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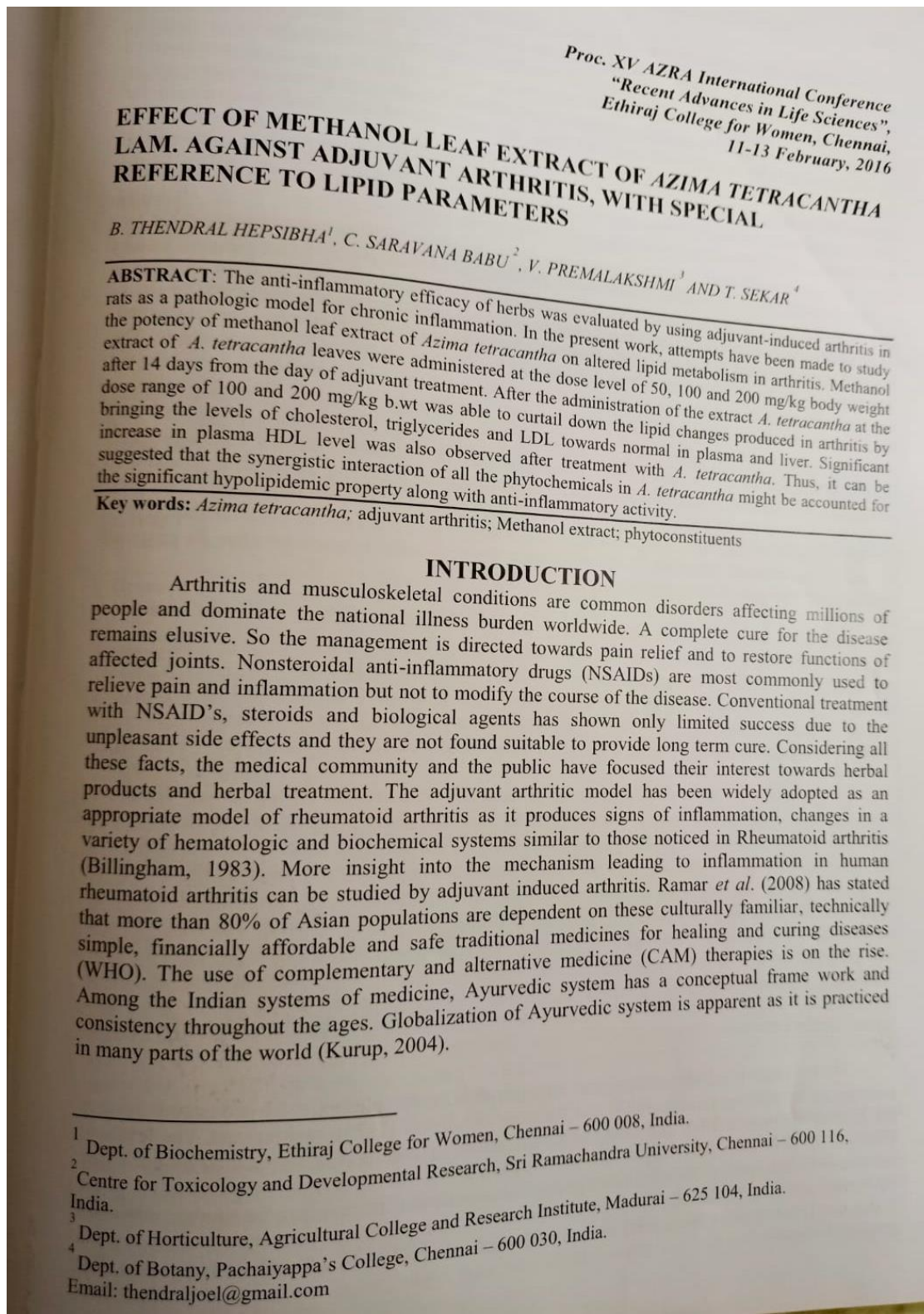
Books/Chapters/Conference Proceedings

2016-17

Malathi Veeramani -Proceedings of XV Azra International Conference



B.Thendral Hepsiba - Proceedings of XV Azra International Conference



Lakshmi Devi - Proceedings of XV Azra International Conference

PHTHALATE SCREENING IN PLASTIC USERS BY FTIR SPECTROSCOPY

A.LAKSHMI DEVI, C. VETRISELVI AND M. SUJATHA

ABSTRACT: Phthalates are group of chemical substances which are used as plasticizers for Polyvinylchloride resins, adhesives and cellulose film coating. Chemical bonds are not found between the plasticizers and the polymer, so the plasticizers can easily leach out and cause physiological effects in human beings. Based on this study, a questionnaire was prepared to find out the duration of plastic usage and phthalate screening was done in different water and urine sample by FTIR Spectroscopy. A peak at 1600 and 1580 cm^{-1} was observed which corresponds to the presence of phthalate. Since phthalates are hormone disruptors and capable of causing birth defects phthalate free plasticizers can be used.

Keywords: Phthalate, plasticizer, FTIR spectroscopy

INTRODUCTION

Phthalates are considered as ubiquitous environmental contaminants. Besides their main application as plasticizers, phthalates are used as industrial solvents and lubricants, additives in the textile industry, in formulations and as components in consumer products like deodorants, perfumes or hair sprays. Di(2-ethylhexyl) phthalate (DEHP) is the most important phthalate and more than two million tons of DEHP alone are produced each year worldwide. Other important phthalates are diethylphthalate (DEP), di-iso- and di-n-butylphthalate (DiBP, DnBP), butylbenzylphthalate (BBzP), di-iso-nonylphthalate (DiNP) or di-n-octylphthalate (DnOP). Some phthalates and their metabolites are suspected of having carcinogenic, teratogenic and endocrine disrupting effects. Phthalates or phthalate esters are esters of phthalic acid and are mainly used as plasticizers (substances added to plastics to increase their flexibility, transparency, durability, and longevity). They are used primarily to soften polyvinyl chloride (PVC). Phthalates are used in a large variety of products, from enteric coatings of pharmaceutical pills and nutritional supplements. Phthalates are easily released into the environment because there is no covalent bond between the phthalates and plastics in which they are mixed. As plastics age and break down, the release of phthalates accelerates. Phthalates in the environment are subject to biodegradation, photodegradation and anaerobic degradation; therefore, in general, they do not persist in the outdoor environment.

Humans are exposed to phthalates in numerous ways, e.g. by migration of phthalates into foodstuff, by dermal resorption of cosmetics or by inhaling air have always been difficult to evaluate. Young children can additionally be exposed through mouthing of feeding bottle, soft PVC toys or teethers. External exposure scenarios to phthalates ubiquitous in the environment and phthalate determinations have been hampered by contaminations. It is also due to the fact that it is generally difficult to deduce the actual individual intake from measurements of environmental exposure. An unambiguous assessment of the population's exposure to chemical substances like phthalates can only be achieved by estimating the internal exposure. For these biomonitoring purposes specific human metabolites of the phthalates, preferably in urine can be used. Phthalates are rapidly metabolized by humans to their respective monoesters and further to oxidative products of their lipophilic aliphatic side chain. Depending on the respective phthalate these metabolites are partially glucuronidated and excreted through urine and feces (Philip *et al.*, 1984;

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EFFECT OF FERMENTATION ON ANTIOXIDANT CAPACITY OF PANCHAGAVYA FOR ITS UTILIZATION IN POULTRY FEED

PRIYA¹, J. K. REVATHI², M. BABU³ AND P. SHAMSUDEEN^{*}

ABSTRACT: Panchagavya is a formulation of animal products used since ancient times for treating various ailments. It is an ancient Ayurvedic preparation obtained by combination of five products of cow viz., dung, urine, milk, curd and ghee. The present study was conducted to study the effect of fermentation time on antioxidant capacity of Panchagavya. The Panchagavya was prepared as per the standard procedure and fermented for 15, 30, 45 and 60 days. The pH was recorded during the period of study and the antioxidant potential of Panchagavya was evaluated by estimation of total phenol content, DPPH-Free radical scavenging activity and ferric reducing antioxidant power (FRAP). The result of the study revealed that the pH of Panchagavya lowered during the fermentation period from 15th till 60th days of age. The antioxidant activity of Panchagavya was recorded higher at 15th and 30th days of fermentation and the activity declined with increase in age of fermentation. The study suggested that, Panchagavya at the age of 15th to 30th days can be efficiently used as feed supplement in poultry to improve health and production performance.

Key words: Panchagavya, fermentation time, antioxidant activity, poultry feed.

INTRODUCTION

Panchagavya is a traditional formulation of animal products used since Vedic times in Indian civilization. The Sanskrit word Panchagavyam means mixture of five products of cow viz., dung, urine, milk, curd and ghee. The Ayurveda, the ancient Indian system of medicine has detailed mention of importance of cow milk, curd, ghee, urine in the treatment of various human ailments. All the five substances of Panchagavya possess medicinal properties and used to treat various disease conditions in human being either singly or in combination with some other herbs (Dhama *et al.* 2005). Ancient scriptures such as "Bhel Samhita", "Kashyap Samhita", "Charak Samhita", "Sushruta Samhita", and "Ras Tantra Saar", have mentioned high about the divinity and significance of Panchagavya in human life. It was believed that regular consumption of Panchagavya results in the removal of poisons from the body, healing of food addictions, and cure from pollutants and strengthens the immune system and the Ayurvedic classics Vishamajvara has indicated the use of Panchagavya to treat malaria and typhoid (Charak, 2000). The distinct qualities of the five products of Panchagavya has not only used in the betterment of human life but also used as growth promoters in poultry and other fields of agriculture (Fulzele *et al.* 2002; Achliya *et al.*, 2004; Saxena *et al.*, 2004; Mathivanan *et al.*, 2006).

Free radicals or reactive oxygen species (ROS), a class of highly reactive molecules, often generated as byproducts of biological reactions or from exogenous factors are believed to be involved in many health disorders. There is considerable evidence that reactive oxygen species (ROS) are important mediators of, or at least contribute to, the development of intestinal pathologies, inflammatory bowel disease and colon cancer, etc (Valko *et al.*, 2007). Under normal physiological conditions, ROS are produced at a low level, while antioxidants are adequate to cope with them and the oxidative damage they cause is quickly repaired. However, this balance is constantly challenged by intrinsic and extrinsic adverse forces or stressors which increase ROS

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C.Vetriselvi - Proceedings of XV Azra International Conference

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EFFECT OF TRIAZOLE FUNGICIDE, TEBUCONAZOLE ON LIPID METABOLISM IN *LABEO ROHITA* –A FRESH WATER FISH

C. VETRISELVI¹ AND K. REVATHI²

ABSTRACT: The effects of pesticides on aquatic ecosystem are relatively well known because considerable attention has been paid to dose response relationship resulting in both safe and economical levels of pesticide application. We studied the effect of two different sub-lethal concentrations of tebuconazole on lipid metabolism of fresh water fish *Labeo rohita* for a period of 28 days. 96 Hour LC₅₀ concentration was determined by static renewable bioassay method. On the LC₅₀ calculated two sub-lethal concentrations 1/20th dose and 1/40th dose were determined. Healthy rohu fishes were chosen and sorted out into three groups of 20 fishes each. Group I served as control while Group II & III were exposed to two different sub-lethal concentration of tebuconazole for a period of 28 days. The markers of lipid metabolism like total cholesterol, total lipid and free cholesterol were analysed. A significant reduction was witnessed in free and total cholesterol, lipids and phospholipid content of the Brain, Gill, and intestine, liver & Muscle tissues of the tebuconazole exposed fishes. Lipids play a distinct and definitive role in reproductive tissues. Exposure to toxic stress tends to hamper the lipid content of various tissues ultimately damaging the structural integrity of tissues. Adequate lipid reserves are required by organisms to mediate the effects of stress. The results confirm that tebuconazole is toxic to *Labeo rohita*.

Key words: Sublethal dose, lipid metabolism, Tebuconazole, *Labeo rohita*

INTRODUCTION

Fish is the most responsive indicator for the quality of aquatic environment and can be used as a diagnostic tool in toxicity studies. Observations of the behavioural changes can be considered as a rapid biological method to monitor aquatic pollution. It is believed that the behavioural changes are the most sensitive measure of neurotoxicity (Doving, 1992). Water is undoubtedly the most precious natural resource that exists on our planet. Although we as humans recognize this fact, we disregard it by polluting our rivers, lakes, and oceans. Subsequently, we are slowly but surely harming our planet to the point where organisms are dying at a very alarming rate. Pesticides are major cause of concern for aquatic environment because of their toxicity, persistency, and tendency to accumulate in the organisms. These pesticides are posing a great threat to aquatic fauna especially to fishes, which constitute one of the major sources of protein rich food for mankind. The fish serves as bio-indicator of water quality and the impact of the pesticide can be well understood by analysing either blood or serum of the fish, because blood is a pathophysiological reflector of whole body.

Labeo rohita (Rohu) is the most important among the three Indian major carp was obtained from fresh water bodies. Due to its food value rohu, *Labeo rohita* is in high demand in India. It is also a candidate species in carp poly culture system. Thus it is necessary to study the effect of tebuconazole on the markers of lipid metabolism of this important species. Dose-Response relationships are routinely examined in laboratory procedure for acute toxicity of aquatic invertebrates (Muirhead Thomson, 1973). In fish toxicology, acute toxicity bioassay offers a rapid short time method to reveal the nature of toxicants as well as susceptibility and resistance of species at different time intervals. Considering the above facts this study was to investigate the toxicity of fungicide Tebuconazole in fishes exposed to sub lethal doses after determining LC₅₀. In

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Dr. V. Geeta Malini – Hindi Sahitya Mei Adivasi Vimarsh

हिन्दी साहित्य में आदिवासी विमर्श



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‘मैला आँचल’ उपन्यास में संथालों का विद्रोह

□ वी. गीता मालिनी

‘मैला आँचल’ फणीश्वरनाथ रेणु का प्रतिनिधि उपन्यास है। यह हिन्दी का श्रेष्ठ और सशक्त आंचलिक उपन्यास है। रेणुजी उपन्यास की भूमिका में लिखते हैं- “यह है मैला आँचल एक आंचलिक उपन्यास। कथानक है पूर्णिया, बिहार राज्य का एक जिला है, इसके एक ओर है नेपाल, दूसरी ओर पाकिस्तान और पश्चिमी बंगाल। विभिन्न सीमा-रेखाओं से इसकी बनावट मुकम्मल हो जाती है, जब हम दक्खिन में संथान परगना और पश्चिम में मिथिला की सीमा-रेखाएँ खींच देते हैं। मैंने इसके एक हिस्से के एक ही गाँव (मेरीगंज) को-पिछड़े गाँवों का प्रतीक मानकर-इस उपन्यास का कथा क्षेत्र बनाया है।” रेणु जी ने इस उपन्यास में वहाँ के जीवन का, जिससे वह स्वयं ही घनिष्ट रूप से जुड़े हुए थे, अत्यन्त जीवन्त और मुखर चित्रण किया है।

यह स्वतंत्र होते और उसके तुरंत बाद के भारत के राजनीतिक, आर्थिक और सामाजिक परिदृश्य का ग्रामीण संस्करण और आदिवासी संथालों के संघर्षमय जीवन का चित्रण है। ग्रामीण जीवन के पिछड़ेपन, दुःख-दैन्य, अभाव, अज्ञान, अन्धविश्वास के साथ-साथ तरह-तरह के सामाजिक शोषण, आर्थिक बदहाली, जमींदारों के अत्याचारों, बहुसंख्यक जन-समाज का भूमिहीन होना, उनका शोषण और अमानवीय उत्पीड़न एवं राजनैतिक चक्रों में फँसी हुई जनता की पीड़ाओं और संघर्षों का साक्षात्कार है।

इस उपन्यास में जमींदार, सरदार, अमीर, उमराव लोग गरीब मजदूरों और संथाल आदिवासियों पर अन्याय और अत्याचार करते हैं। संथाल भारत के प्रमुख आदिवासी समूह हैं। इनका निवास स्थान मुख्यतः झारखंड प्रदेश है और झारखंड से बाहर ये बंगाल, बिहार, उड़ीसा, मध्यप्रदेश, असम में रहते हैं। संथालों के समाज में मुख्य व्यक्ति इनका सरदार होता है। मदिरापान तथा नृत्य इनके दैनिक जीवन का अंग है। अन्य आदिवासी समूहों की तरह इनमें भी जादू-टोना प्रचलित है। संथालों की अन्य विशेषता इनके सुन्दर ढंग के मकान हैं जिनमें खिड़कियाँ नहीं होती हैं। संथाल हिन्दू परंपरा के अंतर्गत ठाकुर जी की उपासना करते हैं। संथाल आदिवासी प्रतिकूल परिस्थितियों में भी डटकर मुकाबला करते हैं।

‘मैला आँचल’ में संथाल संघर्ष द्वारा आदिवासियों को न्याय दिलाने का

Dr. V. Geeta Malini – Shiksha,SahityaAurSama

शिक्षा, साहित्य और समाज



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शिक्षा और साहित्य के माध्यम से समाज में मूल्यबोध

वी.गीता मालिनी

शिक्षा, साहित्य और समाज एक दूसरे से जुड़े हुए हैं और इनमें परस्पर संबंध है। शिक्षा मनुष्य को ज्ञान प्रदान करके उसे सभ्य बनाता है, साहित्य जीवन की अनुभूति को प्रतिबिम्बित करता है, और इस प्रकार शिक्षा और साहित्य दोनों समाज से संबन्धित हैं। शिक्षा और साहित्य, समाज को प्रभावित करने की क्षमता रखते हैं और इसलिए इसके द्वारा हम समाज में मूल्यों का बोध करा सकते हैं जो आज के युग के लिए बहुत महत्वपूर्ण और अनिवार्य हैं।

व्यक्ति से समाज बना। मनुष्य ने अपनी सुरक्षा और विकास के लिए समाज का निर्माण किया। समाज की कतिपय प्रथाएँ और परम्पराएँ विकसित हुईं जिनका अनुपालन व्यक्ति का कर्तव्य समझा गया। प्राचीन और मध्यकाल में सामाजिक प्रथाओं-परम्पराओं का महत्व अक्षुण्ण रहा क्योंकि उस समय उन्हें धर्म और नैतिकता का संरक्षण प्राप्त था परंतु आधुनिक युग में स्थित में परिवर्तन आया। बदलते हुए समय में अनेक प्राचीन परम्पराएँ और प्रथाएँ अपना महत्त्व खोने लगी हैं जिसके कारण मूल्यों के प्रति प्रायः विद्रोह का भाव दिखाई दिया। शिक्षा के प्रसार, औद्योगीकरण, पाश्चात्य जीवनमूल्यों, आधुनिक विज्ञान, सूचना क्रांति आदि ने भी मूल्यों को पर्याप्त प्रभावित किया। इसलिए आज के इस परिवर्तनशील युग के समाज में मूल्यों का बोध करवाना अनिवार्य हो गया। तभी समाज में होने वाले दुष्कर्म, हिंसा, अत्याचार आदि को रोका जा सकता है और इस कार्य को हम शिक्षा और साहित्य के उचित प्रयोजन से कर सकते हैं। निरंतर विकासशील और गतिशील मानव जीवन में मानव के दृष्टिकोण और उसके जीवनमूल्यों में भी परिवर्तन आना अनिवार्य है। मानव जीवन के बदलते मूल्यों के अनुरूप ही साहित्य में भी विषय और अभिव्यंजनाओं का रूपान्तरण दिखाई पड़ता है। मानव जीवन के वैचारिक इतिहास में भी देश व काल की स्थितियों के अनुरूप परिवर्तन होते रहते हैं। हमें आदिकालीन जीवनमूल्यों और मध्यकालीन जीवनमूल्यों में पर्याप्त अंतर दिखाई पड़ता है। आधुनिक युग में तो यह परिवर्तन इतनी तीव्र गति से हो रहा है कि एक मूल्य संकट की स्थिति सी उपस्थित हो गयी है।

यह सत्य है कि साहित्यकार अपने समय और परिस्थितियों से प्रभावित होता है। परिस्थितियों के अनुरूप वह एक जीवनदृष्टि का निर्माण करता है और उसे अपने साहित्य में अभिव्यक्ति देता है। परंतु यह भी सत्य है कि साहित्यकार जीवनमूल्यों की सृष्टि के माध्यम से समाज को गति भी प्रदान करता है। वह समाज के विभिन्न पक्षों को हमारे समक्ष प्रस्तुत करता है। इसीलिए साहित्यकार को युगद्रष्टा

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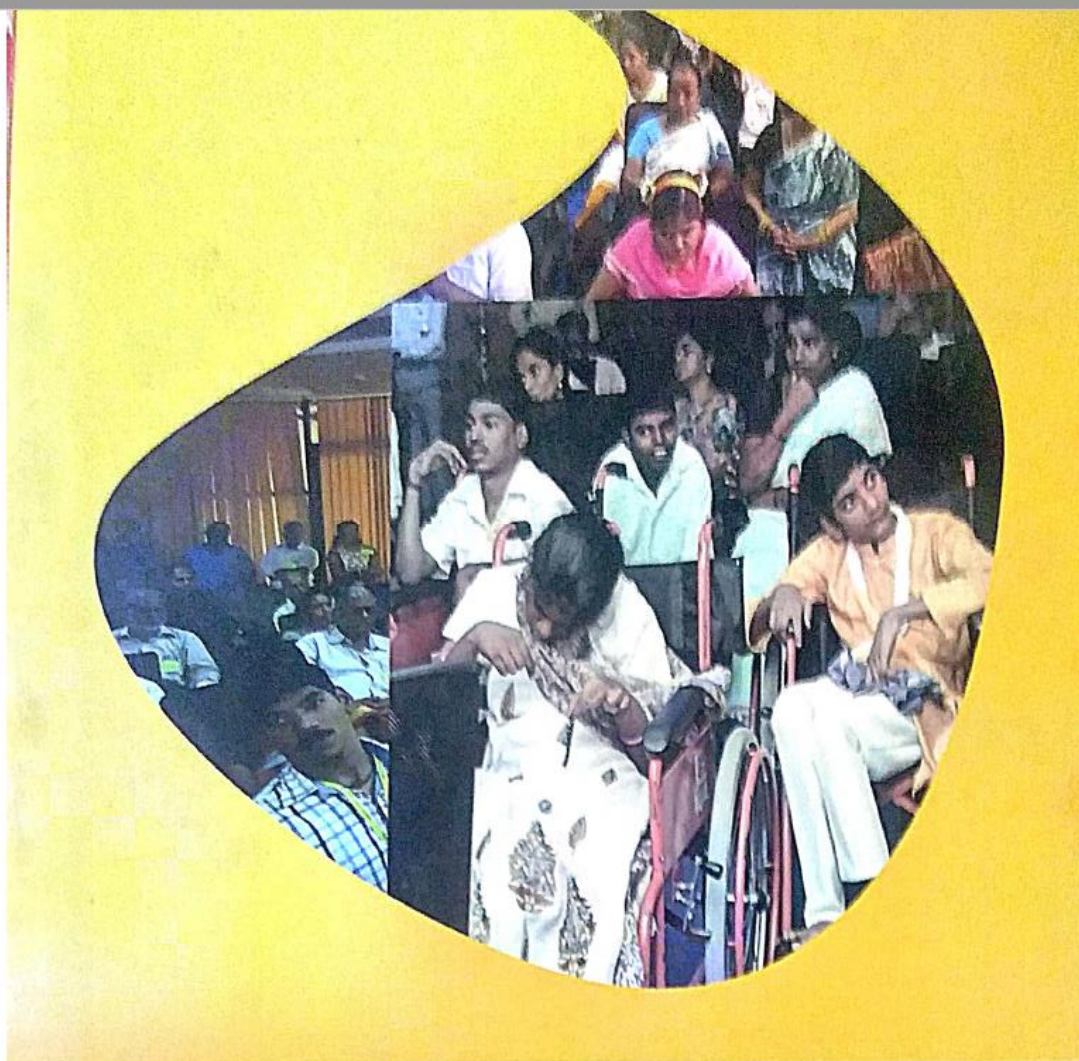
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**Dr. K.Jayanthi Rani - School Psychology Prospects of
Children with Multiple Disabilities**



SCHOOL PSYCHOLOGY

Prospects of Children with Multiple Disabilities

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Ameliorate Autism through Integrated Therapy

Karthikeyan, Jayanthi Rani K., and Harini C.

Abstract

Autism spectrum disorder (ASD) is a complex behavioural disorder characterized by difficulties in social interaction, verbal and non-verbal communication and repetitive/stereotypical behaviors. The disorder presents a clearly heterogeneous behavior pattern accompanied by unusual talents as well as impairments. It lacks a reliable treatment methodology till date. In this paper, a novel therapeutic approach –‘DOAST Integrated Therapy’, is presented which is capable of providing an effective solution to the behavioural problems without affecting cognition. The components of the integrated therapy module are drugs and therapeutic techniques from Ayurveda, Siddha and Yoga. The replicated results of improved behavioural phenotypes in the past ten years of clinical experience give credence to its application in larger multi-centric module.

Keywords: Autism Spectrum Disorder, DOAST Integrated therapy, improved behavioural phenotypes.

Autism [Autism Spectrum Disorder] is characterized by difficulties in social interaction, verbal and non-verbal communication and repetitive/stereotypical behaviors. The disorder presents a clearly heterogeneous behavior pattern accompanied by unusual talents as well as impairments. Its key characteristics are:

Dr Adeline G Albert - Proceedings of the International Multilingual Conference

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ÉVOLUTION DES STRATÉGIES POUR FAIRE FACE AUX GROUPES HÉTÉROGÈNES : LE CAS D'ETHIRAJ COLLEGE FOR WOMEN

DR ADELIN G. ALBERT, ASSOCIATE PROFESSOR IN FRENCH & HEAD
MS. VIDJEALATCHOUMY V. R, ASSISTANT PROFESSOR IN FRENCH
ETHIRAJ COLLEGE FOR WOMEN, CHENNAI

Tous parlent des problèmes externes dans une salle de classe du FLE en Inde : groupes immenses, groupes hétérogènes aux divers points de vue (linguistique, socio-culturel, académique⁷⁹). Pourtant, très peu parle du grand problème interne – un manque de motivation, une certaine léthargie, un désir d'apprendre une nouvelle langue mais un clair sentiment d'impuissance et de méfiance envers l'éducation en général. Pour comprendre les raisons de ces problèmes internes, nous avons essayé de fouiller un peu ce qui s'est passé au niveau scolaire et les résultats étaient révélateurs mais perturbants : l'existence des cours particuliers au cours de 12 années scolaires ont détruit l'autonomie de l'étudiant dans les salles de classe amenant chez lui un sens d'impuissance sans la présence du tuteur.

Le *National Sample⁷¹ Survey Organisation (NSSO)* a montré que 26% des étudiants sont engagés dans le *shadow education system*, un système parallèle d'éducation, fait soit avant, soit après les horaires scolaires, pour augmenter et renforcer ce qui est appris aux écoles. Mais, à notre surprise, quand questionnées, nos étudiantes ont confirmées qu'elles ont bénéficiées des cours particuliers pendant presque toute leur vie scolaire, ce qui insinue que le SES est beaucoup plus vaste et significatif. En plus, elles nous ont dit que souvent, elles rêvaient en classe, ne comprenant rien, puisqu'on tout cas, suite aux cours scolaires (où des questions étaient découragées), on devrait assister aux cours particuliers, où les mêmes leçons étaient répétées, souvent par le même professeur. Et puisque les questions d'examens étaient toujours tirées d'un banque de questions, constituée des feuilles d'examens des 5 années passées, tous endormaient en cours, saufs dans la sécurité qu'au dernier moment, grâce et suite à une série consécutive d'examens blancs, on réussirait à mémoriser les réponses nécessaires pour gagner des notes. Voilà le grand secret des notes super-excellents gagnées par les étudiants des écoles gouvernées par l'état (State/Matriculation Boards).

Cette monotonie et cette fossilisation des habitudes d'apprentissage, pendant une période de 12 à 14 années, ont créé une génération des adolescents qui ne savent pas participer à un cours de langue vivante, où ils doivent écouter, participer, prendre des notes, travailler de façon autonome dans la classe et chez soi, sans le soutien psychologique des cours particulier. À notre surprise, la pression parentale disparaît au niveau universitaire. Il n'y a pas de système des cours particuliers pour les étudiants universitaires comme il existe pour le système scolaire sauf dans certains cas où l'apprenant décide qu'il en a besoin. Dans un tel contexte, l'étudiant ne sait apprendre à déduire des règles de syntaxe et de grammaire de façon implicite, en construisant un univers

⁷⁹ Krishnan, C., Albert, A., *Motiver à apprendre et à communiquer en français : développement des ressources en Inde méridionale*, in Defays, J-M., et al., *Pratiques : 20 ans de FLES*, vol 3, Proximités EME, 2015, pp221-240.

⁸⁰ <http://timesofindia.indiatimes.com/india/7-1-cr-students-take-pvt-tuitions-report/articleshow/51690266.cms> consulted on 23.07.2016, publié le 5 avril 2016

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Dr. R. Prabha and S.Vasanthi - Proceedings of WCC Centenary International Conference on viable synergies in Mathematical and Natural Sciences Development a long term study since 1950

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Abstract— A path in an edge coloured graph with no two edges sharing the same colour is called a rainbow path. The rainbow connection number $rc(G)$ of G is the minimum integer k for which there exists a k -edge-coloring of G such that every two distinct vertices of G are connected by a rainbow path. It is known that computing the rainbow connection number of a graph is NP-Hard [2]. So, it is interesting to compute $rc(G)$ for any given graph G . In this paper, we compute the rainbow connection number of Hypertree Networks.

Keywords— diameter; hypertree network; rainbow connection number; rainbow colouring.

I. INTRODUCTION

Edge colouring of a graph is a function from its edge set to the set of natural numbers. A path P in an edge coloured graph with no two edges sharing the same colour is called a *rainbow path*. If P is coloured by using r colours, then P is a *rainbow r path*. An edge-coloured graph G is *rainbow connected* if any two vertices are connected by a rainbow path. The *rainbow connection number* of a connected graph G , denoted by $rc(G)$, is the smallest number of colours that are needed in order to make G rainbow connected.

The problem of rainbow connection has application in secure transfer of classified information between various agencies [6]. The concept of rainbow connection in graphs was introduced by Chartrand et al. in [5]. The computational complexity of rainbow connectivity has been studied ([5], [9]). It is already NP-complete to decide if $rc(G) = 2$, and it is NP-complete to decide whether a given edge-coloured (with an unbounded number of colours) graph is rainbow connected [5]. Chakraborty et al. showed that computing the rainbow connection number of a general graph is NP-hard [2].

Most recent research has been devoted to solving the rainbow connection problem for certain special graphs, e.g., trees, complete graphs and complete multi-partite graphs [5]. There are some approaches to study the bounds of the rainbow connection numbers of 3-connected graphs [2], connected bridgeless graphs [2], strongly regular graphs [1], etc. A good survey of rainbow connections can be found in [9], more generally it has been shown that for any fixed $k \geq 2$, deciding if $rc(G) = k$ is NP-complete.

II. PRELIMINARIES

All graphs considered in this article are finite, simple and undirected. For a graph G , we use $V(G)$ and $E(G)$ to denote its vertex set and edge set respectively.

Definition 1:

Let G be a connected graph. The length of a path is its number of edges. The distance between two vertices u and v in G , denoted by $d(u, v)$ is the length of the shortest path between them in G . The *diameter* of G is $d(G) = \max_{u, v \in V(G)} d(u, v)$.

Theorem 1: The following results are proved in [2].

- Let K_n be a complete graph on n vertices. Then $rc(K_n) = 1$.
- Let P_n be a path on n vertices. Then $rc(P_n) = n - 1$.
- Let T_n be a tree on n vertices. Then $rc(T_n) = n - 1$.
- Let C_n be a cycle on n vertices. Then $rc(C_n) = \lfloor \frac{n}{2} \rfloor$
- Let $K_{n,n}$ be a complete bipartite graph. Then $rc(K_{n,n}) = 2$.

Lemma 1: [2] If G be a nontrivial connected graph of size m with diameter $d(G)$, then $d(G) \leq rc(G) \leq m$.

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TAMIL NADU ECONOMIC ASSOCIATION ANNUAL CONFERENCE 2016

44. A Study on Rural Empowerment through Women Empowerment in Tamilnadu

Dr. S. Sudha, Assistant Professor, Post Graduate & Research, Department of economics, Kalraj College for Women (Autonomous), Chennai

ABSTRACT

Women's Empowerment Principles are a set of Principles for business offering guidance on how to empower women in the workplace, marketplace and community. Women's empowerment, referring to the empowerment of women in our present society, has become a significant topic of discussion in regards to development and economics. It can also point to approaches regarding other trivialized genders in particular political or social contexts. While often interchangeably used, the more comprehensive concept of gender empowerment refers to people of any gender stressing the distinction between biological sex and gender as a whole. This paper focused on holistic role of SHGs in rural woman empowerment as a paradigm of rural empowerment through rural development activities. Regional inequality is a basic feature of Indian Economy. Rural empowerment solely depends upon the development activities. The rural development is a comprehensive programme of activities which include agricultural growth, development of social and economic infrastructure, fair housing, public health, education, village planning, nutrition and communication. It involves taking an integrated view of the resources available and using them optimally for the overall development of the villages. The present paper focuses on the rural empowerment through women empowerment programs. These programmes mainly aimed at to solve the major problems of rural India namely, (i) poverty (ii) unemployment and (iii) food security. The Governments have introduced a single self-employment programme i.e. Self-Help Group Programme as a new experiment in lieu of all the previous self-employment programmes. In more precise way, the self-help group is the appropriate approach to empower the rural poor women who are the paradigm of rural development through eradication of rural poverty in particular and the all sided-sustainable- development of the country in general. Woman SHG program has proved that rural empowerment is possible through empowering women component in the process of development

Keywords: Self-Help Group, Woman Empowerment, Rural Empowerment

INTRODUCTION

unless the rural sector is empowered, it is rather difficult to achieve sustainable development with stability, it may be economic or non-economic.

Dr.Bindhu K - One day National level Conference on Indian Economic Development a long term study since 1950

India today is undergoing through new paradigm shift in the financial policies for the betterment of our economy to contain its black money, funding of terrorism and stabilizing the economy. Our Prime Minister Mr. Narendra Modi on 8th November 2016 has announced the demonetization of currencies overnight. This was both a surprise and shock to all the citizen of our nation. The process commenced by a ban of Rs.500 and Rs.1000 notes and by issuing new notes of Rs.500 and Rs.2000. It is a challenge to whole banking sector to tide over the demonetization phase. But since we had a robust institution which is our Reserve Bank of India and backed by sturdy banking system the situation is being tackled with a commitment. The objective of the paper is to analyse whether the demonetization move is advantageous or not?

Key words: Demonetization, Black money, Counterfeit

INTRODUCTION

MEANING OF DEMONETIZATION:

It is a radical financial step in which a currency unit's status as a legal tender is declared invalid. This move is usually executed when old currencies have to be replaced by new one's or whenever there is a change of national currency. However, depending on ordinary circumstances the extent to which the project has to be executed, the move has to be well planned in advance.

A TRIP DOWN CASH LANE:

Currency as a medium of exchange for transactions like the purchase of goods, services and payment of debt. Currency is called money. Money should be legal tender and should flow from the sovereign. The characteristics of the medium of exchange i.e. money has changed over the ages, from livestock, grains, cowry shells, beads, and precious metal to present to coins, paper cash, plastic money, credit cards, debit cards and e-wallets.

Necessity is the mother of invention is the saying, from the ancient system of barter to present day system of card and e-wallet, man had to innovate to simplify a system that became complicated due to changing values and lifestyle. Philosophers, Anthropologists and Economist from Aristotle, David Kinley, David Graeber, Adam Smith have studied the various systems of exchange from grains to gold coins.

It is said the first civilization to use paper money was the Chinese. This led to European countries such as Sweden adopting the usage of paper money for the first time in place of copper coin currency. The British were the first to issue "Banknotes" similar to today's Government circulated currency. This system gradually accepted by nations and was adopted by countries such as USA. These banknotes were a form of representative money which could be converted into gold or silver by application at the bank. Since banks issued notes far in excess of the gold and silver they kept on deposit, sudden loss of public confidence in a bank could precipitate mass redemption of banknotes and result in bankruptcy.

The use of bank notes issued by private commercial banks as legal tender has gradually been replaced by the issuance of bank notes authorized and controlled by national governments. The Bank of England was granted sole rights to issue banknotes in 1694.

Dr. C. Hemamalini- One day National level Conference on Indian Economic Development a long term study since 1950

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4. ORGANIC FARMING: An Eco Friendly

Dr.C.Hemamalini, Assistant Professor, Department of Economics, Ethiraj College for Women, Chennai – 600 008

Introduction:

India is one of the agricultural based Nation with more than 58 percent of the population out of 1,333,142,530 million, pertaining to agricultural sector. Before 1960, in India only organic farming practice was followed without chemical fertilizers and pesticides. During late 1960s, there was threatening to food security due to population raise and frequent draughts. Government of India had entered collaboration with USA for reforming farming practices by adding chemical products for cultivation, diseases and weed management. There was increase in production and productivity in chemical or conventional farming and our country was able to satisfy partly the food security. After 30-40 years, production and productivity reduced drastically with abnormal input costs and the farming sector turned to be unfavourable occupation to all concerned. Soil degradation, more diseases, uncontrollable weeds, high water consumption, unfavourable price and with several natural and manmade issues, conventional farming turned to be unworthy for farmers. The recent decade has seen a serious concern over the issue of environmental degradation and an urgent need for its sustainability has been raised. The issue is whether to continue with the chemical inputs-based intensive technologies or to go back to the traditional environment friendly farming practices like organic farming for sustainable production, income and socio-economic development of the farming community. In this paper that biological pesticides are being considered as environmentally safe, selective, biodegradable, economical and renewable alternative for use in organic farming system. Green Pesticides or ecological pesticides which are believe to be environmentally friendly and thus cause less harm to the eco system and animal health. Indian agriculture was largely based on traditional knowledge and practices which mainly made use of organic mode of farming techniques and it is on this past practices that the modern proposal of the promotion of organic farming is based. Perhaps, an interesting argument that can be made against this is that the present agriculture is producing enough to meet the demand of the population and even export.

Why organic agriculture?

The goal of organic agriculture is to contribute to the enhancement of sustainability. In this article agriculture, sustainability refers to the successful management of agricultural resources to satisfy human needs while at the same time maintaining or enhancing the quality of the environment and conserving natural resources for future generations. Sustainability in organic farming must therefore be seen in a holistic sense, which includes ecological, economic and social aspects.

Organic Farming Organic Farming is becoming important in the agriculture sector in India, largely through the efforts of small groups of farmers. Organic farming does not mean going 'back' to traditional methods. Many of the farming methods used in the past are still useful today. Organic farming takes the best of these and combines them with modern scientific

**Dr.R.K.Maya - Seermigu chennaiyin sudaroli pendir-
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**சீர்மிகு சென்னையின்
சுடரொளிப் பெண்டிர்**

அன்னி பெசன்ட்

முனைவர். ஆர்.கே.மாயா
நனித்துவமான சமூக ஆர்வலர்
பேராசிரியர் - வரலாற்றுத் துறை, எத்திராஜ் மகளிர் கல்லூரி, சென்னை

அன்னி பெசன்ட், பன்முக ஆளுமையும் பல பண்பியல்புகளையும் கொண்ட ஒரு அரசியல் ஆர்வலராவார். பெரும்பாலானோர் ஓய்வுபெறும் வயதில், இவர் வெற்றியின் உச்சத்தை அடைந்தார் என்பது குறிப்பிடத்தக்கது. அவரது 65 வது வயதில், ஹோம் ரூல் இயக்கத்தைத் தொடங்கி, பின் 71வது வயதில் அவர் இந்திய தேசிய காங்கிரஸின் தலைவராகத் தேர்ந்தெடுக்கப்பட்டது அரசியலில், முதிர்ச்சிக்கும் அனுபவத்தின் முக்கியத்துவத்திற்கும் ஒரு சான்றாக விளங்குகிறது.

ஆரம்ப கால வாழ்க்கை

லண்டனில் 1845 ஆம் ஆண்டு எமிலி மோரிஸ் மற்றும் வில்லியம் வுட் ஆகியோருக்கு மகளாகப் பிறந்தார். அன்னி பெசன்ட்டுக்கு ஐந்து வயதாகும்போது அவரது தந்தை காலமானார். தி சில்ட்ரன் ஆஃப் தி நியூ ஃபோரெஸ்ட் (The Children of the New Forest) என்ற நூலை எழுதிய ஃபிரடெரிக் மாரியட்டின் சகோதரி எலென் மாரியட்டின் தனது குழந்தைப் பருவத்தை அன்னி பெசன்ட் கழித்தார். தனது சிறு வயதில் பில்கீம்ஸ் ப்ரோகரஸ் (Pilgrims Progress) மற்றும் பாரடைஸ் லாஸ்ட் (Paradise Lost), என்ற புத்தகங்களைப் படித்தபோது, அவர் கிருத்துவ சமயத்தின் பாரம்பரியத்திற்கு அறிமுகமானார். அன்னி இங்கு தங்கிய நாட்களே அவர் அறிவார்ந்தவராக மாறுவதற்கு அடித்தளமாக அமைந்தது. அதன் பிறகு, தனது 23 வது வயதில் ரெவரென்ட் பிராங்க் பெசன்ட் என்ற ஒரு பாதிநியாரை மணந்தார். ஆனால் அது மகிழ்ச்சியான திருமணமாக அமையவில்லை. அன்னியின் பெண்ணுரிமை பற்றிய கருத்துக்களாலும், அரசியல் ரீதியாகவும், அவர்கள் இருவரும் வேறுபட்டனர். அந்த சமயங்களில் விவாகரத்து பெற சட்டத்தில் இடம்

பதிப்பாசிரியர்

முனைவர். யசோதா சண்முகசுந்தரம்
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A Comparative Study on the Impact of Nutrition Education Program on the usage of Supplements of Recreational Body Builders in Gyms with and without A Fitness Trainer

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Abstract-Developing a lean muscular figure for the purpose of improving appearance has become a central issue for males. Concern has been raised because to develop such a body build may lead to the adoption of numerous health compromising behaviours such as inappropriate selection of foods, erratic eating pattern and indiscriminate use of supplements which is further fuelled by the unscientific advice from a fitness trainer. Thus this study attempted to analyse the impact of nutrition education program on the usage of supplements of recreational body builders in gyms with and without a fitness trainer. The findings revealed that there was a considerable decrease in the consumption of supplements among the subjects at one percent significance level after the NEP. Increasing the muscle mass was the reason cited for the consumption of supplements. There was a significant difference at one percent level in the usage of protein supplements between the subjects in gym with and without a fitness trainer after the NEP. The presence of a fitness trainer in gym influenced their intake of supplements.

Keywords : *Recreational body builders, NEP, supplements, gyms*

I. Introduction

Nutrition is not only important to help improve performance but also to promote healthy dietary practices in the long term (Jonnalagadda et al., 2001). Hence, a reasonable strength and conditioning program and a well-balanced diet must be presented as a sensible alternative to a riskier shortcut mindset (Congeni and Miller, 2002).

Many studies have shown discrepant rates of supplement intake amongst subjects using gyms. Probably an under or over-reported use of such supplements, or an incorrect knowledge of what is considered a supplement may lead to such results. Proteins, are the most widely consumed supplement in commercial gyms, although association of protein supplements and food consumption is a poorly researched field. It is to date unclear whether those more inclined to supplement also have healthier dietary patterns (Bianco et al., 2011).

Despite great scientific advancement, it has been observed that there is indiscriminate use of nutritional supplements as ergogenic resources, still without biological plausibility or scientific evidence of the effectiveness and safety, not only in athletes, but also in recreational practitioners of physical exercise.

Numerous studies highlight the fact that recreational body builders working out in gyms were following an erratic eating pattern and had faulty dietary practices in particular, were using dietary supplements indiscriminately. Further, poor nutritional knowledge and lack of nutritional information from reliable sources complicate their dietary practices. Hence there was a felt need to address these issues through a well-planned nutrition education program as to promote healthy eating among the body builders.

II. Materials and Method

The research design of the present study was an experimental study with pre and post-test without a control group. Purposive sampling technique was employed to select a total of hundred and fifty subjects with seventy five subjects from gyms with a fitness trainer (Group 1) and seventy five subjects from gyms without a fitness trainer (Group 2) between the age group of 18-35 years. A pilot study was done on 50 subjects to pre-test the questionnaire, to establish its reliability and validity. A questionnaire was used to elicit information from the subjects which consists of a series of questions regarding supplement usage. A nutrition education program was also conducted and its effect on supplement usage was found using a post test questionnaire. The findings were statistically analysed using mean, standard deviation, percentage, student t test, independent t test, paired sample test and Mann Whitney U test, Wilcoxon Signed Rank test

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SUSTAINABLE BUSINESS DEVELOPMENT

STRATEGIES & INITIATIVES

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HIGHER EDUCATION SECTOR IN INDIA: CHALLENGES OF SUSTAINABILITY

Dr.C.SUNITA*

INTRODUCTION

Education is an essential tool for achieving sustainability. It creates human capital which is the core of economic progress and assumes that the externalities generated by human capital are the source of self-sustaining economic process. To develop India as an education hub or to become a prosperous partner in global economy, India has to qualitatively strengthen education in general and higher education with research and development in particular. Thus, higher education has significant role in supporting knowledge driven economic growth strategies.

LITERATURE REVIEW

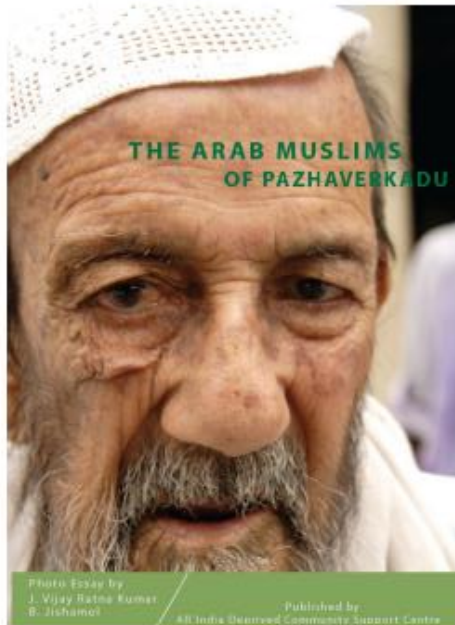
- * **Curriculum Design:** To be competent and to be at par with global competitors, the Higher Educational institutions should provide interdisciplinary programs to the students to meet the 21st century's higher education demands (Rae, 2007). So Higher Education Institutions require to redesign or align their curriculum to support today's students to fit globally (Hirsch and Weber, 1999).
- * **Student Employability:** According to Bridges (2000) the real requirement today is to take into serious consideration the student placement, and in this process inculcate the requisite skills and habits viz. original analytical thinking, communication skills, superior presentation skills, working in teams, and information technology. Singh and Sharma (2008) have emphasized the emerging role the industry

**Assistant Professor, Department of Business Economics, Ethiraj College for Women,*

Dr.B.Jishamol - Arab Muslims in Pazaverkadu.

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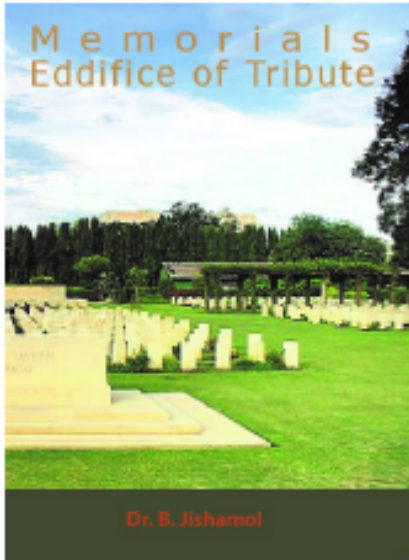
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This book highlights the 69 memorials

This book entitled Memorials Edifice of Tribute is the outcome as a part of my research work done for the award of Doctor of Philosophy in History. This book gives an account of the memorials functioning under the Information and Public Relations Department, Government of Tamil Nadu. The Information and Public Relations department is an unexplored field of study. This book highlights the 69 memorials in detail.

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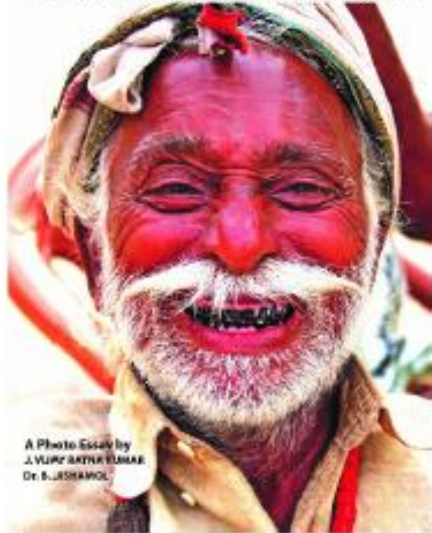
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Narikurava of Tamilnadu

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Narikurava of Tamilnadu



The Narikurava an indigenous group of people, living in Tamil Nadu and are nomadic community.

The Narikurava are an indigenous group of people, living in Tamil Nadu and are nomadic community. The main occupation of the people who originally belong to the indigenous tribes, is hunting. But now they are forced to take up other alternatives such as selling bead ornaments to survive. Hence they migrate from place to place to find a market for their beads. Children accompany the adults wherever they go, which means they never get to attend school. This book pictures their day today activities and their livelihood.

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INTERNATIONAL JOURNAL ON STRATEGIES FOR FRONTIER GLOBAL BUSINESS ISSUES AND CHALLENGES OF EMERGING ECONOMIES

CONTRIBUTION OF NGO'S TO BUSINESS

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ABSTRACT

The common denominator for both, NGO and Business is the Money and People. Business is doing all it can to make people buy their products and services to make money and on the other hand NGO's are doing all they can to make people have the power to access good and services by providing training, livelihood, address poverty etc.

It is clear that philosophy of an NGO is opposite to Business. Then how can they contribute to the growth of Business, which exists for profit. Though they are philosophically opposite but they are ethically and morally together in terms of serving mankind. When we say opposite it means ones objective is to make money and other is not for money. But the main objective of both, NGO's and Business are service, one takes money for service and the other gives service without money.

The conclusion is that if the NGO is able to contribute to Business, then they also have a huge scope in the future to work together as partners.

Organises can attract. It is the differences that exist between NGOs and businesses - both in resources and in organisational forms - that make NGOs attractive partners for companies seeking to make the transition to sustainability. It is important that those differences - in particular the capacity of NGOs for independent advice and action - should not be compromised as a result of any partnership building. Partnerships should not be seen in isolation from other forms of NGO campaigning. They form one (increasingly important) element in an NGOs' toolkit for bringing about change. Partnering with NGOs can be an attractive proposition, because NGOs bring a unique perspective to the boardroom table.

Business and NGOs are very different in their goals, structures, motivating factors and cultures. They enter into relationships with each other with differing objectives.

In this paper let us see how these kinds of relationships mature. Business and NGOs are getting somewhat less wary of each other. They are also investing in fewer partnerships, choosing to focus on specific strategic relationships.

INTRODUCTION

A Non-Governmental Organization (NGO) is any association having a definite cultural, economic, educational, religious or social cause or any non-profit voluntary citizens group which is organized around specific issues, such as education, environmental conservation, social welfare, rural development, sanitation, healthcare or human rights, on a local, national or international level. The World Bank defines NGOs as "private organizations that pursue activities to relieve suffering, promote the interests of the poor, protect the environment, provide basic social services, or undertake community development. NGOs include an array of groups and institutions that are entirely or largely independent of government and characterized primarily by humanitarian or cooperative, rather than commercial objectives".

NGO's and Development: History and Role in India

NGOs are voluntary organizations (VOs). These are popularly known as NGOs because they are free from governmental control in their functioning. They are democratic and open to all those wishing to become member of the organization voluntarily and serve the society.

Therefore, they have assumed a significant space in society, which is fast emerging today due to the weakening of the state. NGO is a popular term, which has gained currency at global level and commands respect in society due to its welfare services in society. The organization does seek financial assistance from the government but it operates, at least theoretically, on its own principles and programmes (Pamalekar, 2004).

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CONSUMERS' MOTIVATION FOR ONLINE SHOPPING

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ABSTRACT

Online shopping or marketing is the use of technology (i.e., computer, internet) for better marketing performance. Online shopping provides a more convenient and comfy shopping environment as the space that e-shopping provides is not the same as in traditional shopping. Online shopping offers an infrastructure which allows the e-shoppers to search, weigh and gather information about the product they are interested in, which are tailored according to their needs. The attraction and retention of consumers is critical to the success of internet retailers. The purpose of this research is to study the motivations for consumers for online shopping. Questionnaires were given to undergraduate and postgraduate college students. This research gives an understanding of the factors which motivate the consumers for online shopping.

KEYWORDS: Online shopping, internet, utilitarian motivation and hedonic motivation

ONLINE SHOPPING MOTIVATIONS

When a person senses the urge to buy a product, the person will shop for the intended product. However, shopping is not only about purchasing a product, as prior to the feeling of acquiring a product, there are some causes or needs as to why an individual decides to go shopping. These causes or needs are called shopping motivations. Motivation is a vital aspect in understanding consumer behavior. Online consumption motivation can be divided into two categories mainly Utilitarian and Hedonic. "Utilitarian Consumption Motivation" is driven by functional, economic, rational and practical benefits while "Hedonic motivations" are intrinsic, non-functional and emotional type.

REVIEW OF LITERATURE

Some scholars viewed the mission of purchasing as to obtain goods (Bloch and Richens, 1983).

Tauber (1972) was the first researcher who explored shopping motivations. He indicated that shoppers are motivated by a variety of psychosocial needs. These motivations can be classified into personal (i.e., role playing, diversion, self-gratification, learning about new trends, physical activity and sensory stimulation), and social motives (i.e., social experiences, communication with others, peer group attractions, status and authority and pleasure of bargaining). On the issue of motivation, Donthu and Garcia (1999) found that in terms of motivational characteristics, internet shoppers were more convenience seekers, more innovative, and less risk averse than Internet non-shoppers. Rettie (2001) was of the view that one motivating factor for people to visit, search and shop online was because the Internet was a good place to provide information and access to explore "hard to find" goods. Utilitarian and hedonic shopping motivation differs fundamentally. Utilitarian motivation is defined as rational and goal oriented (Hirschman and Holbrook, 1982; Batra and Ahlota, 1991) and applied to shopping shows that the benefit depends on the efficiency during the process of acquisition. Hedonic motivation contrarily refers to the search of emotions such as happiness, enjoyment and fantasy, experienced during the shopping procedure.

RESEARCH OBJECTIVES

- (i) To study the online consumption motivation.
- (ii) To analyze the motivations for online shopping among the college students.

RESEARCH METHODOLOGY

The study is based on both primary and secondary data. 70 questionnaires were distributed to collect primary data. Secondary data was collected from online journals. Analysis was done by using weighted arithmetic mean.

Dr. LEELA BHASKAR- Strategies For Frontier Global Business issues and Challenges of Emerging Economies

A STUDY ON THE ROLE OF SPIRITUAL ENTREPRENEURSHIP WITH REFERENCE TO HEALTH AND WELLNESS IN CHENNAI CITY

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ABSTRACT

The concept of entrepreneurship has gained momentum in recent years. There are different concepts emerging in the field of entrepreneurship. This paper tries to bring out the importance of entrepreneurship in the context of human well being. The present day world faces lot of health problems. Spiritualism is one way of overcoming health problems. The author tries to bring out the importance of healing through spiritual entrepreneurship.

There are an ever growing number of spiritual practitioners who offer services in the holistic community. A spiritual entrepreneur is one who offers service relating to or affecting the human spirit, body, mind and emotions – a holistic approach to happiness and overall wellness. A self employed yoga instructor, astrologer, spiritual healer can be called as a spiritual entrepreneur. The modern day world is moving towards natural healing and preventive methods to maintain good health.

KEYWORDS: *spiritual entrepreneurship, healing, wellness, good health.*

INTRODUCTION

Being an entrepreneur simply means being someone who wants to make a difference in other people's lives. This is true particularly in the case of entrepreneurs. They bring changes in different forms. One such form is that of a spiritual entrepreneur. A spiritual entrepreneur is one who offers service relating to mind, body and emotions. The world today is faced with a lot of problems, particularly health problems. People are trying to overcome these in one way or the other. The preferred way of maintaining health and preventing problems related to health is through the practice of yoga and meditation. This paper tries to focus on the positive effects of practicing

yoga and meditation in order to maintain a healthy life. One example of a spiritual entrepreneur can be cited of Sri Sri Ravi Shankar the founder of the Art of Living Foundation. Gurudev started The Art of Living foundation as an international, non-profit, educational, humanitarian organization. Its educational and self-development programs offer powerful tools to eliminate stress and foster a sense of well-being. Appealing not only to a specific population, these practices have proven effective globally and at all levels of society.

REVIEW OF LITERATURE

Akhtar P et al (2013) point out that yoga has been beneficial in improving the functional capacity and well-being in normal healthy subjects. Such yogic practices can very well be incorporated for increasing the patient's functional aerobic capacity, particularly those who have limitations in performing weight-bearing aerobic training due to various musculoskeletal problems. The improved state of well being would motivate the patients to adhere to such practices.

Raub JA shares that Yoga has become increasingly popular in Western cultures as a means of exercise and fitness training; however, it is still depicted as trendy as evidenced by an April 2001 Time magazine cover story on "The Power of Yoga." There is a need to have yoga better recognized by the health care community as a complement to conventional medical care. Over the last 10 years, a growing number of research studies have shown that the practice of Hatha Yoga can improve strength and flexibility, and may help control such physiological variables as blood pressure, respiration and heart rate, and metabolic rate to improve overall exercise capacity.

Jayabakht M et al bring out that Yoga has often been perceived as a method of stress management tool that can assist in alleviating depression and

Leela

