



## **KG COLLEGE OF ARTS AND SCIENCE**

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**KGiSL Campus, Coimbatore – 641 035**

### **Criteria III - Research, Innovation and Extension**


#### **3.3 Research Publication and Awards**

**3.3.1 Number of research papers published per teacher in the Journals notified on UGC care list during the last five years**

## **Screenshots of the Research Article**

**Year 2018 - 2019**

## 3.3.1 / Research Papers Published / Data Template / Row No. 6

 <b>சான்லாக்ஸ்</b> பன்னாட்டுத் தமிழியல் ஆய்விதழ்	<div data-bbox="578 556 1240 598" data-label="Section-Header"> <h2>கலைகளும் தமிழ் இலக்கியமும்</h2> </div> <div data-bbox="578 634 925 665" data-label="Text"> <p><b>முனைவர் கோ.ஜெகதீஸ்வரி</b></p> </div> <div data-bbox="578 661 974 707" data-label="Text"> <p>தலைவர், தமிழ்த்துறை கேஜி, கலை அறிவியல் கல்லூரி, கோவை</p> </div> <div data-bbox="578 735 711 764" data-label="Section-Header"> <h3>முன்னுரை</h3> </div> <div data-bbox="578 760 1417 1150" data-label="Text"> <p>‘ஆய கலைகள்’ என்பவை அவ்வையார் கையாண்ட சொற்கள். கம்பர் எழுதியதாகக் கூறுவதும் உண்டு. ஆய்ந்து எண்ணப்பட்ட கலைகள் என்று விரியும். இவை அறுபத்து நான்கு என்று சொல்வதும் வழக்கம். இந்த எண்ணிக்கை சரியா என்பதிலும் கருத்து வேறுபாடுகள் உள்ளன. அபிதான சிந்தாமணி, தமிழ்க் கலைக்களஞ்சியம் போன்ற தொகுப்புக்களில் உள்ள பட்டியல், வடமொழியில் கூறப்படும் ‘சாஸ்திரங்கம்’ என்பவற்றை அடிப்படையாகக் கொண்டவை. இரசுவாத வித்தை, ஆவியடிப் பேசுதல், கூடுவிட்டுக் கூடுபாய்தல் போன்றவையும் சொல்லப்பட்டுள்ளன. இவற்றில் சாதாரியம், பயிற்சி, திறமை, கவர்ச்சி இருக்குமேதவிர, கலையுணர்வு அதிகமாக இருக்கும் என்பது நினைக்கத்தக்கது. கலைப்பாடங்களாகிய பொருளாதாரம் வரலாறு போன்றவையும், அறிவியல் கணிதப் பாடங்களும் இந்தப் பட்டியலில் காணப்படுகின்றன. இவை மறு ஆய்வுக்கு உரியவை.</p> </div> <div data-bbox="578 1173 695 1203" data-label="Section-Header"> <h3>நோக்கம்</h3> </div> <div data-bbox="578 1201 1417 1675" data-label="Text"> <p>எது கலை? என ஒரு வினா எழுவது இயலாது. பலர் பலவாறாகச் சொல்லியிருக்கிறார்கள். மேனாட்டுத் திறனாய்வாளர்கள் கூறியவற்றையே இன்னும் கூறிக்கொண்டிருக்கிறோம். தமிழ் இலக்கியத்தில் அழ்ந்து சங்கப்பாடல்களில் முழுகி இதற்குப் பொருள் காணல் வேண்டும், ‘கவைவஞ்சாக’ இருந்து பாடப்போன் அல்லது கேட்போன் ஒருவனுக்குப் பார்க்கப்படும் பொருள் அல்லது கேட்கப்படும் ஒலி (இசை) எது இன்பம் தருகிறதோ அழகுணர்ச்சியை ஊட்டுகிறதோ அதுதான் கலை. அதைத் தகுபவன்தான் கலைஞன். படைப்போன் கவைவஞ்சு இருவருக்கும் இடையில் ஊடகமாக இருப்பது கலை. படைப்போனின் மனஉணர்ச்சி, ஒரு கலையைப் படைக்கும்போது ஏற்படும் மெய்ப்பாடுகள் - கவைவஞ்சிடத்தில் ஏற்படுத்தும் வகையில் அமைவதே உண்மைக்கலை. இல்லை என்றால், அழகாயிருந்தாலும் இன்பமே தந்தாலும் அது முழுமையடையாது. படைப்போனின் தொழில்திறமையை அது காட்டலாம். கலையை வெளிப்படுத்தாது இசையோ, ஒவியமோ, பாட்டோ, சிற்பமோ, கோயிலோ எதுவாக இருக்கட்டும் படைத்தவன் கொண்ட உணர்ச்சியைச் கவைவஞ்சு நெஞ்சில் எழுப்பவேண்டும்.</p> </div>
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## 3.3.1 / Research Papers Published / Data Template / Row No. 7



சான்லாக்ஸ்

பன்னாட்டுத் தமிழியல் ஆய்விதழ்

## அறத்துப்பால் சாத்திர நூற்கருத்துக்களின் முன்னோடி

முனைவர் க. அரவிந்த்

இணைப்பொசிரியர், தமிழ்த் துறை

கேஜி கலை மற்றும் அறிவியல் கல்லூரி, சரணம்பட்டி

மலர்: 3

இதழ்: 1

தொகுதி: I

மாதம்: ஜூலை

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மனிதகுல வாழ்வின் செயல்பாடுகளை கட்டமைக்கப்பட்ட ஒழுங்கு அமைவிற்குள் நடைமுறைப்படுத்திக்கொண்டு இருப்பவை மெய்யியல் கருத்துக்களே. மனிதன் முயற்சியின் காரணமாகத் தேடிக்கண்டடைந்த கோட்பாடுகளில் மெய்யியல் தொன்மையானது. இல்லறம் துறவறம் என்ற இருவகையான வாழ்வியல் பயணத்தில் பெரிதும் மனிதகுலம் ஈடுபாடு கொண்டிருப்பது இல்லறம் என்ற உலகியல் இன்பமே எனலாம். துறவு வாழ்வை சிலரே பின்பற்றுபவர்களாக இருக்கின்றார்கள். வள்ளுவர் உலகியல் வாழ்வோடு ஈடுபாடு உடையவர்களும் துறவறத்தின் வழிக்கிடைக்கும் வீடுபேற்றை, எளிமையான வாழ்க்கை முறையால் பெற்றுப் பயனுற வேண்டும் என்ற சிந்தனையால் உருவாக்கியதே திருக்குறள் என்று குறிப்பிடலாம். அறம், பொருள், இன்பம், வீடு என்ற நான்கில் வீடுபேறு என்பது ஒவ்வொரு சமயக் கோட்பாட்டிற்கும் மாறுபடும் என்பதால் வள்ளுவர் குறளில் வீடுபேற்றைத் தனியாக வரையறுக்கவில்லை. அறம், பொருள், இன்பம் என்ற மூன்று பகுதிகளை மட்டுமே முன்னிலைப்படுத்துகின்றார். அதன் காரணமாகவே திருக்குறள் பொதுமறை எனப் போற்றப்படுகிறது. வீடுபேற்றைத் தனியாகக் கூறவில்லை என்றாலும் அறத்துப்பாலில் பெரிதும் இறைவனை வணங்குதலையும், மலங்களை விடுத்து இறைவன் திருவடிபை அடைவதற்கான வழிமுறைகளையும் எதார்த்த வாழ்வியலின் ஊடாக வெளிப்படுத்துகின்றார். சாத்திர உரை நூல்களில் உமாபதி தேவநாயனாரின் திருவருள் பயன், 100 குறட்பாக்களைக் கொண்டு பத்து குறள்கள் என்ற அதிகார அமைப்பில் திருக்குறள் போன்றே அமைந்து இருப்பதை ஒப்புநோக்கும்போது விட்டுநெறிபால் என்று குறிப்பிடுவார்கள். திருவருள் பயன் சைவ சமய நோக்கில் உருவாக்கப்பட்டது. வள்ளுவன் குறளைப் பொதுமை நோக்கில் கட்டமைத்து இருக்கின்றார். இதன் சிறப்பை திருக்குறள் உ. நூலாசிரியர்கள் பின்வரும் வெண்பாவின் மூலம் தெளிவாக்குகின்றார்கள்.

“ஆதியி லறநா லாய்தெடுத்த தரைத்த  
நீதியின் வழிஅ நெடும்பொரு ளாதலின்  
அருட்பா லியைந்த அறத்துப்பா லதன்பின்  
பொருட்பால் வள்ளுவன் புகன்றனன் புவிக்கு”

(திருக்குறள் உரைக்கொத்து)

என்று கூறுவதன் நோக்கம் பொருள், இன்பம் என்ற பேறுகள் கிடைக்க நல்வினையே காரணமாகின்றது. தீவினையை விடுத்து இம்மையிலும் மறுமையிலும் நிலையான பேரின்பம் பெற வழிவகை செய்வது அறமே என்பதை உணர்த்தும் நோக்கமே என்று பொருள் கொள்ளலாம். “வள்ளுவரின் காலம் சங்க காலத்தோடு தொடர்புடையது என்பர் அறிஞர்.

**3.3.1 / Research Papers Published / Data Template / Row No. 8****பாவைப்பாடல்களில் அழகியல் கூறுகள்**

\*முனைவர் சிகவிதா, உதவிப்பேராசிரியர், கேஜி கலை அறிவியல் கல்லூரி, சரவணம்பட்டி.

இலக்கியத்தில் கலையியல் கூறுகள் நடப்பியல் சார்ந்தவை. உலமையணி ஒன்றே உள்ளுறை உலமையாக இளறச்சியாக அழகியல் கூறுகளுடன் காட்சியளிக்கின்றது. கலையியல் பண்பு என்பது செய் நேர்த்தியுடன் இனங்காணத்தக்கது. கலையியல் உத்தி வடிவமைப்பு யாப்பு உருவாக்கம் ( கவித்துவம்) சார்ந்தது. அழகியலோ உரிப்பொருள் சார்ந்தது. உரிப்பொருளோ கருப்பொருள் சார்ந்தது. கருப்பொருளோ முதற் பொருள் ( நிலம் பொழுது ) சார்ந்தது. முதற்பொருள் இன்றி கருப்பொருள்கள் இல்லை. கருப்பொருள்கள் இன்றி உரிப்பொருள்கள் கூடல் இருத்தல் ஊடல் இரங்கல், பிரிவு இல்லை. உரிப்பொருள்கள் ( உள்ளடக்கம்) இன்றி இலக்கியம் இல்லை. உருவம் வடிவம் சார்ந்தது கலையியல் கூறுகள் உள்ளடக்கம் சார்ந்தது அழகியல் கூறுகள்.

திருப்பாவையும் திருவெம்பாவையும் உருவம் என்று பார்த்தால் இரண்டும் ஒரே வகையைச்சார்ந்தன. இரண்டும் வெவ்வேறானவையால் ஆன எட்டடி நாதரீர் ஒரு விவர்பக் கொச்சக கலிப்பாவால் ஆகியன.

திருப்பாவை முதற்பாடலைப் பார்ப்போம்.

\*மன்குறித்திங்கள் மதிநிறைந்த நன்னாளன்னு  
நீராடப் போதுவீர் போதுமினோ தேரினழயீர்  
சீமல்கும் ஆயப்பாடிச் செவ்வச் சிறுமீர்கள்  
நாராயணனே நமக்கே பறை தருவான்—  
பாரோர் புகழ்ப் படிந்தேனோ ரெம்பாவாய்\*

திரும்பெம்பாவையில் முதற்பாடல்

\*ஆதியும் அந்தமும் இல்லா அரும்பெருஞ்  
சோதியை யாம்பாடக் கேட்டேயும் வாள் தடவ்கண்  
மாதே வளருதியோ வன்செவிபோ நின்செவிதான்—  
ஏதேனும் ஆகான், கிடந்தான் என்னே என்னே  
ஈதே எந்தொழி பரிசேனோர் எம்பாவாய்\*

பாவைப்பாடல் என்பதால் - பாவை நோன்பிற்கு முதன்மையிடம் தந்து ஆண்டவர் மன்குறித்திங்கள் மதிநிறைந்த நன்னாளன்னு உணர்த்துகிறார். முன்னவறிய வளம் கூறுகிறார். சீமல்கும் ஆயப்பாடி ஏரார்ந்த கண்ணி - அழகான விழிகளை உடைய யசோதை பெற்றெடுத்த இளஞ்சிவகம் என்று கண்ணனுக்கு அடைமொழி தருகிறார். அடைமொழிகள் கருப்பொருள்களை உலமையாக்கி உரிப்பொருளைச் சிறப்பிப்பது காற் மெனிச செடிகள் கதிர்மதியம் போல் முகத்தான் என கண்ணனை விளக்கும் அடைமொழிகளில் கா - முன்னவ நில முதற்கொருளாகும். நாராயணன் பறை தருவான், கூர்செவ் கொடுநொழிவன் நந்தகொடை நுழை - தொழைய் பாத்திரங்கள் கிருஷ்ணாவதாரக்கதை தீர், சீர், கூர், ஏர், கார், நூர், பார் - என அகத்தோறும் எழக்கூறும்



மன்குறி - மதி

சீமல்கும் - செவ்வம்

காமெனி - கதிர்மயம்



## 3.3.1 / Research Papers Published / Data Template / Row No. 9

	IMPACT FACTOR – 4.23	<b>LangLit</b>	ISSN 2349-5189	
<i>An International Peer-Reviewed Open Access Journal</i>				
<b>THE RESEMBLANCE OF FANTASY AND MYTH IN THE IMMORTALS OF MELUHA</b>				
<b>DR.S. RAMMANOHAR PARI</b> Assistant Professor Department of English KG College of Arts and Science Coimbatore – 641 035				
<b>ABSTRACT</b>				
<i>The present paper tried to point out the nation of people in the novel The Immortals of Meluha – Book One Shiva Trilogy by Amish. Each people have different attitude and behavior, here the two different groups of people having vengeance in their heart to attack opposite group in the name of 'Suryavanshi' and 'Chandravanshi', but once they were united and ruled by a single king called Bharata.</i>				
<b>Key words:</b> Country, Immigrant, Garden, Water, Symbols, Invention, Descendant, Suryavanshi, Chandravanshi, Vengeance, Civilization, Good, Evil, Law, etc.,				
<b>Introduction:</b>				
According to Hindu mythology Shiva as a creator, preserver and destroyer, but Shiva's nature differs in the novel 'The Immortals of Meluha' by Amish. Here Shiva wants welfare of all human beings; he is a good human being, the leader of tribes living at the foot hill of the mount Kailas and Gunas. They were invited by two Meluhan soldiers to lead their remaining part of life with peaceful and happily at Meluha. Shiva accepted the proposal of soldiers, and then moved to the country called Meluha, located at North Western side of India.				
<b>Respected City:</b>				
On the way to Meluha, Shiva had an imaginary vision about that century, its nature, river, forest, mountain and trees etc., the animals, tiger, lion, deer, birds and elephant etc., Shiva's native experience is difference, while the caravan moved towards Meluha through 'Srinagar' capital of Kashmir, he admired greatly the appearance of its infrastructures, buildings, Roads, huge platform and fort wall. The native tribes (Gunas) astonished. Because, they never had these kind of experience in their native.				
The Srinagar city has been well planned and constructed by great architectural engineers in the year of around 1900 BC. The city has separate place for market, temple, garden and meeting hall etc., everyone in the city lives, only their living areas and houses differentiated them as rich and poor. The people of Kashmir had good taste in arts and paintings, which are resembled in walls and buildings. The 'Jhelum River' flows into the Srinagar, which is the tribute of the 'The Dal Lake'. The Dal Lake was located at Meluha, beside of this lake, the Meluhan army camp located for the protection of their country. "If this is the border province, how perfect must the rest of the country be? Whispered Shiva in awe" ( <i>The Immortals of Meluha</i> 11)				
<b>Vol. 5 Issue 2</b> Website: <a href="http://www.langlit.org">www.langlit.org</a>		<b>669</b>	<b>December, 2018</b> Contact No. : +919890290602	
Indexed: ICI, Google Scholar, Research Gate, Academia.edu, IBI, HFC, DEJI, The CiteFactor				

**3.3.1 / Research Papers Published / Data Template / Row No. 10**

JASC: Journal of Applied Science and Computations

ISSN NO: 1076-5131

**INDIANESS IN KIRAN DESAI'S NOVELS "THE INHERITANCE  
OF LOSS AND HULLABALOO IN THE GUAVA ORCHARD"**

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**Abstract:**

Kiran Desai writes very differently from the other Indian writers living in abroad. The cultural baggage, each one of them carries, is different and unique to the region they belong to, with the result that when they give expression to their nostalgic outpourings, each one depicts a different landscape in every way. Their ways of coping are also different, in India we have vast differences in the ideas inculcated by families, ranging from the Judge who is westernized, to an orthodox cook. Thus it is only natural that the peculiar characteristics of a particular area or hamlet are truth fully depicted by the novelist. In Desai's first novel, the modernist strain of alienation of self, fragmented family structure, breaking and questioning of the institutions of marriage, religion and politics is clearly discernible. This sense of estrangement is carried on further in the second novel in the point of view of illegal immigrants, loss of homeland, diasporic articulation and the dialectics of marginality.

**Key words:** Joint family system, education, marriage, food, birth, beliefs

Indianness is an evocation of Indian culture and manifests itself in its multifold aspects. Kiran Desai is very bullish about the Indian milieu, its social structure and organisation, customs, tradition and practices and beliefs. In this chapter, each of these aspects is discussed in different sub-sections. The very term 'Indianness' recalls the practices, beliefs, habits, attitudes and the lifestyle of an average Indian. The rivers, the mountains, the

**3.3.1 / Research Papers Published / Data Template / Row No. 11**

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Acceptance of 'Death – the Last Enemy' by Emily Dickinson in her poem 'Because I could  
not Stop for Death'

ABSTRACT : This paper is an attempt to study about how Death unexpectedly catches everyone whether great or simple, rich or poor, children or adult, young or old, politician or ordinary citizen etc. Everyone becomes victim of Death. Nobody has won the Death. Death is a painful one. Some accept it happily and some do not accept but it carries them. Emily Dickinson in her poem 'Because I could not stop for Death' confesses her acceptance of Death. Death is the only way people get relief from their painful worldly life. Emily Dickinson in her life lost valuable friends and a lover and so she often felt unhappy to lead her life. Not only Emily Dickinson but also everyone when left alone or when put into melancholy state naturally they are frustrated to live in this world and so expect Death to give them permanent relief from this worldly life. Loneliness itself kills anyone. According to bible it is said that 'Death is the last enemy'. So everyone at the end meets Death. But it is the last enemy. When any enemy comes and attacks us we naturally fight against it and try to



## 3.3.1 / Research Papers Published / Data Template / Row No. 12

51909		S. Rammanohar Pari / <i>Elixir Literature</i> 123 (2018) 51909-51910	
Available online at <a href="http://www.elixirpublishers.com">www.elixirpublishers.com</a> ( <i>Elixir International Journal</i> )			
			
<b>Literature</b>			
<i>Elixir Literature</i> 123 (2018) 51909-51910			
<b>The Portrayal of National and Spiritual Aspects in Raja Rao's Kanthapura</b> S. Rammanohar Pari Assistant Professor, Department of English, KG College of Arts and Science Coimbatore – 641 035.			
<b>ARTICLE INFO</b> <b>Article history:</b> Received: 23 August 2018; Received in revised form: 24 September 2018; Accepted: 4 October 2018;		<b>ABSTRACT</b> The aim of this paper is to bring the National and Spiritual identities, which are portrayed in the novel "Kanthapura" (1938) by Raja Rao. He focuses on two individual leaders and their beliefs, the actual and the mythicized figure of Gandhi, and his transmutation into Moorthy, the saintly hero of the novel. Yet interestingly he never has an actual meeting with Gandhi. He has only seen him in a 'vision' addressing a public meeting with him pushing his way through the crowd and joining the band of volunteers and receiving inspiration by a touch of Gandhi's hand. The influence of Mahatma Gandhi's practical philosophy and the social and the political aspects of his working programme are immense on the novel.	
<b>Keywords</b> National and Spiritual Identities, Kanthapura.		© 2018 Elixir All rights reserved.	
<b>Introduction</b> The influence of Mahatma Gandhi's practical philosophy and social and political aspects of his working programme is immense on the novel. The characters have been conceived in this light in it. As such, the village of <i>Kanthapura</i> becomes a sort of microcosm of the bigger universe of the movement all over India. It had a big international impact on the peoples of the world. The wave of freedom comes to sweep the country dead set against the colonial bondage. The concept of the Khaddar spinning renders the mills of England idle. Their exploitation of Indian receives a severe shock. Raja Rao's main aim as a novelist is to reveal and interpret Indian sensibility through plot, characterization, atmosphere and setting, style and language in his novels. In " <i>Kanthapura</i> " of there is a distinctive Indian sensibility, to be precise, expressed in English language. The words are English, but the organization is Indian and the novelist has to organize himself. The novel " <i>Kanthapura</i> " begins with the graphic details of the place, which is just a village of South India, and the people inhabiting the same. The social climate of the village is roughly divided between the two major sections; the Brahmins and the Pariahs. It is a traditional village which becomes the microcosm of the universal rural condition all over the country. Therefore, the novelist while writing this novel moves from the particular to the universal. In the village of <i>Kanthapura</i> , before the things are a stir, life goes on with all its clock-wise routine. They are the believers in the Goddess Kenchamma who is the protector of the folks living there. It consists of the merchants, the moneylenders, the widows, the priests, the peasants and the professional weavers and the potters. With the appearance of Moorthy, a village young man imbued with the ideals of Mahatma Gandhi, things do not look as they were. A new life of revolt comes to be injected into the people inhabiting the village. They seek for the new freedom, both social and political. Since the novel has a moral theme, it moves on the problems, some side ones and some forming the cruse. Among the social problems, there is that of widowhood, the curse of which			
must be removed, then the problem of labour-exploitation, both localized and of foreign source, the British regime. In the village, Bhatta, a Brahmin and Waterfall Venkamma are on one side looking at the whole issue with considerable misgivings. They cannot understand the idea of the removal of untouchability which Moorthy wants and takes practical steps in this direction. He is the first Gandhian to mix with the untouchables of the village which is an eye-sore for the caste-brahmins and the traditionalists of the village. Bhatta, the money-lender and the land-owner cannot tolerate this form of the pollution and therefore he gets Moorthy excommunicated through the Swami. It shocks the mother of the hero so much that she shuffles the mortal coils. But Moorthy does not budge on inch from the task to which he is wedded. Despite the appearance of the police, Bade Khan and the Jemadar, in the village, he goes on propagating the Gandhian ideals. Now life is not the same in the village. Women have started spinning Khaddar on the Spinning-Wheel. They are prepared to co-operate with men in the task of fighting the authorities. There is the Skeffington Coffee Plantation owned by an Englishman, and this becomes the place of the battling forces, the natives and the authorities. The side issue of drinking toddy has also been taken up by the novelist. The Gandhian picket the toddy-booths. Moorthy is also opposed to the exploitation of the coolies by the Britishers. A real fight takes place and the passive fighters among the volunteers of Gandhi bear the brunt. A woman is raped; men are beaten and lathi-charged by the police. Yet they are determined to fight to the last. The volunteers are sent to the prisons. Moorthy too gets a sentence and they wait for his release with anxiety. With the pact with the Viceroy, the prisoners are released. Moorthy, in the novel, recognizes the virtue of discipline. He also inculcates it in the fighters for freedom whenever they go out of control. A Satyagrahi must recognize the value of discipline. It is a force, a power and a potent instrument to spell the word 'non-violence'. The hero in the moral on the lines of Mahatma Gandhi. He is fearless and as such can face			
Tele: 966682628 E-mail address: <a href="mailto:parimanshar@gmail.com">parimanshar@gmail.com</a> . © 2018 Elixir All rights reserved			



**3.3.1 / Research Papers Published / Data Template / Row No. 13**

<p>www.TLHjournal.com</p> <p><i>Literary Herald</i></p> <p>An International Refereed/Peer-reviewed English e-Journal</p> <p>Impact Factor: 3.019(IJIF)</p> <p>ISSN: 2454-3365</p> <p><b>Successful Women Sacrifice Anything for the sake of their families as depicted in 'The Thousand Faces of Night' By Gita Hariharan</b></p> <p><b>V. Vanitha Jeyakumari</b> Assistant Professor KG College of Arts and Science Coimbatore.</p> <p><b>Abstract</b></p> <p>This paper is an attempt to study about women whose education does not help them in their family lives. Women though highly educated if not ready to sacrifice certain things of theirs find great difficult to survive with their husbands and to lead a successful lives. Some women lead their family successfully but some do not. Women do not use their knowledge what they get through their education successfully to lead their family lives. Women though have education she needs to sacrifice certain things to have successful and happy family life. Some women give important to their own identity than to their families. Some women sacrifice their identity and give important to their families. In the novel 'The Thousand Faces of Night' Gita Hariharan brought women characters to show how women lead successful and unsuccessful family lives. She brought three main characters namely Sita, Devi and Mayammal. Sita though not educated ready to sacrifice her identity and so led a successful life. Devi who had a foreign degree hoped to have better life than her mother failed to lead successful life. Mayamma who was a maid struggled a lot with her husband and with her son but successfully played her role as wife and mother. Women must be bold to face her life alone by herself. Both Sita and Mayyama faced boldly but Devi did not have that boldness though had foreign degree and returned back to her mother. It is clear that she failed in her life. Women need to sacrifice certain things of her to have successful lives.</p> <p><b>Keywords:</b> Education, Family, Identity, Knowledge, Life, Men, Sacrifice, Women</p> <p>Vol. 4, Issue 4 (December 2018)</p> <p>Page 215</p> <p>Dr. Siddhartha Sharma Editor-in-Chief</p>
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<p>www.TLHjournal.com</p> <p><b>Literary Herald</b></p> <p>An International Refereed/Peer-reviewed English e-Journal</p> <p>Impact Factor: 3.019(IJIF)</p> <p>ISSN: 2454-3365</p> <p><b>Different Aspects of Draupadi in Chitra Banerjee Divakaruni's "The Palace of Illusions"</b></p> <p><b>M. Santhoshkumar</b> M.A., (M.Phil) Assistant Professor, Department Of English, Kg College Of Arts And Science, Coimbatore</p> <p><b>Abstract</b></p> <p>Draupadi's main aim was to elucidate the four goals of the life: duty, wealth, pleasure and liberation. It is an exposition on Draupadi, including the proper conduct of a king, of a warrior, of a man living in times of calamity and of a person seeking to attain emancipation from rebirth. The Mahabharata includes different aspects of Hinduism. Stories of the gods and goddess are explanation of Hindu philosophy. Draupadi also features as an important character in it. The epic employs the story within a story structure, known as frame tales. This is popular in many Indian religious and secular works. Draupadi is one of the major characters within the epic. Myth is a symbolic narrative, usually of unknown origin and at least partially traditional, that relates actual events and is specially associated with religious beliefs.</p> <p><b>Key words:</b> Myth, Beliefs, Liberation, Wealth, Epic</p> <p>This novel portrays Draupadi's life and struggle. Draupadi is a mythological character she is essentially a human being who is forced to face difficulties in life. Chitra Banerjee, in her novel <i>The Palace of Illusions</i>. Draupadi's character has been analysed using Horney's stages. Each stage in Draupadi's life is a testament of her strength and determination. These stages help to shape her character and her vibrant spirit shines through each aspect of the variant stages. Divakaruni's novel <i>The Palace of Illusions</i> got greatest traditional value and was a national excellent seller for several year in India and it is re-writing and retelling of the Indian epic <i>The Mahabharata</i> from Draupadi's phases. The myth surrounding Draupadi's life has been reproduced and her relationship with those surfaces her has been experiment in certifiers.</p> <p>The term archetype began with Carl Jung's term, "an archetype is defined as the first original model in which all other similar person, object or concepts are merely derivative, copied, patterned or emulated."<sup>24</sup> The term "archetype" applies indirectly to the "representation collectives" as it only deals with the psychic contents.<sup>25</sup> The common</p>	<p>Vol. 4, Issue 4 (December 2018)</p> <p>Page 73</p> <p>Dr. Siddhartha Sharma Editor-in-Chief</p>
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<p>www.TLHjournal.com</p> <p><b>Literary Herald</b></p> <p>An International Refereed/Peer-reviewed English e-Journal</p> <p>Impact Factor: 3.019(IJIF)</p> <p>ISSN: 2454-3365</p> <p><b>The Battle in Man-made famine : Hunger as seen in Bhabani Bhattacharya's <i>So Many Hungers!</i></b></p> <p><b>M. Gayathri</b></p> <p>Assistant Professor of English, KG College of Arts and Science Coimbatore</p> <p><b>Abstract</b></p> <p><i>Literature is an art work done amid intellectual value in a body of written works. Indian English Literature reflects Indian culture, tradition, and social values which paves way to bloom in life. As a social realist, Bhabani bhattacharya highlights the socio-political themes in the novel So Many Hungers!. It is an authentic record of the suffered people in the man-made Bengal famine of 1943. Bhattacharya indulged himself in presenting a credible representation of human subsistence. Hunger falls as the main problem in the novel in which poor people suffer by some greedy rich people, social setting and economical problems. Solution for the hunger problems is sharing and showing humanity may further make transformation in future. Socio political theory records the empowerment in favour of the revolutionizing the communal background. The paper focuses on how poor are suppressed and suffer due to hunger for food caused by man-made famine.</i></p> <p><b>Key words:</b> Hunger, Man-made famine, Humanity, Economical inequality.</p> <p>Bhabani Bhattacharya's <i>So Many Hungers!</i> depicts various faces of hungers which are greatly found in mankind. Very important hunger is 'Food' which may be followed by other hungers like "Freedom, Health, Sex and Social status". This novel is the vivid account of Bengal famine which is man-made in 1943. Famine is the outcome of the destruction to Bengal in which every foreigner sneaks into the freedom of Indian people and treat them as their slaves after scratching the wealth of India. Additionally some greedy people from India also help the alien of other country without having any guilt about their action against the country. These unkind actions of people create the famine in Bengal where poor people suffer immensely. It greatly affects the green village, Baruni in Bengal filled with loving poor people who are comparatively less bright and uncivilized than city people but are good in nature.</p> <p>Hunger makes a man weaker and discontent towards life. Much hunger prevails and creates crisis at a snail's pace. Hunger always indicates food scarcity which makes people to starve. Bhattacharya's <i>So Many Hungers!</i> is the result of his frustrated feeling on hunger exists in the society and he admits in one of his interviews that:</p>	<p>Vol. 4, Issue 4 [December 2018]</p> <p>Page 154</p> <p>Dr. Siddhartha Sharma Editor-in-Chief</p>
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www.TLHjournal.com	<b>Literary Herald</b> An International Refereed/Peer-reviewed English e-Journal Impact Factor: 3.019(ILJIF)	ISSN: 2454-3365
<b>Modern Industry And Its Impact With Special Reference To Kamala Markandaya's "Nectar In A Sieve"</b>		
<b>S.Gomathy</b> M.A., M.Phil Assistant Professor KG College of Arts and Science		
<b>ABSTRACT</b>  Kamala Markandaya's "Nectar in a Sieve" is a study of Indian rural life . It is the story of the modernization of Indian villages. The author tries to focus on the disintegrating and corrupting impact of modernity, of western science, technology and industry on the Indian rural community. The coming of the modern tannery disrupts the rural or traditional way of life in a village and the family of Nathan and Rukmani is not an exception, for they too fall as a victim to this disintegrating and corrupting impact of modernity. Nathan and Rukmani are representatives of the thousands of uprooted peasants under an industrial economy.		
<b>KEY WORDS:</b> rural life, modern industry, tannery, poverty, hunger, vagaries of nature, moral degradation		
<b>INTRODUCTION</b>  Indian women writing novels in English came to their own only after World war II, and Kamala Markandaya is one of the greatest of these women-novelists. She won international fame and		
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<p>www.TLHjournal.com</p> <p><b>Literary Herald</b></p> <p>An International Refereed/Peer-reviewed English e-Journal</p> <p>Impact Factor: 3.019(IJIF)</p> <p>ISSN: 2454-3365</p> <p><b>Re-visioning of Myth in Githa Hariharan's "The Thousand Faces of Night"</b></p> <p><b>V.Saravanan</b> Assistant Professor Department of English KG College of Arts and Science Coimbatore, Tamilnadu</p> <p><b>Abstract</b></p> <p>Githa Hariharan has become a literary leading source with her first novel <i>The Thousand Faces of Night</i> that, has compile a plume in her high the commonwealth prize. The novel explains the congruity of traditional south Indian Brahmin family. Devi, the main character, returns to Madras from America to live with Sita, her mother. At the beginning she confront some difficulties in making correction with day-to-day perceived. Devi convinced to live for and favoured her widowed mother out of motherly love. The story of <i>The Thousand Faces of Night</i> rotate around three women characters-Devi, the central character; Sita, her mother and Mayamma, the care taker link cook. Githa Hariharan brilliantly analyses the method of the gender relations by means of Indian mythology. The stories of Gandhari, Amba, Damayanthi and others reflect on the life of these characters in the novel. The novel found the relationships which rise out of the excited needs of human beings coming in to communication with one another. As a young girl, Devi curiously tries to know the mystery of life. During her childhood her grandmother told her several stories. They demonstrate the innovatory of their womanhood in their struggle for endurance. The procedure of choice has changed surprisingly and Devi appears a lighthouse light for the modern Indian women. This first novel by Githa Hariharan advert top most possibilities for the world of modern Indian fiction.</p> <p><b>Keywords:</b> womanhood, human, gender, love, mystery</p> <p><i>The Thousand Faces of Night</i> is a novel of three women – Devi, Sita and Mayamma who deputies three discrete progenies, and more than thousand faces of woman in India who unmoving have no better alive than night. Mayamma, uneducated and unmindful is the</p>	<p>Vol. 4, Issue 4 (December 2018)</p> <p>Page 247</p> <p>Dr. Siddhartha Sharma Editor-in-Chief</p>
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**3.3.1 / Research Papers Published / Data Template / Row No. 18**

www.TLHjournal.com	 <b>Literary Herald</b> An International Refereed/Peer-reviewed English e-Journal Impact Factor: 4.727 (SJIF)	ISSN: 2454-3365
<b>The Male Domination in Chimamanda Ngozi Adichie's Purple Hibiscus</b>		
<b>V.P.Malathi</b> Assistant Professor of English KG College of Arts & Science KG Campus, Saravanampatti. Coimbatore		
<b>Abstract</b> <p>The male domination in Adichie's Purple Hibiscus was reflected in Afro-American Literature. Adichie's novel explained the different strategy of this subject. The main character Kambili who narrates the story of her family's disintegration due to patriarchy. In <i>Purple Hibiscus</i> was about the culminates in military rule. Papa and his news paper, The Standard, was critical of corruption that was supported by a leader who is not elected by the people. Ironically, Papa was a self-righteous dictator in his own home. Several characters in the play were submissive throughout the novel.</p>		
<b>Keywords:</b> <i>Characterisation; Chimamanda Ngozi Adichie; male domination; Nigerian fiction.</i>		
<b>Introduction</b> <p>Chimamanda Ngozi Adichie was one of Nigeria's more prominent new generation female writers. In 2007, she was winner of the prestigious Orange Prize for fiction for her second novel, Half of a Yellow Sun. Her novels, Purple Hibiscus (2003) and Half of a Yellow Sun (2006) were about the traditional constructs of the woman. In this aspect, she pointed out that women had to rise above from these traditional constructs, especially as 'good women,</p>		
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<p>JASC: Journal of Applied Science and Computations</p> <p>ISSN NO: 1076-5131</p> <p>CURRICULUM AND INSTRUCTIONAL DESIGN</p> <p>R.SHARDHA Assistant Professor of English, KG College of Arts and Science, Coimbatore-641014</p> <p><b>INTRODUCTION</b></p> <p>"The potential possibilities of any child are the most intriguing and stimulating in all creation,"</p> <p>Ray L. Wilbur, third president of Stanford University</p> <p>Let's say you believe that IQ is the best way to define and measure intelligence.</p> <p>Consequences:</p> <ul style="list-style-type: none"> <li>➤ You have to get over a certain score in an IQ test to be clever</li> <li>➤ You have to be good at verbal and non-verbal reasoning to get a high score</li> <li>➤ If your strengths are in other areas, you are not intelligent.</li> </ul> <p>Perspectives vary and so does intelligence possessed in each individual. All human beings possess all intelligences in varying amounts. Each person has a different intellectual composition. We can improve education by addressing the multiple intelligences of our students. Excellent educators have always addressed the needs of their variously intelligent students. According to Howard Gardner, each individual has eight intelligences. The M.I. theory increases student understanding -- is something for which good teachers have long striven. These intelligences are located in different areas of the brain and can either work independently or together. These intelligences may define the human species. These multiple intelligences can be nurtured and strengthened, or ignored and weakened. In this sense the real values of M.I. theory are:</p> <ul style="list-style-type: none"> <li>• To legitimize the powerful and wide-reaching curricula many teachers have always delivered.</li> <li>• To systematize and broadcast the theory and methodology of an enriched curriculum.</li> </ul> <p>Volume VI, Issue III, March/2019</p> <p>Page No:2724</p>
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## 3.3.1 / Research Papers Published / Data Template / Row No. 20

<p style="text-align: center;">AEIJMR – Vol 7 – Issue 01 – January 2019 ISSN - 2348 - 6724</p> <p style="text-align: center;"><b>Alienation and Isolation in the Arun Joshi's Novel "The Strange Case of Billy Biswas"</b></p> <p style="text-align: center;"><b>A.Mahendran</b></p> <p style="text-align: center;">Assistant Professor, Department of English, KG College of Arts and Science, Coimbatore, Tamilnadu-India</p> <p>Indian English literature refers to the body of work by writers in India who write in the English language and whose native or co-native language could be one of the numerous languages of India. Arun Joshi's fictional world is most strange. <i>The Strange Case of Billy Biswas</i> is seemingly a sequel developed from the first novel <i>The Foreigner</i>. Sindi and Billy Biswas, the protagonists of <i>The Foreigner</i> and <i>The Strange Case of Billy Biswas</i> respectively, seem to explore the hidden treasures of life; they search for their own bearings of life and death, sorrow and joy. Their major concern is their real and the inner world - the world of soul. Communication is also the beginning of the establishment of self-identity, if not the assertion of the identity. The analysis of the entire corpus of Arun Joshi's novels demonstrates that there is a pattern in his works. The innate urge to determine life's meaning in positive terms leads Joshi's protagonists to wage an incessant war against challenging situations. The author's capacity of critical judgment is reflected in his novels. It also presents the socio-economic and cultural background leading to the literary milieu of the period to which Joshi belongs.</p> <p><b>Keywords:</b> Isolation, Self-Identity, Sorrow, joy, death</p> <p>In the novel <i>The Strange Case of Billy Biswas</i> (1971), Arun Joshi portrays how the process of individualisation destroys a man of extraordinary sensibilities. The novel seems to advocate that life's meaning does not lie in the world outside but within. The quest for identity of Billy Biswas is deeper than that of Sindi Oberoi of <i>The Foreigner</i> (1968) Arun Joshi in this novel has tried to combine the Lawrentian quest for the essence of life with Upanishadic search for soul's spiritual reality. In reality, Billy learns from the seers, mystics and visionaries of all ages and it brings him closer to Mathew Arnold's Scholar Gipsy, as a result of which Billy takes the hard decision to live in the jungles of Central India deliberately renouncing the luxurious life that he could have afforded very well. Billy is completely faded up with the grossly materialistic Indian society, in defiance of its traditional values, ethics, culture and mores. It also endorses that Billy supports the anti-materialistic way of Hindu life.</p> <p>Arun Joshi's first novel <i>The Foreigner</i> was first published in the year 1968. Arun Joshi has candidly accepted, with reference to <i>The Foreigner</i> that his recurrent theme is alienation which is closely related to the identity issues in many forms, sometime in the form of identity conflict, sometime in the form of self-quest, many times leading to estrangement from the self. In his first novel <i>The Foreigner</i> Arun Joshi brings out the crisis of the present age through the protagonist Sindi Oberoi. Sindi is an Indian by origin but born and brought up in Kenya, studied in London and took up his engineering in America. Sindi feels alienated wherever he goes. It is not because of the nationality or the geography but of the rootlessness that he feels within. He has become an orphan at a very early age and grows without a family and a country. "My foreignness lay within me"(Joshi.61), he confesses. This has increased his rootlessness and he feels his life an empty one till he meets a karmayogi in India. Muthu, the karmayogi, teaches him the essence of life; the reality that lies behind the Maya of this world. After the teachings of the karmayogi, Sindi realized that the life of a man will become meaningful and useful only when it is of some use to others. Like the karmayogi, he too has decided to surrender himself to the upliftment of the needy people around him.</p> <p>The theme of alienation and loneliness is a recurring theme in modern Western fiction. Consequently modern novel is an existential fable on man's predicament. The experience of disinheritance and futility has not percolated in the wide fabric of Indian life, but it has pierced into the life of a significant segment of Indian society. Life in India is also no</p> <p style="text-align: center;">www.aeijmr.com</p>	1
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	IMPACT FACTOR – 4.23	<h1>LangLit</h1>	ISSN 2349-5189	
<i>An International Peer-Reviewed Open Access Journal</i>				
<h2>THE PORTRAYAL OF ALIENATION AND ROOTLESSNESS IN THE NOVEL THE STRANGE CASE OF BILLY BISWAS</h2>				
<p><b>MARAPPAN.A</b> Assistant Professor, KG College of Arts and Science, Saravanampatti, Coimbatore.</p>				
<p><b>ABSTRACT:</b></p>				
<p><i>In this novel The Strange Case of Billy Biswas (1971), Arun Joshi portrays how the process of individualization destroys a man of extraordinary sensibilities. The novel seems to advocate that life's meaning does not lie in the world outside but within. The quest for identity of Billy Biswas is deeper than that of Sindi Oberoi of The Foreigner (1968) Arun Joshi in this novel has tried to combine the Lawrentian quest for the essence of life with Upanishadic search for soul's spiritual reality. In reality, Billy learns from the seers, mystics and visionaries of all ages and it brings him closer to Mathew Arnold's Scholar Gipsy, as a result of which Billy takes the hard decision to live in the jungles of Central India deliberately renouncing the luxurious life that he could have afforded very well. Billy is completely faded up with the grossly materialistic Indian society, in defiance of its traditional values, ethics, culture and mores, it also endorses that Billy supports the anti-materialistic way of Hindu life.</i></p>				
<p><b>Key Words:</b> Alienation, Frustration, Loneliness, Marginal Society, Individualism, etc.</p>				
<p><b>Introduction</b></p>				
<p>Alienation has strongly placed its root in the post-independence India and the twentieth century has been rightly called the age of Alienation. Modern man is fated to suffer the coercive impact of alienation. It manifests itself variously in the form of generation gap, the credibility of loss of gap, the compartmentalization of life, and the stunning of personal development. In modern age, man suffers not only from war, persecution, famine and ruin, but also from conviction of isolation, randomness and meaninglessness in his way of existence. The present century has seen the dissolution of old certainties and never before were people plunged in so much uncertainty, so much perplexity and unsettlement. The pervasive sense of alienation has corroded human life from various quarters. The modern man has shrunk in spirit languishing in confusion, frustration, disintegration, disillusionment and alienation. On who suffers from an acute sense of rootlessness, which may manifest itself as the alienation from oneself, from one's fellowmen and from nature, the awareness that life runs out of one's hand like sand.</p>				
<p><b>Vol. 5 Issue 3</b> Website: <a href="http://www.langlit.org">www.langlit.org</a></p>		<p><b>510</b></p>	<p><b>February, 2019</b> Contact No.: +91-9890290602</p>	
<p>Indexed: ICI, Google Scholar, Research Gate, Academia.edu, IBI, HFC, DRJI</p>				



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<div data-bbox="240 409 498 434" data-label="Page-Header">www.TLHjournal.com</div> <div data-bbox="464 392 1172 489" data-label="Page-Header"> <b>Literary Herald</b>  An International Refereed/Peer-reviewed English e-Journal  Impact Factor: 4.727 (SJIF) </div> <div data-bbox="1123 409 1330 434" data-label="Page-Header">ISSN: 2454-3365</div> <div data-bbox="269 546 1260 604" data-label="Section-Header"> <h2 style="text-align: center;">Racism And Psychological Drama In Richard Wright's <i>Native Son</i></h2> </div> <div data-bbox="922 651 1289 682" data-label="Text" style="text-align: right;"> <b>Mercy Kiruba Glory. A</b> </div> <div data-bbox="1005 686 1289 714" data-label="Text" style="text-align: right;"> Assistant Professor </div> <div data-bbox="948 724 1289 753" data-label="Text" style="text-align: right;"> Department Of English </div> <div data-bbox="781 760 1289 789" data-label="Text" style="text-align: right;"> Kgisl College Of Arts And Science </div> <div data-bbox="1109 800 1289 825" data-label="Text" style="text-align: right;"> Coimbatore </div> <div data-bbox="584 835 786 861" data-label="Section-Header" style="text-align: center;"> <b>Introduction</b> </div> <div data-bbox="240 873 1292 1386" data-label="Text"> <p>Literature, in its broadest sense, consists of any written productions. In simple words, it refers to those deemed to have imaginative or intellectual value, or which organize language in ways that differ from ordinary usage. This ordinary usage not only applied in particular literature this applied in the entire literature field in various language and society. This Literature can be classified according to whether it is fiction or non-fiction and whether it is poetry or prose; it can be further distinguished according to major forms such as the novel, short story or drama; and works are often categorized according to historical periods to certain aesthetic features or expectations. Literary works mainly deals with the certain issues or impact of the society. Each various in their culture activities and others circumstance of the society. Developments in print technology have allowed an ever growing sharing and increase of written Postcolonial African literature with freedom and increased literacy since most African nations gained their independence in 1950s and 1960s, African literature has developed dramatically in quantity and in recognition, with large numbers of African works appearing in Western academic and the "best of" lists compiled at the end of the 19th century. African writers in this period wrote both in the Western languages especially in English, French, and Portuguese and in traditional African languages such as Hausa.</p> </div> <div data-bbox="240 1467 725 1497" data-label="Section-Header"> <b>Racism and Psychological Drama</b> </div> <div data-bbox="240 1505 1292 1661" data-label="Text"> <p>The word racism which means discrimination on the other meaning it is said as people having charge over the fellow beings that is considered to be slavery but instead of the slavery they named it as Racism. This racism is found in various parts of the world, among these people in Africa had suffered a lot but people like Mandela who brought out this issues and because of this the racism was spoken widely.</p> </div> <div data-bbox="240 1669 1289 1724" data-label="Text"> <p>Richard Wright deals with many themes in the novel such as Racism, identity, fear, fate and free will, crime and justice, Anger, murder</p> </div> <div data-bbox="240 1785 609 1812" data-label="Page-Footer">Vol. 4, Issue 6 (April 2019)</div> <div data-bbox="753 1806 876 1835" data-label="Page-Footer">Page 68</div> <div data-bbox="1042 1785 1362 1831" data-label="Page-Footer" style="text-align: right;"> Dr. Siddhartha Sharma  Editor-in-Chief </div>
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JASC: Journal of Applied Science and Computations

ISSN NO: 1076-5131

**THE STRANGENESS AND SUBSERVIENT TYPES OF CHARACTERS IN  
SUDHA MURTHY'S "THE MOTHER I NEVER KNEW"**M.Santhosh Kumar,  
Assistant Professor,  
KG College of Arts and Science  
Saravanampatti, Coimbatore.**Abstract:**

The aim of this paper is to portray the different nature of men and women in Sudha Murthy's novel *The Mother I Never Knew*, the book has two novels one is called *Venkatesh* and another one is called *Mukesh*. Here we are going to see the first novel *Venkatesh*, and its characters nature. Sudha Murthy wrote about the contemporary problems of the society, and she differentiates the middle class, upper middle and the rich people, their behaviour etc., Venkatesh is trying to settle the money to Bhagirathi his father's first wife, which could be settled by his father Setu Madhav Rao.

**Key Words:** Wealth, Poverty, Money, Business, Function, Travel etc.,

Venkatesh is one of the most unfortunate and pitiable characters of the novel. Though he was born of respectable parents, he had been deprived of his voice first by his grandmother and later by his own wife. His father Setu Madhav Rao and mother Indiaramma were monitored and regulated by his greedy and dominating grandmother, Champakka. He had to get married with Shanta because he was not given any other option. He was neither consulted nor could he express his feelings voluntarily on his own. Suryanarayanrao and his wife Savitamma impressed Champakka with their financial power and social status. The problems were compounded by the in laws. They forced him to borrow and buy for pompous show of their prestigious wealth. Gradually, he withdrew from family affairs and was glad to be transferred to Hubli.

Social ideas in Indian circumstances ruled the individual. Sensitive person like Venkatesh constantly bore the load of "what would people say"? Shanta and Ravi took undue advantage of this mentality later in life. Venkatesh was respected and revered by his assistants in the bank because he helped everybody who asked for it. A bank clerk Geeta had a child whom she had to feed after every three hours. Venkatesh allowed her to leave bank after lunch break and looked after her counter himself. Once cashier called Mahesh found excess amount of one thousand

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**THE QUEST FOR IDENTITY IN BHARATI MUKHERJEE'S JASMINE****R. Sarodha**Assistant Professor, Department of English  
KG College of Arts and Science, Coimbatore**Keywords:** Immigration, child marriage, sati, widowed, subjugation, self-empowerment**Introduction**

This paper tries to highlight how Bharati portrays Jasmine as the new age of the woman who adopts the new lifestyle in an alien country. The position of women in India has been subjected to varieties of changes over the past years, and it had been discussed by many reformers to emancipate their position. We had scriptures which were written about the position of women where she enjoyed equal status. Only after the medieval period the place of women got worsened, and many evil practices like Sati, child marriage, and the ban on widowed re-marriage take part in social life. Even though few women excelled like Razia Sultan, Mirabai, and Lakshmi Bai. Indian novels depict Indian life and culture, and it resembles the problems generated by an individual's life, and it is determined by society. In this way, Indian novels reflect typical Indian feminine sensibility and their emotional propensities. These types of themes can easily be identified in works of immigrant writers of Indian English. Bharati Mukherjee's novels deal with the problem of female subjugation and give a new identity to the women of modern times. Self-empowerment is essential for a human being. Here she stresses on women empowerment through the character Jasmine.

**Self-Empowerment of Jasmine**

Jasmine is a story of a strong-willed girl who crosses many obstacles and never gives up at any circumstance. Throughout the novel, the title character's identity along with her name changes again and again from Jyoti to Jasmine, Jasmine to Jazzy, Jazzy to Jase and Jase to Jane. Jasmine is the narrator of the novel was born in 1965 in a rural Indian village called Hasnapur. She is different from other village girls in her thought. She marries Prakash who gave her a new name Jasmine by saying that, "You are small and sweet and heady, my Jasmine. You'll quicken the whole world with your perfume".

Soon Prakash dies in a bomb blast, and Jasmine plans to go to America which was a dream of her husband. She says, "A village girl, going alone to America, without a job, husband or papers....I had sworn before God. A matter of duty and honor, I dared not tell my mother". This shows that

she is not a normal village girl but a self-willed. She has a tremendous will power to go to America alone. She moves to America on a forged passport, but she is raped by a Captain of a ship, Half face. Since she is resolute enough, she doesn't kill herself. Instead, she kills the Captain and her Indian clothes and begins a new life in America.

She takes the identity of Jazzy when she stays in Lillian Gordon's home. She tries to come out her old identity of Jasmine, a widow. "Jazzy in a T-shirt, tight cords and running shoes" gives her a new identity of an American with such a resolution. She decides to move to Vadhera household. The strong urge in her to reinvent herself and her eagerness for independence and self-reliance made her life difficult at the Vadhera household. She finds of losing herself in a superficial rituals and adherence there. She takes a



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Language in India [www.languageinindia.com](http://www.languageinindia.com) ISSN 1930-2940 Vol. 18:11 November 2018  
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**Woman as a Sufferer and the Conventional Response to Adultery in  
Sudha Murty's Novel *The Mother I Never Knew***

**M. Vinodhkumar, M.A.**

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**Abstract**

Mukesh narrated a story of an outcaste who was terribly disturbed by the story of his birth. His restless striving in search of his mother changed his view of life. The story threw light on the duel yardsticks that Indians used for men and women. The prestige of the family was related to the chastity of female sex when it should be related to all culprits. Rupinder, Sumati and Nirmala represented different roles that men assigned to the women in India. Mukesh stood out as a dutiful „son“ to all the three mothers in his life. In Her novel, women occupy the lowest rung of the male dominated Society. And their sexual rights are virtually nonexistent.

**Keywords:** Independent identity, Nirmala, Sumati, female sex right, adultery is a social issue, not a religious or moral issue.

This novella shows three different faces of mother. Nirmala had a shamelessly masked face. Rupinder possessed a fatally helpless face whereas, Sumati's face was compassionate and benevolent. Mukesh came across these faces in his journey towards finding his mother.

Mukesh is a story of a relentless search of a son for his missing mother. Mukesh was born of a premarital sex between Nirmala and Anand. Public idea of personal shame and family dignity forced her to disown him immediately after his birth. He was brought up by Rupinder as her own child. When the poverty compelled her to forsake the child in Jalana, Sumati tended him and transformed him into a renowned business.

The novel shows the repression and victimization of female sex in Indian circumstances. Girls and women in India are taken for granted. They are prevented from exercising individual freedom and keeping independent identity. They are solely blamed for the birth of a child through illicit sexual relations before marriage.

Fragile concepts of family honor are built on the chastity of women folk only.

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M. Vinodhkumar, M.A.



Woman as a Sufferer and the Conventional Response to Adultery in Sudha Murty's Novel  
*The Mother I Never Knew* 339

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	<p align="center"><b>International Journal of Trend in Scientific Research and Development (IJTSRD)</b>  <b>International Open Access Journal   www.ijtsrd.com</b></p> <p align="center">ISSN No: 2456 - 6470   Volume - 3   Issue – 1   Nov – Dec 2018</p>	
<p align="center"><b>Relationships with Self and Societal Analysis Towards Emotional Dynamics Amongst Teaching Professionals</b></p>		
<p align="center"><b>Dr. Lakshmipriya Soundararajan</b>  Associate Professor, Department of Management Studies,  KG College of Arts and Science, Coimbatore, Tamil Nadu, India</p>		
<p><b>ABSTRACT</b>  Emotional Intelligence (EI) is an ability of teaching professionals to perceive and assess series of emotions in the form of emotional cues. The research studies conducted on emotional intelligence revealed that it has been positively connected with success in academic life and recently linked with effective teaching and learning. Emotional traits like empathy, social skills, inter-personal skills, emotional awareness and other tacit knowledge predict their performances towards thriving career where self and societal analysis plays a effervescent role. The current research attempted to examine the relationships between background variables with self and societal analysis amongst teaching professionals to achieve optimum learning for personal and professional enrichment. The findings revealed the link between background variables with emotional dynamics of teaching professionals. Moreover, the results provided considerable support of hypotheses and confirmed the relationships among background variables, towards personal and professional accomplishments through self and societal analysis.</p> <p><b>Keywords:</b> <i>Emotional intelligence; Emotional cues; Empathy; Optimum Learning; Professional enrichment; Self; Societal analysis; Teaching professionals.</i></p> <p><b>1. INTRODUCTION:</b>  Emotional Intelligence (EI) is a mounting area of behavioral research, which focuses on the minds of general public, corporate, commercial world, scientific and research community. The requirement of emotional intelligence skills reflects the transformation of social attitudes in the field of education. Emotional intelligence is an ability to understand oneself and others, particularly in understanding and usage of information about emotional states with competence. In this millennium of emerging environment, professionalism demand teaching professionals to be innovative in attitude, flexible in approach, rejuvenating themselves with periodical developments in their subject area. At the same time teaching, professionals should be capable of recognizing the values of human potential, understanding diverse needs of learners to enrich an environment for growth. In reality the dream of learning society becomes certain only when teaching professionals are well equipped with professional, practical, emotional, intellectual and communication skills. Moreover, teaching professionals with high intelligent quotient may not be inevitably rational on emotional competencies. Hence, teachers with high emotional quotient seems to exhibit open and free expression of ideas which leads to creativity and mutual respect (Singh, 2002). The individual who are emotionally competent can manage, recognize and respond effectively to the feelings of others and can tolerate frustration better (Elias, 1992). Measuring emotional intelligence is not easier than measuring any other human qualities. Thus, the role of emotional intelligence amongst teaching community is very crucial as emotional skills are linked with classroom management, performance and teacher retention factors, which results in long term effects on their teaching career. It is a composite psychological and physiological experience involving a state of mind and its interaction with individual and their background. Emotion primarily involves conscious experience, physiological arousals and expressive behaviours amongst human being (Myers, 2001). Also, emotion is associated with mood, character, personality and motivation. The feelings and expressions are the key elements of emotional life</p>		
<p>@ IJTSRD   Available Online @ www.ijtsrd.com   Volume – 3   Issue – 1   Nov-Dec 2018 <span style="float: right;">Page: 287</span></p>		



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	<p align="center"><b>International Journal of Trend in Scientific Research and Development (IJTSRD)</b>  <b>International Open Access Journal   www.ijtsrd.com</b></p> <hr/> <p align="center">ISSN No: 2456 - 6470   Volume - 3   Issue – 1   Nov – Dec 2018</p>	
<p align="center"><b>Leader's Interpersonal Skills and its Effectiveness at Different Levels of Management</b></p>		
<p align="center"><b>Dr. R. Latha</b>  Assistant Professor, KG College of Arts and Science,  Coimbatore, Tamil Nadu</p>		
<p><b>ABSTRACT</b>  This researcher examined Leader's Interpersonal aptitudes (Ability to Motivate, Communicate, and Build Team) also, its viability at various levels of Management. Writing demonstrated that these aptitudes are imperative to be powerful pioneer however it didn't demonstrate that which expertise is more essential at various levels of administration. For this reason poll was conveyed to 150 representatives in assorted divisions what's more, innovation incorporates Top level, Middle level and Lower level representatives. Clear trial of means and ANOVA were utilized as the most suitable factual systems to examine what ability is more essential at diverse levels of administration. The consequences of this examination found that at Top level of administration pioneer's capacity to Fabricate Team is more critical when contrasted with Middle level of administration however did not fundamentally vary as contrasted with Low level of administration. At Middle level speculation was not upheld (i.e. Capacity to Communicate was not most important to be effective at Middle level of administration). At Low level of administration pioneer's capacity to Motivate is more essential when contrasted with Middle level of administration yet did not altogether vary when contrasted with Top level of administration.</p> <p>improvement of relational aptitudes, for example, correspondence, inspiration, and group building is required to completely connect with representatives and to develop achievement.</p> <p>Pioneers perform at various levels of administration, to be a compelling pioneer at Lower level, the pioneer must be able to inspire to complete the work in light of the fact that real work is done at this level of administration and furthermore it must be able to impart its specialists issues, proposals and recommendations, and so on to the larger amount. So at this level of administration (Low Level), Leaders capacity to persuade could really compare to that of correspondence and group building (Qureshi, 2009; Simmering, N.d.; Kraut, Pedigo, McKenna, and Dunnette., 1989).</p> <p>At Middle level of administration, pioneers capacity to impart could easily compare to that of first level administration since it needs to complete two path correspondences; with lower level and with best administration. Center administrators impart upward, by offering recommendations and criticism to top chiefs additionally in charge of doing the objectives set by best administration (Simmering, N.d.; Kraut, et al., 1989). Furthermore Team building expertise is likewise required at center level of administration since it manufacture group which work at lower level and to complete work at lower administration inspiration ability is additionally required (Qureshi, 2009). Top administration generally comprises of Executives so they set out the expansive strategies and goals of the undertaking and for the most part includes arranging (Simmering, N.d.). Subsequently, the correspondence and inspiration are less required when contrasted with center administration (Qureshi,</p>		
<p><b>KEY WORDS:</b> <i>Ability to Motivate, Ability to Communicate, Ability to Build Team, Levels of Management</i></p>		
<p><b>1. INTRODUCTION</b>  As it is realized that Motivation, correspondence, and group building aptitudes are interrelated and reciprocal that is the reason initiative needs to advancement in these regions (Gilley, McMillan, and Gilley, 2009) So accordingly, for viable change</p>		
<p align="center">@ IJTSRD   Available Online @ www.ijtsrd.com   Volume – 3   Issue – 1   Nov-Dec 2018 <span style="float: right;">Page: 564</span></p>		



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INTERNATIONAL JOURNAL OF BASIC AND APPLIED RESEARCH

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**MANAGING CROSS-CULTURAL DIVERSITY: ISSUES AND CHALLENGES IN  
GLOBAL ORGANIZATIONS**

**Dr.R.Latha, Associate Professor,  
Department of Management Studies,  
KG College of Arts and Science, Coimbatore,  
e-mail id: kevinshalil4@gmail.com**

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*Abstract*

*Today, process has become a reality. Advances at intervals the sphere of information and technology and relaxation in trade and investment have exaggerated the convenience and speed thereupon corporations can manage their world operations. because of process, many corporations square measure presently operating in extra than one country. This crossing of geographical boundaries by the companies provides the birth of faculty of thought organization where employees from over one country square measure operative on. It ought to be true that corporations square measure finding these expansions as participating and profitable but operating and managing a worldwide business square measure usually heaps additional sturdy than managing a district company. the globe business is full of sort of things like variations in-socio, economic, cultural, legal and political environments. the globe business is to boot prone to sort of risks like political risk, currency risk, society risks etc... Human resources square measure required to perform in any respect operational levels across all business units square measure it domestic or world. In such circumstances, the possibility of cross cultural discrepancies is inevitable. The aim of this paper is to hunt out these discrepancies therefore counsel some effective solutions to manage effectively the cross cultural aspect of human resources for the success of worldwide business.*

**Key words:** cross-culture, globalization, global business, expansion, diversity

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**I. INTRODUCTION**

Due to economic process, many corporations ar presently operational in extra than one country. This crossing of geographical boundaries by the companies offers the birth of philosophy organization where workers from over one country area unit in operation on. It ought to be true that

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## International Journal of Trend in Scientific Research and Development (IJTSRD)

Volume: 3 | Issue: 2 | Jan-Feb 2019 Available Online: www.ijtsrd.com e-ISSN: 2456 - 6470

## A Study on Beta Analysis of Banking Sectors Listed in NSE

B. Nisha

Assistant Professor, Department of Management Studies,  
KG College of Arts and Science, Coimbatore, Tamil Nadu, India

## ABSTRACT

The Reserve Bank of India (RBI) is India's central bank. Though public sector banks currently dominate the banking industry, numerous private and foreign banks exist. India's government-owned banks dominate the market. Their performance has been mixed, with a few being consistently profitable. Several public sector banks are being restructured, and in some the government either already has or will reduce its ownership. India has an extensive banking network, in both urban and rural areas. All large Indian banks are nationalized, and all Indian financial institutions are in the public sector. The RBI has granted operating approval to a few privately owned domestic banks, of these many commenced banking business. Foreign banks operate more than 150 branches in India.

**Keywords:** Banks, Capital, Domestic Banks, Foreign Banks, RBI

## INTRODUCTION

Beta describes the relationship between the stocks return and the market index returns. This can be positive and negative. It is the percentage change in the price of the stock regressed (or related) to the percentage change in the market index. If beta is 1, a one percentage change in market index will lead to one percentage change in price of the stock. If beta is 0, stock price is unrelated to the market index and if the market goes up by a +1%, the stock price will fall by 1% beta measures the systematic market related risk, which cannot be eliminated by diversification. If the portfolio is efficient, beta measures the systematic risk effectively. On the other hand alpha and epsilon measures the unsystematic risk, which can be reduced by efficient diversification. More details of beta are discussed elsewhere in the book.

## OBJECTIVES

- To measure the comparative beta analysis of selected Indian banks.
- To evaluate the correlation between nifty returns and ICICI bank returns.
- To evaluate the correlation between Nifty returns and HDFC returns.
- To evaluate the correlation between Nifty and Andhra bank returns.
- To evaluate the correlation between Nifty and Vijay bank returns.

## STATEMENT OF THE PROBLEM

- Post liberalization of Indian economy, the financial arena of banking sector has led to a great transformation of over the past two decades.
- Asset quality and profitability have improved significantly.
- Banking industry plays a vital role in the economic growth of a country.
- It is the backbone of country's economy.
- In this present situation risk analysis of selected banking stocks in India is felt highly relevant.

## REVIEW OF LITERATURE

1. Anbukarasi and Nithya (2014) made an attempt to bring out the correlation between select stock indices and the NIFTY from January 2013 to June 2014. It was

found that there was significant correlation of all the selected indices except Metal, Pharma, Bank and Realty indices. It was also concluded that the Pharma and Bank indices have a strong impact on NIFTY movements.

2. Rajamohan.S and Muthukamu.M (2015), conducted a comparative study between bank index and other sectoral indices using Pearsonian correlation coefficient. It was found that Bank index positively influenced almost all the other sectoral indices. Investors, before investing in any sector, hence need to check the patterns in the banking sector as it could influence the behaviour of other sector stocks.

3. William and Vimala (2016) examined the volatility of equity share price of five select private bank listed in the National Stock Exchange. Considering that banks play an important role in the economy of India, an attempt was made to analyse the market volatility of the selected banks by using mean, standard deviation and beta values using the opening and closing prices.

## ANALYSIS AND INTERPRETATION

## 1. HDFC BANK

The primary objective of HDFC is to enhance residential housing stock in the country through the provision of housing finance in a systematic and professional manner, and to promote home ownership. Another objective is to increase the flow of resources to the housing sector by integrating the housing finance sector with the overall domestic financial markets.

**TABLE SHOWING THE MONTHLY PRICE AND RETURNS OF HDFC AND NIFTY:**

Date	Adj close	Nifty Monthly Returns (%)	Adj Close	Hdfc monthly Returns (%)
12/1/2016	15.11		60.68	6.33
11/1/2016	15.75	4.24	64.52	9.70
10/3/2016	16.99	7.87	70.78	1.57
9/1/2016	16.39	-3.53	71.89	-0.33
8/1/2016	16.5	0.67	71.65	-3.32
7/1/2016	16.56	0.36	69.27	-4.22
6/1/2016	17.81	7.55	66.35	-3.62
5/2/2016	18.07	1.46	63.95	-100.00



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<p align="center"><b>A Study on Consumer Preference and Awareness on Brand of Laptop with Special Reference to Coimbatore City</b></p>		
<p align="center"><b>S. Malini</b>  Assistant Professor, KG College of Arts and Science,  Coimbatore, Tamil Nadu, India</p>		
<p><b>ABSTRACT</b></p>		
<p>Computer is a remarkable machine. People are living in the processor age today and most of our daytime activities cannot be accomplished with any using computers. Communication system depends and the computer without computers internet is not possible. People use computers when and wherever they requires. Computers are worn in Schools, Hotels, Banks and grocery shops and in house also for various purposes. When people are gasp in the computer age and slowly computer has become such a dire need of life that it is difficult to picture life without it. Computer is affecting every sphere of our life. It affected government, business, entertainment, education, legal practice, defense and home. Computer has become a crucial and multipurpose tool. Supercomputers can predict weather; embedded computers make stylish devices like washing machines that bleep when washing is completed or the automobile that give you warning before contravention down.</p>	<p>affected government, business, entertainment, education, legal practice, defense and home. Computer has become a crucial and multipurpose tool. Supercomputers can predict weather; embedded computers make stylish devices like washing machines that bleep when washing is completed or the automobile that give you warning before contravention down.</p>	
<p><b>NEED FOR COMPUTER LITERACY:</b></p>		
<p><b>KEY WORDS:</b> <i>Communication system, Supercomputers, electronic machine, processor users</i></p>	<p>Computers have surprised up the world. They have made us reliant upon them. People are expecting them to be present at every rest: the reservation counter, the microwave cooking or even pouring a car. Now that computers have enthused in our society so quickly, one needs, at least the essential computer skills to chase one's career goals and function efficiently and effectively, experts say that computer literacy is the require of today and voice of tomorrow to stay alive in the fast changing world of computers. For most of the populace computer literacy is limited to using the keyboard for type a document or making use of it for the calculation.</p>	
<p><b>INTRODUCTION</b></p>		
<p>Computer is a remarkable machine. People are living in the processor age today and most of our daytime activities cannot be accomplished with any using computers. Communication system depends and the computer without computers internet is not possible. People use computers when and wherever they requires. Computers are worn in Schools, Hotels, Banks and grocery shops and in house also for various purposes. When people are gasp in the computer age and slowly computer has become such a dire need of life that it is difficult to picture life without it. Computer is affecting every sphere of our life. It</p>	<p><b>Computer: The Definition:</b>  Precisely, "Computer is an electronic machine for performing mathematics and logical operations", or "Computer is a machine or flexible machine to process data and changes it into information".</p>	
<p><b>STATEMENT OF THE PROBLEM:</b></p>		
<p>A great diversity of laptops is now accessible in the market for the wants of the customers. There are a lot of brands with its unique specialty and with universal computing needs. Some may have extra external facilities, some may have extra facilities in dispensation and a number of may have extra</p>		
<p>@ IJTSRD   Available Online @ <a href="http://www.ijtsrd.com">www.ijtsrd.com</a>   Volume – 3   Issue – 1   Nov-Dec 2018</p>		<p>Page: 457</p>



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## A STUDY ON CONSUMER PERCEPTION TOWARDS ORGANIC PRODUCTS WITH REFERENCE TO COIMBATORE CITY

<sup>1</sup> B.Karthikeyan,<sup>1</sup> Ph.D Research Scholar<sup>1</sup> Department of Commerce CS,

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**Abstract:** The approach and outlook towards agriculture and marketing of food has seen a quantum change worldwide over the last few decades. Whereas earlier the seasons and the climate of an area determined what would be grown and when, today it is the "market" that determines what it wants and what should be grown. The focus is now more on quantity and "outer" quality (appearance) rather than intrinsic or nutritional quality, also called "vitality". Pesticide and other chemical residues in food and an overall reduced quality of food have led to a marked increase in various diseases, mainly various forms of cancer and reduced bodily immunity. This immense commercialization of agriculture has also had a very negative effect on the environment.

**Index Terms-** Organic, Perception, agricultural

### I. INTRODUCTION

There is no common definition of "organic" due to the fact that different countries have different standard for products to be certified "organic". In simplest words organic foods are minimally processed to maintain the integrity of the food without artificial ingredients, preservatives or irradiation. Organic products are obtained by processes friendly to the environment, by cultivation techniques that consider both the attributes of the final product and the production methods. A wide range of consumers of organic food and non organic food were addressed and scrutinized to obtain their observations and visions towards organic food. All organic food consumers are not having the same method of approach towards organic food. Subsequently the statistical process guides us to comprehend the relation and the model of the consumer behavior trends in organic food in India. The Definition of the word "Organic", an ecological management production system that promotes and enhances biodiversity, biological cycles and soil biological activity. It is based on the minimal use of off-farm inputs and on management practices that restore, maintain and enhance "ecological harmony" (National Standards Board of the US Department of Agriculture (USDA)).

### ORGANIC FARMING IN INDIA

The approach and outlook towards agriculture and marketing of food has seen a quantum change worldwide over the last few decades. Whereas earlier the seasons and the climate of an area determined what would be grown and when, today it is the "market" that determines what it wants and what should be grown. The focus is now more on quantity and "outer" quality (appearance) rather than intrinsic or nutritional quality, also called "vitality". Pesticide and other chemical residues in food and an overall reduced quality of food have led to a marked increase in various diseases, mainly various forms of cancer and reduced bodily immunity. This immense commercialization of agriculture has also had a very negative effect on the environment. The use of pesticides has led to enormous levels of chemical buildup in our environment, in soil, water, air, in animals and even in our own bodies. Fertilizers have a short-term effect on productivity but a longer-term negative effect on the environment where they remain for years after leaching and running off, contaminating ground water and water bodies. The use of hybrid seeds and the practice of monoculture have led to a severe threat to local and indigenous varieties, whose germplasm can be lost forever. All of this is for "productivity". In the name of growing more to feed the earth, we have taken the wrong road of unsustainability. The bigger picture that rarely makes news however is that millions of people are still underfed and where they do get enough to eat, the food they eat has the capability to eventually kill them. Yet, the picture painted for the future by agro-chemical and seed companies and governments is rosy and bright. Another negative effect of this trend has been on the fortunes of the farming communities worldwide.

This is where organic farming comes in. Organic farming has the capability to take care of each of these problems. Besides the obvious immediate and positive effects organic or natural farming has on the environment and quality of food, it also greatly helps a farmer to become self-sufficient in his

### 1.2. NEED FOR THE STUDY

The following below are some of the main reasons to study about the organic products and its impacts to the consumer and farmer perception

#### FARMERS

1. High premium: Organic food is normally priced 20 - 30% higher than conventional food. This premium is very important for a small farmer whose income is just sufficient to feed his/her family with one meal.

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## Impact of Rural Marketing in India

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**ABSTRACT:**

The aim of this paper is to look at the impact selling and promoting ways in corporation concentration towards the Indian marketing. As our Indian market is running, however in some places of India we have a tendency to don't seem to be listening for rural promoting. If we have a tendency to see rural promoting is started with bullock-cart, cow dung, miles and miles of paddy fields and homes. The agricultural market has modified drastically within the past decade. A past decade past, the agricultural market was additional unstructured and wasn't a prioritized target location for company. Now adays is that the time to bring out the agricultural space and to develop it. we are able to see that the market has started fro place rural and currently it time to bring it out. This paper discusses the current situation of rural promoting. The promoting battle field has shifted from the cities to the villages, however within the battle each shoppers and firms square measure winner, it's a win scenario. Go and meet the villages and rise them what they require to make the merchandise and services that's relevant to their desires and it's the time for the businesses to focus for the Indian rural customers. The agricultural advertising desires additional innovative and various media to woo the shoppers. Correct exercise of resources is needed. Marketers will overcome those barriers and explore the opportunities lying untapped in rural market to attain organisational goal and profit maximization.

**Key Words:** Rural promoting, Demand, Advertising, Innovation

**INTRODUCTION:**

Rural promoting may be a follow of assessing, persuading and changing the wants, wants, getting power of the shoppers into effective demand for product and repair out purchasable which might facilitate in sufficing the wants of individuals within the rural areas and so increase the satisfaction levels further as customary of living. There square measure several reasons that method the potential of those rural markets.

**RURAL MARKET:**

Rural promoting is currently a two-way promoting method. There's flow of product into rural markets for production of consumption and there's conjointly outflow of product to urban areas. The urban to rural



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## PREFERENCE OF FRANCHISE OUTLETS OF CUSTOMERS WITH REFERENCE TO COIMBATORE CITY- TAMILNADU.

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& PhD Research scholar at Bharathiar School of Management and Entrepreneurship Development, Coimbatore,  
India.**ABSTRACT**

This paper gives insight to the franchising model of marketing and also the customer preference to it. Franchising businesses is a norm in developed countries. Franchisors can develop wide network with less capital and also develop a brand name easily. Franchisor franchisee conflicts are common when the franchisor or master franchise takes over prime outlets or when the franchisor does not follow the rules of the franchisor. In India franchising has caught up in mostly metros and cities surrounded by urban population. The study reflects affordability by the public, excessive startup cost, franchisee fees, multinational corporation involvement, return on investment as the key factors which has led to the slow development of franchising in Tamilnadu. Local franchising with new terms favorable to franchisee and affordability by rural public can boost franchise business in a big way. Franchises bring same quality at every outlet anywhere in the world, brings a sense of comfort to the customer. Few factors that leads to foot falls at franchise outlets like ambience, quality, customer service, family friendly atmosphere, affordability where checked for dependency and significance with age and income. Income had significance with respect to foot fall.

**Key words;** Franchise outlets, foot fall factors.

**INTRODUCTION**

Franchising started in Germany in the beer business. It prospered in US in 1863 with Singer Sewing Machine Company – first franchising. Mc Donald's franchising business from 1955 to 1973 saw a 785 % increase in sales. Major Sectors in Franchising are Automotive services, Business services, Car rentals, Recreation services, Fast foods, Retailing, Hotels/Motels, Soft Drinks, Miscellaneous Parties Involved are 1. Franchisor 2. Franchisee

Components of franchising Royalty fees one time, Advertisement, promotion %, royalties on sales, Franchisee needs to purchase the goods from the franchisor or suppliers mentioned by the franchisor, Geographic area is decided by the franchisor, Outlet needs to be set up as per the requirement of the franchisor, Monitoring by the franchisor, Franchisee assistance as discussed by royalty structure and the monitoring Rajiv Lal (1990) Stanford University

Royalty fees are incentives for the franchisor monitoring systems ensures the franchisees behave in the best interest of the channel. In 1985 sales of all franchising companies exceeded \$529 billion = 33% of retail business in US. Franchisee fee ranges from \$1000 to \$150,000 In a Manufacturer-retailer setup retailer buys the product and sells in the market. Franchisor – invests in monitoring the actions of the franchisee to enforce the business form, Monitoring is not there in certain set up when there are no or little royalties. Inputs, raw materials has to be purchased by the franchisee from the franchisor



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# US AIRLINES SENTIMENT ANALYSIS USING LSTM

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**Abstract**— With the development of Internet and large amount of text data, it has been a very significant research to get vital information from text ocean. This paper promotes a RNN language model based on Long Short Term Memory (LSTM), which can get proper sequence information effectively. LSTM is better in analyzing long sentence emotions effectively compared with RNN model. LSTM is capable of learning long term capabilities. Remembering information for a long period of time is its natural. LSTM is a special kind of RNN. This paper aims at analyzing sentiments of US airlines with only two attribute positive and negative. Experiments show that LSTM can better in accuracy rate and recall rate than RNN.

**Keywords**-sentiment analysis; RNN, LSTM

## I INTRODUCTION

Sentiment analysis gets importance in these days. Every business organization now a days are very interested in knowing their customers emotion or sentiment towards their product or services. There are several ways are there to do sentiment analysis. Lexicon based and rule based methods gets outdated because of the arrival of the machine learning methodologies. Now machine learning methods in turn gets older because of neural networks.

## II. RELATED RESEARCH

In the study of text sentiment analysis, the sequential relationship between words is of critical importance. Mikolov [1] proposed a language model known as Recurrent Neural Network (RNN), which is publicly recognized as pretty suitable to process text sequence data. RNN consists of three modules, which are input layer, hidden layer and output layer. In RNN, the input layer at time 't' together with the hidden layer at time 't' are aggregated as a new input layer to calculate the hidden layer at time 't'. With such a loop structure, the hidden layer successfully reserves all information in previous words, which improves the performance of identifying the sequential relationships between words [1]. So RNN is a network that contains loops, and it allows information to be persistent.

In theory, the RNN language model could cover the time order structure of the whole text, and deal with long-term dependence problem. In practice, however, RNN could not learn the knowledge successfully. When the interval between the relative information of texts and the current location to be predicted becomes large, some problems will come out. As there are too many unfold layers in the back propagation through time optimization algorithm(BPTT), which leads to history information loss and gradient attenuation while training. To overcome this difficulty, some researchers put forward a strategy named Long Short-Term Memory (LSTM), which leads to better experimental results in some application scenarios.

LSTM through deliberate design to avoid long-term dependence, in practice, remember the long term information is the default behavior of LSTM. At present, LSTM network is the most widely used one, it replaces RNN node in hidden layer with LSTM cell, which is designed to save the text history information. LSTM uses three gates to control the usage and update of the text history information, which are input gates, forget gates and output gates respectively. The memory cell and three gates are designed to enable LSTM to read, save and update long-distance history information. The structural diagram is shown in Figure 1 [2].

Figure 1 provides an illustration of an LSTM memory block with a single cell. An LSTM network is the same as a standard RNN, except that the summation units in the hidden layer are replaced by memory blocks, as illustrated in Figure 2 [2].

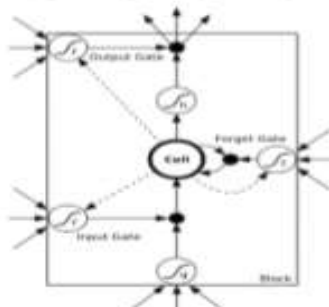


Fig.1.The LSTM cell

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A BRIEF SURVEY ON DISTRIBUTED GRAPH  
ALGORITHMS FOR SHORTEST DISTANCE

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**Abstract:** There is an extended history of study in theoretical computer science faithful to designing proficient algorithms for graph problems. In several modern applications the graph in query is altering over time, and to avoid rerunning algorithm on the entire graph every time a small change occurs. This paper aims to present a brief survey on graph theory based on Shortest Distances in Dynamic Graphs techniques in which the goal is to minimize the amount of work needed to re-optimize the solution when the graph changes. Number of relative studies namely Graph pattern matching, Spatially Induced Linkage Cognizance (SILC), Snowball Algorithm, GREEDY-SNDOP, APSP and Efficient incremental algorithms are discussed and evaluate the running time performance on the several datasets. Comparing to these algorithms the efficient incremental algorithm techniques methods outperforms having better performance than other methods.

**Keywords:** *Datamining, Dynamic graph, Shortest distance, Incremental algorithms.*

## 1. INTRODUCTION

Data mining is the process of finding previously unknown patterns and trends in databases and using that information to build predictive models. Data mining combines statistical analysis, machine learning and database technology to extract hidden patterns and relationships from large databases.

In the previous years, with the advances in technology, navigation systems which helped people to get from point  $X$  to point  $Y$  as fast as possible, has also changed greatly. A few years ago, most of the navigation devices were using only pre-installed maps to determine the route. These devices converted the map paths to graphs such that nodes are the destinations in the map and the edges are the paths between them. They were updating their graphs only if a road was added to or removed from the area they are handling. The shortest path route calculated using these old devices mostly did not change for a fixed pair of source and destination points and thus they were not very efficient since they were not taking into consideration the number of cars that were using those routes and causing lots of traffic jams.

The graph framework model is similar to the normal data structure representation. The algorithm is given an original graph, and must process an online sequence of updates and queries, where the update changes the graph in some way, while the query asks for information about the current version of the graph.

There are many variations on the graph model depending on exactly what types of updates are allowed. The standard model is the fully dynamic one, where an update can insert an edge,

deletes an edge, and in the case of a weighted graph it may also change the weight of an edge. The query then depends on the specific graph problem being considered. For example, in dynamic connectivity, the query LINKED( $X, Y$ ) asks whether there is a path between vertices  $x$  and  $y$  in the current version of the graph; in dynamic single source shortest paths, the query DISTANCE( $V$ ) asks for the shortest distance from the fixed source  $s$  to vertex  $v$ . There are some problems for which instead of queries, it is more natural to require that the algorithm maintain some substructure in the graph, such as a maximum matching or a minimum spanning tree. A common restriction of the fully dynamic setting is the partially dynamic setting where updates consist of only insertions, or only deletions. The former case is known as incremental, the latter as decremental.

There are so many existing studies are focused on shortest paths in dynamic graph particular. As before, the most general model is the fully dynamic one, where an update is allowed to insert or delete edges into the graph. In dynamic all pairs shortest paths, the query DISTANCE( $X, Y$ ) can ask for the shortest distance between any pair of vertices  $X$  and  $Y$ , while in dynamic single source shortest paths, there is a fixed source  $S$ , and query DISTANCE( $X$ ) asks for the shortest distance from  $S$  to a vertex  $X$ . All existing algorithms can be extended to find the actual shortest path, but outputting the path might by necessity take  $O(n)$  time if the path is long, so since typically want to keep the query time small, most researchers focus on answering dynamic distance queries.

This survey paper explores the Shortest Distances in Dynamic Graphs based algorithms to process sequences of edge deletions or insertions or updates and vertex deletions/insertions.



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## A STUDY ON A CUSTOMER SATISFACTION TOWARDS DEPARTMENTAL STORES WITH SPECIAL REFERENCE TO SARAVANAMPATTI AREA IN COIMBATORE CITY.

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**ABSTRACT:** The intention of this paper is to find out consumer approach towards Departmental stores a shape of organized trade outlet in Saravanampatti in Coimbatore city. A total of 200 consumers of departmental stores were face-to-face surveyed with a structured questionnaire. These consumers are extending out throughout Coimbatore city. Statistical analysis such as Simple percentage analysis and Chi square were carried out. The preferences of the consumers clearly point out their importance of word of mouth is influencing their purchase, the additional amenities expected, improvement expected in handling damaged goods and many. This research analyses the approach of the consumer towards departmental stores. The study was restricted only to Coimbatore city. So the results cannot be comprehensive. The results may help the departmental stores to understand about the factors that influence the approach of consumers towards departmental stores, so that they can implement the requirement of the consumers and be successful in the up-and-coming retailing environment.

**Keywords-** Customer satisfaction, Departmental store, approach of the customer.

### INTRODUCTION:

Business invariably starts and closes with customers and therefore the purchasers should be treated because the King of the market. All the business enhancements, profit, status, image etc of the organization depends on customers. Therefore it's necessary for all the organizations to fulfill all the clients' expectations and establish that they're glad customer. Customer satisfaction is that the live off however the requirements and responses area unit collaborated and delivered to surpass customer expectation. It will solely be earned if the client has associate overall sensible relationship with the provider. In today's competitive business marketplace, customer satisfaction is a vital performance exponent and basic person of business ways. Hence, a lot of customer satisfaction in the business and also the bonding with customers. Customer satisfaction is that the live off but the wants and responses square measure collaborated and delivered to surpass shopper expectation. It'll alone be attained if the shopper has associate overall wise relationship with the supplier. In today's competitive business marketplace, customer satisfaction may be a very important performance exponent and basic person of business ways that. Hence, the plenty of is customer satisfaction; plenty of is that the business and additionally the bonding with shopper. Customer satisfaction is the overall core of the feeling about the supplier by the customers. This feeling which a customer makes regarding supplier is the sum total of all the process he goes through, right from communicating supplier before doing any marketing to post delivery options and services and managing queries or complaints post delivery. During this process the customer comes across working environment of various departments and the type of strategies involved in the association. This helps the customer to make strong opinion about the supplier which finally results in satisfaction or dissatisfaction.

### DEPARTMENTAL STORE:

A departmental store may be described as a large retail business having number departmental offers the widest possible range of goods and services at one place. It aims at providing convenience in shopping and can be turned as a "universal provider". A departmental store is a large retailing business unit which handles a wide variety of shopping and specialty goods and is organized into separate department for purposes of promotion, service, and control."-E.I.V. Cundiff and K.R. Stull

### STATEMENT OF THE PROBLEM:

The study of the customer satisfaction enables us to study one's own decision in shopping. The very look of the departmental store attract people, the way in which products are visited not only to shop, but also spend sometimes and to enjoy the atmosphere, the customer takes a look to choose the product and understands the inferential as well as the external factors. This is done in a clean fresh atmosphere in departmental store. It is an issue for study as to why they prefer departmental store to buy their products.

### OBJECTIVES OF THE STUDY:

1. To study the factor influencing the customer to purchase household articles from the departmental store.



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<h2>A STUDY ON INVESTOR ATTITUDE TOWARDS INVESTMENT SCHEME</h2> <p><sup>1</sup> Bharath J K  <sup>2</sup> Assistant Professor  <sup>1</sup> Department of Commerce IT  <sup>1</sup> KG College of Arts And Science</p>	
<p><b>Abstract :</b> Investing in well-known financial products falls into the category of traditional investments. These include bonds, shares, real estate etc. These are categories which are quite popular among investors to save their life for the future</p>	
<p><b>IndexTerms-</b> Investment types, Postal savings scheme, Importance of investment</p>	
<p><b>I. INTRODUCTION</b></p> <p>In the financial industry, there are two concepts that form the basis of most transactional activities. One is savings and the other is investments. There is a huge overlap between the two concepts though, in terms of execution. Investment in terms of financial context, means any money that is spent today in the hope of financial benefits that may be reaped in a future time frame. Any investment is the act of buying or creating assets with an expectation that the same would yield interest earnings or dividend or capital appreciation or any other return that is profitable as compared to the money put in initially. Almost all investments are differentiated from other kinds of transactions based on the aim of the money spent. Money spent on making investments is primarily with the aim of obtaining some sort of return in a specific period of time.</p>	
<p><b>Types of investment</b></p> <ol style="list-style-type: none"> <li>1. Bond</li> <li>2. Stock</li> <li>3. Small savings Scheme</li> <li>4. Employees Provident Fund</li> <li>5. Sukanya samriddhi scheme</li> <li>6. National pension Scheme</li> <li>7. Mutual Fund</li> <li>8. Fixed Deposits</li> <li>9. Real Estate</li> </ol>	
<p><b>Alternative Investment</b></p> <ol style="list-style-type: none"> <li>1. Hedge funds</li> <li>2. Private Equity</li> <li>3. Venture Capital</li> <li>4. Managed Futures</li> <li>5. Structured products</li> <li>6. Collectible Items</li> </ol>	
<p><b>Importance of Investment</b></p> <ol style="list-style-type: none"> <li>1. Investing money in various financial schemes impels that the money grows</li> <li>2. Investments return help the investor to make use for the emergency purpose</li> <li>3. Investments help to earn income from your accumulated wealth. For example, earning rent from a real estate investment or earning dividends from stock market investment</li> <li>4. Investment in postal savings scheme helps to get the tax deduction.</li> <li>5. Investing helps to face both the inflation and deflation stages in the economy.</li> <li>6. Investments vital role in helping the financial support for the families</li> <li>7. Investment can be done both short term and long term</li> </ol>	
<p><b>Traditional Investment</b></p> <ul style="list-style-type: none"> <li>• Stocks</li> <li>• Bonds</li> <li>• Deposits</li> </ul>	
<p><b>Alternative Investment</b></p> <ul style="list-style-type: none"> <li>• Real Estate</li> <li>• Private Equity</li> <li>• Collectibles (Valuables)             <ul style="list-style-type: none"> <li>◦ Gold jewelry, bullions, coins etc. (Check for Gold Rates Place Wise)</li> <li>◦ Silver jewelry, coins etc. (Check for Silver Rates Place Wise)</li> <li>◦ Other precious metals and gems</li> <li>◦ Antique Collectibles</li> <li>◦ Paintings</li> </ul> </li> <li>• Hedge Funds</li> <li>• Structured Products</li> </ul>	
<p>JETIRP006052   Journal of Emerging Technologies and Innovative Research (JETIR) <a href="http://www.jetir.org">www.jetir.org</a>   229</p>	

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## IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR

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**Abstract :** Advertisement play a major role in the business Advertising has gone through many phases. The first era was production-oriented. Here mass production was seen as a means to selling products by pumping in huge volumes into the market place. As a result demand exceeded supply; hence there was no need to advertise products (Holt, D,1983). They sold themselves. To better approach the problem of selling companies tried many techniques. These techniques combined with the support activities of marketing can be called as advertising. Advertising has been considered important since the time when trade started, then was the time for advertising by mouth, now we have different media platforms for the same purpose. But still the traditional word of mouth holds the best appeal in respect to all advertising platforms.

**IndexTerms-** Objectives of advertisement, importance of advertisement, Types of advertisement

### I. INTRODUCTION

Advertising used properly is a major tool in the hands of marketing managers which helps enable them to sell products, services and ideas. The idea is to sell products to the consumers. This has been proved by the fact that companies are investing a lot of time and resources into developing ad campaigns for their products.

Advertising has gone through many phases. The first era was production-oriented. Here mass production was seen as a means to selling products by pumping in huge volumes into the market place. As a result demand exceeded supply; hence there was no need to advertise products (Holt, D,1983). They sold themselves.

However with the passing of time and due to rising competition, surplus goods were available. As a result of this companies were required to sell their products using a sales oriented mechanism. This typically involved pitching in their products, highlighting their USP's, so as to convince customers to buy their products rather than their competitors. As a result products became de linked to the volumes in which they were being produce (Belk, Russell 1974).

To better approach the problem of selling companies tried many techniques. These techniques combined with the support activities of marketing can be called as advertising. Advertising has been considered important since the time when trade started, then was the time for advertising by mouth, now we have different media platforms for the same purpose. But still the traditional word of mouth holds the best appeal in respect to all advertising platforms.

In its initial phases advertising was limited in both time and space. Broadcast commercials are generally 10 to 60 seconds in length. Print ads are generally no larger than two pages, and often much smaller. Advertising therefore needed to do its job in an effective manner. Its primary tasks were to capture the consumer's attention, identify itself as being aimed at meeting the needs of that consumer, identifying the product, and delivering the selling message.

### II Objectives of Advertisement

#### 1. Brand building:

Advertising helps in the establishment and promotion of a brand in the existing market. It also aids in the creation of new market for the brand. With the help of audio-visual advertisements, you can also reminding and reinforce the brand message into your target customers' mind.

#### 2. Creation of demand:

One of the main objectives of advertising is that it persuades the customers to buy and use a particular product. Hence, advertising also contributes in creating brand awareness and demand. Also, advertising is the best option for promotion when it comes to launch of a new product or service. Effective and convincing advertisements do not only help establish a brand identity but also persuade competitor brand's customers to switch to a new brand.

#### 3. Informing Customers about a Product, Company or Service:

Advertising is also a strong medium of communicating about product, company or service. Companies can tell about features, qualities or unique characteristics of their product or service in the advertisement.

#### 4. Promoting a Particular Feature:

Specific objectives of companies can also be fulfilled with the help of advertising. Building up more positive customer attitudes, beating negative promotion, extending customer base, creating comparison in customer's mind and various other particular objectives can be attained by making a specific advertisement for the same.

**5. Achieve sales and profit goals:** Advertisements create awareness about a brand and help in increasing the demand for a product or service. The increased demands results in increased sales and so, profit goals of a company are attained with the help of advertising.

### III Importance of Advertising

#### 2. Product Launch

The foremost aim of advertising is promotion. Hence, advertising is essential, especially for a new product that has to be launched in the market. Advertising helps convey the information regarding launch of the new product.



## 3.3.1 / Research Papers Published / Data Template / Row No. 39

International Journal of Science and Research (IJSR)

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**Energy Conservation of Sensor Nodes in Wireless Sensor Networks**

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**Abstract**—Sleep/wake-up scheduling is one of the fundamental problems in wireless sensor networks, since the energy of sensor nodes is limited and they are usually unchargeable. The purpose of sleep/wake-up scheduling is to save the energy of each node by keeping nodes in sleep mode as long as possible (without sacrificing packet delivery efficiency) and thereby maximizing their lifetime. In this paper, a self-adaptive sleep/wake-up scheduling approach is proposed. Unlike most existing studies that use the duty cycling technique, which incurs a tradeoff between packet delivery delay and energy saving, the proposed approach, which does not use duty cycling, avoids such a trade-off. The proposed approach, based on the reinforcement learning technique, enables each node to autonomously decide its own operation mode (sleep, listen, or transmission) in each time slot in a decentralized manner. Simulation results demonstrate the good performance of the proposed approach in various circumstances.

**Index Terms**—Self-adaptation, sleep/wake-up scheduling, wire-less sensor networks (WSNs).

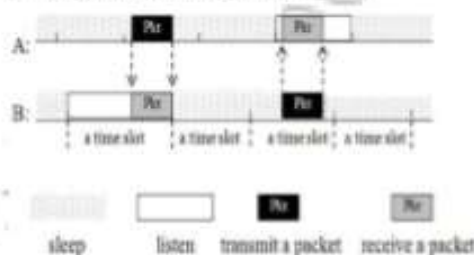
**INTRODUCTION**

In the last years, wireless sensor networks (WSNs) have gained increasing attention from both the research community and actual users. As sensor nodes are generally battery-powered devices, the critical aspects to face concern how to reduce the energy consumption of nodes, so that the network lifetime can be extended to reasonable times. In this paper we first break down the energy consumption for the components of a typical sensor node, and discuss the main directions to energy conservation in WSNs. Then, we present a systematic and comprehensive taxonomy of the energy conservation schemes, which are subsequently discussed in depth. Special attention

has been devoted to promising solutions which have not yet obtained a wide attention in the literature, such as techniques for energy efficient data acquisition. Finally we conclude the paper with insights for research directions about energy conservation in WSNs.

our proposed algorithm performs scheduling that is dependent on traffic loads. Nodes adapt their sleep/wake schedule based on traffic loads in response to three important factors, (a) the distance of the node from the sink node, (b) the importance of the node's

location from connectivity's perspective, and (c) if the node is in the proximity where an event occurs. Using these heuristics, the proposed scheme reduces end-to-end delay and maximizes the throughput by minimizing the congestion at nodes having heavy traffic load.



In Fig. 1, *A* and *B* are two neighboring nodes whose clocks may not be synchronized. They make decisions at the beginning of each time slot autonomously and independently without exchanging information. There are two points in the figure which should be noted. First, for the receiver, if the length of a time slot is not long enough to receive a packet, the length of the time slot will be extended automatically until the

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**3.3.1 / Research Papers Published / Data Template / Row No. 40**

Research Paper | Management | India | Volume 8 Issue 3, March 2019

**A Study on Consumers Perception towards Organic Food Products in Coimbatore**

R. Hemapriya

**Abstract:** Food is the means to our survival. We are alert of the fact that the food we eat is adulterated and contaminated, the reason behind this being the use of chemicals, etc. to ripen the fruits and retain the freshness of vegetables. This increasing awareness has caused shifts in consumers tastes and preferences which have led to the domestic as well as global rise in demand for organic products. Awareness and knowledge has become a crucial factor in changing the attitude and behaviour of consumers towards organic foods, which in turn drives the growth in the organic food markets. This study attempted to gain knowledge about consumer perception towards organic food product consumption and socio-economic variables relate to consumer decision-making concerning the purchase of organic foods.

**Keywords:** Organic Food, Awareness, Perception

**Edition:** Volume 8 Issue 3, March 2019,

**Pages:** 1541 - 1542

**How to Cite this Article?**

R. Hemapriya, "A Study on Consumers Perception towards Organic Food Products in Coimbatore", International Journal of Science and Research (IJSR), Volume 8 Issue 3, March 2019, pp. 1541-1542, [https://www.ijsr.net/get\\_abstract.php?paper\\_id=ART20196273](https://www.ijsr.net/get_abstract.php?paper_id=ART20196273)

**3.3.1 / Research Papers Published / Data Template / Row No. 41**

Research Paper | Accounting | India | Volume 8 Issue 3, March 2019

**A Study on Usage of Credit Card System with Reference to Coimbatore**

Dr. V. Devaki

**Abstract:** A credit card is a small plastic card issued to users as a system of payment. It allows its holder to buy goods and services based on the holder's promise to pay for these goods and services. The issuer of the card creates a revolving account and grants a line of credit to the consumer (or the user) from which the user can borrow money for payment to a merchant or as a cash advance to the user. The bank should use adequate sophisticated technology to prevent the misuse of cards, fraud, etc.

**Keywords:** Attitude, Awareness, Perception, Satisfaction

**Edition:** Volume 8 Issue 3, March 2019,

**Pages:** 1810 - 1812

**How to Cite this Article?**

Dr. V. Devaki, "A Study on Usage of Credit Card System with Reference to Coimbatore", International Journal of Science and Research (IJSR), Volume 8 Issue 3, March 2019, pp. 1810-1812, [https://www.ijssr.net/get\\_abstract.php?paper\\_id=ART20196267](https://www.ijssr.net/get_abstract.php?paper_id=ART20196267)

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## Securing the Network Using Signature Based IDS in Network Intrusion Detection Systems

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### ABSTRACT

A Network Intrusion Detection System is used to monitor networks for attacks or intrusions and report these intrusions to the administrator in order to take evasive action. NIDS is an intrusion detection system that attempts to discover unauthorized access to a computer network by analyzing traffic on the network for signs of malicious activity. Intrusion detection is an important technology in business sector as well as the research area. It inspects all inbound and outbound network activity and identifies suspicious patterns that may indicate a network or system attack from someone attempting to break into or compromise a system. A signature based IDS will survey the packets on the network and compare them against a database of signatures or attributes from known attackers. In this system the attack log displays the list of attacks to the administrator for Unauthorized action. This system works as an alert device in the event of attacks directed towards an entire network.

**Keywords :** Network Intrusion Detection System, Online matching algorithm, Signature Based IDS

### I. INTRODUCTION

The emerging changes in network technology network attacks are greatly increasing both in number and severity. As a key technique in network security domain, Intrusion Detection System (IDS) plays vital role of detecting various kinds of intruder and secures the networks. Main purpose of IDS is to find out intrusions among normal audit data and this can be considered as classification problem. Intrusion detection systems (IDS) are an effective security technology, which can prevent and possibly react to the intruder. This provides the proper monitoring and secure the data from the network traffic and detect attacks by observing various network activities

With the emerging growth of network-based services and sensitive information on networks, network security is plays a vital role in the

technologies, that detect attacks by observing various network activities and follow the intruder by using the Signature Based IDS.

### II. STRUCTURE AND ARCHITECTURE OF INTRUSION DETECTION SYSTEMS





**3.3.1 / Research Papers Published / Data Template / Row No. 43****BIZAD 2019 Eminent Management Practices - A Vision for Sustainable Business Growth**

Organized by Dept. of Business Administration, Faculty of Management, SRM Institute of Science and Technology

**Customer satisfaction towards buying grocery items through online in  
Coimbatore city****Ms. Kanchana R**Assistant Professor, Department of Commerce with PA  
KG College of Arts and Science, Coimbatore

Received: Feb. 05, 2019

Accepted: Feb 22, 2019

**ABSTRACT:** Customer satisfaction is related to the combinations of two functions called as perceived performance and expectations. If the expectations were not fulfilled means it is very difficult to satisfy the customer. Now a days in fast moving world technology has well developed. So the persons are not ready to waste a single minutes unwontedly. Due to the technology innovation one of the applications which attract more number of customers was shopping grocery through online. It does not become popular but attracts most of the working persons. From this study the researcher's analysis which age group of the customer satisfied through online buying? After analyzing, the findings indicate mostly 35 to 45 age groups are using online shopping to buy the grocery items.

**Key Words:** Buying behaviour, consumer satisfaction, online buying groceries.

**Introduction**

In developing country internet play a vital role and it helps to develop online business transactions, and business entities not only the business entities it also saves the consumer time and money. Customer always like the changes so in the last few years consumer attractions was diverted towards new application called buying grocery through online which was introduced in last few years. Now a day's neutral family is more than while comparing joint family in that both of them are working means they want to relax in holidays they were never spend the valuable time in purchasing the product by standing in the queues and putting the bills waiting for the delivery. For avoiding such circumstances to help the working persons online shopping plays an important role to the consumers by saving their valuable time and money. Whatever the products consumer needed by sitting in the home we can easily ordered and get it within the short span of time. It was not only helping the consumers it also helps the business peoples to cut the marketing cost, reduce the price for the product and create long survival in the market. Some of companies are in good position in online business by shows the uniqueness towards the products to attract the consumers.

**Reviews of literature**

Reddy and Divekar (2014) the researchers says online shopping makes the consumers comfort in the way of shopping the products by sitting in their home it is otherwise called as convenient shopping. If the customer once enters into internet shopping if they satisfied the customer become loyal and the possessed regularly. Also Sathiyaraj in the year 2015 in his study on consumer perception towards online grocery stores after revealing the demographic factors he concluded that consumer prefer online shopping would be more convenient through five factors like order easily, variety of products available, getting discounts and offers, save time and money, easy mode of payment. Moreover, Chitra sharma in 2015 the researcher analysis online grocery shopping stores are more beneficial for the consumers in way of user friendly websites and mode of payments. The findings explain that consumers mostly prefer to buy grocery item in online while comparing to traditional method of buying. Online buying not only help the consumers but also the business firms to reduce the operating cost, it has proved in his study Consumer attitude towards online grocery stores. In 2016, selling grocery products through internet India stands in fifth place in the wide grocery market of Asia pacific on an average of US\$135 million. China ranked in the first place, after china Japan ranked in second place South Korea was in third place. For every India's growth towards online grocery shopping increasing tremendously. India is recognized among top five countries in Asia Pacific in 2016 in terms of growth in e grocery items. Along with that Muruganatham in 2017 expressed that internet plays a major part in our day to day lives. Shopping through online make convenient mode and keeps the mind relaxes with some precautions. Shopping through online makes comfort, security, easy identifiable, trustworthiness, larger products available for consumers.

## 3.3.1 / Research Papers Published / Data Template / Row No. 44

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<http://ijrar.com/>**ROLE OF MICRO FINANCE FOR PROMOTING WOMEN ENTREPRENEUR IN  
COIMBATORE DISTRICT****V. Suganya**Assistant Professor, KG College of Arts and Science  
Tamil Nadu, India.

Received: Feb. 05, 2019

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**ABSTRACT:** Women entrepreneurship plays an important role in economic development of a country. They perform in several areas especially in small and microenterprise. With the increase in the number of women getting educated, there is considerable awareness among women to be self-employed and gradually the role of entrepreneur in the society. Having higher level technical & professional qualifications Non traditional Items Sound financial positions. Established in cities and towns Having sufficient education Both traditional and non traditional items Undertaking women services-kindergarten, crèches, beauty parlors, health clinic etc Third Category: Illiterate women Financially weak Involved in family business such as Agriculture, Horticulture, Animal Husbandry, Dairy, Fisheries, Agro Forestry, Handloom, Power loom etc. Here microfinance provides several lending facilities for women entrepreneur But women have lower personal financial assets than men. Established in big cities. It means the opportunity and equality for women may exploit and secure additional resources compared to man. women entrepreneurs based on women participation in equity and employment of a business enterprise.

**1.Introduction**

Women workers throughout the world contribute to the economic growth and to their families. Microfinance helps the poor households to make their contribution to the business. Microfinance provide various financial services for utilization of credit, savings and other products for generating income by women entrepreneurs. Microfinance services lead to women's empowerment by positively influencing women's decision-making power and enhancing their overall socio-economic status. The rural women are having basic indigenous knowledge, skill, potential and resources to establish and manage enterprise. Now, what is the need is knowledge regarding accessibility to loans, various funding agencies procedure regarding certification, awareness on government welfare programmes, motivation, technical skill and support from family, government and other organization. More over Formation and strengthening of rural women Entrepreneurs network must be encouraged. Women entrepreneur networks are major sources of knowledge about women's entrepreneurship and they are increasingly recognized as a valuable tool for its development and promotion.

**Objectives of the study**

- To evaluate the growth of women entrepreneurs in Coimbatore.
- To identify the problems or barriers which are faced by women entrepreneurs in lending loans from micro finance institutions.
- To analyze the financial services contribute to women's empowerment.
- To analyze the factors that motivate the women entrepreneurs to start new enterprise by micro finance.

**Methodology**

The data used for the study is secondary data comprising of official websites, journals, magazines and articles. The geographical area selected for the study is Coimbatore. Limitation of the study is that the area is confined only to Coimbatore. Since the data is secondary it is more dependable and reliable. The present study covers only women entrepreneur who are lending microfinance.



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**BIZAD 2019 Eminent Management Practices - A Vision for Sustainable Business Growth**  
Organized by Dept. of Business Administration, Faculty of Management, SRM Institute of Science and Technology

## IMPACT OF MICRO CREDIT ON WOMEN EMPOWERMENT

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Received: Feb. 05, 2019

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**ABSTRACT:** Microcredit is a financial innovation which originated in developing countries where it has successfully enabled extremely impoverished people to engage in self employment projects that allow them to generate income, begin to build wealth and exit from poverty. Microcredit is the extension of very small loans to the entrepreneurs and to others living in poverty that are not considered bankable. These peoples lack collateral, steady employment and a verifiable credit history and therefore cannot meet even the most minimal qualifications to gain access to traditional credit. Microcredit is a tool for socio-economic development.

### 1.Introduction

The words of Crowther, "Empowerment means to give somebody the power or authority to act"<sup>1</sup>. Women empowerment means an all round development which includes their physical, socio-economic and political development. In spite of various constitutional safe guards and legislative measures as well as a number of programmes and policies initiated by the government for the betterment of women, no significant development has taken place in the socio- economic conditions of women and they are still lagging behind men in their participation in the process of development. Without the full and equal participation of women, there can be no sustainable human development.

The following factors are responsible for the low socio-economic status and poor political participation as well as less empowerment of women.

- Lack of education.
- Lack of awareness.
- Lack of political will.
- Lack of proper implementation of women related laws and legislations.
- Lack of proper implementation of policies and programmes initiated to the betterment of the Women.
- Lack of community or people participation.
- Lack of gainful employment opportunities.
- In efficient accountability mechanism relating to women's rights.

### Importance of the Study

Self Help Groups(SHG s)s are of recent origin in rural India to helping more than 17 million women from villages improve their incomes, educate their children, and buy assets. SHGs have also helped women campaign against oppressive social practices and become a force of development in their villages. Before 1990's, credit schemes for rural women were almost negligible. The concept of women's credit was born on the insistence by women oriented studies that highlighted the discrimination and struggle of women in having access to credit. Micro credit is enough for innovative and hard working micro entrepreneurs to start small business such as making handicraft items. From the income of these small businesses the borrowers of micro credit can enjoy better life, food, shelter, health care and education for their families and above all these small earnings will provide a hope for better future. There are certain misconceptions about the poor rural women that they need loan at subsidized rates of interest on soft terms. they lack education, skills, capacity to save, credit-worthiness and therefore are not bankable. The experiences of several SHGs reveal that rural women are actually efficient. Availability of timely and adequate credit is essential for them to undertake any economic activity rather than credit subsidy.



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**BIZAD 2019 Eminent Management Practices - A Vision for Sustainable Business Growth**  
Organized by Dept. of Business Administration, Faculty of Management, SRM Institute of Science and Technology

**DIGITAL AND CASHLESS BANKING - THE WAY FORWARD****DR.S.LALITHA**Associate Professor, Department of commerce with PA  
KG College of arts and science, Coimbatore

Received: Feb. 05, 2019

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**ABSTRACT:** Now a days banks are plays an important role in the financial frame-work of economy. They are keeping changes in process of challenges in the banks and observe their performance. The working of the commercial banks reflects such changes. E-banking is an effective payment of an accounting system for enhancing the speed and delivery of banking services. It has also several new challenges are in banking Sector to transformations over the last decade. The operating environment of banks has changed significantly in terms of liberalisation of regulations, increasing competition for both domestic and foreign players. It allows the customers to conduct financial transactions on a secure website operated by the institution. Electronic banking has demonstrated the growth of fast and efficient. The current studies focus on the opportunities and challenges of electronic banking in India.

**Introduction**

The Government of India has taken several methods to promote and encourage the digital payments in the country. As a part of the Digital India movement, the government has introduced to create a digitally empowered economy that is Faceless, Paperless, and Cashless. There are various types of modes in digital payments. Some of these are include in the use of debit/credit cards, internet banking, mobile wallets, digital payment apps, Unified Payments Interface (UPI) service, Unstructured Supplementary Service Data (USSD), Bank prepaid cards, mobile banking, etc. Electronic banking is the term that describes all transactions are take place among the companies, organizations, and individuals are their in banking institutions. Some banks are offered their customers electronic banking facilities since 1985. However, the lack of Internet users, and costs associated with using online banking, made slow growth. The Internet explosion in the late-1990s made people more comfortable with making transactions over the web. E-banking grew alongside the Internet.

Digital payment methods are often easy to make, more convenient and provide to customers flexibility to make the payments from anywhere and at anytime. These are the good alternative in traditional methods of payment and speed the transaction cycles. In Post demonetization, people slowly started taking on digital payments and even small merchants and shop owners are started accepting the payments through the digital mode. A digital banking represents an effective process that includes online banking. Finally, a digital bank should facilitate all functional levels of banking. In other words, it should have all the same functions in a head office, branch office, online service, bank cards, ATM and point of sale machines. Financial industry departments such as risk management, product development and marketing must also be included in the complete digital bank. Financial institutions are must be at the front of the latest technology to make a sure of security and compliance with the government regulations. Digital cash are eliminates many problems associated with physical cash for the potential of money to be damaged. Additionally, digital cash can be traced in account for more accurately in cases of disputes. As consumers find an increasing number of purchasing opportunities at their fingertips, there is a less need to carry the physical cash in their wallets. Other indications are demand for digital cash is growing is highlighted by the use of peer-to-peer payment systems such as Pay Pal. Almost anything is imaginable that can be paid with physical cash can theoretically that can be paid with the swipe of a bank card, including parking meters. The problem in technology is still not same. All digital banks are possible as a consumer option, but the people may still have a need for physical cash in certain situations. ATMs help banks cut overhead, especially if they are available at various strategic locations are in branch offices.

**Review of literature**

Earlier literatures are concentrated on factors that will influence the adoption of e-banking. The main causes of this resistance can be sought in lack sufficient income, education, lack of confidence in technology and an online culture. But these are the backbone of e-banking system. The decision maker should adopt an

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# INSTITUTIONAL SUPPORT TO WOMEN ENTREPRENEURS

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**Abstract:** Women Entrepreneur is one who owns and controls an enterprise having a share capital of not less than 51% as partners/ shareholders/ directors of private limited company / members of co-operative society. The functions performed by a women entrepreneur are categorized as risk bearing, organization and innovation. Women entry into the business is a recent phenomenon. It is traced out as an extension of kitchen activities to three P's such as pickles, powder and papads. In the present day women started engrossing to modern activities like engineering, electronics and energy etc. Presently, women entrepreneur's accounts to about 10% of the total entrepreneur in the country. Efforts are on at the Government and voluntary agencies levels to tap the hitherto unrecognised and unaccounted for strength of women to integrate them in the process of industrial development more specially in Small-Scale Industry development in the country. One of the major problems faced by all the entrepreneurs especially the women entrepreneurs is the problem of Finance as well as Technical Know-How. For the discussion, institutional support in the form of finance as well as technical support is considered. District Level Institutions: DIC, KVIC, State Level Institutions: SFC, TCO, SSIDC, SIDC, KVIB, EDI, SISI, SIDBI, National Level Institutions: ICICI, IIC, EDII, KVIC, NABARD, IDBI, IFCL, IIBI/IRBI/BIFR, Investment Companies: LIC, GIC, UTI and Specialized Financial Institutions: Exim Bank, NABARD, Special Agencies – Institutional finance to Entrepreneurship – Venture Capital and its importance Institutional set up – SFC – SIDC – SIPCOT – THIC – COMMERCIAL BANKS – SIDBI – DIC – SIDO – NSIC – SISI – Industrial Investment Center – KVIC – PIPDIC – NIESBUD – TCO – ITCOT – SIETI – NISIT – SIDCO – EGB – IDBI – IFCL – ICICI – LIC – NAYE – KSSIDC – SSIB – SSIC – SSIDC – SSIB – SENET – IRBI – UTI – EXIM – COSIDICI – SES – PSIDC – IIE – EGB – EDII – NABARD .

**Index Terms-** Women Entrepreneur .

## I. INTRODUCTION

The Concept of Women Entrepreneur is becoming a global phenomenon today. All over the world women are playing a vital role in the business community. Women are goal-oriented, independent, flexible tolerant, creative, and realistic, enthusiastic and energetic because of which the Management style differs from their male-counterpart. Women's are by and large born managers as they manage their house. In India, women have made a comparatively late entry into the business scenario, due to orthodox and traditional and socio-cultural environment.

### 1.1 WOMEN ENTREPRENEUR

Women Enterprise is one who owns and controls an enterprise having a share capital of not less than 51% as partner, shareholders, directors of private limited companies, members of cooperatives society. The functions performed by women entrepreneur are risk bearing, organization and innovations. Women entry into the business is recent phenomenon. It is traced but as an extension of kitchen activities to three P's. In the present day women started engrossing to modern activities like Engineering, Medicines, Electronics, Law and the like. Efforts on the side of the government and voluntary agencies for strengthen women to integrate them in the process of industrial development more especially in SSI development in the country.

#### Problems of Women Entrepreneur-

Women Entrepreneur faces various problems in the process of establishing, developing and running their enterprise in this 21<sup>st</sup> century. The problems are

1. Financial Constraints
2. Over Dependence on Intermediaries
3. Scarcity of Raw Materials
4. Intense Competition
5. High Cost of Production
6. Low mobility
7. Lack of Education
8. Family Ties
9. Absence of ambition for achievements

To overcome the said problems, women should be educated with natural talents, aptitudes; awareness can be achieved through conferences, seminars, special training programs, and refresher courses, awareness camps and other related activities. Illiterate women should be trained on modern techniques and latest trends like sewing, dairy, bakery, spinning, weaving, leather products, screen printing etc., and agro based industries like animal husbandry, poultry, dairy food processing, sericulture, horticulture etc.,



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# ANALYZING THE IMPACT OF ONLINE BRAND TRUST ON SALES PROMOTION AND ONLINE BUYING DECISION

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**Abstract :** At internet usage has become an integral part of life, which is no longer restricted to networking and social media but assists in online shopping. it has changes the way how consumers recognized, conveyed and made their buying choices. E-commerce business transaction success is determined by whether the consumers trust the sellers and the products which cannot be physically examined and electronic systems with which they have no previous experience. The study empirically investigated the influence of Online Brand Trust on Online Buying Decision during Sales promotion. The result show that online brand trust is an antecedent to online buying and has moderating effect on sales promotion and online buying decision.

**IndexTerms-** Brand Trust, Online Buying, Decision.

## I. INTRODUCTION

Today, Consumers are more inclined towards the Internet for all their shopping needs and concerns. In the last few decades, the internet has developed into a vast global marketplace for the exchange of a wide range of goods and services. In many developed countries, the internet has been adopted as an important medium offering a wide assortment of products with round the clock availability and wide coverage. Online shopping provides substantial advantage to customers can purchase as many items as they can afford.

E-commerce provides wide business opportunities for varied business areas. The electronic marketing has also led to an increase in firms and market accessibility to marketers and sales representatives, improved information made available to customers and other market player, challenging customer satisfaction, competitors threats facilitating commercial negotiations and transactions and reductions of marketing costs.

## II REVIEW OF LITERATURE

Luick and Zeiger (1968) explained that sales promotion includes those activities which enhance and support mass selling and personal selling and which help compete and/or coordinate the entire promotional mix and make the marketing mix more effective. They gave a revised definition for sales promotion as "a range of marketing techniques designed within a strategic marketing framework, to add extra value to a product or service over and above the normal offering in order to achieve specific sales and marketing objectives, this extra value may be a short term tactical nature or it may be part of a long term franchise building program"

Hoffman and Novak(1996) found that interactivity is considered as a discriminating characteristic between marketing communication on the Internet and traditional mass media. Today's online consumers have more control and bargaining power as the Internet offers more interactivities which link consumers and product/service providers.

### 1. Security/ Privacy

It is an important factor for online customers and reflects the reliability of payment method, data transmission and data storage. Security mechanisms should ensure that customers personal information remains secure online and thus increase online private data. Customers who are not sure whether their privacy is protected will most likely be unwilling to repurchases online.

### 2. Perceived risk

Perceived risk is powerful at explaining consumers behaviour because consumers are more often motivated to avoid mistakes than to maximise utility in purchasing. Individual who perceive less risk when buying online are probably more innovative and better adapted to new technologies than individuals who perceive more risk when buying online. Customers tend to use intuitive judgement to decide whether or not something is risky, which may be affected by previous experiences, the level of involvement, or the price of the purchase

### 3. Brand reputation/Brand name

Brand name is one of the factors that is positively correlated with the level of online brand trust in past researches. Brand name gives a product its core identity and cannot be changed easily. Most customers are aware that favourable brand provides comfort, familiarity and trust for them offline or online.

### 4. Quality of Information

The work that among website quality dimensions, information quality has the greatest impact on customer satisfaction. Consumers tend to search for information on those websites which give them valid, credible and accurate information. Users evaluate websites according to individualized information needs.



## 3.3.1 / Research Papers Published / Data Template / Row No. 49

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## A STUDY OF CUSTOMER'S ATTITUDE TOWARDS E-BANKING IN COIMBATORE CITY

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**Abstract :** The advancement in the communication technology has made the new era. Competitions by the players in the market resulted in products and services which were traditionally offered by banks and other institutions. Internet has become a major role in people's lifestyle. Many institutions has been using the internet to communicate and deliver their product and service to attract the customers. This article is focused on customer's attitude towards e-banking in Coimbatore city. Still it is in the earlier stage but my findings showed that the majority of respondents are satisfied with their e-banking services.

**IndexTerms-** e-commerce, e-banking, Electronic fund transfer, Telephone banking

### I. INTRODUCTION

Electronic banking is the most inventive service offered by the banks. The transformation from traditional banking to e-banking has been a dramatic change. The evolution of e-banking started from the use of Automatic Teller Machine and Telephone Banking, Direct Bill Payment, Electronic fund Transfer and the online banking. Many people are shifting to e-banking and are readily accepting the usefulness of this option. The electronic banking has been evolving the environment with the development of the world web. Banks through internet emerged as a strategic resource for achieving higher efficiency. It made the possible way to provide ease and flexibility in banking operation which benefit the customers. Internet reduces the barriers to enter many banks having found that internet banking has actually added to the cost.

The study is mainly planned to analyze the opinion of customers about e-banking services namely, ATM service, internet banking service and mobile banking service of banks in Coimbatore. Present study has the following objectives.

- To analyze the attitude of the respondents towards internet banking services provided by the banks in Coimbatore and
- Hypothesis testing were done by gender and occupation of the respondents with usage of e-banking services.

### II METHODOLOGY

The study is based on both primary and secondary data. The primary data were collected from customers of banks in Coimbatore city with the help of questionnaire. The secondary data were collected from the records of banks, published books, journals, reports and circulars issued by the Reserve Bank of India and websites. It is impossible to collect the data from the entire population for the study. Therefore the sampling technique were used to collect the data. The 150 respondents were chosen among the consumers and the data were collected by the convenience sampling method.

### 2.1 HYPOTHESIS OF THE STUDY

In this study, the following hypothesis were framed

- There is no significant difference between gender and usage of e-banking.
- There is no significant difference between occupation and usage of e-banking services.

### III ANALYSIS AND INTERPRETATION

**Table:1** Gender of the respondents

S. No.	Particulars	No. of respondents	Percentage
1	Male	85	57
2	Female	65	43
	Total	150	100

Source: Primary data

The majority 57 % of the respondents who are using e-banking service are male.

**Table:2** Occupation of the respondents

S. No.	Particulars	No. of respondents	Percentage
1	Business Man	49	32.66
2	Government employee	43	28.67
3	Private Employee	37	24.67
4	Others	21	14
	Total	150	100

Source: Primary data

Table 2 shows that 32.66% of the respondents are business man.

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# A STUDY ON PRODUCTION AND EXPORT OF CASHEWNUT IN INDIA

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**Abstract :** India has always been a major player in the production of cashew nut. It is the second largest producer of raw cashew in the world but ranks 1<sup>st</sup> place among the largest producing countries of cashew nut and also in the maximum area covered, which that figures to be 7.70 lakh hectares currently. The country provides with around 55% supply of cashew nut in the world. The Indian productions of cashews contribute to around 4.6 lakhs tones per annum. In India, Maharashtra leads the list above with an annual production of 174000 tons and also has the maximum area covered i.e. 160000 hectares. The country's average annual yield per hectare is about 810 kilograms.

**IndexTerms-** art.

## I. INTRODUCTION

Cashew (*Anacardium occidentale*) belongs to the family Anacardiaceae which includes many economically important tropical and sub tropical trees and shrubs. In most tropical countries it is found to be growing in the coastal areas. However, commercial production is mainly confined to India, Mozambique, Tanzania, Kenya and Brazil. Today, the major cashew producing states in India are listed as Kerala, Karnataka, Tamil Nadu, Andhra Pradesh, Goa, Maharashtra, Orissa and west Bengal.

Cashew is believed to be native to south eastern Brazil, from where it was introduced to India in the sixteenth century. It appears probable that it reached east African countries also by about the same time. No serious efforts appear to have been made to collect historical evidence nor any archaeological survey has been attempted to study the history of the cashew cultivation. Cashew was introduced to the Malabar coast of India in the sixteenth century by the Portuguese and probably served as a locus of dispersal to other centers in India and south east Asia. The Spaniards who were aware of the use of cashew in medicine, foods and beverages, probably visualised the potential importance of this crop of India.

"Acaju" is the name given to the cashewnut by the native of Tapi Indians of Brazil and the French name "Acaju" is the nearest equivalent to the original. The Portuguese dropped the letter 'A' and "Acaju" became as "Caju" in Portuguese. The Kashmiri, Punjabi, Hindi, Marathi and Gujarati lexicons in India also refer to the cashew as "Caju". It is probable that the use of the kernel spread from Goa to Maharashtra, and the hence to Gujarat, Rajasthan, Punjab, and Kashmir and other Hindi speaking areas. In Kerala it is called "Parangi Andi" meaning foreign or "Portuguese nut". It is also known as "Kasu Andi", "Kasu" meaning money and "Andi" means the nut. In Tamil it is well known as "Mundari" indicating the position and shape of the nut. In Oriya it is known by the name "Lanka Beeja" indicating that cashew reached Orissa by sea from Srilanka. The Bengalis named cashew as "Hijli Badam" and Assamese refer to the nut as "Caju Badam". Thus most of the names used for cashew in India are derived from the Portuguese "Caju" for cashew. This serves as a piece of evidence that the cashew is originated in Brazil.

## II IMPORTANCE OF THE STUDY:

Cashew is known by many names. In Mozambique, the Maconde tribe refer to it as the 'Devil's Nut'. It is offered at wedding ceremonies as a token of fertility and is considered by many to have aphrodisiac properties. The cashew tree and its products are known by the following names in other parts of the world:

Portuguese	caju, cajueiro, pe de caju, castanha de caju, maca de caju
French	cajou, acajou, ancardier, noix de cajou, pomme de cajou, amande de cajou
English	cashew, cashew tree, cashew nut, cashew apple, cashew kernel
Spanish	maranon, nuez de maranon
Hindi	Cadju
Sinhalese	Cadju
Italian	anacardio, noce d'anacardio, mandorlat'anacardio
Dutch	acajou, kashu
German	acajuban, kashunuss
Swahili	mkanju, korosho
Somali	bibbo, bibi
Indonesian	jambu mente, jambu mete

With world production in 2000 at about 2 million tonnes of nuts-in-shell and an estimated value in excess of US\$2 billion, the cashew industry ranks third in the world production of edible nuts. India and Brazil are the major cashew exporters, with 60



**3.3.1 / Research Papers Published / Data Template / Row No. 51**

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**Health awareness among young human capital on fast food  
consumption**

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Coimbatore – 641035, Tamil Nadu, India  
je27031990@gmail.com***Abstract**

**Objectives:** This research was carried to find the factors influencing student's preference for fast food and to analyze the awareness of health problems due to excess fast food consumption and the hypothesis test on there is no relationship between educational qualification and health awareness.

**Methods/Statistical Analysis:** The period of study was 2017-2018. The study is based on primary data. The data has been collected through questionnaire. Convenience sampling method was adopted. 100 samples were selected. The tools used in this study were percentage tables, Chi square test, Likert summated scaling technique with five-point scale was used.

**Findings:** We can see that 67% of respondents pick the shops because of the taste gave by the shop and 1% of the respondents favor the shops for its markdown offers. In this manner, the vast majority of the youths were not following rebates now-a-days they favor taste most importantly. 86 percent of respondents think about therapeutic issues caused by eating up more fast food. In spite of the way that they have not decreased their usage of fast food, which is a threat to their prosperity. Most of the respondents realize that restorative issues caused by eating fast food. The computed esteem 17.18 is more noteworthy than table esteem 7.81. Along these lines there is connection between instructive capability and wellbeing mindfulness. From the Likert Scale clearly medium state of mind on medical issues like circulatory strain, glucose, heart related issues and heftiness examined is more prominent than higher demeanor. The vast majority of the respondents know about medical issues caused by eating fast food.

**Conclusion:** It isn't difficult to win a war with garbage/quick nourishments against solid nutrition. Notwithstanding, one must be careful; it is in our grasp to pick fast food or wellbeing.

**Keywords:** Health Awareness, Fast Food, Human Capital, Well Being, Utilization.

**1. Introduction**

Fast food [1] is the term given to food that can be prepared and served very quickly. They are [2] zero in nourishing quality and regularly high in fat, salt, sugar, as well as calories. Fast Food [3] has become a major problem and many countries are taking action – banning junk food advertising in children's programmes, removing it from schools and even imposing a Fat tax. Numerous quick nourishments additionally have Tran's fats. What's more, it influences the human capital. The concept of Human capital [4] has relatively more importance in labour-surplus countries that include India too. These countries are naturally endowed with more of labour due to high birth rate under the given climatic conditions.


The surplus labour in these countries is the human resource available in more abundance than the tangible capital resource. This human capital incorporates Younger age for the most part. Presently a-days human capital or adolescents are in danger with respect to their wellbeing which is the essential wellspring of the human capital as a result of nonappearance exercises identified with representatives not appearing for work, for example, wiped out leave, mechanical activity, etcetera that is caused by their changing nourishment propensity.



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	Jeyakumar V., IJSRR 2018, 7(4), 1529-1535	
Research article	Available online <a href="http://www.ijsrr.org">www.ijsrr.org</a>	ISSN: 2279-0543
<i>International Journal of Scientific Research and Reviews</i>		
<b>Unsubstantiated Machine Learning In For Delay Tolerance Mobile Networks</b>		
<b>Jeyakumar V.</b>		
Dept., of Computer Science KG College of Arts & Science Coimbatore		
<b>ABSTRACT</b>		
<p>This paper incorporates fog networking into heterogeneous cellular networks that square measure composed of a high power node (HPN) and lots of low power nodes (LPNs). The locations of the fog nodes that square measure upgraded from LPNs square measure nominative by modifying the unsupervised soft-clustering machine learning rule with the final word aim of reducing latency. The clusters square measure made consequently in order that the leader of every cluster becomes a fog node. The planned approach considerably reduces the latency with relevancy the straightforward, however sensible, Voronoi tessellation model, but the development is finite and saturates. Hence, closed-loop error management systems are going to be challenged in meeting the hard latency demand of 5G systems, in order that open-loop communication is also needed to fulfill the 1ms latency demand of 5G networks.</p>		
Index Terms—Machine learning, unsupervised clustering, fog networking.		
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<i>IJSRR, 7(4) Oct. – Dec., 2018</i>		Page 1529

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 <b>International Research Journal of Engineering and Management Studies (IRJEMS)</b> Volume: 03 Issue: 04   April -2019 ISSN: 1847-9790    p-ISSN: 2395-0126	
<p align="center"><b>EDGE COLOURING OF A COMPLEMENT INTUITIONISTIC FUZZY GRAPH</b></p> <p align="center"><b>R.Vinitha, Assistant Professor, Department of Mathematics, KG College of Arts and Science, Coimbatore-35</b>  <b>vinitha.r@kgcas.com</b></p> <hr/> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p><b>Abstract</b></p> <p><i>In this paper, to introduce an algorithm to find the complement of intuitionistic fuzzy graph and also coloring this complement intuitionistic fuzzy graph using <math>(\alpha, \beta)</math> cut.</i></p> <p><b>Key words:</b> Complement intuitionistic fuzzy graph, edge color, <math>(\alpha, \beta)</math> cut of intuitionistic fuzzy graph.</p> <p><b>1. INTRODUCTION</b></p> <p>Intuitionistic Fuzzy graph theory was introduced by Krassimer T Atanassor in [3]. In [7], R.Parvathi, M.G. Karunambigai and K.Atanassor introduced some important operations on Intuitionistic fuzzy graphs.</p> <p>The IF sets are more practical and applicable in real life situations. Intuitionistic fuzzy set deal with incomplete information that is, degree of member function, non member function but not indeterminate and inconsistent information that exists definitely in many system including belief system, decision support system etc.</p> <p><b>2. PRELIMINARIES</b></p> <p><b>2.1 Definition</b></p> <p>A fuzzy graph <math>G = (\sigma, \mu)</math> is a pair of functions <math>\sigma: V \rightarrow [0,1]</math> and <math>\mu: V \times V \rightarrow [0,1]</math> where <math>\forall u, v \in V</math>, we have <math>\mu(u, v) \leq \sigma(u) \wedge \sigma(v)</math>.</p> </div> <div style="width: 48%;"> <p><b>2.2 Definition</b></p> <p>An Intuitionistic fuzzy set A in a set X is defined as an object of the form <math>A = \{ \langle x, \mu_A(x), \nu_A(x) \rangle / x \in X \}</math> where <math>\mu_A: X \rightarrow [0,1]</math> and <math>\nu_A: X \rightarrow [0,1]</math> defined the degree of membership and degree of non membership of the element <math>x \in X</math> respectively and for every <math>x \in X; 0 \leq \mu_A(x) + \nu_A(x) \leq 1</math>.</p> <p><b>2.3 Definition</b></p> <p>Intuitionistic fuzzy graph is of the form <math>G = (V, E)</math> where</p> <p>(i) <math>V = \{v_1, v_2, \dots, v_n\}</math> such that <math>\mu_i: V \rightarrow [0,1]</math> and <math>\nu_i: V \rightarrow [0,1]</math> denote the degrees of membership and non membership of the element <math>v_i \in V</math> respectively and <math>0 \leq \mu_i(v_i) + \nu_i(v_i) \leq 1</math> for every <math>v_i \in V (i = 1, 2, \dots, n)</math></p> <p>(ii) <math>E \subset V \times V</math> where <math>\mu_2: V \times V \rightarrow [0,1]</math> and <math>\nu_2: V \times V \rightarrow [0,1]</math> are such that <math>\mu_2(v_i, v_j) \leq \min[\mu_1(v_i), \mu_1(v_j)]</math>  <math>\nu_2(v_i, v_j) \leq \max[\nu_1(v_i), \nu_1(v_j)]</math></p> </div> </div> <hr/> <div style="display: flex; justify-content: space-between; font-size: small;"> <span>© 2019, IRJEMS   <a href="http://www.irjems.com">www.irjems.com</a></span> <span>Page 1</span> </div>	





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## A CRITICAL STUDY ON NON-TRADITIONAL OPTIMIZATION METHODS IN OPTIMIZING ENGINEERING PROBLEMS

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### ABSTRACT


*Optimization is an activity which does not belong to any particular discipline and is routinely used in almost all fields of science, engineering and commerce. Engineering or practical optimization studies, on the other hand, thrive to look for a solution which is as similar to such an ideal solution as possible. This paper attempts to review new nontraditional optimization algorithms which are used to solve such complicated engineering problems to obtain global optimum solutions.*

**Keywords:** Artificial bee colony (ABC) algorithm, Auction algorithm, Ant Lion Optimizer, Elephant herding optimization, Spiral Optimization, Greedy Algorithm, Lawler's algorithm, Bacterial foraging optimization, Fireworks Algorithm, Pattern search.


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## 3.3.1 / Research Papers Published / Data Template / Row No. 56



<div style="display: flex; justify-content: space-between; align-items: center;">  <div> <b>International Research Journal of Engineering and Management Studies (IRJEMS)</b>            Volume: 03 Issue: 05   May -2019         </div> <div>           ISSN: 2319-0126         </div> </div>
<div style="text-align: center; margin-bottom: 10px;"> <b>INTERVAL PROBE GRAPH BY USING TREE</b> </div> <p style="text-align: center;">Ms P.M.Parimala, Assistant Professor, Department of Mathematics, Kg College of Arts and Science, Coimbatore.</p> <p><b>Abstract</b></p> <p><i>In this paper, we found some relations among interval probe graphs, proper probe graphs and interval graphs. By studying interval graph by using tree Moreover, we also characterize the difference between interval graphs and proper probe graphs.</i></p> <p><b>Key Words</b></p> <p>Interval graph, Interval bigraph, Probe interval graph, Ferrers bigraph, Ferrers dimension, Adjacency matrix of a graph.</p> <p><b>1. INTRODUCTION</b></p> <p>An undirected graph <math>G=(V,E)</math> is an <i>interval graph</i> if it is the intersection graph of a family of intervals on the real line in which each vertex is assigned an interval and two vertices are adjacent if and only if their corresponding intervals intersect. The study of interval graphs was spearheaded by Benzer in the course of his studies of the topology of the fine structure of genes. Since then interval graphs and their various generalizations were studied thoroughly. Also advances in the field of molecular biology, and genetics in particular, solicited the need for a new model. In , Zhang introduced another generalization of interval graphs called probe interval graphs, in an attempt to aid a problem called cosmid contig mapping, a particular component of the physical mapping of DNA. A <i>probe interval graph</i> is an undirected graph <math>G=(V,E)</math> in which the set of vertices <math>V</math> can be partitioned into two subsets <math>P</math> and <math>N</math> (called probes and nonprobes respectively) and there is an interval (on the real line) corresponding to each vertex such that vertices are adjacent if and only if their corresponding intervals intersect and at least one of the vertices belongs to <math>P</math>. Now several research works are continuing on this topic and some special classes of . In fact, Golubhic and Trenk have devoted an entire chapter on probe interval graphs in their recent book on tolerance graphs. In fact, a probe interval graph is a tolerance graph with two distinct tolerances. McConnell and Spinrad obtained a nice algorithm to recognize a probe interval graph with a complexity at most <math>n^2</math>. Moreover, motivated by the definition of probe interval graphs, generally, the concept of probe graph classes has been introduced. Given a class of graphs <math>G</math>, a graph <math>G</math> is a <i>probe graph</i> <math>\alpha G</math> if its vertices can be partitioned into a set <math>P</math> of probes and an independent set <math>N</math> of nonprobes such that <math>G</math> can be extended to a graph of <math>G</math> by adding edges between certain nonprobes. In this way, many more probe graph classes have been defined and widely investigated, eg., probe split graphs, probe chordal graphs, probe tolerance graphs, probe threshold graphs and others . Another class of graphs that should be mentioned in this context is the class of tolerance graphs . In fact, a probe interval graph is a tolerance graph with two distinct tolerances.</p> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 10px;"> <span>© 2019, IRJEMS   <a href="http://www.irjems.com">www.irjems.com</a></span> <span>Page 1</span> </div>

## 3.3.1 / Research Papers Published / Data Template / Row No. 57

	International Research Journal of Engineering and Management Studies (IRJEMS) Volume: 03 Issue: 04   April -2019 ISSN: 1847-9790    p-ISSN: 2395-0126
<b>CONTROLLABILITY OF IMPULSIVE DIFFERENTIAL SYSTEMS WITH NONLOCAL CONDITIONS</b>	
<b>D. Kalaiselvi, Assistant Professor, Department of Mathematics, KG College of Arts and Science, Coimbatore-35</b>	
<b>Abstract</b>	
<p><i>This paper is concerned with the controllability of impulsive functional differential equations with nonlocal conditions. Using the measure of non compactness and Munch fixed point theorem, we establish some sufficient conditions for controllability. Firstly, we require the equicontinuity of evolution system, and next we only suppose that the evolution system is strongly continuous. Since we do not assume that the evolution system generates a compact semi group, our theorems extend some analogues' results of (impulsive) control systems.</i></p>	
<b>Key Words:</b>	
Controllability, Impulsive functional, differential systems, Nonlocal conditions Measure of non compactness Mild solutions.	
<b>1. INTRODUCTION</b>	
In this paper, we consider the following impulsive functional differential systems:	
$x'(t) = A(t)x(t) + f(t; x(t)) + (Bu)(t); a, e. \text{ on } [0, b],$	(1.1)
$\Delta x(t_i) = x(t_i^+) - x(t_i^-) = I_i(x(t_i)) \quad i=1,2,\dots,s$	(1.2)
$x(0) + M(x) = x_0;$	(1.3)
Where $A(t)$ is a family of linear operators which generates an evolution operator	
$U: \Delta = \{(t, s) \in [0, b] : 0 \leq s \leq t \leq b\} \rightarrow L(X),$	
here, $X$ is a Banach space, $L(X)$ is the space of all bounded linear operators in	
$X; f: [0, b] \times X \rightarrow X; 0 < t_1 < \dots < t_s < t_{s+1} = b; I_i: X \rightarrow X; i = 1, 2, \dots, s$ are	
impulsive functions; $M: PC([0, b], X) \rightarrow X; B$ is a bounded linear operator from a	
banach space $V$ to $X$ and the control function $u(\cdot)$ is given in $L^2([0, b], V)$ .	
<p>Controllability for differential systems in Banach spaces has been studied by many authors [2; 4; 9] and the reference therein. Benchohra and Ntouyas [4], using the Martelli fixed-point theorem, studied the controllability of second-order differential inclusions in Banach spaces. Guo et al. [9] proved the controllability of impulsive evolution inclusions with nonlocal conditions.</p>	
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## 3.3.1 / Research Papers Published / Data Template / Row No. 58

	<div style="text-align: center;">  <b>International Journal of Trend in Scientific Research and Development (IJTSRD)</b>  <b>International Open Access Journal</b>  </div> <div style="text-align: center;"> <b>ISSN No: 2456 - 6470   www.ijtsrd.com   Volume - 2   Issue – 5</b> </div>
<h2 style="text-align: center;">Comparison of Different Liquids Used in Fuel System of an Aircraft</h2>	
<p style="text-align: center;"> <b>J. Nirmala<sup>1</sup>, S. Indumathi<sup>2</sup></b>  <sup>1</sup>Assistant Professor, <sup>2</sup>Research Scholar          KG College of Arts and Science, Coimbatore, Tamil Nadu, India       </p>	
<b>ABSTRACT</b>	<p>In order to explore the bubble effect, the relationship between the orifice configuration and bubble parameter, bubble model, the effect of bubble size and rising speed velocity can be calculated by means of mathematical calculation.</p>
<p>There have been several aircraft accidents, due to the water/ice formation in the aviation fuel. It concern a computational study of the process of removing water from an aircraft fuel tank by pumping Nitrogen Enriched Air from the bottom of the tank. This is important procedure for smooth, efficient, and safe operation of the aircraft engine. Since the large transport airplanes fly at very high altitudes, where ambient temperature can reach -6 c, water may freeze can blockage in fuel tank. In order to reduce the water contamination in fuel tank by pumping NEA through fuel tank as a part of their inerting. finally, it conclude the amount of accumulated water is depend on the bubble size and rising speed velocity can be calculated.</p>	<b>AIRCRAFT</b>
<p><b>KEYWORD:</b> Aircraft, water contamination, fuel system, On Board Inert Gas Generation System, Nitrogen Enriched Air, Bubble.</p>	<p>Aircraft is a machine that is able to fly by gaining support from the air. It counters the force of gravity by using either static lift or by using the dynamic lift of an airfoil. common examples: airplanes, helicopters, airships, hot air balloons.</p>
<b>INTRODUCTION</b>	<b>AVIATION FUEL</b>
<p>Fire and explosion of fuel tank is one of the major reason for the aircraft accident, due to the water / ice formation within the fuel tank system. Since the large transport airplanes fly at very high altitudes, where the ambient temperature can reach at -6° c, water may freeze causing blockage in the fuel lines, leads to engine thrust reduction or engine shut down. The aim of this paper to increase flight safety by minimizing the effect of water/ice formation in the aviation fuel. In the proposed methodology, water contamination is eliminated by extracting water from the fuel by using water/fuel separator. The On Board Inert Gas Generation System (OBIGGS), which is already installed on some aircraft to prevent the outbreak of fire in the fuel tank, is a potentially feasible method to improve the water management.</p>	<p>Aviation fuel is a special type of petroleum based fuel used to power aircraft. It is generally high quality of fuels used in less critical applications, such as heating or road transport, often it contains additives to reduce the risk of icing or explosion due to high temperature, among other properties.</p>
	<b>JET FUEL</b>
	<p>Jet fuel is a clear to straw colored fuel based on either an unleaked kerosene, or a naphtha – kerosene blend. Similar to diesel fuel, it can be used in either compression ignition engines or turbine engines</p>
	<b>AMBIENT TEMPERATURE</b>
	<p>Ambient temperature is the air temperature of an environment of an environment or object. In computing, ambient temperatures refer to the air surrounding computing equipment.</p>
	<b>ORIFICE</b>
	<p>An orifice is a small opening provided on the side or bottom of a tank, through which a fluid is flowing. The opening can be of any shape or cross - section,</p>
<p>@ IJTSRD   Available Online @ www.ijtsrd.com   Volume – 2   Issue – 5   Jul-Aug 2018 <span style="float: right;">Page: 2232</span></p>	

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<p>JASC: Journal of Applied Science and Computations</p> <p>ISSN NO: 1076-5131</p>
<div data-bbox="436 514 1180 623" data-label="Section-Header"> <h2>Comparison of Machine Learning and Big Data Analytics</h2> </div> <div data-bbox="743 648 872 678" data-label="Text"> <p>D.Sasirega</p> </div> <div data-bbox="621 686 993 718" data-label="Text"> <p>Department of Computer Science</p> </div> <div data-bbox="628 726 985 756" data-label="Text"> <p>KG College of Arts and Science</p> </div> <div data-bbox="735 762 876 791" data-label="Text"> <p>Coimbatore.</p> </div> <div data-bbox="680 798 937 829" data-label="Text"> <p>d.sasirega@kgcas.com</p> </div> <div data-bbox="214 911 794 1157" data-label="Text"> <p><i>Abstract— Big Data Analytics and Machine Learning have moved route past the limit of trendy expression wording and are presently regular terms in the innovation business. Business is about rivalry and if associations need to remain in front of it, new advances must be embraced. This is the reason you will discover organizations inviting innovations like enormous information investigation and machine learning into their business working.</i></p> </div> <div data-bbox="214 1186 794 1398" data-label="Text"> <p><i>Both machine learning and Big data examination go under the umbrella of information science. In spite of the fact that they have an association, there are still some interesting characters that different them as far as definition and application. This article will assist you with understanding which field of ability to pick Big Data Analytics or Machine Learning and how it will encourage you.</i></p> </div> <div data-bbox="214 1402 794 1467" data-label="Text"> <p><b>Keywords:</b> Machine Learning, Big Data, Data Analytics.</p> </div> <div data-bbox="214 1474 443 1505" data-label="Section-Header"> <h3>INTRODUCTION</h3> </div> <div data-bbox="214 1512 430 1541" data-label="Section-Header"> <h4>Machine learning</h4> </div> <div data-bbox="214 1545 794 1610" data-label="Text"> <p>Machine learning could be a subfield of applied science that deals with tasks like pattern recognition, pc vision,</p> </div> <div data-bbox="821 911 1401 1171" data-label="Text"> <p>speech recognition, text analytics and includes a sturdy link with statistics and mathematical optimization. Applications embrace the event of search engines, spam filtering, Optical Character Recognition (OCR) among others. The boundaries between data processing, pattern recognition and also the field of applied mathematics learning don't seem to be clear and essentially all talk over with similar issues.</p> </div> <div data-bbox="821 1178 1401 1339" data-label="Text"> <p>Machine learning (ML) is a field of man-made reasoning that utilizes measurable methods to enable PC frameworks to "learn" (e.g., continuously enhance execution on a particular undertaking) from information, without being expressly programmed.[2]</p> </div> <div data-bbox="821 1375 1401 1606" data-label="Text"> <p>The name machine learning was instituted in 1959 by Arthur Samuel.[1] Machine learning investigates the examination and development of calculations that can gain from and make expectations on data[3] – such calculations beaten adhering to entirely static program guidelines by making information driven forecasts or decisions,[4]:2 through building a model from test</p> </div> <div data-bbox="214 1768 703 1801" data-label="Page-Footer">Volume 5, Issue 11, November/2018</div> <div data-bbox="1200 1768 1401 1801" data-label="Page-Footer">Page No:2040</div>



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 <p style="text-align: center;"><b>International Journal of Technical Innovation in Modern Engineering &amp; Science (IJTIMES)</b> Impact Factor: 5.22 (SJIF-2017), e-ISSN: 2455-2585 <i>International Conference on Recent Explorations in Science, Engineering And Technology (ICRESET'19)</i> Volume-5, Special Issue-March, 2019.</p> <p style="text-align: center;"><b>A survey on Big Data Analytics</b> D.Sasirega Department of Computer Science KG College of Arts and Science, Coimbatore.</p> <p><b>Abstract—</b> The concept of electrocardiogram is explained. Then, a problem statement based on manufacturing scenario is presented. Subsequently, the architecture of proposed algorithm called integrated deep denoising auto-encoder (IDDA) and algorithm workflow are provided. Moreover, DECG is compared with traditional factory information system, and the feasibility and effectiveness of proposed algorithm are validated experimentally. The proposed concept and algorithm combine typical industrial scenario and advance artificial intelligence, which has great potential to accelerate the implementation. In the context of Industry 4.0, industrial robotics such as automated guided vehicles have drawn increased attention due to their automation capabilities and low cost. With the support of cognitive technologies for industrial Internet of Things (IIoT), production processes can be significantly optimized and more intelligent manufacturing can be implemented for smart factories. The explosive growth in the number of devices connected to the Internet of Things (IIoT) and the exponential increase in data consumption only reflect how the growth of big data perfectly overlaps with that of IIoT. The management of big data in a continuously expanding network gives rise to non-trivial concerns regarding data collection efficiency, data processing, analytics, and security. The advances in wireless communication technologies, vehicular networks and cloud computing boost a growing interest in the design, development and deployment of Vehicular Cyber-Physical Systems (VCPS) for some emerging applications, which leads to an increasing demand on connecting Mobile Cloud Computing (MCC) users to VCPS for accessing the richer applications and services. Fault diagnosis is an important topic both in practice and research. There is intense pressure on industrial systems to continue reducing unscheduled downtime, performance degradation, and safety hazards, which requires detecting and recovering from potential faults as early as possible.</p> <p><b>Keywords:</b> Big Data, Data Analytics.</p> <p><b>INTRODUCTION</b></p> <p><b>Big Data Analytics</b></p> <p>The volume of knowledge that one should deal has exploded to impossible levels within the past decade, and at constant time, the worth of knowledge storage has consistently reduced. non-public firms and analysis establishments capture terabytes of knowledge concerning their users' interactions, business, social media, and conjointly sensors from devices like mobile phones and vehicles. The challenge of this era is to form sense of this ocean of knowledge. This is often wherever huge knowledge analytics comes into image.</p> <p>Big knowledge Analytics mostly involves aggregation knowledge from totally different sources, munge it in a very approach that it becomes accessible to be consumed by analysts and eventually deliver knowledge product helpful to the organization business.</p> <p>In order to produce a framework to prepare the work required by a company and deliver clear insights from huge information, it's helpful to think about it as a cycle with completely different stages. it's by no means that linear, which means all the stages square measure connected with one another. This cycle has superficial similarities with the a lot of ancient data processing cycle as delineated in CRISP.</p> <p>Fresh DM was framed in 1996 and one year from now, it got present as an Union undertaking underneath the dapperness subsidizing activity. The undertaking was light-radiating diode by 5 organizations: SPSS, Teradata, Daimler AG, NCR Corporation, and OHRA (an insurance agency). The task was at last consolidated into SPSS. The approach is extremely detailed acquainted in anyway an information mining venture should be specific. Let us presently take in somewhat more on every one of the stages engaged with the CRISP-DM life cycle.</p> <p><b>Organized By:</b> KGISL Institute of Technology, Coimbatore, Tamil Nadu.</p>	1
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JASC: Journal of Applied Science and Computations

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**A SURVEY ON IMAGE MINING: CHALLENGES AND APPLICATIONS IN HEALTHCARE**

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**ABSTRACT**

*The paper entitled as "A Survey on Image Mining: Challenges and applications in health care" is to describe the challenges and applications of image mining in healthcare.*

**Keywords:** Image mining, Healthcare.

**1. INTRODUCTION**

By definition, health care is that the maintaining and restoration of health by the treatment and interference of health problem significantly by trained and licensed professionals (as in medication, dentistry, psychopathology, and public health). Previously most health care facilities were a section where the sick were housed and cared for until death. Physicians rarely practiced in hospitals and exclusively those who were lucky could afford correct care reception or privately clinics. these days the quantity of health care has excelled enormously. Presently the goal of our health care is to possess a time of take care of the patient, one that's integrated on all levels. many hospitals provide a referral service or discharge plan to patients WHO square measure being discharged. Plans for the patient square measure mentioned with a discharge planner. The discharge planner can be a 1 that's trained in assessing what the patient's desires for health care area unit about to be once

discharge from the hospital. this enables the patient to continue their care at a level that's most acceptable for them. Things reviewed for discharge springing up with embody but are not restricted to therapies, medication needs, living arrangements and identification of specific goals. several of the alternatives that unit out there for persons being discharged from associate acute care hospital can embody home health care, assisted living facilities, future care or hospice. Big info could also be a term that describes the massive volume of knowledge – every structured and unstructured – that inundates a business on a daily basis. but it's not the number of knowledge that's important. It's what organizations do with the information that matters. Immense info is analyzed for insights that lead to higher decisions and strategic business moves. The importance of huge info doesn't revolve around what amount info you've, but what you're doing with it. You'll take info from any offer and analyze it to hunt out answers that alter 1) value reductions, 2) time reductions, 3) new development and optimized offerings, and 4) good move making. Immense info is characterized as very huge info sets which are able to be analyzed computationally to hunt out patterns, trends, and associations, visual image, querying, information privacy and prophetic analytics on huge wide unfold assortment of knowledge. huge information in care is overwhelming not exclusively because of its volume but jointly because of the vary of

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JASC: Journal of Applied Science and Computations

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**A COMPARITIVE STUDY ON ONLINE LEARNING BASED ALLOCATION AND  
TRANSMISSION FOR DELAY SENSITIVE BIG DATA PROCESSING**

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**Abstract:**

This paper deals with the problem of transmission scheduling especially on delay sensitive information over a point-to-point concurrent Rayleigh diminishing channel along with outlet channel estimation errors. The Imperfect Channel State specifies that power transmission, modulation and coding jointly increase the energy efficiency and decreases latency in transmitting information along with overflow probability. In this paper, comparison is done using the idea of online learning states two algorithms to schedule the delay-sensitive information for the situations is to thrive with and without the uncertainty bound of channel estimation. Statistical results from real time problems indicate that the proposed online learning-based scheduling algorithms can deal with imperfect channel issue and improve the system performance in terms of the energy efficiency, transmission delay, and overflow probability. When it comes to allocation, a machine learning-based prediction model is stated to forecast the efficient memory requirement of an application. This representation captures the memory consumption behavior of big data applications and the dynamics of memory consumption in a scattered clustered environment. The accuracy of the model is evaluated on a physical Spark cluster with 128 cores and 1TB of total memory.

**Keywords:** Big data, Spark, Transmission scheduling, imperfect channel state information, delay sensitive, online learning.

**I. INTRODUCTION:**

After the advent of wireless devices, the recognition of wireless services, the demand for wireless transmissions has big considerably within the forthcoming years. To satisfy this demand, the futures of worldwide mobile communications square measure expected to supply the height transmission rate on the far side ten Giga-bits-per-second. However, high turnout typically comes along side massive energy utilization. It's tested that the whole energy spent on the wireless communication infrastructure adds up for over three-d of the worldwide electrical energy consumption. The rising of energy consumption directly ends up in hyperbolic greenhouse emission, that has been recognized as a serious threat to environmental protection and property development. Consequently, a way to scale back energy consumption is turning into Associate in nursing progressively necessary style thought. Below the dynamic environments of time-varying channel conditions and random traffic arrivals, wireless information transmission is characterized by its high transmission error likelihood. Multiple retransmissions can



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International Conference on  
Recent Explorations in Science, Engineering And Technology (ICRESET'19)  
Volume-5, Special Issue-March, 2019.

### A Survey on Accuracy in Diabetics & Research and Predictive Re-surgery problems using Data mining techniques

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**ABSTRACT:** In our day to day life surgical procedures are associated with medicine, the same is the case for critical healthcare. The goal of this work is to review on the best works in Predictive Resurgery and to identify the most accurate method to predict Diabetes to assist health professionals in these areas in the field of biosciences. By applying various Datamining techniques it is possible to help the medicinal knowledge, to predict whether the particular patient should or should not be operated upon the same problem. In this study, some aspects such as history of the disease, hereditarial, and the age factor and some data classes were built to improve the models that has been already been formed. In addition, several models are also created that aims at predicting the re-surgery of patients. The metric used to get the sensitive datasets and the success rate of this approach is almost 90%. The modern advances in bioinformatics and health sciences have led to a considerable production of medicinal data, such as high throughput genetic data and clinical information, generated from large Health Related Electronic Records (HRERs) Diabetes mellitus is a metabolic disorder characterized by the presence of hyperglycemia due to defective insulin secretion, defective insulin action or both exerting significant pressure on human health across the world. The Diabetes research has led to the generation of massive volumes of data. A systematic review has been conducted in various applications of machine learning, techniques and tools in data mining in the field of diabetes research with respect to Prediction and Diagnosis, Complication due to Diabetes, Genetic Background and the surrounding environment, along with Health Care and Management. A wide range of machine learning algorithms were implemented in these approaches and in those findings indicate 85% of those used were characterized by supervised learning approaches and 15% by unsupervised ones mainly association rules. In addition, different data mining techniques used to uncover potential predictors of diabetes. Support vector machines is been suggested as the most accurate and popular algorithm. Clinical data sets are used considering the accuracy of data as input. This is achieved from the results by showing the performance of each classification algorithm through extraction of valuable knowledge.

**Keywords:** Diabetes mellitus, Data mining prediction, DM, SVM, predictive re-surgery

#### I. INTRODUCTION

This study focuses on the use of classification approaches in order to predict the patients who are resurgeried together with the medical knowledge in view of assisting health professionals. The dataset used in this project was provided by standard hospital, however to improve the quality of the results, these have been modified. The strategies used were standardization of data to create the models, but without changing the accuracy of the results. The standardization of data is a set of rules that aims to reduce data redundancy and increase data integrity. This study was conducted by following the CRISP-DM methodology.

By applying Machine learning and data mining methods in DM research is a key approach to utilizing large volumes of available diabetes related data for extracting knowledge. The severe social impact of the specific disease renders DM one of the main priorities in biological science research, which undoubtedly generates huge amounts of data. Therefore, machine learning and data mining approaches in DM are dealt with caution, when it comes to diagnosis, management and other related clinical administration aspects. This framework helps to review the recent literature on machine learning and data mining approaches related to diabetes research.

**Organized By:** KGISL Institute of Technology, Coimbatore, Tamil Nadu.

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<p style="text-align: center;"><b>A study on Changes in someone's thoughts and behaviors using Linguistic programming</b></p> <p style="text-align: center;">Gowder Praveena Hiriyar Assistant Professor, Department of Computer Science, KG College of Arts &amp; Science.</p> <p>NLP uses perceptual, behavioral, and communication techniques to make it easier for people to change their thoughts and actions. NLP is not hypnotherapy. Instead, it operates through the conscious use of language to bring about changes in someone's thoughts and behaviour.</p> <p><b>NLP Techniques</b> NLP practitioners use many different techniques</p> <p><b>Swish pattern</b> Changing patterns of behavior or thought to come to a desired instead of an undesired outcome.</p> <p><b>Visual/kinesthetic dissociation (VKD)</b> Trying to remove negative thoughts and feelings associated with a past event.</p> <p><b>Dissociation</b> 1. Identify the emotions (e.g. rage, fear, discomfort, dislike of a situation). 2. Imagine that you can float out of your body and look back at yourself, encountering the entire circumstance from an observer's perspective. 3. Notice that the feeling changes dramatically. 4. For an extra boost, imagine that you can float out of your body looking at yourself, then, float out of this body again. This double</p>	
<p>Dissociation should take the negative emotion off almost any minor situation.</p> <p><b>Content Reframing</b> Try this technique when you feel that a situation is negative or helpless. Reframing will take any negative situation and empower you by changing the meaning of the experience into something positive.</p> <p><b>Anchoring</b> Anchoring originates with Russian scientist Ivan Pavlov experimented with dogs by ringing a bell repeatedly while the dogs were eating. After repeated rings of the bell, he found he could get the dogs to salivate, even if there was no food present. This created a neurological association between the bell and the behaviour of salivating called a conditioned response. Use these types of stimulus response anchor. Anchoring yourself helps you to associate any desired positive emotional response with a particular phrase or sensation. When you select a positive emotion or thought and deliberately connect it to a simple gesture, you can trigger this anchor any time your feeling low, and your feelings will immediately change.</p> <p>1. Identify what you want to feel (e.g. confidence, happiness, calmness, etc). 2. Decide on where you would like to place this anchor on your body, Such as</p>	
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**A STUDY ON SPATIOTEMPORAL  
ISSUES, CHALLENGES AND TASKS**

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sarala.r@kgcas.com**Abstract**

*Spatiotemporal data typically hold the states of an object, an event or a position in space over a phase of time. Enormous amount of spatiotemporal data can be found in numerous application fields such as traffic management, environment monitoring, and weather forecast. These datasets might be composed at different locations at various points of time in special formats. It poses a lot of challenges in representing, processing, analysis and mining of such datasets due to composite structure of spatiotemporal. In this paper, the issues and challenges associated to spatiotemporal data representation, analysis, mining and visualization of knowledge are presented. Different kinds of data mining tasks are reviewed.*

**Keywords:** *Spatiotemporal issues, spatiotemporal challenges, spatiotemporal tasks*

**1. INTRODUCTION**

A spatiotemporal object can be defined as an object that has at least one spatial and one temporal property. The spatial properties are location and

geometry of the object. The temporal chattels are timestamp or time interval for which the object is valid. The spatiotemporal object contains spatial, temporal and thematic or non-spatial attributes.

Spatiotemporal data sets basically capture changing values of spatial and thematic attributes over a period of time. An event in a spatiotemporal dataset describes a spatial and temporal occurrence that may happens at a certain time  $t$  and location  $x$ . Examples of event types are earth quake, hurricanes, road traffic jam and road accidents.

The importance of spatiotemporal data analysis and mining is upward with the increasing accessibility and awareness of huge amount of geographic and spatiotemporal datasets in several important application domains like

1. Meteorology
2. Biology
3. Crop sciences
4. Forestry
5. Medicine
6. Geophysics
7. Ecology
8. Transportation

In addition to these individual areas, combinations of phenomena are

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**A SURVEY ON CHALLENGES OF CYBER SECURITY**

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**Abstract:**

This paper tells about data driven approach towards studying the science of cyber security (SoS). It tells that science is driven by data. It also describes issues and approaches in three aspects: Data Driven Science for Attack Detection and Mitigation and a risk-based approach to security metrics. This is preferred to form the basis for the science of cyber security.

Keywords: cyber security, ransom ware, blocks chain.

**INTRODUCTION:**

Cyber security is the protection of internet connected systems, programs and data from *attack*, damage or unauthorized access. When dealing with technology and society issues, cyber security plays a vital role. Some of the cyber security threats are denial of service, attacks, social Engineering, backdoor, spoofing. Effective cyber security protects the organisations and individuals from the unauthorised exploitation of systems, technologies and networks.

Cyber security is the effort to protect electronic data and computer systems from unwanted intrusions. The main goal of cyber security is to protect electronic information both in transit, and at rest. The most

important strategy to mitigate and minimise the effects of a cyber attack is to build a strong foundation upon which to grow the cyber security technology stack. The majority of cyber attacks are indiscriminate and automated.

Recent advances in cyber-security include gathering data about potential attackers such as their techniques, incentives, and internal communication structures. Solid theoretical foundations for a SoS can be built by using such data to verify or refute theories about cyber-security. One such application of a data-driven approach to security is the development of situation-aware intrusion detection systems that can handle advanced persistent threats. At present such attacks are generally detected post facto by forensic analysis. That analysis typically involves experts who piece together evidence from a variety of system sensors and logs that, interpreted in context, suggest an attack.

**CHALLENGES:****Ransom ware Evolution**

Ransom ware is a type of malware program that locks, infects and takes control of a system and demands the ransom to undo it. Ransom ware infects and attacks a computer with the intention of stealing the information from its owner. It can also be referred to as a crypto-virus, crypto-Trojan or crypto-worm.



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**AVOIDING JAMMING ATTACK AND DATA TRANSFER IN  
WIRELESS MESH NETWORKS USING IDENTITY METHOD**

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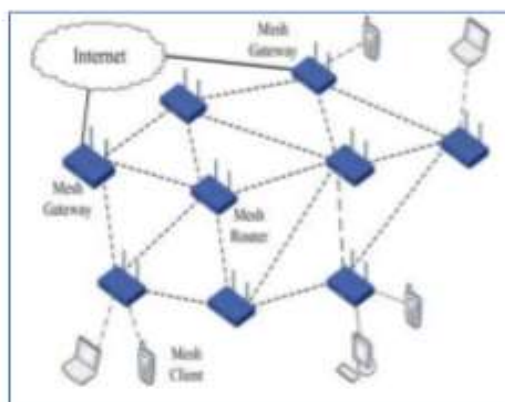
**Abstract:** As WMNs become an increasingly popular replacement technology for last-mile connectivity to the home networking, community and neighborhood networking, it is imperative to design an efficient resource management system for these networks. Wireless mesh networks (WMNs) combine the robustness and performance of conventional infrastructure networks with the large service area and self-organizing and self-healing properties of mobile ad hoc networks. In this article, the authors consider the problem of ensuring security in WMNs. While transferring the data jamming attack may happens to the WMN node. So the information could not processed and send it o the other node in the WMN network. For solving this problem we propose identities based architecture and Data can be transmitted through a strong hiding commitment scheme (SHCS) that relies on symmetrical cryptography.

**Keywords:** WMN, Data transfer, Jamming Attacks and Identity based transfer of data.

**I. INTRODUCTION**

In wireless mesh networks (WMN) wireless mesh routers form thickly interconnected multi-hop topologies. For local communication and routing to a wired access network the routers automatically configure a wireless broadband backbone. Wireless mesh networks (WMNs) continue to receive significant interest as a possible means of providing seamless data connectivity, especially in urban environments [1]. Architecturally, such networks evolved from classic mobile ad hoc networks, targeting long-range transmissions with emphasis on network throughput and connectivity. WMN applications include stationary deployments (e.g., community networks, hierarchal sensor networks) as well as mobile ones (e.g., intelligent transportation systems, tactical military networks). WMNs follow two-tier network architecture [2]. The first tier consists of the end users, also referred to as stations (STAs), and directly connected to mesh nodes, referred to as Mesh Access Points (MAPs). The second tier consists of a peer-to-peer network of the MAPs. Connectivity in the second tier is assisted by intermediate routers known as Mesh Points (MPs) which interconnect MAPs (MPs do not accept

connections from end users). The network of MAPs and MPs is often static and uses separate frequency bands to communicate data and control information (MAPs are typically equipped with multiple transceivers). Finally, Mesh Gateways (MGs) provide connectivity to the wired infrastructure. An example of a WMN is shown in Fig. 1.



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## A Review on Denial of Service Attack in VANET

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**ABSTRACT**----- In recent years, automotive industries and researchers are taking more efforts to take care of safety mechanisms for drivers of the vehicles and also the passengers. It has been implemented by communication between vehicles and roadside units. Vehicular Ad-Hoc Networks (VANET) places vital role in these kinds of safety mechanisms. Even though it is used for safety mechanisms threats are available to its VANET. So it needs some security mechanisms to implement this VANET. In this paper the analysis have been made on attacks of network availability and severity, which is known as Denial of Service (DoS) attack and also presented with detection methods.

**Keywords:** VANET, DoS

## I INTRODUCTION

In today's world congestion initiated by vehicle crashes is considered to be an matter of great importance on the roads. Because of that, applications associated to driver's safety are the emphasis of most researchers, who are working in the area of VANET systems. As a result efficiency of these applications is improved and has a better control on network to reduce the number of accidents on road and provides safety driving and travelling. Drivers on road not have capability to guess the conditions on the road coming ahead [1]. Vehicular Ad-hoc network comes under MANET which is further a part of ad hoc networks. An ad hoc network is a wireless connectivity which involves of individual devices having the ability to directly connect with each other [3]. It is a LAN (Local Area Network) which can be designed rapidly rather than building a main serving access point. A Mobile Ad Hoc Network (MANET) can change its locations and can arrange itself wirelessly. VANET is a network in which vehicles can communicate with each other and can pass lifesaving messages. Therefore, security related with information exchange is a vibrant concern in VANETs due to its open access medium.

For this safety measurement applications information should be available at all time and should be passed to the correct destination without any changes. For this need availability of the network is one among major security requirements. The inaccessibility or unavailability to the network caused by a malicious node in the VANET system is known as denial of service[3].

It is one of the most serious attacks in VANET because it performs an attack on availability of network. One of the most serious attacks in VANET is Denial-of-service (DoS) attack, because it attacks on the availability of network which causes life frightening effect on vehicle's drivers, a means of stopping such attacks must be found as soon as possible because the main objective of the attacker is to disturb the communication channel or overcomes the vehicle's available services from the original users. Attack makes the system unusable and very dangerous.

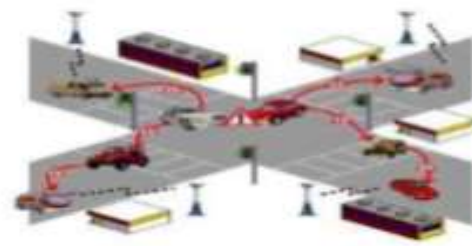


Figure-1 Vehicular Ad-hoc network

## II.POSSIBLE ATTACKS IN VANET

Security is important factor in every part of network. Data consistency should be maintained in all Wireless networks.[13]VANET is attacked by many types of attacks and these attacks are discussed in the following subsections:

**3.3.1 / Research Papers Published / Data Template / Row No. 69**

JASC: Journal of Applied Science and Computations

ISSN NO: 1076-5131

**DATA MINING IN CLOUD COMPUTING: A SURVEY****P. Selvi**Assistant Professor, Department of Computer Science,  
KG College of Arts and Science,  
Coimbatore, Tamil Nadu, India.

**Abstract:** Data Mining is used for extricate capacity that used for convenient knowledge through big data. The performance of data mining techniques from Cloud computing that grant the end-user to recover purposeful knowledge through essentially unified data warehouse that diminish particular costs of framework and repository. Cloud Computing is handles the hardware and software to convey a benefit over a network. Using cloud computing, end-users will approach files and use applications through various devices that can access the Internet. In this survey paper, it describes how the data mining used in cloud computing.

**Key words:** Data mining, Cloud Computing, Internet, Raw data, Data warehouse.

**1. Introduction**

The essential of the internet is used both of our personal and official life that cannot be magnify as that can be recognize through the tremendous expansion of its end-users. This observes without astonishment that declares a raw of businesses with reality that drifting away past of the internet. Cloud computing is one of the terrible upgrading in information technology over the new trend. Cloud computing involve the benefit of hardware and software computer assets dispatched over the internet to be a service. Information Technology architecture usually interpret cloud as a cloud. Various organizations are decided to be receive based with huge servers of third parties, now, the organizations will approach their useful software and various information through the internet, somewhat of various areas like building Information Technology infrastructure use of individual host to data and software. The less of cost, extreme availability, and mobility of cloud computing has induce their benefit to adopt a huge of acceptance. Data mining techniques is so progressive automatically in current trends and are being developed that describes in knowledge discovery with different databases, and are achieve a huge of developments in various fields such as: engineering, business, spatial data, science, and medicine. The users of appear tendency in cloud computing that get prosperity from novel approach to data of such a



**3.3.1 / Research Papers Published / Data Template / Row No. 70**

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Cosmos Impact Factor-5.86

**Study and Analysis of various Image Fusion Algorithms****Dr.G.Paramasivam**Dept of Computer Science  
Kg College of Arts and Science  
Coimbatore

**Abstract:** Image Fusion is a process of combining the relevant information from a set of images into a single image, where in the resultant fused image will be more informative and complete than any of the input images. This paper discusses three categories of image fusion algorithms –the basic fusion algorithms, the pyramid based algorithms and the basic DWT algorithms. The objective of the paper is to assess the wide range of algorithms together, which is not found in the literature. The fused images were assessed using Structural Similarity Image Metric (SSIM) Laplacian Mean Squared Error along with seven other simple image quality metrics that helped us measure the various image features. The readings produced by the image quality metrics, based on the image quality of the fused images, were used to assess the algorithms. We used the algorithm that consistently had the image quality metrics produce the best readings. An assessment of the quality of the fused images was additionally performed with the help of various respondents based on their visual perception, to verify the results produced by the metric based assessment. Coincidentally, both the assessment methods matched in their ranking of the algorithms. The DWT fusion method as the one with the best image quality metrics readings. The result here was substantiated by the visual perception based method where it was inferred that fused images produced by DWT fusion method was marked the best 63.33% of times which was far better than any other algorithm. Both the methods also matched in assessing Morphological Pyramid method as producing fused images of inferior quality.

**Keywords:** Image Fusion, Principal Component Analysis, Pyramid Methods, Discrete Wavelet Transform, Image Quality Metrics.

**1. Introduction**

Any piece of information makes sense only when it is able to convey the content across. The clarity of information is important. Image Fusion is a mechanism to improve the quality of information from a set of images. By the process of image fusion the good information from each of the given images is fused together to form a resultant image whose quality is superior

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	<i>G. Paramasivam, IJSRR 2018, 7(4), 2170-2177</i>	
	Research article	Available online <a href="http://www.ijsrr.org">www.ijsrr.org</a>
		ISSN: 2279-0543
<i>International Journal of Scientific Research and Reviews</i>		
<b>Image Fusion Using Self Organizing Feature Map With Histogram Equalization</b>		
<b>G.Paramasivam<sup>1*</sup></b>		
<sup>1</sup> Department of Computer Science, KG College of Arts and Science, Coimbatore-641035, T.N. INDIA		
<b>ABSTRACT</b>		
<p>The images are fused based on self organizing feature map (SOFM) with histogram equalization. The existing technique for image fusion involves direct operation on pixels or segments but they fail to produce quality fused images and are mostly dependent on the application they use. The existing segmentation algorithms cannot be used because of the complexity and time consumption it takes when various images are fused. The proposed system of segmentation of images using SOFM with histogram equalization involves segmenting of gray scale images. The self organizing feature map with histogram equalization produces numerous slices of the source and reference images based on multiple combinations of gray scale and fused together dynamically based on the application it is being used.</p>		
<b>KEYWORDS:</b> Image Fusion, Self Organizing Feature Maps, Gray Scale Images, Histogram equalization		
<b>*Corresponding author</b>		
<b>Dr. G. Paramasivam</b>		
Department of Computer Science, KG College of Arts and Science, Coimbatore-641035, T.N. INDIA. Email: <a href="mailto:pvgparam@yahoo.co.in">pvgparam@yahoo.co.in</a> , Mob No – 9677920413		
<i>IJSRR, 7(4) Oct. – Dec., 2018</i>		Page 2170

**3.3.1 / Research Papers Published / Data Template / Row No. 72**

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Comparative Studies | Computer Science &amp; Engineering | India | Volume 7 Issue 11, November 2018

## Comparative Study of Spectrum Sensing Techniques Applied in Cognitive Radio Technology

Santhadevi Perumalsamy | Hemalatha Kanagaraj

**Abstract:** Cognitive radio is widely expected to be the upcoming research topic in wireless communications sector. Detecting the presence of primary users in a licensed spectrum is achieved through the technique called spectrum sensing. In this paper spectrum two types of spectrum sensing techniques namely energy detection and matched filter techniques are reviewed.

**Keywords:** Cognitive Radio CR, Dynamic Spectrum Access DSA, Primary User PU, Secondary User SU, Software Defined Radio SDR

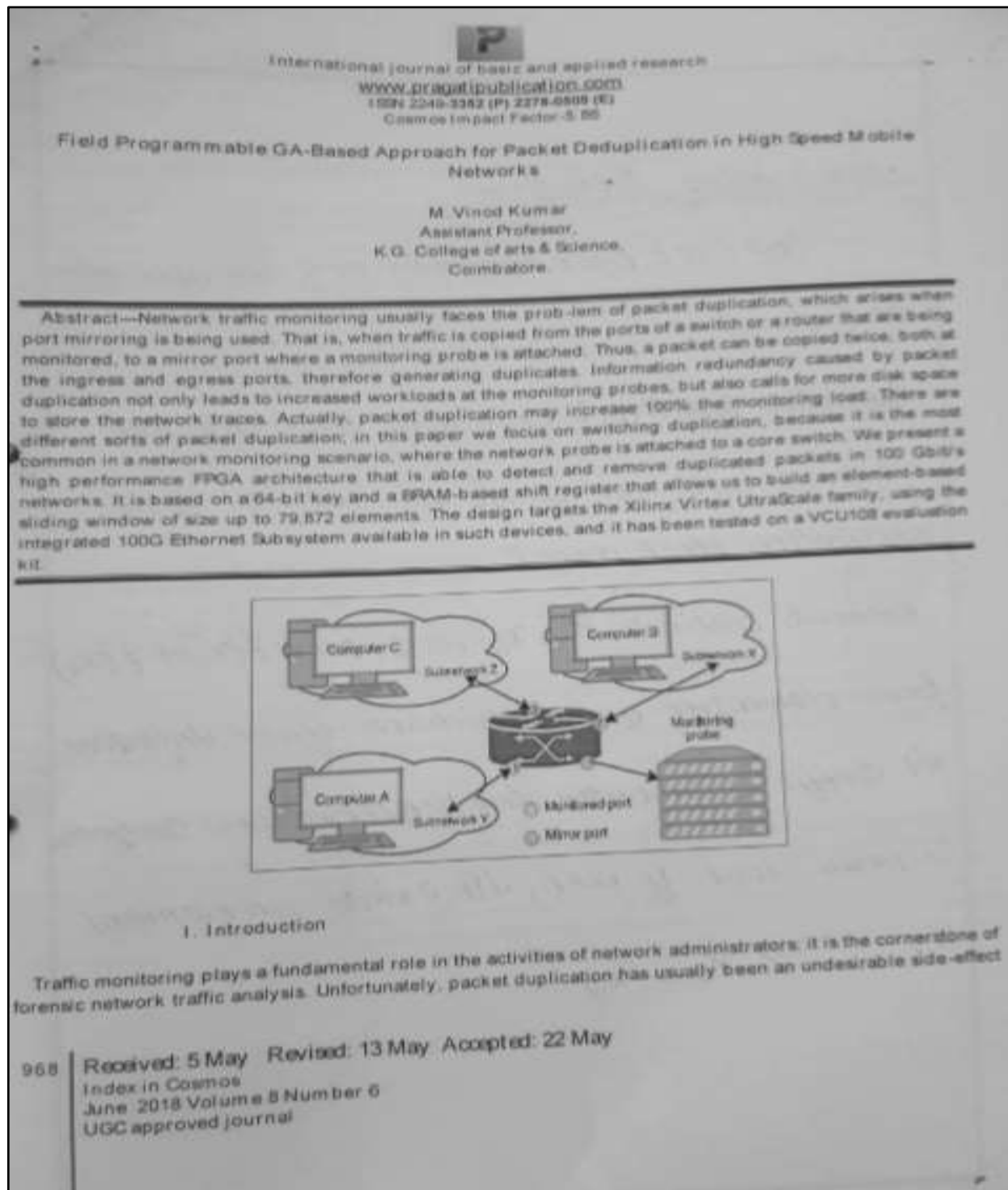
**Edition:** Volume 7 Issue 11, November 2018,

**Pages:** 102 - 104

### How to Cite this Article?

Santhadevi Perumalsamy, Hemalatha Kanagaraj, "Comparative Study of Spectrum Sensing Techniques Applied in Cognitive Radio Technology", International Journal of Science and Research (IJSR), Volume 7 Issue 11, November 2018, pp. 102-104, [https://www.ijsr.net/get\\_abstract.php?paper\\_id=ART20192427](https://www.ijsr.net/get_abstract.php?paper_id=ART20192427)



**3.3.1 / Research Papers Published / Data Template / Row No. 73**

## 3.3.1 / Research Papers Published / Data Template / Row No. 74

*Journal of Adv Research in Dynamical & Control Systems, Vol. 10, 05-Special Issue, 2018*

## Assessment of Dysarthria Speech Disorder Using MFCC and Hidden Markov Model

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**Abstract**--- Among human and its environment, speech is considered as an efficient form of communication. Dysarthria is a motor speech disorder in which the person has deficiency in the control over articulators, which is mainly utilized for speech production. The well-timed and coordinated activities of the articulators and other associated neuro muscular feature's result are the speech accuracy. With the help of the structured sparse feature selection and prediction, the speech of the dysarthric disordered people will be evaluated. Speech utterance is transferred into a phone sequence in our work and with the help of Mel-frequency cepstral coefficients; the histograms of the pronunciation mappings were performed. Through Hidden Markov Models, the structured sparse feature selection is performed and then with the help of Inverse Mel-frequency cepstral coefficients prediction can be performed. Here we have examined 10 speech data and provided with the good assessment with the help of these methodologies.

**Keywords**--- Dysarthria, Sparse Feature Selection, MFCC, Hidden Markov Models.

### I. Introduction

A neurological destruction is nothing but a Dysarthria which affects the control of the motor speech articulators that creates damage to the speech-related muscles, the lack of coordination between them, or their paralysis. This is frequently incorporated with the irregular phonation and amplitude. This impairment results in the compromised speech signal and more over it will minimize its intelligibility. With such disability, the extreme detrimental social characteristics of dysarthria create low intelligibility, which affects various features of the living people.

Automatic Speech Recognition(ASR) systems identifies the mentioned word, which is indicated as an acoustic signal and mostly it depends on the provided lexicon, in order to identify the uttered word(s) and this system has various applications like health care, the military, telephony, and other domains. The disabled people were regularly tangibly incapacitated and can't make use of keyboards, so this system will be very supportive for the people with dysarthria. The acoustic speech waveform is the input to dysarthric speech recognition structure. And its primary target is to identify the exact word which is spoken i.e. to predict the word sequence. Figure 1 explains the basic techniques. From the input raw speech data, the spectral and cepstral features were drawn-out. Moreover it is designed by different classifiers and looked up into dictionary, and then in order to identify the similar match, it will produce the text output.

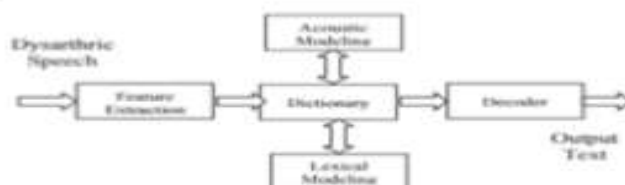


Fig. 1.1: Basic Block diagram of Dysarthric Speech Recognition

The acoustic features of utterances should be indicated to the system with the help a process, which is termed as Feature Extraction, for an ASR system to be achievable. In ASR applications, the utilization of the Mel-Frequency Cepstral Coefficients (MFCCs) is the most public feature-extraction method, which indicates the speech signals in cepstral domain. The real cepstrum of a windowed short-time signal, which is derived from the Fast Fourier Transform of that signal and this is a demonstration, where the frequency bands were spaced on the mel scale

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Cosmos Impact Factor-5.86

**A REVIEW OF LOCALIZATION METHODS IN WIRELESS SENSOR NETWORKS (WSNs)****A.NITHYA<sup>1</sup>**ASSISTANT PROFESSOR,  
DEPARTMENT OF COMPUTER APPLICATIONS,  
KG COLLEGE OF ARTS AND SCIENCE, CBE-35**DR.A.KAVITHA<sup>2</sup>,**ASSISTANT PROFESSOR IN COMPUTER SCIENCE,  
KONGUNADU ARTS AND SCIENCE COLLEGE,  
CBE-29**Abstract:**

The important function of a sensor network is to collect and forward data to destination. It is very important to know about the location of collected data. This kind of information can be obtained using localization technique in Wireless Sensor Networks (WSNs). Localization is an important moment in the field of WSN. Localization of sensor nodes is an interesting research area, and many works have been done so far. As the requirement of the positioning accuracy for different applications varies, different localization methods are used in different applications and there are several challenges in some special scenarios such as forest fire detection. Also survey different measurement techniques and strategies for known based methods, angle based methods, distance based methods, proximity based methods, and range based localization methods with an emphasis on the latter. Most of the localization techniques are carried out with the help of distance based location, which knows its present location. Based on the location information provided by the anchor node or beacon node, other nodes localize them based on the distance between the nodes.

**Index terms:** Localization, 3D wireless sensor networks, centralized localization schemes, distance based methods, proximity based methods, range based localization methods.


**1. Introduction**

Wireless sensor devices have a wide range of application in surveillance and monitoring. Most of the devices or nodes in wireless sensor network are made up of off-the-shelf materials and deployed in the area of surveillance and monitoring. Different applications of WSNs are the following: monitoring environmental aspects and

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 June 2018 Volume 8 Number 6  
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## 3.3.1 / Research Papers Published / Data Template / Row No. 76

<p>G.Priyadarshini, International Journal of Computer Science and Mobile Computing, Vol.7 Issue.7, July- 2018, pg. 138-144</p> <p>Available Online at <a href="http://www.ijcsmc.com">www.ijcsmc.com</a></p> <p><b>International Journal of Computer Science and Mobile Computing</b></p> <p>A Monthly Journal of Computer Science and Information Technology</p> <div style="display: flex; justify-content: space-between; align-items: center;">  <div style="text-align: right;"> <p><b>ISSN 2320-088X</b></p> <p><b>IMPACT FACTOR: 6.817</b></p> </div> </div> <p style="text-align: center;">IJCSMC, Vol. 7, Issue. 7, July 2018, pg.138 – 144</p> <h2 style="text-align: center;">Decision Tree Algorithms for Diagnosis of Cardiac Disease Treatment</h2> <p style="text-align: center;"><b>Ms. G.Priyadarshini, M.Sc.,M.Phil.,</b> Assistant Professor, Department of Computer Applications, KG College of Arts and Science, Coimbatore <a href="mailto:privadarshini.g@kgcas.com">privadarshini.g@kgcas.com</a></p> <p><i>Abstract: Data mining is the process of finding the previously unknown and potentially interesting patterns and relation in database. Decision tree learning algorithm has been successfully used in expert systems in finding the knowledge. The primary work is to performed in these frameworks is utilizing inductive strategies to the given estimations of characteristics of an obscure protent decide suitable grouping as per choice tree rules. This paper suggests several procedures and methods for building decision tree, such as ID3, C4.5, and CART. Good choice for decision making tree methods. Decision tree learning method is also one of the methods that are used for classification or diagnosis. Decision tree learning method is used in Medical science for diagnosis purpose. This paper suggests that decision tree construction with ID3 algorithm for Diabetic patient database. For this database I have choose Iterative Dichotomizer algorithm. This algorithm based on the homogenous mixture Entropy, Information Gain for the best split. Remote resources such as computers, databases, files etc. along with people like analysts, professionals, end users are often involved in the complex process of analysis of data. This investigation is in a ubiquitous way and is extremely import insect for applications which bargain in back, process control, safeguard and numerous more spaces. The ability to analyse large data amount is the demand of these applications. Decision tree a data mining technique which are CART, ID3 and C4.5 as are scalable and fast and are for data streams monitoring from omnipresent devices such as computers, palmtops etc.</i></p> <p><b>Keywords:</b> CART, ID3, C4.5</p> <h3>I. INTRODUCTION</h3> <p>There are varieties of algorithms being used in classification technique. One if these are the decision tree approach. To represent both the regression models and classifiers decision tree in the state of predicative model is used. Decision trees basically us the hierarchal model of decisions and their consequences. The structure of decision tree includes branch, root node and leaf node. Attributes test is denoted on each interval node, the test outcome is denoted by branch and class labels are shown by leaf node. The topmost node is the root node of the tree. The tree learning is done by dividing the source into set which are generally based on a test of attribute value. The top down approach of decision tree sets an example of greedy algorithm. Apart from this bottom-up approach is also common these days.</p> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 20px;"> <p>© 2018, IJCSMC All Rights Reserved</p> <p>138</p> </div>	
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Cosmos Impact Factor-5.86

**Data mining pontificate for arranging and clustering the agro-tourism  
activities in orchard****Ms.J.Gayathri**Assistant Professor, Department of Computer Applications,  
Kg College of Arts and Science, Coimbatore**Abstract**

The paper attains to ending the association among interested activities in orchard that stimulate the tourists to travel. The knowledge obtained in this study is applying data mining techniques to create the association rule in order to nod out the pattern of activities for orchard tourism. The evoked set of activities is the most recurrent set which travelers would like to do when they visit orchard. The tool of analyzing the association rules is Rapid Miner 7.3. The result shows that the highest suggested activity is reaping and tasting the fruit. Another activity, which also is suggested to be agreed more into orchard, consists of walking, shopping, and feeding animal in the orchard.

**Keywords:** Data integrity, Association, Agriculture, Clustering.

**1. Introduction**

Agriculture is essence and be the basis of Thailand's economy. Although, Thailand is the top rank of export the agriculture products, the poverty of farmers is still high. The agriculture in the country is hesitant because of climate change, high competition in ASEAN countries, fallacy from the government's support, and etc. However, the tourism industry is still blossom and should be modified by integrating agriculture into tourism industry to reduce the poverty of farmers. In addition, Thailand has many fascinated destinations and been urbanized to enhance the reputation for being the high quality of travel destination. Thailand has the stupendous identity in culture that attracts the local and foreign tourists. Agro-tourism in Thailand has been promoted by Tourism Authority of Thailand; TAT because Thailand is acknowledged as the one of agricultural country with abundance of natural resources. The approach of agriculturists' life is one of traditional culture that can be adopted and supported in tourism. Philosophy of Sufficient Economy by his Majesty King Bhumibol Adu-lyadej has been adopted for their living and being endure in capitalism. Hence, agro-tourism is introduced and be fascinated because it offers the new experience to travelers.

Normally, the travelers frequently ask what the interesting activities to do when they arrive at a particular destination. Activities are the bond connecting tourist motivations and target choices (Moscardo, Morrison, Pearce, Lang, & O'Leary, 1996). Attractive set of activities is the product attribute that the customer will purchase as being as the product component in marketing. The travelers will be fascinated and motivated when choices of exotic activities information from a certain destination have been heard by travelers.

In tourism industries, Data Mining is useful to analyze the customers widely: forecasting expenditures of tourists, analyzing profiles of tourists, and forecasting number of tourist arrivals (Bose, 2009). The aggressive of antagonism leads businesses in hospitality and tourism adapt them- selves to understand customers for attaining customer loyalty.

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AJANTA - ISSN 2277 - 5730 -IMPACT FACTOR -5.5 (www.sjifactor.com)

## 23. A Survey on Energy Efficient Routing Protocols for Underwater Acoustic Sensor Networks

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Dr. S. Jayasankari

Department of Computer Science, PKR Arts College for Women, Gobichettipalayam, Erode.

### Abstract

Underwater Acoustic Sensor Networks (UASNs) have become more essential in ocean exploration applications, like ocean monitoring, pollution detection, ocean resource management, etc. To form the underwater applications possible, the unique characteristics of underwater acoustic channels and continuous node movement galvanized the emergence of routing protocols for underwater settings. In last two decades, there are many routing protocols and techniques were proposed to achieve the energy efficiency and lifetime of the network. In this survey paper, all the routing protocols are classified into different groups and routing techniques were classified according to their characteristics. This paper mainly focuses on two different types of protocols: (1) Geographic Based Routing Protocols, (2) Hybrid-based Routing Protocols. Both the protocol tells different types of techniques that achieve the energy efficiency in different situations of Underwater Sensor Networks (USNs) and in addition some protocols deliver the network lifetime, end-to-end delay and delivery ratio for the development of USNs routing protocols.

**Keywords:** underwater acoustic sensor networks, routing protocol, energy consumption, energy efficiency, network lifetime, location information, depth information

### 1. Introduction

Our Earth surface is covered by nearly 71% of water. The dense sea is a huge and mostly unexplored habitat on our planet. In deep water it is not possible to monitoring the ocean and for research too. Therefore, ocean exploration and monitoring methods could be replaced by wireless sensor networks and its applications. Underwater Acoustic Sensor Networks (UASN) is one of the broad areas of research to monitoring and collecting various types of data for environment studies. Over the past few decades, UASNs have resulted great value in the ocean



## 3.3.1 / Research Papers Published / Data Template / Row No. 79

Dr. S. Vidhya, International Journal of Research in Engineering, IT and Social Sciences, ISSN 2250-0588, Impact Factor: 6.565, Volume 09 Issue 01, January 2019, Page 98-101

## Format Preserving Encryption for Numeric Data Type

Dr. S. Vidhya

(Assistant Professor, Department of Information Technology, KG College of Arts and Science, Coimbatore, India)

**Abstract:** Cryptography is used to avoid intruders from being able to use the information that they capture. Encryption is the process of translating information from its original form (called plaintext) into an encoded, unintelligible form (called cipher text). Format preserving encryption (FPE) is an encryption algorithm for encrypting the plain text and produces the cipher text has the same length and data type as the plaintext. A format-preserving encryption scheme would be welcomed for many real time applications. FPE is a useful encryption scheme that allows for encryption with minimum changes to the existing database and applications. I propose a new scheme for encrypting 16 digits credit card numbers without changing the size and data type.

### I. INTRODUCTION

Security in IT is like locking your house or car – it doesn't stop the bad guys, but if it's good enough they may move on to an easier target. — Paul Herbk

The above quote (taken from Cryptography Quotation page) is trying to say that security is not extra, but it is important.

Encryption and decryption are both methods used to ensure the secure passing of messages, documents and information.

During the last few years, format-preserving encryption (FPE) is a useful technique in applied cryptography. The basic idea is using the symmetric key  $K$ , to encrypt a plaintext  $A$  into a cipher text  $B$  that has the same format as  $A$ .

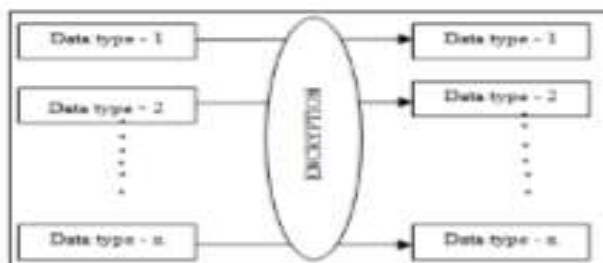


Fig 1: Format preserving Encryption


The another names for FPE is Data type Preserving Encryption (DPE) and Feistel Finite Set Encryption Mode (FFSEM). The main idea of all the methods are to maintain the same size, and in some cases data type, as the original data that is being encrypted. Moving sensitive data securely across network without changing every node.

#### Need For FPE

During Encryption and Decryption Changing the database structure requires the lot of works. One of the main drawback of encryption methods is the cost of modifying databases and applications to store the encrypted information. These costs are associated with two changes needed to accommodate classically encrypted data. First, more secured information like credit card numbers or Social Security Numbers are often used as primary key in databases, so randomization of these fields by encrypting data may need the lot of changes in the database structure. Second, applications may be written for data in a specific format; encryption will change the data type and format of the data. In format preserving encryption the database is never changed.

A database field which was defined to store a sixteen digits credit number would not be able to store the DES-encrypted version of the data. A front end program such as visual basic cannot read it. A Graphical User Interface would not display it. There is a need for changes in data format throughout your application and physical database design.

**3.3.1 / Research Papers Published / Data Template / Row No. 80**

	<i>L. Padmavathy, IJSRR 2019, 8(1), 155-165</i>	
Research article	Available online <a href="http://www.ijsrr.org">www.ijsrr.org</a>	ISSN: 2279-0543
<i>International Journal of Scientific Research and Reviews</i>		
<b>Improved Hashing Technique in Association Rule Mining</b>		
<b>L. Padmavathy</b>		
Department of Information Technology, Kg College of Arts and Science, Coimbatore, Tamil Nadu, India Email: <a href="mailto:padmavathy.l@kgcas.com">padmavathy.l@kgcas.com</a>		
<b>ABSTRACT</b>		
Association rule mining is one of the techniques to find out frequent itemsets. In this paper, a new hashing technique is introduced called H-Bit Array Hashing Algorithm (H-BAH) to find out the frequent itemsets. H-BAH technique uses the vertical format for finding candidate itemsets, which is placed in a linked list for finding frequent itemsets. It also avoids primary and secondary clustering and place the items in a collision free hash table.		
<b>KEYWORDS:</b> Frequent item set, Hash table, Collisions		
<b>*Corresponding author</b>		
<b>L. Padmavathy</b>		
Department of Information Technology, Kg College of Arts and Science, Coimbatore. Email: <a href="mailto:padmavathy.l@kgcas.com">padmavathy.l@kgcas.com</a>		
<i>IJSRR, 8(1) Jan. – Mar., 2019</i>		Page 155

## 3.3.1 / Research Papers Published / Data Template / Row No. 81

*International Journal of Research in Advent Technology, Vol.6, No.11, November 2018**E-ISSN: 2321-9637**Available online at www.ijrat.org***Effective Pattern Discovery for Text Mining using  
AprioriDP and LDA Algorithm****S.Vijaya***Assistant Professor,**Department of Information Technology,**Kg College of Arts and Science ,**Coimbatore.**s.vijaya@kgcas.com*

**Abstract:** Data mining is the process of analyzing data from the different large amount of data to increasing the cost, revenue, cuts and useful information from the databases. Most of the text mining process is adopted in the normal traditional language text. Text mining process can work with unstructured or semi-structured data to convert numerical values which can be better solution for structured data on data mining techniques. In Most existing mining methods cannot simply the sturtured data and problems in polysemy and synonymy. In this paper, we proposed the combination of AprioriDP and LDA Algorithm uses the context variable in pattern mining (feature extraction) and to eliminate the candidate generation is proposed. This paper mainly focused on developing the effective mining algorithms for discovering patterns from large volume of data. To improve the effectiveness of using and updating discovered patterns for finding relevant and filtering information. The experimental results improve the performance and to discovering the effective results in mining.

**1. INTRODUCTION**

Data mining is process of extracting useful data from the large volume of data in the databases. To increase the evaluation of data with useful information from extracting data. Many of the mining software is used in the collection of data. But Data mining is one of a number of analytical tools used for analyzing data from the databases. It allows users to analyze data from many different dimensions or angles, categorize it, and structured data with summarize the linked relationships are identified[1]. Technically, data mining is the process of finding correlations or patterns among more number of fields in large relational databases. In these techniques are used to analysis, summarization, and categorization of all set of items that support transaction in minimum level. This support is an itemsets are including the extraction, analysis, etc. In this support used in large set of itemsets and all others are called small itemsets[2]. Large number of itemsets are classified with desired rules[3]. So we are using straight forward algorithm for this task. Most of these techniques due to lack of space, we do not discuss this one of problem further, but refer the effective efficient for a fast algorithm. Data mining (the analysis step of the "Knowledge Discovery in Databases" process, or KDD)[4], an interdisciplinary subfield of computer science, is the computational process of discovering patterns in large data sets to

connect with the algorithms and methods of KDD, artificial intelligence, machine learning, statistics, and database systems. So we have to discuss about that data mining process is to extract the useful information from a dataset and classify the understandable structure of each data set to mining the data easily.

But in the analyzing data is the first step of datamining process to management the dataset. Next to managing the data aspects, and preprocess the data, model of transactions, inference considerations, interestingness advantages, complexity considerations, post processing of discovered patterns, visualization, online updating, selection process, database and data management aspects, data pre-processing, model and inference considerations, interestingness metrics, complexity considerations, post-processing of discovered structures, classification rules, visualization, and online updating. Feature extraction and selection, pattern evaluation.

Text mining is the important research process in the data mining. To discovering the knowledge of information in text documents. Its deals with extracting information from large database. But it is a challenging issue to find structured data with retrieving the information that user require relevant efficiency. Text mining different fields which on information retrieval (IR), machine learning using SVM and knowledge discovery text mining in



**3.3.1 / Research Papers Published / Data Template / Row No. 82**

	<i>P. Lavanya, IJSRR 2019, 8(2), 952-963</i>	
	Research article	Available online <a href="http://www.ijsrr.org">www.ijsrr.org</a>
ISSN: 2279-0543		
<i>International Journal of Scientific Research and Reviews</i>		
<b>Fuzzy Particle Swarm Optimization Based Feature Learning Vector</b>		
<b>P. Lavanya</b>		
Department of Information Technology Kg College of Arts and Science Coimbatore.		
<b>ABSTRACT:</b>		
<p>Data mining is the process of analyzing data from the different huge amount of data to increasing the cost, revenue and useful information from the databases. Data mining is applied successfully in the business background, weather forecast, medicine, transportation, healthcare, insurance, and government. The clustering is an unsupervised learning without predefined class identifiers and it is a process of partition the data set into several groups based on the similarity which done by their distance. Most researchers were used the Euclidean distance that obtained by differentiating between centroid and data item. The data sets have many features that's all features are not important to solving the clustering problems. In this circumstance, assign weights to their features that improving the performance of clustering accuracy and reducing its computational time. In this present work, Feature Weighted Fuzzy Particle Swarm Optimization (FW-PSO) algorithm used to solve unsupervised classification and the this algorithm produced superior result than Fuzzy Particle Swarm Optimization.</p>		
<b>KEYWORDS:</b> Data Mining, Euclidean Distance, Clustering, Feature Weighted Fuzzy Particle Swarm Optimization		
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	<i>R. Maneendhar et al., IJSRR 2019, 8(1), 111-119</i>	
	Research article	Available online <a href="http://www.ijssrr.org">www.ijssrr.org</a>
ISSN: 2279-0543		
<b><i>International Journal of Scientific Research and Reviews</i></b>		
<b>A Detailed Study on Non-Small Cancer Cell Detection and Treatment Using Data Mining Techniques</b>		
<b>R. Maneendhar<sup>1*</sup></b>		
<sup>1</sup> Dept. Information Technology, KG College of Arts and Science, Coimbatore – 641035, TN. INDIA		
<b>ABSTRACT</b> In this paper analyze the data mining technologies how to use in health care applications. Today in the world faces lot of diseases affected by the human body. Doctors to check and analyse the human body which are all syndromes are available and the patient difficulties to make decision about the affected disease. Specialist deeply identify the syndromes and prescribed medicine and counseling to the patients. In this paper discussed some most probable diseases commonly seen to the people. First to prepare efficient database about disease and their syndromes, which are all the stages of that particular disease? How to prevent the patient from that disease. Secondly medicine specialist also creates a prescribed medicine database related to that particular disease. Thirdly expert dietician to create a excellent diet system for that particular patient. Fourth the physiotherapist prepares a regular exercise schedule for a patient for example patient prepare yoga, meditation etc. Finally the technologies and trends to monitoring the patient continuously these are all monitoring the patient's blood pressure level, sugar and insulin level, heart beat speed, eye colour monitoring etc.,. This method is really efficient and applicable for long duration curable and maintainable diseases. Data mining and data mining technologies to create and maintain large data repositories. Supervised learning algorithms to find the exact stage of the disease and provide a prescribed medical advice and counseling to the students using natural language processing with audio output.		
<b>KEYWORDS:</b> Supervised learning, unsupervised learning, artificial intelligence in health care applications, clinical decision support system, electronic health records, DAI, OPAI, data classification algorithms.		
<b>*Corresponding author</b> <b>R.Maneendhar</b> Dept. Information Technology, KG College of Arts and Science, Coimbatore – 641 035, TN. INDIA Email: <a href="mailto:r.maneendhar@kgcas.com">r.maneendhar@kgcas.com</a> , Mob No – 8056911141		
<i>IJSRR, 8(1) Jan. – Mar., 2019</i>		
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<p style="text-align: right;">ISSN 2319 – 1953</p> <p style="text-align: center;">International Journal of Scientific Research in Computer Science Applications and Management Studies</p> <h2 style="text-align: center;">Software Testing Techniques for Embedded Systems and Applications</h2> <p style="text-align: center;">V.Sathyavathy, Assistant Professor, KG College of Arts and Science. Email:Sathyavathy.V@kgcas.com</p>	
<p><b>Abstract-</b> In today's world embedded systems have become so critical that the development and testing time is becoming extremely time consuming process. As embedded systems include more and more functions and control many devices in common use today for new services, embedded systems are presenting challenges with respect to the quality factors of security, robustness, scalability, security and performance with deterministic behavior. This paper presents the challenges and issues that affect the testing process and technologies, which can be ameliorated by Real-Time systems.</p> <p><b>Keywords-</b> Embedded System, Software Testing, Testing Techniques, Real Time System, and Software Engineering.</p> <p style="text-align: center;"><b>I. INTRODUCTION</b></p> <p>An embedded system is kind of intelligent devices that accomplish various tasks such as retrieve, process and store and also controls the data in various electronics based systems. Testing on embedded system is a disciplined process that consists of various quality factors such as performance, scalability, reliability and robustness. The quality of the software product and engineering process that involves the verification and validation[2]. While programming testing is frequently viewed as an investigator measure of value process, it is firmly identified with remedial measures, for example, troubleshooting. By and by, programming engineers and analyzers think that its more valuable to perform testing and investigating together, typically as an intelligent procedure. Troubleshooting actually implies evacuating abandons and moves toward becoming blunder free. The world keeps running on installed Software that currently makes up 90 percent of the estimation of these gadgets.</p> <p>An embedded system is a real time system in which the accuracy of a computation not only depends on its logical sequence of the system, but also on the time constraint at which the result is produced. On the off chance that the planning limitations of the framework are not met, framework disappointment is said to have happened [3]. And for some systems, identified as life-critical, failure is not an option. Thus timing constraint for testing is an important factor as testing</p>	<p>mainly focuses on functional behavior for an embedded system.</p> <p style="text-align: center;"><b>II. CHALLENGES WITH REAL TIME SYSTEM</b></p> <p>The testing process is similar to that of the other kinds of applications; it also faces some issues to the embedded world:</p> <ul style="list-style-type: none"> <li>• Extraction between the application development and execution platforms</li> <li>• A wide variety of execution platforms and thus supports cross-development environments</li> <li>• A wide variety of deployment architectures</li> <li>• Existence of various factors of implementation features</li> <li>• Requirement of resources and timing constraints on the execution platform</li> <li>• Lack of clear design methods and models</li> <li>• Emerging quality factors and certification process standards</li> </ul> <p>The above mentioned issues greatly affects the testability and scalability of an embedded system. This clarifies why testing such frameworks is so troublesome and subsequently is one of the weakest purposes of current improvement honers. So it is no big surprise that, as indicated by an ongoing report: 50 percent in addition to of installed frameworks advancement ventures are a very long time behind calendar and just 44 percent of outlines are inside 20 percent of highlight and execution desires, and this notwithstanding when 50 percent in addition to of aggregate improvement exertion is spent in testing.</p> <p style="text-align: center;"><b>III. DEVELOPMENT LIFE CYCLE OF EMBEDDED SYSTEMS</b></p> <p>Embedded systems are real time systems and are implemented with the combination of software and hardware. Hardware is used to carrying out the action and software is to run the application effectively, depending on the different types of constraints like time, size, power, reliability, consumption and costs. The stipulations are written for hardware and software. The problems with those methods are the lack of unified hardware – software representation</p>
<p style="text-align: center;">IJSRCSAMS</p> <p>Volume 7, Issue 3 (May 2018) <span style="float: right;">www.ijsrcsams.com</span></p>	



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International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-7 Issue-4S2, December 2018	
<h2 style="text-align: center;">Software Testing Techniques with Artificial Intelligence in Iot Applications</h2> <p style="text-align: center;">V. Sathyavathy, D. Shanmuga Priyaa</p> <p><b>Abstract:</b> The main goal and objective of Internet of things are control, management and co-ordination of various fields in a comfortable, effective and secure way. Another important emerging technology is Artificial Intelligence for developing automatic systems that learn from environment, can perceive the environment and make decision making using test case based reasoning. In various domains or areas of knowledge-based, vision ability, learning capability, decision making capability and analytical reasoning, the Artificial Intelligence (AI) provides a better solution for almost all automatic systems. This paper discusses software testing types for home automation systems and how these system can utilize the Artificial Intelligence techniques for test case generation so as to increase its effectiveness, powerfulness etc.</p> <p><b>Keywords:</b> IoT, Testing Techniques, Test case, Artificial Intelligence</p> <h3>I. INTRODUCTION</h3> <p>The internet of things is continuously changing and evolving to emerge from initial visions to final industrial solutions, which are seen in our day to day lives. The IoT realizes machine to machine learning that can be considered as the future evaluation of the internet [9]. IoT provides lively development of these solutions that brings a number of challenges in which the objects can communicate, share information and do decision making to embed some intelligence in various types of service.</p> <h3>II. THE ROLE OF AI IN SOFTWARE TESTING</h3> <p>Software development companies in India use AI testing. The use of AI techniques and methods in development and testing of the software product is a dynamic area of research that prompts the cross treatment of thoughts between the two fields. Assortments of AI tools and techniques are used to create test information appropriateness, advancement and examination of the scope as well as test management. A large number of assignments are automated.</p> <h4>2.1 The use of AI in GUI Testing</h4> <p>There has been a developing environment in using AI for user interface testing. There have also been some analysis and process of examination into how GUI testing could be managed with the assistance of AI.</p> <h4>2.2 Application Testing</h4> <p>Banking Application domain, deals with confidential financial data. It is essential that all the activities performed by banking software execute tasks smoothly without any error generation[2]. Banking software perform various activities like transferring and depositing the funds, balance</p> <p>inquiry, transaction history, withdrawal and so on. Testing the banking application software assures that these activities are not only executed well but also remain protected from hackers.</p> <h4>2.3 Test phases in Software Testing</h4> <h5>2.3.1 Requirement Analysis</h5> <p>This analysis is done by the business analyst; software requirements for a particular banking application are gathered and documented.</p> <h5>2.3.2 Requirement Review</h5> <p>Quality analyst, business analysts and development heads are involved in this activity. The requirement - gathering document is reviewed at this phase, and cross verified to ensure that it does not affect the workflow environment</p> <h5>2.3.3. Business Requirement Documentation</h5> <p>Business requirement documents are prepared by the quality analyst by whom all reviewed business requirements are covered.</p> <h5>2.3.4 Database Testing</h5> <p>It is the most important phase of testing in application. This testing is done to ensure loading of data, stored procedure and function verification, validation, etc.</p> <h5>2.3.5 Integration Testing</h5> <p>During this type of testing, all the software components are integrated and validated.</p> <h5>2.3.6 Functional Testing</h5> <p>The usual software testing activities like test case planning, test case generation and test case execution are done during this phase</p> <h5>2.3.7 Security Testing</h5> <p>This testing ensures that the software does not have any security flaws. During test case preparation, QA team needs to include both negative and positive test case scenarios so as to break into the system and report it before any unauthorized individual accesses it. To prevent unauthorized access and hacking, the bank should also incorporate a multilayer access validation like a onetime password.</p> <h5>2.3.8 Usability testing</h5> <p>It ensures that differently abled - people should be able to use the system like normal user.</p>	
<p><b>Revised Manuscript Received on December 29, 2018.</b></p> <p>V. Sathyavathy, Ph.D Research Scholar, Karpagam Academy of Higher Education, India.</p> <p>Dr.D. Shanmuga Priyaa, Professor, Department of Information Technology, Karpagam Academy of Higher Education, India.</p>	<p>291</p>
<p>Retrieval Number: ES2068017319/14CSEIESP</p>	<p>Published By: Blue Eyes Intelligence Engineering &amp; Sciences Publication</p> 

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Cosmos Impact Factor-5.86

**A review of DDoS attack in the cloud environment****Lavanya.A**

Assistant Professor, KG College of Arts and Science

**Abstract**

Cybersecurity assaults bringing about loss of accessibility of cloud administrations can have fundamentally higher effect than those in the customary remain solitary undertaking setups. Along these lines, accessibility assaults, for example, Denial of Service assaults (DoS); Distributed DoS assaults (DDoS) and Economical Denial of Sustainability (EDoS) assaults get progressively more consideration. This paper overviews existing DDoS assaults breaking down the standards, methods for propelling and their variations. At that point, current moderation frameworks are fundamentally examined. In view of the recognizable proof of the powerless focuses, the paper proposes another alleviation framework named as DDoS-Mitigation System (DDoS-MS) that endeavors to defeat the distinguished hole. The proposed structure is assessed, and an improved adaptation of the proposed framework called Enhanced DDoS-MS is introduced. At last, the paper introduces some future headings of the proposed structure.

**Keywords:** Information processes, cloud computing, security, denial of service, distributed denial of service attacks, economical denial of sustainability

**1. Introduction**

Security as a word as far as distributed computing is utilized with expanding recurrence. A review directed by demonstrated that right around 9 out of 10 respondents are worried about security in the cloud. Plainly trust in the suitable safety efforts to secure cloud client's data and administrations offered to them by the cloud can have a tremendous effect of the distributed computing industry. There are various security worries inside this particular zone, for example, particular lawful difficulties, virtualization issues or probability of a break of protection. These difficulties are critical for a fruitful turnover of the respondents will's identity not worried about the security inside this condition.

One next to the other with security, accessibility is additionally critical in the cloud. Cloud clients don't include the data inside their neighborhood machine; nonetheless, it is fundamental to have the capacity to recreate a similar conduct. Accessibility is a fundamental part of the security which, tragically, turned into an objective to the assailants. In spite of the fact that there are greater security viewpoints which may posture

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International Journal of Scientific Research in Computer Science Applications and Management Studies

# A Mechanism to Detect Low Rate DDoS Attack Using RRED Algorithm

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**Abstract:** The entire world is related to one another through internet, utilizing the various gadgets. Such a huge Network gets influenced by varied digital attacks day by day. Denial of Service Attack is one all told the important security attack over the online. At the purpose once the Distributed Denial of Service Attack is performed for delivery the target down discreetly by aggressor, is taken into account as a coffee Rate Distributed Denial of Service attack and it's troublesome to characterize the legitimate traffic and malicious traffic. Low Rate Distributed Denial of Service Attack is commonly merely evading through the standard detection techniques, thus the effective and economical detection and mitigation technique is required for the Low Rate Distributed Denial of Service Attack. Random Early Detection (RRED) formula with totally different parameters are used to spot the Low Rate Distributed Denial of Service Attack. This paper has enclosed review of these detection strategies of Low Rate Distributed Denial of Service Attack.

**Keywords—** Low Rate DDoS, RED, Robust RED, Detection and Mitigation of Low Rate DDoS Attack

## I. INTRODUCTION

The most vital characteristics of the Low Rate DDoS (distributed denial of service) attack is that it doesn't send a high rate of attack packets over traffic streams, however it's sent on a brief amount of your time for low rate, however with the regular period to overflow the common queue of the router and cause the packet loss of the conventional traffic. A higher transmission control protocol supply can return off to get over the packet congestion and conduct once one Retransmission Timeout (RTO). [1] the present Random Early Detection (RED) formula was found at risk of rising attacks, particularly the Low Rate Distributed Denial-of-Service attacks. [1] so the development over that formula came up with the sturdy Random Early Detection formula. Attack with the high rate for brief time may be take into account as a coffee rate DDoS. It's periodic cycles. So attack may be either constant or pulsing. A Low Rate Distributed Denial of Service (DdoS) attack has the significant ability to disguise its traffic as a result of it's somehow almost like traditional traffic and can't be detected exploitation ancient detection mechanism of DdoS attack. Therefore, effective and economical detection mechanism is needed to secure the

network from a coffee Rate Distributed Denial of Service attack. This paper analyzes the detection mechanism employed by sturdy Random Early Detection formula over Low Rate Distributed Denial of Service attack.

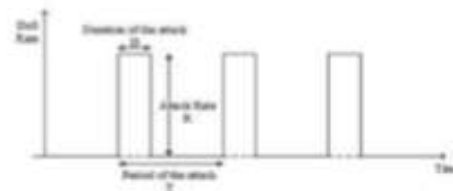


Fig 1 Attack stream of Low Rate Distributed Denial of Service Attack [9]

## II. OVERVIEW OF LOW RATE DDOS ATTACK

Low-rate DDoS attacks area unit quite completely different from the normal DDoS attacks, as their traffic is analogous to legitimate traffic. A low- rate DDoS assaulter exploits the vulnerability of TCP's congestion-control mechanism by sporadically causing burst attack packets over short periods of your time repeatedly (pulsing attack) or ceaselessly launching attack packets at a continuing low-rate (constant attack). [8]The Low Rate Distributed Denial of Service Attack is simply AN another variety of the DDoS that(during which high rate of knowledge is pushed to network for terribly short amount of your time and this method repeats over intervals which corresponds to the retransmission day out amount of protocol. [4] thus this attack reduces the protocol turnout regarding zero. Attacks is in several forms.

A number of them area unit sort of a big elephant, such a thundering whereas others area unit like small shrew, such a silent and troublesome to discover. Distributed Denial of Service Attack at a coffee Rate is functioning sort of a small shrew in a very network. It effects the network mutely. Being such a silent and just like traditional flow, it's terribly troublesome and difficult to discover it. solely few

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<b>An approach on monitoring the behaviour of wireless sensor network in the presence of eavesdropper</b> <b>R.Pameclarani</b> Assistant Professor, Department of Computer Technology, KG College of Arts and Science, Coimbatore	
<p><b>Abstract:</b>In Industrial WSN, due to the broadcast nature of radio propagation, the wireless medium is open to be accessed by both authorized and unauthorized users, leading WSN to be more vulnerable to the eavesdropping attack than restless sensor networks, the communicating nodes are actually connected with wired cables and a node without being connected is unable to access for illegal activities. To be specific, as long as an eavesdropper hides in the industrial WSN, the legitimate wireless transmissions among the sensors can be readily overheard by the eavesdropper, which may decode its tapped transmissions and violate the confidentiality of the sensor's information communications. Therefore, it is of importance to investigate the protection of industrial WSN against the eavesdropping attack. Hence, we propose QoS guaranteed sensor scheduling scheme to protect the legitimate wireless transmission against eavesdropping attack based on the channel state information (CSI) with QoS requirements. In this scheme, each sensor is assumed to have own priority and secrecy capacity for data transmission. The experimental results demonstrate that the proposed sensor scheduling scheme has better performance than the conventional sensor scheduling scheme. The continual analog signal produced by the sensors is digitized by an analog-to-digital converter and sent to controllers for further processing. Finally, the performance of proposed QoS guaranteed sensor scheduling is evaluated in terms of intercept probability compared with existing sensor scheduling scheme without Qos requirements guaranteed scheme.</p> <p style="text-align: center;"><b>Keywords:</b> CSI, QoS, WSN</p>	
<p><b>Overview</b></p> <p>A sensor network consists of numerous finding stations called sensor nodes, each of which is small, lightweight and portable. Every sensor node is equipped with a transducer, microcomputer, transceiver and control source. The transducer generates the electrical signals based on sensed substantial effects and phenomena. The microcomputer processes and stores the sensor output. The transceiver, which can be hard-wired or wireless, receives information from a vital computer and exchange data to that computer. The control for each sensor node is resultant from the electric utility or from a series.</p>	
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**Latent Palm prints - A Review of Hidden Evidence and Its Aspect in Forensic Investigation****G.Yashodha**Assistant Professor, Department of Computer Technology  
KG College of Arts and Science

**Abstract:** With the advancement in forensic science, the criminals also have adopted the new methods to commit the crime with a primary goal not to leave any traces at the crime scenes. Hence, it has been the anxiety of forensic jurisdiction to analyze the evidences recouped from the different environment. Evidences might be encountered in distinct form i.e. latent prints, blood stain, sweat, semen, etc. and the authorities must recognize them for further custodial procedure. These evidences inherently implement many of the individual characteristics to identify an individual after a treatment (Intensification of Palmprints/ Fingerprints). Both the, intensified palmprints and fingerprints provides the abrasion ridge information in form of a hidden impression over any surface. This study was carried out to get the information about the individuality from the intensified palmprints present on credentials. As a study, it was observed that each intensified palmprint carried the sufficient information about an individual up-to a specific level of detail.

**Keywords:** Latent prints; Identification; Documents; Characteristics; Assessment; Forensic.

**Introduction**


In this revolutionary phase of investigation, new techniques have overcome to the traditional techniques to provide the link between the crime and suspect to establish the conclusive identification of actual culprit of the omission. Criminals have an indispensable intention not to leave any traces at the scene of occurrence but are left unknowingly in form of traces, biological evidences, veiled prints etc [1]. Some criminals believe that evidences can be eliminate and left with no value.

The investigating agencies have been amazed by the numerous forms of evidences that endure perpetuated despite the duration of submersion [2, 3]. The criminals follow diverse types of cautions to avoid any contact with any object/surface not to leave any traces (Fingerprints, Palmprints & Sole) by using gloves, head cap specific dressings etc. but even after, clues are left behind unknowingly to provide their link with omission. These evidences are needed to be careful prescription and analysis to prove the identity of culprit [4]. Numerous studies i.e. identification, gender discrimination, aging etc. are carried out by the fingerprints escalation and using the information presented in type of a friction ridge impression which depends upon their qualities, nature, time and several factors [5]. The database represented by the friction ridge impression allows the determination that corresponding area of ridge impression either originated from the finger,

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<p style="text-align: right;">ISSN 2319 – 1953</p> <p style="text-align: center;">International Journal of Scientific Research in Computer Science Applications and Management Studies</p> <h2 style="text-align: center;">A Review of Biometrics in IoT Security</h2> <p style="text-align: center;">Dr.G.Yashodha Assistant Professor, Department of Computer Technology KG College of Arts and Science, Coimbatore yashodubha@gmail.com</p> <p><b>Abstract</b> - The Internet of Things (IoT) is the internetworking of physical procedure, vehicles (also referred to as "connected devices" and "smart devices"), buildings, and other items entrenched with electronics, software, sensors, actuators, and network connectivity which enable these objects to collect and swap data. The IoT allows objects to be sensed or forbidden remotely across existing network infrastructure, creating opportunities for more direct integration of the physical world into computer-based systems, and resulting in improved efficiency, accuracy and economic benefit in addition to reduced human intervention.</p> <p><b>Keywords</b> — IoT, Human intervention, Smart devices, Vehicles, Information Technology.</p> <p style="text-align: center;">I. INTRODUCTION</p> <p>In today's digital scenery every subsequent device is enthusiastic to connect to the internet to influence its possibilities. Modern day smart phones have massive memory and processing capabilities and computers are more powerful than ever. Since the internet rebellion, computing and mobile devices have been designed with connectivity options to connect to the internet and with each other. Internet connectivity has mostly been leveraged by these devices due to their ability to process data and run applications. It has made whole internet connectivity ecosystem swing towards computing and mobile devices. Other equipments, house hold appliances, transportation vehicles were not designed to naturally leverage the power of connectivity. But things seem to be changing now, thanks to big corporations' focus shifting towards new groundbreaking products with Internet of Things, in which physical devices are also designed with ability to connect and communicate [1].</p> <p><b>A. What is Internet of Things?</b></p> <p>Internet has typically been about computers, servers, information systems, mobile devices, networking equipments, etc. Data produced, processed or communicated by these devices claims the most portion of internet bandwidth transversely the world. So far data formed by other house hold appliance, vehicles, and equipments were not considered worth capturing by direct connectivity. For example, information like temperature, quantity of food, items required to be replenished, etc., in the refrigerator but regrettably their conventional refrigerator cannot deliver this information automatically. Fig1 presents the Internet of Things.</p> <p>A spreadsheet is maintained to keep path all this information, but the information will be captured manually, the fridge is not going to export it to the spreadsheet program</p>		<p>or the smartphone app. This is where Internet of Things comes to fill this break. This connectivity and communication breach is filled by Internet of Things approach. Giving the refrigerator ability to confine data using sensors and convey it to a target application via the internet connectivity makes the refrigerator good enough to be prefixed with "Smart" [6].</p>  <p style="text-align: center;">Fig 1 Internet of Things</p> <p><b>B. Why do we need IoT / smart / connected devices?</b></p> <p>Connectivity and automation perk up efficiency and reduces human intervention, which leads to slighter number of human errors. As most aspects of life gets increasingly dependent on technology, even the crucial ones, it has become significant to make these devices smart enough to converse with each other rather than depending on human intervention. For example, the car should be able to send a low fuel alert to the smartphone so that extra time can plan beforehand for fuel filling. Low fuel caution will be there on the vehicle dashboard; this information, however, will have more value when conveyed on time. Vehicle being able to converse to other smart devices can not only send fuel alert but also many other significant information like awaiting service, or a break down [7].</p> <p>IoT is also set to modernize healthcare services. Medical application of Internet of Things is also referred to as IoMT (Internet of Medical Things) or healthcare IoT. IoMT is the compilation of medical devices and applications that attach to healthcare IT systems through online computer networks. Medical devices outfitted with Wi-Fi allow the machine-to-machine communication that is the basis of IoMT. Medical devices and applications communicating with each other can</p>
<p>Volume 7, Issue 5 (September 2018)</p>	<p style="text-align: center;">IJSRCSAMS</p> <p style="text-align: right;">www.ijsrcsams.com</p>	



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<b>Occasion and Provocation for Distributed Data Investigation</b> <b>B.Jeevithapriya</b> Department of Computer Technology KG college of Arts and Science Coimbatore	
<b>Abstract</b> <p>Nowadays, information is created through human beings in addition to automatically accumulated through bodily matters, which embed electronics, software program, sensors and community connectivity. Collectively, these entities constitute the net of factors (IoT). the automobile-mated analysis of its records can provide insights into previously unknown relationships among things, their environment and their users, facilitating an optimization in their behavior. Especially the real-time evaluation of facts, embedded into bodily systems, can enable new kinds of self-reliant manipulate. Those in turn might also cause greater sustainable packages, decreasing waste and saving resources. IoT's disbursed and dynamic nature, aid constraints of sensors and embedded devices as well as the amounts of generated information are hard even the maximum superior computerized data evaluation methods known nowadays. especially, the IoT calls for a new generation of allotted analysis techniques. Many current surveys have strongly focused on the centralization of information inside the cloud and massive statistics evaluation, which follows the paradigm of parallel high-overall performance computing. However, bandwidth and power may be too limited for the transmission of uncooked data, or it's far prohibited due to privacy constraints. such communication-confined eventualities re-quire decentralized assessment algorithms which as a minimum partly work immediately at the generating devices.</p>	
<b>1. Introduction</b> <p>Ordinary, facts is generated via people using devices as numerous as non-public computers, organization servers, electronic client home equipment or cell phones and capsules. because of exquisite advances in hardware generation over the previous couple of years[2], in recent times even larger amounts of information are mechanically generated through gadgets and sensors, which might be embedded into our bodily surroundings. they measure, or example,</p> <ol style="list-style-type: none"> <li>1) Environmental conditions of transported goods, like cooling, in logistics, temperature changes and energy consumption in smart homes,</li> <li>2) Site visitor's quantity, air pollution and water intake within the public sector.</li> <li>3) Puls and blood pressure of individuals in healthcare.</li> </ol> <p>The collection and exchange of statistics is enabled with the aid of electron-ics, software, sensors and community connectivity, which are embedded into bodily gadgets. the infrastructure which makes such objects remotely available and connects them, is called the net of factors (IoT) in 2010, already 12.5 billion devices were connected to the IoT, a variety of approximately two times as large as the world's population at that time (8 eight billion).</p> <p>Many surveys (for instance discuss IoT's underlying technologies, others protection and privateness problems. data analysis' position and related challenges are simplest blanketed rapidly, if at all. a few surveys guys-tion the hassle of massive records analysis and suggest centralized cloud-primarily based answers, following the paradigm of parallel excessive performance computing. the authors of take a extra things-centric perspective and argue for the evaluation and compression of statistics earlier than its transmission to a cloud. discover the need for decentralized evaluation algorithms[3][4]. further. gift current</p>	
589	Received: 5 May Revised: 13 May Accepted: 22 May Index in Cosmos June 2018 Volume 8 Number 6 UGC approved journal

### 3.3.1 / Research Papers Published / Data Template / Row No. 92

	<p>Jeevithapriya B., IJSRR 2015, 7(4), 1490-1493</p>	
<p>Research article</p>	<p>Available online <a href="http://www.ijsrr.org">www.ijsrr.org</a></p>	<p>ISSN: 2279-0543</p>
<p><i>International Journal of Scientific Research and Reviews</i></p>		
<p><b>Distributed Denial of Service</b></p>		
<p><b>JeevithapriyaB.</b></p>		
<p>Department of Computer Technology, KG College of Arts and Science, Saravanampatti, Coimbatore-641035.Email: <a href="mailto:jeevithapriyact@gmail.com">jeevithapriyact@gmail.com</a> Mobile: +91 9524828689</p>		
<p><b>ABSTRACT:</b></p>		
<p>Distributed Denial of Service (DDoS) attacks are large scale cooperative attacks. A large number of Internet services known as Zombies are a great threat to Internet services. Popular Web sites such as Yahoo, CNN, and Amazon are among the most well-known victims of DDoS Attacks. A large number of online transaction firms face significant losses. They are targeting DDoS attacks. So, keep this issue in view of the viewer. Data mining techniques in various key areas that appear as a strong candidate DDoS attack detection and prevention.</p>		
<p><b>KEYWORDS</b> –Distributed Denial of Service attack, Data mining, Zombies.</p>		
<p><b>*Corresponding author</b></p>		
<p><b>Jeevithapriya B.</b></p>		
<p>Assistant Professor, Department of Computer Technology, KG College of Arts and Science, Saravanampatti, Coimbatore-641035. Email: <a href="mailto:jeevithapriyact@gmail.com">jeevithapriyact@gmail.com</a> Mobile: +91 9524828689</p>		
<p>IJSRR, 7(4) Oct. – Dec., 2015</p>		<p>Page 1490</p>

**3.3.1 / Research Papers Published / Data Template / Row No. 93**

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Cosmos Impact Factor-5.86

**Decentralized Entree Organize With Unspecified Endorsement Of Facts Stored In Clouds****N.Karthika**Department Of Computer Technology  
KG College of Arts and Science**Abstract:**

A brand new decentralized entree prepare scheme for relaxed information storage in clouds that helps unspecified endorsement. Inside the proposed scheme, the cloud verifies the authenticity of the series without knowing the person's identity earlier than storing information. Our scheme also has the added characteristic of entree organize in which most effective legitimate customers are capable of decrypt the stored records. The scheme prevents replay attacks and supports introduction, amendment, and reading records saved inside the cloud. We additionally address user revocation. Furthermore, our authentication and get admission to manipulate scheme is decentralized and strong, unlike other get right of entry to control schemes designed for clouds that are centralized. The communication, computation, and storage overheads are akin to centralized processes.

**Keywords:** Decentralized, Entree Organize, ABS, Endorsement, ABE, Encryption, Decryption

**1 introduction**

Research in cloud computing is receiving quite a few attention from both instructional and business worlds. In cloud computing, customers can outsource their computation and garage to servers (also known as clouds) the use of net. This frees users from the hassles of maintaining sources on-site. Clouds can offer numerous types of offerings like packages (e.g., googleapps, Microsoft online), infrastructures (e.g., Amazon's ec2, eucalyptus, nimbus), and structures to assist developers write programs (e.g., Amazon's s3, windows azure). Tons of the facts stored in clouds are tremendously sensitive, as an example, clinical information and social networks. Safety and privateness are, for this reason, very important problems in cloud computing.

In one hand, the user ought to authenticate itself before starting up any transaction, and on the other hand, it have to be ensured that the cloud does not tamper with the data this is outsourced. User privateness is also required so that the cloud or different users do no longer understand the identity of the consumer. The cloud can hold the consumer answerable for the information it out resources, and likewise, the cloud is itself chargeable for the services it gives. The validity of the person who stores the statistics is also verified. Apart from the technical solutions to make certain safety and privateness, there's additionally a need for law enforcement. Currently, Wang et al. addressed secure and dependable cloud garage. Cloud servers at risk of byzantine failure, in

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**3.3.1 / Research Papers Published / Data Template / Row No. 94**

	<i>Karthika N., IJSRR 2018, 7(4), 1469-1482</i>	
	Research article	Available online <a href="http://www.ijsrr.org">www.ijsrr.org</a>
ISSN: 2279-0543		
<p align="center"><i>International Journal of Scientific Research and Reviews</i></p> <p align="center"><b>An Undependable Interehicular Routing Procedure For Vehicular ad Hoc Networks</b></p> <p align="center"><b>Karthika N.</b>          Department of Computer Technology, KG College of Arts and Science, Saravanampatti,          Coimbatore-641035.          Email: <a href="mailto:karthikaraj.n@gmail.com">karthikaraj.n@gmail.com</a> Mobile: +91 8220261381</p>		
<p><b>ABSTRACT</b></p> <p>Vehicular accidental NET works (VANETs), associate degree rising technology, would enable vehicles on roads to create a self-organized network while not the help of a permanent infrastructure. As a requirement to communication in VANETs, associate degree efficient route between act nodes within the network should be established, and also the routing protocol should adapt to the rap- lazily dynamical topology of vehicles in motion. This is one amongst the goals of VANET routing protocols. During this paper , we have a tendency to gift associate degree efficient routing protocol for VANETs, known as the An Undependable Interehicular Routing Procedure. Watercourse utilizes associate degree a drift graph that represents the encircling street layout wherever the vertices of the graph square measure points at that streets curve or ran into, and also the graph edges represent the road segments between those vertices. In contrast to existing protocols, watercourse performs period of time, active traffic monitoring and uses these knowledge and alternative knowledge gathered through passive mechanisms to assign a dependableness rating to every street edge. The protocol then uses these dependableness ratings to pick out the foremost reliable route. Management messages square measure wont to establish a node's neighbours, verify the dependableness of street edges, and to share street edge dependableness info with alternative nodes.</p> <p><b>KEYWORDS</b> – Routing protocol, Traffic monitoring, Active, passive monitoring.</p>		
<p><b>*Corresponding author</b></p> <p><b>KARTHIKA N.</b>          Assistant Professor, Department of Computer Technology,          KG College of Arts and Science, Saravanampatti, Coimbatore-641035.          Email: <a href="mailto:karthikaraj.n@gmail.com">karthikaraj.n@gmail.com</a>          Mobile: +91 8220261381</p>		
<i>IJSRR, 7(4) Oct. – Dec., 2018</i>		Page 1469

**3.3.1 / Research Papers Published / Data Template / Row No. 95**

	<i>Sashikala D., IJSRR 2018, 7(4), 1462-1468</i>	
	Research article	Available online <a href="http://www.ijsrr.org">www.ijsrr.org</a>
ISSN: 2279-0543		
<i>International Journal of Scientific Research and Reviews</i>		
<b>A Surveryon Applications And Characteristics of Vanet With System Architecture</b>		
<b>Sashikala D.</b>		
Department of Computer technology KG College Of Arts and Science, Coimbatore		
<b>ABSTRACT</b>		
<p>VANET (Vehicular Ad-hoc Network) is the king of special adhoc network. Now a day's road safety is very important because of the unexpected road accident, for this purpose VANET is very useful to improve road safety. VANET instruct with the wireless message between vehicles and vehicle to road side equipments. The main objective of VANET is to help a group of vehicles to maintain a communication network without using central base station. one of the main importance of this application where there is no infrastructure while critical to pass on the information for saving human lives. VANET is in the critical medical emergency situation of VANET spread the details about the road conditions as identified by moving vehicles. It can used to convey the message from source to destination vehicle and it is used to improve the quality of driving in terms of distance, time, and safety. This paper mainly aims to provide good security and privacy by the use of VANET.</p>		
<b>KEYWORD:</b> VANET, Road side unit, Peer to Peer, collision, Adhoc network.		
<b>*Corresponding author</b>		
<b>D.Sashikala</b>		
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Email: <a href="mailto:sashimphil@gmail.com">sashimphil@gmail.com</a> Mob No – 9123554184		
<i>IJSRR, 7(4) Oct. – Dec., 2018</i>		
Page 1462		





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Cosmos Impact Factor-5.86

**Energy Consumption Protocol for Ambient Powered Mobile Ad-Hoc Networks****Arun Prasad.M**Assistant Professor,  
KG College of Arts and Science  
Coimbatore  
arunprasad@kgcas.com

**Abstract:** In this paper proposed obligation cycle MAC convention have executed in remote sensor organize for diminish the vitality utilization of sensor hubs. In this paper EC-MAC, Energy – preservation Medium Access Control must be taken for the vitality utilization. The fundamental target of this paper is to lessen the rest inactivity and to adjust vitality utilization among sensor hubs. This paper contrasts the proposed EC-MAC and RI-MAC and gives the outcome and it is mimicked in NS-2. Test result demonstrates that the proposed strategy gives the better outcome by normal vitality, parcel conveyance proportion, obligation cycle, and remaining vitality.

**Keywords:** Wireless Sensor Network, Medium Access Control, Energy Consumption, Packet Delivery Ratio and Duty Cycle.

**I. INTRODUCTION**

The developing field of remote sensor systems joins detecting, calculation, and correspondence into a solitary small gadget. Through cutting edge work organizing conventions, these gadgets frame an ocean of availability that expands the compass of the internet out into the physical world. As water streams to fill each room of a submerged ship, the work organizing availability will search out and misuse any conceivable correspondence way by bouncing information from hub to hub looking for its goal. While the capacities of any single gadget are negligible, the sythesis of many gadgets offers radical new innovative potential outcomes.

There is broad research in the improvement of new calculations for information accumulation [1], specially appointed directing [2-4], and dispersed flag preparing with regards to remote sensor systems [5, 6]. As the calculations and conventions for remote sensor arrange are produced, they should be upheld by a low-control, proficient and flexible hardware stage.

In present days, network protocols such as S-MAC [9,10], T-MAC [8], and Zigbee [7] are implemented for loosely synchronized sleep or wakeup cycle to allow nodes to operate at low duty cycles while maintaining network-level connectivity.

**3.3.1 / Research Papers Published / Data Template / Row No. 98**

	<i>M. Arun Prasad, IJSRR 2019, 8(1), 2006-2015</i>	
	Research article	Available online <a href="http://www.ijsrr.org">www.ijsrr.org</a>
ISSN: 2279-0543		
<i>International Journal of Scientific Research and Reviews</i>		
<b>Fingerprint Localisation Technique for Noisy Wireless Sensor Networks</b>		
<b>M. Arun Prasad</b>		
Department of Electronics and Communication Systems KG College of Arts & Science, Coimbatore.		
<b>ABSTRACT</b>		
<p>Fingerprint localisation technology victimization received signal strength indication (RSSI) has become one among the recent spots within the analysis field of indoor positioning supported wireless device networks (WSNs) because of the presence of the activity noise of the RSSI, the load of the standardization purpose within the current fingerprint positioning formula isn't optimised. The authors propose a fingerprint localisation formula for hissing WSNs supported associate degree innovative multi-objective organic process model. The projected formula initially employs the Kalman filter to filter the abnormal RSSI price, and then utilises a noise variance calculator to understand the noise variance of the RSSI. Finally, the multi-objective evolutionary model is employed to search for the optimised weight of the standardization purpose via the filtered RSSI and therefore the perceived noise variance. That the novel evolutionary model will realize the simplest fingerprint estimate with the optimised weight has been verified in theory during this work. In depth experimental results on associate degree ready-made WSN test bed show that authors proposed algorithm improves the accuracy of the progressive fingerprint positioning formula by a minimum of five hundredth despite the location of the target node, the quantity of beacon nodes, the size of the standardization cell, and therefore the range of nearest neighbours.</p>		
<b>*Corresponding author</b>		
<b>M. Arun Prasad</b>		
Assistant Professor, Department of Electronics and Communication Systems KG College of Arts & Science, Coimbatore.		
<hr/> <div style="display: flex; justify-content: space-between;"> <span><i>IJSRR, 8(1) Jan. – Mar., 2019</i></span> <span>Page 2006</span> </div>		

**3.3.1 / Research Papers Published / Data Template / Row No. 99**

<div>© 2018 JETIR November 2018, Volume 5, Issue 11</div> <div>www.jetir.org (ISSN-2349-5162)</div>
<div data-bbox="269 464 1364 562"> <h2 style="text-align: center;">ARDUINO BASED WATER FLOW CONTROL SYSTEM WITH IoT</h2> </div> <div data-bbox="561 594 1075 627"> <p style="text-align: center;">Surya Saravana Pandian<sup>1</sup> Karthikeyan Sundarasamy<sup>2</sup></p> </div> <div data-bbox="324 625 1308 657"> <p style="text-align: center;">M.Phil., Research Scholar, Department of Electronics, KG College of Arts &amp; Science, Coimbatore, India,<sup>1</sup></p> </div> <div data-bbox="240 655 1395 688"> <p style="text-align: center;">Assistant Professor, Department of Electronics &amp; Communication system, KG College of Arts &amp; Science, Coimbatore, India,<sup>2</sup></p> </div> <div data-bbox="232 722 344 749"> <p><b>Abstract:</b></p> </div> <div data-bbox="224 760 1380 970"> <p>This system is fully automated from the source of the water to usage of each customer. The Arduino (ATmega328) is the main control circuit of the entire system which receives and transmits the signal to the GSM and IoT to perform the required operation of the customer. The user sends the signal to the GSM to open the valve, here the GSM receives the signal from the mobile phone and transmits that signal to the Arduino. The Arduino collects the signal and controls the relay to open the valve and water flows.</p> </div> <div data-bbox="220 982 771 1012"> <p><b>Keywords:</b> Flow sensor, GSM, Arduino, LCD, IoT</p> </div> <div data-bbox="675 1031 925 1058"> <h3 style="text-align: center;">I INTRODUCTION</h3> </div> <div data-bbox="224 1096 1380 1201"> <p>In this research an automatic water distribution system using various integrated components which includes GSM, IoT, Relay, Microcontroller, Flow sensor and Power supply. The Arduino is encrypted with the coding that is the timing allotted for each houses.</p> </div> <div data-bbox="224 1209 1382 1493"> <p>The quantity of the water flowing after the valve is open for each house is calculated using the flow sensor. Flow sensor is placed in the pipe to sense the force of the water to allow only the permitted amount of water for each houses within the set period of time. Once the flow rate and timing exceeds the small value allotted for each houses the valve is automatically closed. The customer can get the water at any desired time within the period of one week before the next loot. The data's from the Arduino was updated to the cloud using IoT module. IoT module collects all the data's about the customer quantity of water fetched, timing at when the water is fetched and every detail of each houses and updated to the cloud for the monitoring of the rule sectors.</p> </div> <div data-bbox="232 1791 399 1816">JETIR1811992</div> <div data-bbox="415 1791 1294 1818">Journal of Emerging Technologies and Innovative Research (JETIR) <a href="http://www.jetir.org">www.jetir.org</a></div> <div data-bbox="1323 1791 1378 1816">631</div>



**3.3.1 / Research Papers Published / Data Template / Row No. 100**

	<i>Karthikeyan Sundarasamy, IJSRR 2018, 7(4), 2424-2430</i>	
	Research article	Available online <a href="http://www.ijsrr.org">www.ijsrr.org</a>
ISSN: 2279-0543		
<i>International Journal of Scientific Research and Reviews</i>		
<b>Arduino Based Drinking Water Bill Calculator Using GSM Technology</b>		
<b>Karthikeyan Sundarasamy</b>		
<i>Department of Electronics &amp; Communication system, KG College of Arts &amp; Science, Coimbatore, India,</i>		
<i>Email: <a href="mailto:karthikeyanlogesh@gmail.com">karthikeyanlogesh@gmail.com</a></i>		
<b>ABSTRACT:</b>		
<p>The main aim of this paper is to distribute only required amount of water wanted, thus ensuring there is no wastage and block in supply of water. In order to apply the proposed system each home unit must be provided with water flow sensor and water flow switch, which is controlled by arduino ATmega328 board. Flow sensor generates series of electric pulse during which water utilize by the user, flow rate and the quantity of water supplied can be calculated. Along with this arrangements a valve and relay is provided, which controls the supply of water from base station. Automated billing system and addition of GSM module for billing and maintaining the value. The optimization technique can be used for multifaceted pipeline system and overcrowded area.</p>		
<b>KEYWORDS:</b> Flow sensor, GSM, Arduino, LCD.		
<b>*Corresponding author</b>		
<b>Karthikeyan Sundarasamy</b>		
<i>Assistant Professor,</i>		
<i>Department of Electronics &amp; Communication system,</i>		
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<i>Email: <a href="mailto:karthikeyanlogesh@gmail.com">karthikeyanlogesh@gmail.com</a></i>		
<i>IJSRR, 7(4) Oct. – Dec., 2018</i>		Page 2424

**3.3.1 / Research Papers Published / Data Template / Row No. 101**

	<i>P. Ajitha et al. IJSRR 2019, 8(1), 874-883</i>	
	Research article	Available online <a href="http://www.ijsrr.org">www.ijsrr.org</a>
ISSN: 2279-0543		
<i>International Journal of Scientific Research and Reviews</i>		
<b>An Integration Approach to Detect Outliers in A Distributed Environment Using A Novel Approach</b>		
<b>E.Chandra<sup>1</sup> and P.Ajitha<sup>2*</sup></b>		
<sup>1</sup> Department of Computer Science, Bharathiar University, Coimbatore <sup>2</sup> Department of Software Systems & Computer Science(PG), KG College of arts and science, Coimbatore, Tamil Nadu, India <a href="mailto:ajitha.mca@gmail.com">ajitha.mca@gmail.com</a> 9843862331		
<b>ABSTRACT</b>		
<p>Outliers are the observation that deviates from the norm. Detecting outliers is a challenging task. When the datasets are massive and scalable the preprocessing tasks are essential for higher accuracy in prediction. This paper paves way to preprocess the data through identifying outliers through various algorithms. Classify Purgeout is the proposed algorithm that integrates the data from various sources and detect outliers. Existing algorithms detects outliers in an centralized environment, which does not consider preprocessing aspects. The algorithm proposed here, eliminates the necessity of data processing in an centralized environment, which provides efficient classification and prediction accuracy.</p>		
<hr/>		
<b>*Corresponding author</b>		
<b>P. Ajitha</b> Assistant Professor, Department of Software Systems & Computer Science(PG), KG College of arts and science, Coimbatore Email: <a href="mailto:ajitha.mca@gmail.com">ajitha.mca@gmail.com</a> , 9843862331		
<i>IJSRR, 8(1) Jan. – March, 2019</i>		Page 874

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## Screening of High Yielding Tea (*Camellia Sinensis*) Clones using Enzymes and Canonical Discriminate Analysis with Yield

Dr. D. Shalini

Assistant Professor, KG College of Arts and Science, Coimbatore, Tamil Nadu, India.

**Abstract:** In the present study, clonal and time of sampling (seasons) were significantly recorded variation in terms of productivity related enzymes and their participatory role in dry matter productivity. Rubisco (ribulose-bisphosphate carboxylase) played a prime role followed by MDH and PEPC. This was clearly established by the correlation studies where the Rubisco had higher correlation coefficient value followed by MDH and PEPC. Studies were conducted to analyze productivity related enzymes in UPASI tea clones and integrate it with yield data to develop a model to predict the yield of an unknown tea accession. Results showed that the Rubisco activity significantly differed among the UPASI tea accessions. It ranged from 0.058 (UPASI-11) to 0.122 (TRF-1). All UPASI clones were classified as moderate to good yielders. TRF-1 emerged as a high yielding clone with higher Rubisco activity. Linear regression analysis showed that there was a positive correlation between the Rubisco activity and yield.

**Keywords:** RUBISCO, Phosphoenol pyruvate carboxylase, Malate dehydrogenase

### I. INTRODUCTION

Important characteristic feature of green plants is photosynthetic carbon dioxide assimilation where the plants percept the radiant energy to fix the atmospheric carbon dioxide into simple sugars and then more complex organic molecule. This process provides the major input of energy into the biosphere and it is an important initiative reaction in terrestrial food chain and balancing the oxygen level in the atmosphere. The biochemical process supporting the life on the earth depends, in terms of energy, on oxidative reactions. In order to complete the carbon cycle it is necessary to release the carbon dioxide back to the food chain. Final product of metabolic pathways based on carbon where carbon dioxide is released into the atmosphere.

The only versatile enzyme capable of fixing the carbon dioxide in the presence of radiant energy is Rubisco (Ribulose-1,5-bisphosphate carboxylase/oxygenase).

Several studies have reported that ribulose 1,5 bisphosphate carboxylase/oxygenase (Rubisco) activity and photosynthetic capacity are the possible limiting factors for plant growth and development. (Rogers et al., 1996). The rate of photosynthesis and biomass accumulation depends largely on the quantity and activity of Rubisco. Rubisco is the first and key enzyme in the Calvin cycle of photosynthetic carbon dioxide assimilation in C3 plants. It catalyzes the fixation of atmospheric CO<sub>2</sub> to ribulose-1,5-bisphosphate (RuBP) to form two molecules of 3-phosphoglycerate (3PGA) which is subsequently used to build organic molecules. The enzyme is extremely inefficient and its carboxylation activity is compromised by competing side-reactions, the most notable being with another atmospheric gas, O<sub>2</sub>. Both CO<sub>2</sub> and O<sub>2</sub> are mutually competitive at the same large subunit active site. Whereas carboxylation accounts for net CO<sub>2</sub> fixation, oxygenation leads to the loss of CO<sub>2</sub> in the photo respiratory pathway. In order to catalyze photosynthetic CO<sub>2</sub> fixation at high rates, large amounts of Rubisco are required to compensate the slow catalytic rate of the enzyme. It has been estimated that Rubisco accounts for a quarter of leaf nitrogen and up to half of the soluble protein in leaves of C3 plants and it is probably the most abundant protein of the world (Portis 1992).


Aoki (1990) reported that changes in the amount of proteins and RuBPC activity had no correlation with the changes in photosynthesis in tea. Significant positive correlation between RuBPC/RuBPO and photosynthesis was reported earlier in tea (Raj Kumar, 2005). There was a negative relationship existed between RuBPC/ RuBPO and photorespiration. These relationships indicated the importance of the specificity of between RuBPCO to CO<sub>2</sub> and O<sub>2</sub>. When the specificity of RuBPCO to CO<sub>2</sub> increases, there would be an increase in photosynthesis besides an increase in RuPC/RuBPO. Increased catalase activity could also have contributed to an increase in photosynthesis by declining the photorespiration. Although the pathway of photorespiration is well understood, its regulation towards increasing biomass productivity is less known. Crop productivity influenced by a number of variables which can inhibit, stimulate, alter or modify the biomass productivity. Cultural operations like plucking (Spurgeon Cox and Raj Kumar, 2004), pruning (Spurgeon Cox and Raj Kumar, 2006; Siby Mathew, 2010), nutrient management (Verma et al., 2001), irrigation (Radhakrishnan and Venkateswaran, 2006), incidence of pests and diseases (Baby 2001), man made stress like mechanization (Marimuthu et al., 2001; Raj Kumar et al., 2010) and ecological variables (Raj Kumar and Mohan Kumar, 2009)



## 3.3.1 / Research Papers Published / Data Template / Row No. 103

<div data-bbox="354 436 1334 489" data-label="Page-Header"> <p>ISSN 2319 – 1953 International Journal of Scientific Research in Computer Science Applications and Management Studies</p> </div> <div data-bbox="383 514 1234 674" data-label="Section-Header"> <h2>Efficient Load Balance Scheduling For Deadline Constrained Tasks on Grid Computing- A Survey</h2> </div> <div data-bbox="457 669 1109 745" data-label="Text"> <p>R. Ananthi Lakshmi, Dr. R. Ravichandran <i>Ph.d Scholar, Dept Of CS, KG College Of Arts And Science, Coimbatore</i> <i>SECRETARY, KG College Of Arts And Science, Coimbatore</i></p> </div> <div data-bbox="203 760 774 1316" data-label="Text"> <p><b>Abstract:</b> Grid Computing provides scalable access to wide area distributed resources. Since, computational grid selects shares and aggregates wide variety of geographically distributed computing resources and proposes them as one resource for solving large scale computing applications however there's a necessity for a scheduling rule that takes into account the many requirements of grid environment. Hence, this research proposes a new programming rule for computational grids that considers user satisfaction, tasks scheduling, load balancing; fault tolerance supported the resource availability and job characteristics such as user deadline. This rule decreases the make-span of the schedule along with user satisfaction means that a lot of tasks are successfully completed within user deadline and balanced load means that load on all the resources is balanced. However, the inherent dynamicity in grid computing has made it extraordinarily difficult to come up with near-optimal solutions to with efficiency schedule tasks in grids. The objective of this paper is to reinforce the potency of AN already proposed NDFS rule to solve the existing problem of load balancing in computational grid. The present paper proposes a unique grid-scheduling heuristic that adaptively and dynamically schedules tasks while not requiring any previous information on the workload of incoming tasks. The present paper proposes a unique grid-scheduling heuristic that adaptively and dynamically schedules tasks while not requiring any prior information on the workload of incoming tasks and algorithm improves the system parameter.</p> </div> <div data-bbox="394 1329 587 1354" data-label="Section-Header"> <h3>1. INTRODUCTION</h3> </div> <div data-bbox="203 1358 774 1589" data-label="Text"> <p>Grid computing is a computer network during which each computer resources are shared with each different computer in a system. it's a form of distributed computing that involves coordinating and sharing computation power, data storage and network resources across dynamic and geographically dispersed organizations. In grid computing, the probability of failure is much greater than in traditional parallel computing because the resources are geographically distributed. The failure of resources affects job execution therefore it's an important property so as to achieve dependability and QoS.</p> </div> <div data-bbox="203 1585 774 1726" data-label="Text"> <p>Grid scheduling is a process of splitting a larger problem to a number of sub problems and allocating those tasks to the resources based on resource capability and job needs. The scheduler plays an important role in process grids. The choice of proper scheduling algorithm ought to be of at most care in order to maximize the outturn. User satisfaction is that the</p> </div> <div data-bbox="841 760 1416 949" data-label="Text"> <p>major challenge to each field in today's era. In grid computing also, the idea of user deadline is very important. User deadline is defined as the given time from user side to complete the task with success at intervals that amount. The most objective of this paper is to develop a scheduling algorithmic rule that balances the load of every resource and will increase the deadline hit count. It also ensures that the resources area unit utilized during a better way.</p> </div> <div data-bbox="846 963 1385 1197" data-label="Diagram"> </div> <div data-bbox="1015 1218 1234 1243" data-label="Caption"> <p>Fig 1. Grid computing work</p> </div> <div data-bbox="841 1249 1416 1503" data-label="Text"> <p>A grid is constructed from participating computing resources which can belong to geographically dispersed administrative domains. because of irregular task receiving patterns and uneven computational powers, different nodes in several grid sites can generally have unequal load patterns; some nodes is also under-utilized whereas another is also extremely overloaded. So, to exploit the full power of such grid systems, scheduling of jobs, allocation and management of resources are essential functions in grid to be dealt with. Moreover, balanced load has to be achieved across the grid to make the system more efficient.</p> </div> <div data-bbox="841 1499 1416 1730" data-label="Text"> <p>Grids started off in the mid-90s to address large-scale computation problems using a network of resource-sharing commodity machines that deliver the computation power affordable only by supercomputers and large dedicated clusters at that time. The major motivation was that these high performance computing resources were expensive and hard to get access to, so the starting point was to use federated resources that could comprise compute, storage and network resources from multiple geographically distributed institutions, and such resources are generally heterogeneous</p> </div> <div data-bbox="725 1734 888 1766" data-label="Page-Footer">IJSRCSAMS</div> <div data-bbox="300 1778 688 1812" data-label="Page-Footer">Volume 8, Issue 1 (January 2019)</div> <div data-bbox="1075 1778 1315 1812" data-label="Page-Footer">www.ijsrconsams.com</div>
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## 3.3.1 / Research Papers Published / Data Template / Row No. 104

	<p style="text-align: center;"><b>IJARCCE</b> International Journal of Advanced Research in Computer and Communication Engineering Vol. 8, Issue 2, February 2019</p>	<small>ISSN (Online) 2278-1021 ISSN (Print) 2319-0940</small>
<h2 style="text-align: center;">Reputation Based Dead Line Scheduling in Grid Computing Environment</h2>		
<p style="text-align: center;"><b>R. Ananthi Lakshmi<sup>1</sup>, R.RaviChandran<sup>2</sup></b> Ph. D Scholar, Dept of Computer Science, KG College of Arts and Science, Coimbatore, India<sup>1</sup> Director, KG College of Arts and Science, Coimbatore, India<sup>2</sup></p>		
<p><b>Abstract:</b> Grid is a kind of distributed and parallel computing. Mainly it is used to solve complex problems such as weather forecasting, earth observation and financial modeling (etc). Hence we propose the reputation based deadline scheduling in grid, which is to be consider important factor for resource selection. In this paper, reputation based deadline scheduling is based on select for solving a complex task within particular schedule. Most existing reputation models used for reliability evaluation ignore the time influence. Based on Reputation Prioritized Based Deadline Scheduling Algorithm (PDSA) using average turnaround time, PDSA has shown optimal performance as compared to EDF and RR scheduling algorithm.</p>		
<p><b>Keywords:</b> Reputation, Deadline, Grid, Resource</p>		
<h3 style="text-align: center;">I. INTRODUCTION</h3>		
<p>Grid is a collection of different nodes where in all of them contribute any combination of resources. The basic idea of Grid Computing is to create a large and powerful virtual computer which is a collection of heterogeneous distributed environment. Job Scheduling is used to choose the most suitable resource for a job to complete its execution based on the waiting time, turnaround time. The basic idea of Grid is one such technology providing solution to the industry expectation by the way of resource sharing and allocation. The reputation is an important part in evaluating the deadline scheduling. It collects a particular resource from the group of users.</p>		
<p>Reputation Based Deadline Scheduling is more effective than normal way of scheduling to enable reputation, two important issues need to be considered. (i)How to evaluate the reputation and (ii)How to perform reputation based on deadline scheduling. Reputation systems are commonly used to evaluate reliability. Firstly, most reputation according to its ratio of successfully completed tasks. Secondly, from the task perspective to all the tasks on a resource based on the resource reputation. Several list of algorithm have been proposed for this problem. Usually Prioritized Based Deadline Scheduling Algorithm (PDSA) can provide a better quality solution to list of algorithms. Although PDSA is more time consuming. It is acceptable for applications with long runtime. Furthermore Grid Computing stands out as the principle occurring for several years of time. Simply by concentrating on virtual organizations to be able to share large scale resources innovating applications and perhaps acquiring high performance orientation. Most of the scheduling algorithms have not considered deadline perspective for job execution. PDSA has been proposed to meet deadline constraints.</p>		
<p>This motivated us to design reputation service for Grids to assist in the selection process for resources. Reputation based service and product selection has proved to be a great asset for online sites such as eBay and Amazon. We believe that such reputation service framework is importance for Grid Computing to increase reliability, utilization and popularity. Grid environment that agglomerates expensive and specialized resources including high-performance servers, storage databases, advanced scientific etc.</p>		
<h3 style="text-align: center;">II. REPUTATION AND DEADLINE</h3>		
<p>In this section we define the basic terminology that will be used throughout the rest of the paper.</p>		
<h4>A. REPUTATION</h4>		
<p>The reputation of an entity is an expectation of its behavior based on other entities. It includes agents, services and persons in the grid. Resource reputation provides a way of assigning quality or value in regards to a resource. If a resource is known to provide certain qualities over a period of time irrespective of its limitations, then it is assumed to have good limitations.</p>		
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 <p>ISSN: 2319-9490</p>	<p>Available online at <a href="http://www.ijcrsls.com">http://www.ijcrsls.com</a></p> <p>International Journal of Current Research in Life Sciences Vol. 07, No. 06, pp. 2351-2353, June, 2018</p>	
<p><b>RESEARCH ARTICLE</b></p>		
<p><b>SET THEORETICAL OPERATIONS IN INTUITIONISTIC FUZZY SETS</b></p>		
<p><b>Shribharathi, S. and Mala, S.K.</b></p>		
<p>KG College of Arts and Science, Coimbatore</p>		
<p>Received 22<sup>nd</sup> April, 2018; Accepted 03<sup>rd</sup> May, 2018; Published 30<sup>th</sup> June, 2018</p>		
<p><b>ABSTRACT</b></p>		
<p>In this paper, various operations in Intuitionistic Fuzzy Sets are discussed. Some theorems are proved for establishing the properties of Intuitionistic Fuzzy operators with respect to different Intuitionistic Fuzzy sets.</p>		
<p><b>Key words:</b> Intuitionistic Fuzzy Set (IFS) and Intuitionistic Fuzzy Set operators.</p>		
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<p>Citation: Shribharathi, S. and Mala, S.K. "Set theoretical operations in intuitionistic fuzzy sets" International Journal of Current Research in Life Sciences, 7, (06), 2351-2353.</p>		
<p><b>1. INTRODUCTION</b></p>		
<p>L.A. Zadeh [5] introduced the notion of a Fuzzy sub set <math>\mu</math> of a Set <math>X</math> as a function from <math>X</math> to <math>[0,1]</math>. After the introduction of Fuzzy sets by L.A.Zadeh [5], the Fuzzy concept has been introduced in almost all branches of Mathematics. Then the concept of Intuitionistic Fuzzy Set (IFS) was introduced by Atanassov [1] as a generalization of the notation of a Fuzzy set.</p>		
<p><b>2. PRELIMINARIES</b></p>		
<p><b>Definition 2.1- Crisp sets:</b> The crisp set is either an element belongs to the set or it does not.</p>		
<p><b>Definition 2.2- Fuzzy Set:</b> Let <math>X</math> is a nonempty set. A fuzzy set <math>A</math> in <math>X</math> is characterized by its membership function <math>\mu_A: X \rightarrow [0, 1]</math> and <math>\mu_A(x)</math> is interpreted as the degree of membership of element <math>x</math> in fuzzy set <math>A</math> for each <math>x \in X</math>.</p>		
<p><b>Definition 2.3 - Fuzzy Set Operations:</b></p>		
<p>(i) <b>Union :</b> The membership function of the union of two fuzzy sets <math>A</math> &amp; <math>B</math> with membership functions and it is defined as the maximum the two individual membership functions. This is called the maximum criterion.</p>		
<p><math>\mu_{A \cup B} = \max (\mu_A, \mu_B)</math></p>		
<p>(ii) <b>Intersection:</b> The membership function of the intersection of two fuzzy sets <math>A</math> &amp; <math>B</math> with membership functions and it is defined as the minimum of two individual membership functions. This is called the minimum criterion.</p>		
<p><math>\mu_{A \cap B} = \min (\mu_A, \mu_B)</math></p>		
<p>(iii) <b>Complement:</b> The membership function of the complement of a fuzzy set <math>A</math> with membership function is defined as the negation of the specified membership function. This is called the negation criterion.</p>		
<p><math>\mu_{\bar{A}} = 1 - \mu_A</math></p>		
<p><b>Definition 2.4 - Intuitionistic Fuzzy sets:</b> Intuitionistic fuzzy sets are sets whose elements have degrees of membership and non-membership. Intuitionistic fuzzy sets have been introduced by Kashmir Atanassov (1983) as an extension of Lotfi Zadeh's notion of fuzzy set, which itself extends the classical notion of a set. An Intuitionistic Fuzzy Set <math>A</math> in a non empty set <math>X</math> is an object having the form <math>A = \{ \langle x, \mu_A(x), \nu_A(x) \rangle   x \in X \}</math> where the functions <math>\mu_A: X \rightarrow [0,1]</math> and <math>\nu_A(x): X \rightarrow [0,1]</math> denote the degrees of membership and non membership of the element <math>x \in X</math> to <math>A</math> respectively and satisfy <math>0 \leq \mu(x) + \nu_A(x) \leq 1</math> for all <math>x \in X</math>. The family of all intuitionistic fuzzy sets in <math>X</math> denoted by IFS (<math>X</math>).</p>		



## 3.3.1 / Research Papers Published / Data Template / Row No. 106

ISSN: 2455-2631	© July 2018 IJSDR   Volume 3, Issue 7
<h2 style="text-align: center;">Thermomagnetic Convection Pattern is Analyzed in an Annular Space under a Non – Uniform Magnetic and Thermal Field</h2> <p style="text-align: center;">J. Nirmala<sup>1</sup>, S. Indumathi<sup>2</sup></p> <p style="text-align: center;">Assistant Professor, Research Scholar KG College of Arts and Science, Coimbatore-641035, India</p> <p><b>Abstract:</b> In this paper, the thermomagnetic convection of magnetic fluid which has more thermal sensitivity when it is compared with a non-uniform magnetic field. The results are analyzed and the isotherms, streamlines at different interval points are drawn. As a result, in case of <math>\nabla T \times \nabla H = 0</math> thermomagnetic convection pattern is found to be produced, the convection pattern is depends on the electric current distribution. In that diagram clockwise, anti-clockwise and concentric circles shows that the changing of convection pattern due to electric current at various points.</p> <p><b>Keywords:</b> Magnetic fluid, Ferro fluid, Thermomagnetic convection.</p> <p><b>I. Introduction</b></p> <p>A two dimensional thermomagnetic convection pattern of magnetic fluid possessing internal spin and the relaxation of magnetization with high thermal sensitivity is numerically analyzed under a non-uniform magnetic and thermal field. The thermomagnetic convection pattern of magnetic fluid within an annular space is numerically investigated under a different position of an electric current wire is fixed. The electric current wire is placed in a different positioning the annular space the circulation flow is produced. It shows that the thermomagnetic convection pattern is controlled by changing the relative direction of an electric current. Therefore the convection pattern is depends on changing various direction of an electric current in an annular space.</p> <p><b>II. Preliminaries</b></p> <p><b>2.1 Fluid Dynamics</b></p> <p>Fluid dynamics is the branch of applied science that is concerned with the movement of liquids, gases and plasma. It has a two branches that is fluid mechanics and fluid statics, fluid mechanics is the study of fluids and how forces affect them, and the fluid statics, which deals with fluids is at rest. Fluid flow is dependent on the intrinsic properties of matter itself, that is compressibility, viscosity and density.</p> <p>Scientists in several fields study fluid dynamics. It has a several methods for studying the movements and evolution of ponds, nanospace, aerospace stars, ocean currents, ponds, astrophysics, weather patterns, plate tectonics and even blood circulation. Fluid dynamics has some important applications it include rocket engines, wind turbines, oil, space, limnology, pipelines and air conditioning systems.</p> <p><b>2.2 Fluid</b></p> <p>The term FLUID is a substance that flows. This is divided into two kinds</p> <ul style="list-style-type: none"> <li>• LIQUIDS</li> <li>• GASES</li> </ul> <p><b>2.3 Thermomagnetic Convection</b></p> <p>The heat is transferred by using ferrofluid, therefore the heat and mass transport in such magnetic fluid can be controlled using an external magnetic field. An external magnetic field is imposed on a ferrofluid with varying magnetic field due to a temperature gradient as a result in a non uniform magnetic body force which tends to thermomagnetic convection.</p> <p><b>2.4 Convection</b></p> <p>Heat can be transferred through a gas or liquid by the hotter material moving into a cooler area when convection take place, that is heat is transferred by the circulation of currents from one region to another. It is caused by an external force of gravity.</p> <p><b>2.5 Magnetization</b></p>	
IJSDR1807013	International Journal of Scientific Development and Research (IJSDR) <a href="http://www.ijedr.org">www.ijedr.org</a>   84

## 3.3.1 / Research Papers Published / Data Template / Row No. 107

<p>ISSN: 2455-2631</p> <p>© July 2018 IJSDR   Volume 3, Issue 7</p> <h2 style="text-align: center;">SOLVING AN OPTIMAL CONTROL PROBLEM WITH MATLAB</h2> <p style="text-align: center;"><sup>1</sup>R.Geetharamani, <sup>2</sup>S.Suvitha</p> <p style="text-align: center;"><sup>1</sup>Assistant Professor, <sup>2</sup>Research Scholar KG College Of Arts and Science</p> <p><b>Abstract:</b> In this paper, we presents a Pontryagin Principle for Bolza problem. The procedure for solving a Bolza problem by using MATLAB is discussed. To solving an optimal control problem with free final time. The problem is to find an optimal control and optimal state. The optimal control and states are plotted in figure.</p> <p><b>Keywords:</b> Optimal Control, Bolza Problem, Pontryagin Principle.</p> <p><b>Introduction</b></p> <p>The theory of optimal control has been developed for over forty years. With the advances of computer technique, optimal control is now widely used in multi-disciplinary applications such as biological systems, communications networks and socio-economic systems etc. As a result, more and more people will benefit greatly by learning to solve the optimal problems numerically. An optimal control is a set of differential equation describing the paths of the control variables that minimize the cost function. Realizing such growing needs, books on optimal control put more weight on numerical methods. In retrospect, [1] was the first and the "classic" book for studying the theory as well as many interesting cases (time optimal, fuel-optimal and linear quadratic regulator problems). Necessary conditions for various systems were derived and explicit solutions were given when possible. Later, [2] proved to be a concise yet excellent book with more engineering examples. One of the distinguish features of this book is that it introduced several iterative algorithms for solving problems numerically. More recently, [3] uses MATLAB to solve problems which is easier and more precise. However, the numerical methods covered in these books are insufficient for the wide range of problems emerging from various fields. Especially, for those problems with free final time and nonlinear dynamics. Free final time problem[5] were treated as an equivalent variation with one more state for time. However free final time problem general form and we solve the problem to find an optimal control and optimal state.</p> <p><b>Basic Definitions:</b></p> <p><b>1. Optimal Control</b></p> <p>Consider the linear time varying system</p> $\dot{x}(t) = A(t)x(t) + B(t)u(t)$ <p>and the cost functional,</p> $J = \frac{1}{2} X^*(T) F x(T) + \frac{1}{2} \int_0^T [X^*(t) Q(t) x(t) + U^*(t) R(t) u(t)] dt$ <p>Where <math>A(t), B(t), Q(t), R(t)</math> are continuous on <math>[0, T]</math>, the terminal time <math>T</math> is specified,</p> <p><math>F</math> is a constant <math>n \times n</math> symmetric positive semidefinite matrix,</p> <p><math>Q(t)</math> is an <math>n \times n</math> symmetric positive semidefinite matrix,</p> <p><math>R(t)</math> is an <math>m \times m</math> symmetric positive definite matrix and <math>u(t)</math> is not constrained.</p> <p>We shall show that the optimal control is a linear function of state, this is of the form</p> $u(t) = G(t)x(t), \quad t \in [0, T]$ <p>Where, <math>G(t)</math> is an <math>m \times n</math> matrix valued function.</p>		<p>IJSDR1807028   International Journal of Scientific Development and Research (IJSDR) <a href="http://www.ijedr.org">www.ijedr.org</a>   156</p>
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<p>Volume 9, No. 1, Jan. - 2018 (Special Issue)</p> <p><b>International Journal of Mathematical Archive-9(1), 2018, 114-122</b></p> <p><b>JMA</b> Available online through <a href="http://www.ijma.info">www.ijma.info</a> ISSN 2229 - 5046 4.09</p> <p>INTUITIONISTIC FUZZY IDEALS OF M-<math>\Gamma</math> GROUPS</p> <p><b>S.K MALA<sup>71</sup></b></p> <p>Assistant Professor of Mathematics, KG College of Arts and Science, Saravanampatti, Tamil Nadu - 6410351, India.</p> <p><b>ABSTRACT</b></p> <p><i>In this paper we define and derive lemmas and theorems of Intuitionistic Fuzzy Ideals of M-<math>\Gamma</math> Groups analogous to Fuzzy Ideals.</i></p> <p><i>Keywords:</i> Intuitionistic fuzzy rings, Near ring, Fuzzy M-<math>\Gamma</math> sub group, Intuitionistic fuzzy Ideals, of Intuitionistic Fuzzy Ideals of M-<math>\Gamma</math> Groups.</p> <hr/> <p><b>INTRODUCTION</b></p> <p>In 1986 Atanassov [1] introduced the notion of an Intuitionistic Fuzzy set as a generalization of Zadeh [9] fuzzy set. Atanassov [1] also described different operations of Intuitionistic Fuzzy set and their properties elaborately. Clay [3] discussed various properties and applications of near rings. The theories and applications of Fuzzy sets and Fuzzy logics were put forth by Klir and Yuan [9]. Characteristics and properties of Intuitionistic Fuzzy Ideals of Near Rings were discussed in 2004 by Ma and Zhan [10]. Based on the introductory study of M-<math>\Gamma</math> Groups, various results of Fuzzy Ideals of M-<math>\Gamma</math> Groups were defined, discussed and derived by Satyanarayana and Prasad [14]. An analogous definition, theorems and properties of Intuitionistic Fuzzy Ideals of M-<math>\Gamma</math> Groups are explored.</p> <p><b>PRELIMINARIES</b></p> <p><b>Definition 2.1-Crisp Sets [19]:</b> The Crisp set is defined to classify the individuals in the Universe in two groups: Members and Non- Members</p> <p><b>Definition 2.2-Fuzzy Sets [19]:</b> A fuzzy set has objects with a continuum of grades of membership. Such a set is characterized by a membership (characteristic) function which assigns to each object a grade of membership ranging between zero and one.</p> <p><b>Definition 2.3-Fuzzy Subsets [19]:</b> Let S be any non-empty set. A mapping <math>\mu</math> from S to <math>[0,1]</math> is called a Fuzzy sub set of S.</p> <p><b>Definition 2.4-Intuitionistic Fuzzy sets [4, 9]:</b> Let X be any non-empty set, a fuzzy subset A of X is of the form <math>A = \{ \langle x, \mu_A(x), \gamma_A(x) \rangle : x \in X \}</math> where the functions <math>\mu_A : X \rightarrow [0,1]</math> and <math>\gamma : X \rightarrow [0,1]</math> denote the degrees of membership and non-membership of the element <math>x \in X</math> to A respectively and satisfy <math>0 \leq \mu_A(x) + \gamma_A(x) \leq 1</math> for all <math>x \in X</math>. The family of all intuitionistic fuzzy sets in X denoted by IFS (X).</p> <p><b>Definition 2.5 [9]:</b> Let A be any fuzzy set in X. Then for any <math>\alpha \in [0, 1]</math>, <math>\alpha</math> cut of A, denoted by <math>{}^\alpha A</math>, is defined as <math>{}^\alpha A = \{x : x \in X \text{ such that } \mu_A(x) \geq \alpha\}</math> and the strong <math>\alpha</math> cut of A denoted by <math>{}^{\alpha+} A</math>, is defined as <math>{}^{\alpha+} A = \{x : x \in X \text{ such that } \mu_A(x) &gt; \alpha\}</math></p>	<p>114</p> <p>International Journal of Mathematical Archive- 9(1), Jan. - 2018</p> <p><b>CONFERENCE PAPER</b></p> <p>International Conference dated 08-10 Jan. 2018, on Intuitionistic Fuzzy Sets and Systems (ICIFSS - 2018), Organized by Vellalar College for Women (Autonomous), Erode, Tamil Nadu, India.</p>
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**SIGNIFICANT CHALLENGES AND PROBLEMS  
OF RURAL ENTREPRENEURSHIP IN INDIA**

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**Abstract:** These days Rural business enterprise is a noteworthy open door for the general population who fundamentally relocate from country zones or semi-urban regions to urban zones. It is additionally a reality despite what might be expected that the dominant part of country business visionaries are confronting numerous issues due to non accessibility of essential enhancements in rustic zones particularly in creating nations like India. Budgetary issues, Lack of instruction, deficient specialized and calculated capacity at introduce it is excessively troublesome for the rustic business people, making it impossible to build up enterprises in country territories. Unquestionably the monetary advancement of our nation to a great extent relies upon the improvement of rustic zones and furthermore the way of life in its country mass. For the monetary improvement of a nation and of districts inside the nation provincial business person is without a doubt a standout amongst the most imperative information sources. Today business visionaries are likewise headed to make progress in their business alongside the characteristics acquired by them of a visionary, pioneer, administrator, trend-setter, continuous student, and leader and most essential is to actualize every one of these characteristics into the work. Unquestionably business visionaries set the case of transforming their fantasy into reality. The paper likewise makes an endeavor to discover the difficulties and issues for the probability of rustic business enterprise. It additionally tries to center around the real issues looked by business people particularly in the field of advertising of items, other essential enhancements like water supply, accessibility of power, transport offices, required vitality and budgetary comforts. In the light of this exploration paper centers around the significant difficulties and issues accessible in the Indian market by en-liquidating the potential outcomes and prospects of the same to be a capable and effective business visionary.

**Keywords:** Rural entrepreneurs, Innovator, economic development, conceptual ability, continuous learner

**I. Introduction**

Idea of provincial enterprise: Today rustic business has risen as a dynamic idea. As a rule speech provincial enterprise is characterized as "business enterprise rising at town level which can occur in an assortment of fields of Endeavor, for example, industry, business, farming and go about as a strong factor for general monetary improvement. Contrasted with before days improvement of country zones have been connected to business enterprise. Characterizing business enterprise isn't a simple assignment. Enterprise implies basically development to a few, to others it implies chance taking? To others a market settling power and to some others it implies beginning, dealing with an owning an independent company. A business person is a man who either makes new blend of generation factors, for example, new items, new strategies for creation, new markets, finds new wellsprings of supply and new items and new hierarchical structures or as a man who is essentially ready to go for broke or a man who by abusing market openings, wipes out disequilibrium between total request and total supply or as one who possesses and works a business.

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**PURCHASE OF GREEN MOBILE PHONE –  
AN EMPIRICAL STUDY**

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**ABSTRACT:**

Environmental problems turn out to be a big concern due to its unremitted augmentation. Adoption of environmentally-friendly fast moving consumer goods, such as electronics can help to protect environment at certain edge. Going green is the latest vogue in the world and has been adopted by many organizations. In order to sustain our environment both marketer and Consumers are becoming sensitive to the need for switch into green products and services. As per the Confederation of Indian Industry, 72 % of India's population is below the age of 40. India has more than 50% of its population below the age of 25 and more than 65% below the age of 35. So, India's resurgence potential as an economic and a socially responsible power rests on the Indian youth. If marketers attempt to generate interest among young consumers to purchase green products, the upshot of this could potentially play an imperative role to hold up sustainable development.

The study will preliminary explore the purchase intention of mobile phones of youth in India . An extensive review relevant literature will be done for a clear understanding of the concept. Descriptive research design and a non probability sampling techniques will be used for the study. A sample of 100 mobile phone users of 18-25 years will be interviewed with closed ended questionnaire. The research will try to explore awareness and purchase intentions of young consumer towards Green mobile phone.

**Keywords:** Green Marketing, Green Consumerism, Green Mobile Phone, Sustainable Development, Socially Responsible Product

**INTRODUCTION**

Environmental problems turn out to be a big concern due to its unremitted augmentation. Going green is the latest vogue in the world and has been adopted by many organizations. Businesses and industries are joining green development through joining green movement. Organizations are going green and even consumers are going green by individually trying to go green as they encounter on daily basis choice to purchase eco friendly



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## A Study on Self Help Group with Special Reference to Coimbatore City

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### Abstract

Women in India have been oppressed culturally, socially, economically and politically for centuries. They are exploited at home, in the families, in the society and in the country. In the multi-cultural society like that exists in India, such exploitation takes various forms. The core of the problem is that they shoulder a number of responsibilities, but they are not given adequate participatory or decision making power in the family or elsewhere. Women can gain such power, if their economic status, cultural and social status improves. Such type of overall improvement of the power is known as women empowerment.

The empowerment of women is one of the central issues in the process of development of countries all over the world. Tamil Nadu has a glorious tradition of recognizing the importance of empowering women over several decades. Involvement in self-help groups has enabled women to gain greater control over resources like material possession, intellectual resources like knowledge, information, ideas and decision making in home, community, society and nation.

**Key Words:** empowerment, self-help group, social status.

### Introduction

Poverty and unemployment are the twin problems faced by the developing countries. According to the planning commission more than one third of India's total population. Nearly 320 million live below the poverty line. In India, the financial institutions have not been able to reach the poor households particularly women in the unorganized sector. Structural rigidities and overheads led to high cost in advancing small loans.

India lives in her 6, 38,345 villages with 24 corers poor engaged in micro enterprises. As per the Government of India's Ministry of Micro, Small and Medium Enterprises (MSEs) Annual report 2008-2009, there are 133.68 lakhs (in number) micro enterprises in India. Poverty in India is widespread with the nation estimated to have a third of the world's poor. The credit needs and other financial services are provided to the rural masses in general and to the poor in particular through the rural financial markets comprising an unorganized sector consisting of commission agents, moneylenders, landlords, etc., and an



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## A Study on Problems Faced by Handloom Industry in India

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### Abstract

In India textile industry is very crucial to the Indian economy in terms of its contribution to GDP and employment. It contributes about 4 percent to the GDP; generate 9 percent of the central excise revenue accounts for over 14 percent to total industrial production, 17 percent of its manufacturing capacity, 18 percent of Indian work force and 27 percent of its export earnings. This sector is the second largest employment provider after agriculture employing over 38 million people directly and another 50 million indirectly.

**Keywords:** Handloom industry, Sickness, Problems

### Introduction

The Indian textile industry has witnessed a phenomenal growth during the last 15 years and became the fifth largest producer of manmade fiber and yarn, the third largest producer of cotton and cotton yarn, the largest exporter of cotton yarn and the largest producer of jute fabrics. Indian textile industry is second largest after China, in terms of spindle age and has share of 23 percent of the world's spindle capacity. The country has the highest loom capacity including handlooms and has share of 61 percent in world loomage. After the elimination of quota restrictions and implementation of National Textile Policy 2000. It is estimated that the industry will grow with rapid rate and help to strengthen the Indian economy.

The Indian textile industry has a complex structure one on hand, it is marked by the presence of large – scale organized players, while on the other hand, are numerous small – scale independent units. The organized sector of the textile industry represents the mills. It could be spinning mills or a composite mill. Composite mill is one where the spinning, weaving and processing facilities are carried out less than one roof. On the other hand, the decentralized sector has been found to be engaged mainly in the weaving activity, which makes it heavily dependent on the organized sector for their yarn requirements. This decentralized sector is comprised of the three major segments viz, power loom, handloom and hosiery. In addition to the above, there are readymade garments, Khadi as well as carpet manufacturing limits in the decentralized sector. The fragmented powerloom and handloom sectors account for around 95 percent weaving in India. Handloom sector is largely dependent on the organized mill sector for supply of its

**3.3.1 / Research Papers Published / Data Template / Row No. 113****VOL. 3, ISSUE 1 (2018)****Customer preference and satisfaction towards power inverter in Coimbatore city****Authors**

J Anija

**Abstract**

This project considers most common factors influencing consumer buying behaviour of power inverter. The study identifies the consumer preference towards power inverter. The describe pre-purchase and post purchasing behaviour of the consumer The survey questions are created using a combination of suggestions from consumer own questions and covers a variety of topics including buying preferences, brands, inverter choice, product features, micro inverters & power optimizers, service & warranty, inverter pricing.

**Download | Pages : 1293-1295****How to cite this article:**

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## 3.3.1 / Research Papers Published / Data Template / Row No. 114

Indian Journal of Economics and Development, Vol 6 (9), September 2018

ISSN (online): 2320-9836  
ISSN (Print): 2320-9828**Health awareness among young human capital on fast food  
consumption**

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je27031990@gmail.com***Abstract****Objectives:** This research was carried to find the factors influencing student's preference for fast food and to analyze the awareness of health problems due to excess fast food consumption and the hypothesis test on there is no relationship between educational qualification and health awareness.**Methods/Statistical Analysis:** The period of study was 2017-2018. The study is based on primary data. The data has been collected through questionnaire. Convenience sampling method was adopted. 100 samples were selected. The tools used in this study were percentage tables, Chi square test, Likert summated scaling technique with five-point scale was used.**Findings:** We can see that 67% of respondents pick the shops because of the taste gave by the shop and 1% of the respondents favor the shops for its markdown offers. In this manner, the vast majority of the youths were not following rebates now-a-days they favor taste most importantly. 86 percent of respondents think about therapeutic issues caused by eating up more fast food. In spite of the way that they have not decreased their usage of fast food, which is a threat to their prosperity. Most of the respondents realize that restorative issues caused by eating fast food. The computed esteem 17.18 is more noteworthy than table esteem 7.81. Along these lines there is connection between instructive capability and wellbeing mindfulness. From the Likert Scale clearly medium state of mind on medical issues like circulatory strain, glucose, heart related issues and heftiness examined is more prominent than higher demeanor. The vast majority of the respondents know about medical issues caused by eating fast food.**Conclusion:** It isn't difficult to win a war with garbage/quick nourishments against solid nutrition. Notwithstanding, one must be careful; it is in our grasp to pick fast food or wellbeing.**Keywords:** Health Awareness, Fast Food, Human Capital, Well Being, Utilization.**1. Introduction**

Fast food [1] is the term given to food that can be prepared and served very quickly. They are [2] zero in nourishing quality and regularly high in fat, salt, sugar, as well as calories. Fast Food [3] has become a major problem and many countries are taking action – banning junk food advertising in children's programmes, removing it from schools and even imposing a Fat tax. Numerous quick nourishments additionally have Trans fats. What's more, it influences the human capital. The concept of Human capital [4] has relatively more importance in labour-surplus countries that include India too. These countries are naturally endowed with more of labour due to high birth rate under the given climatic conditions.

The surplus labour in these countries is the human resource available in more abundance than the tangible capital resource. This human capital incorporates Younger age for the most part. Presently a-days human capital or adolescents are in danger with respect to their wellbeing which is the essential wellspring of the human capital as a result of nonappearance exercises identified with representatives not appearing for work, for example, wiped out leave, mechanical activity, etcetera that is caused by their changing nourishment propensity.



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Research article	Available online <a href="http://www.ijsrr.org">www.ijsrr.org</a>	ISSN: 2279-0543
<i>International Journal of Scientific Research and Reviews</i>		
<b>A Study And Analysis of Image Enhancement Techniques</b>		
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<b>ABSTRACT</b>		
<p>One of the major issues in image processing is Image enhancement problems. The purpose of Image enhancement is to make an image that is more suitable than original image for specific application and processing. Digital image enhancement methods provide a lot of opportunities for improving the visual quality of images. Appropriate method of such techniques is very important. This paper will provide a study and analysis of different techniques commonly used for image enhancement. Image enhancement has a fundamental role in vision applications. Even though much work is completed in the field of image enhancement, many techniques have previously been proposed for enhancing in the field of digital images. In this paper, a study and comparison on various image enhancement techniques has been done.</p>		
<b>KEYWORDS:</b> Digital Image Processing, Histogram Equalization, Image Enhancement.		
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<i>IJSRR, 7(4) Oct. – Dec., 2018</i>		Page 1726