted from it and a completely new range of presentations is available to the readers. This paper explores the idea that myths, in order to remain alive, need to be metamorphosed in relation to the contemporary times and culture. An array of Indian novelists, dramatists and poets will be studied in this paper for their ingenious use of myths that reflect a link between the past and the present and between different ages and cultures. The paper will aim to achieve the inference that myths are necessarily a fundamental element in human beings’ cultural life.

**Keywords:** Myths, Demythologization, Transformation, Cultural beliefs, Transmission.

## **Community-based Tourism: Unique Business Model for Unique Communities**

**Chandan V.**

Assistant Professor, Government Ramnarayan Chellaram College of Commerce and Management,  
Bengaluru, Karnataka

**Abstract:** The Unique Rural Communities of India need to be brought to the mainstream society and given the importance they deserve. Community-based Tourism Business Model is a wonderful tool for these unique communities as it will generate alternative income and strengthen the local economy. It is a ray of hope to the poor as they will be given a chance to enjoy the benefits of Tourism. Its uniqueness lies in the fact that it gives importance to the ownership, management and involvement of local community in the Tourism destination. The active participation of local communities in the Tourism activities will lead to sharing of Tourism benefits among them. This conceptual paper highlights the importance of select unique communities and how they can be benefitted by Tourism and how such Tourism destinations can attract tourists and help in the improvement of the livelihood of such communities. One cannot arrive at a single solution for a successful Community-based Tourism development because every community is unique and they require a distinctive planning. This paper will theorize few select communities of Karnataka including the Siddis, Lambanis and the Soligas. They practice their own lifestyles which can be showcased to the world through the Community-based Tourism Business Model. The reasons to develop such Tourism attractions and activities are just as various as they could be rooted in an interest for conservation of natural and cultural heritage, opportunities for survival and to improve their living conditions, the local economic interests or participation in the recent trends of their community. By defining the products and services of that unique community, marketing their handicrafts, foods, homestays, customs, tradition and lifestyle will be easy and they will stand apart from other competitors. The very definition of Community-based Tourism is that the tourists are invited by the local communities into their area/region and given a deeper understanding of their culture and everyday life. This type of Tourism gives a chance for the guests to connect closely to the hosting community. One cannot deny the fact that this Tourism Business Model will create a window of opportunity to spread knowledge about a unique culture, its beliefs and social norms to another society, thus helping in the propagation of universal brotherhood.

**Keywords:** Community-based Tourism, Local Economy, Tourism Destination, Unique Communities, Lifestyles.

**Dr. Sudha Murthy – A Revivalist: Challenging the Post-Modern Views**

**Yamuna. S**

Ph.D. Research Scholar, Rajeswari Vedachalam Government Arts College, Chengalpattu

**Abstract:** Dr. Sudha Murthy is a methodical woman writer, a trendsetter, a social activist and philanthropist. Precept should precede preaching. She had the guts to raise her voice against TATA's gender prejudice in appointments and emerged as the first female engineer in TATA. She thereby sets a role model and preaches that only a woman herself can breach the shackles whether it is self – imposed or imposed by the society. Spiritualism dictates that God resides in all and the same power and intelligence bestowed on man is bestowed on woman too. Only the awareness, awakening and being conscious of this truth will empower one. Dr. Sudha Murthy's writings constantly preach this dictum. She is the maker of her own destiny. Empowerment depends on the choice one makes. Though she belongs to the post – modern era, she swims against the current. This paper focuses on her as a revivalist and how her creations are anti-postmodern.

**Keywords:** Trendsetter, Empowerment, Choice, Revivalist, Anti Post – Modern.

**Kabir The Trailblazer of Subaltern Studies****K. Gayathri Karun**

Research Scholar, Rajeswari Vedachalam Government Arts College, Chengalpattu

**Abstract:** Marginalization is multi-dimensional. Poverty is the major aspect of all. According to Mother Teresa, deprivation of love is poverty. To quote Mother Teresa, “There are two kinds of poverty; we have the poverty of material; for example, in some places like in India, Ethiopia and other places, where the people are hungry for a loaf of bread-real hunger. But there is a much deeper, much greater hunger; and that is the hunger for love, and that terrible loneliness and being unwanted, unloved- being abandoned by everybody”. One should love till it hurts. Saint Kabirdas did it. Brought up by the Muslim couple, his ambition to realize God was challenged by the upper caste. His longing to seek initiation from Saint Ramanand was shunned by the society. He was abused and stoned and was forbidden from meeting his mentor. His poems are lashed against the rituals and the customs of the religious fanatics. He emphasizes the Unconditional Love of God who is bereft of all prejudices. The subaltern literature is but an echo of his ideals against the hypocrisy and the inhuman attitudes of the privileged. He believed in the innate wisdom and potency of all humans and his poetry is an exposure of the narrow-mindedness of the elite and the physical, emotional and mental traumas of the marginal. This paper seeks the subaltern element in the poems of Kabirdas and proceeds to substantiate that the translation of his writings will render the transformation essential for the enrichment of the subaltern.

**Keywords:** Marginalization, Abandonment, Hypocrisy, Self-versus-Self, Elements of the subaltern.

## **The Study of Psychological Analysis of Alice Walker's - The Color Purple**

**G. Shakila**

Research Scholar, Department of English, Rajeswari Vedhachalam Government Arts College & Assistant Professor, CSI Ewart Women's Christian College, Chengalpattu District, Tamil Nadu, India.

**Abstract:** Women have made huge commitments to literature since the most punctual composed writings. Women have been at the bleeding edge of text-based correspondence since early civilizations. The scholastic order of women's writing as a discrete region of literary studies depends on the thought that the experience of ladies, truly, has been formed by their sexual orientation, thus female authors by definition are a gathering deserving of isolated investigation. Alice Walker is a Pulitzer Prize-winning, African American writer and artist generally celebrated for creating 'The Color Purple.' Born to tenant farmer guardians, Alice Walker grew up to turn into an exceptionally acclaimed author, writer, and artist. She is most popular for her 1982 novel *The Color Purple*, which won the 1983 Pulitzer Prize for Fiction and before long was adjusted for the big screen by Steven Spielberg. Walker is likewise referred to for her work as an activist. The convincing work won Walker both the Pulitzer Prize for Fiction and the National Book Award for Fiction in 1983. Walker has been noted for her capacity to introduce strategically and sincerely charged issues relatable, by stressing the mankind in her characters through different account procedures like writing in vernaculars, utilizing letters for portrayal, and utilizing oral narrating customs. She was applauded by pundits for uncovering the act of female genital mutilation in her book and film *Warrior Marks*, and her work has kept a profound worry with racial, sexual orientation, and policy-centered issues. The development of her collection of work shows an expanding worry with the profound, and she has been adulated for interlacing these subjects into discernible, relatable writings that pass on resounding messages. Walker is a women's activist and vocal supporter for basic liberties, and she has acquired basic and well-known recognition as a significant American writer and intellectual. Writing mirrors her foundations in Georgia, where Black vernacular was unmistakable and the stamp of bondage and persecution were as yet present. At the point when she was eight, Walker was coincidentally shot in the eye by a sibling playing with his BB firearm. Her folks, who were too poor to even think about managing the cost of a vehicle, couldn't take her to a specialist for a few days. At that point, her injury was awful to such an extent that she had lost the utilization of her correct eye. This impairment affected her essayist's voice; she pulled out from others and turned into a careful eyewitness of human connections and cooperation. Walker instituted the expression "Womanist" to depict her philosophical position on the issue of sex. As a Womanist, she considers herself to be somebody who likes the woman's way of life and gentility. Her work frequently mirrors this position, just as all-inclusiveness of human experience. Critics observed Walker's questionable fifth novel, *possessing the Secret of Joy* (1992), about the act of female genital mutilation in certain African, Asian, and Middle Eastern societies. This paper proceeds to analyze the subjugation of women in various dimensions and the psychological implications hitherto.

**Keywords:** Women, Slavery, Critical, Psychological, Recognition.

## **Prevalence of Pelvic Floor Dysfunction Among Women in South India**

**Dr. R. Vijayalakshmi**

Principal, Tagore College of Nursing, Chennai

**Dr. D. Celina**

Tagore College of Nursing, Chennai

**Abstract:** Women are the source of life of the universe and women's health is directly proportional to the nation's health and women play a key role in the family. The entire family's health is based on the health of the women. Healthy women give birth to healthy child and healthy children make healthy nation. Women experience health issues sometimes because of their reproductive anatomy. 'Pregnancy and Childbirth' the natural process which occurs in women's life is nowadays treated as disease because of the social processes and lack of quality healthcare services which has made women's health at risk. The current healthcare system in the developing countries is not tailor made for women even as men and women undergo similar health problems. Complicating the healthcare system, the gender-based inequalities such as lack of education, income and employment has limited the ability of the women to protect them. One amongst the health problems of women which affects their quality of life of is 'Pelvic floor dysfunction'. Pelvic Floor Dysfunction (PFD) is defined as presence of any of the symptoms such as 'Urinary Incontinence (UI)', 'Faecal Incontinence (FI)', 'Pelvic Organ Prolapse (POP)', 'sensory or emptying abnormalities of the lower urinary tract', 'defecation dysfunction', 'sexual dysfunction' and 'chronic pain syndromes', which can present separately or coexist. Vaginal delivery has been repeatedly mentioned as one of the main contributing factors. Any factor which weakens the pelvic floor muscle causes dysfunction of these major functions in women. These problems affect the women's health very badly and disrupt the quality of life of women as they get older.

The objectives were to assess the level of pelvic floor dysfunction among women; and to associate the level of dysfunction among women with their demographic variables.

*Research Approach:* Quantitative approach

*Research design:* Descriptive survey research design.

*Target Population:* Comprised of all women between 3 months to 1-year post-delivery status and having either of the symptoms of urinary incontinence, bowel incontinence, pelvic organ prolapse, pelvic pain or dyspareunia residing in the villages.

*Accessible Population:* Comprised of all women between 3 months to 1-year post-delivery status either with urinary incontinence, bowel incontinence, pelvic organ prolapses, pelvic pain and dyspareunia in the 26 selected villages which comprised a total of 424 women.

*Sample:* The samples of the study consisted of women between 3 months to 1-year post-delivery status who were identified using pelvic floor distress inventory and fulfilled the inclusive criteria.

*Setting:* The study was conducted in Thiruvallur district of Tamil Nadu (26 villages).

*Data collection:* Pelvic floor dysfunction was assessed using pelvic floor distress inventory scale which assessed the presence of symptoms for urinary incontinence, bowel incontinence, pelvic organ prolapse, pelvic pain and dyspareunia which was prepared by the investigator.

**Keywords:** Pelvic Floor Dysfunction, Women, South India.

## **Effectiveness of Humorous Videos on Depression Among Old Age People in Selected Home**

**R. Ahilan Vinoth Kumar**

Chief Nursing Officer, Tagore Medical College and Hospital Chennai, India

**Abstract:** People worldwide are living longer. By 2050, the world's population aged 60 years and older is expected to total 2 billion, up from 900 million in 2015. Today, 125 million people are aged 80 years or older. By 2050, there will be almost this many (120 million) living in China alone, and 434 million people in this age group worldwide. By 2050, 80% of all older people will live in low- and middle-income countries. The world's older population continues to grow at an unprecedented rate. Today, 8.5 percent of people worldwide (617 million) are aged 65 and over. According to a new report, "An Aging World: 2015 this percentage is projected to jump to nearly 17 percent of the world's population by 2050 (1.6 billion). Today, just about 10 per cent of India's population is 60 years or older, and this figure is not expected to exceed 20 per cent by 2050. At present, total number of depressed elderlies in India is about 9 Crores. Older women are of high risk for depression. Ruegg.et.al. reports 20% of female population over 60 years of age have had an episode of depression. Old age people's depression is a serious medical condition. The chances of developing a depressive illness are estimated to be 1 in 5 for women and 1 in 10 for men. A study was initiated to evaluate the effectiveness of humorous videos on depression among old age people in selected old age home at Madurai. The objectives of the study were: to assess the pre-test and post-test level of depression among old age people in the experimental group; to assess the pre-test and post-test level depression among old age people in the control group; to evaluate the effectiveness of humorous videos on depression among old age people; to find out the association between post-test level of depression and their selected socio demographic variables, such as age, sex, marital status, number of children, religion, education, previous occupation, pensioner, family support, duration of stay, mode of admission, Income, chronic illness, amount spent for medicine, etc. Experimental approach was used in this study to determine the effectiveness of humorous videos on depression among old age people. Experimental pre-test, post-test, non-study was old age people in a selected old age home.

Phase 1: 60 Samples were screened to identify depression in experimental group, using Brink geriatric depression scale, it is found that 45 samples had depression.

55 samples were screened to identify depression in control group, using geriatric depression scale, it is found that 40 samples had depression,

Phase 2: Out of 45, in experimental group 30 were selected using simple random sample. Out of 40 in control group 30 were selected using simple random sample.

**Keywords:** Old Age, Depression, Humorous Videos.



## **GST Impact and Economic Fall Out**

**Dr. R. Anetta Marginic**

Assistant Professor, CSI Ewart Women's Christian College, Melrosapuram, Chengalpattu district,  
Tamilnadu,

**Abstract:** GST is hailed as one of the best obligation changes of the country, the Goods and Services Tax (GST) subsumes various roaming evaluations which were constrained by Center and State such as VAT, and service tax. It is exacted on the two labour and products sold in the country. Preceding the GST framework, Online locales like Flipkart and Amazon passing on to Uttar Pradesh expected to archive a VAT declaration and notice the selection number of the moving truck. Tax authorities now and again hold onto products if the records were not created. Again, these online business brands were treated as facilitators or go-between states. GST prompted expansion in consistence costs and other working expenses as a large portion of MSMEs were brought into the obligation net as over 60% of them were not ready for the new assessment system. Demonetization set us back therefore, the Indian economy has collapsed. India wants to increase its revenue and has to expand welfare measures. India's economy and its future in the midst of the seething pandemic, close by making outstanding experiences into what has turned out badly in containing the Virus and articulating a dream for the country under the current administration. Government can make an oil price stabilization fund. This asset will be utilized in the difficult stretch to repay the income misfortune by cross financing reserve saved from happy time without harming the average person. A reviewed and progressed sponsorship ought to be given to helpless buyers which can be slowly diminished over a period. Yet, applying more taxes on fundamental things will prompt enduring everyday people.

**Keywords:** Demonetisation, VAT, GST, MSME, Essential goods.

**Business Management Programs in India: Amelioration in Quality****S. E. Kannan**

Management Consultant, `PADHUKA`, Chennai, India

**Abstract:** Beginning from the twenty-first century, owing to thriving business opportunities that emerged globally in different business domains, many universities / colleges / institutions / stand-alone organizations started B-Schools offering business management programs all over India. Some of them were following the curriculum set by All India Council of Technical Education (AICTE), while many of them had their own. Many B-Schools had tie-up with reputed companies / organizations through campus placement channels, that provided job offers for the graduating students. Over a period of time, it was observed that many of the students coming out of most of the ordinary B-Schools were found to be not adequately equipped to take-up real life challenges, as the quality of the business management programs in most of the ordinary B-Schools in India (excluding reputed IIMs and a limited number of other private ones) was not up to the expected levels. There were issues plaguing most of the ordinary B-Schools amply reflected in their NIRF Rankings of B-Schools in India, that is considered as one of the accepted measures to judge the performance of any B-School in India. From first-quarter of the year 2020, COVID-19 imposed on/off lock-downs in different parts of the country, with practically no direct contact between B-School students and their Faculty, have further compounded the challenges faced by the ordinary B-Schools. This paper outlines some of the probable causes that contributed to the deficiency in quality of business management programs of many of the ordinary B-Schools today in India and the ways of amelioration, including adoption of innovative pedagogy, that can help during normal times as well as when a pandemic like COVID-19 affects the academic routine of the B-Schools.

**Keywords:** B-Schools, Business Management Programs, Quality Amelioration, Innovative Pedagogy

## **Evolving Digital Marketing Trends and Techniques in Improvising E-learning**

**Dr. K. R. Manjula**

Assistant Professor of Commerce, Government College for Women, Kolar

**Abstract:** The Indian government races to convey certain changes that could be a major push for the advancement of the eLearning undertaking. The Ministry of Electronics and Information Technology factors out that eLearning were identified as one of the key mechanical gatherings for bestowing planning. Electronic learning is regularly suggested as eLearning or net based picking up information on. It basically joins acing at the web through the adviser which are given at the web. Messages, live talks, and videoconferencing are in huge part of possible through the web. This enables all the people to give their viewpoints on chose point and in some time talk roughly. The new times of e-Learning advancements licenses the insightful data improvement and provide liberal learning conditions which has been expanding to overall affirmation. This abstract examines with an interpretative approach which indicates the progression, current status and predicted future advances of e-Learning among the insightful world, endeavours and the councils across made and making countries. The data was accumulated through start to finish gatherings with subject authorities. Research design used for the study is descriptive research. The researcher has used convenience sampling method and Data collection was made using Google forms. From the study it was found that majority of the respondents prefer WhatsApp. Many are aware of e learning tools and they are using it regularly.

**Key words:** Digital marketing, E-learning, Fast Technology, Online courses, Information and Communication systems.

## **A Study of Feminist Criticism and Critical Analysis in the Work of Arundhati Roy ‘The God of Small Things’**

**R. Jerusha Keren**

Student, CSI Ewart Women’s Christian College, Chengalpattu District, Tamil Nadu

**Abstract:** The novel shows the untold torments and the unmerited sufferings of women. Feminism is the Women’s rights on the political equity of the genders. The irresolute character of colonized women is tarnished because of the subalternity forced male chauvinism culture of India. The novel has featured the issues faced by an Indian woman in the male-dominant society and also the issue of feminism to fight for their identity and social freedom. The topics of enslavement, abuse, marginalization, struggles, and Gender discrimination have been examined in the novel. The author has depicted the three significant characters like Mammachi, Ammu, and Rahel to demonstrate the subject of Feminism. The women in her stories didn’t bear the issues and rather challenged the general public and its customary standards to make their own identity. They have shown their fearlessness and inward solidarity to get a change the musings of the general public. It creates a line of conflict between the old and the young generation. Family and political traditions assume a critical part in persecuting women. Social constraints are so evolved as to purify the mistreatment of women. This is because, in many civic establishments, social constructions are fundamentally chauvinistic.

**Keywords:** Feminism, Antagonism, Gender discrimination, Women.

## **Impact of Globalization on Women**

**Dr. Kausar Unnisa**

Assistant Professor, Department of Commerce and Management, GFGC, K.G.F.

**Abstract:** The world is becoming more and more integrated. What started with greater trade openness is translating into growing global economic integration and interdependence, as transnational movement of people and capital accelerate and information become even more accessible. Technological developments are rapidly changing the way people learn, work and communicate. Globalization advocates premise their arguments for increasing external liberalization on the beneficial outcomes in terms of economic growth, employment and human welfare. Over the times, women in India have faced many problems. They do not enjoy equal status and their condition is far from satisfactory. There is need to evaluate the impact of globalization on gender equality in India and also to know the positive and negative impacts of it on the position of women in India at present. It not only impacted countries, nations but also impacted each and every creature; human being is also one of them. The largest impact has been on the women and focus of my paper will be on women and globalization.

**Keywords:** Globalization, Gender equality, Women.

## **The Significance of E-Commerce in Emerging Markets**

**Manjula S.**

Assistant Professor, Department of Commerce, Government College for Women, Kolar

**Abstract:** The E-Commerce has affected the Global Economy in many different ways. First of all, it has affected the Information technology, and all the economic sectors, all and above e-commerce has enhanced the productivity growth worldwide. E-commerce has been hailed by many as an opportunity for developing countries to gain a stronger foothold in the ability to play an instrumental role in helping developing economies benefit more from trade. Unlike the requirements necessary to run a business from a physical building, e-commerce does not require storage place, insurance, or infrastructure investment on the part of the retailer. E-commerce is more than just electronics and commerce added together. It represents an entirely new way of doing business over a medium that changes the very rules of doing business. This paper focus on the significance of the e-commerce which allows highest profit margins as the cost of running a business is markedly less in emerging markets. The relationship between e-commerce and emerging market, the significant impact of e-commerce on emerging markets is presented in this paper. This study aims to assess the influence of e-commerce in developing an Economy.

**Keywords:** E-commerce, Emerging markets, Economy, Impact.

**An Experimental Study to Assess the Effectiveness of Information, Education and Communication (IEC) Package on Knowledge of Self-Care Management of Gestational Diabetes Mellitus (GDM) among Antenatal Mothers attending Antenatal OPD of Egmore Maternity Hospital at Chennai, Tamilnadu**

**Annakamatchi**

AR College of Nursing & Ph.D. Scholar in Meenakshi Academy of Higher Education and Research,  
Chennai

**Abstract:** Pregnancy and childbirth are the special occasions in women's life and too precious to be cared by the Midwife. Pregnancy can also be complicated by various medical disorders. One of the most prevalent disorders is Gestational Diabetes Mellitus, which profoundly affect the woman and her foetus. The adverse effects of this GDM can be prevented by the effective self-care management. Hence the mother should be educated well about the self-care management of GDM. WHO (1997) 112 estimated the global prevalence of GDM in pregnant women showed an expected total rise of andgt;120%, from 135 million in 1995 to 300 million in 2025. World Diabetes Foundation (2008) 113 conducted a prevalence survey of GDM at Chennai in Tamil Nadu and found that the prevalence rate is 16.8% in Urban Chennai, 10.8% in Rural Chennai. World Diabetes Foundations (2005) 113 conducted a study to estimate the incidence of GDM at Chennai in Tamil Nadu and revealed that 739 of 4131 had GDM in Tiruvallur, 391 of 4072 had GDM in Saidapet, and also found that there is a need to educate the pregnant women regarding the prevention of complications, management and control of the problems.

**Keywords:** IEC - Information Education and Communication, GDM- Gestational Diabetes Mellitus, Self-care management, Antenatal mothers.

## **A Study on Consumer Attitude towards Online Shopping with special reference to Tumakuru City, Karnataka State**

**Noor Ayesha**

Government First Grade College, Madhugiri, Tumakuru District

**Abstract:** Online shopping is the main element of e-commerce which includes all the buying and selling of goods and services by households, corporations, and other organizations using electronic systems like the internet and other computer networks. Consumers use the Internet for buying and selling goods and services, which is known as online shopping. The physical of buying products or services is evoked by an online shop, e-shopping, e-store, internet stop, web shop, web store, online store, or virtual store. Business-to-business (B2B) and business-to-consumer (B2C) transactions are both handled through online shopping. Due to the fast development of the technologies around the Internet, companies are interested in selling their products through their website even though buyers and sellers can be thousands of miles away may belong to various parts of the world, and might speak different languages, different cultures, and different taste but the Internet is a new virtual platform brings all these potential consumers together in the online shopping. The study aims at to understand the attitude of consumers towards online shopping and also analyse the consumers' satisfaction towards online shopping, study the problems faced by the consumers towards online shopping, and provide a suggestion. The primary data was collected from the 100 respondents from the Tumakuru city, Karnataka state. Convenience sampling was used to collect the data from the respondents of Tumakuru city. The suggestions of the paper are the majority of the users among higher-income group shops online only. But in India, middle-income and low-income groups are very high. So the online marketers can focus on innovative marketing ideas to attract more middle and low income groups through online business. This will only be reasonable if the product's price is set based on this group. One of the major drawbacks of the study identified was the products arrived in damaged condition and lack of a proper return policy for the product. After getting the opinion from the respondent if the above-said problem occurs, then they should be guided in a proper way to return the product and verify that the product is in good condition before dispatch. This will improve the website's reputation and the respondents' purchasing power. The vendors and service providers should avoid hidden charges. This will help to avoid the increase in the price of the product. Online shopping follows international market standards and does not know about the local market standard. So the online vendors should introduce the products according to the local market standard. This will help to increase consumers' buying patterns and help the vendors to increase sales.

**Keywords:** e-commerce, e-shopping, internet, online shopping, virtual store.



## **Effectiveness of Community Based Nursing Intervention Strategies on Quality of Life Among Alcoholics in Selected Rural Communities**

**Dr. Dinesh Selvam**

Principal and Professor, Sarvodaya College of Nursing, Bengaluru

**Abstract:** Alcohol consumption has been identified as a risk factor for many health, social and economic problems of communities. 62.5 million alcohol users estimated in India. WHO strategies for nursing and midwifery education, research and practice emphasize on early diagnosis, medical / social problems, counselling and access to services and opportunities to achieve social integration, medical detoxification and long-term identification and management of alcoholism and its related problems. In this study, the investigator focuses on quality of life among alcoholics. The objectives of the study were to assess the effectiveness of community-based nursing intervention strategies on quality of life among alcoholics. The study also aimed to associate the level of quality of life among alcoholics with their demographic variables.

473 clinically identified alcoholics fulfilling inclusive criteria were considered as samples. Community based nursing intervention strategies were provided for the participants. These interventions were comprehensive, coordinated with community involvement for the alcoholic dependents. These included training of local workers, Individual need-based nursing interventions, Alcohol Education, Family Counselling and Detoxification. CAGE Questionnaire to identify clinically significant alcoholics. WHO QoL (Quality of Life) questionnaire was used to assess the Quality of life among alcoholics. The mean differences between pre-test and post-test Overall QOL, was 23.93 with t-value 32.99. These scores were highly significant at  $p < 0.001$  level suggesting that the community-based nursing interventions were effective in improving the QOL among alcoholics. The overall mean difference score of perception of quality of life was associated with occupation and duration of alcoholism. The community-based nursing intervention strategies was effective and can be implemented to promote the quality of life among alcoholics. The study emphasized the need for community based participatory research in enhancing the health of the people. The study recommended the utilization of the community-based nursing intervention strategies for the Community Health Nurses, Nurse Educators, Nurse Administrators and Nurse Researchers to aide them in reducing the alcohol dependence and thereby improving the Quality of Life among alcoholics

**Keywords:** Quality of life, Alcoholics, Community-based nursing intervention strategies.

**A Comparative Study on Engagement Outcomes of Generation Y and Generation Z Employees Working in IT Sector**

**Lydia Arockia Mary. A**

Assistant Professor (Stella Maris College) and Research Scholar

**Dr. Anita Raman**

Vice-Principal and Head, PG and Research Department of Commerce, Anna Adarsh College for Women, Chennai

**Abstract:** Employee Engagement is a concept which emerged during 90's but the concept has gained its significance and importance during these recent times. The concept has gained its importance due to the perceptions and behaviours of employees of different generations. Employee engagement refers to the amount of involvement and commitment an employee shows at his workplace. This level of commitment and involvement differs from employees to employees based on various factors and drivers. The study aims at determining the engagement of Gen Y and Gen Z employees working in Information Technology sector. Descriptive analysis has been adopted in this study. The sample size taken for the study is 50. Data has been collected through standard questionnaire. The data collected has been analysed using various statistical tools and results have been interpreted.

**Keywords:** Employee Engagement, involvement, commitment, Gen Y and Gen Z employees.

**The Indian Economy and Efficacy of MSME Financing in the wake of the COVID-19  
Pandemic: A Perspective**

**Saumya Trivedi**

Financial Analyst with Indian Bank and Research Scholar, Amity University, Lucknow.

**Dr. Amit Sinha**

Associate Professor, Amity Business School, Amity University, Lucknow

**Abstract:** The COVID 19 pandemic has caught every Economy (Developed and Developing) in the World, including India, off-guard bringing about an unprecedented biological and economic crisis for all countries in the world. The impact of the crisis is such, that it has debilitated the economic framework and backbone of all countries and the intensity and duration of the damage cannot be predicted as of now, as Science is not in a position to predict the end of the Pandemic. This present paper aims to study the economic situation of India in the pre-COVID 19 era, assess the potential impact of the damage or shock caused by the pandemic on the Indian Economy, with special focus on the MSME sector and attempt to analyse the effectiveness and impact of the various policies of the central government and the RBI, with special reference to the 'Atmanirbhar Bharat' campaign launched to provide a stimulus to the shrinking GDP and demand -supply gap in India and suggest few sector-wise recommendations for the revival of the Indian Economy from the setback. The present research will be qualitative and reliable secondary data sourced from various leading journals, internet and newspapers shall be used for analysis purpose.

**Keywords:** MSME; Indian Economy, Economic packages, Atmanirbhar Bharat, Economic slowdown.

## **Self-Scrutiny of Breast by Economically Empowered Women: Experimental Study**

**Sreelekshmi G. S.**

Assistant Professor, Department of Obstetrics and Gynaecological Nursing, DM WIMS Nursing College, Wayanad, Kerala

**Abstract:** Breast cancer is a major public concern throughout the world. There is corroboration that screening for cancer has a favourable impact on mortality from carcinoma of breast. The incidence is more in urban than rural women. The basic techniques for early identification and reduction of breast cancer is self-breast examination which is affordable and harmless, could conceivably followed and perform by nearly all grown-up women if they are sufficiently motivated and up-skilled. This study incorporates an interventional package that includes demonstration and re demonstration with the model of breast, video assisted teaching and providing them with an information booklet. This study focuses on assessing the effect of an interventional package as for self-breast examination among self-help group ladies. Outcome of selected interventional packages regarding self-breast examination on level of knowledge, skill and self-reported practice among self-help group women at selected areas in Tamil Nadu. The study made use of non-equivalent control group pre-test post-test design. Stratified randomly chose the samples were used to assess the knowledge, skill and self-reported practice. 100 self-help group women were selected, in that 50 were allotted to the experimental group and 50 to the control group, a pre-test knowledge assessment was done with a structured interview schedule, skill through structured observational check list for the evaluation of skill in self-breast examination, and structured observational check list for the assessment of practice of self-breast examination. The experimental group was given video assisted teaching, demonstration of breast self-examination using a model of women breast and providing an information pamphlet, on breast self-examination and post test was conducted after 15 days. The result shows that mean different between knowledge of experimental and control group is 5.1, which is significant at 0.01 level. Mean different between skill of experimental and control group is 3.64, which is significant at 0.01 level. Mean different between self-reported practice of experimental and control group is 3.58, which is significant at 0.01 level. The correlation value indicated that, there was a positive relationship linking knowledge, skill and self-reported action scores after intervention. All the correlation values are remarkable at 0.01 level. This study reconfirmed, interventional package *is* more efficacious to improve, knowledge skill and self-reported practice of the self-help group women.

**Keywords:** Breast self-examination, Interventional Strategies, Self-help group women, Self-reported practice.

## **The Challenges of Covid-19 on Social Solidarity of India - A Sociological Perspective**

**Sunil K.**

Assistant Professor, Department of Sociology, Government College for Women Kolar, Karnataka

**Abstract:** Since corona virus pandemic knocked the country, socially marginalized besides genealogically separated persons who remain regrettably next to the bottommost of the hierarchy rejected the word 'social isolation'. Escalating global fears finally prepared the World Health Organization back for 'Physical Distancing'. The journey towards social justice and equality must go hand in hand to contain pandemic. The caste, creed, gender and religion should be sidelined and the concept of socio-economic equality should come to the fore. The various issues of poverty, natural disasters, inequality can be addressed through multilateralism and solidarity. In this crunch situation the amount of cohesion is the endurance slightly to any society, since solidarity is a binding strength that aids in dropping social distancing that exists growing throughout this epidemic. Social harmony displays a crucial part in associating the social distance and decreasing community wellbeing risk by increasing a mutual awareness in people through a pandemic by addressing socio-economic crises. Especially rural areas, migrants, rural health infrastructure are vulnerable would lead to catastrophic outcomes once they are fully exposed to virus. This paper studies the need of solidarity among institutional stakeholders to address the pandemic issue.

**Keywords:** Social Solidarity, Multilateralism, Inequality, Social Distance.

## **Crypto Currencies - A Block-ed Chain of Human Ledger**

**Dr. S. Belina V J Sara**

Assistant Professor, Department of Computer Science, SRMIST Ramapuram Campus, Chennai,  
Tamil Nadu,

**Dr. S. Silvia Priscila.**

Assistant Professor, Department of Computer Science, Mohamed Sathak Arts and Science College,  
Chennai

**Abstract:** Block chain technology is a structure that stores transactional records, often referred to as the block, which is used in several databases known as the "chain" in a network connected by peer-to-peer nodes. This storage is referred to as a "digital ledger." In this ledger, every transaction is accepted by the digital signature of the owner, which authenticates the transaction and protects it from tampering. The data contained in the digital ledger is, therefore, extremely secure. Crypto-currencies are a digital or automated sort of currency. They are resistant to forgery. They don't need central authority. They are protected by algorithms of encryption that are strong and complex. The main purpose of this paper is to examine the importance and how to solve the crypto-currencies and problems faced by the World Government.

**Keywords:** Block Chain, Crypto Currency, Problems.

## **Study of Cloud Computing Technology**

**Vybhavi B.**

Assistant Professor, New Horizon College, Department of Computer Science, Bangalore

**Abstract:** IT sectors boom with the knowledge in Cloud Computing. Remote servers stores data and applications. The data/applications are accessed through internet. The cloud computing services are based on distributive basis. The Various Forms of cloud computing are Public cloud, Hybrid cloud and Private cloud. In service model the different categories are Iaas, Paas and Saas. In Saas, the Software application manages the host for Products and services on distributive model. The End Clients are the consumers. Pass-Platform as a service. The underlying architecture has no control over the storage, servers and OS. Iaas - Infrastructure as a Service uses the internet over computing resources.

**Keywords:** Cloud, Saas, Paas, Iaas, Cloud Computing, Public Cloud, Hybrid Cloud and Private cloud.

**Converging 5G with FTTx Network: Drive CAPEX Reduction Indian Telecommunication Service Providers**

**Dr. S. Karthikeyan**

Senior Manager, Accenture, Chennai.

**Abstract:** Globally the race for 5G has begun and KT Telecom taken the first mover advantage with 5G technology. However, in India, Telecom Service Providers, need to address the issues around 5G infrastructure and deployment due to assorted landscape, unequal residents and monetary inequality, which prevents them to have equal investments across telecom circles. Also, the rising cost of air waves and the challenges involved in migrating to new technologies bring additional challenges which impacts the industry's key performance indicators such as network speed, coverage and customer experience compared to peer global service providers comes as an additional challenge. This This paper explores 5G readiness, 5G infrastructure barriers, and the value of converged Fiber and 5G cellular networks, which directly affect the cost of capital (CAPEX – Capital Expenditure).

**Keywords:** 5G Rollout; FTTx Network; Infrastructure Investment; Fiber Deployment; Network Convergence



## **A Study on Export Competitiveness of Indian Pharmaceutical Products**

**Dr. Nagamani K. N.**

Assistant Professor, Department of Commerce, Government First Grade College, KGF, Kolar District, Karnataka.

**Abstract:** This paper is committed to analyzing the export competitiveness of Indian Pharmaceutical Products during the study period 2010-2011 to 2019-2020. Indian pharmaceutical products are showing consistent growth over the years. The main purpose of the study is during the COVID 19 pandemic situation pharmaceutical products play an important role to save the lives of people. So, the researcher has studied the export competitiveness of Indian pharmaceutical products. The Objectives of the study were to evaluate the export competitiveness of Indian Pharmaceutical Products by using the Revealed Comparative Advantage (RCA) Index and Trade Specialization Co-efficient (TSC) Index. A study on the export competitiveness of Indian Pharmaceutical Products is based on the analytical method, so it dealt with the secondary data. The calculated Revealed Comparative Advantage (RCA) Index or Balassa Index shows the pharmaceutical products export from India which ranges from about 1.07 to 1.74. The Trade Specialization Coefficient (TSC) Indices of the Indian Pharmaceutical Products during the study period 2010-2011 to 2019-2020 which ranges from about 0.69 to 0.77. Hence, it can be concluded that Indian Pharmaceutical products are rapidly getting momentum in international trade. Indian Pharmaceutical products can dominate other products by reducing import value because even import is also an increasing trend.

**Keywords:** Export Competitiveness, Pharmaceutical products, Revealed Comparative Advantage (RCA) Index and Trade Specialization Co-efficient (TSC) Index.

**Unconventional Narrative Strategies as Literary Experimentation to express Dalit Authenticity  
in the select Dalit Novels: A Study**

**Kavitha H S**

Government First Grade College and PG Centre, Chintamani

**Aravinda Reddy N**

Government First Grade College, Bangaru Thirupathi

**Abstract:** This article analyses the unconventional narrative strategies as literary experimentation to express Dalitness. The two Dalit novels *Sangati* (1994) written by a Tamil Dalit women writer Bama and *Hindu* (2003) authored by Sharankumar Limbale a well-known Marathi Dalit writer employ nontraditional narrative techniques such as complex and fragmented narrative, shifting narrative perspective and oral form of narrative to validate Dalits' unique communal legacy, use of local variant of language as opposed to the standard variant of language, nonlinear plot progression as literary experimentation to subvert the traditional elite literary form and to express Dalit authenticity. Both the novels are analyzed using the textual analysis method.

**Keywords:** Dalit, Narrative strategies, Bama, Sharankumar Limbale

## **Challenges and Quality Measures of Online Teaching Practices of B.Ed. Trainees: Action Research**

**Dr. Manohar Kumar Das**

Assistant Professor, School of Education, Central University of Jharkhand, Ranchi

**Abstract:** Online continuity of educational teaching practices under B.Ed. course during the worldwide pandemic situation, from March-2020 onward, caused by Corona Virus Disease, COVID-19, was observed as a challenge before teachers, academicians and administrators in higher education institutions, not only in India like developing countries but also in the USA like developed countries. The pandemic situations caused nationwide lockdown enforcing educational stakeholders to work from home in online mode for the pre-existing offline-teaching practices under B.Ed. course. This research was destined to study the challenges in onlineteaching skill practices and to study how to maintain its quality. A group of 18 B.Ed. students were taken as a sample. Online teaching skill practices were consisted of 20 mutual observations of teaching skills with a slide presentation on Google meet video conferencing in their twoschool pedagogy subjects for 4 weeks under 2<sup>nd</sup> semester in Central University of Jharkhand, Ranchi, Jharkhand, India. A regular observation under supervision was done by the investigator. Student feedback and suggestive measures on 8 questions, based on online teaching practices, were collected through Google Form, and data were analyzed by a unitary method using MS- Excel. Findings revealed positive interest with some difficulties of audibility and visibility due to weak internet network. It also revealed that online teaching practice is fruitful if required ICT facilities, gadgets, are available. Rural areas and villages face difficulties accessing information and e-resources due to internet network fluctuation. Pre-planning is required for online practices. A longer time period of the online class creates some eye pain and headache. Mutual co-operation and communication among trainees, face-to-face interaction between trainer and trainees during video conferencing with movements are required to make practice sessions more interactive and live. Findings of this can contribute to the process of formulating provisions and determining a quality parameter for online teaching skill practice; minimizing online difficulties among trainees; giving a base for NCTE to reframe policy of B.Ed. school internship; leading towards the requirement of the emergence of smart ICT infrastructure with innovative technologies like artificial intelligence, machine learning; establishing an internal institutional and national training-evaluation platform to maintain academic integrity, privacy and confidentiality, besides the requirement of international online platforms of education.

**Keywords:** Online teaching, School internship, Teaching skill practice, Online feedback, Video conferencing.

## **Sustainable Leadership: The Vital Determinant in VUCA World**

**Dr. C. B. Venkata Krishna Prasad**

Associate Professor, Dayananda Sagar College of Arts, Science and Commerce, Bangalore

**Dr. M. R. Jhansi Rani**

Associate Professor and Deputy Director-Research, ISBR Business School, Electronic City,  
Bangalore

**Abstract:** Leadership is about envisioning, determining and shaping the future as per the strategy. There is an immense requirement in business today for a new leadership style - one that makes the long-term sustainability of the business in specific and society at large became a top priority. Business leaders have a significant role to play in formulating the right strategic action plans in order to develop sustainable business to meet the present needs without compromising the future ability. This paper evinces the significance of sustainable leadership in an organization, analyses the concepts of sustainable leadership with requisite characteristics, validating the need of sustainability to build out within all the determinants contributing for the organization by utilizing the genuine resources through an elaborated model of -Tree Bottom Line Modell of sustainable leadership generating effective solutions.

**Keywords:** Agile Leadership, Ambiguity, Authentic Leadership, Complexity, Sustainable Leadership, Tree Bottom Line, Uncertainty, Volatility.

## **Role of Online Learning on Psychological Well-Being of Students**

**Anjali Singh**

Research Scholar, Amity University

**Dr. Azra Ishrat**

Assistant Professor, Amity Business School, Amity University, Lucknow

**Abstract:** The pandemic circumstance has constrained the scholarly exercises to move to online platforms, student responds to online learning in an assortment of ways, some may see it as positive challenge conceivably expanding learning limit and competency, if perceived negatively, this pressure can be unfavourable to the student's psychological well-being. Mental prosperity issues have gotten progressively regular among students these days. Understanding the wellbeing of school students and the elements that add to it will help towards explaining and characterizing approaches to all the more likely assist the youth with getting ready for future. One of the most important question that has acquired interest in the researches among youths is whether there is effective mental prosperity or psychological wellbeing among school students. The objective of the paper is to explore the role of online learning on psychological well-being of students. This Paper is exploratory in nature; data has been collected with primary source like questionnaire and respondent are school students from class 9-12. The pandemic has brought about schools closed all around the globe and shift from traditional classroom to online platform. Based on this analysis, we discuss the paper discoveries show the psychological well-being of students on online learning. Students are exhausted with online learning. Students encountered an extent of troubles, such as emotional changes for every day schedules, social disengagement, new virtual learning conditions, Sleep disturbance, excessive workload, depression, anxiety, nervousness, stress among students have been commonly seen. Mental prosperity issues have gotten progressively regular among students these days. online learning can adversely affect the physical, mental, emotional and social well-being of school students. Students are exposed to psychological wellness issues which have resulted to major concern to the society.

**Keywords:** Psychological well-being, Online Learning, Mental Health, Mental prosperity.

**Economic Status of Working Women in Hosiery Industries: With Special Reference to  
Tiruppur District, Tamil Nadu**

**Dr. P. Deivakani**

Assistant Professor, Department of History, Sri GVG Visalakshi College for Women, Udumalpet,  
Tamil Nadu

**Abstract:** Women in many parts of the world have become gradually articulate in their desire to improve the financial condition of women, employment opportunities, and better health conditions etc. The Indian hosiery industry is one of the eldest and most leading industries in India. It is a huge driver of economic growth and prosperity in India with a significant impact on the Indian economy and exports. Recently women in India play diverse roles in society. The major objective of the present research study is to analyse the economic status of working women in Hosiery Industries of Tiruppur district in the State of Tamil Nadu. The present study was mainly based on primary survey data and was collected information on background information, economic status, salary details, housing conditions, wages difference of women by gender and working hours from 900 working women in Tiruppur District, Tamil Nadu by using a systematic sampling method. This study reveals that the economic status is improving among the working women in this contemporary society. The lives of Hosiery workers are 39.4% workers own their houses; 55.2% workers do not have an own house. 6.4% of workers possess their own land. 21.2% of workers do have registered land, 3.8% of workers have some wasteland, 55.4% of workers have houses without concrete, 59.7% of workers stay in rented houses, 37.7% of workers say that there does not have a proper stay. Further, this study reveals that 90.6% of working women get a proper salary. With the research done on savings in the workers' lives, it is evident that 51.6% of workers do save their money for the future, 12.4% of workers do not keep any savings, 24.3% maintain a bank account, 43.6% of workers keep LIC insurances, 8.4% maintain accounts in chit fund companies and 7.1% workers save money in the post office. Overall, this study brings to focus that women, although equal to men in many aspects, need to accost a few more issues. The women especially working women required few schemes and allowances considering the gender needs. These schemes and benefits provided to working women would be a source of encouragement and will help them to lead a comfortable life.

**Keywords:** Women, Hosiery Industry, Economic status.

## **E-Waste Management - Beadledom and Behavioural Awakening through School Teaching Learning**

**Pratusha Srivastava**

Research Scholar, Amity Institute of Education, Noida

**Dr. Mahima Gupta**

Associate Professor, Amity Institute of Education, Noida

**Dr. Rakesh Kumar Sharma**

Associate Professor, C.C.S. University, Meerut

**Abstract:** Besides having victorious footprints to the road of success human is leaving one more thing that is pile of garbage. Garbage may be in solid, liquid, semi-liquid and gaseous form. As the human is entering in technological era, garbage is also figuring out in its e-form. The new form of garbage that is the heap of technology waste is termed as e-waste. E-waste is a wide term consisting of the leftover electronic & electrical equipment which have no added values to customers.

Only the formulation and implementation of policies is not sufficient to resolve the issue but some adaptations in behaviour and technology are required to overcome the problem-

1. Medals for Tokyo Olympics project - this is the best example of e-waste management in present scenario. This was a two-year effort to collect appropriate quantity of recycled material to produce Olympic & Paralympic medals. This strategy is followable to construct valuable with e-waste.
2. Disposal of e-waste in garbage should be strictly banned.
3. There should be at least one e-waste collection centre in each city.
4. Consumers of expensive e-devices should be charged for the recycling of particular device at the time of purchase.
5. A minimal amount of money should be paid to consumer of less expensive e-device if returning device at registered collection centre.
6. At school level, activities can be conducted to create awareness regarding to harmful impacts of e-waste.
7. Researches should be encouraged to replace/minimize the hazardous material of e-waste.

**Keywords:** E-waste, management, Schools.

## **Gender Equality and Justice in India - A Sociological Outlook**

**Dr. Ashwini B. Jane**

Assistant Professor, Department of Studies and Research in Sociology, Tumkur University

**Abstract:** The current Indian social system is glaring with the heap of faith and enactment, women in India scuffle for impartiality are innately bound to contend democracy in the country. Women grasp invariably the discourse on their integrity gets tangled within the peculiarity of socio-political destiny. They too perceive whereby social institutions could be utilized to split them, and their plight into advance vote-bank politics and sectarian ends. The women's rise continues to be a pivotal ingredient of the fight for their own rights as it is for continuation of representative ethics in India. The realization of sustainable development is not possible without gender equality. Providing identical rights to profitable assets, health, and approach towards sound legal reforms to empower women in India. This paper looks at the women's participation and they seeking equality and recognition in society.

**Keywords:** Empowerment, Sustainability, Equality, Reforms.



## **Role of NGOs in Transforming the Face of Rural India through Rural Electrification**

**Shilpashree M. C.**

Assistant Professor, Seshadripuram First Grade College

**Abstract:** Service seekers are more in a country like India whereas, stepping ahead to be a service provider is a greatness. One such greatness is a non-Governmental organisation (NGO's) which provides a variety of services in the area of Health, Education, Rural upliftment, Human rights and so on. NGO's also helps in developing ability, skills and knowledge of mobilising resources among people and also takes an initiative to solve the problems of people to improve the quality of their life. NGOs are also striving hard for transforming the face of Rural India. One such effort is Rural Electrification; it is a kind of initiative to bring electrical power to rural and remote areas. Electricity is not only used for lighting but it can also be used for many other purposes which helps in income generation, but it depends on how the electricity is generated. To take an initiative with respect to this besides, the government of India there are many NGO's which are working towards the issue of providing electricity to the rural communities and to uplift their lifestyles, by using renewable energy. This paper focus on how NGOs contribute to the rural electrification, through rural electrification how the life styles of rural communities will change and also how NGOs equip rural communities to meet the present without compromising the ability of future generations to meet their own needs.

**Keywords:** Electrification, Transforming, Non-governmental organisations, Renewable energy

## **Emerging Trends of Digital Marketing in India**

**Dr. Sumathi S.**

Assistant Professor, Department of Commerce, GFGC, KGF, Karnataka

**Abstract:** The massive Indian market is changing fast. Internet access is the predominant means among professionals and the use of mobile is intensifying. The pace of change continues to be rapid with digital channels constantly growing in terms of quantity and strength. Most of the people in India spend more time online every year, and the digital tools and sites they use are growing at a faster rate and play an ever-growing role in their lives. Smart marketers keep on top of the scale of change and ensure their marketing strategies and touch points mirror where the consumer is spending their time.

**Keywords:** Digital marketing, Smart marketers, Marketing Automation, Shopping Portal, Social media key players.

**India's Rising Stature: Aspirations to Emerge a Vishwaguru****Chaitra C.**

Assistant Professor and Head, Department of Political Science, Govt. First Grade College, C S Pura,  
Karnataka

**Abstract:** India with its civilizational legacy has over the years, emerged an important player in the multipolar world order. In the geopolitical, economic, strategic, cultural, environment and every other realm, India's journey has been largely a success story. The world has greater expectations from India's performance. For instance, the United Nations has acknowledged that the success of Sustainable Development Goals 2030 depends on India's achievement of the concerned targets. With the desire to enhance its national power and uphold its sovereignty, India has been an inspiration to the countries of the South. India has always laid emphasis on inclusive and sustainable development and has displayed solidarity towards the countries at times of crisis. India's neighbourhood first policy, Act East policy, look West policy and participation in the African countries provide further impetus into its rising legacy in the global affairs. India's rich diaspora spread across almost all the countries world-over showcases India's soft power status to global fraternity. India is also making strides in science and technology particularly its space technology initiatives is garnering attention. The covid pandemic was a further opportunity for India to show its presence on the world table. Its indigenously vaccines, that too, developed in a relatively short period was sent to countries abroad and subsequently the other nations catered to India's oxygen and health infrastructure requirements. Thus, India has been a part of global health diplomacy.

**Keywords:** Multi-polar, Alliance, Sovereignty, Sustainable development, Diplomacy.

## **An Interventional Study to Prevent and Control Osteoporosis among Women in Selected Rural Communities at Madurai**

**Prof. Dr. J. Vijaya Rajakumar**

Nurse Educator cum Nurse Manager, Madurai Institute of Sports Medicine, Madurai

**Abstract:** Osteoporosis is often called as “silent disease” because bone loss occurs without symptoms. People may not know that they have osteoporosis until their bones become so weak that a sudden, strain, bump, or fall causes a hip fracture or vertebra to collapse. This silently progressing metabolic bone disease is widely prevalent in India, and osteoporotic fractures are a common cause of morbidity and mortality in adult Indian men and women. Because of its morbid consequences, prevention of osteoporosis and resulting fractures is considered essential to the maintenance of health, quality of life and independence in the elderly population. Osteoporotic fractures are an important public health problem leading to substantial mortality and morbidity in the ageing population. The estimated Indian population, who would be affected by osteoporosis by 2025, would be 25 million. It has been claimed that osteoporosis is becoming more common in India although its prevalence in the country has not been established. Very little population-based research on osteoporosis has been done in India. This would be associated with enormous costs and considerable consumption of health resources. Hence creating awareness and treatment of osteoporosis is of paramount importance. This study is mainly aiming to reduce the incidence rate and find out the high-risk women for osteoporosis in selected community areas at Madurai district in order to educate the rural community people, create awareness regarding osteoporosis and finding out the right choice of drug to control the osteoporosis risk. A total number of 318 Indian women in the age group of 35 Years to 65 Years were identified with osteopenia after surveyed total women residing at selected six villages at Madurai district by Bone Densitometry Test. The total number of the population was grouped as an experimental group-I, experimental group-II, and control group. Women belong to both experimental groups and control group were assessed by knowledge questionnaire and Bone Mineral Density scan in pre-test and post-test. Bone mineral density scan was used to find out the osteoporosis risk. Osteoporosis education programmes was given to both experimental group-I, experimental group-II. Only calcium supplementation was given to experimental group-I and calcium supplementation along with minerals was administered to experimental group-II. Data were statistically analyzed by frequency and percentage, mean, standard deviation, Chi square test, Paired ‘t’ test, One way ANOVA, ANCOVA, Bonferroni Multiple comparison test, and Scheffe’s test.

**Keywords:** Women, Osteoporosis, Rural Communities, Madurai.

**A Study to Assess the Effect of Aerobic Exercise to Reduce Blood Pressure for Patients with Hypertension in Selected Rural Areas in Kanyakumari District, Tamil Nadu.**

**Ajay Moses**

Christian College of Nursing

**Abstract:** The purpose of the study was to assess the effect of aerobic exercise to reduce blood pressure for patients with hypertension in selected rural areas in Kanyakumari district. The objectives of the study were: to assess the blood pressure for patients with hypertension before and after aerobic exercises; to compare the blood pressure for patients with hypertension before and after aerobic exercises; and to determine association between pre-test score and selected demographic variables such as age, sex, smoking, food pattern, exercise, physical activities, duration of illness, previous hospitalization, and treatment regularity. The study was based on Callista Roy's Adaptation model (1984). The design used for the study was experimental design. The study was conducted in Kallankuzhi village of Kanyakumari district. Random sampling technique by lottery method was used for selecting the samples. The tool taken for the study was parametric assessment Tool consists of checking blood for patients with hypertension on the average of two accurate blood pressure measurements by an instrument called sphygmomanometer. The content validity of the tool was established by five experts. Pilot study was conducted to find out the feasibility of the study. The tool was administered and collected data for 6 weeks from 40 samples (20 samples experimental and 20 samples control group) and the data obtained were classified, grouped and analyzed based on the objectives and the hypotheses formulated for the study using descriptive and inferential statistics.

**Keywords:** Aerobic Exercise, Blood Pressure, Hypertension, Rural Areas.

## **Effectiveness of Health Education Campaign Regarding Vasectomy to Increase Knowledge and Change in Attitude among Married Men**

**S. Selva Priya**

Vice Principal, Chithirai College of Nursing, Madurai

**Abstract:** The population growth rate is increasing rapidly as 1.2% and cause major issues in many countries like India, Nigeria, Pakistan, Ethiopia etc. The United Nations (UN) report states that, India becomes a largest populous country in the world around 2027 by which overtake China. Even, India is the country started the earliest national government sponsored family planning programs but focused more on females than males and not focused on educating males about their responsibility. Based on this background, systematic literature search and Analysis was done. Aim to Increase the knowledge and attitude of married men regarding vasectomy by health education campaign. The study design was Pre experimental one group pre-test post-test design. The convenient sampling technique was used for selecting the sample. A sample of 60 married men were selected from Vagaikulam village based on inclusion criteria. Oral consent was obtained from the sample, started data collection procedure using Structured interview technique and three-point Likert scale to assess the knowledge and attitude married men regarding vasectomy. The collected data was organized, tabulated, summarized and analyzed based on objectives of the study. Statistical analysis was done using Descriptive statistics (Frequency, percentage mean and standard deviation) and inferential statistics (chi-square, paired 't' test). The findings of the study showed that the mean pre-test score of knowledge about vasectomy 8.86 and mean pre-test score of attitudes 28.6 and mean post-test score of knowledge 19.72 and attitude 38.02. The correlation of mean post-test knowledge and attitude was  $r = 0.81$ . The study findings revealed that health education campaign is an effective means to increase knowledge and to promote positive attitude towards Vasectomy. And also, a significant association present between the knowledge and attitude post-test scores when compared to age, type of family and years of married life.

**Keywords:** Knowledge, Attitude, Vasectomy, Health education campaign.

## **Design and Optimization of Turbonator Fitted into Intake of Diesel Engine by Investigation of Emission Parameters**

**Selvarasu K.**

Research Scholar, Department of Mechanical Engineering, Sona College of Technology, Salem,  
Tamilnadu

**Dr. Mohan R.**

Associate Professor, Department of Mechanical Engineering, Sona College of Technology, Salem,  
Tamilnadu

**Abstract:** The enhancement of IC engine efficiency has been conceded by the reduction of fuel consumption and emission levels. Many researchers worked in the alternate fuel system, design modification in the intake manifold, piston, engine cylinder, turbocharger system, etc. The turbocharger system helps to reduce the emission level of diesel engines in current trends. In this research, emission reduction and engine performance are improving by introducing turbonator fitted into the intake manifold. The design of turbonator is designed by Blade Element Theory (BET), which generates a swirl in the flow of air into the cylinder. The number of blades in turbonator has varied as 4, 8, & 12 respectively for a better outcome. The experimental load test is carried out in the KIRLOSKAR TV-I engine for 10 cc of fuel consumption to prove the turbonator performance. The turbonator with 4 blades gives a better performance than it suitable to implement into the diesel engine intake.

**Keywords:** Diesel engine, Turbonator, Engine efficiency, Emission parameters, performance test, Emission test.

## **Intrapreneur's Visionary Leadership in Hi-Tech Companies: A Structural Equation Modelling Approach**

**Anuja Sehgal**

PhD Scholar, Amity Business School, Amity University, Noida

**Prof. (Dr.) Neelam Saxena**

Professor & Head, Amity Centre for Entrepreneurship Development, Amity University, Noida

**Abstract:** The purpose-oriented study was levelled towards a statistical analysis of visionary leadership of Intrapreneur's in Hi Tech companies. The paper focussed on assessing the perception of intrapreneurs about evolving visionary leadership, opportunity-seeking behaviour, risk-taking ability and converting workplace. The paper is first-hand research on 244 intrapreneurs working in Information Technology (IT) companies based in Gurgaon, Noida, Delhi regions of India. The AMOS Version 21 is deployed to assess the interrelation between various variables for co-evolution of unique problem-solving behaviour. The research paper reveals the significance of Entrepreneurial Articulation, Skill/Ability Recognition, Personal Risk Orientation for self-development and co-creation of integrated Unique Behaviours for business transformation decision-making. The intentional research data analysis displays that entrepreneurial articulation needs important nurturing for skill ability recognition for business transformation than for unique behaviour. The proposed model design is a confirmatory good enough with sample data and satisfies the recommended values necessary for absolute fit indices.

**Keywords:** Visionary Leadership, Entrepreneurial Orientation (Articulation), Risk-taking Ability, Business Transformation Decision-Making, Structural Equation Modelling (SEM).



**A Deep Learning approach for Indian Coin Recognition based on CNN-RNN****Sarika K. Katariya**

Computer Engineering Department, Noble Group of Institutions, Junagadh

**Ashutosh A. Abhangi**

Computer Engineering Department, Rai University, Ahmedabad

**Abstract:** Automatic coin recognition and identification system plays very important role in slot machine, vending machine and in several banking connected equipment's. For recognition and detection of Indian coin we've got planned Deep Learning approach during this research. The model is trained on over 1000 pictures and may classify pictures into four object classes like one, two, five- and ten-rupees' coins. The trained model is tested on varied normal and own recorded data sets encompass movement, translated and shifted pictures. During this we tend to use the CNN-RNN approach for coin image recognition. RNN is employed for the mechanically offer the caption of coin supported it practicality. LSTM prevents back propagated errors from vanishing or exploding. That is, LSTM will learn tasks that need memories of events that happened thousands or maybe several separate time steps earlier.

**Keywords:** Coin Recognition, Deep Learning, Convolution Neural Network, Recurrent Neural Network, Long Short-Term Memory

## **A Study to Assess the Effectiveness of Kegel's Exercises on Stress Urinary Incontinence among Mothers Admitted at Government Head Quarters Hospital, Erode**

**Vino**

Staff Nurse, Maria Diabetic and Diagnostic Center

**Dr. S. Vasanthakumari**

Associate Professor, Pediatric Nursing, Department of Nursing, Institute of Health Sciences, Wollega University, East Wollega Zone, Nekemte, Ethiopia, East Africa

**Abstract:** Pregnancy is a journey of creating new life and motherhood makes this journey memorable and happy. Millions of women experience a leak or involuntary loss of urine. The most common types of urinary incontinence (UI) in women are stress urinary incontinence and urge urinary incontinence. Women with both problems have mixed urinary incontinence. Stress urinary incontinence (SUI) was defined by the International Urogynaecology Association and International Continence Society as “complaint of involuntary loss of urine on effort or physical exertion (e.g. sporting activities), or on sneezing or coughing”. Stress urinary incontinence, also known as effort incontinence, is due essentially to insufficient strength of the pelvic floor muscles and caused by loss of support of the urethra. It is characterized by leaking of small amounts of urine during activities which increase abdominal pressure such as coughing, laughing, sneezing, climbing stairs, running and lifting. It can be a common and distressing problem, which may have a profound impact on quality of life, including sexual life. Stress urinary incontinence leads to decreased quality of life in sufferers, especially in women over 60 years old, and financial burdens for both the patient and the healthcare industry. Urinary incontinence almost always results from an underlying treatable medical condition but is underreported to medical practitioners. The objectives of the study were: to assess the existing knowledge regarding Kegel's exercises for prevention of urinary incontinence among mothers; to determine the effectiveness of Kegel's exercise among mothers with stress urinary incontinence in experimental and control group; and to find out the association between pre and post test scores stress urinary incontinence of mothers with selected demographic variables. Quantitative Evaluative Research Approach was used. True experimental design (Pre-test and Post-test Basic experimental design) was employed. Study was conducted in Antenatal and Postnatal Unit at Govt Head Quarters Hospital, Erode. The population for the present study is mothers with Stress urinary incontinence. The sample selected for the present study is mother with Stress urinary incontinence who fulfil the inclusive criteria. Sample Size was 30: 15 in Experimental group and 15 in Control group. Purposive sampling technique was adopted for this study.

**Keywords:** Stress Urinary Incontinence, Mothers, Kegel's Exercises.

## **Role of Technology in Boosting Customer Satisfaction in Retail Banking Services**

**Dr. M. Murugesan,**

Guest Lecturer, Department of Management Studies, Government Arts and Science College,  
Edappadi.

**Abstract:** The financial and banking industry contributes significantly to economic growth. The banking business is doing exceptionally well and is anticipated to grow at a rapid rate in the foreseeable future. Banks are adopting technology in order to improve customer service and provide flexible, personalized goods. Banks appear to be benefiting from modern information technology, which allows them to expand their product offerings and advertise them more successfully and efficiently. The research was started with the goal of determining the level of consumer satisfaction with retail banking services. The respondents were chosen from the Salem district study region based on essential features of employment, education, age, and other demographic factors. The discovered factors were categorized and titled services pertaining to cheque and demand draft, loans and advances, deposits and withdrawals, operational simplicity, grievances redressing, managerial support, and technological support, according to the findings. It may be inferred that banks must boost consumers' motivating abilities by gratifying them through well-organized efforts, particularly by assuring them that the workings and products of retail banking are extremely beneficial to them.

**Key Words:** Retail Banking, Banking Services, Satisfaction, Public Sector Banks, Customers.

**Effectiveness of Butterfly Exercise on Menstrual Irregularities and BMI Changes among Adolescent Girls with Poly Cystic Ovarian Syndrome**

**Dr. P. Padmavathi**

Principal, Dhanvantri College of Nursing, Namakkal District

**Abstract:** PCOS (Polycystic ovary syndrome) could be a widespread generative disorder that encompasses several linked health conditions and has a sway on varied metabolic processes. PCOS is the reason of infertility among one third of married couples waiting for the conception. The ultimate objective is, to evaluate the effectiveness of butterfly exercise on level of PCOS among adolescent women. Through purposive sampling technique 30 adolescent girls with PCOS are selected. A well framed questionnaire was used to investigate the pre-test level of menstrual irregularities. Butterfly exercise was demonstrated to adolescent girls with PCOS. A post test was conducted by using same set of tools. Analysis revealed that paired 't' test value of menstrual irregularities was 19.90, decidedly significant at the level of  $p < 0.001$ . The study concluded that butterfly exercise had significant effect on PCOS.

**Keywords:** Adolescent Girls, Menstrual Irregularities, BMI Changes, Poly Cystic Ovarian Syndrome, Butterfly Exercise.

## **School Children and Airway Blockages: Measurement and Demographic Influences**

**R. Revathi**

Associate Professor, Dhanvantri College of Nursing, Namakkal District, Tamilnadu

**Abstract:** The tiny Wright peak flow metre is widely regarded as the "Gold Standard" in peak flow assessment. Maximum expiratory flow speed is a sensitive and reliable indicator of airway blockage. The study's goal is to evaluate at-risk youngsters and give them breathing exercises to alleviate various airway issues, as well as to connect the results with their tallness and mass. An exploratory research was conducted to determine whether children are at a higher risk of developing restrictive lung impairment. According to the selection parameters, 500 school pupils were chosen. The children's tallness and mass were measured in order to determine the optimum correlation aspect with the maximum expiratory flow speed. According to the statistics, 45 percent of school pupils have normal maximal expiratory flow speed and 55 percent have low functioning maximal expiratory flow speed. At  $P > 0.05$ , there was a statistically significant relationship between the maximal expiratory flow speed and demographic factors such as class studied, age group, and type of gender of the pupils. In contrast to mass, height is an excellent predictor of maximal expiratory flow speed. The findings indicated that frequent health assessments in schools, as well as education on the effects of breathing exercises on lung capacity, are important for school pupils in order to decrease the danger of respiratory illnesses.

**Keywords:** School children, airways, blockage, flow measurement.

**A Study to Appraise the Efficacy of Antenatal Exercises in Recession of Labour Pain  
Encompassed by Primi Gravid Mothers in Preferred Hospital, Erode**

**Prof. K. Vijayalakshmi**

Principal, Sri Shanmuga College of Nursing for Women, Sankari, Salem (DT)

**Abstract:** Perceiving the child birth may differ from individual to individual when the process is guided and supported by means of professional care during labour has appreciable effect on physical and emotional wellbeing of mother. The World Health Organization (WHO) insisted that the care mother receiving during labour should ensure wellness of the mother and child by implementing the reasonable action with safety. Hence, imposing the quality of maternity care in both low and high socio- economic countries is a imperative part of attempts made to reduce the death rate among mother and new born. In maternity care, all the interventions are complex, containing variety of various components each one has its unique effect. This study aimed to examine the efficacy of antenatal exercises in recession of labour pain in encompassed by primi gravid mothers both the groups. True experimental design where the effect was analyzed after the intervention only with control group design. 30 (15 control and 15 experimental group) primi mothers attending antenatal OPD in private maternity Hospital, Erode District, were allocated by using simple random sampling technique. It is clear after the analysis that analogue pain score was 7, SD was 0.65 and the mean percentage was 70% in control group whereas in experimental group the obtained post-test mean score was 3.4, SD of 1.24 and the mean percentage was 34%. The obtained mean difference was 36 in control and experimental group respectively. Efficacy of antenatal exercise has been statistically proved in experimental group.

**Keywords:** Primi Gravid Mothers, Labour Pain, Antenatal Exercises.

**A Study to Monitor the Efficacy of REBT on Academic Stress among Adolescent Girls in a Selected School, Salem**

**Prof. S. Shanmuga Priya**

PhD Scholar & Principal, SKS College of Nursing, Salem

**Abstract:** Adolescence is the decisive and metamorphic period of life termed as span of stress and storm. During this unique developmental period, adolescents fine-tune new changes and challenges of puberty, independence, identity development, and enhance their performance. Objective is to evaluate the efficacy of REBT on Academic stress among adolescent girls. Experimental design among 30 adolescent girls in private school by purposive sampling was chosen for the study. Data was collected from Adolescent girls in both the groups, after permission obtained from Headmaster in selected private schools, Salem. Pretest was done using stress scale and REBT was intervened and adolescent girls were advised to practice on regular basis once a day for 15 mts and post-test was done. It shows that age of adolescent girls reveals that 67 % aged 16-17 years and of Grade 10. Equal percentage (53%) of children placed themselves in B grade and slept more than 7 hours / day. Percentagewise dispersal of adolescent girls according to their states of stress, during preintervention out of 30 subjects, Half of the sample 15 (50%) of them experienced moderate 30% and severe stress 20%. In the course of post intervention majority 21 (70%) of them sensed moderate stress and 9 (30 %) of them noticed moderate stress, it showed the effectiveness of REBT. There was no suggestive interrelation between pre-test and post test scores of population variables. No significant association between pre-test and post-test with their population variables. Efficacy of REBT was statistically proved in experimental group.

**Keywords:** Adolescent Girls, Academic Stress, REBT.

**Preference of TCE (Traditional Method of Clinical Examination) Vs OSCE (Objective Structured Clinical Examination) among the Final Year B.Sc., Nursing Students of Selected College at Namakkal District – Comparative Study**

**K. Jothilakshmi**

Assistant Professor, Dhanvantri College of Nursing, Namakkal

**Abstract:** Clinical evaluation has always been an integral part of nursing education. Examining the presence of professional behaviour, establishing an appropriate interaction with the patients, prioritizing the issues, possession of basic knowledge about clinical methods, correct performance of care procedures and application of critical thinking are components of clinical evaluation. In India traditional method of practical examinations may be a while practice for evaluating students' clinical performance. Recently most of the schools including medical university of Tamilnadu government introduced OSCE as a way of clinical examination for the nursing programme. This study designated to compare the preference of TCE (Traditional method of clinical Examination) Vs OSCE (Objective Structured clinical Examination) among the Final year B.Sc., Nursing students selected College at Namakkal district with the objectives to compare the preference of students regarding traditional method of Examination (TCE) with Objective Structured clinical Examination (OSCE) and to find out the association between the selected demographic value and preference regarding the method of examination. Methods: Research design adopted for this study was Quantitative research approach with non-experimental Descriptive Comparative design. 60 Final year B.Sc. nursing students of Dhanvantri College of nursing at Namakkal District were selected as sample by adopting Non probability convenient sampling technique. Results: Calculated mean and standard deviation value of students' preference regarding TCE is 18.6, 4.06, where in case of OSCE is 32.3, 5.5 with mean difference 13.7. Discussion: mean value revealed that the majority of respondents were identified to have positive perceptions on OSCE.

**Keywords:** Clinical examination, OSCE, TCE, Final year B.Sc. nursing students, Preference.



## **A Study on Problems and Prospect of Small and Medium Enterprises on Business Process Modelling**

**Dr. P. Anbuoli**

Mannar Thirumalai Naicker College, Pasumalai, Madurai

**Abstract:** SME units are the most effective organs of industrial and economic development of a nation. It makes significant revenue and constant employment for the people in different segment. Slowly, they adopt business process modelling so as to innovate its business and reduce the cumbersome formalities associated with routine functions. Therefore, they face lot of problems and prospects while implementing business process modelling in their units. This study has been attempted to check demographic profile of SMEs proprietors, relationship between demographic profile and business process knowledge of small medium enterprise proprietors, problems associated with the implementation of business process modelling in small and medium enterprises and prospects for the growth of SMEs. The study recognised that SMEs face high level of problems while implementing business process model in its firms. Efficiency improvement, standardization, process agility, technology usage, and efficiency in productivity were the main prospects for SMEs. It is concluded that SMEs should paid proper attention towards the implementation of business process modelling so as to ensure more profitability.

**Keywords:** Problems, Prospects, Business Process Modelling, Small and Medium Enterprises, Profitability.

## **Knowledge And Practice Regarding Prevention of Infection Control on Covid-19 Transmission among Health Care Personnel**

**Gowri R.**

Vivekanandha College of Nursing

**Abstract:** The world is currently facing a major epidemic caused by the novel coronavirus which was first discovered on December 21, 2019. The disease spread to patients who were in contact with the Huanan Marine Food Market (Wuhan, China). This virus has since been named severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) and the underlying disease is called COVID-19. The disease has spread rapidly from China and as of June 16, 2020 has spread to 216 countries around the world. COVID-19 was announced a pandemic by the WHO on 11<sup>th</sup> March, 2020. This disease has now spread to humans from a very high rate of infection. Corona virus infection is a highly contagious disease. In India, the number of COVID 19 cases is suddenly rising, including the number of health professionals (HCP), have also been reported. Health care personnel are at the forefront of protection against COVID-19. Insufficient knowledge and practice among health care personnel's regarding infection control on COVID-19 transmission can have a direct impact on spread of disease. Therefore, the purpose of the study was to examine the knowledge and practices of health care workers in India regarding infection control in COVID -19. The research methodology adopted in this study was a quantitative descriptive method with a non-experimental descriptive research design to describe the level of knowledge and practice regarding infection control on COVID-19 transmission among health care personnel. subject selection was done with convenience sampling technique and sample consists of 60 health care personnel in Vivekanandha Medical Care Hospital at Namakkal, Tamil Nadu. A structured information questionnaire was used, consists of 30 items of knowledge and practice questions regarding infection control on COVID -19 transmission. Validity and reliability of the tool was obtained. The tool was administered to the healthcare personnel's. Data collected were analysed using descriptive and varied statistics in terms of frequency, percentage distribution and chi square test. Majority 23 (46%) of health care professionals had adequate knowledge regarding prevention of infection control on Covid - 19 transmission and majority 22(44%) of health care professionals had good practice regarding prevention of infection control on Covid - 19 transmission. It was found that the mean level of knowledge of health care personnel regarding prevention of infection control on Covid - 19 transmission was 77.25 and the mean level of practice was 76.81. The chi square analysis found that there is a strong correlation between the level of knowledge of health care workers regarding the prevention of infection control in the transmission of Covid-19 through selected demographic variables such as profession of the participants, professional working experience and attended training course on COVID 19 pandemic. There has also been a strong correlation between the level of practice and the selected demographic variables such as age, professional qualifications, profession of the participants and attended training course on COVID 19 pandemic.

**Keywords:** Knowledge and Practice, infection control, COVID-19, Healthcare workers.

## **Communication Board to Mechanically Venitlated Patients for Satisfaction Over Communication**

**Malathi P.**

Associate Professor, Vivekanandha College of Nursing, Namakkal

**Abstract:** Communication is an important key factor in daily activities of human. The two main types of communication named verbal and non-verbal communication are commonly used to share one's thoughts, feelings and emotions such as happiness, sadness and gratitude etc. The communication helps the patients particularly to express their needs to the health care team. Patients who are suffering from critical conditions are admitted in critical care units and undergo life-saving treatments like mechanical ventilation and endotracheal intubation. As a result, the ability to communicate verbally is impaired. Nurses working in critical care units may need to be an expert in assessing the needs of mechanically ventilated patients and making timely decisions upon the care to be given. These nurses have the ability to understand the communication needs of patients with mechanical ventilation. In spite of this, most nurses agree that they do not understand the needs or problems of patients who are mechanically ventilated. They reported that they did not receive specialized training to communicate with intubated patients. Also, this in-turn causes lowered satisfaction on nursing care given to mechanically ventilated patients. A study was initiated to assess the effectiveness of communication board on satisfaction over communication among mechanically Ventilated patients in selected hospitals at Namakkal, Tamilnadu. The objectives were: to determine satisfaction in communication using communication board among experimental group; to find satisfaction in communication without using communication board among control group; to evaluate the effectiveness of communication board on satisfaction in communication among mechanically ventilated patients in experimental and control group; and to associate the demographic variables of mechanically ventilated patients with their satisfaction in communication. This study adopted quasi-experimental research approach. By Using post-test only design satisfaction in communication among mechanically ventilated patients was assessed in selected hospitals at Namakkal, Tamilnadu.

**Keywords:** Venitlated Patients, Communication Board, Satisfaction.

## **KOCHI – Emerging Destination for Cruise Tourism**

**Rigin Sebastian**

Research Scholar, School of Tourism Studies, Mahatma Gandhi University, Kottayam, Kerala

**Abstract:** The travel and tourism industry is placed among the largest industries in the world. Cruise is the youngest and niche tourism product to promote and attract tourist with specific interest. The Ministry of Tourism developing appropriate infrastructure to promote Cruise Tourism in India, around the five major ports of the country. In addition to cruise terminals at Cochin, Mumbai, Goa, Chennai and New Mangalore Port, cruise tourism facility will be extended to all major ports of India in the future.

**Keywords:** Cruise Tourism, Local community participation, Responsible tourism, Social inclusion.

## **Impact of MIS Development in Enterprise Resource Planning**

**Dr. G. Gayathri**

Assistant Professor, Alpha Arts & Science College, Chennai

**Abstract:** ERP stands for Enterprise Resource Planning. ERP is a way to integrate the data and processes of an organization into one single system. Usually, ERP Systems will have many components including hardware and software, in order to achieve integration, most ERP systems use a unified database to store data for various functions found throughout the organization. ERP is a company-wide computer software system used to manage and coordinate all the resources, information, and functions of a business from shared data stores. ERP implementation, as a change initiative, is a challenge facing any organization and requires strong support from top management and users. However, internal support is inadequate to overcome client deficiencies in the resources and abilities essential to ERP implementation, implying that the assistance of outside experts is inevitable. This study presents a conceptual framework to investigate how human inputs (top management, users, and external consultants) are linked to communication effectiveness and conflict resolution in the ERP consulting process, as well as the effects of these factors on the quality of the system implemented. Through a survey of 85 ERP implementation projects in Taiwanese manufacturers, the study demonstrates that competent consultants can facilitate communication and conflict resolution in the ERP consulting process and assist in improving ERP system quality. The findings indicate that top management support indirectly enhances ERP system quality through its positive effect on conflict resolution in the consulting process. The results also show that high user support enhances communication effectiveness; however, communication effectiveness does not influence conflict resolution and ERP system quality. The implications and the limitations of the study are discussed.

**Keywords:** Tools of ERP in MIS development, Advantages and Disadvantages, Limitations, Applications, Benefits, Current situation, and Overview of ERP in MIS Development.

## **Methodology of Research and Application of Statistical Techniques in Modern Research Methodology**

**Dr. Deepak Kumar Routray**

Head, Department of Statistics, Ispat Autonomous College, Rourkela, Odisha

**Abstract:** Research is defined as human activity based on intellectual application in the investigation of fact by using statistical technique. The main purpose for research is to discovering, interpreting, analysing the development of methods and techniques for the betterment of human knowledge on a wide variety of scientific matters of our universe. In the broad sense of the universe, the definition of research includes collection of data, information and facts for the betterment of knowledge. Reading a factual book of any sort is a kind of research. Surfing the internet or watching the news is also a type of research. Science does not use this word in the same way, preferring to restrict it to certain narrowly defined areas. The word 'review' is more often used to elaborate the learning process which is one of the underlying tenets of the rigid structures defining research. The purpose of research varies across different scientific fields and disciplines. At the most basic level, research can be split, loosely, into two types, 'pure research' and 'applied research'. Both of these types follow the same structures and protocols for propagating and testing hypothesis and predictions, but vary slightly in their ultimate purpose. An excellent example for describing the difference is by using pure and applied mathematics. Pure maths is concerned with understanding underlying abstract principles and describing them with elegant theories. Applied maths, by contrast, uses these equations to explain real life phenomena, such as mechanics, ecology and gravity.

**Keywords:** Research, Modern Methodology, Statistical Techniques.

**A Journey into the Self with special reference to “Maya Angelou’s “Still I Rise and I know Why the Caged bird sing”**

**B. P. Krithika**

Assistant Professor (English), Vel Tech School of Management, Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology (Deemed to be University)

**Abstract:** The beauty and spirit of Maya Angelou’s views and illustrious writing gifted, healed, and inspired the world with her words, through her poems. Maya Angelo has been called "the black woman's poet laureate", and her poems have been called the anthems of African Americans. She is the women who engraved through all her poems, the underlying pains and hidden sufferings of the black people. “On the Pulse of the Morning” is one among her poems which was read at Bill Clintons initial inauguration into the presidency. The poem is a message of hope, and the metaphor of morning or dawn to show that people can create their dreams and bring them to life. The spirit of the lady portraits, the pains and sufferings that happens to change the world out of racism. The poem taken up for the study is “Still I Rise and Why the Caged bird sing”. Angelo portrays positive and strong tone throughout the poem with great respect to the society. The poetical lines from “Still I Rise” is a poem with full of energy and inspires to lift your head against every adversity. The poem begins with the injustice that happened to the poor black people and how their popular image has been manipulated. The Second Poem “I know Why the Caged bird sing” is of comparison between the people who are free and who are not the lucky one. The free bird is referred to the free white people and the caged bird refers to the black people who are treated as slaves.

**Keywords:** Self Identity, Caged Bird, Injustice, Free Bird, Manacled, Incarcerate, Unfetter.

## **Dark Web Its Impact in Online - A Critical Analysis and Privacy**

**Helaria Maria X**

Assistant Professor, New Horizon College, Bangalore, India

**Abstract:** Internet which has various networks and has huge structure. Web is user-friendly and have websites which is in different search engines likes Google, Internet Explorer, Firefox etc and called as Surface Web. Internet has different layers one of the layers is called Deep Web. It has no indexed and cannot be accessed by conventional search engines. Deep web considers a segment of the dark web which is through software called TOR. There are many anonymous and hidden data in the Dark Web websites. Ambiguity, secrecy, and prospect of non-recognition are three factors that are provided by special browser such as TOR. In this paper, we will examine and provide the information about the Dark Web in different areas of society.

**Keywords:** Dark Web, TOR, Privacy, Anonymity.



## **A Study among IT Employees towards Happiness at Work**

**Bawthra.R**

Assistant Professor, Vel Tech Rangarajan & Dr. Sagunthala R&D Institute of Science and Technology, Chennai.

**Abstract:** This study addresses the impact as well as the importance of social avenues at employee's work happiness which will enhance the organizational productivity. Today, business happens at lightning speed. As a result, organizations are building robust internal social media platforms to encourage knowledge sharing and creative thinking. The ability to quickly disseminate widespread information is both a powerful tool and a potential risk for an organization. Around the globe, employees have discovered the benefits of implementing an internal social media platform in their workplaces. Employees can set up personal profiles, mentor or network with colleagues, collaborate and nurture ideas, these initiatives thus motivate the employees and brings happiness at work. The aim of the study is to know the association between the employee's workplace happiness among IT sector employees and find out the various contributing factors which leads to employee's workplace happiness. The sample size chosen for the study is 128. The statistical tools were used to analyse the data is ANOVA, Chi-square and independent t-test.

**Keywords:** Happiness, IT Industry, Employees.

## **A Study on Causes and Effects of Communication Breakdown in Organizations**

**Sugerthana Helena Seles**

Assistant Professor, Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology,  
Chennai

**Abstract:** Communication which can be said as a gathering information in society together. The ability to communicate enables people to form and they maintain the relationship in personally. The quality of the communication depends upon the person communicate between the parties (Brennan, 1974). Communication is the process where a person are information is passing the information, ideas, and message with a person or group in a particular time and place. In the process of communication, it includes writing and listening which tells as non-verbal communication process such a way nonverbal communication which can be said as gesture body language facial expressions, and visual communication which is said as image, picture, painting and in electronically communication like cell phone, telephone, mail etc. The cause and tension among the employees and operations meetings and prevent task completion of it. the leader in the organization use to control the communication breakdown and control the conflicts lesser than the effect of the employee's disagreement. When two are more people communicating in the organization there will be breakdown which will create problems more among the employees. Information does not mean that people communicate only by the oral communication they communicate through visual communication which can be said as the way you sees the information.

**Keywords:** Organizations, Communication, Breakdown.

## Total Quality Management and Sustainability

**Divya Baliga B**

Assistant Professor, Department of Mathematics, New Horizon College, Kasturi Nagar, Bangalore

**Abstract:** Economic changes that transpired within side the monetary surroundings over the past many years decide to want for a brand-different control orientation of the monetary organizations: orientation toward the sustainable development. Sustainable development holds into attention the truth that monetary performance relies upon on many variable quantities, from the statutory and technological to socio-cultural. By subsequent the sustainable development, to attain the organizational goals, it's miles important for control to behave gaining into consideration now no longer simplest to reap earnings however additionally the surroundings. Thus, to make sure long-time success, control interest need to be directed similarly to earnings, to admire the rules on social and environmental safety towards the obligation for company accountability. Sustainability development has been a trouble of hobby for all shareholders withinside the business enterprise. It is a sample of monetary boom wherein the usage of sources ambitions to fulfil human desires whilst preserving the environment, in order that the ones desires may be met now no longer best withinside the present, however additionally for generations to come. The term "sustainable development" turned into utilized by Brundtland Commission which coined what has emerge as the maximum regularly quoted definition of sustainable development: "Development that meets the desires of the existing without lowering the cap potential of destiny generations to fulfil their very own desires". The idea of sustainable development is regularly classified into 3 constituents. They are social sustainability, Economic sustainability, and Environmental sustainability. This is generally seemed like a triple backside line of sustainability. TQM stands for a control philosophy that takes to combine all organizational capabilities to awareness on assembly consumer desires and organizational goals. A definition by the US Department of Defence that succinctly captures the essence of the idea is: "TQM makes use of each quantitative (technical) strategies and human resource (behavioural) practices to enhance fabric and provider inputs, intra and inter organisational tactics, and to improve the point of interest on assembly customers'" desires. Total Quality is the very best stage of first-rate control that indicates to control procedure and set of disciplines which are coordinated to make certain that the business enterprise always meets and exceeds consumer necessities via non-stop development. TQM is a powerful machine for integrating the first-rate improvement, first-rate upkeep and first-rate development efforts of numerous elements of a machine that allows you to permit offerings at maximum low-priced stage and derive complete delight. It is a preventative, active method to perform commercial enterprise and as such it displays strategic leadership, not unusual place perception, records-pushed strategies to trouble fixing & choice making, worker engagement, and sound control practice.

**Keywords:** Total Quality Management, Sustainability.

## **A Study on Impact of Best Sustainable Human Resource Practices on Organisational Development**

**Monalisa Dutta**

Assistant Professor, NSHM Knowledge Campus, Durgapur, West Bengal, India & Research Scholar,  
Department of Management and Business Administration, Aliah University, New Town, Kolkata,  
India

**Dr. Somnath Chatterjee**

Assistant Professor, Department of Management and Business Administration, Aliah University, New  
Town, Kolkata, India

**Abstract:** The concept of Sustainable Development has been a burning issue over the past decade. It has significant contribution towards generating a major awareness in the area of Sustainable Human Resource Management. Organisational development is a consistent long-term process achieved through various strategies and one very important one is through sustainable human resource management practises. This paper is an attempt to understand various HR practices undertaken by organisations to achieve sustainable development and growth. Development of human resource through training and competency building is one of the key enablers in achieving sustainable development in organisations. It is crucial to acquire the so-called sustainable competencies whereby the workforce can be made future ready. Sustainability also indicates that organisation should be able to balance effectively both internal as well as external environment to achieve its goals. This inter alia calls for introducing innovative HRM practises to meet the changing needs of the human resource. Various studies shows sustainability can be achieved if organisations meet not only the current needs but also not compromising the future needs of its people. HR sustainability practises involves addressing basic, psychological, safety needs, ensuring healthy and happy workplace, promoting knowledge sharing ,open book communication, reward performing employees and delight them with unexpected opportunities.HR practises should be more strategically oriented to keep the employees engaged, motivated and productive at workplace. The paper discusses the issue of Sustainable Human Resource Management and also explores the probable linkage between SHRM and with Organisational Development. Today's pandemic has shown HR needs to be more proactive, flexible and employee centric to be able to navigate through the exigencies and achieve sustainable development and Organisational growth.

**Keywords:** Sustainability; Sustainable Human Resource Management; Organisational growth; Future-ready workforce

## Impact of Force Majeure in Supply Chain

**Pallikkara Viswanathan**

Faculty & N.C. Member, Indian Institute Materials Management, Bangalore Branch

**Abstract:** Supply chain most fundamental principle among Force Majeure is that the jurisdiction, of the performance, as this needs to be a part of the impossible task in supply chain, or just this may lead to be found to be expensive or considered to be more difficult part, as in supply chain. Force Majeure becomes a contractual provision, allocating risk, anticip, controlled, as the controlled provision, of allocating the risk of loss of the performance may become impossible, also impracticable, especially when the result of the parties, which could not have been anticipated, controlled even with the slightest affect in supply chain. In supply chain Force Majeure is intended to protect suppliers in legal contract, from losses caused by disruptive contracts, which is beyond the control in supply chain. Force majeure applies to a wide usage of circumstances from natural disasters, since suppliers are prevented from meeting any obligation with buyer in prevention of contract in supply chain. Supply chain arrangement includes information sharing, collaboration, and requirement; renew of contracts, so as to maintain the provisions in order to maintain the visibility of supplier operations on the basis of communication, collaboration in supply chain. Supply chain having good transparency of the requirements in technology, can achieve better surveillance, of all the overall conditions, across the market, and can become systematic with occasional surveillance in supply chain. Force Majeure in the contracts should understand the performance, so as to have no limitation, on the organization, right as an excuse with the own rights in supply chain. Supply chain procurement Force Majeure, has an extraordinary impulse over human control, Act of God, in the events like pandemic, strikes, riots, war, unforeseen conditions, in supply chain. Supply chain Force Majeure affecting the purchase organization in such situation, the procurement organization to communicate with supplier along with user supplier for action in supply chain. Supply chain most fundamental principle behind Force Majeure is the jurisprudence that the performance, might not necessarily to be impossible, as this becomes an expensive part, and more difficult in supply chain. Force Majeure is a reality in contracts, with the environment, likely to indicate that the liability may be part of the disruption in supply chain. Supply chain planning has an impact on potential Force Majeure events, committed to the resources in order to mitigate adverse consequences,(estimate and measure risks) which signify to reduce such events as purchasing, supply are on equal equations in supply chain, while purchasing needs to fully understand, that the suppliers are affected by the Force Majeure, if they do not have an origin of supply, that becomes fully impacted on contractual documentation, that has meaning in supply chain. Suppliers depend upon raw materials, components manufactured from sub-suppliers, on availability of Force Majeure clause in supply chain, so also connection with customers likely to be found will be better in the long-run, which is likely to go down at customer's expense in supply chain, which may result for Force Majeure clause, which is likely to limit the supplier's ability to rely upon the clause or the event that Force Majeure, which to that extent the consequence in existence cannot be avoided in supply chain.

**Keywords:** Force Majeure, Collaboration, Communication, Performance, Extraordinary, Unforeseen Conditions, Environment.

## **Speaking skills and Fluency: An Exploratory Research with Tertiary Level Students**

**R. Nilavu**

Assistant Professor, Department of English, Loyola-ICAM College of Engineering & Technology,  
Chennai

**Abstract:** Listening, Speaking, Reading and Writing (LSRW) are the four skills that are involved in the teaching and learning of English. Listening and reading are receptive skills; whereas speaking and writing are productive skills. Speaking is one of the four macro skills that is necessary for effective communication. For improving speaking skill, students need lots of practice, encouragement and correction. To stimulate and enhance the students' speaking, certain activities need to be carried out in the classroom apart from the traditional practices. The significant importance in speaking and the steps to enhance the development of speaking are explained by Bailey (2005) and Goh (2007) through syllabus design, principles of teaching, types of tasks and materials and speaking assessment. Also, Activity Based Learning helps create interaction in the language classroom, thereby encouraging a supportive environment for enhancing speaking skill. This paper focuses on the methods that the teacher adopted in developing the speaking ability and enhancing the fluency, especially in group discussions.

**Keywords:** LSRW, Activity Based Learning, Receptive skills, Productive skills

## **Emotional Support Intervention for Stress and Quality of Life among Breast Cancer Subjects**

**Dr. Sampornam W.**

Professor, Dhanvantri College of Nursing, Pallakkapalayam

**Abstract:** In India, the occurrence of breast cancer has multiplied in the past twenty years. Predominately breast cancer cases are diagnosed in localities like Delhi, Bangalore, Mumbai, Chennai, Bhopal, Ahmadabad and Kolkata. The main aim of this research work was to reduce stress level, improve quality of life by analysing variation between the three strategies of emotional support therapy in breast cancer patients. Informed consent was obtained from the subjects. Subjects satisfied the inclusion criteria were selected and enlisted in this study. The sample size was 252 breast cancer subjects. Proportionate stratification sampling technique was adopted on the basis of I-IV stages of cancer among all experimental arms. Subjects were randomly assigned to experimental arm I (n=84), or II (n=84) or III (n=84). The arms were well balanced uniformly based on stages of cancer by propensity matching. Subjects were allocated randomly by adopting SNOSE method. 252 subjects were interviewed by appraising the background profiles. The stress level was checked by P. Herschbach Questionnaire. Out of thirty subjects, 10 in each arm were randomly selected in course of dusk at 6.00 pm to estimate the level of serum cortisol. Ferrell QOL instrument was adopted to assess the level of quality of life. After the pretest, subjects received emotional support therapy. Subjects in experimental arm I ventilated their thoughts and feelings by verbal confrontation. Experimental arm II subjects wrote down their thoughts and feelings. Experimental arm III subjects ventilated their thoughts and feelings by telephone mode. In all experimental arms informational support was rendered by the researcher. Emotional support therapy was given twice in a week, for the overall duration 30-45 minutes. Early 20 to 30 minutes spared to ventilate the thoughts and feelings of the subjects and consecutive 10 to 15 minutes for intervening informational support for the period of four weeks. Later follow up sessions were conducted for the period of four weeks. Post-test was done through adopting identical assessments after the follow up intervention. Pre and post-test were conducted in person for all the experimental arms. Computed pre and post-test stress scores within arms evidenced statistical significance. Post-test stress F ratio value estimated between experimental arms I, II and III suggest non significance. Further Tukey's test on stress failed to show significant difference between the three arms. Estimated pre and post-test for overall quality of life scores within arms showed statistical significance. Statistically non-significant result was observed between arms I, II and III. Tukey's test on overall quality of life failed to show significant difference between three arms. In- significant negative correlation was observed between stress & overall quality of life and its domains in verbal, written and telephone arms.

**Keywords:** Emotional support, Stress, Quality of life, Breast cancer.

## **The Pilgrim's Progress through the Lens of Psalm 23**

**Asmitha Jenni S.**

Assistant Professor, CSI Ewart Women's Christian College, Chengalpattu District, Tamilnadu

**Abstract:** *The Pilgrim's Progress* by John Bunyan is regarded as a great piece of religious allegory till date. However, it is not only an allegory with a universal and timeless appeal but also a literary masterpiece in the arena of English Prose. The allegory's protagonist, Christian, is an everyman character, and the plot centres on his journey from his hometown, the "City of Destruction" (this world), to the "Celestial City" ('that which is to come': Heaven) atop Mount Zion. The crux of this 195 pages book can be easily understood through the verses of Psalm 23 in the bible. So, this paper would analyse the entire book through the lens of Psalm 23, also comparing the character of David with Christian.

**Keywords:** Pilgrim's Progress, Psalm 23, Religious allegory, Comparative study.



**A Study on Buying Behaviour of Consumers towards Private Label Apparel Brands****B. Selvakumar**

Assistant Professor – Management Studies, Easwari Engineering College, Chennai & Research Scholar, Research and Development Centre, Bharathiar University, Coimbatore.

**Abstract:** Apparels are most indispensable products in fulfilling the basic needs of people. Buying behaviour of consumers are mainly involved several aspects relating to apparel brands. The purpose of the study is to measure the buying behaviour of consumers towards private label apparel brands. A total of 100 consumers who are purchasing private label apparel brands are taken into consideration. Data for the study is collected through well-structured interview schedule among the consumers. This study used descriptive research design to accomplish this seminal work and also adopted simple random sampling to select samples. Percentage analysis, factor analysis, multiple regression analysis and Friedman test are used to analyse the data. Results revealed that consumer buying behaviour towards private label apparel brands is highly influenced by quality, care, price, value, store image and external forces. It can be found that lack of warranty, need of support from consumer court, and grievance handling is the most important problems of consumer while purchasing private label apparel brands. It can be concluded several factors are influenced the buying behaviour of consumers towards private label apparel brands.

**Keywords:** Consumer, Buying Behaviour, Private Label Apparel Brand, Problems, Product Quality, Price.

## **Retailing in Cyberspace: Customer Engrossment in a Diverse Demography**

**R. Nithya**

**P. Kamalakannan**

Professors, SEAL Education, Dubai

**Abstract:** Retailers are battling it out to engage and attract consumers and further struggle to ensure repeat purchases. There are several players in the market with scores of products and services. Cyberspace is exciting but is fraught with myriad risks and challenges including connectivity, fraud, complexity, comprehensibility and despair. Despite occasional hurdles, consumers have developed a liking for cyberspace retailing as they do not possess time to go around showrooms, carry provisions and essentials and wait in queues for billing. The world wide web facilitates browsing for several options, price comparisons, feedback and reviews besides doing away with worrying about logistics. The objective of this paper is to assess the perception of 811 online shoppers about customer engrossment in cyberspace retailing in terms of customer engrossment initiatives, strategies to overcome lacunae as well as the impact of gender and educational level grouping.

**Keywords:** Retail, Cyberspace, Consumers, Engrossment, Demography.

## **Retention Strategies and Challenges of SME Workers in India**

**M. B. Risaldar**

Research Scholar Ranichannama University Belagavi Karnataka

**Dr. Poornima Charantimath**

Professor IMER Belagavi Karnataka

**Abstract:** Employee retention plays an important role in an Enterprise because it not only affects the employee performance but it also affects the overall performance and competitiveness of the enterprise. The purpose of this study is to examine the effect of employee retention strategies namely employee reward programs, flexible working hours, timely promotions, career developmental programs, performance-based bonuses on employee retention and employee performance. The study results revealed that employee retention strategies have positive effect on employee retention as well as employee performance in small and medium enterprises.

**Keywords:** SME Workers, Retention Strategies, India.

**Transgender Persons (Protection of Rights) Act, 2019 - A Systematic Review****Aishwarya.K**Research Scholar, Christ (Deemed to be University), Bangalore &  
Assistant Professor, Mount Carmel College, Bangalore**Josephine Rebecca**

Assistant Professor, Mount Carmel College, Bangalore

**Abstract:** The Transgenders' space in society is vulnerable and socially exclusive. Although they have existed from the time of evolution, they are discriminated, face abuse and harassment. The landmark judgement in the recent decade has brought forth a law for the protection and progress of the transgender community. The Transgender Persons (Protection of Rights) Act, 2019 was implemented after making revisions to the Right of Transgender Persons Bill. Transgenders were granted legal status as the third gender in India. The existence and benefits of the law need to be communicated to the transgender community. This will be possible only if the Transgender law is studied and discussed to comprehend its strength and weakness. The study attempts to gain better understanding of the act in detail. The study also looked at elements of the act that are detrimental to protection and welfare of the transgenders. The study is a systematic review of literature on the Transgender Persons (Protection of Rights) Act, 2019. The review involved a step-by-step process of study identification, collection, screening, assessing and comprehending the various published and unpublished studies available on the Transgender Persons Act, 2019. A drastic knowledge and methodology gap was found in the literature. The studies have merely provided a generic outlook of the act. The comprehension of various works allowed to gaze into the pros and cons of the law. The act has been widely criticised by the media and the transgender community. It has left many questions unanswered in terms of implementation, timelines and the opportunities that are mentioned to be created as per the act. Medical examination has become necessary to be declared a transgender which is contradictory to the bill that provided the right to self-identify. The gender determining process can be difficult considering the pressure from family and society. Increased studies and discussions need to be conducted on the act which will result in awareness and progress of Transgenders. The act is a significant move by the Indian Government but laws alone cannot transform the lives of Transgenders. Social inclusion will aid in the progress of Transgenders. Often exposed to societal neglect and discrimination transgenders are demotivated, robbed of opportunities. Awareness programs are essential to end stigma. It would assist in removing societal barriers and make inclusion more effective. The transgender community has the right to live a life with dignity. Societal acceptance through increased awareness will make this possible.

**Keywords:** Transgender, protection, self-identify, criticism, awareness

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**A Study to Assess the Effectiveness of Topical Application of Amla Juice on Wound Healing among Clients with Diabetic Foot Ulcer Admitted at Selected Hospital, Tiruvannamalai, India**

**R. Suguna**

Assistant Professor, Vignesh Nursing College, Tiruvannamalai, India

**Dr. S. Vasanthakumari**

Associate Professor, Pediatric Nursing, Department of Nursing, Institute of Health Sciences, Wollega University, East Wollega Zone, Nekemte, Ethiopia, East Africa

**Abstract:** India is the diabetic capital of the world with its largest share of diabetic persons. Diabetes mellitus is recognized to be common in Indians of Asian subcontinent. Diabetic foot ulcer is a major complication of Diabetes Mellitus, It occurs in 15% of all patients with Diabetes mellitus which result in 84% of all diabetes-related lower-leg amputations. *Emblica officinalis* (Amla) is proven to have benefits that speeds wound healing process and it contains antioxidant and high content of Vitamin C which help in enhancing wound healing. The objective was to assess the effectiveness of Amla juice on wound healing among clients with Diabetic foot ulcer. Quantitative research approach and True experimental design was adopted. The study is conducted in Medical and Surgical Unit in TNK Hospital, Tiruvannamalai. The target population for the study includes all clients with Diabetic foot ulcer. The study sample comprises of clients with Diabetic foot ulcer fulfils the inclusive criteria of the study. Simple random sampling technique by using lottery method was adopted for this study Sample Size is 60: 30 in experimental group and 30 in control group.

**Keywords:** Diabetic Foot Ulcer, Amla Juice, Topical Application.

## **A Study on Staff Retention Techniques in Insurance Sector**

**Rajani H Pillai**

Research Scholar, Periyar University & Assistant Professor, Department of Commerce, Mount Carmel College, Autonomous, Bengaluru

**Dr. A. Arumugam**

Research Supervisor, Periyar University & Principal & Head, Jairam Arts and Science College, Salem

**Purpose:** The objective is to analyse the factors influencing the leadership style that helps in retaining staff in insurance sectors.

**Design/ Methodology:** A structured questionnaire was administered to collect the information from the employees working across private sector insurance companies operating in urban Bangalore through cluster sampling method to arrive at a sample size of 150. Staff retention and leadership variables were considered to validate the hypothesis using SPSS V.21 through Exploratory Factor Analysis.

**Findings:** The four important influencing factors that have positive effect on staff retention based on the leadership styles are Employee Productivity, Talent Culture, Human Resource Practices and Workforce Management. Skill leadership style is the type considered to examine the important factors influencing the retention strategies adopted by the insurance sector in context to the leadership style as most of the managers among the insurance sectors fall under this category based on the employee responses collected.

**Original Value:** Leadership is a practical skill encompassing the ability of an individual who can influence or guide a group of subordinates in an organization. It is an art of motivating a group of employees to act towards achieving a specific goal in the business arena. It includes the process of directing workers and colleagues with a strategy to meet the requirements of the business through human assistants.

**Keywords:** Leadership Style, Staff Retention, Insurance Sector, Employees.

**A Study to Assess the Effectiveness of Nadi Shodhana Pranayama on General Wellbeing among Adolescents Studying in Selected Schools, Tiruvannamalai, India**

**R. Tamizhazhagi**

Staff Nurse, Govt Primary Health Center, Melpennathur, Tiruvannamalai, India

**Dr. S. Vasanthakumari**

Associate Professor, Pediatric Nursing, Department of Nursing, Institute of Health Sciences, Wollega University, East Wollega Zone, Nekemte, Ethiopia, East Africa

**Abstract:** Adolescence is a transitional period between childhood and adulthood. In Indian society, Adolescent's period begins at 10 years and ends up to 19 years. Many serious diseases in adulthood have their roots in adolescence. Many adolescents do die prematurely due to various reasons that are either preventable or treatable and many more suffer from chronic ill-health and disability. The practice of Nadi Shodhana Pranayama helps in release of tension and promotes general wellbeing in adolescents. The objective was to assess the effectiveness of Nadi shodhana pranayama on general wellbeing among Adolescents studying in selected schools. Quantitative research approach and True experimental design was adopted. The Study was conducted in Sri Srinivasa High school at Tiruvannamalai. All Adolescents between 13 to 16 years of age studying in Sri Srinivasa high school at Tiruvannamalai. The study sample comprises of Adolescents between 13 to 16 years who fulfil the inclusive criteria of the study. Sample Size is 60: 30 in experimental group and 30 in control group. Simple random sampling technique by using lottery method was adopted for this study.

**Keywords:** Nadi Shodhana Pranayama, Schools.

## **Sociological and Economical Impact of Covid'19 on Indian Education System**

**Anil Kumar Singh**

Assistant Professor, Department of Humanities, Integral University. Lucknow

**Abstract:** After COVID'19, there is a remarkable change in all the areas where human is involved. The society has witnessed the dark side of the virus where there was loss of people due to illness and financial losses of due to lockdown. Poor health infrastructure of the country has shaken many families in country like India. With these traumatic situations people have witnessed many social issues pertaining to their living, their lifestyle, education, finances, polity etc. It is high time now to think about sociological and economic impact of Covid-19 on Indian Educational System. Education is the only sector which has suffered a lot though it was working throughout the pandemic. Here, Students, Teachers. Parents and Administration has suffered a lot. This study aims to find out the sociological and economic impact of Covid-19 on Indian Education System. The data for the study is collected from all the stakeholders mentioned above.

**Keywords:** Covid'19, Education, India.



## **Social Media Strategies in Marketing with Special Reference to Online Shopping in India**

**D. Satish**

Ph.D. Research Scholar, Muslim Arts College, Thiruvithancode  
(Affiliated to Manonmaniam Sundaranar University)

**Abstract:** Media is a communication channel or tool used to convey information to the universe. A social media plan encompasses all of the goals we want to achieve via the usage of social media and incorporates them all. Online marketing tactics may be used to spread the word about a company's brand, products, or services to potential customers using web-based channels such as social media. With continuous improvement on technology in India, we see social media playing a vital role between business owners and consumers. Advanced technology has been a boom for India today, where Organizations are developing BOTS to deal their customers efficiently and effectively. This paper aims to discuss the importance, challenges, and advantages of media strategies for marketing in online shopping.

**Keywords:** Digital Marketing, social media, Online Marketing, Technology

## **Peer Review in an English Preparatory Class: Impact on the Improvement of Students' Writing Ability**

**Meltem İpek Öner**

Yeditepe University, İstanbul, Turkey

**Abstract:** The purpose of this study was to investigate the relationship between peer review and students' writing scores curriculum in a private University Preparatory School. For this end, a quasi-experimental research approach namely time-series design was adopted in the six weeks of Fall 2019-2020 Academic Year. Students from a private university were selected to make up convenience sample out of an accessible population of preparatory school students in Istanbul. Data was collected through a writing cycle. Samples were asked to write six paragraphs on chosen topics and given treatments after the first three paragraphs. For the first three writings, the instructor graded the paragraphs, provided individual feedback. However, for the last three writing cycle the students did not receive any treatments and the instructor only graded papers. The data were analyzed to investigate differences between the writing scores in which students received treatment and non-treatment (first three vs. last three). The results revealed that there is no significant relationship between peer review and students' writing scores. The results revealed implications for curriculum developers, and EFL instructors.

**Keywords:** Peer feedback, teacher feedback, peer-review, revision.

**Academic Buoyancy of High School Students:  
A Comparative Study on the Basis of Family Type**

**Divya R. Panjwani**

Research Scholar, Integral University, Lucknow

**Abstract:** Positive psychology is a science of positive aspects of human life, such as happiness, well-being and flourishing. It can be summarized in the words of its founder, Martin Seligman, as the ‘scientific study of optimal human functioning [that] aims to discover and promote the factors that allow individuals and communities to thrive. Children of nuclear families tend to have better academic coordination and academic climate. Children in the Nuclear families are reared up with the least involvement of other relatives. Parents look-after them as the whole-sole care taker. All the decisions are taken by parents only.

**Keywords:** Academica, Buoyancy, High School, Family.

## **Rights of Women in National and Global Scenario**

**Huma Naz**

Lecturer, Faculty of Education, Integral University, Lucknow

**Abstract:** This paper attempts to analyse the status of rights of women in India and highlights the issues of women's rights. Today women rights have become one of the most important concerns of 21<sup>st</sup> century. But practically women's rights are still an illusion of reality. We observe in our day-to-day life how women become victimized by various socially evils. In 2013, the Indian government took positive steps to improve the lives of women. The key issue for women in relation to governance and human rights is arguably the question of discrimination against women and their perceived lower status in society. As far back as 1979, United Nations adopted the convention on the elimination of all forms of discrimination against women. It was clear that the definition of human rights seemed to exclude women's rights, hence the need to formulate a specific treaty addressing women's rights and in particular the issue of discrimination against women and the needs for creating equality between men and women. The various policies at continental level on governance and human rights are all premised on the fact that women suffer discrimination on the basis of gender and significant progress has been made in recognition of these facts. This has been achieved through deliberate efforts ranging from increasing the enrolment of girls in school; through affirmative action initiative to accelerate women's rising in government and private institutions and increased support for women's national economies in different ways. This paper is mainly focused on rights of women in India. This paper aims to identify emerging perspective and issues of women's rights in global and national scenario.

**Keywords:** Women's Rights, Global Scenario.

## **Women Empowerment in India**

**Sadia Shakeel**

Lecturer, Faculty of Education, Integral University

**Abstract:** India with its diversity and rich heritage has an ugly side to it also. If women have been worshipped as Goddess, there has been “sati” too. A silent witness, the oppressed women have come a long way. Though the situation has improved some facts (education rate, sexual harassment among others) are daunting. Many women have broken the barriers and we would still witness a lot more. To help women is to help society. And through this journey of women empowerment our nation will achieve its dream. The dream of reviving its past glory. To become the “golden bird” again. Since 1911, the March 8th is celebrated around the world as International Women's Day. Many groups around the world choose different themes each year relevant to global and local gender issues. The UN declared an International Women's Day theme for 2013 and it is “A promise is a promise: Time for action to end violence against women”. And this is very crucial for India. Women’s economic empowerment is a prerequisite for sustainable development and pro-poor growth. Achieving women’s economic empowerment requires sound public policies, a holistic approach and long-term commitment and gender-specific perspectives must be integrated at the design stage of policy and programming. Women must have more equitable access to assets and services; infrastructure programmes should be designed to benefit the poor, both men and women, and employment opportunities must be improved while increasing recognition of women’s vast unpaid work. Innovative approaches and partnerships include increased dialogue among development actors, improved co-ordination amongst donors and support for women organising at the national and global level.

**Keywords:** Women, India, Empowerment.

## **New Media Redefining Education - To Create a New World**

**Manisha Singh**

Research Scholar, BBAU Lucknow

**Abstract:** It's a changing world today, technology is becoming more advanced day by day. New Media itself is revolutionizing in its various dimensions. Education and New Media can be friends or foes depending upon how constructively one can use them. This paper presents New Media and its various forms to redefine Education. The paper also focuses on the Paradigm shift in Bloom's taxonomy by integrating it with New Media and its digital tools. It also offers a list of many New Media apps helpful in the field of Education.

**Keywords:** New Media, Redefine Education, Paradigm shift, Bloom's taxonomy, New Media Apps.



## About the Authors



Dr. B. Balaji, is an acclaimed academician, global trainer and edupreneur. His expertise spans both corporate and academia backed by scholastic achievements. He graduated in Electronics and Communication Engineering; Masters in Business Administration as well as Corporate Secretaryship; Doctoral of Philosophy (Business Administration); and P.G. Diploma in Training and Development (ISTD, New Delhi). He was awarded Gold Medal in the M.B.A. Program as well as All India First Rank and 2 Gold Medals in P.G. Dip. T & D. He is also certified by UGC via the NET exam. He is the recipient of several International and National Honours. He has published 70 ISSN Journal research papers (Scopus, WoS, etc.); 15 Books; 3 Indian Patents; and 1 Canadian Copyright. 14 research scholars have been awarded Ph.D. under his guidance. He is the Founder and CEO of SPECIAL MINDS. His expertise spans Human Resources Management and Development, Marketing, Training and Development, Research, Soft Skills, and Services.



Dr. S. Vasanthakumari is serving as Associate Professor in Pediatric Nursing in Institute of Health Sciences, Wollega University, Ethiopia. She has to her credit Ph.D. in Pediatric Nursing M.Sc. in Nursing and B.Sc. in Nursing with meritorious performance. Additionally, she has completed M.A. in Child Care and Education, P.G. Diploma in Educational Management and Supervision, Chief Emotional Intelligence Specialist and Certificate courses. She has over two decades of experience in teaching, clinical, research and administration. She serves as member of many professional organizations, has guided U.G. and P.G. students Research work, besides being an External Examiner. She has published 45 papers in Indexed Journals of repute, has organized and Chaired conferences, workshops, webinars, besides serving as Journal Reviewer. She has conducted 45 Research and Community Projects as Principal Investigator including funded projects. She has received many accolades that include Outstanding Contribution Award, Best Researcher Award, Best Professor Award, Best Research Scientist Award and Life Time Achievement Awards.



Dr. Karthikeyan Soundararajan M.B.A., M.Phil., Ph.D., is a versatile telecom professional with 15+ years of industry experience currently working as Senior Manager in leading IT/ITES organization in Chennai. Currently pursuing Business Analytics from IIM Trichy. He also delivers Guest Lectures in various B-Schools. He has published 12 research papers in the referred International and National Journals including Scopus. He has co-authored a book on "Service Quality of Management Education Institution". Honoured with "Performance Excellence Award" at 3rd International Academic and Research Excellence Awards (IARE) 2021; IRDP Group of Journals – "Industry Expert National Award 2021" and "Pillars of India Award 2021" from ESN Publications. He is also an Editorial Board Member of International Journal of Intellectual Advancements and Research in Engineering Computations (IJIAREC), an Executive Advisor of the International Association of Commerce and Management (IACM) and Certified EUMMAS trainer (European Marketing and Management Association).



Dr. Divya R. Panjwani is an Assistant Professor in Department of Education, Integral University, Lucknow. Her educational repertoire include B.Ed., M.Ed., M.Com., M.B.A., M.A. (Sociology) and Ph.D. (Educational Psychology). She has 9 Research Papers in National and International journals and one chapter in Edited Book. Her expertise spans Information and Communication Technology, Statistical Analysis, Research, Teaching Methodology, Career counselling, Commerce and Accountancy. She has published an Academic Buoyancy Scale and 1 Indian Patent.

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