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Contemporary Issues and Challenges Of Teacher Education IQAC 2019

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A STUDY ON ATTITUDE TOWARDS PRACTICE IN TEACHING AND TEACHING PERFORMANCE OF PRE-SERVICE TEACHERS

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ABSTRACT

Practice in Teaching is one of the important components of Teacher Education Programme. A good teaching practice of Pre-service Teachers is an indicator towards future success in the teaching profession. During the process of practice teaching, Pre-service Teachers gain an awareness of their teaching by seeking feedback from mentors, supervisors, teacher educators, peers and through their self-reflection. Overall Practice Teaching experience provides strong insight for their improvement in Teaching Performance. Several factors may contribute to the success of Practice Teaching including teaching aptitude, attitude and achievement level and so on. The present study attempts to investigate the Attitude of Pre-service Teachers towards their Practice in Teaching experience and its relation between Teaching Performance. The study utilized a descriptive survey method which involved a sample of 50 Pre-service Teachers. The data on Teaching Performance was collected using 'Assessment Scale for Teaching Performance' developed by St. Ann's College of Education (Autonomous) Mangaluru. Attitude of Pre-service Teachers towards Practice in Teaching was collected after their practice teaching experience by administering a standardized tool on "Teaching Practice Exercise and Teachers' Professional Development (TPETPD) developed by the Oparah, Nwoke, & Eucharia (2017). Data was analysed using inferential statistic 't' and Product Moment Correlation 'r' at 0.05 level of significance. Results of the study indicated no significant difference among Arts and Science Pre-service Teachers' Attitude towards Practice in Teaching and Teaching Performance. Significant positive relationship was also observed in the Attitude of Pre-service Teachers towards Practice in Teaching and Teaching Performance.

INCLUSIVE AND INTEGRATED EDUCATION

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The principle of Inclusive Education was adopted at the “World Conference on Special Needs Education Access and Quality” (Salamanca Statement, Spain 1994). The statement solicits Government to give the highest priority for making education system Inclusive and adopt the principle Inclusive Education as a matter of policy. In India, NCERT joined hands with UNICEF and launched project - Integrated Education for Disabled children (PIED) in the year 1987, to strengthen the integration of learners with disabilities into regular school. In a recent year, the concept of Inclusive Education has been broadened to encompass not only students with disabilities but also all students who may be disadvantaged. Integration signifies the process of interaction of disabled children with normal children in the same educational setting. Inclusive Education broader and wider concept than Integrated Education as it includes all the students in mainstream. There are some differences between integrated and inclusive education, where inclusive education is found more beneficial than integrated education. The need of inclusive and integrated education is to provide opportunities to participate and develop relationships. The background of Inclusive and Integrated Education program has shown us, when the integrated education has come into picture and how the concepts of inclusive education has ben broadened. There are many challenges like acceptance by peers, untrained teachers, poorly designed and equipped schools for implementing inclusive education. To overcome these challenges there are few measures like equal treatment of differently abled children as normal children, attitudinal changes of teachers, modification in the examination system are to be followed for the success of inclusive education. There is need to collaborate with education stakeholders and generate funds for moving from segregation to inclusion and also raising awareness of human rights to ensure that children with disabilities enjoy equal rights.

DEVELOPMENT AND CHALLENGES OF INCLUSIVE AND INTEGRATED EDUCATION

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Inclusive education is a set of values, principals and practices that seeks more effective and meaningful education for all students, regardless of whether they have exceptionality labels Or not. Inclusive education means that all students attend and are welcomed by their neighborhood schools in age-appropriate, regular classes and are supported to learn, contribute and participate in all aspects of the life of the school. Inclusive education is carried out in a common learning environment; that is, an educational setting where students from different backgrounds and with different abilities learn together in an inclusive environment. Common learning environments are used for the majority of the students' regular instruction hours and may include classrooms, libraries, gym, performance theatres, music rooms, cafeterias, playgrounds and the local community. The term inclusion refers to an approach wherein students with special need spend most or all of their time with non-disabled students Inclusive classrooms might contain several students with special needs who are mainstreamed full time into the general classroom, or one or two students who spend time each day in both a special education classroom and a general classroom. Integrated schools bring together children and adults from different religion, caste and class in each school. The schools strive to achieve a religious balance of pupils, teachers and governors and acknowledge and respect the cultural diversity they represent. Integrated schools educate children in an environment where self-esteem and independence are developed as priorities. Self-respect and respect for others are strongly encouraged. The integrated ethos is nurtured to ensure inclusion of people from different religions, cultures, genders, abilities and socio-economic backgrounds. Integrated education encourages open-minded attitudes among pupils as well as building the confidence and ability to question, observe, listen and make informed decisions.

A STUDY ON EFFICACY AND CHALLENGES OF INTERNSHIP PROGRAMME IN TEACHER EDUCATION

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Internship programme in teacher education is very important to shape the trainees into an effective teacher of tomorrow. It provides not only practice teaching but opportunities to participate in activities of the school like a regular teacher. In the review of the NPE 1986 observed that an internship model for teacher training should be adopted because the internship model is firmly based on the primary value of actual field experience in a realistic situation, on the development of teaching skills by practice over a period of time. If we think about the internship programme of our teacher education colleges, certain questions arise in our mind. Do our trainees involve in all activities of the schools? Do teacher educators evaluate internship programme in well manner? To get answers of these questions present study was carried out. The main objective was to study the opinions of teacher educators and pre-service teachers with respect to internship programme. For the present study five teacher education colleges were randomly selected and from each college five teacher educators and twenty pre-service teachers were selected using random sampling technique. Result reveals that for improvement in internship programme we should consider all 3 stages - (1) Pre-internship (2) Internship (3) Post-internship for evaluation.

THE EMANCIPATING EFFECT OF EDUCATION

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Education in its real sense is an emancipator of self and prejudices which successively unites the mankind. Hence it demands reverence, respect, honour, devotion and dedication. It also expects high standard of culture and gentlemanliness. The turmoil in the world and the degradation of the countries is the result of lack of proper education. The recent education system creates person of intelligence but not person with humanity. This very reason made world just a Warfield than of brotherhood. The only panacea to these prevailing problems is nothing but the proper education. To emancipate the oppressed, education in proper sense should be spread to the whole humanity drop by drop. Now the world doesn't face much of illiteracy but now the world is full of qualified illiterates with respect to manners and humanity. Thus education should be for emancipating the inequality and to build a better world of tolerance, righteousness and understanding.

PROFESSIONAL DEVELOPMENT OF TEACHERS – A RATING SCALE ON SELF-ASSESSMENT OF TEACHER EDUCATORS FOR PROFESSIONAL DEVELOPMENT

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Abstract- improving teacher quality is at the heart of our national effort to achieve excellence in the classroom. This comes at a time when the very structure of education is going through a profound change and recognition of wide differences when teacher education institutions will help teachers understand the strengths and weaknesses of their education in planning for their professional future. It is the professional growth that a teacher achieves as a result of gaining increased experience and examining his/her teaching systematically. The author has thus prepared a rating scale on self-assessment of teacher educators on professional development. The components selected are Enhancing Teacher Effectiveness, Transference of knowledge through innovative models and Trends, Prediction of Teacher Morale, Professional Ethics, Technology as a back- up force in professional development and Teaching Styles. The tool has been validated by experts and a pilot study has been made to find out the reliability of the tool. The reliability is 0.78 and the test is highly reliable. The paper is concluded with educational implications related to enhancing quality in professional development of teacher educators.

ERRORS IN ARITHMETIC COMPUTATION OF SIXTH STANDARD PUPILS OF BANTWAL TALUK

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The present study is titled as “Errors in arithmetic computation of sixth standard pupils of Bantwal taluk”. The central goal of education is not just leading to read and write but to develop the abilities to think and reason. Reasoning is the heart of education. This is more explicit in the education of Science and Mathematics than other fields. In the report of the Education Commission (1964-66) it is recommended that Sciences and Mathematics should be taught on the compulsory basis to all pupils as a part of general education during the first ten years of schooling.

A difficulty in learning Mathematics is not generally a number based one but can be concept based or competency based. Some children learn to solve problems by mastery of steps in a procedure with a fixed order, and errors appear when the problem is presented in a different format or when the test is made up of a variety of problems. Survey method is used to select a sample of 600 students of sixth standard studying in 13 Kannada medium higher primary schools. A Diagnostic test is developed to assess the conceptual errors encountered in mathematical operations in selected areas of arithmetic. . The results of the statistical analyses reveal that a) Distribution of error scores in arithmetic computation for the total sample showed that pupils make maximum number of errors in division. b) Distribution of error scores based on gender showed that the total error scores of boys than that of girls. c) Distribution of error scores based on type of management of schools showed that the total error scores of government school pupils are higher than that of aided school pupils.

This reveals that there are deficiencies in the teaching of arithmetic. To enhance teachers’ use of student’s experiences, teacher education will need to focus on encouraging a variety of ways of teacher-student interaction during which students’ mathematical ideas should be considered exhaustively.

INCLUSIVE EDUCATION: POLICY PERSPECTIVE

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Inclusive is receiving-children with exceptionalities in the mainstream. There are a variety of aspects such as structural, historical, and religious factors, which shape the course of special education, inclusion, and the development of legislation and policies in India. With the experience of a complicated history and social structure, the emergence efforts of India towards special education, particularly the inclusive policy are fairly significant. Inclusive education programmes do not focus on the accommodation of these children into general school education setting, but are focused on the restructuring of schools to accept and provide for the needs of students. Some education commissions like the Kothari Commission in the year 1964 said that for educational opportunity of children with special needs, educational facilities should be extended to four categories of children with special needs such as the blind, the deaf, the orthopedically handicapped, and the mentally retarded. Few years later, the Ministry of Social Justice and Empowerment, Government of India, initiated the IEDC programme to promote the integration of children with mild and moderate disabilities into regular schools. The programme was intended to include children with disabilities into mainstream classroom with financial support, special equipment, and aids. For the development of inclusive education, there are various policies and constitutional issues drafted in the form of laws or acts. These acts/ laws provide basic guidelines to every teacher on how best way one can treat these individual differences among children.-With globalization, policy issues related to inclusive education took a different direction after independence. The present research paper highlights the different policies of Inclusive education and how best a teacher can contribute to the welfare of these children.Itis extremely useful for teacher educators, school teachers, child right activists, and social thinkers.

ISSUES AND CHALLENGES IN INCLUSIVE EDUCATION

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Inclusive Education is the modern trend aimed towards providing quality of education to the special needed children. Education of children with special needs has come a long way from integrated education to inclusive education (access to the mainstream). In spite of the support by a number of policies and programmes from time to time accelerate the pace of all the efforts made in this direction the regular school with inclusive orientation face many barriers and challenges. The Challenges are the ‘the whole idea of inclusive education is defeated on the part of teachers, parents, community and classmates. Lack of trained teachers, large class size, lack of child centered and relevant curriculum, limited appropriate teaching learning materials, teachers lack competency and will modify methodology as per the need, lack of proper infrastructure, lack of access to main stream and lack of participatory activities. There is a need to strengthen teacher’s competencies skills in inclusive education and to reform teacher training in its form and content the challenge of inequality and discrimination among students based on socioeconomic, ethnic and cultural profiles (Example: the competencies and learning outcomes achieved). The greatest challenge for the state government is the achievement accessibility inclusion and empowerment of children with special needs. The government alone cannot accomplish this task of making the “Right Real”. It can be concluded that these types of gaps can only be fulfilled with the help of collaboration to all the stake holders like University, teacher education institution etc.

INNOVATIVE METHODS AND SCIENCE TEACHING

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Science is one of the core subject which leads to technological advancement of the country. Science plays an important role in education because of its relevance to life and society. Use of computers and ICT revolutionized teaching-learning process which improves the quality of education. UNESCO (2002) emphasizes that teacher education institute should prepare new generation of teachers to use ICT effectively in their teaching process. Teacher should use innovative methods of teaching keeping in view the present needs and technological advancement of the society and help the students to involve themselves in teaching learning process to make them to understand scientific knowledge and their application to the fullest maximum extent. Teaching science through innovative methods as interdisciplinary and multidisciplinary help to attain knowledge skills and attitudes required to compete with the global standards. The country aspires every education system to give young people the basic skills required for present society and enable them to solve problems logically. To develop such skills it is important that science education should be given attention in our school curriculum considering the benefits from it. This demands innovative approaches in science teaching to make science discipline more innovative and enable students to cope up with modern society.

CONSTRUCTIVISM: AND IT'S APPLICATION IN TEACHING SOCIAL STUDIES AT SECONDARY SCHOOL LEVEL

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Education is an important aspect of social, economic, political and cultural life of an individual. Thus fruitful learning cannot be achieved in isolation. The students of secondary level are very smart and always thirst for some new ways of learning. Teaching means not merely transfer of information to students. Instead of this the students themselves must construct and reconstruct learning/knowledge on the basis of their previous knowledge. General belief about social science curriculum is ,it is boring and non-utility subject than natural sciences and social science subjects are text centered and theoretical in nature. . But unfortunately many of the social science teacher's follows old traditional methods like lecture method, memorization of facts and incidents etc. Therefore the objective of present study is to provide an intense look into constructivist theory and its need in teaching social studies at secondary level. Because social studies subject is equally important like other sciences. Hence the teaching learning approach in social science needs to be revitalized. Constructivism is a dynamic approach and that could be applied in a classroom by the teacher to make social studies teaching and learning more effective. The study therefore concluded that teachers need to reflect on their practice in order to apply these ideas to their work and the constructivist teacher's role is work like a facilitator in the teaching learning process and encourage the students to construct the knowledge themselves.

DIFFICULTIES IN PROBLEM SOLVING IN CURRICULUM OF MATHEMATICS

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In India, like many other states problem solving is one of the main aspects in curriculum of mathematics, which involves pupil to apply or to integrate varieties of mathematical concepts as well as taking decision in different cases. This paper focuses on major skills and cognitive abilities of pupil in learning which tries to minimize the difficulties in problem solving in curriculum of mathematics. The study was carried out to the students from class sixth to class 8th in order to help them gain knowledge related to basic mathematical operations which is the base for solving numerical problem and which is the base to carry out the higher studies in mathematics. Pretest was given and sadly it was found that almost all students have no knowledge about the tables, signs and operations. Hence there was a big task ahead to bring down the difficulties in solving mathematical problem. Remedial classes are in process where the first step of drill work of mathematical tables is being achieved up to 15. And the basic mathematical operations i.e. addition subtraction multiplication and division is achieved for at most number of students and now the basic mathematical identities and sign multiplication is being taught and it is in process. In expectations of good results in post test.

CONTEMPORARY ISSUES AND CHALLENGES IN EDUCATION AND WOMEN EMPOWERMENT

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The concept of education and women empowerment is to bring about developmental changes in social, economic, cultural, political environment of advancement of women and everyone. Education helps in all round development of a person and society. Growth is the main aim of education, teaching and learning. As rightly said, if you educate a man you educate an individual, however if you educate a woman, you educate the whole family.

Education and women has an important significance in the society since the olden Vedic period. The status of women in India needs to address the issue of enabling women empowerment. Though women constitute about half of the population, today there is modernization in the quality of education. This has resulted in social reformation in allied sectors through professionalization in teaching and learning. Our Constitution of India grants equality of education to all including free and compulsory education, equality of opportunities, education to the minorities, promoting educational interests particularly to the weaker sections of the society. Education is a tool to provide unique and a special status to women by means of creating an environment to take decisions individually or collectively for social transformation. Empowerment means individuals thinking power, and to fulfill their potentialities by bringing attitudinal change which is critical for the social progress in India. The perception that entrance to Education, Employment and change in social structure are the empowering components of Women empowerment. The principle problems that were confronted by the ladies in past days and still today up to some degree like child marriage, lack of education, female infanticide, financial constraints, gender discrimination, crime against women, absence of women for the achievement.

Irrespective of women's special status in society, women empowerment is a deception in reality. Globalization and challenges of the century, evidence of paradigm shift from pure industrialization to information based society in present, work participation, abilities to influence social change in them and in others, are other issues too.

Teacher Education for Teaching Undergraduate Programmes in HEIs – Necessity, Models & Implementation Methods

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One of the most important requirements of higher education institutions (HEIs) to prosper is the trained faculty members with high quality, engagement, and commitment. Their dedicated involvement with teaching and research, as well as with community service and service to their profession is essential for the sustainability, differentiation, and growth of HEIs. National Education Policy Proposal-2019 suggested a four years integrated teachers education programme called Integrated B.Ed. programme as a compulsory educational qualification for recruiting teachers for School education from Foundation school level to Secondary school level in order to improve the teacher quality at the school education level. But, it is failed to suggest at least one year special training programme to the faculty members who teach undergraduate programmes in pure and applied areas of both natural science and philosophical science. Instead, it suggested for discontinuing the existing one year M.Phil. Programme. It is still a question that if special training is required for school teaching then why not special training is required for undergraduate teaching? Hence it is desired to convert M.Phil. programme as a Teacher/Professor training programme in the respective subject by completely revamping it as M.Ed.(Subject) programme of one year duration. In this paper, we have suggested the necessity of starting a separate programme of one year duration with teaching training and scholarly research & publication, modelled, and discussed the implementation methods and guidelines. As suggested in National Education Policy proposal, Postgraduate programmes may be of one year or two years. This allows to create a new stream of postgraduates who want to be faculty members in Colleges to teach undergraduate programmes. Accordingly, it is suggested that those who want to choose teaching career by becoming faculty members for UG programmes should choose one year Master degree in respective subject and one year Master degree (M.Ed.) for teaching that subject in UG programmes. The systematic training proposal also allows multiple entries and multiple exits model as proposed in National Education Policy proposal 2019. Thus this paper suggests a new eligibility proposal for UG faculty members to improve the quality of all UG programmes.

STRATEGIES FOR COMPETENCY BUILDING IN HIGHER EDUCATION INSTITUTIONS

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Higher education institutions are critical focal points which transform youth into economically productive and socially useful citizens. This could be realised if they provide total learning experience which goes into developing competencies. Apart from reorienting main stream academic activities, value additions, certification programs, skill enhancement courses, competency gaining activities are being increasingly incorporated to enrich student learning experience. Three main factors play a role in developing competency. One for example is the education and training that is the primary function of higher education. Side by side there is the hidden curriculum, such for example, the entire set of factors which together may be called campus atmosphere – peer interaction, mentor influence, co-curricular and extra-curricular activities, sports and games, programs and activities, opportunities leading to discovery of potentials and development of self. Finally the personal attributes such as punctuality, discipline, commitment etc. which are largely shaped by ones early life experiences and institutional norms of the organisation of employment. All the three contribute to the holistic ‘performance competency’. Education and training, and hidden curriculum are two sides of the same coin. One which allows formal learning and the other informal and experiential. This paper on challenges for competency building aims to find out the strategies that could be employed by higher education institutions in developing competency among the students.

CHALLENGES AND ROLE OF TECHNOLOGY IN HIGHER EDUCATION SYSTEM

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There is an emerging broad consensus around the country about the benefits that can be brought to education structure through the appropriate use of growing information and communication technology. The range of possible benefits pervaded practically all areas of activity in which knowledge and communication play a vital role. It is involved from enhanced teaching and learning processes to superior student result, increased student commitment and picture perfect communication with teachers and parents. Today there is a significant gap between knowledge and skills students learn in higher education and the knowledge and skills that workers need in workplaces and communities. Employers mention specifically that they need candidates who are professional, having good moral and work ethics, can collaboratively work as a team, have critical thinking and problem solving skill, can lead a group of people and are skilled in verbal and written communication. This paper is to study challenges and role of technology in India higher education.

ಶಿಕ್ಷಕರ ಶಿಕ್ಷಣದಲ್ಲಿ ಪ್ರಚಲಿತ ಸಮಸ್ಯೆಗಳು ಮತ್ತು ಸವಾಲುಗಳು ಉಪವಿಷಯ: ಮಾನವ ಹಕ್ಕುಗಳ ಶಿಕ್ಷಣ

ಲೇಖಕರು: ಉಪನ್ಯಾಸಕಿ: ಶ್ರೀಮತಿ ಮಾಲತಿ ಆರ್.ಭಾವಿಮನೆ

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ಸಾರಾಂಶ

ಸುಮಾರು ಐದುವರೆ ದಶಕಗಳಿಂದ ಮಾನವ ಹಕ್ಕುಗಳ ಸಂಘಟಿತ ಜಾಗತಿಕ ಚಳುವಳಿ ಪ್ರಾರಂಭವಾಗಿದೆ. 10-ಡಿಸೆಂಬರ್ 1948 ರಂದು ವಿಶ್ವಸಂಸ್ಥೆ ಅಂಗೀಕರಿಸಿದ ಮಾನವ ಹಕ್ಕುಗಳ ಜಾಗತಿಕ ಘೋಷಣೆಯು ಮೊದಲ ಪ್ರಯತ್ನವಾಯಿತು. ಮಾನವ ಹಕ್ಕು ಎಂಬುದು ಒಂದು ವಿಶಾಲವಾದ ಪರಿಕಲ್ಪನೆಯಾಗಿದ್ದು ಇದು ಜಾತಿ,ಮತ,ಭಾಷೆ,ಪ್ರಾಂತ ಇವುಗಳಿಂದ ಮುಕ್ತವಾಗಿದೆ.

ವಿಶ್ವಸಂಸ್ಥೆಯ ಜೊತೆಗೆ ಭಾರತವು ಸೇರಿದಂತೆ ಸದಸ್ಯ ರಾಷ್ಟ್ರಗಳು ಸಾರ್ವತ್ರಿಕ ಗೌರವ ಹಾಗೂ ಮಾನವ ಹಕ್ಕುಗಳ ಮತ್ತು ಮೂಲಭೂತ ಸ್ವಾತಂತ್ರ್ಯಗಳ ಪಾಲನೆ ಹಾಗೂ ಅನುಷ್ಠಾನಕ್ಕೆ ಪ್ರತಿಜ್ಞಾಬದ್ಧವಾಗಿದೆ. ಅರ್ಥಾತ್, ಮಾನವ ಹಕ್ಕುಗಳ ಪರಿಣಾಮಕಾರಿ ನಿರ್ವಹಣೆಗಾಗಿ ಅಂತರಾಷ್ಟ್ರೀಯ ಒಡಂಬಡಿಕೆಗಳು ಸೇರಿದಂತೆ ಕೆಲವೊಂದು ಸಂಘ-ಸಂಸ್ಥೆಗಳು ಪ್ರಾಮಾಣಿಕ ಪ್ರಯತ್ನ ಮಾಡುತ್ತಿದೆ. ಆದರಲ್ಲೂ ವಿಶೇಷವಾಗಿ ಮಕ್ಕಳ ಹಕ್ಕುಗಳ ಶಿಕ್ಷಣ ಆಯೋಗಗಳು, ಯೋಜನೆಗಳು ಪ್ರಗತಿಯಲ್ಲಿ ಕಾರ್ಯ ನಿರ್ವಹಿಸುತ್ತಾ ಇದ್ದರೂ ಸಹ ಭಾರತದಲ್ಲಿ ಬಾಲಕಾರ್ಮಿಕತೆ, ಮಹಿಳಾದೌರ್ಜನ್ಯ,ಮಹಿಳಾ ಶೋಷಣೆ, ಅನಕ್ಷರತೆ,ಬಡತನ,ಅಸಮಾನತೆ ನಿರುದ್ಯೋಗ ಮತ್ತು ಮೂಲಭೂತ ಸೌಲಭ್ಯದಿಂದ ವಂಚಿತರಾಗಿದ್ದ ಅಲೆಮಾರಿ ಜನಾಂಗ ಮತ್ತು ಗಿರಿಜನ ಈ ಶತಮಾನದಲ್ಲೂ ಮುಂದುವರಿದಿದೆ. ನೂತನ ಸೌಲಭ್ಯಗಳು ಬೊಗಸೆಯಲ್ಲಿ ಬಂದು ಕೂರಬಹುದು.ಎಷ್ಟಿದ್ದರೇನು?. ಏನಿದ್ದರೇನು?ವೈಚಾರಿಕ ತಾರ್ಕಿಕ ಚಿಂತನಕ್ರಮ ಅರಳದಿದ್ದರೆ ಏನು ಫಲ? ಜನರ ಮನೋಭಾವಗಳಲ್ಲಿ ಇತ್ಯಾತ್ಮಕ ಪರಿವರ್ತನೆಯಾದರೆ ಮಾತ್ರವೇ ಮಾನವ ಹಕ್ಕುಗಳ ಬಗ್ಗೆ ಅರಿವು ಹಾಗೂ ಎಚ್ಚರ ಮೂಡಿಸುವ ಜವಬ್ದಾರಿ ಪ್ರಜ್ಞೆ ಬೆಳೆಸುವ ಉದ್ದೇಶಬದ್ಧ ಶಿಕ್ಷಣವೊಂದೇ ಸೂಕ್ತ ಪರಿಹಾರ.

ಬೋಧನೆ ಮತ್ತು ಕಲಿಕೆಯ ಪ್ರಕ್ರಿಯೆಯಲ್ಲಿ ಶಿಕ್ಷಕನ ಪಾತ್ರವು ಮಹತ್ವದ್ದಾಗಿದೆ. ಉತ್ತಮ ಸಮಾಜದ ನಿರ್ಮಾಣದಲ್ಲಿ ಶಿಕ್ಷಕನ ಪಾತ್ರ ಮಹತ್ವದ್ದಾಗಿದೆ. ಆದ್ದರಿಂದ ಒಬ್ಬ ಶಿಕ್ಷಕನಾಗಿ ಮಾನವ ಹಕ್ಕುಗಳ ಬಗ್ಗೆ ತಿಳಿದುಕೊಳ್ಳುವುದು ಅವಶ್ಯಕ. ಮಾನವ ಹಕ್ಕುಗಳ ಶಿಕ್ಷಣ ಯಾರಿಗೆ? ಮತ್ತು ಯಾಕೆ ಅವಶ್ಯಕ?. ಮಾನವ ಹಕ್ಕು ಶಿಕ್ಷಣದಲ್ಲಿ ಶಿಕ್ಷಣದ ಪಾತ್ರ, ಎದುರಿಸುವ ಸವಾಲು, ಬೋಧನಾ ಪದ್ಧತಿ ಮತ್ತು ತಂತ್ರಗಳನ್ನು ಶಿಕ್ಷಕರು ಅರಿತರಬೇಕು. ಅಲ್ಲದೆ ಶಿಕ್ಷಕರು ಬೇರೆ ಬೇರೆ ಕಲಿಕಾ ಹಂತದಲ್ಲಿ ಹೇಗೆ ಬೋಧನೆಯನ್ನು ಮಾಡಬೇಕು ಎಂಬುದನ್ನು ಅರಿತರಬೇಕು. ಮತ್ತು ಪಡೆದ ಜ್ಞಾನವನ್ನು ಅನ್ವಯಿಸುವ ಕೌಶಲವು ಹೊಂದಿರಬೇಕು. ತನ್ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಮಾನವ ಹಕ್ಕುಗಳ ಮಾಹಿತಿ ನೀಡುವುದರ ಮೂಲಕ ಉತ್ತಮ ಸಮಾಜ ಸುಧಾರಕರಾಗಲು ಮತ್ತು ಭವ್ಯ ಭಾರತ ನಿರ್ಮಾಣಗಳನ್ನು ಬೆಳೆಸಲು ಸಾಧ್ಯ.

ಶಿಕ್ಷಣ ಮತ್ತು ಮಹಿಳಾ ಸಬಲೀಕರಣ

ಪ್ರಮೀಳಾ.ಎಂ

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ಸಾರಾಂಶ

ಸನಾತನ ವೈದಿಕರು ಮಹಿಳೆಯರನ್ನು ತಮ್ಮ ಆಸೆ-ಆಕಾಂಕ್ಷೆಗಳನ್ನು ಪೂರೈಸುವ ಯಂತ್ರವಾಗಿ ಬಳಸುತ್ತಿದ್ದರು. ಅವುಗಳನ್ನು ಮೀರಿ ಹೊರಬರಲು ಈ ರಾಜಕೀಯ ಪ್ರಾತಿನಿಧ್ಯವು ಪ್ರಧಾನ ಮೆಟ್ಟಿಲಾಗಿದೆ. ಹಾಗಾಗಿಯೇ ಭಾರತದ ಪ್ರಪ್ರಥಮ ಪ್ರಧಾನ ಮಂತ್ರಿಯಾಗಿದ್ದಂತಹ ಪಂಡಿತ್ ಜವಾಹರ್ ಲಾಲ್ ನೆಹರು ಅವರು ಮಹಿಳೆಯರನ್ನು ಕುರಿತು “ಮಹಿಳೆಯರನ್ನು ಎಚ್ಚರಗೊಳಿಸಿದರೆ, ಪ್ರೇರಿಸಿದರೆ ಅವರು ಮುನ್ನಡೆಯುವರು. ಮಹಿಳೆ ಮುನ್ನಡೆದರೆ ಕುಟುಂಬ ಮುನ್ನಡೆಯುತ್ತದೆ. ಕುಟುಂಬ ಮುನ್ನಡೆದರೆ ಗ್ರಾಮ ಮುನ್ನಡೆಯುತ್ತದೆ. ಗ್ರಾಮ ಮುನ್ನಡೆದರೆ ದೇಶ ಮುನ್ನಡೆಯುತ್ತದೆ”. ಎಂದಿದ್ದಾರೆ. ಆದ್ದರಿಂದಲೇ ಮಹಿಳೆಯರು ಸಬಲೀಕರಣವನ್ನು ಹೊಂದಿದ್ದಾಗ ದೇಶದ ಪ್ರಗತಿ ಸಾಧ್ಯವಾಗುತ್ತದೆ. ಭಾರತದ ಸಾಮಾಜಿಕ ಮತ್ತು ರಾಜಕೀಯ ಇತಿಹಾಸವನ್ನು ಅಧ್ಯಯನ ಮಾಡಿದಾಗ ಶತಶತಮಾನಗಳ ಕಾಲದಿಂದಲೂ ಜಾತಿ, ಧರ್ಮ, ದೇವರ ಹೆಸರಿನಲ್ಲಿ ಪುರುಷ ಪ್ರಧಾನ ಮನಸ್ಸುಗಳು ಲಿಂಗ ತಾರತಮ್ಯವನ್ನು ಮಾಡುತ್ತಾ ಬರಲಾಗಿತ್ತು. ಇಂತಹ ಪುರುಷ ಪ್ರಧಾನ ಸಮಾಜದಲ್ಲಿ ಮಹಿಳೆಯರನ್ನು ಜಾಗೃತಗೊಳಿಸಲು ಸಾಧ್ಯವಾಗಿರುವುದಿಲ್ಲ. ಕಾಲಕ್ರಮೇಣ ಭಾರತದಲ್ಲಿ ಸಮಾಜ ಸುಧಾರಕರುಗಳ ಜನನವು ಮಹಿಳೆಯರ ಸಬಲೀಕರಣಕ್ಕೆ ಬಹುಪ್ರಧಾನವಾಗಿ ನಾಂದಿಯಾಗಿರುತ್ತದೆ. ಅಂತಹವರಲ್ಲಿ ಬುದ್ಧ, ಮಹಾವೀರ, ಬಸವಣ್ಣ, ಜ್ಯೋತಿ ಬಾಪುಲೆ, ಗಾಂಧಿ, ಅಂಬೇಡ್ಕರ್, ರಾಜಾರಾಮ್ ವೋಹನ್ ರಾಯರಂತವರು ದುಡಿದಿರುತ್ತಾರೆ. ಇವರುಗಳ ಪ್ರಬಲ ಹೋರಾಟದ ಪ್ರತಿಫಲವಾಗಿ ಮಹಿಳೆಯರಿಗೆ ಹಂತ ಹಂತವಾಗಿ ಎಲ್ಲಾ ಕ್ಷೇತ್ರದಲ್ಲಿಯೂ ಪ್ರಾತಿನಿಧ್ಯ ಹಾಗೂ ಅವಕಾಶವು ದೊರಕುತ್ತಾ ಬಂದಿರುತ್ತದೆ. ಹತ್ತೊಂಬತ್ತನೇಯ ಶತಮಾನದಲ್ಲಿ ಕೈಗೆತ್ತಿಕೊಳ್ಳಲಾದ ಹಲವಾರು ಮಹಿಳಾ ಸುಧಾರಣೆಯ ಕಾರ್ಯಕ್ರಮ ಅದರಲ್ಲೂ ಬಹುಮುಖ್ಯ 1850ರ ನಂತರ ಚುರುಕುಗೊಂಡು ಸ್ತ್ರೀ ಶಿಕ್ಷಣದ ಪ್ರಭಾವವು ಸಾಂಪ್ರದಾಯಿಕ ನಂಬಿಕೆಗಳಲ್ಲಿ ಹುದುಗಿಹೋಗಿದ್ದ ಮಹಿಳೆಯರಿಗೆ ಹೊಸ ಸಾಧ್ಯತೆಯ ಕಿಟಕಿಗಳನ್ನು ತೋರಿಸಿಕೊಟ್ಟಿತು. ಮಹಿಳಾ ಸಬಲೀಕರಣ ಸಮೃದ್ಧಿ, ಅಭಿವೃದ್ಧಿ, ಮತ್ತು ಕಲ್ಯಾಣಕ್ಕೆ ಶಿಕ್ಷಣ ಪ್ರಮುಖ ಅಂಶವಾಗಿದೆ. ಗರ್ಭದಿಂದ ಸಮಾಧಿಯವರೆಗೆ ಮಹಿಳೆಯರ ತಾರತಮ್ಯ ಎಲ್ಲರಿಗೂ ತಿಳಿದಿದೆ. ಎಲ್ಲಾ ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ಮಹಿಳೆಯರ ಅಸಮಾನತೆ ಮತ್ತು ದುರ್ಬಲತೆ ಮುಂದುವರಿದಿದೆ. ಮತ್ತು ಜೀವನದ ಎಲ್ಲಾ ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ತುಳಿತಕ್ಕೊಳಗಾದ ಮಹಿಳೆಯರು ತಮ್ಮ ಜೀವನದ ಎಲ್ಲಾ ಹಂತಗಳಲ್ಲಿಯೂ ಅಧಿಕಾರ ಪಡೆಯಬೇಕು. ಸಾಮಾಜಿಕವಾಗಿ ನಿರ್ಮಿಸಲಾದ ಲಿಂಗ ಪಕ್ಷಪಾತದ ವಿರುದ್ಧ ಹೋರಾಡಲು ಮಹಿಳೆಯರು ಹೆಚ್ಚಿನ ಶಕ್ತಿ ಅಗತ್ಯವಿರುವ ವ್ಯವಸ್ಥೆಯ ವಿರುದ್ಧ ಈಜಬೇಕಾಗುತ್ತದೆ. ಅಂತಹ ಶಕ್ತಿ ಸಬಲೀಕರಣ ಪ್ರಕ್ರಿಯೆಯಿಂದ ಬರುತ್ತದೆ. ಮತ್ತು ಸಬಲೀಕರಣವು ಶಿಕ್ಷಣದಿಂದ ಬರುತ್ತದೆ. ಮತ್ತು ಗ್ರಾಮೀಣ ಅಭಿವೃದ್ಧಿ ಮಹಿಳಾ ಸಬಲೀಕರಣದಿಂದ ಬರಲಿದೆ.

ಮಹಿಳಾ ಸಾಮಾಜಿಕರಣದ ಸಾಧ್ಯತೆಯು ಪಾಶ್ಚಿಮಾತ್ಯೀಕರಣವನ್ನು ಹಾದು ಭಾರತೀಯ ಸಮಾಜದ ಸುಧಾರಣೆಯ ಹಾದಿಯನ್ನಿಡಿಯಿತು. ಈ ಸಂದರ್ಭದಲ್ಲಿ ಜನನಗಳಿಂದ ಆಚೆ ಸುರಿದು ದೊರೆತ ಸಾರ್ವಜನಿಕ ಶಾಲೆಗಳಲ್ಲಿನ ಶಿಕ್ಷಣ ಅವಕಾಶವನ್ನು ಮಹಿಳೆಯರಿಗೆ ಬಾಹ್ಯದ ಬದುಕಿನ ಅನುಭವವನ್ನು ನೀಡುವುದರೊಂದಿಗೆ ಸಂಘಟನೆಯ ಸಾಮೂಹಿಕ ಚಲನೆಯ ಸಾಧ್ಯತೆಯನ್ನು ತೋರಿಸಿಕೊಟ್ಟಿತು. ಪರಿಣಾಮವಾಗಿ ಪುರುಷ ಪ್ರೇರಣೆಯೊಂದಿಗೆ ಆರಂಭಗೊಂಡರೂ ಮಹಿಳಾ ಸಂಘಗಳು ಅತ್ಯಂತ ಪರಿಣಾಮಕಾರಿಯಾಗಿ ಮಹಿಳಾ ವಿಷಯಗಳ ಬಗ್ಗೆ ಕೆಲಸ ಮಾಡತೊಡಗಿದರು. ತಮಗಾಗಿ ತೆರೆದುಕೊಂಡ ಈ ಅವಕಾಶಗಳನ್ನು ಸದುಪಯೋಗಪಡಿಸಿಕೊಂಡ ಕೆಲವು ಮಹಿಳೆಯರ ಬಗ್ಗೆ ವಿಶೇಷವಾಗಿ ಮಾತನಾಡುವುದರೊಂದಿಗೆ ಪುರುಷರೊಂದಿಗೆ ಸರಿಸಮವಾಗಿ ನಿಲ್ಲುವ ತಮ್ಮ ಇಚ್ಛೆ ಸಾಮರ್ಥ್ಯವನ್ನು ಪ್ರಕಟಿಸಿದರು. ಅಂದಿನ ಸ್ತ್ರೀಯ ಈ ಇಚ್ಛಾಶಕ್ತಿಯು ರಾಷ್ಟ್ರೀಯ ಹೋರಾಟದ ಸಂದರ್ಭದಲ್ಲಿ ನಿಚ್ಚಳವಾಗಿ ಪ್ರಕಟಗೊಂಡಿತು. ದೇಶದ ಅಭಿವೃದ್ಧಿಯಲ್ಲಿ ಮಹಿಳೆಯರು ಬಹಳ ಮುಖ್ಯ ಪಾತ್ರ ವಹಿಸಬಹುದು. ಶಿಕ್ಷಣವು ಮಹಿಳೆಯರ ಮೈಲಿಗಲ್ಲು, ಸಬಲೀಕರಣ ಏಕೆಂದರೆ ಇದು ಸವಾಲುಗಳಿಗೆ ಪ್ರತಿಕ್ರಿಯಿಸಲು, ಅವರ ಸಾಂಪ್ರದಾಯಿಕ ಪಾತ್ರ ಮತ್ತು ಬದಲಾವಣೆಯನ್ನು ಎದುರಿಸಲು ಶಕ್ತಗೊಳಿಸುತ್ತದೆ.

A STUDY ON ENTREPRENEURSHIP EDUCATION PROGRAMME IN THE CURRICULUM OF INDIAN HIGHER EDUCATION SYSTEM

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India is one among the fastest growing economies in the world. The modern era has brought many opportunities to bring changes in multiple fields. Introduction of globalisation, industrialisation and commercialisation brought an immense transformation in various aspects of life. Entrepreneurship play a key role in the economic development of a country. The major problems like unemployment and poverty are addressed by entrepreneurship. Various support initiatives like Make in India, Start Up -Stand Up India, Skill India are taken by Government of India after considering all the benefits to the society as a whole. Competency factors like innovation and creativity came into limelight with the advent of industrialisation and advancement of technology in the all field. The entrepreneurs are considered as ‘change agents’ in the process of economic development of a nation. Entrepreneurship development now-a-days require entrepreneurial education. Imparting entrepreneurship education to students at their higher education level enable them to develop the required potential and skills. Entrepreneurial education considered to be an important and influential force shaping the wellbeing of an economy. Effective entrepreneurial education fosters positive entrepreneurial attitude and motivate students to start their own venture. Entrepreneurship education includes all activities aiming to foster entrepreneurial mindsets, attitude and skills and covering wide range of aspects such as idea generation, start up, growth and innovation. Despite several entrepreneurship programmes are developed by Government and higher education institutions to support the entrepreneurship movement very little is known about effectiveness of entrepreneurship programme implementation. The purpose of this study is to verify the effectiveness of implementation of entrepreneurship programme in higher education curriculum, thereby providing training to students to cultivate and improvise their skill to grow into be a successful entrepreneur.

THE ROLE AND IMPORTANCE OF GENDER SENSITIZATION IN TEACHER EDUCATION

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As a society, we have failed to encourage thought and debate on this vital issue on gender sensitization. A society can only be progressive if we recognize that it comprises both male and female members of equal value. This is not an issue of who plays what role. Roles can differ from society to society but what is universal is the fact that both males and females have equal relevance and all our decisions and actions that influence our lives must be in the backdrop of gender equality. Gender sensitization theories claim that modification of the behaviour of teachers and parents towards children which can have a causal effect on gender equality.

This is where the first step to being a progressive citizen begins. There can be no better place for moral and ethical education than home and the best student for the same is a child, for he or she is completely open to learning what is taught and practiced at home. Parents and Schools Have to Come Together. This can be achieved by conducting various sensitization campaigns, training centers, workshop, programs etc. Sensitization in the domain of Humanities and Social Sciences,

Both the family and the school play an important part in a child's development, therefore both need to come together and discuss ways to ensure that gender parity in thought and action is practiced at home and school. The school can play an important role in setting up guidelines and advise parents on gender sensitization as also on various aspects of parenting, especially in the context of gender equality.



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SOCIAL SKILLS OF SECONDARY SCHOOL STUDENTS IN RELATION TO GENDER AND LOCALITY

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In this study, concerted effort was made to study the Social Skills among Secondary School Students in terms of Gender and Locality. Social Skills are observable behaviours that individuals exhibit to perform competently on a social task like active listening, interpersonal relationships, the understanding of others feeling, etc. The present study was descriptive in nature. A survey has been undertaken to study the Social Skills among Secondary School Students with respect to gender, and locality, by administering a 'Rating Scale on Social Skills'. The three dimensions of Social Skills such as "Interpersonal, Communication and Concern for others" were measured through a five point scale having twenty two statements. The sample of the study involved 462 Secondary School students pursuing the state syllabus in different schools of Mangalore Taluk situated in Urban and Rural areas selected through simple Random sampling technique. The findings revealed that social Skills of Urban Secondary School students are significantly higher than that of Rural School students. It also revealed that Social skills among secondary school students do not differ in terms of gender.

BRAND BUILDING – SOME WINNING STRATEGIES IN EDUCATION INDUSTRY

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Education industry is considered as most affected, adopted, and benefitted industry due to advents in information communication and computation technology. Education industry being a prominent service industry is undergoing changes continuously and presently using ICCT underlying technologies to transform itself to the model of Industry 4.0 where the focus is mass customization of education both at secondary and higher education level. Education industry in many countries is highly competitive due to public and private sector involvement in offering education services. Educational institutions are competing each other for their survival, sustainability, growth, and prosper by using suitable strategies for attracting more students from national and international destinations. For this, institutions are using ICCT based social media for brand building. In this paper, we have analysed various opportunities and their effectiveness of using social media in institutional brand building. This include various digital strategies, intellectual property creation, emotional infrastructure creation, use of educational technology, and collaboration industries & alumni. The paper also includes some suggestions in the form of ideas to use ICCT effectively in brand building process and their contribution in improvement in quality of education through predictive analysis and to ensure winning organization.

**ASSESSING THE PROGRESS IN EDUCATION & TECHNOLOGY
– INTERDEPENDENCY & COMPLEMENTARITY**

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The advents in education and technology are essential and continuous requirements for the progress of society. It is observed that the education system is innovated by many contributions by different people and institutions by means of research and contributions to education methods, methodology, pedagogy and other teaching – learning practices as well as delivery processes. Similarly, the technology related to communication and computation of information in various forms is also changing and progressing with many sub-areas called Information Communication and Computation Technology (ICCT) underlying technologies. It is evident that the progress in education is contributing to advances in technology and progress in technology in turn contributing for advances in the education system. Thus, it is observed that both education and technology are interdependent and complementary to each other. In this paper, we have developed some postulates to interconnect the education and technology and assessed such progress with time across the globe. A generic model of interconnection is projected to predict future developments in both education technology and ICCT.

**INFORMATION ASSURANCE AND ITS EDUCATIONAL POTENTIALITY
AT DOCTORAL LEVEL—AN INTERNATIONAL LOOK**

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Information is the key mover for the development of different attributes. The requirement of information has been increased in different organizations, institutions and thus information treated as a vital source. And as a result, Information becomes an important field of study called as Information Science. There are different close disciplines of information ranging from Information Studies, Information Management, Information Studies. The emergence of Information leads to different subfields of Information Science. Within Information Science, Information Privacy and Security is an important name and it is become a field of study. Information Assurance is holds interdisciplinary nature and responsible for secure information systems and privacy management. Information Assurance is a broader version of Information Security. Both computational and manual information security is actually fall under the Information Security; though, Information Assurance additionally deals with legal, managerial and social affairs of the Information Privacy and Security. It is worthy to note that, many universities around the world have started offering various Information Assurance programs in various levels viz. Bachelors, Masters and Doctoral level. In many universities, an Information Assurance Doctoral program comes with both research approach as well as coursework approach. This paper is a theoretical one but focused on PhD and other doctoral degrees in Information Assurance and allied program in International Universities with their potentialities in brief.

LIFE SKILL - A DYNAMIC MUTI-DIMENSIONAL PROCESS ENCOMPASSING HUMAN DEVELOPMENT

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Education is the most important instrument for human resource development. Education has been regarded as both an end in itself and as a means of realizing other desirable ends. It develops the personality and rationality of individuals, qualifies them to full fill certain economic, political and cultural functions and there by improve their socio-economic status. Education is an instrument of socialization is considered as a powerful catalytic agent for social change. Hence quality education and empowerment of youth are very much needed in the context of Globalization, Liberalization and Internationalization. The Indian youth is currently at crossroads. India has been facing the challenges in providing quality education to the youth. The issues of financing, management, equity, and relevance, reorientation of programmes for laying emphasis on values and ethics and quality of higher education all are of severe concern at the present situation. The mobility of skilled manpower increased with globalization and Indian education system also evolved into knowledge-based society. Demands of contemporary life, under privileged parenting, dysfunctional relations, changing family structure, new perspectives of young people's needs, speedy socio-cultural changes all makes it crucial for a life skill education. Life skills are defined as the abilities for adaptive and positive behaviour enables individuals to deal effectively with the demands and challenges of everyday life. The world health organization (WHO) defined life skill as abilities to face the day to day complex situations successfully and adjust with them efficiently. They are: Problem solving skills, Critical thinking skills, Creative thinking skills, Decision making skills, Effective communication skills, Inter personal relationship skills, Self-awareness skills, Empathy, Skills to cope with emotions and Skills to cope with stress. Life skill education can help to improve the well-being of individuals. The life skills are to be developed in the process of education. These life skills enable a person to live his life effectively purposefully, successfully and meaningfully. When knowledge is learned passively, without skills, it is often learned at a superficial level and therefore not readily transferred to new environments, deep understanding and accountability for the real world will occur only by embedding skills within knowledge domain, such that each enhances the other. In the present social scenario skills are the key to solving economic civic, and global challenges and to engaging effectively in those spheres, then we must act upon the belief that using those skills to overhaul our education system is possible.

21ST CENTURY SKILLS FOR EDUCATION

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Research shows that children learn most effectively by constructing.

Knowledge through the world around them and participating in an open-ended constructivist based project in hopes of fostering critical thinking skills.

Class room teaching practice becomes more effective, when it is well informed by an understanding of how students' learn and learning will be more successful if students are given the opportunity to explain or clarify their ideas. So in terms of pedagogy, the development of education now requires teaching strategies that emphasize student involvement in their learning, where focus is on knowledge construction rather knowledge transformation.

Constructivism is an emerging pedagogy among the teaching community across the world and National Curriculum Framework (NCF 2005) confirmed the direction to it in Indian classroom situation. We need to nurture and build active and creative capabilities –inherent interest in making meaning, in relating to the world in 'real' ways through acting on it and creating, and in relating to other humans. Learning is active and social in its character.

The aim of this article is to share both theoretical and practical ideas about constructive approaches and critical thinking development within English language teaching. To bring critical thinking to classes, Bloom's Taxonomy and critical thinking strategies can be applied to pedagogical materials in a practical way.

EDUCATION POLICY AND IMPLEMENTATION

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In a democratic Country, there is need of democratization of education. In order to achieve education for all, so many initiatives and attempts have been made by the Government of India through policy formulation; the govt. lays down directives for the future course of action towards realizing some perceived goals.

National policy of education 1986 and its modified policy in 1992 which is known as program of action. NPE through the basic objectives the recommendation of the policy have divided into several areas : early childhood care and education, elementary education, non-formal education and Navodaya Vidyalaya's, vocationalisation of education, higher education, open university and distance education, rural universities and institute, technical and management education, research and development , women education, education of scheduled castes and scheduled tribes and backward section, minority education ,education of the handicapped and adult education.

New Education Policy 2019 draft for 4 years integrated B.Ed. vocational education will be included in school education. Three language systems will be implemented from standard 6. Importance will be given to home language and National Language and less priority will be for English.

Four years integrated Bachelor of Education (B.Ed.) Program will be introducing by 2030. Online education in department of education, faculty profile, professional development of the faculty are explained in NPE 2019. Several challenges has to be faced in implementing NPE 2019.

Draft NPE will play a critical role in the transformation of the Indian education system. It has certain sore points that need to be relooked at for the benefits of teachers and students.

THE LINGUA FRANCA OF 21ST CENTURY SKILLS

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21st century witnesses a tremendous agitation in every field. Education in its fullest sense, fully equipped to shape the future citizens to compete the world of turmoil with their full potential. But the education system lacks the important threat of making students to cope with the reality. Parents, teachers and even the stakeholders are merely focusing on to the near future whereas the younger ones are to be moulded for a life time. The moment they get graduated and opens up to the world of ‘Startups’, they witness a huge gap between the reality and the theories they have learned. We educate children for a better job with technologies and lots more but the world they have to encounter with, is really a contrary version of what they have thought of. When the 21st century demands us to be critical and creative; teaching, learning and evaluation itself should transform to suit to fit the needs of today. Obsolete pedagogy and methodology in no way help the students to foster the skills needed for 21st century. The quality of education-teaching, learning, the perfect way of evaluation and a better transacting help to reach the goals of the New Era. This paper intends to bring out the quality needed for the determinants of right education on the light of a few reports and reviews.

E-LEARNING: ISSUES AND CHALLENGES OF IN INDIAN EDUCATION

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The study in E-learning: Issues and Challenges of in Indian Education institutions of higher education, the issue of utilizing modern information and communication technologies for teaching and learning is very important. E-learning involves the use of digital tools for teaching and learning in education. It makes use of technological tools to enable learners study anytime and anywhere. It involves the training, delivery of knowledge and motivates students to interact with each other, as well as exchange and respect different point of views. It eases communication and improves the relationships that sustain learning. Despite some challenges discussed, the literature has sought to explain the role of e-learning in particular and how e-Learning has made a strong impact in teaching and learning in Indian education system. Its adoption in some institutions has increased faculty and learner's access to information and has provided a rich environment for collaboration among students which have improved academic standards. The overall literature which explains the advantages and disadvantages of e-learning suggests the need for its implementation in Indian education for faculty, administrators and students to enjoy the full benefits that come with its adoption and implementation.

21ST CENTURY SKILLS FOR EDUCATION

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Today's student needs different skill than were perhaps taught to previous generations and that cross-disciplinary skills such as writing, critical thinking, self-initiative, group collaboration and technological literacy are essential to success in higher education, modern workplaces and adult life. There is still an argument about "21st Century Skills ". The concept is interpreted and applied in different ways from state to state or school to school which can lead to confusion and ambiguity. Schools and teacher education need to adapt and develop new ways of teaching and learning that reflect a changing world. The purpose of school should be, to prepare students for success after graduation and therefore schools need to prioritize the knowledge and skills that will be in the greatest demand. Only teaching student to perform well in school or on a test is no longer sufficient. The following list provides a brief illustrative over view of the knowledge, skills, work habits and character traits commonly associated with 21st century Skills.

ROLL OF THE COMMUNITY AS EDUCATIONAL STAKEHOLDERS IN THE 21ST CENTURY.

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In my paper, I am going to analyze community as one of the major education stakeholders, their contribution to developing education in the 21st century in Indian scenario. Education plays a significance role in empowering the human society. The community people did not wait for the government to take initiative to establish new schools and hire teachers in their areas. Most schools at the initial stage were community initiated schools which received different kinds of contributions from the community for e.g. land, funds, volunteer teachers, labours, construction materials etc. From the point of expansion of education, it was a very good time to achieve reasonable level of progress with the direct involvement of the community. As the community people initiated to schools, they were responsible for their management as well. The community managed schools were introduced successfully at that time. The modality of the community managed school was simple in the sense that community did things such as establishing the school in a location as agreed by the people, building a house for classroom purpose as per their financial situation, Most of the educationist all over the world seems to be argued that the community participation plays vital role in promoting education in terms of quality and quantity.

LEARNING FROM THE PERSPECTIVES OF MIND MAPPING

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Mind map is an organizational thinking tool put forward by an Englishman called Tony Buzan. A mind map is similar to a semantic network or cognitive map, but there are no prescribed boundaries on the sort of links used. Most often the map involves images, terms, and shapes. The basics are arranged inductively according to the significance of the concepts and are organized into grouping branches or region. The homogeneous realistic formulation of the semantic organization of in sequence on the method of get-together knowledge may aid recall of existing memories. A creative device likewise combines two elements to project a third into the future, but the creative aim is to charge or affect the future in some way, whereas the mnemonic aim is simply to remember. Thus, by making mnemonic mind maps, simultaneously trains creative thinking faculties. These in turn improve reminiscence capability and an equally reinforce upward spiral is created. Even though the idea of mind map is quite old, its applications are noteworthy in the field of learning. The present research has the following research questions in mind: Is it necessary to validate Buzans' theory of mind map? What are the educational applications of a mind map? Does it follow the constructivist philosophy of learning? And how does it promote autonomy of learning? The present research study is useful for teacher educators, high school teachers, and even for primary teachers. If mind mapping concept can be implemented in education, it would help in promoting joyful learning.

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ಪ್ರವೀಣ

ವಿಷಯವಾಗಿ ಉಪನ್ಯಾಸಕರುಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಪ್ರವೀಣ ಪದ್ಯಾಣ ಅವರಿಂದ ಬರೆದಿರುವ ಈ ಪುಸ್ತಕವು ಉಪನ್ಯಾಸಕರಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಅನೇಕ ವಿಷಯಗಳನ್ನು ಕುರಿತು ವಿವರವಾಗಿ ವಿವರಿಸಿದೆ. ಈ ಪುಸ್ತಕವು ಉಪನ್ಯಾಸಕರಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಅನೇಕ ವಿಷಯಗಳನ್ನು ಕುರಿತು ವಿವರವಾಗಿ ವಿವರಿಸಿದೆ. ಈ ಪುಸ್ತಕವು ಉಪನ್ಯಾಸಕರಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಅನೇಕ ವಿಷಯಗಳನ್ನು ಕುರಿತು ವಿವರವಾಗಿ ವಿವರಿಸಿದೆ.

ಈ ಪುಸ್ತಕವು ಉಪನ್ಯಾಸಕರಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಅನೇಕ ವಿಷಯಗಳನ್ನು ಕುರಿತು ವಿವರವಾಗಿ ವಿವರಿಸಿದೆ. ಈ ಪುಸ್ತಕವು ಉಪನ್ಯಾಸಕರಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಅನೇಕ ವಿಷಯಗಳನ್ನು ಕುರಿತು ವಿವರವಾಗಿ ವಿವರಿಸಿದೆ. ಈ ಪುಸ್ತಕವು ಉಪನ್ಯಾಸಕರಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಅನೇಕ ವಿಷಯಗಳನ್ನು ಕುರಿತು ವಿವರವಾಗಿ ವಿವರಿಸಿದೆ.

ಮಕ್ಕಳಿಗೆ ಮನೆಯೇ ಮೊದಲ ಪಾಠಶಾಲೆ. ಮಗುವು ಮನೆಯಲ್ಲಿ ಎಲ್ಲರೊಂದಿಗೆ ಆಡುತ್ತಾ, ಹಾಡುತ್ತಾ, ಕುಣಿಯುತ್ತಾ ಅನೇಕ ವಿಚಾರಗಳನ್ನು ಕಲಿಯುತ್ತದೆ. ಹಿಂದೆ ಅಜ್ಜಿ ಹೇಳಿದ ಕಥೆಗಳನ್ನು ಕೇಳಿ ಬೆಳೆಯದ ಮಕ್ಕಳಿಲ್ಲ. ಅಜ್ಜಿ ಹೇಳುವ ಕಥೆಗಳು ನೀತಿಯ ಕಣಜಗಳೇ ಆಗಿವೆ. ಮಕ್ಕಳನ್ನು ಸಜ್ಜಾರಿತ್ಯವುಳ್ಳ ಪ್ರಜೆಗಳನ್ನಾಗಿಸುವಲ್ಲಿ ಅಜ್ಜಿ ಕಥೆಗಳು, ಮಕ್ಕಳ ಸಾಹಿತ್ಯ ಪ್ರಮುಖ ಪಾತ್ರವನ್ನು ವಹಿಸುತ್ತದೆ. ಮಕ್ಕಳಲ್ಲಿ ಒಳ್ಳೆಯ ಮೌಲ್ಯಗಳನ್ನು ಬಿತ್ತುವಲ್ಲಿ, ಮೌಲ್ಯಗಳ ವರ್ಗಾವಣೆಯಲ್ಲಿ ಮಕ್ಕಳ ಸಾಹಿತ್ಯದ ಪಾತ್ರ

ಮಹತ್ತರವಾದುದು. ಇಂದು ಬದಲಾದ ಕುಟುಂಬ ವ್ಯವಸ್ಥೆಯಲ್ಲಿ ಹಿಂದಿನ ತಲೆಮಾರಿನ ಮಕ್ಕಳಿಗೆ ಸಿಗುತ್ತಿದ್ದಷ್ಟು ಮೌಲ್ಯವಿಚಾರಗಳು ಇಂದಿನ ಮಕ್ಕಳಿಗೆ ಮನೆಯಲ್ಲಿ ಸಿಗುತ್ತಿಲ್ಲ. ಆದುದರಿಂದ ಮೌಲ್ಯಯುತವಾದ ವಿಚಾರಗಳನ್ನು ಪಠ್ಯದಲ್ಲಿ ಅಳವಡಿಸಿ ಪರಿಣಾಮಕಾರಿಯಾದ ಬೋಧನೆಯ ಮೂಲಕ ಮಕ್ಕಳಲ್ಲಿ ಮೂಲ ಮಾನವೀಯ ಮೌಲ್ಯಗಳ ವರ್ಗಾವಣೆಯಾದರೆ ಸಮಾಜದಲ್ಲಿ ಘಟಿಸುವಂತಹ ಅಪರಾಧ ಪ್ರಕರಣಗಳ ಪ್ರಮಾಣ ಗಣನೀಯವಾಗಿ ಕುಸಿಯಬಹುದು. ಹೀಗೆ ಶಿಕ್ಷಣದಲ್ಲಿ ಮಕ್ಕಳ ಸಾಹಿತ್ಯದ ಬಳಕೆಯ ಮೂಲಕ ಮಕ್ಕಳಲ್ಲಿ ಮೌಲ್ಯಪ್ರಚೋದನೆಯನ್ನು ಪರಿಣಾಮಕಾರಿಯಾಗಿ ಮಾಡಬಹುದೆಂಬುದೇ ಈ ಪ್ರಬಂಧದ ಆಶಯ. ಈ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಇಲ್ಲಿ ಮಕ್ಕಳ ಸಾಹಿತ್ಯದ ಪ್ರಾತಿನಿಧಿಕ ಕೃತಿಗಳನ್ನಿಟ್ಟುಕೊಂಡು ಈ ಪ್ರಬಂಧವನ್ನು ಸಿದ್ಧಪಡಿಸಲಾಗಿದೆ

FEMINISM IN EDUCATION

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Feminism studies feminists perceive to be a male- dominated society. In our society girls and women have been kept inside the house while men's have been dominating in the areas such as politics, education, etc. In the ancient days girls have academically underachieved. At the modern times girls are achieving better than boys in education. Before the national curriculum, girls were given education but subject's likecooking or home science. Feminists also believe that society is based on conflict between the sexes. From history women has been discriminated and men's are enjoying all the powers. This is wrong and should be changed.

DIFFICULTIES IN WRITING SKILLS AND THE WAYS TO IMPROVE IT IN SECONDARY LEVELS

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Language learning mainly involves four skills. They are listening, speaking, writing and reading. Here, writing skill plays the vital role among all the skills. Though it is considered as the difficult skill it is one of the important skills. Writing is not speaking. Writing skills may enhance the student's chances for success. In order to Achieve these skills students should practice the skill of writing they should read lot of books .Students can make a habit of writing diaries. Hence the students can improve their writings. It is an effective way of communicating with others by expressing thoughts feelings and opinions. A good writing skill comes through practice and determination in schools. A student is often judged by the quality of his or her handwriting teacher should encourage the excitement of writing with the assistance of using word processing program.

INCLUSIVE EDUCATION

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Inclusive Education proposes all students are provided with equitable access to education within the context of mainstream educational system and not in a segregated setting. Accessible ICTs have a major role to play in enabling educational authorities, educators, students and parents to move towards a more inclusive educational system. Technology can be used to transform delivery of education in a manner that that learning becomes an enjoyable experience. The inclusive education idea are parental education and expansion of national teacher pools with NGO and voluntary bodies playing a major role in creating awareness that mainstreaming challenged children is an investment in people. Stating that teachers in India to be prepared to face the challenges of 21st century for imparting new age education, the authors stress that teacher education programme in India should integrate innovative techniques of inclusive education and teacher education for 21st century To promote these school education and teacher education we need sophisticated education of Internet call e-training .Innovative techniques can minimize the learner's drawbacks and teachers drawbacks. Inclusive education specifically focuses on inclusion in education and teacher education. The two most fundamental concerns in school education and today are: 1. the quest for excellence in teaching 2. the intensive effort to offer equal opportunities for all learners. It is clear that the traditional understanding of teaching is becoming obsolete in the face of increasing numbers of learners from diverse cultural and linguistic backgrounds with different abilities and educational needs in today's classrooms. Teachers are challenged to grow and adapt to the demands of schooling for the 21st century and beyond. This chapter also discusses a framework for establishing inclusive schools as well as strategies to provide meaningful access and participation in an inclusive classroom. One of the main obstacles is the perception that accessible ICTs for inclusive education are prohibitively expensive. The evolution of the theoretical and philosophical underpinning towards inclusive education how one can plan for inclusive education at a whole-school level as well as within a class Innovative techniques motivate school education and teacher education towards qualitative It makes learning and teaching process effective.

INNOVATIONS IN LANGUAGE TEACHING

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Education is a process of teaching learning where a more mature person imparts the necessary adequate information to less mature to bring about modification in his behavior. So education is a goal directed activity. These goals can only be achieved through the teachings. The teacher is responsible for educating young minds of the children. In present context teaching pedagogy and strategies are mismatching between teaching style of the teacher and learning style of students. In order to tackle challenges effectively instruction need to implement innovative ideas that make the classroom experience much more creative for students. Innovative teaching is a productive approach to integrate new teaching strategies and method in a classroom. A new teaching strategy in language teaching encourages strong support between student and teacher. Here teacher serves as a facilitator. It has less visual as constructivism and student centered learning. In this process student should be an active learner in a supportive environment. Every teacher strives to be innovative by implementing new methods. New technology to enhance and expand their experience. Innovative teaching encourages attention, curiosity, interest, optimization, creativity, critical thinking and skills of students. It extends to the level of motivation in students.

A STUDY ON THE METACOGNITIVE AWARENESS OF B.ED. STUDENTS

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In the present scenario it very essential for the individual to know their strength, weakness, learning ability and critical thinking ability. Metacognition helps in the development of such abilities in the students through teachers. It is necessary for the teacher to have effective metacognitive ability. Metacognitive awareness means being aware of how you think or being aware of how you learn. In other words it is self regulation. The present paper is a study reflects upon metacognitive ability of first semester B.Ed students of Srinivas University. Researcher used descriptive survey method and metacognitive awareness inventory to collect data. This study includes 50 sample among them 25 from science and 25 from arts pedagogy. The research data was analyzed and 't' value is calculated. The study concluded that there is no significant difference between metacognitive ability of science and arts first semester B.Ed students of Srinivas University.

PROBLEM SOLVING AND LEADERSHIP ABILITY OF STUDENT TEACHERS

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Any modification brought about in the behavior of an individual as a result of his interaction with the environment constitutes learning. It is a lifelong process. In the learning process schools and teachers plays a significant role. Teacher education is of vital importance in the educational ladder of the country. Teacher education is a stage on which research and development flourish. Quality education anticipates quality teachers. The aim of the study was to examine the problem solving and leadership ability of student teachers. For this purpose investigator constructed a questionnaire. The data was collected from 90 student teachers from Srinivas University. The mean, SD, and 't' value were calculated to analyze the collected data. The result shows that majority of the Bed trainees possess moderate and below moderate level of leadership and problem solving ability. Only 20% of students possess above moderate level of leadership and problem solving ability. It has been therefore suggested that the teacher education centers/institutions must adopt certain necessary programmes of action for the development of these skills among the student teachers.

कौशल विकास शिक्षा EDUCATION FOR SKILL DEVELOPMENT

श्रीराम श्रीनिवासुलु,
पी. एचडी (शिक्षा शास्त्र), दक्षिणा भारत हिंदी प्रचार सभा, चेन्नै, धारवाड़ ।
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भारत, दुनिया की सबसे तेजी से बढ़नेवाली विशाल अर्थव्यवस्था है। भारत की वृद्धि से मिलने वाले लाभ बेहद संकेंद्रित रहे हैं और देश की राष्ट्रिय आय का 22 प्रतिशत उसकी आबादी के महज एक फ़ीसदी लोगों तक पहुँच रहा है। उचित वृद्धि हासिल करने के लिए यह जरूरी है कि अपनी सरम शक्ति को रोजगार पाने लायक कौशलों और जानकारी से संपन्न किया जाए, ताकि वे देश के विकास में प्रभावी योगदान दे सकें और उसके लाभ उठा सकें।

महत्वपूर्ण बात यह है कि भारत के 43 प्रतिशत युवाओं की रोजगार, शिक्षा या प्रशिक्षण तक पहुँच नहीं है। इस सरम शक्ति को तैयार करना भारत की बहुत बड़ी जिम्मेदारी है। तीन चीजों की खासतौर पर जरूरत है – उचित और आवश्यक कौशलों की शिक्षा प्रदान करना सुनिश्चित करने के लिए कौशल प्रशिक्षण कार्यक्रमों में उद्योग जगत की सार्थक भागीदारी, स्पष्ट मापदंड और प्रमाणन प्रणाली तथा समुचित ढंग से डिज़ाइन और लागू की गई दीर्घकालिक कौशल विकास संबंधी कार्यनीति।

कौशल विकास के लिए अनेक कदम पहले से उठाये जा चुके हैं जिनमें औद्योगिक प्रशिक्षण संस्था (ITI), महिला व्यवसायिक प्रशिक्षण संस्थान, प्रशिक्षण महा निदेशालय (DGT) द्वारा संचालित उन्नत प्रशिक्षण संस्थान और निजी कंपनियों या सरकार द्वारा संचालित बेसिक ट्रेनिंग सेंटर और संबंधित इंस्ट्रक्शन सेंटर शामिल है।

अन्य के अलावा केंद्र सरकार द्वारा प्रधान मंत्री कौशल विकास योजना (PMKVY) अनेक मंत्रालयों और विभाग जैसे कृषि, आवास एवम गरीब उपशमन, महिला और बाल विकास, वाणिज्य एवं उद्योग मंत्रालय द्वारा प्रशिक्षणों का संचालन तथा मानव संसाधन विकास विभाग द्वारा बैचलर ऑफ़ वोकेशन और डिप्लोमा ऑफ़ ओकेशन का संचालन किया जा रहा है। देश में व्यवसायिक शिक्षा और प्रशिक्षण आकलन करने के लिए सरकार की ओर से ऐसे और भी अध्ययन कराये जाने चाहिए।

समावेशी शिक्षा Inclusive Education

सुकन्या चल्ला,
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समावेशी शिक्षा एक शिक्षा प्रणाली है। शिक्षा का समावेशीकरण यह बताता है कि विशेष शैक्षणिक आवश्यकताओं की पूर्ति के लिए एक सामान्य छात्र एक दिव्यांग छात्र के समान शिक्षा प्राप्ति की अवसर प्रदान करना। पहले समावेशी शिक्षा की परिकल्पना सिर्फ विशेष छात्रों के लिए की गयी थी लेकिन आधुनिक काल में ऐसी समावेशी शिक्षा शिक्षण व्यवस्था में सम्मिलित हो गई है।

समावेशी शिक्षा या एकीकरण के सिद्धांत की ऐतिहासिक जड़ें अमेरिका से जुडी हैं। प्राचीन शिक्षा पद्धति की जगह नई शिक्षा नीति का प्रयोग आधुनिक समय में होने लगा है। समावेशी शिक्षा विशेष विद्यालय या कक्षा को स्वीकार नहीं करता। अशक्त बच्चों को सामान्य बच्चों से अलग करना अब मान्य नहीं है। विकलांग बच्चों को भी सामान्य बच्चों की तरह ही शैक्षिक गतिविधियों में भाग लेने का अधिकार है।

समावेशी शिक्षा एक प्रकार की ऐसी प्रक्रिया है। जिसके द्वारा किसी भी भेदभाव व अंतर के बिना समाज के प्रत्येक वर्ग को शिक्षा प्रदान की जाती है। ताकि समाज के सभी बालकों को एक स्तर पर लाया जा सकें।

शैक्षिक समावेशन इस प्रकार की ऐसी प्रक्रिया है जिसके द्वारा विभिन्न प्रकार की विशेषताएं रखने वाले छात्रों को एक समान शिक्षा दी जाती है।

‘उमतुली’ के अनुसार – “समावेशन एक प्रक्रिया है, जिसमें प्रत्येक विद्यालय को दैहिक, संवेगात्मक, तथा सीखने की आवश्यकता को पूरा करने के लिए संसाधनों का विस्तार करना होता है।

शैक्षिक समावेशन में प्रयोग की जाने वाली विधियाँ अन्य शिक्षण विधियों से भिन्न है। शैक्षिक समावेशन प्रतिभाशाली तथा सामान्य दोनों तरह की छात्रों के लिए प्रयोग की जाती है। इस प्रकार की शिक्षा प्रणाली में छात्रों की मानसिक स्तर का विशेष रूप से ध्यान दिया जाता है।

IMPACT OF DEMONETISATION ON BANK EMPLOYEES OF MANGALORE

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Demonetisation is the act of stripping a currency unit of its status as legal tender. Demonetisation is necessary whenever there is a change of national currency. The old unit of currency must be retired and replaced with a new currency unit. The opposite of demonetisation is remonetisation where a form of payment is restored as legal tender. There can be many reasons of Demonetisation in any economy some of the are: Introduction of New Currency, to stop Black Marketing, excess Currency Storage, High Corruption rates and others. There will be excess fake currency in the economy is main reason of demonetisation. This study aims at knowing the challenges faced by the bank employees of Mangaluru during demonetisation. The study helps to collect the data from employees working in different banks in Mangaluru city and their opinion towards the demonetisation policy. Overall this project gives detailed information in relation to the impact of demonetisation on bank employees, to the prevailing cash management practices during demonetisation, consequences and the strategies adopted to overcome the demonetisation issues and also the results will be presented in tables and graphs.

IMPROVING THE LINK BETWEEN HIGHER EDUCATION AND EMPLOYMENT IN INDIA

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In this document we discuss the system of higher education in India together with the link between education and employment. At present, there is a great need in India to change the structure of the higher education system and a need for expansion of the education scale together with vocational orientation of education to create a more robust system consistent with market needs. Based on this hypothesis, we analyze the relationships between each of them the two aspects of education and employment respectively. In this document, the factors and the transfer mechanism of the influence that education has on employment is also explained. Then the theoretical models of the relationship between education and employment are built up. Finally, we use the secondary data to evaluate the status quo for Unemployment in India. Our research strongly indicates that the development of Vocational training is necessary in India. Adjust the structure on education and training facilities to the realities of the labour market will be advantageous for Employment degrees. In addition, governing bodies need not depend solely on the creation of jobs as a solution to the employment crisis, but should promote the development of entrepreneurship among India's young people. Entrepreneurship is indispensable for catering to the need for employment for such a large population. Vocational orientation and professionalization higher education has unintended effects on employment.

DIGITAL LITERACY AWARENESS AMONG TEACHERS

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Today's generation seems to engage with all things that are digital without any determination at all. Young people are born into an communicating, on demand digital culture where they are used to texting, video streaming, mobile Internet and social networking Graduate teachers who are classroom-ready will have an understanding of their subject(s), curriculum content and teaching approaches. They will be able to plan programs and lessons that meet the requirements of and curriculum, assessment and reporting. They will perfectly assimilate modern technologies including digital technologies into their teaching to benefit student learning by using different technologies. Teachers must have worthy knowledge about Digital media and Digital Tools to impart effective content delivery in a classroom. This paper discuss about the need of Digital Literacy among Teachers. The Teachers must be knowledgeable in utilizing different Technological Pedagogical content knowledge (TPACK), varieties of Digital tools and application of these tools in appropriate learning context, applying of proper planning and objectivity in constructing online content material according to students need and competency.

SUSTAINABLE DEVELOPMENT OF INCLUSIVE EDUCATION IN INDIA: ISSUES AND CHALLENGES

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Inclusive education is not a opportunity it is child's right. In India there are many children who are out of the school .So Inclusive education is really excellent approach in the field of education system because it gives the education to children with special needs. Sustainable growth in the view of Inclusive education system is very important in the present situation because Sustainable development that assembles the need of the present without including the capacity of the future age band to meet their own needs. Government of India, gave importance to Inclusive Education system, in its course of action, planned several steps for the sustainable development of Inclusive education system in India. This study exposes the issues and challenges faced by the Inclusive Education and suggest the measures for implementing and improving the Inclusive education. To make sure that Government services are beneficial for the sustainable development of the Inclusive Education and also to study the significance of sustainable development in the field of Inclusive Education by using the secondary data.

TO STUDY THE STATUS OF SLUM STUDENTS IN SELECTED MATHEMATICAL COMPETENCIES

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Education is the basic requirement for the success and progress of a democratic country. Education is a tool that can play a vital role in improving the socio-economic condition of the nation. It improves the citizens' analytical abilities, leads to better confidence level and fortifies one with power and goal setting competencies. It is unfortunate that India presents itself with a relatively high population of slum children, compared to the other countries. The social and economic status of slum people all over the country is poor and pathetic. At this juncture challenges are to be faced as attempts must be made to improve their socio, cultural, economical and educational conditions. As far as education of slum children is concerned, neither the public sector nor the private sector seems to have taken the issue seriously. Article 45, right to education made a provision for free and compulsory education. The sample for baseline data study consisted of 550 students by using stratified random sampling technique (275 slum and 275 non-slum students). Dr Prameela Ahuja's 'Group test of Intelligence', tools on mathematical reasoning and mathematical competencies were prepared and validated by the investigator was used to collect the data. Descriptive statistics mean, standard deviation and co-efficient of correlation for analyzing data. The major findings of the study were i) Majority of the slum students are found to be at average level in terms of mathematics competencies. ii) There exists a significant relationship between Intelligence and selected mathematics competencies of slum students. iii) There exists a significant relationship between Mathematical reasoning and selected mathematics competencies of slum students. iv) Non-slum students are superior to slum students in Mathematics competencies.

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Paper 1

VULNERABILITY IN INFORMATION TECHNOLOGY AND COMPUTING—A STUDY IN TECHNOLOGICAL INFORMATION ASSURANCE

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Information Assurance is the prime name for the security and privacy related affairs. It is responsible for the secure design, development and building healthy sophisticated information systems. The technologies have become crucial for the development of contents and information systems. Information Assurance is a new name in respect of Computing and IT Security; however it has important significance as the area deals with both traditional and technological security related affairs. The IT Security primarily responsible for the computational secure systems whereas Information Assurance focuses not only on design and development of secure systems but also policies, framework and regulations leading to secure information systems preparation. Among the technological space few common names are include vulnerabilities, virus, denial of services etc. Moreover, the vulnerabilities are include the affairs of hardware, software, network, personal and physical site, organizational security systems etc. This paper talks about the basics of Information Assurance and allied affairs. Moreover it talks about the vulnerabilities and affairs leading to computer access control, application security, authentication, authorization, aspects of data centric security, encryption, firewall etc. The paper also highlights the basic overview of the technologies and solution as well.

Paper 2

CHALLENGES OF HIGHER EDUCATIONAL INSTITUTIONS AND THE ROLE OF THE SOCIAL MEDIA

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The way of communication is improving day by day. The digital era has transformed the way we communicate, through smart phones, laptops and other gadgets. The interest of higher education institutions in social media as part of the marketing is increasing. It has created revolution in marketing strategy in almost all the sector, like business, marketing, creating awareness, about the present changes and the current affairs. The youth are the one who spend their maximum time in social media. It has made easier to interact, gather and exchange information. These are used as a tool of promotion. In this competitive world people are started to advertise themselves in social media which is easily available and best way to reach the audience. Most of the educational institutions have started to use social media to reach the targeted audience with necessary information, especially on Facebook page and instagram account. The rapid rise of social media allows numerous possibilities for higher education institutions too. The research study throw light on Challenges of Higher Educational Institutions and the role of the Social Media and the objectives are to role of media in higher education; and the challenges faced by them. The study is Qualitative and descriptive in nature. The findings are the usage of mass media is common by almost all the institutes and they face various challenges like to compete with other neighboring institutes.

MASCULINITY AND FEMININITY IN ‘PINK COLLARED’ JOBS: UNDERSTANDING THE TRENDS AND ISSUES IN NURSING EDUCATION

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Medical science being one of the diverse fields in education, nursing has always been its youngest branch. Western medicine and hospitals made its way to India during the period of colonization. The need of hospitals those days were to tackle the deaths that occurred during maternity. Also, there was a need for nurses at military camps. This led to emergence of many nursing colleges and training centers for midwifery. Since the profession of nursing involved caring and nurturing, the qualities usually associated with women, sex-role stereotyping in nursing profession began. An image of a nurse linked with the professional characteristics such as being emotional, and compassionate are stereotypically believed to be feminine characteristics. This in turn lead nursing to become a female dominated profession. This perception at times hinders men from pursuing nursing studies. This discrimination and stereotyping also raises questions on ‘male touch’ and the ability of men to care. Hence, it becomes necessary to check if this stereotypical nature still persists. There is a need to look into different barriers that block men from entering into the field of nursing care. Also, to look into the measures taken by nursing faculties and training institutions to fight this stereotypical barrier in order to facilitate equal learning opportunities to both male and female students who pursue studies in nursing. The current study is to look into this gap and understand if sex-role stereotyping in nursing education still exists.

Paper 4

IT SECURITY TO INFORMATION ASSURANCE: THE STEPS TOWARDS ECO FRIENDLY AND SUSTAINABLE INFORMATION SYSTEMS

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Information Technology is become important source for the development. Today almost all kind of organizations, institutions and individuals are using IT for its wider benefits. Initially Computing considered as a branch of study for the promotion of computational and information affairs but gradually the development and requirement of information lead few other branches and among these important is Information Technology. The gradual development and uses of IT and Computing in various sectors and places creates the requirement of security concerns. The initial security treated as Cryptography and then gradually the concept of Computer Security has been arrived. Later the importance of Network, Websites and Database led the concept of IT Security. Hence in this context, IT Security is most broader for the development of technological information security. Though as far as information privacy and security is concerned the branch called Information Security is also important for its nature; as it is also responsible for the security and privacy of manual contents and information. The Information Assurance is another name responsible for the design and development of manual and traditional contents systems with proper policies, framework and regulation formulation. The branch Information Assurance is the need of hour as it is deals with manual contents also and this is vice versa responsible for the sustainable information systems development. This paper is talks about the basics of security, related technologies and specially the importance of Information Assurance as a sustainable and developed field of theory and practice.

ACADEMIC EXCELLENCE THROUGH MULTI-SENSORY APPROACH: A MODEL FOR CLASSROOM TEACHING

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The classroom is a place in an educational institution where teaching and learning is carried out. Teachers and students engage themselves in the school for academic interaction. The classroom must be equipped with necessary materials which could support quality teaching and best learning. Many students in school with scholastic backwardness are disengaged from inculcating knowledge and strengthening their long term memory. In addition to low academic achievement, these students have low motivation for learning. This is one of the important concept of influence were children withdraw themselves from classroom learning, lack in their better academic outcome. In order to overcome many challenges arising in the teaching- learning situation teachers should be adopted to use different types of instructional resources, methods, and techniques which often feature multi-sensory approach to address the individual learning styles of students and maximize their learning efficiency. Multi-sensory approach is an effective model named "Itagi's Model of Multi-sensory approach" developed by Gururaj Itagi. Highlighting various methods, strategies and techniques in teaching process focussing on individual learning style to maximize student's academic performance. This model is framed based on different learning style of students. This framework considers three phases of teaching such as auditory, visual and kinaesthetic approach in order to reach the different learners in the classroom. The model focuses on Adolescence (aged 12-18 years) mainly on students with scholastic backwardness. This model can be adopted as a value addition to the formal education system of the country to build effective teaching and experiential learning in the classroom.

STRATEGIES TO ENRICH STUDENT PERFORMANCE IN HIGHER EDUCATION- A STUDY

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Education is an important aspect of human life. Every country making transformations in its education system to meet the challenges of the changing times. Educational system in India is also confronted with several new choices, opportunities and challenges to ensure to develop modernized, progressive, qualitatively and superior system of education at all levels. Educating the students after their primary and secondary is recognized to be the higher education to which a long and esteemed history is associated with. The country is regarded to be a noble centre of wisdom by shouldering the oldest Universities including Thakshashila, Nalanda and Ujjaini. Higher Education System plays an important role for the overall development of sectors like industrial, social, economic, entrepreneurial, etc. India has the third largest higher education system in the world in terms of size and its diversity next to US &China and largest in terms of number of educational institutions. After independence Indian higher education attain a massive growth. So far Government's focus was on spreading education across the country, but the time has now come to shift the focus on quality education. Students should be exposed to global current affairs in order to prepare them to face competitive world. Improving Student Performance has become one of the central goals of educational institutions across the nation. This paper describes various strategies which can be implemented in higher educational institutions to improve the competency of the student community thereby producing humanistic work force for the country.

Paper 7

NATIONAL ACADEMIC CREDIT BANK – A GLOBAL PERSPECTIVE

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The higher education in India is poised on an agenda of change towards the movement from Credit Based Choice System (CBCS) to National Academic Credit Bank (NACB) as proposed by the UGC. If the Union government is able to formulate a policy, this will mark the beginning of a new phase in the Indian Higher Education System. This would allow the students to pursue their higher education from different universities and earn a degree from another university. Credit transfers are prevalent in many countries and its success is ensured by the creation of an online repository of students looking for potential credit transfer opportunities. Though it requires a vast amount of ground work and pathways created, once implemented, the NAC Bank would help students plan their objectives and their pace. This paper we study the modus operandi as the scheme and its existence in different countries and its implications on the student fraternity.

A STUDY ON THE METHODS FOR IMPROVING THE QUALITY OF HIGHER EDUCATION IN INDIA

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Education particularly higher education is the most crucial sector for leveraging the growth and development of the nation in social, economic, cultural, political and scientific aspects. It is the basis of all national endeavours and development plans. Education provides strength and resilience to the people to respond to changing and often adverse situations. Education has the potential of transferring human beings into human resources. And thus potential development of human resource is the foremost function of education. Quality and excellence is of great significance both to the provider of higher education and education receiver in the process of building solid foundation of higher education and building capacities and capabilities of receivers, thus bridging the gap between underdeveloped and developed nation, rich and poor societies, less knowledgeable and erudite sections of population. Education has the ability to induce change leading to progress of society. Education has indeed become a subject of public policy and a sine qua non for the survival of society. In the realm of present day globalised world higher education is required to uphold creativity, talent, adaptability and quality. In order to fully utilize the fruits of higher education endeavours, the fundamental concern is to make sure that its quality and excellence are ensured, sustained and upgraded at all levels and appropriate policy measures are adopted to match our higher education system to international levels. The first section of the paper addresses the status of higher education in India. The second section focuses on the challenges faced by higher education institutions. The third section deals with the foremost policy initiatives by the government in the higher education sector. In the fourth section an attempt has been made to delineate imperative measures needed to foster quality and excellence in higher education. The paper strongly supports that the need of the present era is inclusive and qualitative expansion of higher education to uphold the cause for wide-ranging and all round development of the nation. Education particularly higher education is the most crucial sector for leveraging the growth and development of the nation in social, economic, cultural, political and scientific aspects. It is the basis of all national endeavours and development plans.

VIRTUAL PLACEMENT CELL IN HEI'S

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Placement Assistance is one of the most important services that HEI's (Higher Educational Institutions) provide to their students. This assistance however will be active only if there is a constant interaction between the placement cell and students on continuous levels. Between, placement seeking students require 24/7, 365 days counselling guidance on clearing the interview considering today's market scenario and securing the job where manpower-based placement cell at HEI's following college timing may not cater. Therefore to bridge this gap and ensure full time assistance to students and alumni even when they are at home, we envision a concept of Virtual Placement Assistance online imparting every nut and bolt essential for the true blue placement, from basic Group Discussions tips to Aptitude Tests or Pros and Cons of Interviews as well as scheduling interviews both online and offline for the student candidates round the clock.

Paper 10

A STUDY ON SIBLING RELATIONSHIP AND MENTAL WELL-BEING AMONG YOUNG ADULTS OF INSTITUTIONS FROM BHADRAVATHI IN SHIVAMOGGA DISTRICT.

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The purpose of this study was to learn about the importance of the relationship between siblings and their mental well-being, including psychotherapeutic intervention. This study adopted purposive sampling method. A sample of 50 young adults belonging to the age ranges 18 to 40 years having biological siblings were selected from 2 institutions in Bhadravathi, Shivamogga district. WEMWBS (Warwick Edinburgh's Mental Well-Being Scale), and ASRQ-S (Adult Sibling Relationship Questionnaire Scale) with the factors Warmth, Conflict, Paternal, and Maternal Rivalry, referred from Wallace's Thesis on "Sibling Relationship", were the scales used to measure The Relationship of Siblings and their Mental Well-Being. This study used SPSS and Descriptive analysis to interpret and describe the data. Therapeutic intervention such as Rational Emotive Behavior Therapy, Post Modern Approaches' Solution Focused Therapy, Narrative Therapy, Virginia Satir's Human Validation process, and Jay Haley and Cloe Madanes' Strategic Family therapy can be used to change Dysfunctional patterns in the family, and enhance Family bonding and thus improve the mental health of the people.

Paper 11

A STUDY ON INTELLECTUAL DISABILITY AND ITS IMPACT ON FAMILY MEMEBERS IN PERLA, KASARGOD

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This study deal with intellectual disability and its impact on family members in Perla, Kasargod D.T, Kerala. Intellectual disability means different things to different people. It is not a simple phenomenon and the lives of individuals who are retarded can be complicated. An intellectually challenged person is whose mental age develops at a slower rate than normal children and does not achieve full intellectual functions of a normal adult. Intellectual disability generally refers to substantial growth and is manifested in inappropriate or immature reactions to one's environment and below average performance in the academic, psychological, physical and social domains. Accepting such children becomes very difficult to parents, family members and care takers. The objectives of the research are: To identify the effect of intellectual disability on the family; And to find out how psychological, physical, economic and social problems affect the family members of mentally disabled children. The study design used is essentially qualitative descriptive research. Qualitative descriptions are based on some quality or characteristic rather than on some quantity or measured value. Descriptive research design is a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the of the research subject rather than the why of the research subject. This study reveals that family members face physical, psychological, economic and social problems.

THE GROWTH & SUCCESS SAGA OF AN EDUCATIONIST FROM ZERO TO INFINITY – AN ANALYSIS FROM AN ADMINISTRATORS FRAME OF REFERENCE

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This is a biographical compilation of my personal experience about a guineas selfless visionary called Leader hereafter who spent a major part of his active life for the development of an active autonomous higher education system with fearless innovations and proved that only infinite sky is the limit. During his lifespan, he became successful in realizing his vision through his mission of creating a system alone without much support from his community. The private university system he created has an infinite amount of autonomy to do innovation and to reach Excellency in higher education and research system with responsibility and accountability. The article contains the real experience of the author who has accepted the Leader as a unique Teacher and Role model for his ideology of Karma-Yoga in the effort of offering Samagra Gyana to society. The Karma-Yoga practiced by the Leader as his life mission has made him to visualize the edge of the infinity which is equivalent to the Moksha in Hindu Philosophy and Nirvana in Buddhist Philosophy. This article presents only the gist of the experiences of the author had during last 18 years of his interaction privileges with the Leader and focus on the growth saga of Srinivas Group of Colleges by identifying and encashing opportunities seen in the higher education industry. The article elaborates the start phase, expansion phase, and integration phase of the institution until it reaches autonomy phase to identify and encash infinite opportunities. The biography also contains the story of failures due to environmental constraints and aftermath. Various instances are narrated in my frame of references as the leader as a human being, emotional infrastructure creator, philosopher, teacher, failure tolerant, and role model. As a student of organizational administration, I have elaborated my personal experience and lessons learned during my interactions and observations of the thoughts of the leader. This includes his views on how Srinivas University has opportunities to grow limitlessly beyond the boundaries to infinity in the Higher Education and Research arena. Finally, I have disclosed the lessons learned from this Karma-Yogi inspired me to develop a new Organizational performance theory for the 21st century called Theory of Accountability (Theory A) and its interrelated components for exceptional organizational performance.

ATTITUDE OF FAMILY MEMBERS TOWARDS THE PERSONS WITH PSYCHOLOGICAL PROBLEMS

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Psychological problems are one aspects of the mental health. Although Psychiatric treatment is available, medication alone will not give sufficient remedy to this multifaceted problem. The role of the caregiver particularly the family members and the attitude towards the affected family member are crucial and important in rehabilitation and adherence of treatment. Putting them in the centers or in hospital life long, detaching the effected person from the list of membership is also common. We need to consider both the sides the family members as well as the patient's point of view. In this paper the detail study of the various psychological problems, its symptoms, members' reaction and attitude and the impact is studied in depth. The methodology used is quantitative with descriptive research design. The objectives of the study are; to assess the attitude of the family members towards the effected persons; to find out the symptoms and its effect on members as well as effected person. The study results show that the attitude of the caregivers is not pro supportive. They want to protect the family members from the stigma about mental illness. The role of the counselor in combating stigma is through various methods of mental health, protecting the patients by not to disseminate. Individual guidance, family education, group work and community awareness programmes could be adopted for the same. The study also highlights the human rights of the effected persons.

A STUDY ON THE PSYCHOSOCIAL PROBLEMS OF STREET CHILDREN IN JANAKIRAM LAYOUT, BANGALORE

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This study deals with psychosocial problems of street children in Janakiram Layout, Bangalore. The phenomenon of street children is an offshoot of complex interplay of various socio-economic and cultural factors, religious, cultural, linguistic and geographical diversity. The large-scale presence of street children is a symptom of social disease. It has acquired a gigantic dimension in the wake of rapid industrialisation and urbanisation especially in the developing countries such as India. It is attributed to exploitative socio and economic structure, lopsided development and iniquitous resource ownership, large scale unemployment, rapid urbanisation, rural to urban migration, rapid population growth, extreme poverty, increasing disparities in wealth and income, cutbacks in government social and education budgets, high level child abuse by the parents and society, and the breakdown of traditional family and community structures etc. During the undergraduate studies, the investigator had many opportunities to visited NGO's working with children on street. Investigator had empathy towards those children and motivated to take up a study on the psycho-social problems of those children who are in street. The objectives of this study are to know the street children and their challenges and the psycho-social problems of street children. The study design used is essentially qualitative descriptive research. This study reveals that children on the street face different problems but the main problem they face is that psychosocial problems. Most of respondents have psychological problems such as fear to the great extent, isolation to some extent, depression to some extent, insecurity to some extent, anger to the great extent and anxiety to some extent. And most of the respondents experienced social problems such as social isolation, social discrimination, violence and sexual abuse.

HOW TO IMPROVE FACULTY PERFORMANCE IN ANNUAL PERFORMANCE INDICATORS BASED EVALUATION IN HEI BY SYSTEMATIC PLANNING

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One of the important parts of teaching-learning infrastructure in higher educational institutions is maintaining a team of dynamic faculty members. Even if an educational institution recruits highly accomplished faculty members with good teaching and research experience, maintaining them with continued interest and commitment is a challenging affair. Developing a metric to measure their annual performance in terms of their annual contribution to academics and research which in turn enhances the intellectual property (IP) infrastructure of the organization is a complex task. If a simple system which automatically takes care of enhanced faculty performance and compares it with others is available, then administrators need not spend their valuable time for individual faculty motivation to enhance their contributions to the organizational IP asset. Annual performance indicator (API) based faculty ranking system is one of such tools which will automatically take care of faculty commitment towards their optimum performance. In this paper, through intensive analysis, we have suggested how to plan and execute to score the highest API scores to improve faculty ranking in faculty performance evaluation framework. This also deals with the strategies to boost academic performance, professional performance, and research and publications performance of a faculty member to elevate him as super faculty level.

IMPACT OF TECHNOLOGY IN INDIAN HIGHER EDUCATION

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Technology has had an impact in all aspects of our lives. It has shown its presence everywhere in all arenas. It has a huge impact on the quality and quantity of higher education in India. Higher education in India has a rich heritage from times immemorial. India is at the crossroads of making a leap into a higher orbit and enter premier league of the world based on its strong human resources from a large population and decades of sustained efforts to establish itself in various sectors of economic and intellectual activity. The higher education system in India is the third largest in the world, next to the United States and China. The education system in India has undergone many changes in the past few decades. India is a developing nation and continuously progressing in the field of education. There are a number of new trends in the field of higher education and number of new ideas cropping up in the system. These ideas help to improve the existing system of learning and thus helping towards building a better nation. The government is responsible for the health of higher education in the nation. This paper focuses on the evolution of modern higher education system in India. The paper highlights the importance of technology in the field of higher education. The impact of technology along with its advantages and limitations are discussed here.

PEDAGOGY OF SOCIAL WORK EDUCATION IN KARNATAKA: PRESENT STATUS & FUTURE STRATEGIES

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“Education is manifestation of perfection which already exists in man”- Swami Vivekananda quoted this point with intuition. Today is the world of Information which is generated by the Education. Education is a life event tool which can be used for any level of development. Education is spread over in all discipline. Social work discipline accepted the Education to teach society and its members about the social work principles and methodology. Social Work is a practice based profession; it is a recent branch of knowledge. It is an extension to social science discipline too. The social work profession promotes social change, problem solving in human relationships and the empowerment and liberation of people to enhance well-being. Utilizing theories of human behavior and social systems, social work intervenes at the points where people interact with their environments. Principles of human rights and social justice are fundamental to social work. The present paper attempts to analyze the social work education system in Karnataka. The central theme of dealing with this issue is to understand conceptualization and operationalisation of social work education in Karnataka that has undergone significant changes invariably in time and space.

A SIMPLE METHOD OF MEASURING THE QUALITY OF PH.D. THESIS BASED ON NUMBER OF PUBLICATIONS/PATENTS (FROM THE THESIS WORK) AND NUMBER OF CITATIONS THEY RECEIVED

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The Ph.D. is considered as the highest degree of formal education qualifications nationally and internationally, representing excellence in a given topic and attracting resources and prestige to universities. There are a hue and cry on quality of Ph.D. thesis in India after, UGC has announced to study the quality of last 10 years Ph.D. thesis of Indian universities. Ph.D. candidate produces research work demonstrating original thought, based on independent study and as per the guidance of a matured supervisor as a guide and publish scholarly articles in refereed, reviewed journals before submitting the Ph.D. thesis. The submitted thesis to the university is evaluated for its novelty by two or more examiners together with an oral examination at which the candidate defends his/her research before awarding the degree. Many research studies examine the quality of Ph.D. thesis by studying the evaluation system including checking whether the candidate had a prior relationship to the supervisor, examiners' assessment experience, and the regional affiliation of examiners influence assessment. But in general, this kind of quality encroachment is a very rare case and has no value for general quality assessment of Ph.D. thesis. This paper provides a simple idea on quality assessment of Ph.D. thesis based on a number of publications/patents (from the thesis work) in conference proceedings and peer reviewed journals and number of citations they received from those publications during next five years.

A STUDY ON THE WORKING CONDITIONS AND OCCUPATIONAL PROBLEMS OF TAXI DRIVERS IN MANGALORE CITY

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Taxi drivers are susceptible to many types of problems and issues. The major problems faced by them include unpredictability of pay, long hours of work and health related problems. The customers perceive that the only thing they have to do is drive around and give rides, but even though this job is simple in theory, the day-to-day working conditions of these taxi drivers are actually quite stressful. In order to find out the intricacies of the work life of the taxi drivers of Mangalore city, this study is conducted. The research design adopted by the investigator is exploratory and descriptive in nature. Accidental sampling technique was used for the selection of the respondents. A structured interview schedule was used to elicit the required information. The results of the study reveal that the respondents develop pain on the body, sleeplessness and eyesight related problems due to the nature of their work. They also have developed bad habits like drinking, smoking or tobacco chewing. Road accidents and lack of safety were considered the major occupational risk by the respondents. The study also points out that few respondents also have faced problems from police and other law enforcement authorities. Competition from their own co-workers was also felt by some of the respondents. The study suggests that there is a need for sensitizing general public about the working condition and work life of the taxi drivers. It also suggests that awareness programs need to be conducted among this group also about health, safety and security of life.

WELFARE OF UNORGANIZED WORKERS: PROBLEMS & PROSPECTS

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A large portion of India's workforce falls into the unorganized segment and there is a steady growth in it over years. They are outside the purview of labor legislations and without benefits of social protection and often do not even have a legal status as worker. In spite of such common features, the unorganized/informal sector comprises several heterogeneous groups. The researcher has undertaken this study to find out the effectiveness of certain welfare activities in the unorganized sectors in Udupi District. The study further tries to suggest concrete measures to improve the situation of unorganized workers towards their growth and development through labour welfare measures. The units of population were selected by using simple random sampling method. It comprised of 50 respondents out of which 20 workers selected from fishery, 15 workers from unskilled category and 15 from construction industry according to the number. A descriptive design was used. The study attempts to give a true picture regarding the miserable situation of unorganized workers in terms of their working conditions, remuneration, terms of employment, lack of facilities and amenities. There are some practical difficulties in the administration of welfare measures for this sector due to the complex nature of the sector. However the study recommends that the workers in the unorganized sector can be recognized as a special target group by the government for the implementation of programmes of general welfare in the spheres of housing, education, health and other services. Apart from this all governments must support social security measures by providing necessary budgetary support since this sector suffers from paucity of funds.

INNOVATIONS IN B.TECH. CURRICULUM BY CONVERTING IT INTO HONOURS DEGREE BY UPGRADING IT USING STEM AND EMPLOYABILITY SKILLS ENHANCEMENT FEATURES

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Innovation in the course curriculum is a continuous feature in the higher education system (HES). As the amount of published information growing with time at geometric progression, it is necessary to increase the depth and breadth of the HES curriculum of every course with time. Engineering education is one of the prominent areas in science & technology education, finding many opportunities and facing many challenges in the 21st century due to the accelerated advancement of technologies in many areas. Keeping students in pace with such developments and adopting such newly emerging areas of technology in the current curriculum is an essential requirement of the education industry's progress. In this paper, we have proposed improvement in engineering education in India at the undergraduate level by means of six innovations to improve the depth, breadth, and vigorousness of the B.Tech. programme by suggesting a Student integrated development Framework in engineering based on STEM-Employability Model with a focus on experimental learning. The six innovations proposed in this model upgrades the B.Tech. (Pass) programme into B.Tech. (Honours). The advantages, benefits, constraints, and disadvantages from students, institutions, and job offering industries point of view are analysed. Finally, some recommendations are submitted based on the analysis to make this model of B.Tech. (Honours) more effective in its objective of enhancing competency and employability of graduates to secure better employment.

Paper 22

CIVICS AND CIVIC EDUCATION – PROSPECTS AND CHALLENGES FOR SOCIAL WORK

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Understanding of civics is extremely important for all citizens of a nation, more so for professionals involved in human services or those who are being trained for such roles. Today's world, including our nation, is facing serious problems due to lack of understanding and appreciation of civic rights and responsibilities, governance and good citizenry. Social workers have an ever increasing responsibility to involve themselves in civic education at various levels for which they need to essentially possess a clear understanding of civics and conscious exercise of civic responsibilities. Quite unfortunately in India, social work curriculum lacks a specific focus and adequate coverage of the subject of civics and even the social work training methodologies do not seem to be addressing this need adequately. Social work trainees seem to have very superficial understanding of the various social issues and problems due to a lack of understanding of the 'big picture'. Besides, social work trainees and even practitioners seem to lack a clear world view. In this research papers, attempts to delineate the basic concepts relating to civics, governance and citizenship, highlights the lacunae in the present social work curriculum and training methodologies with reference to civic education and challenges associated with that and finally, makes suggestions for the incorporation of civics and civic education in social work education, practice and research.

Paper 23

REGULATIONS GOVERNING RESEARCH DEGREES, APPOINTMENT, & PROMOTION OF ACADEMIC STAFFS OF HIGHER EDUCATION INSTITUTIONS IN INDIA

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India is one among the oldest educational system in the world became the greatest legacy of knowledge. The educational delivery is done through schools, colleges, higher education institutions, Universities, Research Institutes with its highest rostrum of learning. Knowledge, information and new ideas will drive the country towards economic exploration. The formal education provides a solid platform to the aspiring students to become competent in meeting global aspirations. Educational system is deemed to be the community of teachers, scholars and other stakeholders. Every year, millions of students enter the threshold of higher education for their graduation, post graduation and research degrees. Governance of Higher education is the shared responsibility of both Central and State Governments. The quality of higher education is determined by the standards prescribed by the regulatory authorities including University Grants Commission (UGC), All India Council for Technical Education (AICTE) and National Council for Technical Education (NCTE). Efforts are in the pipeline to create Higher Education Evaluation and Regulatory Authority (HEERA) and Higher Education Regulatory Council (HERC) for enriching quality of higher. The paper describe regulations on appointment and promotion of teachers highlighting about minimum qualification, pay, superannuation, recruitment, selection, leave, working days and code of professional ethics for the academic staffs. The paper reveals about the latest regulations governing the M. Phil and Ph.D degrees on the issues connected to admission, allocation of research supervisors, course work, research advisory committee, evaluation, award and depository.

BUILDING WORLD-CLASS UNIVERSITIES : SOME INSIGHTS & PREDICTIONS

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Innovations in higher education model are finding importance than ever before due to enhanced higher education institutions and the advancement in technology adopted mass education opportunities. After privatization of higher education, there is an enhanced competition between universities to attract students globally. Universities are competing with each other in terms of their physical and intellectual assets. It is postulated that the six essential assets to be developed by a university based on our predictive analysis for the growth and prosper as world-class university are (1) Physical infrastructure, (2) Digital infrastructure, (3) Innovative academic & training Infrastructure for confidence building, (4) Intellectual property infrastructure, (5) Emotional infrastructure, and (6) Networked infrastructure. In this paper, we have determined the primary focus of these infrastructures along with their essentials objectives in detail. We have also discussed the strategies to be followed to develop such infrastructures and how these infrastructures help to develop strategies for Survival, Sustainability, Differentiation, and Growth & prosperity of the university. It also includes the necessary and sufficient conditions of developing such infrastructures for all the above strategies towards building World-class universities.

CHALLENGES AND ROLE OF TECHNOLOGY IN HIGHER EDUCATION

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There is an emerging broad consensus around the country about the benefits that can be brought to education structure through the appropriate use of growing information and communication technology. The range of possible benefits pervaded practically all areas of activity in which knowledge and communication play a vital role. It is involved from enhanced teaching and learning processes to superior student result, increased student commitment and picture perfect communication with teachers and parents. Today there is a significant gap between knowledge and skills students learn in higher education and the knowledge and skills that workers need in workplaces and communities. Employers mention specifically that they need candidates who are professional, having good moral and work ethics, can collaboratively work as a team, have critical thinking and problem solving skill, can lead a group of people and are skilled in verbal and written communication. This paper is to study challenges and role of technology in India higher education.

CHANGING ROLE OF THE INDIAN EDUCATION SYSTEM

V.

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The education sector is changing and making an over haul change in the way it is disseminated to the present generation. Technology has crept into every aspect of teaching–learning process and tried to eradicate rote learning. With the advent of technology students are actively engaging in learning, and education has become more customized to the students. Teachers are becoming more of a facilitator and finding more time towards research as most of the repetitive tasks are done using technology. This paper is based on secondary data collection and expert opinion on the concerned topic. The study is focused on how technology has made its presence in the sector. It also tries to identify the effects of technology on the various stake holders namely students, teachers, management and government in fostering this sector. Basically the study is an attempt to understand the changes brought by technology in the education sector. The study is based on the concepts of online education, any time everywhere access, Artificial intelligence

FACULTY RANKING IN HIGHER EDUCATION INSTITUTIONS BASED ON ANNUAL PERFORMANCE INDICATORS

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In higher educational institutions, one of the important assets is dynamic faculty members. With high quality and dedicated faculty members, the teaching-learning & evaluation process can be made effective and innovative. Organizations which focus on recruiting and developing high performance faculty members who can substantially contribute to the overall developments of students are considered as winners in long term education service. Continuous improvement in teaching-learning process is possible when organization has the policy to identify and motivate its faculty members for effective contribution to organizational objectives. Faculty members can contribute innovatively to many activities related to teaching-learning which includes identifying industry oriented curriculum, adopting innovative pedagogy for teaching-learning process, involving students in research and publications, contributing curricular, co-curricular, & extra-curricular activities for the overall development of students, and finally contributing to institutional IPR through self-contribution to creating new knowledge through research and scholarly publications. In this paper, a model on faculty ranking based on their contribution to academic activities, continuous self development & networking, and research activities leading to new Knowledge Generation & Publication is proposed and discussed. Faculty Ranking Grades similar to higher educational institutional accreditation grades based on API Scores of the faculty members are proposed so that if used in organizations, faculty members can self evaluate their performance scores and determine their ranks. Such a system is beneficial for higher educational institutions for continuous improvement of faculty performance. The advantages, benefits, constraints, and disadvantages of this faculty ranking system from the organizational point of view and faculty point of view are analysed.

OPPORTUNITIES AND CHALLENGES FOR A TEACHER IN CONVERTING A STUDENT INTO A SMART EMPLOYABLE GRADUATE

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Education is an essential requirement of an individual in shaping ones career. A person can lead a happy life only after setting up his career. To set up a career it is very important to have in depth knowledge about the subject which decides the career. This is only possible through education. An alternative meaning of education is the teacher who transforms the knowledge to the student. It is very true that the in depth knowledge can be possible by listening to the experienced teacher. A teacher has a lot of responsibilities in moulding the future of the student. This paper contains the various responsibilities of the teacher in shaping the future of the student. The paper also contains the additional responsibilities of a teacher in converting the student into a smart employable graduate. The paper highlights the different techniques used by the teacher to convert an ordinary student into a smart graduate. This paper also contains the other responsibilities of the teacher other than teaching for the sustainability in the teaching career. The paper focuses on the innovative methodologies to be adopted in teaching which help the students to be smart graduates who are easily employable in the market.

A STUDY ON BEYOND CLASSROOM TEACHING: HOW A BLEND OF ONLINE AND OFFLINE EDUCATION BENEFITS STUDENTS

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Classroom or offline training is reminiscent of the Industrial age where the emphasis was on large scale production by deploying physical resources. Its final objective is to train a large number of students using a common and a standardized process. This obviates the need to tailor education as per the recipient's talent, aspirations, and needs. Here, it is pertinent to make a distinction between personal attention and personalized learning. A classroom may allow the tutor to interact with individual students, but the course content itself may not necessarily match the needs of individual students. One of the biggest problems of classroom training is its sluggishness in staying abreast with rapidly evolving technologies and industry trends. The rate of change in technology has far outstripped the pace of change in university curriculum. Given the centralized nature of education content creation and stipulated ways of delivering it to the students, gaps arise between what is taught and what is needed to be job ready. Hence, even after spending more than 20 years of life in the confines of various classrooms cramming formulae and chapters in the curriculum, a graduate student leaves the education system with a sense of apprehension about his/her job prospects. Today, there is a dire need for students and academicians to re-look at learning as a constant and democratic process rather than the monopoly of the varsity.

Online education market in India is set to double in near future. Clearly, there is a formidable demand for an alternative source of learning. Online learning has set students free from bounds of classrooms and the inflexibility of the curriculum. It offers an on-demand access to courses of their choice. This is leading to a big socio-cultural shift in the way learning is perceived and consumed by the youth. Large populations of students in remote locations now don't find themselves handicapped by geography. Young working professionals can now upgrade their skills and thus enhance their career prospects at their own convenience. This paper will study and analyze all the aspects of students curriculum in higher education and will compare the both traditional and innovative teaching method.

ABCD ANALYSIS OF NATIONAL EDUCATION POLICY PROPOSAL 2019 AND PREDICTED IMPLICATIONS ON VARIOUS STAKEHOLDERS

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Systematic education policy is essential for a country for offering school and college education in a country due to the reason that education leads to progress in society. Different countries use different education systems with different stages during its life cycle of school and College education levels. Recently Government of India received a draft Education policy drafted by an expert committee headed by Dr. Kasturirangan former chairman of ISRO.

This paper highlights on various policies proposed in the higher education system and compares them with the existing system. The advantages, benefits, constraints, and disadvantages of the new policies on various stakeholders are identified and analysed. The paper also highlights the predicted Implications of this new model of the higher education system on various stakeholders and the prosperity of the country.

NEED OF TRAINING ON PUBLIC SPEAKING AND PRESENTATION SKILL FOR STUDENTS IN HIGHER EDUCATION

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According to 2011 census, there are 270 identifiable mother tongues in India. By these we can understand the heterogeneity among Indians using different languages for efficient and effective communication. Communication is only an effective method in transforming the information or feelings from someone to anyone. Communication made us all to be connected, shared and cared. The human has developed variety of languages in which he feels flexible to share his feelings or pass knowledge, which even makes the listener feel acquired information comfortably. The other hand he also developed certain skills to express his feelings and ideas in an effective way. But as per psychological survey “Stage Fear” is one of the significant area where people miss unique opportunities to express their ideas, thoughts and feelings. Stage fear or performance disturbance is the anxiety, fear, or persistent phobia which may be explored in an individual by the requirement to perform in front of an audience. Today the large number of individuals left unemployed in India, mainly due to lack of skills and qualities that is required for being an effective and expertized individual presenting himself in the interview and at the work. The public speaking and presentation skill is also one of the important need of an individual to be an expertized employee for the job. The study identifies large number of individuals in India are getting rejected in the interview due to their lack of presentation skills. The study also identifies the severe need of training students in higher education on public speaking and presentation skills for producing qualitative student population to the society. Secondary data method is used and the study is descriptive in nature.

ENVIRONMENTAL EDUCATION AT UNDERGRADUATE LEVEL & ITS IMPORTANCE IN DEVELOPING A RESPONSIBLE CITIZEN

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It is well known that the environment which we live is the basic teacher to every human being and has full control over him for sustainable basic living, safety, and comfortable life. Human being will become educated only if he studies his environment and works for its sustainability. By understanding this reality, higher education system adopted Environmental studies as one of the compulsory subjects even in undergraduate courses. Even if a student studies his environment from school days, further inclusion of this subject as compulsory paper is mainly to remind its importance of preserving a sustainable environment for human beings against all technological progress. Now higher education institutions have two responsibilities: (i) further educating students on sustainable environment, (ii) involving them in various programs to be conducted by the institution on environmental sustainability. In this paper, the objective of environmental education from students point of view, how environmental education can be re-defined as green education, difference between environmental and green education, concept and curriculum for green environmental education, ABCD analysis of Green environmental education, UGC model curriculum for environmental education, comparative study on UGC Environmental curriculum and Green Environmental education, and Possible impact of Green environmental education on youth & society are proposed and discussed.

Paper 33

**EDUCATING AVIATION PROFESSIONALS – AVENUES AND CHALLENGES
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The Transportation plays a vital role in driving the trade and business of the Country. The evolution of transportation industry has surpassed through trials and troubles along the development of Science and Technology. The profession has witnessed tremendous advancement due to the mechanization and information technology. World economy is carried to the next levels only on the foundation of land, water and air transportations. Especially the air transportation is indispensable from the geographically scattered settlements, where land transport is chronophagous. The enhancing scope for air transportation created ample scope for the Aviation making it an industry providing employment and income generation opportunities to the youngsters. The demand for aviation professionals has created opportunity for aviation education to produce efficient human resource to serve the customers better. The Profession seeks skilled personnel's in the areas of customer service, operations, ground handling, piloting, supporting staffs, safety, air trafficking, cabin crews, hospitality assistance, custom, revenue staffs, consultants etc. It is essentially required to integrate professionalism along with the specialized technical and non technical knowledge to achieve glory over the service. With the aim of developing competent aviation professionals, several international, national institutions have initiated Professional Aviation Education at under graduate, post graduate and research levels. Aviation degree is considered to be the super specialty programme to connect trained professionals with appropriate career. The Aviation education provides job oriented training based on simulation, technical assistance, grooming, customer relation, practical training, internships, industry visits, research etc to empower students to compete with the dynamic job market. This paper evaluates opportunities and challenges in the Aviation Education in India during the twenty first century.

Paper 34

A STUDY ON AWARENESS AND UTILIZATION OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN HIGHER EDUCATION

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Mobile phones have become ubiquitous. Almost anyone who can have a mobile phone has one. The amount of information and access to it has grown exponentially, thereby the potential for using varied resources for instruction and learning have increased. Despite improvements in educational indicators, such as enrolment, significant challenges remain with regard to the delivery of quality education in developing countries, particularly in rural and remote regions. In the attempt to find viable solutions to these challenges, much hope has been placed in new Information and Communication Technologies (ICTs), mobile phones being one example. This article reviews the evidence of the role of mobile phone-facilitated M-Learning (Mobile learning) in contributing to improved educational outcomes in India. Day by day mobile phones converted as PDA (Personal Digital Assistants), which can also be used for higher education. The mobile applications and Value Added Services are innovatively approach students to utilise more and more services.

Paper 35

HIGHER EDUCATION AUTONOMY TO BUILD EXCELLENCY WITH RESPONSIBILITY AND ACCOUNTABILITY

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Autonomy is considered as life blood of innovation. The higher education institutions which have autonomy in their operations have opportunities to substantially improve the overall quality of education and hence show their existence globally. Such global brand building exercise is crucial for development and growth. Due to enhanced challenges through online courses and online universities, many existing campus based universities are redefine their quality and teaching-learning model for either survival, or sustainability, or differentiation, or monopoly, or growth & prosper depending on their present status and future plan. In this paper we have analysed the challenges of present generation campus based universities and how such challenges can be addressed using their operational autonomy to aim for excellence through responsibility and accountability. This include the challenges of campus based universities to improve the quality of higher education at low cost by awaking the responsibilities of stakeholders along with imposing accountability, and the nature and usage of autonomy given to higher education institutions for academic, research, and technology based innovations, and autonomy for collaboration and expansion. The results of the research to develop suitable frameworks for autonomy with responsibility at different organizational level in higher education system, the consequences for autonomy with accountability at different levels of organization in higher education system are included. Finally, the Autonomy and Theory of Accountability for achieving Excellence are correlated.

STUDENT CENTERED LEARNING IN CLASSROOMS: A STRATEGY FOR INCREASING STUDENT MOTIVATION AND ACHIEVEMENT

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In facing challenges such as rapid globalization, tremendous impacts of information technology, international transformation towards knowledge-driven economy, strong demands for sustainable societal developments, and international competitions in the new century, numerous educational reforms and changes have been initiated in the different parts of the world. Policy-makers and educators in most countries have to think how to reform their education and prepare next generations for meeting challenges of the future. Student-centered learning is an approach to learning in which learners choose not only what to study but also how and why. At the heart of the learning environment are learner responsibility and activity, in contrast to the emphasis on instructor control and coverage of academic content found in conventional, didactic teaching. Student Centered learning, as the term suggests, is a method of learning or teaching that puts the learner at the centre. With the application of an SCL approach in higher education, there is necessarily a shift in focus from academic teaching staff to the learner. This approach has many implications for the design and flexibility of curriculum, course content, and interactivity of the learning process. The fact that conventional teaching predominantly places its focus on the design, organization and follow-through of the perspective of the academic teacher has made it difficult to determine what students see as constituting SCL, because often they have never been asked. This paper elaborates why and how Student-centered learning is needed to re-conceptualize the practices of action learning to enhance multiple thinking and creativity in learning.

Paper 38

EVALUATION APPROACHES FOR OUT COME BASED EDUCATION

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Evaluation is the process which determines the level of understanding on a specific course by an individual. Traditional evaluation methods adopted by majority of the higher educational systems in India focus mainly on theory examinations at the end of the course and based the marks scored by an individual. But such systems have failed in really measuring the outcome of a given course. These days where outcome based education has been getting popular among the higher education systems, institutions needs to adopt new evaluation strategies so as to measure the outcome of a given course by an individual. Various evaluation approaches could be considered during the course time mainly, Entry Test, Summary Sessions, Presentation assignments, Case study along with Application of the course concepts by using available software tools. This paper will discuss on these evaluation process and also correlating its results on the outcome of a given course.

Paper 38

A STUDY TO UNDERSTAND UTILITY OF VARIOUS MARKETING TECHNIQUES USED FOR STUDENT ADMISSION AT SRINIVAS INSTITUTE OF MANAGEMENT STUDIES WITH SPECIAL REFERENCE TO MBA COURSE

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A. Shama Rao foundation's Srinivas group of colleges has started many professional colleges in Mangalore since 1988. One of its flagship endeavor is Srinivas institute of management Studies [SIMS]. Having obtained the Private University status in the year 2013 under the Karnataka State Act, SIMS under Srinivas Research University is undergoing through a transition phase. With the autonomy granted, SIMS is continuously engaged in improvising its quality of service delivery. Reputation of any college will be totally reliant on high level of students' satisfaction and high level of satisfaction has substantial dependence on publicity and marketing. It is this aspect which makes this study so necessary. In this research, we attempt to understand the utility of various marketing and promotional techniques used by the institution in student admission at Srinivas institute of management studies with special reference to MBA course. A survey was made to collect empirical data to complete the study. These results can guide managerial decisions regarding the actions a college should take to improve the effectiveness and efficiency of all its marketing activities to enhance student intake.

Paper 39

PEDAGOGIES TO BUILD COMPETENCY OF UNDER GRADUATE STUDENTS - A STUDY

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In order to concentrate on graduation rates and attainment levels policy makers have ignored the danger signs of gradual reduction of learning among the students over the decade. College students spend less time on their studies compared to their predecessors 50 years ago hence learn less. Increasing graduation rates and levels of educational attainment will accomplish little if students do not learn with lasting value. Low competency is the major impediment to attain educational standard. The Undergraduate experiences contributes to the non economic benefits in the later life with low health, less civic participation, substance abuse and other forms of self destructive behaviour. By understanding this reality, educators shall increase the lasting value of a collegiate experience by providing stronger empirical basis to derive lifelong benefit through empowering them to lead independent life. It is essential to explore to find out how the remedial education can be improved. There is an urgent need for more and better research both to improve the quality of undergraduate education and to increase the number of students who complete their studies. This paper describes various innovative pedagogies to improve the competency and critical thinking among the students.

Paper 40

NEW APPROACHES TO TEACHING AND LEARNING THROUGH ONLINE EDUCATION AND EVALUATION METHODS

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As literacy increases in youth, the dream of acquiring university degree and getting a job in the same profession remains a constant desire of those who attend regular courses in various universities of the globe. As the world is continuously changing, the online education system and evaluation methods are also changing at the same speed in order to meet the demand and changing requirements of the aspirants or youth. Due to many constraints people not able to continue classroom-based teaching and learning and want to acquire the same amount of knowledge and experience through online education. Online learning is the greatest revolution for interested learners; otherwise, they have to pay lacks of the amount to attend a prestigious institution for traditional classroom or school-based degrees. Due to the increasing demand for online education, there is a great necessity for new approaches to improve the quality of online education in terms of student engagement and practical experience. Swayam Prabha, Swayam NPTEL, EDX are some the best online education platforms which have taken some new approaches like continuous assessment through regular assignments, quizzes, student feedback, video lecturing, and mock tests. The evaluation systems are very important to scale or know the students' knowledge they have acquired through online education and which cannot be fulfilled with a merely final examination. For the continuous evaluation, there is a great necessity of changes or new approaches in the existing online education evaluation system and which will help to make more students turn to the online education system. This paper discusses various new approaches for teaching and learning, through online education and evaluation methods with its pros and cons. Some of the new approaches for online education are ICCT enabled mobile learning, animated video lecturing. Some of the new approaches for evaluation methods are a weekly assignment, group discussions, mock test, knowledge check test, etc. This paper could play an active role in understanding the lacunae and advantages of an online education system and to know the new approaches for online education and evaluation methods.

Paper 41

EMERGING TRENDS IN HIGHER EDUCATION IN INDIA

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The education system is evolving and gaining new momentum in the present year's .The youth are well informed and have abundant information on the happenings of the education sector. The youth are talented but do not have the right direction of the future .Meanwhile the education institutions are facing a varied number of challenges with the advent of technology, newer teaching –Learning methods, more expectations from the students, globalization and changes in the economic climate. This paper is an attempt to see the changes happening in the field of education. It is based on secondary data available, expert opinion and a number of reviews. It is identified that the government is taking a number of newer steps in bringing about digitization in education, more funds in to the sector, focusing more on research and creating an entrepreneurial spirit in the young minds. The paper studies these areas in detail to get better insights of the changes happening.

ON THE SIGNIFICANCE OF CRYPTOGRAPHY AS A SERVICE

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This article surveys the literature on social engineering. There are lots of security application and hardware in market; still there are several methods that can be used to breach the information security defenses of an organization or individual. Social engineering attacks are interested in gaining information that may be used to carry out actions such as identity theft, stealing password or gaining information for another type of attack. The threat lies with the combinations of social engineering with another type of attacks like Phishing and Watering hole attack which make it hard to defense against. This research aims to investigate the impact of modern Social Engineering on the organization or individual. It describes the categories of Social Engineering, and how the attacker takes advantage of human behavior. At the same time, we also discuss the direct and indirect attack of social engineering and the defense mechanism against this attack.



ONE DAY NATIONAL CONFERENCE ON

**INNOVATIVE PRACTICES
IN BANKING, IT,
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**EDITORS
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Paper 1

THE CHANGING INDIAN BANKING SECTOR

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The Indian banking sector has changed drastically and has had a paradigm shift from Physical banking to Digital banking. It is not only automation process to reduce paper work but moved on to branchless banking with new technologies. The entire banking business model is redefined to cope up with the speed of technological advent. This study is an attempt to identify the impact of the changes in the area of a) Customer focus b) Profitability c) Credit Facility d) Technology and security e) Regulation in the banking sector. It is based on secondary data analysis and in focus group discussion with relevant target group. The analysis on these areas will help the banking sector to develop a suitable business model to overcome the bottlenecks and focus on certain challenging areas and have a steady growth in the next revolution.

Paper 2

SCHOLARLY REVIEW OF SKILLS AND COMPETENCIES ESSENTIAL FOR PRIVATE BANKING JOBS IN INDIA

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The process of Banking Recruitment is a primary method of people absorption function in any Banks. Private Sector Banks from inception has played a major role in employment generation in Indian Economy. Private Banks, small or big, strategize and adopt various tactics in choosing the right source of recruitment channels for hiring quality professionals on to their workforce. Therefore, this research aims to investigate or enquire the various research literature published on various main recruitment methods implemented in India's Private Banking recruitment process or function. In this paper, the resultant outcomes based on recent 20 years literature investigation are discussed in detail through a systematic review. Accordingly, the relevant resultant outcomes post the literature investigation is published by making suggestions for sustenance in the industry.

Paper 3

THE IMPORTANCE OF DECISION-MAKING QUALITY THROUGH THE PRODUCT INNOVATION DEVELOPMENT PROCESS.

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Managing the innovation process is a complex task, as decisions need to be made under a high level of uncertainty senior managers from various disciplines need to collaborate to evaluate. Innovation project proposals and decide about the allocation of scarce resources to selected projects. Making high-quality decisions throughout the product innovation development process is a challenging task due to high uncertainty levels. The purpose of the present study was to develop a conceptual model presenting consecutive stages and decision points within the product innovation development process, which allows one to systematize this complex issue. The analysis performed resulted in the creation of a conceptual model presenting the product innovation development process from the decision making viewpoint. Its consecutive stages included: idea generation, idea selection etc were separated by decision points in the best industrial practice. It proposed a model, indicating key decision points in the product innovation development process and investigates concept decision making in product development practice and contributes by enhancing the understanding in the process. After further empirical verification, the model may ultimately become a managerial tool.

Paper 4

PRODUCT INNOVATIONS IN THE GENERAL INSURANCE SECTOR IN INDIA IN THE POST LIBERALISATION PERIOD

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Innovations helps in business success and this is the reason why many firms spend a considerable part of their income for research and development purposes. In a competitive business environment, the firms are always in tip toe and those firms that are successful in product innovation will introduce new products and reap maximum benefit from business. In general insurance innovations help to increase the customer base of a company and improve the efficiency, profitability and thereby enhance service quality, customer satisfaction and customer retention. The path to innovation in the Indian general insurance sector is paved with the change of the regulatory system to competitive system owing to the general insurance liberalization with global tie-ups. The main objectives of the study are to find out the various product innovations in the general insurance sector in India and to compare the product innovation of public and private general insurance companies in the post liberalization period. This study tries to touch upon various ways with which innovation has been made effective so as to make new inroads in the general insurance sector in India. The study is based on secondary data sources which include Insurance Regulatory Development Authority, insurance chronicle and various journals and books by eminent authors.

SUSTAINABILITY REPORTING IN INDIA- A STUDY OF INFOSYS LTD

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Sustainability reporting is becoming more prevalent, driven by a growing recognition that sustainability related issues can materially affect a company's performance. Recently, many businesses have increased their disclosure level, indicating a greater understanding of the links between sustainability practices, corporate performance and competitive advantage. In India with the Companies Act 2013 making CSR mandatory in specified areas, more and more companies are undertaking sustainability and CSR initiatives. However, accounting and reporting of these activities is still at a nascent stage, with nearly 40 companies disclosing their sustainability performance. One such Indian company to report on CSR operations is Infosys. Infosys Ltd has proved to be the first IT firm in the globe to publish a sustainability report under the GRI (Global Reporting Initiative) G4 framework. The aim of this case study is to explore the reporting methods followed by Infosys and to comprehend the effect it has on the synergy and development of the business. It studies the sustainability report of Infosys for 12 years and decides on the effect it has had on multiple elements of the business.

Paper 6

INFORMATION TECHNOLOGY WITH ITS EMERGING & SUPER SPECIALTY AREAS

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Information Technology is an advance professional, applied area closely associated with the Computing / Information Science. Initially the field of Computer Science was evolved first with the focus on mathematical and theoretical concentration and then gradually other fields have been emerged and among these Computer Applications/ Information Technology are important one. Computer Application is focused with Software Technology and Engineering. The field also concentrated on Software designing, & development. Whereas Information Technology is responsible for information solution using various technological components viz.—Networking Technology, Database Technology, Software Technology, Web Technology, Multimedia Technology, Security Technology etc. Among these areas, there are different sub fields viz. within *Network Technology* the emerging and super specialty areas are Wireless Networks, Cloud Computing, Converged Network, Network Security, Cyber Security and so on. *Web Technology* is composed with different emerging areas viz. Human Computer Interaction, Usability Engineering, User Experience Designing, Web Designing and Development, Content Management etc. Whereas, *Multimedia Technology* is deals with various areas viz. Animation, VFX, Usability Designing, Interactive Information Systems. *Software Technology* is most traditional area of IT and it deals with software development and emerging software and application development using various high level programming languages. *Database Technology* is currently deals with traditional Database Management, with Advanced Information Management, Big Data Analytics, Data Science, Data warehousing & mining etc. *Security Technology*, is combines with Network, Web & Database Security including latest Cloud and Mobile Security etc. The managerial areas of security also considered within this viz. IT Security Policies, Governance etc. The emerging areas of IT is increasing day by day but university wise that can vary but recently many international and Indian advanced university focusing on study & research in emerging and super specialty area of IT. This Paper highlighted different areas of IT with their components and emerging areas in general way.

Paper 7

INNOVATIONS AS A KEY TO SUCCESS IN MODERN BANKING

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Banking sector welcomes large scope for innovations in terms process, marketing and relationship management. To gain competitive advantage over the competing banks, a bank can survive and sustain with innovative way of processing, approaching and managing. Open banking, phygitive delivery, block chains, robot advising, payments anywhere, mobile and internet banking and other more innovations in the banking sector help the banks to achieve success. This paper aims to observe the needs, types, and ways of innovations in the path of a bank's success

Paper 8

UNDERSTANDING SHOPPING BEHAVIOUR OF BASE OF PYRAMID CUSTOMERS – A PILOT STUDY

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The bottom of the pyramid has been the topic of many research articles and scholarly discussions. Since Prahalad and Hart wrote about how multinationals can help alleviate poverty and create value propositions for themselves in 2004, many companies have been looking at strategies to serve the BOP segment in emerging markets. While an equally good number of companies have invested lot of money in these markets and have failed, only a small minority of corporations that have engaged with the BOP sector have created businesses of high volume and profitability. This paper examines through review of literature, the impact of branding on people living on less than \$2 per day and then what how of reaching these customers in a profitable manner for corporations. Simultaneously, India has become a second home to many multinationals' over the years. The fact that India has second largest population in the world is alluring because it translates itself into a huge opportunity to encash for marketers across the globe. Hindustan Lever Limited which set foot as the subsidiary of Unilever has been one such multinational which has almost become a home grown brand. The strategies adopted by this corporate leaves no stone unturned in cashing in on the tiniest niche markets available. Reaching the four billion populations in the base of the pyramid markets has been a topic of research in recent times. This paper is a part of the research work on base of the pyramid customers and their buying behaviour and shopping expectations in the Indian context. A primary data pilot study has been used to infer data and analyze certain key buying habits of these customers.

Paper 9

AN EMPIRICAL STUDY ON THE LEARNING DISABILITIES OF UNDERGRADUATE STUDENTS IN MANGALURU CITY

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College is an exciting time in a young adult's life. But along with the regular concerns like finding a good teacher, good classrooms, best education, co-curricular activities, good friends, hostel roommates and a safe and affordable place to live, students must identify ways to thrive in the college environment. Learning their rights in college, developing study strategies and writing skills are among the ways students can triumph at the university level. Students may find the mountains of books they have to read frustrating or find it challenging to interact with certain professors. In simple terms, a learning disability results from a difference in the way a person's brain is "wired." Students with learning disabilities are as smart as or smarter than their peers. But they may have difficulty in reading, writing, spelling, reasoning, recalling and/or organizing information if left to figure things out by themselves or if taught in conventional ways. Learning disabilities include a range of neurological disorders that impact how a person's brain processes information. These disorders can affect skills such as reading, writing, speaking, recalling, and reasoning. The impact of these disorders is not restricted to childhood. Adults with learning disabilities in the workplace may face a number of unique challenges. Before special education programs existed, students with learning disabilities were all too often labeled as "slow learners," "mentally disabled," or "lazy." As a result, it was not uncommon for such students to not graduate from high school or continue into postsecondary education. Furthermore, many adults with learning disabilities were never diagnosed and did not receive appropriate instruction for their disabilities. The main objective of our paper is to understand the concept of learning disabilities and influence on undergraduate students, to know the causes of learning disabilities, to study the impact of learning disabilities on the behavior of the students, and to study if it has negative impact on their character. And thereby the intention of this paper is to provide the inputs or strategies to overcome learning disabilities.

INFORMATION INFRASTRUCTURE VIS-À-VIS UNIVERSITY SYSTEM

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Information Infrastructure is most broad area in information sciences. It deals with common information service to the organization, institutions and common individuals. Information Infrastructure consist with all the information entities and facilities in common platform. Different types of organizations require information for its activities and day to day operation. Information Infrastructure is deals with manual information systems and computational information systems. Hence for every organization this is right solution for information and technologies. As far as universities in concerned it is responsible for educational and research promotion by its different academic and administrative sections. In all this section technological and manual information systems are essential. The field of Information Infrastructure is deals with such affairs with different mechanism. This paper is deals with basics of Information Infrastructure including its basic features, function and need in university system in general. Paper thus also highlights the basic of education systems and universities as well.

INFLUENCE OF DIGITALIZATION ON CONSUMER: A STUDY WITH SPECIAL REFERENCE TO BANKING SECTOR IN INDIA

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The changing digital world has shifted the lifestyle of each and every individual around the world; simultaneously companies have also adopted themselves to the technologies in order to serve the customers as per their changing tastes and preferences effectively. The number of web users, internet speed and few technologies have evolved at a faster pace with the development of internet. Number of people who go online on daily basis is increasing due to easy access of internet. Due to the exposure of more and more social media, mobile apps and other digital technologies, the buying and shopping habits of people have drastically changed. Tremendous changes have been implemented in the banking industry like any other industry, due to the technological innovation which is rapidly growing. Banking industry is one of the oldest forms of service industry and it's the major contributor to the Indian economy. In this study we have focused on how banking industry has transformed into the digital world. Banks have realised how investment in digital technologies have benefited them in customer acquisition, retention and satisfaction. Internet has given a new vision to go from local to global frontier. Today customers can get easy access to any bank related information and about their products from the bank websites directly without any help of bank representatives. In this paper the study has done to understand current trends in the banking industry and also to highlight recent innovations adopted by few of the Indian banks specially in terms of Artificial Intelligence. The study also focuses on various factors revolving around digital banking. We have also analysed the facts through ABCD analysis. Even though there is flexibility in using e-banking while performing various banking transactions with much of security and ease, customers are still unwilling to use them because of the risk associated with it. The study suggested few measures for the future milestones of banking sector. The paper also suggested that consumers who use E-banking have to use them regularly to build familiarity with the technology. Banks has to target young and middle aged group as they are more likely to use the technology. The study concluded with few constraints like low internet connection, poor technological knowledge and unable to reach rural market along with some positive vibes for the bright future of Indian banking industry ahead.

RELEVANCE OF DOING INTERNSHIP IN PAINTING INDUSTRY WHILE DOING MBA PROGRAM – A STUDENT PERSPECTIVE

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It's an effort to identify the relevance of doing the internships while pursuing MBA programme. This is an in-depth study to analyse the impact of doing internship in paint industry, and also to analyse the importance of manufacturing, distributing and supplying sector in catering to the needs of customer. It was the study to conceptualise the consumers need and satisfaction towards the paint industry. Major findings of the study showcased the relevance of customers preferences towards the Painting Industry. And how the study has helped to facilitate the internships for a MBA programme in student perspective. The basic outcome of the study has been the identification of the different aspect in MBA education of which some are teachable with the help of classical education tools and formats, while other's do not seem to be teachable in the same manner like summer internship

Paper 13

RESOURCE AVAILABILITY AND ENVIRONMENT CLEANLINESS WITH REFERENCE TO INDIAN TOURISM

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Tourism today is a leisure activity of the masses. People today travel to various destinations to break the regular monotony of life. They are mainly attracted by either the scenic beauty of its nature or by fascinating leisure, sports and adventure activities offered by the destination. It yields tremendous economic positive outcomes: It is one of the most significant sources of economic outcomes and employment. However, tourism is a very complex industry involving numerous stakeholders and requiring significant amount of resources. The quality of the environment, both natural and man-made, is essential to tourism. However, tourism's relationship with environment is complex. It involves many activities that can have adverse environment effects. The negative impact of tourism development can gradually destroy the environmental resources on which it depends. On the contrary, tourism development can lead to very damageable impacts on natural resources, consumption patterns, pollution and social systems. Tourism puts enormous stress on local land use, and can lead to soil erosion, increased pollution, natural habitat loss, and more pressure on endangered species. These effects can gradually destroy the environmental resources on which tourism itself depends. On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance. Therefore an attempt is made in this paper to analyze the various resources availability and environment cleanliness with regard to Indian tourism.

Paper 14

GREEN STRATEGIES IN INDIA – A ROADMAP TO HIGH PERFORMANCE ECONOMY THROUGH SUSTAINABLE DEVELOPMENT

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The term green strategies in business represents the idea of implementing sustainable business practices for manufacturing products and developing & offering business services through green production and green delivery model. Green production can be offered in two ways in the manufacturing of green products and the greening of manufacturing processes. Manufacturing green products include use of renewable energy systems and clean technology equipment of different types and greening manufacturing process include reducing pollution, reducing wastage, minimizing the use of natural resources, recycling and reusing waste and reducing emissions. Green business services include greening service processes directly or indirectly either by using technology or by using innovative new green business models. Green production concept and methods using advanced technologies in selected secondary industry sectors in India and Green service concept and methods using advanced technologies in selected tertiary industry sectors in India. The paper focus on how green methodologies using destructive technologies support to improve the productivity and performance of manufacturing and service industries for accelerated improvement in economy of the country through sustainable, growth and prosperity-based development.

Paper 15

A STUDY ON MULTI-LEVEL MARKETING WITH REFERENCE TO INDIAN ECONOMY

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Multi-level marketing is also called as direct selling, pyramid selling, referral marketing, and network marketing. Even though it is known in different names it is a strategy used and successful in more than 140 countries to sell products and services. There are many MLM companies in the world where their revenue or income is derived from a non-salaried workforce selling the company's products and services. Multilevel marketing is a strategy which some direct selling companies use to encourage existing distributors to recruit new distributors who are paid a percentage of their recruits' sales. The recruits are the distributor's "down line." Distributors also make money through direct sales of products to customers. There are many companies in India which provide direct selling facilities like Mi Lifestyle Marketing Global Private Limited, Amway, Herbalife, Forever Living Products, Vestige, Naswiz Retails, Win Nature International Pvt Ltd, Safe & Secure Online Marketing Pvt. Ltd., etc. Indian economy is a developing mixed economy and it is the 7th largest economy by nominal GDP and 3rd largest in purchasing power parity. Indian economy is the fastest growing service sector in the world. India has become a major exporter of IT services, Business Process Outsourcing (BPO) services, and software services with \$177 billion revenue in 2019. In this paper, we are discussing multi-level marketing and what this business can contribute to the economy in large and how it affects the overall development of the country. The paper also discusses the direct selling companies in India and abroad which help to generate revenue for the economic growth.

Paper 16

AGRI-TECH INNOVATION – AN OPPORTUNITY FOR IMPROVED AGRI-PRODUCTIVITY- WITH REFERENCE TO DAKSHINA KANNADA DISTRICT

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Agriculture is one of the essential activities of the world which fulfills human basic needs and provides key ingredients to all other sectors. Despite of all this importance of agriculture, the population involved in agriculture is very small. In this fast growing world youths are not willing to do agriculture activities as they concentrate much on getting official jobs or corporate jobs which provide them handsome salaries without making the hand dirty.

A number of improvements have been made to make agriculture easier and more interesting, and innovation is the main reason behind these improvements. This study focus on the emerging technological trends and innovations developed and being marketed by agribusiness companies by taking into consideration the agricultural needs of farmers in Dakshina Kannada.

Paper 17

DIGITAL INDIA INITIATIVE IN BRIDGING DIGITAL DIVIDE IN EDUCATION

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Today, India is one of the world's top destinations for education. The achievements of Universities, Institutions of eminence are depicting it. The interesting fact is the role played by the technology in transforming the education sector. The credit for effective implementation of technology in education sector goes to the Digital India Initiative which is making it possible with a vision -Power To Empower -. The power of technology can never be denied. India has an immense opportunity to grow in this field and to grasp the positive vibes of technology in the field of education. Digital India is a concept to revitalize the education system in India. It is a program that endeavors to bridge the literacy gap by delivering education through digital platform to children and teachers. It provides an opportunity to access learning sources through a global platform, providing reachability to teachers and breaking the barriers to gain quality education through physical classes. The paper mainly focuses on the various schemes introduced under the Digital India concept. The stakeholders of education in Tier I cities have access to almost all, smart education facilities. Our primary focus should be on prepping the education sector in Tier II and Tier III cities in India hence the technology trends that pushing up digital education is discussed here. The current digital trends such as STEM Education, Blended Learning, MOOCS usage, Open Source Platforms, Digital Resources, Smart Teaching and many more initiatives are discussed. The paper concludes with the possibilities of bridging the digital divide in education sector making the best use of available technologies.

Paper 18

AN ENVIRONMENTALLY FRIENDLY MODEL OF SMART CITY BASED ON HUMAN LIFECYCLE MODEL

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The concept of Smart Cities is developed to promote cities that provide core infrastructure and give a decent quality of life to its citizens, a clean and sustainable environment and application of 'Smart' Solutions to day to day problems. Smart cities use data and technology to create efficiencies, improve sustainability, create economic development, and enhance the quality of life factors for people living and working in the city. It also means that the city has a smarter infrastructure for providing and managing Nutritious food, Potable water, Systematic environmentally harmless transportation, Green energy production & usage, quality education, business, quality health services, etc. In this paper, we have initially discussed the essential infrastructure and facilities required for senior citizens from smart city solutions point of view and to develop a model to plan and provide essential infrastructure requirements for senior citizens for their day-to-day needs and how the use of digital technology and solutions can help such old-age people until their end of life. These suggestions support to the realization of a smart city with innovative programs to senior citizens of the country.

Paper 19

A STUDY OF PERCEPTION OF SELF-EMPLOYED PROFESSIONS TOWARDS GREEN BANKING INITIATIVES ON MAJOR PUBLIC SECTOR BANKS AT BANTWAL TALUK (D.K)

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Today our society is undergoing a series of change, every customer expect better & better services from the organizations. Banking is also one such industry today which is not exempted from this. Service industry has to still transform a lot in the midst of changing trends. Taking care of esteemed customers, managing the competition, understanding the present client requirements requires lot of out of box thinking. Banking practices have been changed from traditional banking to core banking; services have been turned to be completely customized. The biggest challenge before the bankers is it has to take strong initiative taking into consideration the completely changing physical environment, depleting natural resources & on the other hand meeting the expectations of the customers. Today we are witnessing climatic change, increasing use of papers & also emission of carbon footprint. A time has come where bankers have to educate & encourage their customers to go paperless & use technological based products. This will foster convenience in transactions, save a lot of time & also reduce operational costs, moreover it will help in preserving our planet earth even for forthcoming generations. This study focuses on understanding the perception of self-employed professionals at Belthangady in Dakshina Kannada district.

Paper 20

ENHANCING HEIS RESEARCH PRODUCTIVITY & FACULTY PERFORMANCE USING THEORY OF ACCOUNTABILITY

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The higher education institutions (HEIs) have an objective of creating new knowledge continuously using their people as resources and success of the organizations depend on how much new knowledge they have created during a given period of time.

Application of the theory of organizational performance namely ‘Theory A’ can improve research productivity of educational institutions. This is a management strategy which believes in delivering target as responsibility, feeling of creativity and contribution for motivation, identifying with the organization as commitment and accountability as a hallmark of efficiency. Theory A has 8 essential components to enhance faculty members research performance, that include (1) Planning, (2) Target setting, (3) Motivation, (4) Work Strategies, (5) Responsibility, (6) Role model, (7) Monitoring, (8) Accountability. In this paper, we have interconnected research productivity in higher education institutions with faculty performance using the components of Theory of Accountability.

Paper 21

IMPACT OF ARTIFICIAL INTELLIGENCE IN EXISTENCE EACH DAY

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In the modern world, artificial intelligence continues to evolve dramatically with day by day new and improved innovations. The computers have now been designed to perform simple tasks such as vehicle identification, facial recognition and many more. The major goal of AI is the development of sophisticated and dramatically more complicated systems to outperform individuals in any way. This involves performing more difficult tasks such as chess-playing and finding solutions for equations. The major goal of AI is to improve all human activities as well as to provide better alternatives than human being solves an issue. The automated system, which carries out all human activities, from vehicle control to computerized commercial applications, will face a number of challenges in the future. However, it prevents the production of lethal weapons that once used to strike, harm people noticeably. The development of super Artificial intelligence, which improves self, triggers an intelligence explosion, however would greatly discontinue human intellectual ability. The development of super AI is the largest breakthrough in human existence history. The development of advanced technology thus contributed significantly to the removal of conflicts, effective means of disease prevention and application development. In this paper, we analyze the influence of AI on our daily lives, as well as various things such as AI's growth, AI's challenges, applications of AI in various aspects of life and Artificial Intelligence ethics.

Paper 22

E-BANKING SERVICES: A STUDY WITH REFERENCE TO KARNATAKA BANK, MANGALURU

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The Indian Banking system, with one of the largest banking networks in the world, has witnessed a series of reforms over the past five years like use of E- Banking and increased participation of private sector bank. Banking today is a flourishing industry, focused on technological innovation. Banks play an important and active role in the economic development of a country. Technology is revolutionizing all areas of human endeavor and activity. It has now brought in E-banking, which is gradually replacing the traditional branch banking. Internet banking and Mobile Banking have emerged as the biggest focus and targetable areas. The customers are able to choose their banker from a number of banks offering wide range of services and delivering quality service. Internet banking and Mobile Banking are changing the banking industry and is having a significant impact on the banking relationship. Banking industry is fast growing with use of technology in the form of ATMs, online banking, telephone banking, mobile banking etc. This growth has been strongly supported by the development in the field of technology, without which this could not have been possible. Besides it will change our lifestyle in coming years. The range of services offered differs from bank to bank depending mainly on the type and size of bank. This study is conducted to know the awareness and the use of E- Banking services among Karnataka bank customers.

Paper 23

PEDAGOGICAL INNOVATIONS IN TEACHING ENTREPRENEURSHIP

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The identification of various objectives of entrepreneurship education, we might have a deeper understanding of educational needs as well as a more weighted choice of evaluative criteria and pedagogical techniques. The basic outcome of this study have been the identification of different aspects in entrepreneurship education of which some are teachable with the help of classical education tools and formats, while others do not seem to be teachable in same manner.

Paper 24

E BANKING

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Today, banks are focusing more on customers and their satisfaction. Banks are required to give top priority in providing satisfactory and efficient service to their customers. The main objective of this study is to analyze the satisfaction level of customers towards E-banking services in Dakshina kannada region. Primary Data collected were analyzed by using frequencies and Chi Square test. The data were gathered and from the field through the questionnaires administered to make analysis. A survey was undertaken where respondents completed a questionnaire about their perceptions of the three e-banking services i.e. ATM, Mobile Banking and Internet Banking. Nowadays Information Technology modernized our life almost in every field. One of amongst some blessing of information technology is Internet Banking that brings comfort and ease for banking activities. During few years Internet Banking has developed as cost-reducing, time saving, self-serviced technology and convenient channel that is accessible 24x7 across the geographies. Users of Internet Banking are increasing day by day all over the world. In today's hyper competitive environment Internet Banking acts as a competitive differentiator among banks and has become a significant revenue builder.

Paper 25

AN ANALYSIS ON TRAINING THE INNOVATIVE MINDS TOWARDS SUCCESSIVE STEP IN BUSINESS WORLD. “BADA BUSINESS PVT. LTD.”- A CASE STUDY.

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India is known for its youth power. As half of the Indian population is young minds that is 600 millions who are under 25 years old . So youth is the power of India. Where as dynamically, innovative and creative minds are working towards the growth of India in all directions and even in -Businessll. When it comes to Business, we can find many innovative entrepreneurs (A person who makes money by starting or running business , especially when this involves taking financial risk.) Profit or Loss , Growth or Fall is the part and parcel of any business firm its a Universal protocol. In this paper we discuss about the company Bada Business pvt. Ltd. Whose main motive is to train the rising entrepreneur, train the proprietor’s of small business and help them to expand there business magnificiantly . This is a company with a innovative idea of Motivation and training the entrepreneur by advicing, clearing there thaughts , providing different modes and sources of knowledge and sharing experience so that they will not hesitate in stepping up to a new phase in there Business . Even sharpen there skill towards their betterment. We analyse about the working and benefits of this company to us.

Paper 26

A STUDY ON INNOVATIVE PRACTICES USED IN MASSIVE OPEN ONLINE COURSES

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The traditional or Classroom-based education system is not available to all levels of people due to lack of time, higher cost, and non-portable or non-ubiquitous nature. Working people find it difficult to adjust or cop up with rigid timing of traditional based or classroom-based education system. Online education is becoming popular day by day, because of the rapid developments in wireless and communication technology, financial affordable to all classes of people, flexible time, and available anywhere, anytime, anyplace or simply ubiquitous nature. The online education model also having some flaws like not able to keep track of continuous follow-up or monitoring, lack of eye to eye contact of students and faculty. But Massive Open Online Courses (MOOC) had taken some innovative strategies to widespread online courses and to reduce the flaws of online mode education. Initially, MOOC started with the slogan as education to all with very minimum cost or free of cost with characteristics like varied web formats, collaborative learning, accessing knowledge and time limits. In India, the NPTEL and SWAYAM are the two popular government bodies or authorities providing Massive Open Online Courses. Similarly, some agencies like Coursera, EDX, Udacity, ALISON, Udemy, and Iversity provides online courses worldwide. This paper discusses history of MOOC, benefits of online education and innovative strategies adopted by the MOOC to widespread online-based education model with a wide variety of courses. This paper makes an effort to find the Innovative or best practices used by the MOOC to reduce the gap between students and faculties and to take advantage of the traditional classroom-based education model.

Paper 27

STUDENTS PERCEPTION AND SATISFACTION ON GOOGLE PAY APP WITH REFERENCE TO SELECTED COLLEGES IN MANGALORE

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Cashless transactions are on the verge of increase in the present days. Most of the people find it very convenient to carry out their transactions without any kind of risk. Digital payments are very fast & the amount will be credited to the receivers account instantly. Transaction can be done anytime, anywhere without any requirements of documents. In the present day economic state financial transactions are carried out in digital form without the presence of physical cash. Easiest mode to carry out digital payment transactions is by using payment apps. It has emerged as an important tool in advancing financial inclusion because of lower transaction costs & safety & convenience of making payments.

Paper 28

ROLE OF HIGHER EDUCATION IN COMMERCE BRINGS TRANSFORMATION IN THE PERFORMANCE LEVEL OF THE STUDENTS

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In India education has been accorded much importance since independence as it has been perceived that educational development is necessary to ensure economic and overall development of the country. Education is the one of the powerful weapon to develop the standards of the young population in the country. In India we can see that majority of the population is young generation but speaking on the percentage wise people have higher education is very minimum. Now it is the duty of us to find out what are the major causes that will hinders the young population to get higher education. Quality in higher education will build the qualitative resourceful young population to bring revolution in our country. This paper is build with an intension of to evaluate the impact of the higher education in the development part of the students. To give empirical touch as a researcher I collected 50 samples of respondents to get a clear picture about evaluation of performance of the students.

Paper 29

PROBLEMS OF INDIAN FARMERS AND INNOVATIVE PRACTICES TO SORT OUT THE ISSUES

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India is the country of village, economic development of country is nothing but economic development of village. The main occupation of people in village is agriculture. But farmers are stuck with lots of issues such as natural factors, market condition, government policies etc., which affect productivity and income level. So due importance is given to improve the standard of living of the farmers. Government has introduced number of programs to uplift the condition of the farmers but these programs have not been reached the needy as expected. Government should implement these schemes effectively under strict supervision. So that farmers get the benefit out of it and problems can be sorted out.

Paper 30

SCHOLARLY PRODUCTIVITY : SOME NEW INSIGHTS, ANALYSIS, & SUGGESTIONS

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Research and Development is an essential activity in Society for technology, industrial, and social progress. Based on the historical review, higher education institutions focus on basic, conceptual, explorative, empirical, and analytical research methods whereas industries focus on new products and new processes development. It is also known that the end of every piece of research of HEIs and Research Institutions is the scholarly publication and retaining the copyright of such basic or conceptual invention/innovation in authors or HEIs name whereas the end of every piece of research of industries is acquiring a patent in inventor/company name. Thus both, HEIs research and industries research produces Intellectual Property (IP) and is called scholarly productivity. The success of every HEIs also depends on how much new knowledge they have created during a given period of time. Enhancing scholarly research productivity is a challenge of the administrators of HEIs and recently we have developed a metric system on quantification of scholarly research output using ABC model of organizational research performance. This paper consists of insights, analysis, strategies, and suggestions on how to increase research productivity of organizations in HE in order to survival, sustain, compete, and to become a monopoly under the guidelines of ABC model and Open-Access Author-Centric model (OAAC model) of scholarly publication.

Paper 31

WORK–FAMILY BALANCE AND FAMILY WELL- BEING

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Work–family balance reflects an individual's orientation across different life roles, an inter-role phenomenon (Marks and MacDermid, 1996). Work–family conflict is usually bidirectional. Research proves that although both men and women experience inter-role conflicts, it is often more difficult for women to balance their work and home roles. This calls for an understanding of work–family concerns of female employees and its effect on their family well-being as intended by the current study. A descriptive research design was employed and the Work–Family Conflict Scale, Family-to-Work Conflict Scale and the Beach centre Family Quality of Life Scale were administered to 15 grant-in-aid and 55 Management paid female teaching faculty from three autonomous colleges in Mangaluru. A supportive work environment, an *equitable* and balanced work *distribution*, well-structured merit-based pay system, counseling and staff welfare facilities were some needs expressed towards greater work–life balance.

Paper 32

SMART BANKING SYSTEM FOR SMART CITIES USING ICCT UNDERLYING TECHNOLOGIES

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The concept of Smart Cities is developed to promote cities that provide core infrastructure and give a decent quality of life to its citizens, a clean and sustainable environment and application of 'Smart' Solutions to day to day problems. Smart cities use data and technology to create efficiencies, improve sustainability, create economic development, and enhance the quality of life factors for people living and working in the city. The ultimate objective of every Smart city is to provide ideal solutions to the citizens. This include ideal physical infrastructure, Ideal transportation systems, Ideal education, Ideal business systems, Ideal systems for economic activities including Banking systems. The concept of Ideal banking system consists of ubiquitous banking transactions for all economical activities using digital money with 100 % assured security and authentication. Ideal banking can be realized using ICCT underlying technologies including Artificial intelligence, Internet of Things, and Block chain technology. Blockchain technology is recently developed which consists of a growing list of records that are linked using cryptography and such chain has the property of transparency, decentralization, and immune to modifications. Blockchain technology is for record creation across many computers or digital devices of a process or an activity which cannot be altered retroactively, without altering its subsequent processes or activities. Blockchain technology allows a system to own digital goods, assets, and data and capable to trace the history of everything which is created as a footprint in the past transactions. In this paper, we have proposed and analysed Smart Banking System for SMART Cities using Blockchain technology of ICCT underlying Technologies.

EMPLOYEE RETENTION STRATEGY IN RETAIL INDUSTRY: STUDY ON FUTURE GROUP, BIG BAZAAR

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The retail industry is one of the challenging sectors to work and sustain for a longer period of time. Employee retention in the new era of modern technology and competitive business environment is changing continuously and has gained importance as organization with an advantage of having strong human resource only can sustain. The success of an organization will depend on the key trained employees who add value to the organization. Effective employee retention is a systematic effort by employer to create and foster an environment that encourages the current employees to remain employed. Every organization will have their own retention strategies, policies and practices in place which is essential. Employees stay or leave an organization for some reasons which may be personal or professional which have to be understood and the gap has to be removed to retain the best employees. This research paper provides the various reasons for high employee attrition in retail industry and also suggests different strategies and practices which can help the industry overall to get the employee attrition percentage low and effectively retain the employees.

Paper 34

A STUDY TO UNDERSTAND THE APPROACH OF STUDENTS TOWARDS USING UPI DIGITAL PAYMENT PLATFORMS

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Unified Payments Interface (UPI) is a digital payment system through which a user can both send and receive money through a Virtual Payment Address (VPA). The money will be directly debited from the customer's bank account. This is a popular and most preferred method of digital transactions in India these days. There are many UPI client apps that provide users this facility and apart from this, many banks have tie-ups with UPI and people can use this platform through bank apps as well. UPI is being offered by many chat platforms and mobile wallets in the market as well. This study is an attempt to understand to what extent student community has inculcated these platforms in their day to day transactions. This study will also focus on the aspects like students' awareness level about these digital payment platforms, their preference with regards to different Apps that provides UPI Feature, and also try to figure out what is the major 'push' as well as 'pull' factors in using such apps. The study in its first level is planning to focus on MBA students of Srinivas University, Mangalore.

AN ANALYSIS ON BYJU'S LEARNING APP

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The educational apps are the latest technological advancement by products that promote the importance of videos and pictures more than texts and descriptions in the realm of knowledge and education in schools. The human brain stores every bit of information in the form of images and not in the form of texts. The quality and features of the educational apps is a significant attribute in the progressing world of technology, and it can add a great touch of value to the learners. BYJU'S the learning app is one such app that helps the students to learn the concepts in an interactive manner. These interactive features enhance the learning ability of the students. Interactive features not only engage students, but also demonstrate concepts and enhance learning in ways that traditional methods can't. The app supports various fascinating and featuring articles, news and also opinions. BYJU'S the learning app is the largest K-12 educational app in India with over 300000 annual paid subscribers. This app has a mix of video lessons and interactive tools to make learning sessions personalized to each and every student. This paper mainly focuses on the working model of the BYJU's app. The paper also highlights the merits and demerits of the app.

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Paper -1

BRIDGING THE GAP IN HOSPITALITY EDUCATION AND INDUSTRIAL REQUIREMENTS

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The Hospitality sector growth was very high in last two decades. The manpower need is also more in current scenario. But the hospitality graduates faces problems in finding a job placement in the industry. Because the need and expectation of the industry is not matching with their standards. In other words, what the student learn in the class room and the actual work place needs are not satisfied. This paper conceptually analyzes the problem behind the gap and try to bridge the gap. From the pass out hospitality gradustes. Who are working in the industry, got the feedback from them, reveals some common drawbacks are identified, they are multi-lingural barrier, short period of internship, inadequate computer training, not making them psychologically strong and so on. So as a hospitality educator the above mentioned important skills need to be added in the syllabus, which help them to be part of the industry, and graduates will be ready to take up operational skills, management skills, HR skills etc. These skills are meant to make them more resourceful to their employers and the customers they will be serving.

REDETERMINED ARE KEY WORDS:-

INTRODUCTION

Hospitality education is more of practical oriented subjects. All the core area's such as food beverage service, Food production, House keeping & Front office are all taught practically with the support of theoretical explanation. Even though basic fundamentals are taught to the hospitality student, to understand the reality they should work in the industry as a trainee, so that they can compare themselves with that they had learnt and what has been practiced in the industry currently. Most of the students are leaving the industry after a short term, the main reason is they are not able to with stand the industry work presser. The main reason for this is because lack of long period industrial training. Due to the academic structure, long period of industrial training is out short for shorter period resulting this problem, due to more number of young hospitality graduate high turnover in the job, reflecting bad experience to the hospitality industry. So the hospitality educator should train the hospitality students for not only skills and competencies at the front live level, but to also train them for critical thinking skills, emotional intelligence etc.

What educator teach in the class room does not much the current industry trends, there are some institute appoints teacher without or with less industry experience that reflected the knowledge of student input. This can be one of the reason why industry demands are not able meet. At least to overcome this problems, during the vacation time, should ask the teachers to visit the industry to learn the latest trend and other updates, so that the huge gap between formal training and employer demands are meat.

The researcher sums up the other skills needed for hospitality graduate meet the industrial expectations, they are identified as less exposure to the industry, multi-lingual barriers, short period of internship out moded lessons, inadequate computer training and lack of modern equipment for practicals at the institute.

1

To improve the standards in the syllabus and other practicals at the institute.

To improve the standards in the syllabus and other practicals, Hospitality educator should interact with industry on a regular interested to update themselves, organise a field trip for the students, regular conferences, seminars and workshops will help the student community.

ACTUAL FACTS CHECK

I. General teaching methodology in Hospitality institutions.

1. Lectures
2. Practical classes
3. Assessments
4. Group discussion
5. Presentations and seminars
6. Mock interviews
7. Events
8. Conferences
9. Internal examination
10. Computer knowledge
11. Field trips

II. What industry requirements

1. Customer service
2. Language
3. Speciality knowledge
4. Operational skills and understanding of the industry
5. Information technology skills
6. Professionalism
7. Managerial qualities
8. Financial management

III. GAP between industrial need and teaching

1. Multi-lingual barriers and poor communication skills
2. Short period of internship
3. Poor in operational skills
4. Very little exposure to customer relationship and leadership skills
5. Fewer workshop for both teacher & students
6. Out dated text books and inadequate syllabus
7. Lack of computer training in software usage
8. Lack of modern equipments for practical lessons
9. lacking personal and problem solving skills

IV. HOW TO BRIDGE THE GAP:

1. There should be a close link between educates and the industry.

2. No. of field trips should be increased in every year
3. Improving institutional infrastructure
4. Try to improve the communication skills of the students, multi-language will be added advantage.
5. Make a student to spend more months in internship.
6. No. of conference, seminar and workshop should be increased, so that student and the teacher will come to know the latest trends in the industry.
7. Make a students to visit the library for gaining more knowledge.
8. Padagagi and the curriculum should be updated
9. Improve the infrastructure with modern equipments
10. In-service training for the educator

2

CONCLUSION

1. The gap between industry expectation and hospitality education is common until the industry interaction takes place. Not only hospitality industry it can happen to any industry without interaction with industry, both industry and the institute to hand in hand to resolve this types of problems.

To bridge the gap, hospitality educators should include the industry experts while framing the syllabus. To the greater extent this will solve the major problems. The hospitality student has to study the core papers like food & beverage service, food production, house keeping and front office along with conceptual skills in general and strategic management, organisational behaviour, Human resource management, Accounting, Management skill and so on. The hospitality graduate ends up becoming a jack of all and master of none.

Inviting a hotelier to the institute in a regular interval is impossible. But sending the teaching staff to industry for small updation, will be the great help to bridge the gap.

Make sure that all the assignments are done by the students are from the industrial background, make it compulsory that field visit is must, so that the student will be in continuous touch with the industry during the period of graduation. Encourage the faculty to do the research along with the students about the industry. Teacher should explain to the students that, what is expected in a particular semester, and allowing the students to do a specialization during the semester will help the student to perform well in the industry.

Discuss with the industry experts, and restructure the syllabus, take out the all unwanted subjects.

Which will give a clear picture to the student to what has been expected by him or her.

By introduction new thing will make the students to employable to the industry.

Paper 2

CHALLENGES FACED BY BUDDING JOBSEEKERS IN HOSPITALITY SECTOR

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INTRODUCTION TO HOSPITALITY

Hospitality industry refers to a variety of businesses and services linked to leisure and customer satisfaction. It focuses more on ideas of luxury, pleasure, enjoyment and experiences. Hospitality is closely connected to the tourism. It includes provision of services to tourists as well as local people enjoying their free time.

SECTORS OF HOSPITALITY

Hospitality sector is divided into four categories based on the basic human needs such as Accommodation, Food, Travel and Entertainment.

Accommodation sector: This sector provides accommodation for the tourists in different areas based on the budget and purpose of visit of the travellers. It includes Hotels, Motels, Bed & Breakfast outlets, Resorts, Time sharing Apartment and Service Apartments.

Food & Beverage: This sector provide the travellers to satisfy their basic need for food. Various outlets includes Restaurants, Cafes, Bars & Pubs, Coffee shops, Night Clubs, Catering Establishments, Takeaways etc.

Travel & Tourism: This sector basically is constituted by the indirect beneficiaries of Hospitality sector. They basically helps the travellers to find a particular accommodation or transport facility to reach a particular destination. They also provide various in and out details about the destination and its importance. Tour Operators, Travel agents, online travel agents, websites, vehicle rentals, cruise lines, airlines, tour guides etc. completes this sector.

Entertainment: The basic need of human beings is entertainment as no one like to remain idle for longer period of time. This sector includes historical monuments, tourist attractions, spectator and participatory sports events etc.

JOB OPPERTUNITIES

AIRLINES: The airline sector provides job opportunities in two different categories

- a. Ground staff: traffic assistant / counter staff / booking & reservation
- b. In-flight: air hostess/ stewards

Hotels: f&b service/ production/ front office/ housekeeping/ marketing/ public relations / security / accounts

Tourism sector: tour planners/ tour guide/ interpreter/ information assistant / counter staff/

Travel management / itinerary planners/ travel counsellors / destination managers

OTHERS

- Eventcruise lines / Management / Customer care /Entrepreneurship – f&b outlets, start-ups / Human resource department / Facilities management / Food blogging / food critics / Content writing / Faculties / trainers

IMPORTANCE OF HOSPITALITY INDUSTRY IN INDIA

There is a high demand for tourism industry in India. As per the studies the international tourist arrival in India are expected to reach 30.5million by the year 2028. By the year 2020, Medical tourism industry in India is expected to touch US\$ 9 billion. Compared to other countries what makes India stand out in the field of tourism is the diversity of the tourism products such as cruises, medical, wellness, MICE, sports, eco-tourism, film, rural & religious tourism. Tourism ministry under India government introduced the Swach Darshan scheme in 2015. Under this scheme, it promotes theme based tourism. Each theme is called a —circuit and composed of various destinations. There are 15 circuits developed under this scheme portraits the potential of India’s diverse tourism products. Apart from the diverse geographical attractions, there are 30 world heritage sites and 25 bio-geographic areas.

All these factors leads to a tremendous rise in the requirement of different hospitality outlets. Majority of the hospitality outlets in India operates with less skilled and qualified staff. This is one area where the fresh hotel management graduates can grab the opportunities.

CHALLENGES FACED BY THE JOB SEEKERS

The Hospitality industry is one of the leading sector which brings in lot of revenue in India. At the same time it faces a lot of challenges to provide better service by the different sectors of Hospitality. The following are the most commonly faced by the job seekers, especially the fresh graduates

1. Low Pay scale: many sectors of hospitality industry pay less as compared to other businesses. This is one of the factors which mainly demotivates the graduates to refrain from taking up jobs in Hospitality sector.
2. Odd Working Hours: the working hours in almost all the sectors in hospitality is not the 9-5 module and it is most demanding. It is one sector which works when other people finish their jobs and relax. For example a chef may work from 5.00am in the morning till 10.00 am for the breakfast time and either he may continue till the end of lunch service (3-4pm) or take a break and re-join duty in the evening for dinner service (7-11pm).
3. Poor working Conditions: The employees most of the time may be forced to work in poor working conditions like long working shifts. The more an employee work in a shift may reduce his output.
4. Employee turnover: hospitality industry provides a lot of job opportunities and as compared to any other industry the drop outs or turnover of the employees are far more. Since human beings have the tendency to look for better opportunities, and the hospitality industry provides the same in plenty, most hotels have employee turnovers.
5. Discrimination: discriminating people on the basis of various societal evils like religion, cast, community, language or colour is still prevalent in the industry.

6. Low education and training: Most of the time the graduates has to deal with under educated colleagues or seniors. These workers may not be provided with sufficient training to make them better employees as it incurs a lot of cost
7. Rigid Corporate culture: Making amendments and changes in the rules, or delay in following the new labour rules are one of the worst practices followed by the management of many hospitality institutions. This mostly refrain the graduates to apply for jobs in such organisations.
8. Seasonality: in India, majority of the foreign tourist arrival begins from the month of September to march. This particular period many of the hospitality sectors needs maximum number of staff for handling the inflow of their business. Whereas the period from April to august, the tourist inflow will be nominal, and the hospitality sector needs lesser number of staff to handle their operations. Moreover they may not want to pay the employees when the business is on the weaker side. This seasonality in jobs, affects the jobseekers.
9. Political instability: India is one country, which has lot of issues internally. Many of the policies of the government may not be accepted in good terms by different political parties and states. This may result in violent agitations held in different parts. This basically affects the tourists as well as the employees in the hospitality sector.

REMEDIES / BEST PRACTICES

1. Part time jobs: part time jobs for students may provide the opportunity for job seekers to know about the job and get experienced. It also act as one way of earning while learning.
2. Adding more skill sets: Adding more skill sets like attending short term online /offline courses for different subjects related to the hospitality may help the hospitality students. It may help them as an add on expertise in their area of employment
3. Providing Training: Most of the hospitality institutes needs to make it mandatory for the students to attend a short term training with any of the hospitality sectors. This may help them to know more about the industry as well as gaining on the job training experience.
4. Management trainee programs: most of the leading hospitality giants may conduct a management trainee program for the freshers. But the number of hospitality sectors conducting such programs are less. If we can increase this number, it can attract many jobseekers to look for hospitality jobs.
5. Flexible working hours: if the hospitality sector select an approach where they can introduce flexible working hour slots to employees rather than the age old fixed working hour shifts, the employees may find it attractive. It also improves the performance of the employees
6. Emphasis on practical aspects: if the hospitality institutes can give more emphasis on practical subjects, this may increase the enthusiasm of students and compel them to join the hospitality sector.
7. Updating the Curriculum : hospitality institutes needs to update the syllabus according to the fast changing world. Many institutes still follow the age old syllabus. Frequent updating is a must to develop future hospitality professionals.

CONCLUSION

- The travel & tourism sector in India accounted for 8% of the total employment opportunities generated in the country in 2017, providing employment to around 41.6 million people during the same year. The number is expected to rise by 2 per cent annum to 52.3 million jobs by 2028.
- International hotel chains are increasing their presence in the country, as it will account for around 47% share in the tourism & hospitality sector of India by 2020 & 50% by 2022.

- During 2018-19, a total of seven projects worth Rs 384.67 crore were sanctioned under the Swadesh darshan scheme.
- The government of India is working to achieve 1% share in world's international tourist arrivals by 2020 and 2% share by 2025.
- 8000 seats in twenty one IHMs under NCHMCT
- Nearly 725 institutes across India
- Preparing the future hospitality professionals according to the needs and demands of the industry

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—CHALLENGES FACED BY BUDDING JOB SEEKERS IN
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Paper -3

**CONFRONTATIONS IN THE PATHWAYS OF A PASSIONATE HOTEL-BEGINNER
IN THE AREA OF HOUSEKEEPING**

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Hotel industry is one of the most blooming industries on the planet. Due to its vastness in operations, management and services, it has under its umbrella of employability, millions of employees worldwide. As far as hotel operations are concerned, with the time, the Rooms Division and the Food and Beverage Division have been the two major such departments in the hotels that are well recognized by the stakeholders of hotel industry as Operational departments in the hotel, as, these two departments contribute, by maximum, to the profits of the hotel. This is possible because of the vast contribution given by the employees at different levels and in different sections of these departments. Contribution from employees comes out because of their qualification, exposure, experience, abilities, basic traits, technical skills and much more in their fields of specialization in particular and in the hotel field in general. A degree in the hotel management studies was a very uncommon affair in our country till the beginning of last quarter of previous century. But with the time, these studies emerged out as a specialized discipline as a consequence of increasing tourism and customer expectations.

The housekeeping department of the Rooms Division is responsible for providing clean, comfortable, safe and aesthetic surroundings to the hotel guests. Till the beginning of this century, housekeeping was considered an unskilled work in hotels, but today it has emerged out as the backbone of hotel operations. Passionate hotel management graduates enthusiastically opt housekeeping as their career. Unfortunately, a majority of them either avoid choosing housekeeping as their career option, or drop it out in the midway of their career and switch to other options or fields. This research attempts to find out the challenges faced by the jobseekers in the field of hotel housekeeping and also suggests remedies to overcome those challenges.

Introduction:

British Law defines a —Hotell as a place where a bonafide traveller receives food and accommodation, provided he/she is in a position to pay for it and is in a fit condition to be received [1]. Hence, a hotel must be able to cater to the boarding and lodging needs of the travellers on payment and has all the rights to refuse services in case the traveller is drunk, disorderly or not found in a condition or position to pay for the services. With this tradition, visitors and guests in the hotels always attempt to dress to the best of their appearance to display their cultural aesthetics and financial credibility. Looking back at the milestones of the development of hotel industry, one cannot even honestly imagine the fact that a mere requirement of travel of human spurred by the need for survival in the earliest of the times has resulted in it as being one of the most vibrantly flourishing industries in the world with over 700,000 hotels around the world contributing over 3.41 trillion dollars to the global economy in the year 2019[2]. In 2019, the global hotel industry was worth 570 billion USD. Also, over 173 million people are employed in the hotel and motel industry and hence 33 percent of revenue is spent on labour costs[2]. Common fuels for growth of hotel industry are the rise in purchasing power, the desire for travel and subsequent experiences and increasing number of digital experiences [2].

Apart from providing primary purpose to provide travellers and clients with accommodation, food, refreshment, hotels also provide a wide exuberant platform to their customers for events. The various services thus provided by the hotels can be ascribed to the reasons for which the people travel. Getting a new perspective, seeing the world through new eyes, gaining an appreciation for what we have, getting distance from work, settling grievances through shared experiences, getting out of comfort zone, admiring mother nature, learning about other cultures, strengthening relationships and unplugging are the common reasons for travel among aspirants [3]. Thus, the author concludes that hotels, that are a constituent product of tourism, considerably survive on the availability of leisure time and disposable income with the customers. In reciprocation, hotels manufacture customer satisfaction by creating good services and products and by establishing good relationship with customers – through its core operational departments – The Kitchen, The Food and Beverage Service, The Front office and The House-keeping, apart from providing elaborate and systematic support services through its other managerial departments and support centers such as the accounting division, the human resources division, the loss prevention, the engineering and maintenance, the sales and marketing division, the finance, the purchases and stores and likewise [6]. Due to continued growth of Hotel sector in past few decades till its current position [2], the manpower development in hotels in terms of

specializations, job specifications based on a job description of a position in particular, subsequent recruitments, interviews, training and development has been witnessing enormous specificity to the extent that there are numerous hotel management institutes spread all over the globe imparting hospitality education to the young aspirants at government and private levels. Industry estimates say that, the gap between demand and supply of manpower may get wider in coming future and quality of manpower would be of utmost importance to sustain high growth in this sector. In the wake of apparent shortage of trained manpower in the industry, some corporate groups have also entered into training and started their own Institutes of Hotel Management (IHMs). Young aspirants of industry, who foresee their career in this sector join the hotel management institutions based on the eligibility criterion specified by the institute in particular and thus begin to tread their path to achieve their desired success in the field of hospitality while getting enriched in the aspects of exposure, experience, abilities, basic traits, technical skills and much more in their fields of specialization in particular and in the hotel field in general. Passionate hotel management students enthusiastically opt housekeeping as their career goal in hotel field. Unfortunately, a majority of them either avoids choosing housekeeping as their career option, or drops it out in the midway of their career and switch to other options or fields. The author through this research paper attempts to meet the objectives of:

1. Review on dynamism in the growth of hotel industry and the departmentation in hotels.
2. Review on the role of housekeeping department in a world class hotel and its organisation.
3. Review on the job specifications needed to enter the hotel field in general and housekeeping department in specific.
4. determining the reasons for housekeeping being the least option as a career choice among hotel management career aspirants
5. Review on the implications of customer satisfaction and their role in moulding the career of aspirants of hospitality profession in the field of house keeping.
6. providing suggestions and remedies to enhance the choice of hotel management career aspirants in the field of housekeeping.

Research Methodology:

The researcher has used both primary and secondary methods of data collection to compile this research paper. Various, books, journals, articles and e documents have been referred and questionnaire of two sets was prepared as research instrument and forwarded to subjects of two different aspects as google forms through whatsapp groups and contacts. Also interviews were

conducted with the placement officers of few colleges in India. The responses obtained were qualitatively interpreted to arrive at the conclusions and suggestions.

Content:

The number of international arrivals has been growing increasingly over the past decades. For example there were 0.52 billion arrivals in 1995, 0.8 billion in 2005 and 1.1 billion in 2013 [5]. As presented in the United Nations World Tourism Organization’s 2017 Annual Report, international tourism reached a milestone in the record year of 2017. Destinations worldwide welcomed over 1.3 billion international tourists, some 84 million more (or 7%) than in 2016. Europe was dominant in international travel in 2017 (671 million or 51% of all international tourist arrivals). This is an increase of 8% in comparison to 2016 and the forecast is also promising [5]. Since the global hotel industry comes under the umbrella of the tourism industry, it shares a similar numerical profile. Statistical research shows growth of the global hotel industry over the years with the revenue of 570.18 billion US\$ in 2017 [5] making it one of the world’s fastest growing sectors with total retail value of around 500 billion US\$ and accounting for around 5% of the global GDP [5].

Hotel departmentation and the house-keeping: The connect

The number of departments in hotels varies from hotel to hotel. Usually, in a typical world class hotel, every department, be it a revenue generating department or a support center, is headed by a manager usually called as HOD (Head of Department) who reports to the General Manager of the hotel.

S.No.	REVENUE GENERATING CENTERS/DEPARTMENTS	S.No.	SUPPORTIVE DEPARTMENTS
1.	The rooms division (front office and house keeping only)	1.	The rooms division (Maintenance only)
2.	Food and beverage department (service outlets, room service and live kitchen counters)	2.	The Human resources
NOTE: FRONT OFFICE AND FOOD/BEVERAGE SERVICE ARE COMPLETELY THE REVENUE CENTERS, WHEREAS A MAJORITY OF ACTIVITIES IN		3.	The sales and marketing
		4.	The purchases
		5.	The Finance
		6.	The security/Loss Prevention

Table 1 showing the different departments in a hotel based on generating revenue for the hotel.

The aim of all hotels is to provide their customers with clean, attractive, comfortable and welcoming surroundings that offer value for money. Indian hospitality ethics promote the dictum of —Atithi Devo Bhavah— a Sanskrit phrase signifying the godly treatment a guest deserves to be received [14]. The housekeeping department, headed by a manager called as EHK (Executive House Keeper) is a nerve center of a hotel which is responsible for the cleanliness, maintenance and aesthetic upkeep of the entire hotel premises. A hotel survives on the sale of rooms, food & beverages & other minor operating services such as laundry, health clubs etc. Of these, the sale of rooms constitutes a minimum of 50% of the hotel revenue [8]. The room sale is dependent on the quality of room décor, room facilities, cleanliness of the room & safety. The Basic Aims & Objectives of House Keeping Department rely on achieving maximum efficiency possible in care & comfort of the guest & in the smooth functioning of the department, establishing a welcoming atmosphere & courteous, reliable service from all staff of the department, ensuring a high standard of cleanliness & general upkeep in all areas of responsibility, training and supervision & control of all staff attached to the department, establishing a good working relationship with other departments and ensure that safety & security regulations are made known to all staff of the department [6,7]. The Housekeeping department performs the underlisted functions in a world class five star hotel [6,7,12]:

1. To make a provision for a comfortable stay for a guest, by the maintenance & upkeep of rooms.
2. Upkeep of all public areas in the hotel.
3. Upkeep of all Food and Beverage outlets in the hotel
4. Responsible for horticulture in the hotel's landscape & flower arrangements.
5. Responsible for the functioning of linen room, laundry & uniform rooms
6. Responsible for overseeing all the contracted services like pest control services, carpet & window cleaning, cleaning of glass facades of the building, etc.
7. Responsible for timely infrastructural changes through renovation and refurbishment.
8. Responsible for the ongoing training programmes of the staff to ensure that both technical & social skills are combined in them.

After having a look at the above mentioned information on the role of housekeeping in a hotel and its contribution towards the development of a hotel, the researcher concludes that apart from standard specifications needed at entry level positions in house keeping:

1. Housekeeping department needs young aspirants at entry level, who have a very serious and focused commitment towards guest contentment to be in —ready to absorb state for the industry.
2. Along with commitment, confidence and enthusiasm are the primary abstract qualities needed in an aspirant of housekeeping career
3. Since, housekeeping primarily deals with upkeep and aesthetics of hotel, it needs aspirants who have a good inclination and passion towards architectural and interior decorum, hygiene and associated purity and accuracy.
4. Based on the type of job undertaken by employees in house-keeping at entry levels, aspirants while taking up such positions need to have an unbiased, holistic attitude towards the nature of job associated to such positions.
5. The dictum —Atithi Devo Bhavah that has been seated into the core of Indian Hospitality Ethics, needs to have truly been indoctrinated into the intellect of young aspirants so that they deliver services without any psychological blocks and while utilizing all morales and values of humanity and services to their fullest.
6. Aspirants ready to join housekeeping at entry levels need to be not only physically fit, but also apparently smart, good-looking, and good-seeming, which greatly fosters guest satisfaction by being pleasing to his/her three senses of sight, smell and hearing.

Data analysis and interpretations:

Like any other department, housekeeping gives an aspirant a chance to make a successful career and accomplish good heights in the management. The US Bureau of Labor Statistics predicts an increase of 12.8% in housekeeping jobs by 2022 and those who choose this sector will do well [15]. However, a trend has been observed during the interviews with subjects that over the times that the students of hotel management studies are more inclined to get into sections of kitchen, front office or food and beverage services than housekeeping. The researcher was inquisitive further on which could be the possible reasons for such a trend in the placement market of hotel management institutes. However, since the researcher is himself a University level teacher in hotel management department, he attributes the existence of such a trend at three main levels of career aspiration tenure of hotel management students:

1. During pursuance of hotel management education
2. During internship in the senior level semesters
3. During transition from education to industry and thereafter

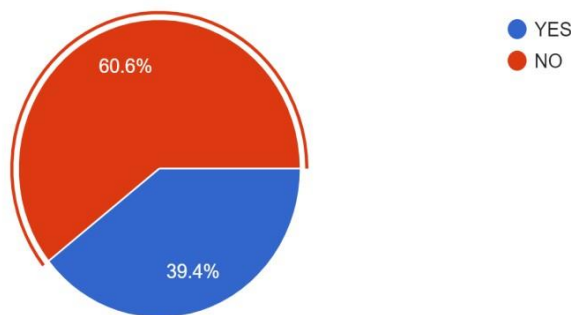
During pursuance of hotel management education:

After verification of criteria of eligibility the aspirant of hotel management careers join a hotel management institute as a student to make a beginning. During their education, the following confrontations are attributed to house-keeping being kept as a last option for majority of them:

1. **Non-continuous education system** in majority of hotel schools in the area of house-keeping: Many of the hotel management institutes offering degree courses in hotel management offer a curriculum with random focus on theoretical and practical aspects of housekeeping, which may create a negative notion about the importance and role of housekeeping among aspirants in social and HR markets of hotel industry

DO YOU THINK THAT "NON CONTINUED HOUSE KEEPING EDUCATION" IN YOUR DEGREE COURSE HAS MADE YOU TO LOOSE YOUR INTEREST IN THAT AREA AS CAREER?

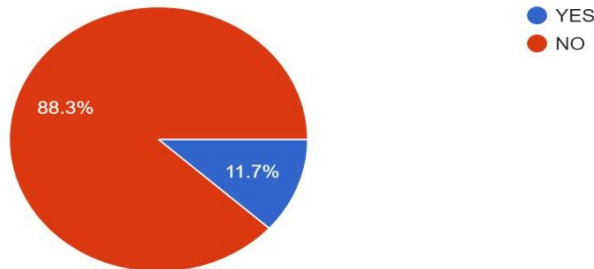
94 responses



2. **Informal gender based dogma:** There is a prevalent stigma among the male population of hotel management students that housekeeping careers are best suitable for females and thus contributes to deviation in choice. Notably, when a relatively clean room is evaluated, female room occupants are held to higher standards of cleanliness, are believed to suffer more negative social consequences when they do not meet those standards, and are generally deemed more responsible for housework across a variety of work–family arrangements than their male counterparts [18]

DURING YOUR EDUCATION DID THE IDEA THAT "HOUSEKEEPING CAREERS ARE SPECIFIC FOR FEMALES ONLY" OCCUPY YOUR MIND?

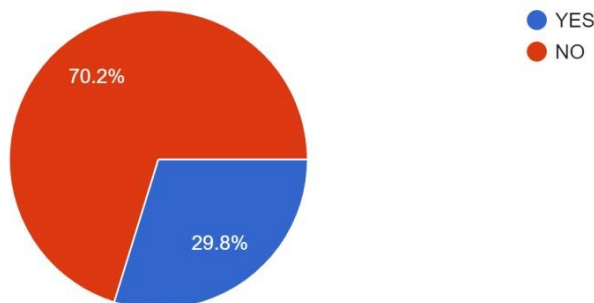
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3. **Misguided and biased career information by senior batch students:** There is a practice noticed, though uncommonly, among senior batch students, who have higher career affinity towards other operational lines of the hotels, to deviate their junior batch students from choosing housekeeping line as career by giving arbitrary reasons of various types.

DID THE ADVICES FROM YOUR FRIENDS SUPERIOR TO YOU PROFESSIONALLY (SENIORS, ETC) CHANGE YOUR MIND IN MAKING HK AS CAREER CHOICE?

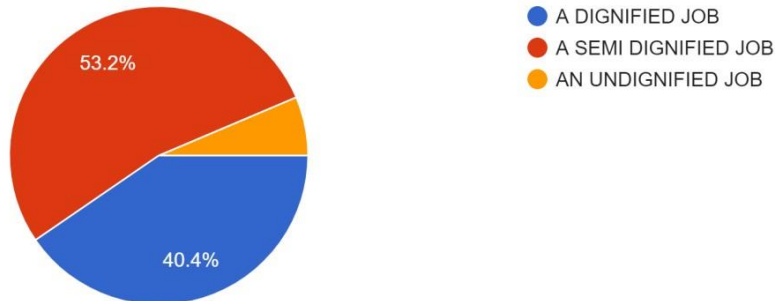
94 responses



4. **Unwanted anchoring of house-keeping with cleaning and unskilled tasks only:** Many companies classify housekeeping tasks under semi-skilled and unskilled labour because of which aspirants mostly refrain from taking housekeeping as career choice for the fear of loss of prestige in society and family and loss of self-esteem.

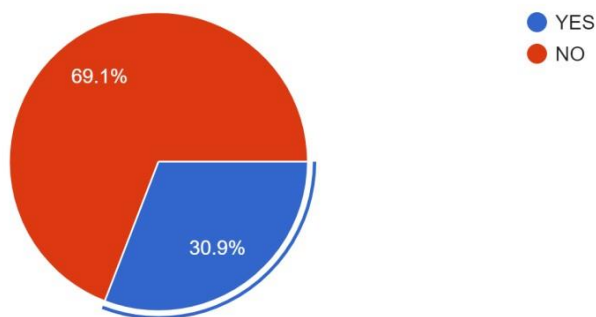
AT ENTRY LEVEL, WHAT CATEGORY OF THE FOLLOWING WOULD YOU ALLOT TO HOUSE KEEPING?

94 responses



WERE YOU PROFESSIONALLY OR OTHERWISE ALWAYS TOLD THAT HK IS ONLY ABOUT CLEANING AND SIMILAR UNSKILLED PRACTICES?

94 responses

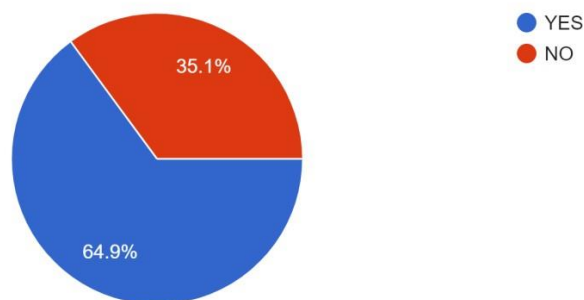


During internship in the senior level semesters:

Students of hotel management institutes face internship in the form of Industrial training usually during the beginning of the final phase of their course of study.

DURING YOUR INTERNSHIP, DID YOU RECEIVE TRAINING IN HK?

94 responses

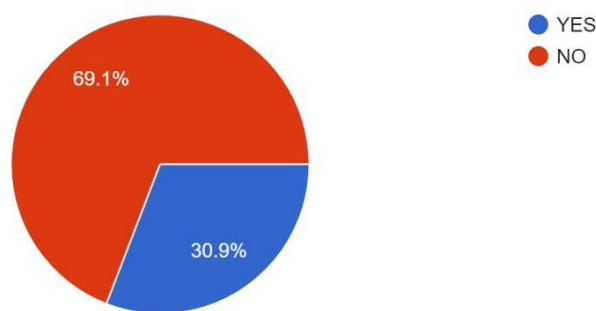


During internship in these senior level semesters, the following confrontations are attributed to house-keeping being kept as a last option for majority of them:

1. **Boredom oriented schedule:** It is reported that when students undergoing industrial training in star hotels are scheduled for housekeeping, they feel a lot of boredom and reasons for it are mainly attributed to similarity and repetitiveness in the tasks. The researcher extracted this information also through telephonic interviews with placement officers of few colleges and also with the students of few hotel management colleges

WERE YOU BORED OF YOUR ROUTINE WORK IN HOUSE KEEPING DURING INTERNSHIP?

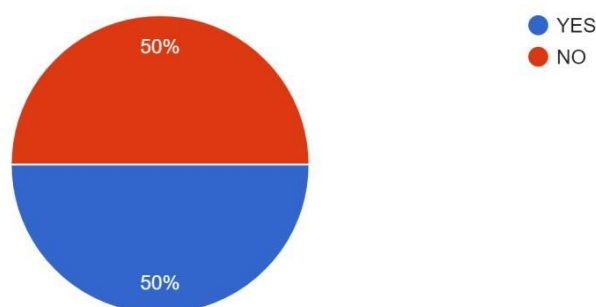
94 responses



2. As compared to other operational lines in the hotel, housekeeping tasks are reported to give lesser **challenges to entry level employees** for most of the times, further adding to boredom and creating a notion of housekeeping as a work area of —comfort-zone, which may not be acceptable to all aspirants, since aspirants are always being told about the vibrancy and dynamism prevalent in the hotel work culture. **To work outside of one’s comfort zone, and being able to truly be considered versatile within one’s skillset implies true learning [17]**

DID YOU SEE/FACE CHALLENGES IN WORK IN HOUSEKEEPING DURING INTERNSHIP?

94 responses

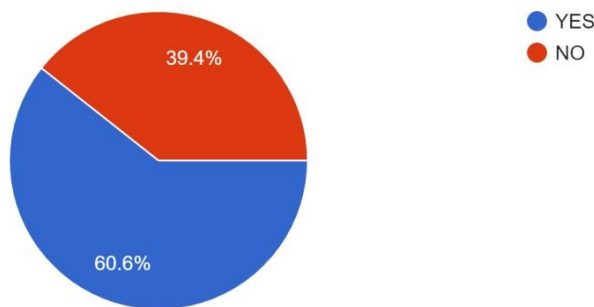


3. **Reduced or zero involvement of trainees in supervisory and executive tasks** in house-keeping during internship also is reported to have contributed to drop-out in this line. As trainees

there remain confined to entry level associated tasks, they remain unaware of the other side of this line. Nevertheless, there is a belief that the housekeepers feel they deliver high quality service and they do a better job of delivering quality service than other departments in the hotel [16]. Hence, the prevalent glamour and charm existing in the housekeeping line in the higher levels is under a thick cover-up for the beginners.

DID YOU SEE THE ROOM BOYS GETTING INVOLVED IN SUPERVISORY TASKS IN HOUSE KEEPING DURING YOUR INTERNSHIP?

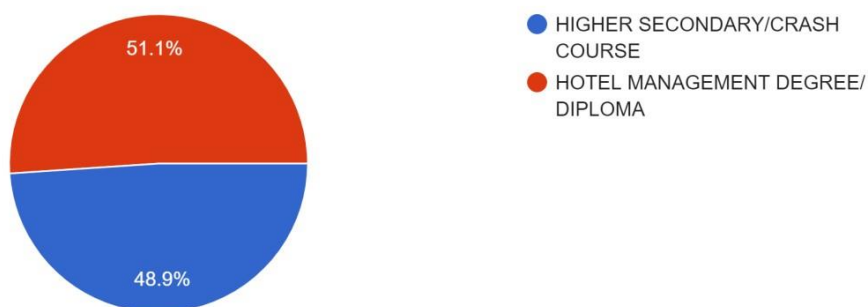
94 responses



4. **Seeing contractual staff at entry level** with reduced specification criteria also creates dislike among aspirants towards the housekeeping line. The aspirants are not emotionally and mentally in readiness to be associated with colleagues with whom they share similar tasks with a graduation certificate in their hand.

WHAT QUALIFICATION SPECIFICATION DID YOU SEE IN EMPLOYEES OF HOUSE KEEPING AT ENTRY LEVEL?

94 responses



5. **Reduced guest contact:** Housekeeping operations, unlike the front office or the food and beverage service operations provide least chance of guest contact to the employees. Many aspirants, who are very enthusiastic about dealing with the guests may drop out from choosing housekeeping as their career.

During transition from education to industry and thereafter:

1. **Foreseeing less chances of placement abroad** as compared to other operational departments is one more reason attributed to drop out in housekeeping.
2. Often, students are seen **getting lured to other departments** seeing the huge recruitment done there thus contributing to drop out.

Suggestions, remedies and conclusions: Suggestions for the hotel management institutions:

The researcher gives following suggestions and remedies and thereby concludes to

- Core human values of service, honesty and integrity, dignity must be inculcated among the aspirants during degree education tenure in a planned and systematic way. The values originate from deep inside the people themselves – authentic, bone deep, passionately held [10]. The students’ evaluation on the core values should be brought under Continuous Assessment Scheme as used for all other theory and practicum based subjects. Special pedagogies like group assignments, role play, social service based task assignments and timely counselling can be used to achieve the purpose. All core values must be indentified specifically needed for a hospitality professional at entry levels and pedagogy and evaluation must be inclusive of those values with due weightage. Students can be evaluated on the basis of a proposed **–3C SCULPT**” model by the researcher based on three criterion:

1. Case based viva.
2. Customised objective type question papers.
3. Continuous behavioural observation.

S.No	Evaluation Criterion	Percentage allotment
1.	CASE BASED VIVA VOCE EXAMINATION	25 PERCENT
2.	CUSTOMISED OBJECTIVE TYPE QUESTION PAPER OF THE SUBJECT ON “CORE VALUES”	25 PERCENT
3.	CONTINUOUS BEHAVIOURAL OBSERVATION.	50 PERCENT

TABLE 2 SHOWING A PROPOSED “3C SCULPT” MODEL

- The courses in all hotel management institutions should be designed to ensure that housekeeping, both theory and practicum is made a mandatory subject with a well guided and trained anchoring towards basic housekeeping practices to create affinity, at least, till the students reach the level of choosing an elective course or a specialization.
- To ensure creating a basic mindful belongingness towards the determinants of final products of housekeeping (decor, aesthetics, etc) among the students, the curriculum in housekeeping in every semester should contain atleast 15-20 percent of the subtopics related to basics of design, architecture, interior appeal and likewise with the support of workshops as well.
- All teachers should provide an unbiased career guidance and convey a planned and systematic and timely positive reinforcement the students irrespective of the field in which the former are specialized. A positive reinforcement provides a favourable consequence that encourages repetition of a behaviour [11]. This will have far reaching effects in the development of ethics towards hospitality among students.

Suggestions, remedies and conclusions: Suggestions for the hotel industry:

- Making Job rotation within the Rooms division a common affair, as far as possible, is the need of the hour to curb this trend of drop-outs. The two sub-sections of the rooms division, i.e., the front office and the housekeeping have a lot of functions in very close coordination like handling room change requests, projecting current occupancy status of the hotel, fulfilling guest requests and likewise. Hence, the hotels must give a thought on combining the manpower of both sections wherever possible by using the job design techniques like job enrichment and job enlargement. This will help in curbing many of the arbitrary notions prevalent among aspirants towards housekeeping functions.
- Mirroring managerial roles to trainees in the department should be incorporated as far as possible. The trainees in housekeeping should be scheduled periodically to assist supervisors and Executives to improve their vision and boost their morale.
- The hotels must have a check on hiring non-graduated candidates for housekeeping at entry levels. This will help in greatly boosting up the morale of graduated entries and spread a good word of mouth down to the aspirants.
- Focus on regular career oriented and behaviour oriented counselling for the beginners must be a scheduled mandate in the industry. The human resources, the training and the housekeeping departments must play their special systematic roles in ensuring thus.

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Paper 4

CLLOUD COMPUTING AND ITS INCREASING APPLICATIONS IN TOURISM AND HOTEL MANAGEMENT—A SHORT REVIEW

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Information Technology is a great name for the information activities and organizational development in different context. Various kind of organizations, institutions as well as individuals today are using IT for various benefits and there are various components within IT viz. Database Technology, Network Technology, Web Technology, Multimedia and Communication Technology and so on. And within IT many emerging areas have been revolutionized and increasing rapidly viz. Big Data, Cloud Computing etc. The Science of analyzing and managing large number of complex data is called Data Science. Whereas, Cloud Computing is the applications of virtualizations of software, hardware, network, IT Infrastructure using internet and similar systems [1], [12]. Similar to traditional industries in recent past Cloud Computing as well as its allied Big Data Analytics applications have been enhanced and increased in several sections. The tourism and transportation systems can enhanced rapidly with the help of Cloud Computing and Virtualization Systems. The hotels, resort and similar organizations are also directly and indirectly enhancing benefits from the IT and specifically Cloud Computing. This paper is talks about the applications and increasing role of Cloud Computing in Tourism industry. Paper also highlighted about the issues, challenges of Cloud Computing and Analytics in Tourism and Hotel management.

Introduction

The world of Information Technology is changing rapidly and there are different areas where Information Technology is applicable and such areas are increasing rapidly [3], [5], [8]. Information Technology application in Hotel Management, Tourism and Transportation sector is also important and noticeable. The rise of IT and Computing in Hotel Management and Tourism

industry is enhanced with the applications of following viz.—

- Software Technology.
- Database Technology.
- Network Technology.
- Web Technology.
- Multimedia Technology etc.

The hotel industry including internal and external becomes easy with the applications of Information Technology [4], [6], [11]. The traditional documentations become easy in such systems and management. The hotel and transportation sector can get applications of IT in diverse areas such as ticketing, booking, accommodation management, reservation, remote management and so on. The latest technological applications are also important and applicable (and these are increasing such as)—

- Cloud Computing
- Big Data
- Data Analytics
- Human Computer Interaction
- Usability Engineering
- Systems Analytics
- Artificial Intelligence
- Robotics
- Natural Language Processing etc.

Therefore all these technologies are important in bringing healthy information systems, information infrastructure, and complete development [2], [9], [14].

Objective

The main aim and objective of this paper entitled ‘_Cloud Computing and its increasing applications in Tourism and Hotel Management—A Short Review’ is include following (but not limited to)—

- To know about the basics of Information Technology application with reference to the fundamentals.
- To learn about the emerging Information Technology components and relation to the hotel management and tourism sector.
- To know about the Cloud Computing with reference to the models, types, basic features etc.
- To know about the transportation and tourism sectors with reference to the Cloud Computing applications.
- To find out major challenges and issues in respect of Cloud Computing applications in Hotel, Transportation and Tourism Sector.

Cloud Computing

Cloud Computing is considered as one of the important technology within the Information Technology. Cloud Computing simply the virtualization techniques powered by the internet and similar services. Cloud Computing is growing rapidly and dedicated in the creation of a healthy and dedicated virtual information technology infrastructure development. Cloud Computing is a kind of distributing IT Infrastructure model that is responsible for the organizations and complete development in sister organizations since IT is very important. Cloud Computing applications in government and public sector is increasing. Cloud Computing is therefore a virtualization

technology which is offered by service models software, applications, platforms and operating Systems, infrastructure, contents and information, etc [7], [10], [13]. Cloud Computing is rapidly increasing in Information Technology sector and performed by many components of Information Technology such as Database Technology, Network Technology, Web Technology, Multimedia Technology, Software Technology, etc. Further, Cloud Computing is related with the emerging technologies like—

- Big Data Systems
- Data Analytics
- Internet of Things (IoT)
- Edge Computing
- Fog Computing, etc.

Virtualization Technology is thus in recent past adopted by and it is offered by many companies many companies like IBM Cloud, Amazon Web Services, Microsoft, Dell, VMWare, etc. Similar to international scenario, regarding the development of the cloud and allied digital space also Cloud Computing is important. The internet users in India increasing rapidly with good amount of cloud based services. It is also noted that Cloud Computing will more developed and will rapid with the initiation of Digital India project of Government of India. In respect of enhancing communication systems Cloud Computing, high-speed 4G LTE, G wireless technologies play a leading role. In respect of developing cloud based data center infrastructure development Cloud computing considered as important.

Features and Advantages of Cloud Computing

Cloud Computing services and features are powered by different type of Cloud Computing models such as—

- Platform as a Service (PaaS)
- Desktop as a Service (DaaS)
- Software as a Service (SaaS)
- Infrastructure as a Service (IaaS)
- Security as a Service (SECaaS/ SaaS)
- Storage as a Service (SaaS)
- Network as a Service (NaaS)
- Mobile Backend as a Service (MBaaS) etc.

Cloud Computing offers speedy and healthy IT Infrastructure services which includes the development of information systems and therefore it offers elasticity, flexibility, remote based IT System and management. It is employed Public Cloud, Private Cloud, Hybrid Cloud Computing models for the virtualization systems and development [5], [15],[18].

Cloud Computing in Tourism and Transportation

Cloud Computing applications are rising in different sectors viz. Healthcare, Business, Industry and Organizations, Commerce, Education and Training, Research and Development, Transportation and so on.

As far as the development of Cloud Technology in transportation and travel industry is concerned, it is developed in recent past. Though there are few concern in adopting Cloud Computing in travel and tourism industry. According to the experts these include the security

related aspects. However the development of the latest transportation and tourism strongly associated with the Cloud Computing and allied technologies. The IDG's Cloud Computing survey the average cloud budget is developing and risen from 1.6 Million US dollar to 2.2 Million US Dollar. The average IT landscape is increasingly cloud based.

Enhancing Service Delivery

Enhancing service delivery become easy with the help of Cloud Computing and the travel and tourism industry therefore has adopted advanced computing and IT as a tool for way for the operations. Due to changes of customers and travelers interest, demand and habits among the IT components Cloud Computing become an important tool. Finding instant information, information sharing, ticketing in online manners, reservations become easy and instant with cloud supported systems. In booking of trains, buses, flights, and even in water transportation Cloud Computing become an important tool. Cloud solutions are considered as important and valuable in healthy IT practices [10], [16], [17].

Personalized Service

As far as personalized services are concerned Cloud Computing and all the Information Technology components are considered as important and valuable. The data storage, data transformation etc. are become easy with the help of Cloud Computing. The websites of concerned tourism organization and travelers normally uses Information Technology services and here Cloud Computing based websites, databases can be an important opportunity. Even the tools and media like Instagram, Pinterest, Twitter and Facebook are considered as important in healthy personalized services in Transportations and tourism industry. Further the Cloud computing greatly facilitates data synchronization between channels to enable cross-sectional data analysis, cross-sectional regression analysis and cluster analysis [8], [18].

Productivity and Cost Reduction

As far as productivity enhancement is concerned Information Technology play an important role. The flexible technologies play an important role in easiness of information systems and development. The effective process becomes easy with Cloud Computing and thus it helps in traditional computing and technology cost reducing. Since Cloud Computing promotes virtualization therefore it reduces less amount of IT infrastructure, software, hardware, applications etc.

Application Development

As far as proper and automated application development is concerned Cloud Computing play a valuable role. Cloud Computing supported systems are reliable and important in developing web and mobile applications. The pre-coded modules, tools become easy with cloud supported systems. The booking systems, online systems, information storage of transportation become healthy with Cloud Computing. Cloud Computing keeps improving and becomes always better, faster and easier to manage. It further helps in healthy business optimization, flexibility and reliable supports etc [13], [15], [18].

Healthy Cloud Computing applications in Hotel Management

The applications of the Cloud Computing in hotel management should be considered as important and valuable and it is helpful in designing and development of the faster, affordable solutions in hotel management in different attributes—

- Internal Operations;
- Office Management;
- Front Desk Management;

- Back Office Management;
- Staff and HR Management;
- Marketing Management;
- Food and Restaurant Management;
- Customer and Client Management;
- Event Management and so on.

Some of the basic applications of Cloud Computing in Hotel and Hospitality Management are includes following i.e. Fig: 1. (but not limited to)—

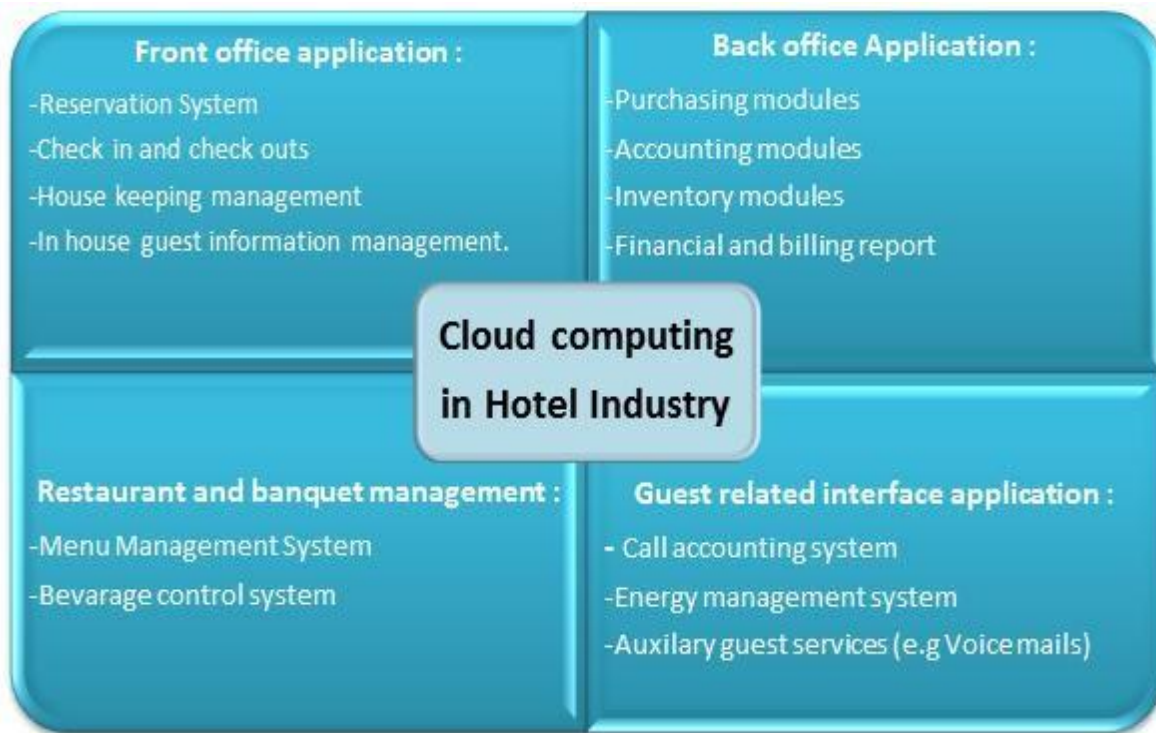


Fig: 1-Cloud Computing applications in Hotel Industry and Management

Cloud computing based software is helpful in managing hotels and other similar institutions. Since in hotel industry there are lots of areas where IT and Computing devices play a leading role therefore Cloud computing is important to offer the solutions. Further in designing and managing of hotel management software also Cloud computing and virtualization considered as important. Cloud computing in hotel industry brings following—

Affordability—with the application of Cloud Computing hotels can enhance different services can avoid investments in hardware, maintenance cost, manpower cost, infrastructure related cost etc. and therefore it brings the affordability [3], [17].

On time delivery— Cloud computing and virtualization systems is helpful in on time delivery of services, and information oriented support to the hotels.

Reliability and security—with the application of Cloud Computing in the hotel industry data management and future data protection become easy and effective.

Flexibility— Cloud Computing moreover helps in advancing with more flexibility. Software

services, data storage services become easy and effective with the help of Cloud Computing. The SaaS, PaaS, IaaS and some other technologies play a leading role in healthy hotel and similar operations.

Therefore Cloud Computing is helpful by rendering different kind of services and among the emerging important are—

- Central 24 reservation system
- Property management systems
- Revenue management systems
- Office Management
- Front Desk Management
- Back Office Management
- Staff and HR Management etc [2], [12].

Conclusion

The purposes for implementing any new technology at a hotel today considered as important and further the applications of the Cloud computing enhancing the hotels systems simplified. The IT and IS departments are considered as valuable in developing. Using a cloud-based system can also save money in the in-house based server systems, it is developed cost-effectiveness, efficiency etc. As far as transportation segment is concerned it is also helpful in development of the scalability, effectiveness, and transparencies. Government bodies and organizations today supporting different opportunities for the Cloud Computing promotions and in this regard Transportation, tourism and hotel industry can be considered as important and valuable.

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SRINIVAS UNIVERSITY
COLLEGE OF HOTEL MANAGEMENT
AND TOURISM

PRESENTS

ONE DAY NATIONAL LEVEL CONFERENCE ON

**“DEVELOPING INDIAN TOURISM:
INNOVATIVE IDEAS
AND PRACTICES”**

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Paper -1

**DEVELOPING INDIAN TOURISM -CHALLENGES
&
OPPORTUNITIES TO MEET THE EXPECTATIONS
OF FOREIGN CLIENTELE**

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India is constantly considered as a dormant beast in the worldwide the travel industry showcase. It has unexplored the travel industry goals all through length and expansiveness of the nation. The travel industry is constantly one of the biggest income winning division in Indian economy. The nation is still absolute best to battle against certain fantasies and issues that is influencing the development of Indian the travel industry. Advertising of Indian travel industry in the worldwide markets and travel fests has constantly rotated around utilizing not many of its trademarks like "AditiDevoBhava"," Incredible India" and so forth yet regardless of this endeavors to carry universal traveler to India there are in every case a few hindrances that confines global travellers to head out to India. These components incorporate reasons like defilement, correspondence issues, cheating, joblessness, public issues, political flimsiness, atmosphere, breakout of pandemic maladies, and so forth for instance distinguishing proof of Nipah infection Indian province of Kerala in the year 2018 has brought about monstrous cancelation of tourists. The reason for this investigation is to identify Challenges and Opportunities to meet the Expectations of Foreign Clientele

1. INTRODUCTION ON INDIAN TOURISM

The travel industry is a significant motor of monetary development and a significant wellspring of employability and foreign exchange in numerous nations including India. It has incredible ability to make huge scale employment of differing kind – from the most particular to the untalented and subsequently can assume a significant job in production of extra business openings. As indicated by Govt. of India, Ministry of the tourism's yearly report of 2017-18 this industry has contributed 6.77% of the national GDP in the budgetary year 2012-13. The reports additionally expresses that this industry likewise has contributed 12.36% towards employment of the nation according to the Indian Tourism Statistics 2018 distributed by Govt. of India, Ministry of the tourism. Foreign trade income of the nation is accounted as 1,77,874crores and it is likewise recording a development level of 15.4

(a) **Volume in revenue [1]:** In 2017 indiantravel industry got complete receipt of 27.9 billion rupees and it an is only 2.05% of worldwide travel industry receipts. And furthermore it is noticed that India verified thirteenth position in worldwide positioning regarding the travel industry receipts. A similar positioning has USA, Spain and France in top 3 rankings.

(b) **Foreign Tourist Arrivals (FTAs)[2]:** FTAs during 2017 were 10.18 million with a development of 15.6% over same time of the earlier year. During 2016, FTAs were 8.8 million with a development pace of 9.7% more than 2015. During 2017, an aggregate of 1.7 million remote vacationers landed on e-Tourist Visa enlisting a development of 57.2%. During 2016, FTAs on e-Tourist Visa in India were 1.08 million when contrasted with 0.445 million out of 2015, enrolling a development of 142.5%.

(c) **Tourists from Other Countries:** According Indian Tourism Statistics 2018 published by department of Tourism, Govt of India we can see that our kin from our neighbouring nation Bangladesh supposedly has benefited visitor visa office most extreme (2156557 appearances with a rate portion of 21.49%). Be that as it may, we need to examine this information in thought with factors like visiting of relative, pilgrimages, therapeutic offices, across the border. In this way regions like USA,UK Canada, Australia, Malaysia Srilanka, Russian Federation are individually are adding to the wellsprings of Indian the travel industry (Table-01).

Table-01: Source Countries for Foreign Tourist Arrivals (FTAs) in India during 2017

RANK IN 2017	SOURCE COUNTRY	FTA	PERCENTAGE SHARE IN
1.	Bangladesh	2156557	21.49
2.	United states	1376919	13.72
3.	United Kingdom	986296	9.83
4.	Canada	335439	3.34
5.	Australia	324243	3.23
6.	Malayasia	322126	3.21
7.	Sri Lanka	303590	3.03
8.	Russian Federation	278904	2.78
9.	Germany	269380	2.68
10.	France	249620	2.49
	Total top 10 countries	6603074	65.80
	Others	3432729	34.20
	G.total	10035803	100.00

Source: Bureau of Immigration, Government of India.

2. Tourism Products of India [3][4]

- a) **Adventure tourism:** this is a tourism activity that involves high adrenaline activities biking trips to Leh and Ladakh is an example for this.
- b) **Wildlife tourism:** Tourism Activities involved in understanding the wild life of the nature. Wildlife sanctuaries of the nation provide excellent opportunities for this tourism.
- c) **Pilgrimage tourism:** This tourism products provide chance for international tourists and believers chance to visit shrines in India and pray and also those travellers will get an opportunity to feel the Indian culture.
- d) **Cultural tourism:** This tourism product will enable the tourists to feel the cultural diversity of India by staying in different places to understand it.
- e) **Wellness tourism:** This is one of the unique tourism products of India with its rich contribution to wellness through Yoga and Art of living many international tourists are visiting India to experience this.

- f) **Business Tourism:** India is emerging as the new business hub of Asia. This attracts many international business tycoons to India and this will help in promoting the tourism aspect also.
- g) **Heritage tourism :** India has abundant places of historical importance related to the freedom struggle of India and these places can be converted to tourism destinations. This helps us to uphold the culture and history of our nation.
- h) **Leisure Tourism:** This tourism product ensures various leisure activities to the tourists they will get a relaxing vacation.
- i) **Cruise Tourism:** This product provides a unique experience of cruise camping. The perfect examples are houseboats of Alappuzha and Kashmir.
- j) **Destination wedding:** It is a booming trend in the Indian tourism market. It helps to create global wedding destinations and receive more international tourists for wedding and other related aspects.
- k) **Gastronomic tourism:** It alludes to trips made to places where the neighbourhood nourishment and refreshments are the primary spurring factors for visits of tourists.
- l) **Genealogy tourism:** Sometimes called **roots tourism**, this is a portion of the travel industry advertising comprising of sightseers who have familial associations with their vacation goal. These lineage vacationers travel to the place that is known for their predecessors to reconnect with their past and "stroll in the strides of their ancestors"
- m) **Medical tourism :** India is growing as an emerging hub of medical tourism. Citizens from various countries are visiting India for safe and secure medical tourism on a cost that fits their pocket.
- n) **Eco tourism:** Ecotourism is a sort of the movement business including visiting fragile, immaculate, and by and large undisturbed trademark zones, where the factor of conserving the ecology is also a prime factor in travel activity.
- o) **Farm tourism:** Homestead/farm entertainment alludes to exercises led on private agrarian terrains, which may incorporate charge chasing and angling, medium-term stays, instructive exercises, and so forth. This classification of the travel industry is a subset of a bigger industry known as agritourism. Agritourism is "a business venture at a working homestead, farm, or agrarian plant led for the pleasure in guests that produces supplemental pay for the proprietor."

- p) **Education & Research tourism:** Research scholars from all round the globe now comes to india for there academic fulfilment and this helps in gaining more foreign currency.
- q) **Participatory Tourism:** This is the tourism activity shaped in order to ensure threw participation of local people in various tourism activities so that it also enhances the life of common people. For example various trewkking and forest visit activities in Thekkady, Kerala are guided by trained staff from tribal community of the locality.

3. Expectations of a foreign tourist visiting to India[5]

Information on India as a tourist destination

Accessibility to India from other parts of the globe (ease of getting visa, availability of flights and trains

Quality of infrastructure, amenities of hotel/ lodge/ guest house/ hostel available

Quality and variety of food

Level of hygienic condition

Postal and Banking facilities with money changing facilities

- 1) Travel agents and guide services
 - 1) Safety and Security of Tourist:
 - 2) Attitude of local people towards tourist:
 - 3) Tourist information centers at prominent locations:
 - 4) Responsiveness to customer complaints:

4. Common Misconceptions Foreigners Have About India

- India smells funny
- Indian is a language
- All Indian food is spicy
- India is hot and sweaty
- We're all good at math and coding
- There's elephants and snake charmers everywhere
- Indian people only wear saris and kurtas
- Every Indian reveres cows
- It is illegal to eat beef

- All Indians have a funny accent
- Life in India is exactly like a Bollywood movie

5. Challenges of Indian Tourism

- a) **Lack of Proper Infrastructure:** infrastructure requirements for the travel and tourism industry run from physical infrastructure, for example, some portion of passage to methods of transport to urban framework, for example, get to streets power, water supply, media communications and so on. The area identified with the travel and tourism industry incorporates aircrafts surface vehicles convenience and infrastructure and help framework. The poor infrastructure has been a significant motivation behind why the worldwide visitor has been skirting the nation.
- b) **Access and connectivity:** To bridle India's travel industry potential, a few endeavors are being taken for opening new goal and investigating specialty portions. Anyway foundation offices, for example, air, street network and cordiality administrations at these goal and the interfacing urban areas are insufficient. This remaining parts a significant obstacle for the improvement of the travel industry.
- c) **Amenities:** Civilities at different traveller areas and on the way should be improved these incorporate essential pleasantries, for example, drinking water, very much kept up and tidy up lounge areas and toilets, medical aid and so forth.
- d) **Human resource:** Accessibility of gifted labour is a significant test looked by the travel and tourism industry, to recolor development in the travel and tourism industry, prepared labour or workforce is required.
- e) **Information & communication:** -In spite of the fact that the official dialects of the republic of India are Standard Hindi and English yet the administration of India has given 22 dialects of the eighth timetable the status of legitimate dialects. On account of such assorted variety in the provincial dialects the remote vacationer needs to confront the issue of correspondence with local people.
- f) **Security & safety:** -India is profoundly missing on this quality of aggressiveness. The significant reasons being the interior network riots and furthermore the fear monger assaults looked every once in a while. The nation is exceptionally hazardous for females and there is poor order just as political unsteadiness in the nation

- g) **Lack of publicity:**-Absence of attention for good vacationer goals among the voyagers and furthermore absence of good training to local people on accepting visitors and facilitating them. Likewise, absence of exposure on cooking styles and societies.
- h) **Bank and ATM facilities:**-Most visitor areas don't have Bank and ATM facilities
- i) **Environmental pollution;**-This is another major challenge faced by indian tourism industry in recent times the level pollution in all sorts has gone to exorbitant heights to a level that the life is getting miserable.
- j) **Mob lynching:** - In India, lynchings may reflect inside pressures between ethnic networks. Networks now and again lynch blamed or suspicious convicts. A model is the 2006 Kherlanji slaughter, where four individuals from a Dalit rank family were butchered by Kunbi station individuals in Khairlanji, a town in the Bhandara area of Maharashtra. In spite of the fact that this occurrence was accounted for instance of "upper" position viciousness against individuals from a "lower" station, it was seen for instance of mutual savagery. There have been various lynchings in connection to dairy animals vigilante viciousness in India since 2014, for the most part including hordes lynching Indian Muslims and Dalits. Some remarkable instances of such assaults incorporate the 2015 Dadri crowd lynching, the 2016 Jharkhand horde lynching, 2017 Alwar crowd lynching. and the Tabrez Ansari lynching. Crowd lynching was accounted for the third time in Alwar in July 2018, when a gathering of dairy animals vigilantes killed a multiyear old Muslim man named Rakbar Khan.
- k) **Moral policing:**-India has a couple of vigilante bunches that guarantee to verify the supposed Indian culture. They contradict and limit social thoughts that they respect to have been remote produced using the Western culture. They vandalize open spots for example, clubs, bars, parks and so forth and have ambushed individuals. There have been different situations where in a genuinely forceful gathering of vigilantes have power closed numerous workmanship shows, where they accepted that their 'way of life' was delineated in a profane light. They have given diktats against western attire. A couple of people from the media have additionally schemed with such social affairs and bolstered their activities.

- l) **Political reasons:**-Varied ideology of political parties have resulted in sudden changes in tourism plans of different states in India. For example in Indian state of Kerala a govt. has decided to introduce a sea plane service connecting its different lakes for quick movement of tourists from destination to destination. On process the flight operators were identified & special aircrafts were brought to state by operators and waterdroms were built in different lakes. But after the general election of the state the opposition came in to power and entire project was scrapped in the name of interests of fishermen.
- m) **Inaccurate meteorological warnings:**-Lack of accuracy in meteorological warning is another challenge faced by tourists in India. The planning of different activities by the tourists is influenced by the weather prevailing in the area it has to be accurate or else it will have effect on tour plan of the visitors. For example the meteorological department is forecasting heavy showers and red alert to people in an area and the same time if it is sunny and forecast is wrong it will affect the schedule of tourists.
- n) **Lack of night life:**-Night life is a factor that makes any tourist destination vibrant but many a timesindian destinations lack this feature. And op to an an extend it is considered against indian culture.

6. Analysis and Discussion [5][6]

International Tourists are exposed to the following issues such as Begging, Sanitation, Hygiene, Scams, Fraud, Concept of Time (time management), Saying "Yes" but Meaning "No", Crowds and Lining-Up, Staring and Unwanted Attention, Theft. Indian Tourism is providing several opportunities. The present situation looks extremely positive. We are hopeful that with the government offering need to the travel industry, there would be welcome strides to help the part. Increasingly universal vacationer appearances can be normal and may arrive at 15 percent development, and therefore assist India with accomplishing one percent of the portion of worldwide the travel industry as anticipated by the Union Ministry of Tourism. The objective is to accomplish the 16-million-traveler mark by 2020. This will give a great deal of chance to visit administrators, visitor aides, hoteliers, and transporters. It will likewise offer a chance to the legislature to gather more duties. Restorative Tourism is an extraordinary open door for India. Likewise, an ever increasing number of gatherings and shows are occurring in India and the nation has become a perfect area for MICE Tourism[7]. Ecotourism, nature-situated visits, and so on are making up for lost time in different areas in India. With a

developing number of youthful outbound explorers, change from the white collar class to upper working class and want to visit another nation, the quantity of outbound vacationers is regularly developing, as is the chance to serve them. An ever increasing number of employments will be made and chances of development in Tier-II urban communities will be accessible. Travel and the travel industry assume a significant job in India's economy contrasted and different countries, India positions fourteenth on the planet as far as its travel industry area's commitment to the GDP. The travel industry makes occupations, both through direct work inside the travel industry and by implication in segments, for example, retail and transportation. At the point when these individuals spend their wages on merchandise and ventures, it prompts what is known as the "multiplier impact," making more occupations. The travel industry likewise gives chances to little scale business undertakings, which is particularly significant in country networks, and creates additional assessment incomes, for example, air terminal and lodging charges, which can be utilized for schools, lodging and emergency clinics. The travel industry, especially nature and ecotourism it advances protection of untamed life and characteristic assets, for example, downpour woodlands, as these are presently viewed as the travel industry resources. It additionally requires financial support for keeping up creature jelly and marine stops through passage charges and guide expenses. By making elective wellsprings of work, the travel industry lessens issues, for example, over fishing and deforestation in creating countries

7. Conclusion

India's size and massive natural, geographic, cultural and artistic diversity offer enormous opportunities for the travel and tourism industry the promotion and aggressive marketing measures undertaken by the government is expected to aid arrival of tourists. India has seen a progress but the perception is changing too slowly. There has been some investment in infrastructure but infrastructure is not just airports, hotels and roads. It also includes telecommunication network, banks, healthcare etc. Last but not least indian tourism require a massive international marketing campaign to attract and to remove all misconceptions about Indian tourism industry

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Paper-2

INNOVATIVE IDEAS AND PRACTICES TO IMPROVE COMMUNITY TOURISM IN INDIA

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India can be projected as an example for community tourism in future. Around 500 tribal communities and other religious communities are there in India. All these groups keep their identity through their food, culture, arts and tradition. By connecting these all communities through different channels with the help of modern technologies, India can attract more foreign and domestic tourists to explore the various lifestyles features of human settlements. Adventure in tourism is one of the trending form in current time and can add adventures programs towards the above mentioned channels. It will create a trilling and energetic experience for tourists. To achieve all these things, India should create a separate working group by incorporating experts from Ministry of Tourism, Tribal welfare and rural development. Through social responsibility of particular communities, tourism can meet high levels. India's 21.9% of population are lives below the poverty line and in that lion share belongs to most vulnerable groups such as tribal communities. This estimation can be change by the intervention of tourism, Economic stability and social responsible features that gets through tourism will eliminate the backwardness and it will also add fuel to India's journey towards 5 trillion economy.

INTRODUCTION

Communities are settlement of people living in the same place and having a particular characteristic common in nature. India, Land of many communities which includes major and minor. Mainly based on the settlement, communities are divided into two – rural and urban. 68.84% of Indian population live in rural areas. Each community is a social group with unique cultural and traditional practices. Each community has difference in their food, dress, rituals, faiths etc. Now a days two modern forms of tourism that is cultural and village tourism has flourished in rural India with the back support of government and non-government institutions. Communities are the foundation pillars of these types of tourism forms. Unfortunately we were failed to looking in depth of each community that reside in that place and just did the cosmetic actions to just attract some revenue from tourists. India is a country with more than 500 tribal settlements and 650 settlements were recognized by Indian constitution as scheduled tribes. Major communities with their strong hold in society influenced the government and occupied the space in tourism map of India. Many religious centres and places related to that got more opportunities for development. But after 73 years of independence our rich tribal communities are still behind the curtains and the system shows hesitate mentality to go through the hearts of the most vulnerable social groups of India. Tribal communities of India are the people with hidden treasures of skills and knowledge. If we are capable to give opportunities to them it will be a bloom to cultural tourism moreover it will empower the tribal groups in India.

OBJECTIVES

Mostly in tourism programmes main attractions are scenic beauty and food varieties of particular areas. In community tourism it should be changed. Previously mentioned that each community has their own identical skills, rituals, faith and food habits. So we should give preference to project their skills in various programmes. Based on these key objectives are

- 2) Create awareness about the impact of community tourism
- 3) Develop innovate and modern ways to inter- connect various communities.
- 4) Establishing new path to develop community tourism from conventional track.
- 5) Suggesting new programmes to implement.

NEED OF SKILL ORIENTED COMMUNITY TOURISM

Irula, one of the tribal communities inhabiting the area of Nilagiri Mountain, are expert in catching snakes. They were catching snakes for taking skin and venom. They have established knowledge about treatment related to snake bites. Scientists from USA and European countries had collected snake venom with the help of Irula people for the experiments of anti- venom treatment. In 1972, Indian parliament passed the wildlife protection act, which prohibited the catching of animals for skin and flesh. This worse affected the livelihood of Irula and most of them collapsed into poverty. In 2017 due to increased threat of Burmese python snakes in Florida, the official Florida fish and wildlife conservation commission seek the help of Irula community to catch the snakes. Two of Irula men went to Florida and caught the snakes. They were honoured with rewards by Florida government. So this is a case of how they utilized the skill of Irula community and it should be an example to us to deliberate in different ways. We should give importance to projecting various skills of tribal communities and will render packages by adding attractive new generation trends to them which would usher the life of these community people.

SUGGESTING PROGRAMMES TO IMPROVE COMMUNITY TOURISM

5) Adventure and community tourism

Mogaveera are major fishing people with significant population in coastal Karnataka especially Dakshina Kannada and Udupi district. They are well in fishing and their skills to catch fishes from sea help them to sustain. Adventure is one of the trending factor of modern tourism. People spent their money to enjoy adventures places and actions. So with the help of Mogaveera community agencies can plan tourism programme like ‘_A day in sea’. Tourists will get opportunity to explore beauty of sea and they can watch live catching of fish, they can understand that how Mogaveera utilise their skills to catch fishes and tourist can also participate on that. After catching fishes, from the boat itself they can cook that, because Mogaveera are well not only in fishing but also in cooking. In this type of programmes adventure and community tourism are clubbed. It will benefit the community to earn more income apart of their daily collections.

6) Heli – tourism with community tourism

Most of tribal communities are staying inside the forest and lack of infrastructure shrink tourists from visiting these hamlets. If we view from the angle of tourism, Air connectivity is the most suitable way for tourist to reach there. With the development of road connectivity, government should focus to air connectivity. Small helipads to land helicopters will increase the flow of tourism. Heli - tourism, a new word can add to this. Tourists get an aerial view of beautiful forests on the way to tribal hamlets and they can enjoy the food, culture of tribes. Right now Government of India has UDAN programme for air connectivity which aims to develop small airports all over the country. If helipads also include in UDAN it should bloom the local tourism and it is not much expensive than small airports. Government can set up a platform to sell the forest items to the tourists and tourist can stay there in the hamlets, they can understand the lifestyle of community, they can go with them into the forest and watch how they collecting honey and other forest items. Tourists will get an opportunity to know more about the indigenous knowledge from tribal people about medicines and other factors.

7) Medicinal and community tourism

Tribal communities have rich information about various medicinal plants that available only in forests, which are curable to so many diseases. Ayurvedic treatment has a wide range of chances to attract more tourists. By clubbing community and medicinal tourism, Government can arrange small hubs near to tribal village for the treatment purpose and it will attract more domestic and international tourists. Utilisation of tribal knowledge in modern ways is the best method to get more income from community tourism. Tourism should have the potential to extract the whole capability of tribal community.

ADVANTAGES OF COMMUNITY TOURISM

In India, there are an estimated 84 million tribal persons, which accounts for around eight percentage of India's population of 1.2 billion. Tribal people are poorly in education, health indicators which are the most important human development indicators. They are physically isolated and concentrated in remote hilly and forest areas suffering from poor accessibility. We should implement inclusive development to support tribal community and best way for that is tourism. By protecting their identity and encouraging their skills, tourism can way forward their inability in education and health. The main reason behind their poverty is they are only depending on forest items. Due to climatic change and strict forest conservation rules their

income and food sources are destructing day by day. So they need multiple resource of income. Tourism can pay the way for connectivity and local employment. Local economy will grow if money will enter into the tribal hamlets. Employment generation will increase the desire of people to learn more and ultimately it will result in the development of human development indicators. Women empowerment takes place simultaneously with community tourism. Infrastructure development should be on the basis of sustainability, further it will not destroy the cultural and heritage identities of tribal people. They are the human beings still like to live in their own space. If they feel the tourism destroys their space they won't like to be a part of it.

CONCLUSION

India is moving towards five trillion economy and government estimates to achieve the goal with in 2022. Due to climatic change, unexpected rainfalls and high temperature deteriorated the agriculture sector of India, which plays a major role in Indian rural economy. Agrarian distress should overcome through tourism. Community tourism has the potential to uphold rural economy. Otherwise it would withhold the country's prosperity. Government can create a circuit by connecting various tribal communities that spread over from Kashmir to Kanyakumari and hills of Arunanchal Pradesh to dunes of Rajasthan by incorporating new ideas.

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Paper-3

DEVELOPING INDIAN TOURISM INNOVATIVE IDEAS & PRACTICES

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Village tourism is an up- growing sector in Indian tourism. It shows us the farming practices, traditions, food habits and village lifestyle. It provides an additional source of income to the villagers as the tourists often prefer to buy local handicrafts, handloom clothes, consume local food & prefer ayurvedic treatment. Tourists coming from a busy work schedule get a chance to relax & enjoy the serene life in villages. Village tourism has received positive response from both domestic & foreign tourists. Kerala tourism has promoted village tourism by setting up camps at Kumarakom, Kovalam, Bekal, Wayanad & Thekkady. Main challenges faced by village tourism are lack of proper roads, infrastructure, advertising & marketing, deficiency of government funds and review sites should be created by the government in which tourists can post their feedback. By properly implementing the above suggestions village tourism can open new possibilities in Indian tourism.

Key words: Village tourism, village life, culture & heritage, Ayurvedic treatment, infrastructure, advertising & marketing,

1. INTRODUCTION:

The village tourism brings into limelight life in countryside's of India. It shows us the topography of the area and lifestyle of communities which inhabit those areas. Many of the villages have the potential to attract both domestic and foreign tourists as the rural populations are friendly and they are ready to welcome guests. Due to the advancement in science now in agriculture more machines are being used which have a negative impact on the rural communities as they tend to lose the employment opportunities because human labour is minimized due to the introduction of machines in agriculture like tractors, motor pumps etc. due to scarcity of jobs in the villages it has been seen that majority of youth move to cities for finding

gainful employment. But in today's scenario most of the cities are overcrowded and polluted due to the increasing number of migrant population and also the factories and automobiles, hence people in cities and metros are interested to know about the rural population and their way of life as the villages in our country have only less residents and they are not polluted. By promoting tourism in the countryside we can help the rural population to generate additional income hence benefiting them. The handicrafts and prevailing art forms can be projected to tourists. It can also be projected as ecotourism, which will attract more tourists. Here more emphasis is given on conservation of the environment along with its flora and fauna. In ecotourism the main responsibility is to make sure that the environment is not disturbed. We can encourage the rural population to become entrepreneurs and generate employment opportunities. Certain schemes can be introduced by the government at the central and state level which help in providing guidance, funds, training sessions, for the rural population. public sector bank can help the rural population by providing them loans at subsidized interest rates. Many of the educated youths can be trained to become tour guides because they know better how to explain to tourists about destinations, like tourist sites, places of historical importance, culture, language, religious beliefs and places of worship. Hence the tourists built better relationship with the rural communities.

Village life in Kerala is untouched by the outside world in certain aspects such as globalization and the number of factories and manufacturing units are less in Kerala which attracts more tourists towards Kerala. Kerala is considered as God's own country due to the climate and topography. Paddy fields and coconut trees spreading greenery across the state of Kerala provide a serene environment. Nowadays it is seen that the local communities in Kerala are starting with new ventures such as ethnic restaurants, ayurvedic massage and spa, local handicrafts etc. The tourists can also view and understand various agricultural practices of the local communities like, coconut harvesting, tapping of toddy, fishing in backwaters, claypot making and boat cruising.

2. Objectives of the Paper:

This conceptual paper based on explorative research has the following objectives:

- 8) To analyse the growth of village tourism
- 9) To study various factors which directly or indirectly affect village tourism.
- 10) To discuss advantages, benefits, constraints and disadvantages of village tourism.

11) To analyse various challenges faced by village tourism.

3. Features of village tourism

As we know village tourism is a holistic approach carried out with the objective of developing the Indian tourism by projecting villages and rural areas as they possess great potential and by carrying out this we can improve the living standards of the inhabitants in villages by providing them a means of employment and providing them a platform to market their products such as agricultural produce, handicrafts and the cuisine of village population is familiarized to the tourists who often relish and enjoy it. Village tourism showcases the life of village communities to the tourists. Ayurvedic treatment and spa in the villages are appreciated by the tourists as they provide good results and they are not harmful to the body because the ingredients used for the manufacturing of medicines are procured from nature. Tourists coming from a busy work schedule get a chance to relax & enjoy the serene life in villages. Village tourism has received positive response from both domestic & foreign tourists. Kerala tourism has promoted village tourism by setting up camps at Kumarakom, Kovalam, Bekal, Wayanad & Thekkady. Main challenges faced by village tourism are lack of proper roads, infrastructure, advertising & marketing, deficiency of government funds and review sites should be created by the government in which tourists can post their feedback. By properly implementing the above suggestions village tourism can open new possibilities in Indian tourism.

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Paper-4

MARKETING OF TOURISM DESTINATIONS BY MEANS OF SOCIAL MEDIA: A STUDY

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Tourism destination marketing is gaining importance in today's world due to many opportunities associated with it and the growing employment interests along with them. The industry is growing faster than the world economy on all counts-gross output, value addition, capital investment and employment. Tourism is a competitive industry, even on a global scale. The importance of internet in sales and promotion of tourism products is reflected in the figures of recent studies. The internet importance for the tourism industry has grown rapidly in the last years. Also, being considered an industry which relies extensively on information; tourism can obtain important synergies from the use of internet. The strategy of market segmentation in tourism recognises that few vacation areas are universally acceptable and desired. Therefore, rather than to waste promotion at resources trying to please all travelers, the best market strategy is to isolate those segments of the entire market which are likely prospects and target promotional efforts specifically at the selected groups. Tourism is growing very rapidly with the development of technology, especially information technology. Hence, efficient marketing of tourism destinations by means of social media can be a key to earn better prospects and also, it can highlight a destination which otherwise, had little or no prospects at all.

INTRODUCTION

As a means of universal communication, the internet and social networks focus all of the traditional media, being rapidly adopted as advertising support (christian morozan).The internet and new sophisticated technologies make possible a different approach, completely different from the traditional advertising by permission marketing (wertalik, 2017),which identifies the advertisement message and brings in front the consumers interest. It has become increasingly evident that many organisations are looking for new uses of the internet, discovering social media for promotion (christian morozan).Destination advertising campaigns are typically

evaluated by conversion studies or by advertising tracking studies (Cecilia).Marketing in tourism can be described as both science and art,or a complex interplay of the two (Paulius BAKANAUSKAS).Tourism basically entails a search for that which is extraordinary (Victor S. Mogajane, 2018)compared to one’s everybody life and environment. Marketing and advertising a certain geographical area are essential for informing and convincing potential tourists to visit that area (Cecilia).

USE OF SOCIAL MEDIA IN MARKETING

The purpose of marketing is to know the key benefits and challenges to tourism using social media (Maha, 2015).Social media is relatively young and the objective for hotels to invest and participate in social media platforms is to offer an alternative mode of communication (Maha, 2015).The internet importance for the tourism industry has grown rapidly in the last years (Cecilia).Understanding how tourists act is of utmost importance for providers of tourism products and services and also for tourism authorities to create adequate marketing strategies in order to exploit the full potential offered by this channel (Paulius BAKANAUSKAS).Technology is considered a major driving force for service innovations and there are facts suggesting that it can further enhance the accessibility, attraction and standing for customers (Victor S. Mogajane, 2018).The use of social media by hotels and business in general represents a continuous area of interest because of its popularity (Cecilia).

CONCERNS ASSOCIATED WITH SOCIAL MEDIA

Any firm in tourism business strives to create value for its stakeholders (fezvi okumus).In addition, depending on the functional area,size,profit and non-profit motives and geographical coverage, organisational culture,structure,cost structure, competitive strategies, resource levels, and entry and exit barriers can be different to each particular destination (Maha, 2015).Resources and capabilities form the backbone of any tourism sector. The marketing tactics sometimes may not be so effective in dealing with internet issues; such as wrong information about any tourism product, miscommunication about the destination based on the resource and the factors associated with it.Since resources can be tangible or intangible, marketing through social media can be very much useful in tackling all the drawbacks associated with marketing of various destinations.

GROWTH AND OPPORTUNITIES FOR FUTURE PROSPECTS REGARDING TOURISM IN SOCIAL MEDIA

Strategic alliance is often defined as an agreement between two or more partners to share resources and knowledge that could be beneficial to all parties involved (fezvi okumus).The growth can be by linking two or more stakeholders with social media sites (Cecilia).Hotels can link to one another and can prove a contract through various online sites which can market tourism destinations in a proper way. Strategic alliances can allow an exchange of tangible assets or intangible capabilities of the firms such as knowledge,skills,financial capital, technical capabilities and other factors (christian morozan).The greatest difficulty in Implementing any of the planning approaches is not their complexities but the availability of resources. Therefore, the stakeholders should take steps to implement measures which will uphold social media for efficient marketing of destinations (Paulius BAKANAUSKAS).

CONCLUSION

Tourism destinations are very much important for any country to grow in terms of its economy and foreign relations. Social media, today, has got so much importance in the lives of so many people. People, to go to vacation, rely on internet and social media to plan their vacations. On this note, social media platforms need to be better equipped with answers to queries relating to products and their qualities based on a particular tourism destination. The activities of stakeholders and the public will have a very great impact on social media in this technology aided age. The product life cycle also be looked on the changes which can made possible for the tourism destinations so that social media sites can help market them efficiently by collaboration with the regulatory body of that particular area or agency.

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Paper-5

**THE SCOPE OF TOUR OPERATORS IN PROMOTING TOURISM IN
DAKSHINA KANNADA, INDIA: SCOPE AND CHALLENGES OF TOUR
OPERATORS IN THE PRESENT SCENARIO**

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The study is an attempt to understand the scope of tour operators business and its allied area. The focus is to study and identify the tour operator enterprises in South Karnataka in relation with the fast growing Tourism sector at present. The tour operator plays a major role in promoting tourism by attracting tourists to various destinations. By simple method tour operator is defined as they sell inclusive tours, holiday, and transportation tickets and other related products such as accommodations, car rentals, attraction tickets and insurance to the public.

For the success and survival of Travel, Tourism and Hospitality industry, travel agency plays an important role. Tour Operator is one of the important branch or part of the Travel, Tourism and Hospitality industry. Because of globalization and technology development travel become easier and aware among all kind of people. So, people started go behind travel agencies for different Travel & Tour packages, best price comparison, legal approval, safe and secure and more easier ever before and comfortable reasons. The reasons for the survival, success and scope for the tour operator are, region, religion, climate, education, business, medical, adventure, health, science, technology, culture, social and economic.

INTRODUCTION

Tour operator is an organization, firm or company who buys individual travel components, separately from their suppliers and combines them into a package tour, which is sold with their own price tag to the public directly or through middlemen, is called a **Tour Operator**.

More precise tour operators are primarily responsible for delivering and performing the services specified in a given package tour. They can provide these services themselves as some have their own cars and coaches, hotels and other travel related services or can obtain these from the other

suppliers. That is why they are called manufacturers of tourism products.

Tour operators are sometimes called as wholesalers but this is partially true because a wholesaler buys goods and services in bulk at his own account to prepare a tour package and then retails it through the travel agencies or directly to clients.

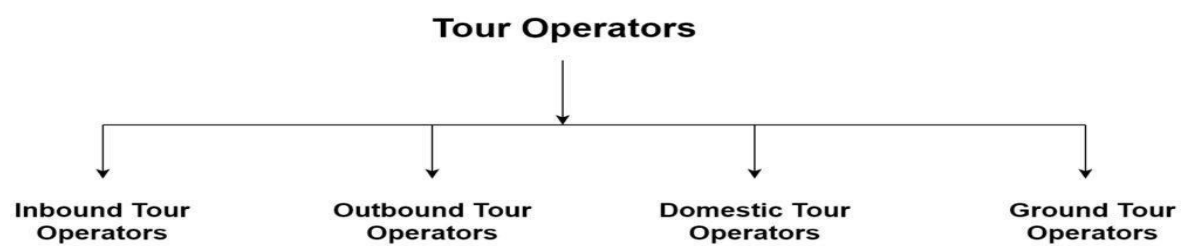
Definitions

Tour operator is one who has the responsibility of putting the tour ingredients together, marketing it, making reservations and handling actual operation. || or Tour operations undertake a distinct function in the tourism industry, they purchase separate elements of tourism products/services and combine them into a package tour which they sell *directly or indirectly to the tourists*.

Today, tour operators have become highly competitive. They endeavor to achieve a high volume of turnover, and maximum International and domestic market share by effectively operating. Moreover, the success of many developed and developing nations as tourists destinations depend heavily on a tour operator’s ability to attract tourists, development and promotion of tourism plant, diversification of tourism product and their social responsibilities to develop a remote and backward area.

Basically, Tour Operator is a person or company that thinks up ideas for holidays, researches the ideas, designs the holiday itinerary and content, contracts the services needed for the holiday, accommodation, transport, guides, tour leaders or resort reps etc and then markets the resultant package. They sell the package either directly to the consumer or use the services of a tour operator to do so. A tour operator sells the product that they themselves create. They do not sell anybody else's packages, they sell only their own creations

Classification of Tour Operators



Inbound Tour Operators: These are also known as **incoming tour operators**. Technically, the operators who receive guests, clients/tourists and handle arrangements in the host country are **called inbound tour operators**. For example, a group of American Tourists is coming through TCI Ltd. to India and the company makes arrangements and handles the group in India then TCI is called an inbound tour operator. Incidentally, the inbound traffic to the country for the last two decades has been decreasing. Essentially the tour operators need to adopt innovative marketing strategies and should introduce a special interest tour to cater the special needs of Japanese, Americans, French and British people.

Outbound Tour Operators: Tour operator who promotes tours for foreign destinations, maybe business tour or leisure tour is called **outbound tour operators**. For example a group of American tourists going to a trip of India and Thomas Cook handle arrangement in America like as ticket reservation, hotel booking etc. then Thomas Cook is called Outbound Tour operators in the context of America.

r) Domestic Tour Operators: Domestic tour operators are those who assemble, combine tourist components into inclusive tours and sell it to the domestic travellers. In general, these tour operators provide travel services within the tourist's native country. The domestic tour operators operate within the boundary of the home country and offer package tour to the traveller's viz. Domestic inclusive tours or independent tours.

s) Ground Operators/Destination Management Companies: These are commonly known as **handling agencies** and their main function is to organize tour arrangements for incoming tourists on the behalf of overseas operators. Let us take the case of India as a destination that – has a varied culture. When a tour operator himself promotes beach holidays, wildlife holidays, adventure tours, heritage tours at the different places, the difficulty arises. It is the ground operator then who by handling the incoming travellers in the same season but at different places ensures that the entire operation is according to the package tours or agreements. Sometime when a handling agency is at a prominent tourist place i.e., Delhi and it has to make arrangements to Goa, then it contracts (If it has no office of its own) with a local operator (known as excursion agent) to handle the arrangement on his behalf.

A profile of Mangalore:

Mangalore lies between the Ghats to the east and the sea to the west. It is lulled by the gentle breeze of the Arabian Sea in summer, but lashed by the furious rain-bearing winds during the monsoon (June to September). Mangalore is blessed with abundant rivers – Netravati, Gurpur, Gangolli, Sitanadi and Swarnanadi. The rich alluvial deposits on either side of the river banks provide fertile soil for paddy cultivation. One of the strong points of the native Mangalorians has been their devotion to work and their penchant for trade and commerce. The city is *the cradle of commercial banking and has excellent quality clay for production of quality tiles. Sheltered by the soaring Western Ghats on the east and bordered by the blue waters of the Arabian Sea, Mangalore is blessed with abundant rainfall, fertile soil, lush vegetation; pristine beaches and a ben rant culture. Mangalore is well known for Yekshagana (a costumed dance drama) Kambla (buffalo race) Korikatta (cock fight) and Boota Kola (Ghost quizaa).*

History of Mangalore:

Mangalore is the anglicized version of the name Mangaluru. Premilla, a queen of Malabar, renounced her kingdom and became a disciple of Matsyendranath of the Nath cult. She traveled with her guru towards Mangalore but had to settle near Bolar as she fell ill on the way. Eventually she died there and local people built a temple in reverence to her. The temple was renovated subsequently by an Alupa ruler, Kundavarma during the year 968 AD. Thus the town was known as Mangalapura. The term Mangala means fort. In fact, the name Mangalapura is found in the inscriptions earlier to the period of installation of Mangaladevi temple. This Mangaladevi temple in the southern part of the city, reminds us that the city was named after goddess Mangaladevi. Thus Mangalapura later became Mangaluru during the Vijayanagar period. They called it Mangalur Rajya. It is believed that in the Sahyadri Mountains the great sages Kanva, Vysa, Vashista, Vishwamitra and others in the Loral past spent their days of meditation. The old Mangalore port at Bunder has a glorious history. The Chinese, Arabs, Greeks and Europeans traded at this port buying pepper, areca and other coastal products. Mangalore was known as Mangalapuram in the early 7th century the name by which it is still popular even today in Kerala. The locals call the place -Kodiall in Konkani and —Kudlall in Tulu. The name Kudla is a native geographic term indicating confluence of two rivers. The words Kood or Koodi (i.e. joined) + ala (i.e. rivers) have coined the term Koodala. This word

Koodala has now become Kudla. In other words, Koodala or Kudla is the Tulu equivalent of the Sanskrit word ‘Sangam’. The word Koodala also exists in the Kannada language. The river confluence of Kudalasangama is famous since the time of *Basaveswara*, the social reformer. Mangalore is between two preferred tourist destinations – Kerala to the South and Goa to the north. In the city of Mangalore one can find the narrow winding streets, lofty coconut trees, quaint gable-roofed houses, beautiful beaches, mosques, temples and churches which gives the city an old world charm. One can also experience the heady fragrance of the Mangalore Mallige, the aroma of spicy coconut curries, the rich unique folklore and people of various backgrounds. All this and more makes

Mangalore a city of vivid contrasts. Mangalore is now an industrial hub with several leading industries, education, business and banking houses. Mangalore is blessed with lush green fields, scenic waterfalls, beautiful beaches, historic monuments and a rich variety of flora and fauna. It is a land of blue and greens with a splash of colours. It has abundant natural beauties and manmade attractions. Many of these attractions are not made known and hence its tourist potentials are not exploited. Mangalore is an important coastal city and commercial center in Karnataka. It is located at 12°-52'N latitude and 74°-49' E longitude. The city is located in the confluence of Nethravathi and Gurupura rivers. It is bound in the east by the Western Ghats and in the west by the Arabian Sea. Three National Highways viz., NH-17 linking Panvel and Kanyakumari, NH-48 linking Mangalore and Bangalore, NH-13 linking Mangalore and Solapur pass through the city. The city is well connected with all the modes of transportation. Mangalore is famous for its beautiful, exotic, lustrous and virgin beaches and is termed by many as 'an entry point to the Beach Country'.

The city has the benefit of numerous golden-sand beaches:

- o)** Panambur beach: It is credited as one of the clean and neatly maintained beaches in India and attracts most number of tourists. Panambur beach has Jet ski rides, Boating, Dolphin viewing, Food stalls, besides Trained Beach Lifeguards and Patrol vehicles to ensure the safety of the visitors.
- p)** Thannirbhavi beach: This is second most crowded beach after Panambur Beach. Thannirbhavi beach has some basic facilities like life guards, proper toilets, a parking lot, a couple of small eateries and some concrete benches. One can take a Ferry ride across Gurupur river from Sultan Battery.

- **NITK beach:** This beach is situated in Surathkal. A Lighthouse is located close to the beach.
- q) **Someshwara beach:** The beach, located in Ullal, has large rocks called Rudra Shile or Rudra Paadhe. Rudra is Lord Shiva and Shile or Paadhe means rock in Tulu language.
- r) **Mukka beach:** Situated 20 km from the heart of the Mangalore one can experience variety of shells on this beach. Mukka beach is covered with the golden sands and tall pine trees with an old light house situated on this beach.
- s) **Ullal beach:** a beach in Ullal town 12 km south of the city of Mangalore, Karnataka, India. The beach with a stretch of Coconut trees and the fishermen's lane make it picturesque, creating a lovely coastal experience. The ruined fort of Abbakka Devi and Jain temples of the 16th century are other attractions for tourists. The Dargah of Sayed Mohammed Shereful Madani, who is said to have come to Ullal from Madina 400 years ago, is a famous dargah in this region.

Places of worship

- **Mangaladevi temple:** The temple is dedicated to Hindu god Shakti in the form of Mangaladevi. The city is named after the presiding deity, Mangaladevi. As per another legend, the temple is believed to have been built by Parashurama, one of the ten avatars of Hindu god Vishnu and later expanded by Kundavarman.
- **Kadri Manjunatha temple:** It is located at Kadri, It is said to be built during the 10th or 11th century and Buddhism was practised here till the 10th century AD. The idol of Lord Manjunathaswamy of the temple is called as oldest of the South Indian Temples. There is a natural spring at an elevated location at the back of the temple. It is called Gomukha. The water from this spring is let into 9 ponds of different sizes adjacent to it.
- **St Aloysius Chapel:** The chapel built by Jesuit Missionaries in 1880 and its interiors painted by the Italian Jesuit Antonio Moscheni in 1899, is an architectural marvel that could stand comparison with the chapels of Rome.
- **Rosario Cathedral:** Roman Catholic Diocese of Mangalore, dedicated to Our Lady of the Rosary built by the Portuguese in 1568. Desecrated and destroyed by Mysorean ruler Tipu Sultan in 1784 the church was reconstruction of the church later began in 1813.

- **Gokarnanatheshwara Temple:** This century-old temple shimmers with golden glow during the Navaratri. This is the centre of attraction during the Mangalore Dasara celebration.
- **Church of Our Lady of Miracles:** Also known as Milagres church is a historic Roman Catholic Church situated in the Hampankatta locality of Mangalore. The church was built in 1680 by Bishop Thomas de Castro, a Theatine from Divar, Goa. After Tipu was killed by the British during the Fourth Anglo-Mysore War on 4 May 1799, the Mangalorean Catholics were freed from Captivity and most subsequently returned to Mangalore. Among the returnees was a baker Lawrence Bello, who built a chapel to replace the demolished church.
- **Dharmasthala Sri Manjunatha Temple:** This is an 800-year-old religious institution in the temple town of Dharmasthala 75 km away from Mangalore. The deities of the temple are Shiva, who is referred to as Mañjunatha, Ammavaru, the tirthankara Chandraprabha and the protective gods of Jainism, Kalarahu, Kalarkayi, Kumarasvami and Kanyakumari.

Parks

- **Kadri park:** It is located in Kadri gudde (meaning hill in Tulu). It is the largest park within city limits of Mangalore.
- **Tagore park:** It is located at Light House Hill Road in Mangalore.
- **Mahatma Gandhi park:** It is located at Mannagudda in Mangalore.
- **Tannirbavi Tree park:** It is located near Tannirbhavi beach in Mangalore.

Museum

- **Srimanthi Bai Memorial Government Museum:** Established in 1960, this museum is located just a kilometer east of the KSRTC bus stand, also known as Bejai Museum which houses a variety of antiquities including wooden carvings of divinities such as Bhairava and Hanuman, stone sculptures dating back to 13th century, porcelain and an outstanding bronze bell with a miniature Lakshmi shrine. It also exhibits materials of art, archaeology, ethnology, palm leaf photographs, paper paintings, manuscripts, sculptures, oil paintings, metal objects and paper manuscripts.
- **Aloyseum:** The museum houses several items with historic significance including the first car of Mangalore and Mangalore's first electric generator dating back to 1930, the Old Missal with the size of a broadsheet newspaper, animal and fish bones, skulls, horns

and skins, mineral specimen, old radios, telegraphic equipment, antique telephone sets, manuscripts on palm leaves, Portuguese statues, an old pulpit from Cordel Church, copies of paintings by old European masters, swords, daggers and other weapons, postal stamps, coins and medals, priestly vestments dating back to 1878.

- **Manjusha Car Museum:** Located to the south of the Dharmasthala Temple, it houses a vast collection of objects, antiques, paintings, artifacts, temple chariots collected from temples across Karnataka, and also vintage and classic cars. Terracotta coins from the Mauryan period are still preserved in the museum, which dates around 1st century BC.

Historical Places

- **Sultan Battery:** The Sultan Battery watch tower, constructed in 1784 by Tipu Sultan is situated in Bloor, 4 km from the centre of Mangalore city. If one climbs to the top of the watch tower by stairs, he can get a panoramic view of Arabian Sea which leaves nature lovers in boundless joy. One can take the ferry ride by paying small amount across the Gurupur river and reach Tannirbhavi Beach.
- **Saavira Kambada Basadi:** Built by the ruler of Vijayanagar, Devaraya Wodeyar in 1430 this historical temple is situated 34 km northeast of Mangalore in the town of Moodabidri. Moodabidri is noted for its eighteen Jain temples but Saavira Kambada Temple is considered the finest among them.

Amusement Parks

- **Manasa Amusement & Water Park:** Manasa Amusement & Water Park is located with a 450-acre tourism project of Dakshina Kannada administration "Pilikula Nisarga Dhama" at Vamanjoor, just 12 km from Mangalore City. It is a 15 minutes drive from city centre.
- **Pilikula Theme Park:** Pilikula has a theme park which attempts to showcase the rich native heritage and coastal culture of the people of Dakshina Kannada district and is one of the one-stop educational and recreational destinations in India.

Nature

- **Adyar falls:** Adyar waterfalls at the outskirts at about 12 km drive from the city. There are two waterfalls here at a distance of about 200 meters on two extreme ends of the hillock. These waterfalls can be enjoyed only up to October–November.

- **Karinja Cliff:** Karinja Cliff is a popular tourist spot in Bantwal 40 km away from Mangalore with people visiting this cliff to enjoy the fresh air, lush green.
- **Pavoor Uliya:** It is an Island, located just 12 km away from Mangalore. The island has 35 houses with a chapel ^[3]. Netravathi River has been surrounded by four sides. During Summer a temporary wooden bridge connects to the outer world.

Garden

- **Pilikula Arboretum:** An arboretum (a garden comprising woody species of plants, i.e. trees and shrubs) extending over an area of 35 hectares has been established at Pilikula Nisargadhama where about 60,000 seedlings belonging to 236 taxa of flowering plants of Western Ghats, spread over 60 families have been planted randomly as well as family clusters. They include 70 taxa endemic to the Western Ghats region. The arboretum has a focus on the conservation of the plants of the Western Ghats. It not only contains a number of threatened species, but also a few Re-discovered species that were considered to be extinct earlier. The arboretum also includes 6 acres devoted to medicinal plants with more than 460 varieties, often visited by students of botany and Ayurvedic medicine.

Wildlife

- **Pilikula Zoo:** The speciality of this zoo is that the wild animals are not kept in cages. They are in the open. However, there are partitions like wide trenches or wire mesh, in order to avoid direct contact with visitors. There are tigers, leopards, bears and other wild animals inside the park.
- **Swami Vivekananda Planetarium:** Situated at Pilikula, it is the 1st 3D Planetarium in India.

Shopping Center

- **Hampankatta:** This place is the heart of the city, as most of the public utilities are located here the locality boasts the most buzzing commercial activity in the city.
- **City Centre Mall:** City Centre encompasses over 850,000 sq ft of retail space. The mall boasts a wide diversity of outlets spreading across five floors with over 149 retail stores and services.

- Forum Fiza Mall: It is the largest mall in Mangalore, located on Pandeshwar road in Mangalore, 1 km away from the Mangalore Central railway station. Many of the Indian and international brands are available and have outlets in this mall.

Library

- **City Central Library:** This is located close to St Aloysius college. This library is run by the Mangalore city corporation. There are several branches of city central library within the city.

The real challenges for tour operators are:

- More choice than ever
- Increasing price transparency
- Greater traveller independence
- Decreasing customer loyalty
- The rise of sharing economy
- A few players dominate the market
- Technical challenges

Being so many challenges still today’s traveller’s need a tour operator for these reasons are:

- Professional expertise
- Best value
- Time savings
- Trips security
- Personal relationship

OBJECTIVES OF THE STUDY

To study in detail the different types of tour operators in the markets.

To examine the scopes, survivals and success of tour operators.

To analyze and understand the challenges of tour operators in the current market.

RESEARCH METHODOLOGY

The study is based on the secondary sources of data's. Secondary data's are collected through published sources like text books, journals, magazines and through the websites.

LIMITATIONS OF THE STUDY

- Time constraints while collecting the secondary data's.
- All the data's cannot be generalized.

1. Makemytrip.com
2. Yatra.com
3. Cleartrip.com
4. Ezeego1.com
5. Arzoo.com
6. Travelguru.com
7. Travel.indiatimes.com
8. Ixigo.com
9. Travelocity.co.in
10. Desiya.in

Challenges of tour operators:

Travel industry is highly dynamic and one of the most profitable industries in the world. There are a lot of challenges that surround travel industry

- **More Choice than Ever**

Potential travellers are certainly not short of options when it comes to researching and arranging their trips. With more deals, agencies and service offerings than you could ever fully consider, shopping for travel services has become about cutting through the noise rather than discovering something authentic.

- **Increasing Price Transparency**

Travellers, when it comes to pricing their trip. They are responsible to shop around and find the best deal, they know how many potential options there are. This has made an already competitive market even more competitive, meaning that current agencies need to stand out in less obvious ways than just undercutting their rivals.

- **Greater Traveller Independence**

In certain parts of the world travelers are keen to get out and explore with a little independence. They are enough to know what they want and how to get it, and no longer need to have everything arranged for them. While this attitude can be leveraged to say, offer self-drive tours,

the general reliance on travel services providers has lessened. Travelers no longer need their hands held through the process of booking trips, tours and accommodation. What they do need though, and what they will always appreciate, are reputable operators whose quality can be vouched for by their peers. Travel shift doesn't just allow you to congregate a host of service operators together, within its functionality you can build an entire community of local experts and bloggers, providing accurate reviews on your destinations and services, whilst giving marketplace visitors a genuine, authoritative view of what's on offer. Marketing of this kind is the best way to tap into independent travelers

- **Decreasing Customer Loyalty**

With more holiday bargains on the internet than you can imagine, along with a host of small agencies and big hitters vying the attention of potential travelers, loyalty is a rare thing in today's market. If you're not offering something original, authentic and worth returning to, customers will have no problem taking their business elsewhere. Perhaps as a result of a highly competitive marketplace, often what is promised to travelers is far from what they eventually experience. This, combined with the huge amount of choice available online, means that agencies need to do something special to keep customers coming back. Luckily, the ability to incorporate a local community and customer reviews within our software means that you'll have a level of authenticity your rivals can only dream of. Ultimately the loyalty of your customers will depend on the quality of the service and products you provide..

- **The Rise of the Sharing Economy**

The rise of the Sharing Economy has left many travel agencies in the lurch, wondering how they can tap into a trend that deliberately leaves them out of the equation. Huge competition in the travel industry has been the catalyst for many bold claims, and it may well be that travelers appreciate the authenticity of peer to peer services more.

The industry has changed; Economy becomes more and more popular. While many see this as a threat to the traditional power base of travel operators, it also represents an opportunity.

- **A Few Players Dominate the Market**

The huge operators dominate search engine traffic and bookings, but the simple truth is that it doesn't have to be this way. Travelers aren't necessarily choosing to book via these routes because they believe they are the best. People know what they want & travel isn't as mysterious as it used to be. For starters, the industry continues to grow, and that means an ever growing customer base for you to plug into. Second, while it's certainly true that people know what they

want more than ever, this has opened the door to many travel agencies becoming more specialized, offering tailored trips to customers keen on a something precious to their tastes.

- **Technical Challenges**

The way that tourists discover, book and organize trips is changing. In an increasingly digital world, travel agencies have to adapt to offer an online experience. Fail to do that and you'll be quickly overlooked and left behind. This means having the ability to modify product availability in real-time, to adjust your inventory with the touch of a button, and to edit pricing information to cater to market. It also means having a database and platform that can give curious tourists what they want: comprehensive and curate search results. This is a vital step in retaining customers and keeping people on platform. Then there's the booking stage. If that isn't seamless, or if at any stage your platform is unconvincing, clumsy or confusing, alternatives are just a click away. You will lose business. Central to success is having an optimized booking management system. All of these technical challenges are far removed from the traditional tourism industry. Efficiency, skill and software expertise are suddenly priorities for travel start-ups.

A tour operator's role is to help people plan, choose and arrange their holiday. They will usually work to a budget set out by whoever is planning the holiday. They also offer advice and opinions on where to go and local tourist attractions, events and customs.

Typical duties include:

- 12) promoting and marketing the business
- 13) dealing with customer queries and complaints
- 14) providing advice about visas or passports
- 15) recruiting, training and supervising staff
- 16) managing budgets
- 17) maintaining statistical and financial records
- 18) planning
- 19) selling holidays and insurance
- 20) meeting profit or sales targets
- 21) Preparing promotional materials and displays.

- **Have a purpose or goal and stick to it**

Travel agency should have a specific defined purpose and then a singular focus on achieving this goal. If we use the example of a presentation on a trip to Japan, everything

you do, from the second the client arrives to the next day's follow-up, has to relate to booking travel to Japan.

- **Research the audience**

Travel agency have the right people at the presentation, so you must be crystal clear about the agenda. You also must search your database to identify clients who have expressed an interest in the featured destination, travelled to similar destinations or expressed interest in a new and exciting alternative.

- **Entice them to attend**

The invitation to attend should impart a feeling of exclusivity and specialness that makes the client feel important. This strategy also tends to lower no-show and regrets rate.

- **Create the ambience.**

Agencies that emote travel by crafting an atmosphere of far-away places, excitement, exploration, relaxation, getting away from it all and more tend to be most successful. They do this with displays of posters, statues, masks, costumes and other decorations. This helps to create a three-way relationship between the client, the destination and the agency.

- **Get attendees involved and invested**

Audience interaction will make a presentation more meaningful. The challenge is to encourage participation without alienating the introverts in the room. To get them involved and invested, consider a simple get-to-know-you questionnaire or ask people to list all the countries they've visited. Hand out a blank map at the beginning of the presentation and ask each person to add in certain locations.

- **Watch your watch**

Choose a time that is comfortable for clients to attend, whether this is in the afternoon or evening. Strictly adhere to a set time to start and end the presentation. Time parameters help you to plan, while at the same time, showing the audience that you respect their time.

Remove any barriers to attendance.

Address issues of accessibility so that clients of all physical abilities are able to attend. Likewise, arrange for easy parking – free if possible – to create a more welcoming atmosphere involves all the senses.

In travel you can play to all the senses by:

- Serving refreshments and snacks when the clients arrive
- Providing a taste of the destination during or after the presentation (indigenous food and drink)
- Playing music from the destination
- Allowing the audience to touch and smell the destination by passing around souvenirs or artefacts, perhaps even sand or exotic fruit.
- Featuring quality in-focus maps, photos and videos.
- **Create excitement**

Contests, giveaways, discounts, early booking incentives, etc., add excitement to a presentation. It may be a bottle of champagne in the client’s suite or it may be something more immediate, such as a gift card. This is where you involve partners such as a tour wholesaler, bookstore, luggage shop, ethnic restaurant etc. It’s one of those cross-marketing win-win-win opportunities.

11. Take the next step

Too many presentations end with the host bidding the clients a safe drive home, rather than creating next steps in the sales/booking procedure. You can keep the momentum going in a number of ways. Hand out personalized booking forms for a credit card deposit. Distribute a list of niche market activities or tour options. Indicate that you will personally call attendees in the next day or so to chat about their upcoming trip. Provide brochures to remind clients about the advantages, features and benefits of destination. And remember to provide your own contact information and a reminder about the experience and expertise you bring to the travel satisfaction equation.

12. Make follow-up a priority

Just as you said you would, contact all attendees (or the group leader) to gauge their feelings and ensure that all their questions and concerns are addressed as well as to provide guidance on how to proceed with the booking.

THE 5 REASONS WHY TODAY’S TRAVELLERS STILL NEED A TOUR OPERATORS

1. Professional Expertise

If your travel need is as simple as a weekend hotel booking or flight, then yes you can definitely arrange that on your own. However, if you are looking to be in a certain neighborhood, near a landmark, require specific amenities and more; a tour operator is able to provide you with expert advice customized to your needs. In fact, 85% of travelers will first see what is available online but will ultimately book with an agent when the cost and complexity of their trip are significant. While the Internet is an excellent resource for research, travelers value the expertise of trained professionals who are educated to assess your vacation desires and provide you with the best possible experience.

2. Best Value

While many people believe that cutting out the middleman will provide greater savings in the trip planning process, it is actually quite the opposite. Tour operators are not only more informed about the destination, they are well connected and can often offer you the best value and rates on your holiday getaway. The travel knowledge and advice they can share from personal experiences is also a priceless quality you couldn't get from a travel booking site. To sweeten the deal, they can access additional perks such as VIP packages, room upgrades or restaurant reservations you couldn't get on your own.

3. Time Savings

According to findings from the Value of Tour operators study by the American Society of Tour operators, over half of Millennial (59%), Xer (53%) and Boomer (58%) leisure travelers who used tour operators believe that vacations planned with tour operators were better than those organized without their assistance (2014). With the sheer mass of options available online, vacation planning can not only be overwhelming for many travelers, but also extremely time consuming. Thousands of choices out there can take hours, even days to sift through! As industry experts, tour operators are trained to know the vacation product well. They can save your time on extensive research and give you the peace of mind that your trip has been planned by a professional.

4. Trip Security/Safety Net

Travelers know that even after a trip is booked, things may not always go as planned and something may come up that will require you to cancel or reschedule. Anything from bad weather conditions to lost luggage or a family member falling ill can disrupt your vacation plans. Tour operators provide the reassurance that someone is there for you to help resolve and provide guidance on how they can help you move forward. Now days there for you before, during and after your trip. Vacation Consultants are available in person, through email and over the phone and are trained to help you resolve any problems that should arise. As navigators of spectacular vacation experiences, they are committed to ensuring your vacation runs as smoothly as possible and sometimes that means tackling a few kinks on the way.

5. Personal Relationship

While the increase in technology was intended to help connect us better, at many times it has actually disconnected us and led to a decline in the interpersonal relationships. we once had before. We see this all too often in the sales world with the growth of automated machines tending to many of our daily inquiries. Tour operators are real people that will get to know you and build a relationship where they can provide you or your family with the best service for your needs. While customers can make inquiries online or over the phone, they also have the opportunity to come into a store where they can meet their Consultant face to face. With an Expedia franchise you can offer travelers in your community expert advice and exceptional value on their vacations, help them save time in the trip planning process and build a tight knit relationship that will give them the peace of mind that they are well taken care of.

SUGGESTIONS AND RECOMMENDATIONS

Central Government has come up with DDU-GKY and PMKK(Pradhan Mantri Kaushal Kendra)project, where interested individuals or companies can get trained about travel agencies and tourism courses and set up and make the business legally profitable and standard. state and central government has to come up with more travel and tourism schemes, destination, standard rules, planning for generating internal and foreign revenues.

CONCLUSION

Travel agencies are become more important part of travel, tourism and hospitality industry in the present scenario. Which started differently approaching the customer with different travel, tourism and hospitality products in hand? So, we can see different types of travel agencies present in the market today. Present travel agencies are more secure, safety, comfortable and easy access to the people. So, the people also find travel agencies are more comfortable and safety. At the same time they are facing different challenges like More choice than ever, Increasing price transparency, Greater traveller independence, Decreasing customer loyalty, The rise of sharing economy, A few players dominate the market, Technical challenges, but to make the business profitable and reputed they come out of this challenges and finding the scopes wherever available and utilise positively.

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Paper-6

GROWTH OF TOURISM AND THE GROWTH OF INDIAN ECONOMY

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There are lots of countries witnessed growth in economy and social changes. Tourism generates lots of jobs to all levels of population and brings lots of investments from inside and outside of the country. Due to the FDI (Foreign direct Investment) foreign exchange earning were more and due to this, country will have a favorable Balance of payment. Because of the structure of the Tourism and allied industries, the money spent by the tourist will be multiplied by several time in this process. Tourism helps to build the growth of economic, social, political, cultural and educational sectors. There are few countries who solely depend of the tourism income to run the country, because it generates direct and indirect job to their country man's. Tourism generate job to all types of people, such as highly educated to the least educated job seekers in the country. The fast growth of Indian Hotel Industry is the proof of the pending. In India Tourism give a huge chunk of National Income and create's huge opportunities for employment. It has become one of fastest growing service industry in the country with lots of opportunities for further growth and diversification.

INTRODUCTION

Indian Tourism plays a major role in creating more job's directly and indirectly. The sectors like, Hospitality, civil aviation, travel and transportation, hotels, home stays and resorts, tours operators etc. Even country's like Dubai after oil business they are promoting tourism sector, because they know that tourism sector can create more jobs and generates more foreign exchange. There are many countries in Europe depends on tourism sector for the economy. Most of the resorts and homestays are busy because of the tourist flow to the particular area. The area becomes a small village which generates more revenue. One of the best example is Kodaikanal a hillstation, greenaries and a man made lake, now its a small township, a whole population of the city depend on tourism only. Tourism increases of national and individual income, creating balance of payment position and foreign exchange earning. Foreign tourist are attracted to India

for spiritual , yoga, historical and architectural sites, handicrafts items like carpets, jewels, leather goods, ivory, brass works and so on. Apart from the above sports events, educational facilities, IT industries, world class hotels, festivals etc are attracts towards India.

TOURIST ARRIVALS IN INDIA FOREIGN TOURIST ARRIVALS ARE RISING.

10.56 million foreign tourist arrived to India in 2018. Which is a growth rate of 5.20% year -on - year. Because of E-Tourist visa along 2.37 million foreign tourist are visited which is 39.60% year on year. The government of India planning increase the flow of foreign tourist to 20 million by the year 2020, double the foreign exchange earning as well.

RISE IN FOREIGN EXCHANGE

Like few other countries, income from the tourism sector important source of foreign exchange. India received foreign exchange of us28.59 billion from tourism sector, compare to last year the growth rate recorded at 4.70 percent.

According to the world trade organisation, India outbound tourism is expected to reach 50 million by 2020, this rapid increase will benefit forex provides in the country.

CONTRIBUTION OF TOURISM SECTOR TO GDP IN INDIA.

Direct contribution of tourism sector to gross domestic product (GDP) are mainly from industries like-Hotels, Restaurants, Travel opparators, air lines, train and bus services which are directly used by the tourist. Capital investment to the industries which are directly involved in tourism sector, like accommodation, automobile and its equipments, food outlets, resorts, and other supporting business centres. Government of India through tourism ministry spent or invested in area's like visitor information services, administrative services, tourism promotion activities etc.

In a world ranking India in 8th position in terms of absolute direct contribution of Tourism sector to is GDP. And its the third largest foreign exchange earner for the country. Tourism sector direct contribution to GDP in an year 2017 was 5.94 trillion that was S 91.27 BILLION. This is expected to rais 12.68 trillion. (us 194.69billion) in 2028. This implying compound annual growth rate (CAGR) of 7.32% during 2012-2018. According to world travel & tourism council (WTTC) India was ranked third in the tourism sector.

CONCLUSION

Tourism Sector is the fastest service sector in the world, and its contributes economic growth. India is and always a best place for feed domestic and foreign visitors and attracts more in future Indian Tourism Industries are planning to tap teh following markets.

MEDICAL TOURISM

Highly skilled medical professionals, and top class sofiticated hospital and affordable price, naturally attracts the foreign's towards India. In the year 2016 4,27,014 visited in 2017-4, 95, 056 foreigners are visited India for medical purpose.

CRUISE TOURISM

Cruise shipping is one of the most growing planning to capture the market size of 1-2 million cruise visitors by 2030-31. Since India has a 7,500 kms coastline to expand the cruise tourism segment. To kick start the project construction of cruise terminal in Chennai & Mumbai are started in April 2018. Around one thousand crore has been allocated. India is expected to receive around 950 cruise liner annually by 2022.

RURAL TOURISM

In India the potential for the development of rural tourism, because most of our population is from rural area. This will help the rural people to get more economic benefit. And this facilities interaction between tourist and locals for a mtually enriching experience.

ECO-TOURISM

India is the hub of eco tourism, with rich natural heritage is unparalled in many ways. The national parls wildlife sanctuaries & biosphere reserves are the sample of eco tourism.

As a result of the fast growth of tourism sector in India, has resulted in employment generation, foreign exchange earnings, extended infrastructure facilities, capitals investments social-economic growth, increasing GDP contribution and so on.

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Paper-7

A STUDY ON DEVELOPMENT OF MEDICAL TOURISM WITH RESPECT TO KARNATAKA TOURISM

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Healthcare sector is getting prominent position in the Indian tourism sector. People are travelling to India for obtain medical treatment because of the unavailability of the medical facilities in their country. Mostly these people will be travelling from less developed country to major medical centres of higher develop countries. So that is the time medical tourism will come in to the picture. Healthcare can consider under basic need of humanity like food and shelter. A proper support can bring the medical tourism sector of India to a different level and can make it as a source of foreign exchange earnings for the country. Recently India made impressive steps and now India is projected as a —Healthcare Hubl. When you consider Karnataka, which has the highest number of approved health systems and alternative therapies in India. There are many reasons that will make India as a healthcare hub, like cost effectiveness, availability of professionals, good and advanced treatments, technological advancement etc. Currently the specialists those who are completed their practice in abroad are showing interest to come back to India that is also a good sign towards the scope of medical tourism in India. Many countries people are travelling to India for diverse reasons, it includes the people those who come for the traditional healthcare services as now yogic science and Ayurveda are a field of study in India.

Keywords: Tourism industry, tourism development, foreign exchange earnings, culture, eco-tourism, wellness tourism

Introduction

Tourists may not be differentiating between expectations and perceived performances which they have got. This is mainly because of heterogeneity of tourism products. Whereas expectations are assumed to differ from one person to another as these are driven by their socioeconomic and cultural background. Preference is the positive attitude of a customer towards a particular service, mainly the choice of the tourists for a particular service whereas customer perception is certain beliefs about service that function as standards or reference points against which performance is judged. Because, customers tend to compare their perceptions of performance with these reference points when evaluating service quality. Thus, customer preference and perceptions are the first and possibly, most critical step in delivering quality services. Quality services can lead to customer satisfaction, and satisfied customers can be retained and only retained customers can become loyal to the service providers. During the service delivery, customers overall experience are affected by various potential interactions such as interactions with service personnel, interactions with internal and external physical surroundings (including equipments), and interactions with other customers. On the other hand, consumers make their decisions based upon their perceptions regardless of their accuracy or inaccuracy. It is around these perceptions that marketers must build their competitive strategies. Customer preference analysis is really a call to action. By understanding the preference or expectations of customers, the organisation or resort can design strategies that are truly responsive to vital customer expectations that can differentiate in the market place.

Tourism Industry

Tourism industry in India plays a significant role in transforming the society and economy. Pandit Jawaharlal Nehru's oft-quoted remark, namely —welcome a tourist and send back a friend has been the essence of Indian tourism approach in the post-independence era. Tourism as an industry has great potential to bring about social and cultural development.

Medical tourism

Medical travel is often undertaken in combination with tourism services. However, it is estimated that the business of health tourism is very huge as US \$ 40 billion worldwide with

an expected annual growth rate of 20 per cent. Health care is an area in which the tourism industry can take advantage as it is a thriving sector in the new globalization and liberalization. International travel for health purposes becomes a way of life for new age Western and Asian tourists. India is on the threshold of a health care revolution and the country is emerging as a global destination for medical tourists. Health tourism is an emerging concept and is still at the nascent stage. Governments are increasingly concerned about their readiness to meet their social obligations in the health sector. Complimenting health care with tourism is the new mantra that has seen foreigners flocking to India for treatment. Health industry data show that the total health care market in India is expected to rise from the current Rs.1,030 billion (5.2 per cent of GDP) to Rs.2,320 billion to Rs.3,200 billion. As a result, India would spend 6.2 – 8.5 per cent of its Gross Domestic Product (GDP) on health care by 2012, thereby contributing 7 – 8 per cent of the GDP. It accounts for 3 – 5 per cent of the healthcare delivery market . Medical tourism in India is growing by an estimated rate of 30 per cent per annum (J.Rao and F. Zaheer, 2010). Health care is estimated to be \$ 3 trillion industry worldwide, where India is in position to attract the high-end segment tourists by highlighting its facilities and services and exploiting the brand equity of leading Indian health care professionals across the globe.

Karnataka is one of the fastest growing states in India. It is the home to some of the most high tech industries in India. Bangalore, in particular, has become the home to some of India, premier hospital establishments. It is booming in terms of IT, BT and now, MT, that is medical tourism. Karnataka is endowed with a combination of high – tech super - speciality hospitals on the one hand, and, it has a number of natural beauty spots and ayurvedic spas. The coastal districts of South Canara, Udupi, North Canara, Malnad districts of Shimoga, Chickmagalore, Coorg, and Hassan can provide something unique to the tourists. The state of Karnataka has nine world class medical colleges along with institutions for homeopathy, ayurveda, unani, siddha and yoga and also the best of hospitals and institutes for both modern and holistic medicine. It has the potential to be the health destination of the world.

It is of course the air conditioned weather of Bangalore which suits any foreign patient coming here for a treatment. The surgeries in high tech hospitals are followed by rejuvenation therapies in ayurvedic spas or other Indian systems of medicine. The Department of Tourism, Karnataka, terms, Karnataka as —The Garden of Life], as it has the distinction of having the

largest number of systems of medicine approved by the World Health Organization in a single country (Karnataka Tourism, 2008). It is the only destination in India that combines world – class talent, infrastructure and an environment that is best suited for healing. It offers a wide range of healthcare options – ultra – modern allopathy, time tested Ayurveda, holistic naturopathy, spa- based rejuvenation which other competitors in the field cannot offer . The world is increasingly looking at Bangalore as the place for holistic healing. From the NHS in Britain to the largest insurance companies in the US, patients are increasingly referred to Karnataka for treatment.

Growth of Medical Tourism in Karnataka

Karnataka is one of the fastest growing states in India. It is the home to some of the most high tech industries in India. Bangalore, in particular, has become the home to some of India's premier hospital establishments. It is booming in terms of IT, BT and now, MT, that is medical tourism. Karnataka is endowed with a combination of high – tech super - speciality hospitals on the one hand, and, it has a number of natural beauty spots and ayurvedic spas. The coastal districts of South Canara, Udupi, North Canara, Malnad districts of Shimoga, Chickmagalore, Coorg, and Hassan can provide something unique to the tourists. The state of Karnataka has nine world class medical colleges along with institutions for homeopathy, ayurveda, unani, siddha and yoga and also the best of hospitals and institutes for both modern and holistic medicine. It has the potential to be the health destination of the world (Mathai, 2006). It is of course the air conditioned weather of Bangalore which suits any foreign patient coming here for a treatment. The surgeries in high tech hospitals are followed by rejuvenation therapies in ayurvedic spas or other Indian systems of medicine. The Department of Tourism, Karnataka, terms, Karnataka as —The Garden of Life|| , as it has the distinction of having the largest number of systems of medicine approved by the World Health Organization in a single country (Karnataka Tourism, 2008).It is the only destination in India that combines world – class talent, infrastructure and an environment that is best suited for healing. It offers a wide range of healthcare options – ultra – modern allopathy, time tested ayurveda, holistic naturopathy, spa- based rejuvenation which other competitors in the field cannot offer (Karnataka Tourism, 2008). The world is increasingly looking at Bangalore as the place for holistic healing. From the NHS in Britain to the largest insurance companies in the US,

patients are increasingly referred to Karnataka for treatment. Some of the specialities include:

1. cardiac care
2. neurology
3. cancer care
4. orthopedics
5. sports medicine
6. nephrology
7. dentistry
8. pediatrics and neo – natal care
9. ayurvedic therapy
10. holistic healing
11. naturopathy

—Is silicon city turning to medical city|| is the question frequently asked about the boom of medical tourism in Bangalore. The city's healthcare industry has been expanding and as many as five private hospitals in Bangalore have expanded their services at a cost of several crores (Narayan, 2006). Medical tourism has become a major industry in Bangalore. Along with being the —Silicon Valley of India|| Bangalore has emerged as the hotbed for medical tourism in the country. Bangalore is the fifth largest city in India. It is a city of striking contrasts - a perfect blend of natural beauty and man-made marvels of architecture and technology. Located 1,000 metres above sea level, it is described as one of the most —happening|| places in India. The city has many beautiful parks, tree-lined avenues, along with an excellent climate. According to Karnataka Tourism Department, healthcare in Bangalore came into the limelight when Noor Fatima from Pakistan came to Narayana Hrudayalaya in July 2003, and was operated on by Dr Devi Shetty. After that, there was no looking back for the city. Her surgery was a landmark because not only did it help in thawing the hostility between the two neighbouring countries, but also drastically reversed the table in the medical scenario of the city for the better (Department of Tourism, 2007).

48 After the success of IT industry, Bangalore is all geared up to experience another new trend - medical tourism, also known as health tourism. Medical tourists from all over the globe have been flocking to Bangalore like never before. The sudden boom of medical tourism in the city is regarded by medical gurus as a —goldmine|| just waiting to be explored. Narayana Hrudayalaya, headed by Dr. Devi Shetty, Wockhardt Hospital and Heart Care Institute, Manipal Hospital, Apollo Hospital, Sagar Hosital, M S Ramaiah Memorial Hospital, have been highly successful in attracting thousands of foreign medical tourists (Narayan, 2006). Many doctors based in Karnataka travel abroad regularly to conduct complex surgeries. Some of the foreign doctors are trained in Bangalore. Institutions like the Rajiv Gandhi University of Health Sciences also attract a large number of foreign students. Not only this, the nurses in India are preferred in the US and Europe for their dedication, involvement and aptitude for providing personalized care (Department Of Tourism, 2007). Bangalore is slowly emerging from the shadows of and cosmopolitan flavor has resulted in the influx of patients from over 30 countries today, including the US, UK, Middle East, Sri Lanka, Bangladesh, Nepal,

Australia, Pakistan, Mauritius and Tanzania, Kenya, Uganda and many African countries. The City's state-of-the-art healthcare infrastructure along with its salubrious climate, availability of high-end clinical talent and the people-sensitive population of Bangalore are also important factors in creating healthcare delivery systems. According to Dr. Devi Shetty, Chairman of Narayana Hrudayalaya, —Bangalore is already the hub for complex heart related procedures. With the IT revolution giving Bangalore the indelible stamp of a knowledge city globally, it won't be long before we see an influx of people from all over the world coming to Bangalore for heart and brain surgeries,|| (www.NarayanaHrudayalaya.com, 2006). Karnataka has the right ecosystem to emerge as a major healthcare hub in a few years. With 31 medical 49 colleges, 800 nursing schools and innumerable pharmacy and physiotherapy colleges, Karnataka has the largest number of technical education programs in the country. Narayana Hrudayalaya caught the attention of the whole world for the first time by operating baby Noor, a Pakistani girl. She flied all the way from Lahore to Bengaluru to get operated by Dr. Devi Shetty and his colleagues. By then, NH had already received thousands of international medical tourists. But, this incident stood as the hallmark in the history of NH exemplifying world class facilities for cardiac care which had no geographic boundaries. Since then, the foreign medical tourist inflows to Narayana Hrudayalaya has been steadily increasing. Foreign medical tourists from 30 different countries visit Narayana Hrudayalaya and they account for 10 per cent of patients in the hospital. Number of foreign medical tourists from UAE, Saudi Arabia and Africa has also been steadily increasing here. The Karnataka government has been extremely proactive and was the first state to privatize engineering and medical education in the country. Karnataka has various healthcare organizations which provide unique treatments. For example, Soukya holistic wellness centre offers Naturopathy/Ayurvedic rejuvenation treatment, Angsana Spa with its Thai massage therapy, Prashanthi Kuteeram provides yoga therapy and jindal Centre provides Naturopathy. At Narayana Hrudayalaya, 24 cardiac surgeries are performed a day and 20 per cent of their patients are foreigners. Although majority of them come from Bangladesh, Pakistan, Middle East and Africa, they have treated patients from 22 different countries so far. According to R. Basil, —Manipal's flagship hospital on Airport Road, Bangalore received close to 3,000 patients from 29 foreign countries every year. An entire floor called the _International Patient Care Centre_ complete with a European ambience and equivalent services is fully operational to cater to their needs|| (medical tourism Karnataka.org, 2008). Manipal Hospital in Bangalore is India's first multi-

specialty, tertiary care hospital to be ISO 9001:2000 certified by TUV Rhineland for clinical protocols, nursing care, administration, support and allied services. With state-of-the-art technology and 650-bed strength, the hospital provides sophisticated and specialised quality medical services at affordable costs in 43 specialities. It won the Golden Peacock National Quality Award this year for excellence in the service category. Bangalore is emerging as the healthcare destination of choice. Hospitals here receive patients from Sri Lanka, Bangladesh, Tanzania, Mauritius, Nepal, Pakistan, Dubai, the Middle East and SAARC countries. There is an increasing trend of patients from North America and European countries as well. The Ministry of Tourism, Government of Karnataka has aptly referred to Bangalore as the 'Garden of Life'. Bangalore has now become the Mecca for healthcare, (R Basil 2007). An entire general ward caters to patients from Tanzania and Mauritius, as the Manipal Group has tie-ups with the governments of Tanzania and Mauritius. Bangalore has the potential to overtake Chennai, Mumbai and Delhi to become the healthcare hub in 4-5 years' time. According to Vishal Bali, CEO of Wockhardt Hospitals Ltd., in 2009, out of the 3.5 lakh patients treated by Wockhardt, 890 were foreigners primarily from the US and UK and the number has grown up to 1,100 the next year. —Bangalore is poised to be India's healthcare hub in the next five years and Wockhardt super-specialty hospitals will be one of the catalysts. More important, in addition to Indraprastha Apollo, New Delhi, Wockhardt Hospital is the only other hospital to be accredited by the Joint Commission International. To support the domestic and foreign demand for healthcare, huge capital expenditure to the tune of Rs 800-1,000 crore has been planned in the next three years, by most of the hospitals in Bangalore. The investments are towards capacity expansion and upgradation of technology. The rich culture, hospitable and friendly people and the grandeur of Karnataka gives more reasons for people to come here and receive various health treatments. In so far as Indian climate is concerned, Bangalore's is fairly unique. The city is located in the southern centre of the subcontinent, on a geologic feature called the Deccan Plateau. The elevation is approximately 900m ASL. The City's state-of-the-art healthcare infrastructure along with its salubrious climate and cosmopolitan flavour has resulted in the influx of patients from over 30 countries today, including the US, UK, Middle East, Sri Lanka, Bangladesh, Nepal, Pakistan, Mauritius and Tanzania among others. The availability of high-end clinical talent and the people-sensitive population of Bangalore are also important factors in creating healthcare delivery systems. Conducive ecosystem, cost of the treatment, excellent climate, infrastructure, range of medical packages

and levels of expertise have all helped to make Bangalore one of the most important medical tourism destinations in the world. "People coming from outside Bangalore do not face any language problem as the people here are well-versed with English. The other advantage is the system of fulltime consultation as against multi-hospital visits, which is characteristic of the south. Seeing the same doctor in every visit also makes the patient comfortable. Hospitals and corporate establishments in the city have realised the potential of this niche market and have accordingly channelised their needs and facilities. Travel agents and hotels are structuring their packages and holiday schemes in accordance with the inflow of foreign patients coming into the city. Corporate hospitals like Apollo and Narayana Hrudayalaya have collaborated with travel agents to attract more foreign medical tourists to the city. It's not just the Indians and the NRIs from the neighbouring countries who are streaming into India for medical treatment. Apart from NRIs, foreign patients mainly come in from the Gulf, Europe (mainly UK) surprisingly from South East Asia and the US. They come to Bangalore with a dual strategy in mind to get their medical treatment at one-third the cost and to explore Bangalore. A spokesperson from Thomas Cook India informs, "International patients mainly go to Coorg, Mysore, Hampi, Kittur, Belgaum and Bagalkot." In the long run, they add to the foreign exchange of the country. Dr Kishore Murthy, CEO, Hosmat Hospital explains that, Bangalore is a well-known brand in the world. It is a knowledge city, has the top hospitals and also offers 52 pleasant weather for patients coming here for treatment. Hospitals in Bangalore have become the centre of attraction primarily because of the large number of top hospitals in the city and the innumerable medical institutes and colleges. According to Vittal Murthy, Secretary, Kannada Culture Information and Tourism, Bangalore has always been the hub for healthcare since the British era. Now, it has become the centre of attraction primarily because of the large number of top hospitals in the city and the innumerable medical institutes and colleges. Hence, the number of medical experts and professionals are also increasing by the day. Similarly, holistic health centres in the city also offer alternate systems of therapy like yoga, Art of Living courses and Ayurvedic therapies. The concept of telemedicine is being used on a large scale by hospitals such as Manipal and Narayana Hrudayalaya. Resumes of doctors are displayed online so that international patients can choose their doctors. Internationally-acclaimed doctors and specialists choose to venture out in this city. This is yet another feather in the cap for the city, which till date was only associated with IT. Further, hospitals are having tie ups with internationally acclaimed medical brands. For example,

Wockhardt hospital has a tie up with Harvard Medical International (HMI), which has a reputation across the world for the quality services rendered to its patients. This will increase the inflow of foreign medical tourists to the hospital. Hospitals in Bangalore are now providing the services usually provided by a five-star hotel. Accommodation in hotels is provided both for the relatives as well as the patients. Hosmat Hospital even has a building within its campus to accommodate relatives of patients. Airport drops and pick-ups for patients and relatives are all rendered by the hospitality division of the hospital. Most of the hospitals have come up with a travel desk to cater to foreign patients and their relatives. Manipal Hospital, for instance, has an International Patient Care Centre. Hospitals which are into medical tourism have laid a lot of emphasis on the infrastructure of their hospital. It also has specially designed deluxe rooms, with posh décor and offers myriad facilities like pantry service and a wireless Internet connection. It is not just the hospitals which are grabbing the limelight. Travel agents and hotels are cashing in on the situation and are coming up with schemes and packages to attract foreign patients to the city. They are gradually realising that immense benefits can be reaped (Nayantara, 2007). The Leela Palaces and Resorts, Bangalore, which purely caters to the corporate class, has tied up with Manipal Hospital after understanding the need for medical tourism in the city. Air Travel Enterprises (ATE) also offers a whole lot of packages to foreign patients. It offers packages for cardiac surgery, plastic surgery, dental surgery, Ayurveda and orthopedic surgeries. In addition to this, they first identify patients who want medical treatment in this part of the country. Later, recommend them to hospitals. Their arrival, departure and accommodation are all handled by them. The role of travel agents and hotels has to be strengthened in order to market medical tourism effectively. They play a major role in constructing an efficient medical tourism process. Most of the healthcare organizations in Karnataka which are into medical tourism have appointed international travel agents to promote their healthcare services abroad. Their reach to global clients results in an increase in the number of foreign medical tourists visiting the hospital. Hospitals in Bangalore are very much cost effective when compared to developed countries like Europe, U.S.A, and Australia etc where patients are charged heavily for their treatment of various diseases. With this study we can conclude that Bangalore is a favourable destination for medical tourism. Karnataka government has revamped policies to attract more foreign medical tourists. Kerala has done it successfully with God's own country. Karnataka Department of Tourism can definitely do it with —one state, many worlds|| tourism tagline.

The government of Karnataka is equally keen to position Karnataka as an ideal health tourism destination with its best hospitals and tourism spots. According to the Department of Tourism, Karnataka, the state has an unusual offer of a mix of traditional systems like ayurveda and yoga and modern medical expertise. It can uniquely capture the health tourism market and compete with global competitors like, 54 Singapore, Malaysia and Thailand. It has the highest number of approved health systems and alternative therapies. The department has done limited promotion campaigns in the country and in the Gulf, Pakistan and the UK to highlight what it can offer. Therefore, focused promotion which can attract the target countries can lead to an increase in the flow of medical tourists to the state. For Bangalore to capitalize on the boom in medical tourism, it is imperative for the government to put together a blueprint for coordinating various industry players, which includes the policy makers, tour operators, hotels, transportation services, private hospitals, medical practitioners and private hospitals. Bangalore is finding a place in the global map for advanced spinal surgery due to the growing number of spinal surgeons in the Bangalore. Every month, Hosmat attends to 2-3 patients - mostly from Malaysia, Sri Lanka, Pakistan, Maldives, Bangladesh and Africa. The state government has chalked out a plan to acquire around 500 acres of land near the Devanahalli International Airport for a super-speciality Health Park. With an increasing number of super-speciality hospitals, Karnataka in general and Bangalore in particular have become increasingly popular in the field of health tourism

Review of literature

A customer is the king of any business as the growth of business is a function of customer delight and retention. The success in business ultimately depends on what customers finally choose to buy. Thus, it is vitally important to understand the psychology of customers as to why they choose to buy one product when compared to another and why they purchase a particular product (Rust *et al.*, 1999) [10]. Since a customer's decisions are the direct functions of the customer's cognition, customer preference, and perception. Each one is important to identify the pre and post-purchase behaviour to determine customer satisfaction. Needless to say, it is a complex process to find the behaviour of a customer in the service industry as it involves several steps to send a tourist delighted from the host destination region.

Preference is the positive attitude of a customer towards a particular service, mainly the choice of the tourists for a particular service whereas customer perception is certain beliefs about service that function as standards or reference points against which performance is judged. Because, customers tend to compare their perceptions of performance with these reference points when evaluating service quality (Zeitaml and Bitner, 2000).

Thus, customer preference and perceptions are the first and possibly, most critical step in delivering quality services. Quality services can lead to customer satisfaction, and satisfied customers can be retained and only retained customers can become loyal to the service providers. During the service delivery, customers overall experience are affected by various potential interactions such as interactions with service personnel, interactions with internal and external physical surroundings (including equipments), and interactions with other customers. On the other hand, consumers make their decisions based upon their perceptions regardless of their accuracy or inaccuracy. It is around these perceptions that marketers must build their competitive strategies. Customer preference analysis is really a call to action.

The present trend of health tourism as set by the health conscious consumers can enhance the well-being of tourists through travel experience (S. Kulkarni, 2008). This type of customer seeks to look and feel better to lose weight, to slow the effects of aging, to relieve pain or discomfort, and to alleviate stress or to partake in the use of natural supplements like vitamins and minerals to improve their health. Most health tourism focus on two areas such as pampering and wellness. Pampering involves offering people an experience that makes them feel good. Services such as massages, herbal wraps and exfoliating scrubs where wellness involves helping healthy people prevent problems so they stay well, both physically and mentally (R. Pruthi, 2006) [8].

Health Tourism triggers travel to improve one's health, for the primary reasons of visit to a health resort or weight-loss camp whereas wellness tourism is one of the most ancient form of tourism that Romans and Greeks used to pay much attention to, for the wellbeing of the people. The quests for spiritual enlightenment of medieval pilgrims or the medical seaside and spa tourism of the 18th and 19th century European elite aim at providing the people good health. Arguably, there has been an unprecedented intensification in the pursuit of wellness in the history of tourism. The consumer survey conducted in 1997 by Health Fitness Dynamics, Inc.,

that is a Florida spa consulting firm, revealed that 81 per cent of consumers who went to resort based spas expected a property to offer health care services. These consumers actively seek out resorts that offer those services (R. Pruthi, 2006) [8].

Objective of the study

The main aim of this study is

- 22) To understand the concept of medical tourism in Karnataka
- 23) To analyse the level of perception and motivational factors for selection of health tourism in Karnataka.

Research methodology

It was fully based on the secondary data which is collected from the other research papers, journals and internet.

Findings

Ayurvedic treatments are now available throughout the world and Karnataka is the ideal place to experience it, then I think ayurvedic treatments are far better than any other medical treatment. Medical tourism is a source through which we can increase the flow of foreign money by providing good facilities and treatment. Many areas of Karnataka is developed that we can call it as a Healthcare Hub, particularly the places like Bangalore, Mysore etc.

Compared to other countries India particularly Karnataka is cheaper in medical treatment and that is the reason even from the neighboring state the people are started coming for treatment.

Suggestions Need a medical policy for Karnataka, as it will attract more foreigners. Proactive steps have to be done by the Government in Medical field. Government has to keep a separate medical budget for encouraging the working of hospitals.

Conclusion

—Customers today want the very most and the very best for the very least amount of money, and on the best terms. In this new marketing scenario, everyone is going behind customer oriented business. Being a high volatile industry, the role of customers or tourists is very crucial in tourism industry. Health care services reflect several characteristics commonly associated with tourism services. They are intangible, both labour and skill intensive and high

variability and high inseparable and perishable. Tourism also exhibits all these features when tourism coupled with health care services. These characteristics should be doubled and much of the problems of health tourism should be studied from the perspective of loyalty to assess the effect of branding on the sales. Thus, health tourism business usually becomes highly volatile and sensitive due to the fundamental nature of tourism business. Hence, planners and marketing designers should promote the health tourism without losing its serenity.

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Paper-8

THE ENHANCING ROLE AND APPLICATIONS OF BIG DATA IN TOURISM AND TRANSPORTATION

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Information Technology is become important source for the development. Today almost all kind of organizations, institutions and individuals are using IT for its wider benefits. Within Information Technology there are different types of components and among which Database Technology is important and valuable. The Big Data is fall under the area of Database Technology. The applications and rising data and information lead the complexity within it and for managing this large number of complex data is called Big Data Management. The Science of analyzing and managing large number of complex data is called Data Science. Like other industry in recent past Big Data and Analytics applications have been enhanced and increased in several sections. This paper is talks about the applications and increasing role of Big Data in Tourism industry with basics of tourism and big data. Paper also highlighted about the challenges of Big Data and Analytics in Tourism and Transportation market with special focus on developing countries.

Introduction

Information Technology plays a vital role in the hospitality as well as tourism industry especially in recent past. Technology of different kind basically reduces costs and responsible for the enhance operational efficiency. Moreover, it helps in improvement of services and customer experience. Both the stakeholders viz. customers as well as businesses may have improved

services with IT applications and interactions viz. communication, reservations, and guest service systems. The tourism and hospitality sectors replace expensive HR by using technological labor and thus it reduces labor costs as well [1], [5].

Here are different ways of advancing IT systems and improving hospitality and tourism and it thus results the enhanced Computerized Reservation Systems which can be marketed directly to the required and potential consumer. Applications of information technology such as following are important to note—

- Virtual Reality (VR) simulations
- e-payments Systems
- Computerized Reservation Systems [2], [3].

Objective

The paper is theoretical in nature and comes with various aim and objectives and among this, few important are includes (but not limited to the following)—

- To learn about the basics of Information Technology with its basic components and sub fields.
- To know about the applications of Information Technology (IT) in diverse field and specifically to the tourism.
- To get the statistics and situation of the Information Technology (IT) applications in the transportation systems.
- To learn about the emerging components of Information Technology (IT) with special reference to the Big Data and Analytics.
- To learn about the characteristics, features and challenges of the Big Data and allied areas in brief.
- To learn about the challenges and issues of Big Data in tourism and transportation systems.

IT in Tourism: An Overview

Information Technology in short is called IT and it is responsible for the various information activities ranging from collection, selection, organization, processing, management and dissemination of the information with various technological components and these are treated as a part of IT viz.—

- *Web Technology*
- *Network Technology*

- *Database Technology*
- *Multimedia Technology*
- *Software Technology*
- *Security Technology etc*

Information Technology (IT) is functioning all over the world for the betterment of transportation and tourism. Today, transportation, hospitality and tourism industry is purely information dependent and thus Information Technology helps in Tourism Management, Hospitality Management, Hotel Management etc. The applications of IT varies from field to field and also size of the company. For example, smaller companies can use Internet and on-line systems including the Tour operators and direct tourism to the prospective consumers [4], [7], [10].

Internet and Field

The internet has revolutionized the traditional hospitality and tourism sector. The website is the mirror of any organization and institutions and as far as this industry is concerned website can be an important tool. online advertising, social media, blogs, online portal can be used for the convenience of the customers, especially in respect of competitors.

Computer and Communication System

Computer systems these days become comes with more facilities and mobility. Various hotel chains and multiple locations helps in building of advanced transportation systems; moreover it makes easier information access, better tourism experience and sophisticated guest requests, housekeeping information, reservations etc.

Mobile and Cloud System

Large desktop computers these days replaced with mobile computer and smart phones, making them virtually extinct. Many travelers take various mobile devices on a trip. And these are useful in hospitality business sophisticated way. Various affairs viz. reservations, offer deals etc can be accessed by using GPS tracking [6], [8].

Big Data and Emergence

Big Data is an important and emerging part of Information Technology. This is responsible for data management and complex data organization. Big Data is also called as Data Analytics as well.

Big Data and Function

Big Data is primarily responsible and dedicated for the following purposes (but not limited to the following)—

- Mining of the Data within a frame from the Database as well as Data Warehousing.
- Making data available as well as useful for big data management.
- Big Data is required for minimizing complexity of data as well as pin-pointed data; hence this is an important tool and technique.

Data is an important tool for every organization and nowadays Business Analytics i.e. application of Big Data techniques in Business and Corporate Sector play a leading role. Big Data applications in different sectors viz. healthcare, hospital has created various domain centric Big Data Systems [9].

Big Data & Characteristics

Big Data is gaining its popularity around the world and rising its applications not only in business sector but also enhanced in other areas day by day. For example the data of 2012 have increased from few dozen terabytes to many Exabytes. Big Data normally have following characteristics viz.—

- Big Data required a healthy integration of data of various features viz. diverse, complex and massive.
- Database management including programming languages (viz. Python or R), good foundation in mathematical science such as artificial intelligence/ expert system are highly required in better big data management systems.
- Different advanced computing specially parallel computing is required in Big Data for a large number of data.
- The business intelligence is also an important part of Big Data and analytics.

- Various mathematical sciences viz. discrete mathematics, fuzzy logic, and descriptive mathematics are highly required.
- Big Data as well as analytics basically uses an inductive statistic for low information density [5], [11].

Rising Applications of Big Data

Big Data and its application is rising around the world and applications of big data and allied systems and rising everywhere viz.

- Transportation & Tourism
- Governance & Administration
- Education & Training
- Healthcare & Medicine
- Commerce & Business
- Manufacturing etc.

Different companies are doing lot in Big Data segment viz. Microsoft Corporation, HP, Dell, Teradata Corporation, etc.

More importantly, apart from the private sectors, government bodies these days doing various task for the implementation of Big Data and few other areas viz. in Education systems i.e. online and digital systems as well, Big Data systems have played a lead role.

Issues and Challenges: *The Power of ‘V’ and Big Data*

The Big Data applications are rising in various segments due to its need. Due to its nature and characteristics, Big Data and its role is enhancing in following areas—

Volume it is the amount of data and similar content and form.

Variety of data viz. text, image, audio, video and other multimedia contents. Thus, managing large amount of data is difficult due to its variety and data fusion.

Variable is an important quantity as data is changeable and it is belonging with various inconsistency and here Big data and data analytics is useful.

Veracity is the quality and it is important to judge the perfectness and accuracy of the data.

Velocity is another important feature and it always works at real time, moreover the characteristics of Big Data basically performed by the stated features and more are shown in the Fig: 1.

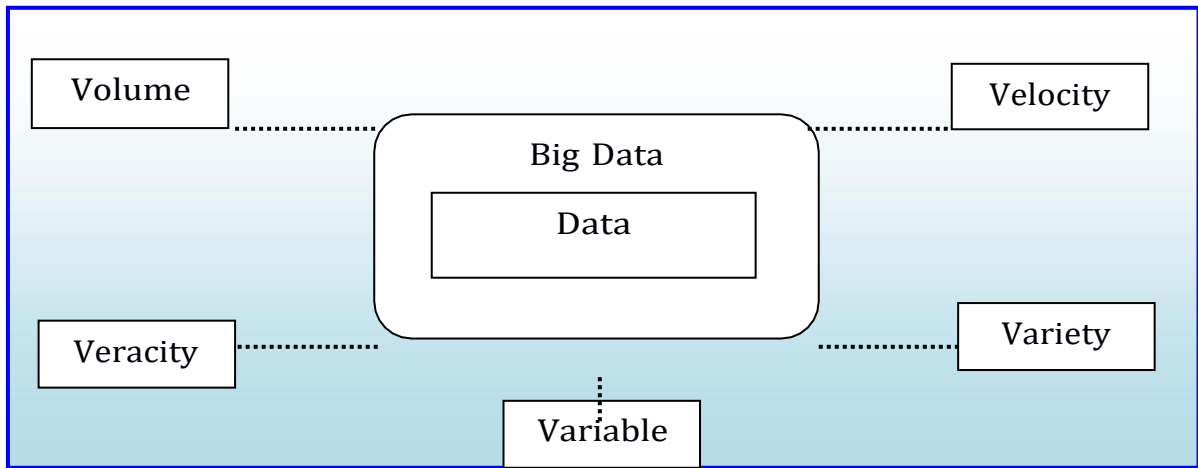


Fig: 1 the Core Characteristics of Big Data (Paul, P.K. 2018)

Big Data Vis-à-Vis Tourism & Transportation

The travel industry is similar to other industries are using not only basics of IT but also big data analytics in their regular operations. Basically, with this a lot of data are generating and that helps in various activities as well as decision making. This is a fact that, while traveling across the globe people tend to leave a lot of trail on the internet.

General people, tourist and client of this sector can generate a lot of data directly on the open-source internet systems; however other unconventional data sources may be helpful for better decision making. These data driven systems and analytics can help the travel industry as well and can grow and develop and ultimately with this upcoming travel trends can possible to judge and fix existing issues or concern as well.

Tourism boards and industries and complete tourism sector can get data from this system in different way many ways viz. **pinpointing marketing campaigns**.

Hence the big data analytics can help in **decision-making process** and whole tourism industry operates. Building **informed decisions** become easy with this and can identify **targeted groups of potential customers**. Moreover, they can also increase the **efficiency and the quality** of services. It is a fact that, Big data can use to predict new products as well as services.

It is important to note that big data technologies can be used effectively to **personalized offers** tailored to their interests and needs. Advanced and **improved experiences** can be

accessed about the customers and their needs with Big Data Systems. Big data can be used for forecasting future and obviously real time to anticipate [7], [12].

Big Data Applications: Tourism & Transportation

Big Data is applicable in different areas of tourism and transportation which including the roadways, train and railways, airways, waterways etc. In all these, for online booking, payment of the tickets, tracking the systems, refund of the amount, enquiry, post service experience sharing, etc big data methods may be applied. As far as airways and airlines are concerned analytics are important and useful in various segments viz. Booking, Pre Arrival, Stay, Check Out, Operations, etc [2], [12]. Among the specific areas major important are noted as follows—

In Booking Systems

- Booking Activity by Channel
- Cancellations and Reschedule
- Upgrading & Downgrading booking
- ADR & Occupancy Ratio
- Look-to-look ratio etc

Pre Arrival

- Segmentation and Clustering
- Campaign RCI
- Improved Loyalty Signups
- Influence Modeling etc

Stay

- Guest Satisfaction Score
- Customer retention rate
- Most proffered channels, etc

Check Out

- Top Guest by Revenue
- Repeat Customer Revenue
- Guest Acquisition Cost, etc

Operation

- Wage Cost

- Operation Cost
- Food Cost
- Room Cost, etc

Conclusion

The field of transportation is changing rapidly. In many countries only roadways are the major medium for communication whereas in other countries few other means are also applicable viz. railways and airways/ waterways. Initially Information Technology was applied to the basic of transportation systems i.e. the booking but gradually other areas viz. repayment, tracking, refund, cancellation, feedback, transportation history mapping as well, big data and analytics play a leading role. The tourism sector viz. booking of the hotel, resort or accommodation may be done with big data enable systems. Moreover, virtual tour, finding appropriate accommodations based on specific queries are also possible with the advanced analytics mapped systems. These are thus helping in decision making organizational promotion and development of specific transportation and tourism industry.

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**National Conference on
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Paper 1

**INFORMATION ASSURANCE WITH REFERENCE TO
PHD IN INFORMATION ASSURANCE: A POLICY
FRAMEWORK BASED ON UGC REGULATION—THE
INDIAN CONTEXT**

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Information Assurance is an emerging field in Information Technology related subjects and responsible for the privacy and security. Information Assurance is broad and interdisciplinary than Information security, Information Technology security. And IT Security consist with few areas viz. areas of Web Security, Database Security, Network security and latest Cloud Security, Mobile Security, Multimedia Repository Security etc. The theories as well as practice of collection, organization, assuring and managing of information and knowledge are the core of Information Assurance field. Information Assurance deals with two sides viz. technological and manual information security and privacy solutions. Information Assurance is dedicated to the uses, processing, storage, and transformation of information with proper practice and principles. Information Assurance as a field of study available in developed countries. In United States itself it is available as Certificate, Diploma to Bachelors, Masters Program and even Doctoral Program. In US and many western countries availability of super specialty areas program i.e. the emerging and sub field of IT become common and important. Similar to this approach, Information Assurance is also available as a Doctoral Program. In India, academic program/ major in the sub fields and emerging areas of Information Technology is little rare and also in Doctoral program. Though the PhD in Information Assurance has huge potentials. This talk/ paper highlighted the potentiality of PhD in Information Assurance with model curricula based on Indian PhD regulation 2016.

Paper 2

**PROMOTING RESEARCH, INNOVATION, &
EXCELLENCE TO RE-IMAGE UNIVERSITIES**

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Universities worldwide facing a dilemma in identifying effective models of improving the quality education to their students at UG and PG levels in order to inculcate employable skills and innovative abilities as per industry requirement. Industries and industry sectors also struggling to identify young graduates who can be innovators to add new ideas and models to add values to their existing products and services to survive, sustain and differentiate in present business competition. This, in turn, developing pressure on Universities to re-define their education models including, suitable subject identification, developing and offering industry related curriculum, effective teaching – learning methodologies including suitable customized pedagogy and use of educational technology to boost the confidence and innovative thinking abilities of graduates. In this paper, we have proposed how the model of promoting research at UG and PG levels boosts the Innovative ability of students towards excellency and hence to reimage the universities.

Paper 3

**INFORMATION TECHNOLOGY RELATED
PROGRAMS IN THE UNIVERSITIES OF WEST
BENGAL: AN ANALYTICAL CASE STUDY**

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There are different subjects fall under the computing and IT and among these few important are include Computer Science, Computer Engineering, Computer Applications, Information Science, Information Technology, Informatics, Information Systems etc. Information and Computing is the core for development of different kind. Computing and Information Technology tools are responsible for information related activities. Though it is important to note that, few subjects are popular and among these Computer Science, Computer Applications and Information Technology are important. India is a large country with various stakeholders of various means. West Bengal is one of the important state with good fame in heritage, population and education. Many educational institutes are around the state with different level of programs and different nomenclatures in IT and Computing. In generally in the universities of West Bengal, normally one department of an university offers a specific subject or field. But this study is undertaken to show the differences or changes of thought in this regard. Additionally, the study highlights the degrees offered by the newer and old universities as well.

Paper 4

IMPACT OF INVENTIONS IN ICT

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ICTs have been the basis for human existence from time immemorial and this has driven man to continuously seek ways to improve the processing of information and communicating such information to one another irrespective of distance and on a real-time basis. Surviving in the information age depends on access to national and global information networks. ICTs are the bedrock for the survival and development of any nation in a rapidly changing global environment, and it challenges us to devise initiatives to address a host of issues such as reliable infrastructure, skilled human resources, open government, and other essential issues of capacity building .

Information and Communication Technology (ICT) is a term which focuses on the use and integration of communication technologies in information technology (IT). ICT refers to any device or product which enables the "capturing, storing, transmitting and displaying data and information electronically." This includes the Internet and all computer hardware and software together with radio, digital television, wireless networks, cellular phones and satellite systems.

In the rapidly changing scenario, the extensive use of computers, advances in Information and Communication Technology (ICT) and the widespread introduction of infrastructure in India made it possible to consider a business model for proliferating information nodes throughout the country in a manner that is financially viable and therefore sustainable.

Paper 5

SYNTHESIS OF PREDICTIVE ANALYTIC TECHNIQUES FOR DIAGNOSIS OF CHRONIC DISEASES TO ENSURE IMPROVED HEALTHCARE

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Technology innovation has made life easy for human beings. Technology is being used everywhere. This also extends to the healthcare sector also. The healthcare sector produces a large amount of data each minute. Because of privacy issues, much of the data generated is not used and is not publicly accessible. Healthcare data comes from diverse sources hence it will be always varied in nature. Keeping track of such data has become much easier these days. Predictive analysis in healthcare is an emerging technology that identifies the person with poor health where the risks of developing chronic conditions are more likely and provides better solutions in the field of healthcare. Statistical methods and algorithms can be used to predict the disease before the actual symptoms are revealed in humans. By using data analytics algorithms one can easily predict chronic diseases such as obesity, high/low Blood Pressure, diabetes, asthma, cardiopulmonary disorders. Because of unhealthy diet, lack of proper exercise, stress, consumption of tobacco, alcohol etc. chronic diseases are most common these days. If the symptoms of chronic diseases are detected in the early stages, there will be less risk of hospitalization by maintaining better health in a cost-effective manner. Big data analysis and health care can be mixed to produce accurate results. The application of predictive analytics in healthcare is highlighted in this paper. It provides a broader analysis in prevention of different chronic diseases by using predictive analytics. The paper also includes various issues that arise when handling health care data. For each chronic disease, diverse models, techniques and algorithms are used for predicting and analyzing. The paper comprises of a conceptual model that integrates the prediction of most common chronic diseases.

Paper 6

HOW EDUCATION INDUSTRY 4.0 GETS BENEFIT FROM ICCT INNOVATIONS

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Education is now considered as a service and hence is a part of the Service Industry, following the changes, developments, and innovation opportunities like other sectors of the Service industry. Accordingly, the expected revolutions under the criteria of Industry 4.0 using technology to fulfil the objective of —mass-customization using cyber-physical systems is applicable. The cyber-physical systems are the part of information Communication and Computation Technology (ICCT) and considered as ICCT underlying technologies that help the Education industry to grow using the principle of mass-customization. ICCT underlying technologies involve twelve major emerging technologies including Artificial Intelligence (AI) technology, Big data analytics technology, Blockchain technology, Cloud computing technology, Cyber-security technology, 3D printing technology, Internet of Things (IoT) technology, Information Storage technology, Mobile business & marketing technology, Online ubiquitous education technology, Optical & Quantum computing technology, and Virtual & Augmented Reality technology. In this paper, we have proposed and analysed how ICCT underlying technologies help education industry innovations as per Industry 4.0 objectives and standards.

Paper 7

VIRTUAL REALITY BASED LEARNING EXPERIENCE AMONG HIGHER PRIMARY STUDENTS IN TIER TWO CITIES – AN ANALYSIS

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Virtual reality uses computer technology and offers simulated experience that may be similar or entirely different from the real world. Research and development in advanced information and communication technology has resulted in Virtual Reality Modeling Language (VRML) and Web3D software and hardware platforms that are required. VR technologies widely used at the beginning stage in the entertainment sector, particularly in the fields of cinema and gaming, and later used for commercial, training, research and analysis, health care and education. Education is the basis for a thriving society, and from the very beginning the diffusion of knowledge has been a top priority for civilizations. People are constantly looking for ways to make it simpler, quicker and more efficient to transfer information. There is an opportunity to allow better technology learning in the digital device era. Virtual Reality (VR) tends to be the next natural step in education evolution. Compared to traditional digital platform, the VR platform is more expensive. Virtual reality technology, however, has the ability to dramatically improve communication between teachers and students in both distance learning and teaching centered in the classroom. Research shows that simulations of virtual and augmented reality increase the enthusiasm of students and boost the construction of communication and awareness. Metro cities have a package of resources for students to get specific experiences as a learning aid that is lacking in most of the two cities in the group. With due regard for these observations, this paper attempts to understand the need for VR Technology-based learning experience among high school students in tier two cities such as Mangaluru and the feasibility of developing such learning environment on the school campus.

Paper 8

**CHALLENGES AND OPPORTUNITIES TO DEVELOP
SUPER INTELLIGENT MACHINES USING
ARTIFICIAL INTELLIGENCE TECHNOLOGY**

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Artificial Intelligence (AI) is a branch of ICCT that emphasizes the creation of intelligent machines to mimic human intelligence. Such machines are designed and developed to understand, recognize, memorize, and respond to one or more natural or manmade events using AI as the underlying principle. Many AI machines are developed to mimic human intelligence but are presently either slow or performing a particular task only. It is expected that AI along with other emerging technologies is capable to develop intelligent machines that show intelligence in terms of decision making exactly like a human being and a stage is anticipated in technology-based advancement with time the AI machines may overtake human intelligence in terms of effectiveness, accuracy, and speed. Such machines are termed as Super-Intelligent Machines. Super-intelligent machines are expected to be a reality in the future time frame, most probably, in the 21st century itself. It is also found that the ultimate objective of ICCT in the development and usage of super-intelligence machines in society. In this paper, we have identified and analysed the challenges and opportunities to develop super-intelligent machines which can mimic human intelligence and overtake human intelligence in future days using Artificial Intelligence technology.

Paper 9

A STUDY ON INNOVATIONS AND CHALLENGES IN IMAGE PROCESSING

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This paper discusses the significant innovations the issues in the field of image. The social media and the technology advancements influence the production of digital images and videos. In order to effectively utilize these, an efficient analysis is inevitable. Image processing is regarded as one of the rapidly developing fields, which has rising applications in all the business areas. Digital images are processed through image processing algorithms in order to get enhanced images, and extract useful information from them. The algorithms are of various types and they are depending on the expected output. Different scanning techniques and statistical analysis are required for the extraction of valid features from the images. Image processing is mainly formed of three fundamental components: acquisition of images, processing or manipulation of images, and the result. Image processing is associated with few other fields of computer science such as artificial intelligence, machine learning. Image processing is applied in different fields such as medical, warfare, forestry, agriculture, disaster prediction and weather prediction. This paper reviews the various innovations in the field of image processing which includes image search, smart glass, facial recognition, infrared images and 3D images. The issues: generating and handling of high quality images, cost of sensors and cameras, storage, processor capacity and handling of huge amount of data are also reviewed in this paper.

Paper 10

HOW BLOCKCHAIN TECHNOLOGY CAN DESTROY CORRUPTION AND RE-INVENT PEACE & HARMONY THROUGHOUT THE WORLD?

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Maintaining Human Ethics in all social processes, events, and transactions is one of the long lying problems in society and need an immediate solution to avoid social disasters. The social evils like crime, fraud, corruption, and unethical behaviour of people are increasing in society with the time even if many technology developments support the detection of such evils. Now such problems related to ethical behaviour to make human beings as an ideal citizen in the society can be tackled using one of the ICCT (Information Communication and Computation Technology) underlying technologies called blockchain technology. Blockchain technology is recently developed which consists of a growing list of records that are linked using cryptography and such chain has the property of transparency, decentralization, and immune to modifications. Blockchain technology is for record creation across many computers or digital devices of a process or an activity which cannot be altered retroactively, without altering its subsequent processes or activities. Blockchain technology allows a system to own digital goods, assets, and data and capable of tracing the history of everything which is created as a footprint in the past processes. In this paper, we have proposed and analysed how blockchain technology can be used to destroy Corruption in society and re-invent Peace & Harmony throughout the World.

Paper 11

**INFORMATION SECURITY CONCEPTS CASE
STUDY WITH REFERENCE TO COGNIZANT
TECHNOLOGY SOLUTIONS****Anvar Shathik J.¹ & Krishna Prasad K.²**¹Research Scholar, Srinivas University, College of Engineering & Technology,
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Security was not a major concern of past in Information Technology Organizations. But presently, due to vast growth in fraud and hacking techniques, security of Organizations is a great concern. The Organizations usually spend millions every year just to protect their environment and to maintain security. Yet, there is no company that claims to be hundred percent secure as fraudulent techniques are more tricky and latest. As the hackers are becoming hard and tricky, the major IT Organizations are willing to pay large sum of money for providers offering services of enterprise security schemes. It is true that an employer of the company can be a major attacker than an outside intruder. An employee of the company is already having all privileges to use resources of the company while various other ways are needed for an outer intruder for accessing the same company's network or data. Cisco, the networking giant has major focus on Enterprise Security Policies. This company has seen a valuable improvement in the last few decades, which shows the importance of security. Large numbers of IT people fail to practice security policies as they are not easily understandable. For every organisation, policies are the building blocks. They function as road maps which each employee of the company use in various ways. Developing a well-defined policy requires an artistic skill. Federal agencies have a Statutory obligation is available for federal agencies for maintaining day-to-day security policies. The primary Information Security Officer (ISO) is usually pledged for implementing these policies and definitely the CEO of the Company as well. The best security policies consider vision and mission of companies, the important assets that need security and security threats imposed against certain factors. All these come under risk management which needs defect identification by business impact policies. The weakness of a company has to be identified as to find the vulnerability ratio of that company. Designing a security policy is not a nightmare once major scope of policy design is identified. The major challenge lies in identifying the scope and threat areas for security policy. Policy is nothing but a collection of guidelines and procedures on what and how it can be implemented. In this paper we are analysing that how CTS maintaining its standards, policies, technologies and management policies which are defined for securing data of an organization.

Paper 12

**MANAGING MASS CUSTOMIZATION/MASS
PERSONALIZATION IN INDUSTRY 4.0 USING
INTERNET OF THINGS (IoT)**

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It is known that the progress of many industries is driven by technology and hence progress in relevant technology affects the industries drastically. It is also seen that the revolutions in Industry 1.0 used the Mechanization using water & Steam Power Systems, the revolutions in Industry 2.0 used the Mass Production using Electricity & Assembly line Systems, the revolutions in Industry 3.0 used the Automation Processes using Computer Systems, and the present revolutions in Industry 4.0 uses the concept of Mass Customization through Smart manufacturing using Cyber-Physical systems. It is argued that one of the branches of ICCT underlying technologies called the Internet of Things technology (IoT) is majorly supporting the process of mass customization. In this paper, we have discussed and analysed the various possibilities of using IoT as the technological protocol to realize the concept of Mass Customization through Smart manufacturing using Cyber-Physical systems.

Paper 13

SECURITY CHALLENGES ASSOCIATED WITH IOT DEVICES – A REVIEW

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The Internet of Things (IoT) has become an integral part of any smart technology project, such as smart cities, smart grids, smart homes, etc. IoT works in conjunction with various modern technologies such as Cloud, AI, and Big Data. As per the report from Gartner, number of connected IoT devices will exceed 75 billion by 2025. The main challenges associated with IoT are securing the devices and data captured. Most of the IoTs are prone to modern-day security threats. Research works are underway to overcome the security gaps associated with current IoT devices. Based on the functionality and technology, IoT components are found in one of the three layers, i.e. the Perception layer, the Network layer, and the Application layer. Security problems are related to each of these layers and corresponding devices. In order to ensure that the data is secured and protected from intruders, security must be implemented on each layer, on each device. The vulnerabilities associated with IoT devices, and the approaches implemented to resolve the security deficiencies are reviewed in this paper. The limitations of the implementation of tight security measures in the IoT systems and the open security issues of IoT devices are also examined in this paper.

Paper 14

IoT AND PERSONALIZED EDUCATION – WILL IT ACHIEVE THE OBJECTIVES OF EDUCATION INDUSTRY 4.0?

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Education is now considered as a service and hence is a part of the Service Industry, following the changes, developments, and innovation opportunities like other sectors of the Service industry. Accordingly, the expected revolutions under the criteria of Industry 4.0 using technology to fulfil the objective of —mass-customization using cyber-physical systems is applicable. The cyber-physical systems are the part of information Communication and Computation Technology (ICCT) and considered as ICCT underlying technologies that help the Education industry to grow using the principle of mass-customization. The principle of mass customization for the education industry is renamed as mass personalization which is the new objective of the Education industry 4.0. It is argued that one of the branches of ICCT underlying technologies called the Internet of Things technology (IoT) is majorly supporting the process of mass customization/. The use of the Internet of Things (IoT) in education system allows Internet based communications to take place between physical objects, sensors, and controllers, has changed educational institutions massively. Also, by embedding sensors in objects and integrating cloud computing, augmented reality, wearable technologies, and big data in this platform, different parameters of the educational environment can be measured and analysed to provide useful information. In this paper, we have discussed and analysed the objective of Education 4.0 and the possibility of achieving mass personalization of educational services at primary, secondary, higher education, and life-long education using the IoT and other ICCT underlying technologies.

Paper 15

A STUDY ON VOICE RECOGNITION SYSTEM WITH ITS APPLICATIONS IN OPTIMIZING THE CUSTOMER EXPERIENCE

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The worldwide rapid growth of wireless technologies, telecommunication systems, and emerging technologies of information and communication technology-enabled advanced authentication or recognition system. The authentication system mainly includes a traditional username and password, One Time Password (OTP), Picture or Pattern or Image-based recognition system, biometric-based recognition system. The biometric-based recognition systems are classified mainly into two categories as physiological based biometric and behavioral-based biometric systems. All the physiological or biometric-based recognition system must follow some basic characteristics or traits like permanence, universality, distinctiveness, and collectability. Physiological biometrics includes human body traits like fingerprint image, face, odor/scent, hand geometry pattern, iris recognition, ear structure, retina pattern, palm print, and DNA structure. Behavioral biometrics is concerned with human conduct like voice biometrics, a mark, a keystroke, dynamics, and gait behavior. Voice biometrics one of the very common and frequently used behavioral biometrics which extracts or gathers information from the stream of speech signals by evaluating or measuring its distinct features like variation of pitch, amplitude, and frequency. Voice recognition system can be effectively used in diverse applications like to verify or authenticate a person at the entrance of an office or organization, banking systems, Business Process Management, and to improve user experience. This paper discusses the basic concepts of Voice recognition system, its applications in diverse fields and specifically in improving or optimizing user experience. This paper also discusses the Hinduja Global Solutions Limited (UGS) digitization process and the role of a voice recognition system in improving user experience.

Paper 16

ICCT UNDERLYING TECHNOLOGIES AND ITS SOCIAL INNOVATION PERSPECTIVE

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Technology is defined as an application of science to solve problems in society. Technology can provide solutions to basic problems, advanced problems, and problems related to realize their dreamy desires. It is predicted that some of the General-Purpose Technologies (GPTs) are capable to contribute to solve these problems optimally and hence considered as Universal Technologies. These include ICCT underlying technologies and Nanotechnology. ICCT underlying technologies involve twelve major emerging technologies including Artificial Intelligence (AI) technology, Big data analytics technology, Blockchain technology, Cloud computing technology, Cyber-security technology, 3D printing technology, Internet of Things (IoT) technology, Information Storage technology, Mobile business & marketing technology, Online ubiquitous education technology, Optical & Quantum computing technology, and Virtual & Augmented Reality technology. These technologies are capable to do innovations in service industries in society. In this paper, we have analysed and interpreted various applications of ICCT underlying technologies individually and collectively to solve various long-term social problems by considering their social innovation perspectives.

Paper 17

COGNITIVE LEARNING APPROACH TO MOTIVATE STUDENTS - THE FUTURE CLASSROOM

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Mind is the body's inseparable part of learning. Cognitive learning is a technique that aids students use their brains more efficiently. This is an active constructive and long-lasting process. It encourages learners to take part in classes and learning journeys. This method allows the teacher or student to teach or learn subjects by skills critical thinking and application not by memorization or repetition. The student must acquire how to learn through experience and cognitive strategies the student's experience will also affect his behavioural changes. The learning style and process reflect changes in the brain's content, organization and storage of information. Students lag behind their educations because not all of them can digest the same subject, syllabus and taste. The Cognitive Learning Approach involves students who are not engaged in their studies to achieve insight and fulfilment in their learning process. As students gain more confidence in their skills, they can find new ways to engage in learning in the form of groups, debates, answers to questions, etc. The teacher will have a personalized way of teaching that encourages students to get the best results. Here, every student is involved, self-deviated and self-assessed. The tutor should assist students in finding the right ideas and ways of thinking, as opposed to traditional classroom methods. The main purpose of this research article is to present a set of cognitive structures for understanding the cognitive learning approach. The paper will also compare traditional classroom approaches with cognitive techniques for the future classroom.

Paper 18

THE SUSTAINED IMPROVEMENTS IN E-COMMERCE THROUGH BIG DATA AND DATA ANALYTICS – A CASE STUDY ON WAL-MART

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Today E-commerce is the new way of doing business trading in all over the world. The growing technologies such as mobile, network, web and satellite technologies enable business to migrate towards online business. Now e-commerce has unlimited effect on the society that changes the way of doing life of people all over the world. It has great impact on manufacturer, retailer, dealer, wholesalers and consumer. There are plenty of companies came in front and started e-commerce business from last 6 decade, in that eighty percent of the companies achieved a tremendous success in their industry. Now a day the progress of e-commerce is continuing in large extent because of that now it is mandatory for company to undertake data analytics in order to withstand in the market. The lot of data will be produced while trading through online in different aspects such as advertisement, information exchange, order and payment, shipment, customer service and customer feedback. The real challenge for the company is to how to utilize this data for further enhancement of the company. So now a days these companies creates a research department that performs data analysis by using different technology and it gives good contribution towards companies profit and also helps the company to take good decisions. Wal-Mart is the biggest retailer company in United States and also it expanded its market in worldwide twenty eight different countries. Now it was struggling to retain in top position because of huge competition from other companies. So using outsized amount of present dataset from past several years it was premeditated to analyze it using special research team. So this paper reviewed the different elements of e-commerce business, list of possible data generates in e-commerce, need of data analysis in e-commerce, challenges to perform data analysis in e-commerce, Technologies required to achieve data analytics in e-commerce, how company utilize the dataset to survive in the market and the way how Wal-Mart company performs data analytics to understand business trends.

Paper 19

INNOVATIVE TECHNOLOGICAL IDEAS FROM GREAT INDIAN EPICS AND THEIR REALIZATION IN 21ST CENTURY

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Though the great epic Mahabharata is about the dynastic struggle and civil war between the Pandavas and the Kauravas in the kingdom of Kurukshetra, it has given clues for many technologies which can be realized and adopted in modern age of 21st century. Great Indian Epics Ramayana and Mahabharata have lot of innovative ideas for human prosper associated with it in addition to human morality and ethical directions. Identifying and understanding such innovative technological ideas which are not patented by anybody and using them in civilized society for solving problems of the society related to basic problems, advanced problems and dreamy desires. In this paper, a systematic analysis is made to identify various innovative technologies seen in various chapters of Indian great epics Ramayana and Mahabharat and compared these innovative incidents relevance in present and future technological innovations in the society.

Paper 20

INTEGRATION OF EDUCATIONAL RESOURCES TO PROMOTE OPTIMUM EDUCATION SYSTEM THROUGH IOT

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The Internet has transformed its original form into connecting objects from a medium of connecting networks, people, institutions and countries. The new Internet of Things technology allowed the physical objects to interact, exchange information and even monitor each other through sensors, code, and networking protocols, what we see around us and what we are around. Such technological advancement brought about a sudden paradigm shift, just like other industries, even in the education system in the form of e-learning, m-learning, i-learning, u-learning, o-learning, etc. The word education is slowly transforming as 'smart education', 'intelligent-education' and 'ubiquitous education'. By delivering enhanced teaching-learning experience, streamlining operational efficiency and providing real-time, valuable insight into student performance, educational institutions can enhance teaching-learning experience through IoT. The conceptual model discussed in this research article aimed at automating every element of the system of education and to improve and progress, as well as change, the knowledge ecosystem's end-to-end learning lifecycle. The proposed model 'smart intelligent ubiquitous campus' for IoT based education environment discusses various functional entities of central digital nerve system of the HE campus with their perspectives and challenges in a real-world scenario. Also it delivers a theoretical outline designed to encapsulate the modules of the system within already existing or new campus environment.

Paper 21

IDEAL CHARACTERISTICS OF A BATTERY STORAGE IN THE SOLAR SYSTEM- CHALLENGE AND OPPORTUNITY

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Today among different types of renewable energy systems solar power system is getting more and more popular due to availability of solar panels, charge controllers and storage system. The flexibility in setting up the solar power system makes it either commercial solar power system or domestic solar power system. Large scale commercial solar power plants are now started in the industry. These type of solar plants are getting entertained in India. The government is supporting solar power system both commercially as well as small scale domestic solar power system. In this system the main challenge is the backup storage which offers a leakage current inside the storage system. The resistance offered by the plates, the area of the plate the dielectric medium separating the plates are the major factors affecting the efficiency of the solar battery backups. This paper contains the various types of solar power storage systems, the limiting factor of their efficiency, factors affecting the efficiency. This paper also contains the model of the solar power storage system which exhibits the ideal characteristics storing energy for infinity period of time if load is not connected. The paper also suggests the increase in the efficiency of such ideal systems. The paper contains the challenges in reaching such ideal efficiency.

Paper 22

E- GOVERNANCE: AN OVERVIEW

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The purpose of this paper is to give an overview about how to get public services without harassment and without delay. This paper explains the basic concepts and the aim of e-governance in brief. Governance is the strong tool for ensuring corruption free administration (Dr. A.P.J. Abdul Kalam) Twenty first century is the century of Digitization and/or Digital Knowledge. We can acquire and process the knowledge using Internet and Communication Technology (ICT). ICT is the tool to implement e-governance. E-governance means governance online. E-governance is a method by which people can directly interact with the government digitally, 24 hours a day, 7 days a week without waiting in queues at government offices. The main and basic aim of e-governance is to save valuable time of the people. It provides a transparent system. It helps to make a corruption free system. E-governance is initiative taken by the government to serve the public services through ICT. It is very much helpful for the people. They can save their time using pay the Taxes and Bills online. Now no need to stand in a queue for any kind of services. E-governance is the use and the implementation of ICT to get all the public services without any delay and with higher degree of accuracy. E-governance is a very useful concept in today's scenario. But it faces many barrier also. To implement e-governance, government needs not only a strong financial investment but also a sound technological infrastructure. Lack of technological knowledge of the people also a barrier to implement the e-governance. This paper is talks about the details of E Governance including its importance, role, types and current trends general way.

Paper 23

PREDICTING NEXT INDUSTRY REVOLUTION - INDUSTRY 5.0: CONCEPT WITH CHAOS & CONFUSION

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The progress of many industries in society is driven heavily by technology and hence progress in relevant technology affects the industries drastically. It is also seen that the revolutions in Industry 1.0 used the Mechanization using water & Steam Power Systems, the revolutions in Industry 2.0 used the Mass Production using Electricity & Assembly line Systems, the revolutions in Industry 3.0 used the Automation Processes using Computer Systems, and the present revolutions in Industry 4.0 uses the concept of Mass Customization through Smart manufacturing using Cyber-Physical systems. Once, we achieve the goal of Industry 4.0, what is next ? To answer this question, many experts are trying and announced their predictions based on probabilities. According to Michael Radha (2018) –INDUSTRY 5.0 based on simple but efficient tools, which are 6R Methodology and L.E.D. principles. But Wikipedia rejected his definition and expecting many more and relevant definitions and predictions. In this paper, based on our Predictive analysis model, we have proposed and foreseen the next Industry revolution called Industry 5.0 based on Nanotechnology and ICCT controlled 3D production using Super Intelligent Machine systems. The possibility of such anticipated progress as a next Industry revolution is proposed, analysed, and interpreted. The consequences of such Industry revolution on the progress of society is also discussed.

Paper 24

IMPACT OF MACHINE LEARNING ON BIG DATA: CHALLENGES AND OPPORTUNITIES

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Machine learning (ML) in a variety of applications continually unleashes its strength. In recent years, especially with the advent of big data, it has already been moved to the front. Although threatened by big data, Machine Learning algorithms were never better expected. Big data helps Machine Learning algorithms to identify more fine-grained algorithms to make observations more timely and precise than before; at the other side, it poses significant challenges for Machine Learning, such as model optimization and distributed processing. Throughout this paper, we present a Machine Learning Big Data Framework (MLBiD) to facilitate discussion of their possibilities and challenges. The approach focuses on Machine Learning following the immediate post-processing, learning and assessment phases. In addition, there are also several other factors in the application, namely big data, client, domain & system. The Machine Learning phases and MLBiD modules guide recognizing related opportunities and obstacles and opening up future development in many aspects of unexplored or under-exploration research.

Paper 25

ADVANCES IN TECHNOLOGY THROUGH INTERNET OF THINGS (IOT), INTERNET OF SERVICES (IOS), AND INTERNET OF PEOPLE (IOP) LEADING TO INTERNET OF UNIFIED SYSTEMS (IOUS) – A PREDICTIVE ANALYSIS

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The internet of things (IoT) is a system of interrelated computing devices, mechanical and digital machines, objects, animals or people that are provided with unique identifiers and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction. The Internet of Things includes a wide variety of —smartll devices, from industrial machines that transmit data about the production process to sensors that track information about the human body. Many organizations in a variety of industries are now using IoT to operate more efficiently, better understand customers to deliver enhanced customer service, improve decision-making, and increase the value of the business. It is expected that through IoT technology, the fourth-generation industries are enabled to customize their mass production. Initially, it is expected that IoT provides support to network various objects or devices, to exchange information related to control the function of devices. But as time progress, the idea is extended further to interconnect various related services. This gave rise to the Internet of Services (IoS). The idea is further extended by some researchers to connect people of similar professions or groups of people to do similar tasks as the Internet of People (IoP). In this paper, we are proposing further improvement in the concept of the possibility of interconnecting all such systems viz., Things, Systems, and People leading to a single unified system called the Internet of Unified System (IoUS). The paper discusses such possibilities and its challenges and opportunities using our own developed model called predictive analysis.

Paper 26

ISSUES, CHALLENGES AND CONCERNS IN BIG DATA SECURITY

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Internet is the backbone of the communication process. Billions of users in the world today are using social media and social networking everyday all across the globe. Such huge number of people using the applications creates a flood of data that is quite complex to manage. Big Data is a term used to refer to such data. The adoption of big data has become more prominent and relevant today. Big Data is fueled by huge volumes of often sensitive customer, product, partner, patient and other data — which usually have insufficient data security. Organizations need to overcome the sensitivities that revolve around security and privacy of big data. The nature of data in big data is either structured or unstructured. Procuring data is quite a cumbersome task. Once data is procured, we need to protect the data so that it can be utilized by business organizations. Organizations need to summarize and classify big data to interpret meaningful results. This paper focuses on the procurement of big data along with its characteristic features. This paper also reviews on the security concerns taken to keep a watch on big data and its implementation. The paper also throws light on the technical aspects of providing security to big data implementation in the business organizations.

Paper 27

ASPECTS IN INFORMATION PRIVACY, INFORMATION INFRASTRUCTURE & GOVERNANCE

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Information privacy is dedicated to the information and data of a particular person as well as for the organizations. There are different countries and regions those who have taken steps for the information privacy and among these Europe is most popular for taking necessary steps. Many countries viz. Latin America and the Caribbean, Asia, and Africa are also taken initiatives for data protection laws for its role and benefits. The United States is played a lead role in full-fledged information privacy law. In current age, many organizations and institutions have taken initiatives for the information having different forms including managing the information and its protection are important and valuable. Europe as well as nearest nations have been enacted various data protection laws for the disclosure and misuse of information. More than eighty independent regions in different continents now is having this kind of laws and regulation. This is a conceptual paper and mainly deals with the information policies and protection related activities. Including role, features and function of such activities.

Paper 28

E- LEARNING MANAGEMENT SYSTEM FOR EDUCATIONAL INSTITUTION

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E Learning that are specifically delivered via the internet to somewhere other than the classroom where the professor is not present. It is not a course delivered via a DVD / CD video tape or over a television channel. Student can also communicate with their teachers, professors or other students in your class. Sometimes it is delivered live, where you can —electronically raise your hand and interact in real time and sometimes it is a lecture that has been pre-recorded. There is always a teacher or professor interacting /communicating with you and grading your participation like assignments / tests. This is a conceptual paper which is deals about the basics of E Learning. The paper also contains basic foundation of E Learning including nature, role, characteristics of the IT in Education. Paper also describe about the future prospects, challenges, issues of E Learning in brief.

Paper 29

AN EFFECTIVE METHOD OF CHOOSING RESEARCH PROBLEMS BY IDENTIFYING THE RESEARCH GAP BETWEEN IDEAL SYSTEMS AND PRACTICAL SYSTEMS

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Research is a process of developing new knowledge or a new interpretation of existing knowledge in an effort of finding truth related to a problem, system, or process. In true sense, research is a process of fact-finding exercise in the society with an intention to solve the problem, or improve the system, or innovate a process to improve the quality of life. Research is a fundamental process of systematic thinking on problems or improvements required for human life to fulfil their basic needs, advanced wants, and expected desires. Research in many fields leads to the innovation of developing a new product/service or improvements in existing products or services. Innovative firms involved in commercialization of new products or services which helps to fulfil basic needs, advanced wants, and expected desires of the people on the earth. Scholarly research involves both systematic research and systematic documentation to disseminate the research outcomes for innovation or further research. Scholarly research has an objective of research for solving a problem systematically and providing an opportunity for further research. A recently developed model called Ideal system model is used effectively in many areas where the emphasis is identifying the research gap by comparing present characteristics and ideal characteristics of a system. Use of developing Ideal system model and its characteristics by classifying them as input, process, output, and environmental characteristics and is called Ideal System based Model Analysis. In this paper, we have discussed and interpreted how this model is effective in identifying the research goal and supports factor and elemental analysis to create new knowledge or new interpretation which is expected the objective of any scholarly research.

Paper 30

THE PERSONAL ASSISTANT: GOOGLE ASSISTANT

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This is an interactive home automation system that is unique in its own way that it is unlike any other existing home automation systems that have been made previously. Most of the existing systems that are available in the market use a Raspberry Pi or Arduino chipset that are programmed to control a set of devices inside a house, which are given instructions using a mobile application or a web-based UI. Unlike them, this device focuses on controlling the devices using voice recognition and artificial intelligence, while being interactive as well. This is achieved by utilizing the open sourced API of Google Assistant by Google Inc.

Paper 31

ROLE OF PROGRAMMING LOGIC CONTROLLERS IN PROCESSING MACHINES USED IN TEXTILE INDUSTRY- MEASURE OF PHYSICAL PARAMETERS

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Today, there is a need for quality products in all fields. Expectations are the same in the textile industry which can be achieved by automation. Automation by using electronics and computers has brought a drastic change in processing machines. By using technically developed electronics machines, the qualitative and quantitative products can be manufactured which increases the trading of textile. Electronics has given some benefits in the textile industry such as good production, reduced maintenance, ease in monitoring, good production quality, and so on. Modern weaving machines are equipped with various control systems which are controlled by Programming Logic Controller (PLC). Many physical parameters such as pressure, thickness, colour, weight, etc. should be measured and decisions are to be taken while weaving the cloth in a machine. The performance of the textile machine is interrelated with these individual parameters. Some of the digital controllers like slim-through light sensors, electronic colour selector, etc. used in textile machinery are discussed briefly in this paper.

Paper 32

A STUDY OF CURRENT TECHNOLOGIES AND FUTURE ASPIRATIONS IN PROSTHETICS

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Bionic prosthetic hands are developing exponentially. Only a small number of people employed in highly specialized units are currently required to have in-depth knowledge of this field of medicine. With the advancement of technology, however, the market for and application of bionic hands are likely to continue to grow and a broader understanding is required. They study the literature to outline the major developments that have culminated in improving the currently available bionic hand prostheses in medicine, computers and engineering. Since the hook prostheses developed centuries ago, today's bionic hand has advanced considerably. They address how major human hand functions are digitally reproduced in futuristic bionic hands. The bionic prosthesis is still a smaller alternative for their human counterparts, given the remarkable advantages. Finally, we address some of the main areas of research that could contribute to vast improvements in the design of bionic limbs, which may one day be able to fully imitate the biological hand or perhaps even exceed its inherent capability. It is critical for the healthcare world to recognize the production of bionic hands and the technology that underpins them as this field of medicine grows.

Paper 33

SECURITY ISSUES AND CHALLENGES IN CLOUD COMPUTING SERVICES

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Cloud services refers to set of IT enabled services delivered to a customer as services over the Internet on a leased basis and with the ability to scale up or down their service requirements or demands. Usually cloud computing services are delivered by a third party provider who owns the infrastructure. It has several advantages include scalability, resilience, flexibility, efficiency and outsourcing non-core activities. Cloud computing offers an innovative business model for organizations to adopt IT services without upfront investment. As per the definition provided by the National Institute for Standards and Technology (NIST) (Badger et al., 2011), —cloud computing is a model for enabling convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction. Despite of many benefits of cloud computing, the organizations are slow in accepting cloud services due to security issues and challenges associated with this technology. Security is one of the major issues which hinder the growth of cloud. The idea of handing over important data to another company is worrisome; such that the consumers need to be vigilant in understanding the risks of data breaches in this new environment. This paper addresses security issues and challenges in the adoption of cloud computing services in an organization.

Paper 34

IMPACT OF SOFTWARE ENGINEERING IN IT EDUCATION

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Software engineering is an Application of quantifiable, systematic and disciplined approach of developing, operation and maintenance of software. It can also be defined as a systematic approach to analyse, design, assessment, implement, test, maintain and reengineering of software. Software engineering has grown continuous in identifying new methods and methodologies that have made a vast improvement in developing software and maintaining the developed software to make them more reliable and efficient. Software development has various stages which are called as software development life cycle which includes different stages like software requirement, software design, software construction, and software testing and software maintenance. The major concerns in the software industry are cost reduction, software quality and software flexibility. It's important to know how real-life software's are developed which often deals with large and software-intensive systems and it is influenced by the effects of teamwork and distributed software development.

Paper 35

AN OVERVIEW ON CLOUD COMPUTING MAKING A PARADIGM SHIFT IN THE WORLD OF COMPUTING TECHNOLOGY.

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In the field of computing technology, cloud computing is making a paradigm shift. It provides a variety of services for both individuals and business based on the principle of pay-per-use. The services offered include Platform-as-a-Service (PaaS), Software-as-a-Service (SaaS) and Infrastructure-as-a-Service (IaaS) services and it continues to make its way to similar new services. Such types of services need to meet certain requirements and other aspects of security and design. The goal of this paper is to address such three models of services, important factors for these models and challenges that these models of services currently face. The promise of "cloud computing" is to share resources in a simple plug-and-play system that significantly simplifies network planning. The model's two main advantages were ease of use and cost-effectiveness. While questions remain on issues such as safety and vendor lock-in, there are many advantages this model provides. This paper discusses some of the fundamentals of cloud computing

Paper 36

A STUDY ON ONLINE JAVA COMPILER USING CLOUD COMPUTING FOR ANDROID MOBILE

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The number of mobile apps and smartphone users is increasing rapidly. While PC-like functionality is expected for mobile phones, hardware resources such as CPUs and memory are still minimal. Since the problem must be solved, we connect mobile phones with cloud servers to transfer their computing burden to the servers in order to solve this resource issue. Several researchers have suggested various architectures to use resources on mobile devices in the cloud. We are studying the conceptual architecture of mobile OS as a server platform that enables user's mobile OS applications on the cloud server over the network. Mobile OS is primarily designed for physical smartphones and is useful for constructing a server platform. Here we study a system in which instead of having to install the software we access the software via a cloud server. In our project, using Java software on a server and accessing it via a mobile device, the performance of our mobile cloud computing is significantly improved in terms of time of execution and energy consumption significantly. We must perform two tasks before remote execution. Partitioning of code and migration of state. We use the software as a service. SAAS is a means of delivering software with the help of which we access software and its functions remotely as a web-based service.

Paper 37

SECURITY THREATS IN NETWORKS - ISSUES AND CHALLENGES TO HANDLE

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Communication and Resource Sharing are the major goals of any networks. But due to its open internetwork architecture, there are several threats on our system and hence system designers should implement several security mechanisms to counter any such attacks. Security over any network can be implemented at various levels starting from level 0 till upper most level. Mechanisms like Packet Filtering at Frame level, Switch Security, Router Security and Application Gateways along with Firewalls are the few security solutions that one can adopt while implementing a secured network system. This paper will discuss on these different design practices and the levels of security achieved by them.

Paper 38

A STUDY ON THE IMPORTANCE OF GROUP THERAPY IN HEALTH SETTING

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In Social Work Profession there are six methods and out of which the core methods are case work, group work and community organization and other methods are social action, social welfare administration and research. And in group work, the group therapy plays a major role while dealing with the individuals. The group therapy is useful for the infected, effected and affected chronic ill patients. This therapeutic method is focused to a particular group and it is highly effective and, powerful to bring change in the person's life style and to increase the life span. To give counseling, it requires special training, experience, art and skill. The Group therapist has to create a sense of oneness and generalize the problems of the people through group therapy. Special attention as to be given while selecting the group like age, gender, disease, and the size of the group. The objectives of this paper to study the need of effective group therapy for the chronic ill patients like Alcoholics, Cancer patients, Drug users, and people living with HIV / AIDS (PLHA), also to explain the stages and process of group therapies.

Paper39

EMERGING THREATS ON INFORMATION, COMMUNICATION AND COMPUTATION TECHNOLOGIES - A STUDY

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The concept of Cyber Space coined by William Gibson in 1982 widely denotes the electronic networks and communication system with Computers, Internet and Information Technologies to carry networking, information, business, entertainment, education etc. Information, Communication, Computation Technologies is the emerging technologies of 21st Century considered to be the information superhighways to provide customized services to the netizens. Any breach over the usage of cyber space violating the rights of the netizens is considered to be the threat over ICCT. These threats are causing devastating effects with enormous damage causing hefty financial damage and moral violations, personal disrespect, social damages. The Treats involves the usage of internet as both tool and target. Unless these threats are detected or or reported it becomes very touch to measure the magnitude of the consequences. The Big data, wider access, high speed connectivity, negligence, jurisdictional uncertainty etc has facilitated for the new threats with higher violations. Despite network security and counteracting cyber threats many violations tends to continue. Counter measures, auto vigilance, legal ramification and awareness on the post victimization actions are the need of the day. This paper discusses about all the possible threats either existing or presumed to come across in the future courses of action. The findings of the study also suggest efficient and easy measures which netizens shall take during their electronic engagements in order to defend themselves from the consequences of cyber threats to safeguard their privacy, dignity, goodwill, financial credibility etc.

Paper40

**A STUDY ON THE METHODS FOR IMPROVING THE
QUALITY OF HIGHER EDUCATION IN INDIA**

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Higher education is very important in growing countries like India, because the countries entire development depends on the people with the innovative mind. Higher education is the process of learning, where the utility of skill cannot be achieved without the acquisition of previous skills or previous knowledge. Due to upgradation of modern learning technology and delivery models, the higher education system is slowly responding to the changes in the system and fails to anticipate or shape the career. The syllabus or a curriculum which has remains almost unchanged for decades. The system of evaluation focus on memory rather than understanding that is why learning and creativity are reducing in a system. The educational technology services helps students take advantage of the wide array of technology that supports the need of students who learn differently. The overall growth of the country can be achieved by improving the quality of education what we provide. There are many important quality management, methods, tools and techniques that have been fully tried out in industry which could be adopted in the field of education such as digital class room, Students communication through social media, Improving faculty education, Experimental learning etc. Using these tools and techniques quality of an education can be polished and improved. This paper strongly supports the need of higher education and how to improve the quality of our country by using effective techniques and achieve higher goals in mere future.

Paper41
**HUMAN AURA ANALYSIS AS A TOOL FOR LIE
DETECTION**

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Lie detection an assessment technique based on pseudoscience which can reveal a possible intentional deceit has been in existence from the twentieth century. The most common tool used for this is Polygraph. Other tools such as inspiration-respiration ratio, variations in blood pressure, FACS, LIWC, EEG, Eye-Tracking, Voice Stress Analysis, FMRI, FNIRS, AVATAR and VibraLie have its own drawbacks. Studies have revealed that the best deceivers lack or conceal emotions and they are veterans in manipulating others. Keeping these aspects under consideration a methodology which assesses energy fields establishes its resurgence among the lie detection tools. This paper gives information about the naive lie detection technique with the help of aura colour detection and analysis.

Paper42

OVERVIEW AND COMPARISON OF FREE ONLINE PLAGIARISM DETECTION SOFTWARE TOOLS (FOPDST) IN RESEARCH

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Ethics is very important for all the researchers. Intentional or accidental breach of research protocol will lead researcher to face issues throughout the research journey. Plagiarism is one major breach of ethical practice. It has become an increasing serious problem in the research world. To tackle this issue and to support the smooth and safe research, plagiarism detection softwares are introduced which works on specific objectives. The growth of internet is helping the researchers to access the contents easily. The originality of information and proper credit to the source of information matters the most. The softwares tools available can be primarily classified into two categories Free and Paid service. The Free tools have some sort of limitations on number of words, pages, type of document. Free tools gives trial period within which testing to be incorporated. In this paper, the researcher is providing overview of different softwares available and the special focus is given to the free and online plagiarism detection tools. The primary objective of plagiarism detection, prevention, avoidance and also the categories of tools are discussed here. Many developments are taking place to make research plagiarism free such as In India, Ministry of HRD and INFLIBNET (Inter University Centre of UGC) are taking special measures to enhance quality and prevent plagiarism in research / academic publications by introducing URKUND Plagiarism Detection Software to all the Universities / Institutions. The similar available tools are discussed here in detail. The available tools are compared based on qualitative approach considering its performance, general attributes. The anti-plagiarism softwares, classification of plagiarism are also discussed in this paper.

**“CHALLENGES FACED BY BUDDING JOB SEEKERS IN THE INDUSTRIAL FRAME
WORK: PRACTICES & REMEDIES**

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Paper 1

GAP ANALYSIS IN HOSPITALITY EDUCATION AND INDUSTRIAL REQUIREMENTS

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The hotel industry has experienced rapid growth over the past four decades, even in today's competitive labor market, hotel graduates face uncertainties in terms of the needs and expectations of the hotel industry. As a well known fact, there is a considerable gap between what educators teach in classrooms and needs in the real workplace. Therefore, the document conceptually analyzes the reasons behind the gap and the factors that will close it. The result indicates that some of the common problems identified by hospitality graduates are "inadequate computer training, multilingual barrier, short internship period, etc.", while hospitality professionals have emphasized some important skills that must be injected in hotel graduates that would help them to be part of the hotel industry, for example "Operational skills, management skills, human relationship skills, etc."

Hotel graduates need the skills mentioned above that will allow them to function effectively in the hospitality sectors. These skills are intended to make them more useful for their employers and the clients they will serve.

Paper 2

SCOPE AND CHALLENGES OF TOUR OPERATORS IN THE PRESENT SCENARIO

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Management and Tourism

The study is an attempt to understand the scope of tour operators business and its allied area. The focus is to study and identify the tour operator enterprises in South Karnataka in relation with the fast growing Tourism sector at present. The tour operator plays a major role in promoting tourism by attracting tourists to various destinations. By simple method tour operator is defined as they sell inclusive tours, holiday, and transportation tickets and other related products such as accommodations, car rentals, attraction tickets and insurance to the public.

For the success and survival of Travel, Tourism and Hospitality industry, travel agency plays an important role. Tour Operator is one of the important branch or part of the Travel, Tourism and Hospitality industry. Because of globalization and technology development travel become easier and aware among all kind of people. So, people started go behind travel agencies for different Travel & Tour packages, best price comparison, legal approval, safe and secure and more easier ever before and comfortable reasons. The reasons for the survival, success and scope for the tour operator are, region, religion, climate, education, business, medical, adventure, health, science , technology, culture, social and economic .

PAPER-3

CHALLENGES FACED BY BUDDING JOB SEEKERS IN THE INDUSTRIAL FRAMEWORK: PRACTICES AND REMEDIES

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Finding an appropriate job is every young individual's priority. Due to economic liberalization, multinational companies diversified in India over the past 25 years. In almost all industries, there is a multitude of companies operating with a huge workforce. As India's economy grows dramatically, there will always be requirement for talented professionals to work for these companies. In addition to this, there has been an increase in the number of job portals. It is estimated that more than 80% of vacancies are filled through the job portals in India. In addition, the majority of the Indian population is under 35 years of age. With a young population and tech savvy, job portals offer easy access to numerous lucrative job opportunities. With the job market becoming broader with more companies & potential candidates job seekers are not able to concentrate better on their strengths & to overcome their weaknesses. Nowadays most of the job descriptions do not give proper information about what exactly the job is all about. The job descriptions are either too short or too long and they often skip the important information to be provided to candidates such as skills required, tasks and salary and other benefits. It is also seen that most of the companies do not disclose much information such as its products, services, culture, and values and the job seeker has to surf the internet to get information. The recruitment process is also lengthy with several rounds of interview and trade test which makes the candidate frustrated and confused. Even after the interview has finished most of the companies do not give any feedback about result so candidates are not able to find out any mistakes they have made or corrective measures they could take in future. Some of the corrective measures that can be taken are job descriptions can be made short and it should include all the aspects of job, company details and remuneration. The interview process can be made short & precise. Results of the interviews can be published.

Paper -4

NEED OF IMPROVISED IT SKILLS AS A PREREQUISITE FOR CAREER ORIENTATION AMONG HOTEL JOB SEEKERS

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In the world of today, information is an essential resource for all organizations. Technology helps us to make all types of communication needed and production in a workplace easier. Technology is used in various ways at a workplace, and these include, communication within the company, data sharing, data protection, quick decision making, and knowledge management. Thus, we can say that, information technology not only improves and simplifies work, but also brings drastic improvements in the production of the company. Apart from its requirement and influence in various fields like engineering, education, marketing, banking, etc, the information technology has greatly influenced the way the hotels work and deliver services to their customers. In the modern times, innovations in the information technology being used in the hotels like the Virtual Reality, Chatbots, Guest Apps, Mobile technology, Customised hotel software have exceeded the levels of guest expectations.

Owing to above such features, the aspirants of hospitality career, i.e., the students into the transitional phase from education to industry must be well oriented with such technological improvements in the industry that can greatly contribute to reduce the quitting practice owing to unhealthy fancies getting inculcated in their minds towards the industry.

The trend is seen that imparting IT knowledge in hotel schools is done in the form of an ancillary study. This research attempts to find out the ways and feasibility of developing IT study in hotel management curriculum as a remedy to orient the budding hoteliers towards their chosen career and help them in overcoming related challenges.

Paper-5

CHALLENGES FACED BY BUDDING JOB SEEKERS IN BUSINESS ADMINISTRATION: A REMEDY BASED ANALYSIS

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Business administration includes overall supervision of business operations. It covers the fields like, Accounting, finance, project management and marketing. Searching for job is not an easy task. Job seekers should analyse the present scenario of industry. Some of the challenges faced by the budding job seekers are lack of proper training, lack of connection or contacts, lack of job market information and job description. To overcome these challenges, there should be some efforts from job seekers are inevitable like, analysis of self skills (SWOT analysis), updation of self knowledge to cater the needs of industry and employer, thinking positively, systematically and they should be open-minded. Some of other challenges prevailed in industries like, age and gender discrimination at work place, struggling to find full time job in initial years, development of sophisticated technology, wage discrimination, impact of office politics, long hours of work, increase in health cost, uncertainty of job, structure of business organisation etc., should be properly tackled by the job seekers during the work. As a remedial measure, the responsibilities of employers are motivate the employees and arrange get together meetings with staff members, provide good working conditions, safety and security to workers. The budding job seekers should analyse the challenges faced by the employers like lack of relevant working skill of the employees, untrained work force, increase in staff turnover, money minded work force instead of work based, lack of respect, changes in customers needs, influence of technological development, flexible Government rules and regulations etc., . Finally, to face the challenges of budding job seekers , there should be some effort from industry, society, family members, employer and also very important the acceptance of reality by the budding job seekers is essential. This study describes the challenges faced by job seekers, industry and employers by stating remedies for it.

Paper-6

**WHAT DOES HOTEL INDUSTRY EXPECT FROM THE JOB SEEKERS?
A DESCRIPTIVE ANALYSIS**

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Hotel industry is one of the major revenue earning sector comparing to other industries which deals with guest accommodation, food and other services. There are many types of job profiles created through the departments of food production, food and beverage service, front office, housekeeping etc for the budding job seekers in the hotel industry. There are many professional institutions offering hotel management diploma and degrees along with practical exposure to the students to engage in the services connected to bakery, different kitchen, carving, mocktail and cocktail counters, butler etc. There are 2 main graduation courses that supply candidates for hotel industry namely, BHM/BHMCT offered for 4 year and BSc.HM course offered for 3 years respectively. Some of the Universities are providing diploma courses of 6 month to 1 year duration. Presently, only few hotels have started providing job openings for the fresher's or entry level job seekers instead of preferring experienced candidates to reduce its cost. Job seekers will become more vulnerable because of his economic uncertainty leading him to stress. Budding job-seekers are worried about their future in hotel industry because of their lack of practical knowledge and skills since their college curriculum is more focused on academic aspects preferably theory. Most of the budding professionals become panic when they enter the job market since they do not know where to start without getting enough guidance. Job seekers are also confused to select their preferred field of interest. Some of the remedial measures which can help to cope up with this situation are academic curriculum can be designed stressing more on practical aspects based on the industrial needs. Sufficient opportunities shall be created for overall development of the students through curricular, co curricular and extra-curricular

engagements by the educational institutions. This study explores the expectations of the hostel industry to offer good profiles to the budding job seekers in India.

Paper-7

CONFRONTATIONS IN THE PATHWAYS OF A PASSIONATE HOTEL-BEGINNER IN THE AREA OF HOUSEKEEPING

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Hotel industry is one of the most blooming industries on the planet. Due to its vastness in operations, management and services, it has under its umbrella of employability, millions of employees worldwide. As far as hotel operations are concerned, with the time, the Rooms Division and the Food and Beverage Division have been the two major such departments in the hotels that are well recognized by the stakeholders of hotel industry as Operational departments in the hotel, as, these two departments contribute, by maximum, to the profits of the hotel. This is possible because of the vast contribution given by the employees at different levels and in different sections of these departments. Contribution from employees comes out because of their qualification, exposure, experience, abilities, basic traits, technical skills and much more in their fields of specialization in particular and in the hotel field in general. A degree in the hotel management studies was a very uncommon affair in our country till the beginning of last quarter of previous century. But with the time, these studies emerged out as a specialized discipline as a consequence of increasing tourism and customer expectations.

The housekeeping department of the Rooms Division is responsible for providing clean, comfortable, safe and aesthetic surroundings to the hotel guests. Till the beginning of this century, housekeeping was considered an unskilled work in hotels, but today it has emerged out as the backbone of hotel operations. Passionate hotel management graduates enthusiastically opt housekeeping as their career. Unfortunately, a majority of them either avoid choosing housekeeping as their career option, or drop it out in the midway of their career and switch to other options or fields. This research attempts to find out the challenges faced by the jobseekers in the field of hotel housekeeping and also suggests remedies to overcome those challenges.

Paper-8

**CHALLENGES FACED BY BUDDING JOB SEEKERS IN THE
INDUSTRIAL FRAMEWORK: PRACTICES AND REMEDIES**

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One of the main concerns of any student while getting into any preferred course is that about job placement from the respective college. Along with other basic requirements to study the course, his/her focus will be on, “WHAT IS NEXT”. This means the guarantee of jobs that will be available once the course comes to an end.

However due to so many reasons our current generation is finding it quite difficult to find a job that satisfies him in the long run of his/her career. The challenges comes from the factors like salary offered, position, type of job offered, working environment that includes place of the job, type of staff present etc. The above challenges is also faced by the candidates when the companies hire only a handful of personals, basically ***The Cream Layer***, which forces them to go into the jobs which they have not prepared for. This in turn results in dissatisfaction of job in hand, followed by quitting halfway.

Companies which many desire to be a part of, have a practice of hiring people with experience leaving many fresher disheartened during the interviews and face to face conversation. The challenge is also seen when many places and company go for reference based hiring leaving a talented fresher miss the opportunity to get hired.

In this present scenario each candidate is looking for a job which gives him/her a quick money earning opportunity that may result in declining the offers that companies make since they are not an experienced candidate. Hence the young generation must be taught aspects like, experience comes before money and so on which helps to focus on career and knowledge than getting disappointed with lesser offers and unsatisfied interview experience.

Paper-9

CHALLENGES FACED BY BUDDING JOB SEEKERS IN THE HOSPITALITY SECTOR

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The global Travel & Tourism sector is one fastest growing employment sector, which grew at 3.9% to contribute a record \$8.8 trillion and 319 million jobs to the world economy in 2018. Qualified and experienced staff providing excellent customer service are the assets of Hospitality industry. This study is a summarised information about the challenges faced by the job seekers in tourism and hospitality sector. The hospitality industry, comprises of four sectors – Travel and tourism, Food and Beverages, Lodging and Recreation. These core sectors are supported by numerous sub-sectors and other service providers including Tour operators, Travel agencies, Transportation business, Heritage and natural attraction sites etc. All these sectors combined together makes it one the largest job provider. In spite of being the biggest job provider, the Hospitality sector also opens up lot of challenges to the job seekers which includes lower pay, poor work conditions, long and odd working hours, discrimination, sexual harassment, unequal treatment, improper or no training, authoritarian corporate culture, seasonality of jobs and unstable political situations which cuts down the number of tourists which in turn results in turnover of the employees. In order to obtain a better job in a hospitality sector, the job seekers needs much more than a degree to compete with other job seekers. According to the fast changing technology and introduction of new job oriented courses, one must update themselves in terms of both. Apart from the regular degree, the job seekers are supposed to add on more job experience by inducting them to part time jobs in addition to the regular internship programmes. Concerned stakeholders including, academicians, policy makers and business owners of tourism and hospitality shall take actions to bring sustainable work force for the development tourism and hospitality sectors. This study explores the different sectors of hospitality sectors, opportunities, problems and some remedial measures for the budding job seekers.

Paper-10

A STUDY ON THE CHALLENGES FACED BY THE BUDDING HOTEL PROFESSIONALS IN INDIA – EXPLORING THE FURTHER AVENUES AND OPPORTUNITIES.

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Hotel is an establishment carried by the proprietors to serve tourists or traveller who is in a fit state with food, drinks and accommodation without any special contract upon payment of reasonable sum in consideration to such services. Human Resources are in huge demand to carry smooth functioning of hotel business in general. Professionals are in need to work on board either to fill vacancies generated in the core departments serving in the food production, food and beverage service, front office, housekeeping or in the ancillary departments such as accounts, human resources, security, maintenance etc. to conduct smooth functioning of the hotel business. Numerous catering schools and faculties spread across the globe are catering to the needs of man power supply with trained professionals to the hotel industry. These institutes are supplying candidates with diploma, graduates and post graduate qualification. The industry is creating massive job openings with international exposure every year by launching new luxury hotels across the countries. Shortage of manpower is experienced by the hotel industry due to the prevalence of unusual practices such as lengthy shift going up to 10 to 12 hours a day, low remuneration packages offered etc. The greatest challenge faced by the Fresher's who are aspiring to join hotels of repute functioning at metro cities to manage their training loan, accommodation, transportation and personal expenses with the very little initial package or stipend they are offered with. New comers are also exposed to the pressure to withstand inability in the hotel industry which is forcing them to leave the job early. This paper analyses challenges to confronted by the budding hotel professionals and suggest measures to enrich their welfare.

Paper-11

CHALLENGES FACING BY BUDDING JOB SEEKERS IN THE HOTEL MANAGEMENT INDUSTRY; PRACTICES AND REMEDIES

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After the emergence of globalisation, growth of hospitality industry is very faster than any other area. On the effect of this, hotel industry boosted and spread all over the world in various forms. Growth of hotel industry has been opening lot of job opportunities but at the same time budding job seekers related to hotel industry facing some challenges too. These challenges can be classified into two category – academic issues and industrial issues. As per Indian education system exploration of student’s skills is not much considering due to over content of theory. This has led to lack of practical knowledge of students which must need for hotel industry, mostly all operating by western companies. Under industrial issue, high working hours without sufficient payments is the most important practice that hesitate job seekers from industry. In India there is no scarcity to get a job in hotel industry but the issue is quality and guarantee of job. Lack of description of jobs and complicated qualifications of job title are other challenges to budding job seekers.

The possible ways to overcome these challenges are re-writing of Indian education system from academics to practical and skill oriented. Hotel industry must accept nine hours duty system in reality not in paper and reduce the complicity of levels of getting a job. Ensure sufficient payments for each every job. Reduce the higher qualification requirements for small jobs and clearly explain the job description for every job.

Paper- 12

CHALLENGES FACED BY THE PHYSICAL EDUCATION JOB SEEKERS AND REMEDIES

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Sports and games are the part and parcel of general education. Sports and physical education are essential to youth, to healthy lives, to resilient societies, to the fight against violence. We believe in healthy competition and teaching students how to strive for success in all of its forms. This is possible with recruitment of physical education professionals. But the job seekers in the field of physical education are facing so many challenges.

The major challenges faced are low wages, precarious infrastructure, and inadequate support by the organization, lack of materials and lack of financial support. Physical education is devalued, the space allocated is inadequate, and it is treated as mere recreation. As a result the budding job seekers the opportunities to do sport and exercise are not easily available, which makes it even more important to value PE in schools. Considering this situation, UNESCO recommends political measures to provide Quality Physical Education (QPE).

As remedial measures the job seekers require to have more academic credentials, to acquire the psychomotor skills, cognitive understanding, and social and emotional skills they need to lead a physically active life. In addition they require more knowledge about the subject, internship and training during their course, more support and motivation from the institution, confidence to face the situation, intelligence to tackle the facts and a special training about the present scenario. A synergy of efforts should be implemented, based on a systems view.

Paper-13

CLOUD COMPUTING AND IT'S INCREASING APPLICATIONS IN TOURISM AND HOTEL MANAGEMENT

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Information Technology is a great name for the information activities and organizational development in different context. Various kind of organizations, institutions as well as individuals today are using IT for various benefits and there are various components within IT viz. Database Technology, Network Technology, Web Technology, Multimedia and Communication Technology and so on. And within IT many emerging areas have been revolutionized and increasing rapidly viz. Big Data, Cloud Computing etc. The Science of analyzing and managing large number of complex data is called Data Science. Whereas, Cloud Computing is the applications of virtualizations of software, hardware, network, IT Infrastructure using internet and similar systems. Similar to traditional industries in recent past Cloud Computing as well as its allied Big Data Analytics applications have been enhanced and increased in several sections. The tourism and transportation systems can enhance rapidly with the help of Cloud Computing and Virtualization Systems. The hotels, resort and similar organizations are also directly and indirectly enhancing benefits from the IT and specifically Cloud Computing. This paper is talks about the applications and increasing role of Cloud Computing in Tourism industry. Paper also highlighted about the issues, challenges of Cloud Computing and Analytics in Tourism and hotel management.

**SMART CHEF – AN INNOVATIVE APPLICATION OF BLOCK
CHAIN TECHNOLOGY IN THE KITCHEN**

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Keeping documentation to prepare a variety of food items from the long-listed menu in the kitchen is a challenge for the Chefs in large scale restaurant industry. Missing any one ingredient in a food item leads to failure of attaining the expected taste so that the restaurant may fail in satisfying its customers. This problem can be tackled using one of the ICCT (Information Communication and Computation Technology) underlying technologies called blockchain technology. Blockchain technology is recently developed which consists of a growing list of records that are linked using cryptography and such chain has the property of transparency, decentralization, and immune to modifications. Blockchain technology is for record creation across many computers or digital devices of a process or an activity which cannot be altered retroactively, without altering its subsequent processes or activities. Blockchain technology allows a system to own digital goods, assets, and data and capable to trace the history of everything which is created as a footprint in the past processes. In this paper, we have proposed an idea of using this technology for maintaining the records of systematic food preparation for a variety of menu items to be prepared in a restaurant. This technology helps the Chef to follow every process to prepare a food item without missing any sub-processes or ingredients so that the food item can maintain its original and standard taste every time. The paper also contains the ABCD analysis of such blockchain technology based Smart Chef system.

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PAPER 1

**CONSUMERS ATTITUDE TOWARDS ONGOING
CRAZE OF WEB SHOPPING IN NAGPUR CITY**

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Evolution of technology has completely revolutionised day to day life of common man. Technology has penetrated in our life-like anything. These days everybody is using technology for their benefit's and marketers are not exception to it. They are using technology to reach to the customers. Days are far gone when people used to line up in stores to buy general product. These days, more and more people lean toward online shopping, which is presently a pattern of style and fashion. Nagpur, the center city of the country and world-famous for its oranges is advancing towards computerized explosion that makes high significance on the assessment of the present acknowledgment level of online shopping by the youngsters. In this way, understanding the by and large state of customer's attitude towards web-based shopping is significant for the Nagpurians. In this study 43 respondents took part in the survey. Respondents were selected through simple random technique. Data was analyzed using SPSS Version 22. This study found that online shopping is very common in this young generation of Nagpur. Major reason for Nagpurains to do online shopping is that it saves a lot of time. However, consumer those who do not shop online is only because of online fraud, lack of personal touch and no return policy. Nagpur consumers do prescribe online shopping as an elective path for shopping.

PAPER 2

**AN INTERACTIVE EFFECT OF FINANCIAL
PERFORMANCE AND FIRM BEHAVIOUR ON
EMPLOYEE GENDER DIVERSITY OF THE LISTED
FIRM IN INDIA**

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The industry recognises the disparity between women and men in employment and reasons accounting for the gap needs investigation. Therefore the motivation of this study is to answer the question that is lingering towards increasing women employment and contribution towards Gross Domestic Product (GDP). Using Bombay Stock Exchange (BSE) and National Stock Exchange (NSE) as a testing ground, and we use panel regression to analyse 28 sustainability-reporting firms between 2010 and 2017. Our findings show that interactive variable (SPR x culture) has a positive effect on gender diversity. The results support the argument that a firm with excellent stock market performance and increase family management presents will lead to an increase in employee gender diversity. Our second findings show that the interactive variable ((ROA, ROE) x culture) has a negative effect on women employment, but, positive interaction between SPR x culture and women in employment. It means stock market prices react positively to the presence of increasing attention by firms on gender diversity issues, but ROA and ROE and culture negatively respond to gender diversity issues. The third results show no association between interactive variable ((ROA, ROE, Tobin q, SPR) x CEO conservatism) and employee gender diversity because conservative CEOs are not abreast with issues relevant to millennial which includes gender diversity in the workplace. Further, there is a negative association between culture and employee gender diversity (gender diversity, women employment), an indication that without strong stock performance, an increase in family management alone leads to low employee gender diversity as evidenced in India. Lastly, there is no association between CEO conservatism (age) and employee gender diversity (gender diversity, women employment) and is because there are older CEO managing listed firms than millennial CEOs, hence the outcome from the study.

PAPER 3

**AN APPRAISAL OF EFFICIENCY AND
EFFECTIVENESS OF THE SUPREME COURT OF
BANGLADESH**

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The Supreme Court is the apex institution of the adjudication system and constitutional body in Bangladesh. The Constitution mandates its functions and jurisdictions. It performs functions and duties not as a servant of the government but performs constitutional functions as a guardian to uphold the Constitutionalism, secure the Constitutional guarantee of the citizens'. It has unique and extraordinary inherent jurisdictions like writ, taking action for doing complete justice, review of its own decision, punish to contemnor, settle issues arise under the Constitutional interpretation, providing perfect direction of unambiguous law, provide advice. This paper analyzes the momentous issue of jurisdiction and functions of the Supreme Court from the legal and economic aspects with highlighting the efficiency of the apex court. It also examines with particular consideration of contempt of court matter.

PAPER 4

**PREPARING PUBLIC AGENCIES TO MANAGE
MULTICULTURAL WORKPLACE EFFECTIVELY: A
QUALITATIVE STUDY**

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Since there is a scarcity of research relating to the cruise industry in general and its workplace in particular, this study aims to explore the factors creating a successful cultural competent workplace in the US industry cruise. In completing this study and presenting the results, lessons and a framework are provided that are intended to assist the public administration sector to develop an effective workplace. According to what this paper found, the cruise industry gives lessons to be learned. Public administration has to take advantage of others experiences dealing with diversity. Adopting the concept of cultural competency does not benefit only the public administrators at the workplace but it goes beyond that to enhance responsiveness. It is not only the work place that has diversity but also the entire community; therefore, public administrators have to be culturally competent to be able to interact with citizens and co-workers successfully. This exploratory study ends up with five factors generating a successful multicultural workplace in cruise industry. Many lessons have been extracted to develop a framework for public administration as an initiation to overcome the challenges of inevitable diversity either in the workplace or community.

PAPER 5

THE IMPACT OF HOSPITAL ACCREDITATION ON THE PATIENTS SATISFACTION OF RADIOLOGY DEPARTMENT SERVICES

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The quality of hospital radiology department service is one of the most relevant parameter of health care quality perceived by patients and by their families. Patient satisfaction is considered a way of measuring the quality of services provided. **Objectives:** To study the impact of National Accreditation Board for Hospitals & Healthcare Providers (NABH) Accreditation, India on Patients Satisfaction of Radiology Department Service. **Methods:** It is a quantitative, descriptive and inferential research based case study in which sample of a population was studied by structured satisfaction survey questionnaires (before and after the accreditation) in a private tertiary care hospital at Secunderabad, Telangana State, India to determine its characteristics, and it is then inferred that the population has the same or different characteristics. **Significance of Research:** It was observed initially before the accreditation that there was a lower patient satisfaction rate of the hospital Radiology Department Services, which was affecting the study hospitals' business. **Hypothesis:** Null Hypothesis (Ho) and Alternative Hypothesis (H1) were used and tested to compare the before and after impact of accreditation by applying to each question in the questionnaire. **Study Design:** The closed ended questionnaire was developed considering the Radiology Department Services by incorporating the six dimensions of quality Safe, Timely, Effective, Efficient, Equitable, and Patient-centred (STEEP) and tested prior to implementing. Questionnaires were given to the patients' families for completion upon using the Radiology Department Services two months before and two months after the accreditation. The data were collected in order to cover all three shifts of the Out-Patient Department Services. **Study Population:** Simple random sampling method was selected; the researcher had involved all conscious patients (clinical conditions) from all age groups. **Data Collections:** Primary data were collected from the survey questionnaires. Secondary data were collected from relevant published journals, articles, research papers, academic literature and web portals. **Conclusion:** At the 5 % level of significance, the t-test results indicate that there is a significant difference in the responses between before (M=37.32, SD=15.75) and after accreditation (M=47.02, SD=9.54) with p-value <0.001. The mean satisfaction score has improved from before accreditation compared to after accreditation.

PAPER 6

**MANAGING TIME AS A RESOURCE IN
ORGANIZATIONS & INDIVIDUALS – SOME
INSIGHTS & PROPOSALS**

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It is known that time and technology are two factors which can turn any substance into a resource. But the present study argues that time is the most valuable resource for both organizations and individuals. Doing right things at right time leads to organizational success for firms and career success for individuals. Unlike other resources, time is cannot be earned, stored, regenerated, and hence should be used efficiently and effectively by means of proper planning and utilising. Time is always a forgotten dimension of organizational & individual progress. Though there is many time related research there is little research on time as a resource in organizations and individuals. *Time* is a limited *resource* that expires every day. Good time management allows the executives in organizations and individuals in life to accomplish more in a shorter period of time, which leads to more free time to focus on more opportunities, lowers the stress, and leads to organizational success and career success for individuals respectively. In this paper, the efficient and effective use of time in the organizational lifecycle, and human lifespan are discussed. How proper planning in a matured way and doing multi-tasking in systematic way with time helps to manage the time resource in an optimum way. It is also argued that for organizations along with time, effective leader who can think from the top is important. For individuals, along with time, another resource identified as health is also important. The paper analyses how and why the effective management of time in organizations by its leaders for organizational success and effective management of time by individuals for career success.

PAPER 7

**IMPROVING SECTOR -BASED PERFORMANCE AND
COMPETITIVENESS USING —PROJECT BASED
LEARNING||BUILDING WORLD CLASS SKILLS IN
INDIAN MASTERS STUDENTS USING MODERN
EDUCATION APPROACHES**

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The UK academic team from the Institute of Productivity have been appointed visiting professors at Srinivas University for over 10 years. Professor Dillon and Professor Heap have worked closely with the Vice Chancellor to provide support to students in the UK and are now working on the new programme link between WSB University in Poland, Srinivas University and the Institute of Productivity. The Srinivas / IOP overseas programme titled -Improving sector -based performance and competitiveness|| will be delivered at WSB supported by IOP – through workshops, lectures, case studies and company diagnostic visits. The -PROJECT BASED LEARNING – case studies will include a review of how companies can build productive capacity to compete and supply national and international markets. The need to drive innovation as a basis of ensuring long term sustainability of the business is studied using complex problem solving as a key area of work. The project management module will focus on strategic planning skills in creating clear theory of change, associated log frames and risk assumptions which need to be managed and tracked. The six-month study programme is designed to develop practical skills and know how to tackle these issues within a business in the sector of study being undertaken in the main programme at Srinivas. The material is based on over 30 years of project work undertaken by the IOP team especially with United Nations agencies such as UNIDO (Industrial development organisation) and FAO (Food and Agricultural Organisation). The meeting standards /winning markets module will be built specifically on the approach used by key UN agencies to ensure both regulatory infrastructure and market standards are used to build competitive businesses. We believe this -improved education -will improve the -company productivity|| which the graduates support and will improve their own -skills||.THE approach is based on the previous work 30 years of project work and academic approaches led by IOP within -Humberside Polytechnic – now Lincoln University, Leeds Polytechnic – now Leeds Metropolitan University , and Grimsby Institutel

PAPER 8

A CASE STUDY: TESLA MOTORS

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Tesla Motors was founded in 2003 by Elon Musk and others. First American company to go public since Ford in 1956. Raised \$226 million in 2010 through IPO. They design and sell high performance, highly efficient electric cars. Presently the company manufactures and sells five models of cars; Model 3, Model S, Model X, Model Y, and Roadster. Located in the USA and expanded into Canada, Europe, Australia, and Asia. Tesla also manufactures solar panels and roof panels to produce electricity from solar energy and store energy in Powerwall, a home battery designed to store energy. There are many advantages of electric powertrains over internal combustion engines. They are highly energy-efficient, less noisy, very responsive and use sustainable energy. Navigate on Autopilot is an active guidance feature for Enhanced Autopilot that, with driver supervision, guides a car finding and following the most efficient path to the destination. Model 3 earned 5-stars in – evaluate a car’s ability to protect adults, children, vulnerable road users like cyclists and pedestrians, as well as its safety assistance features. Through innovation, Tesla disrupted the global automotive industry. It outdid the competitors in the electric vehicle segment by implementing standardized production lines with world-class technology. Its innovative strategy in design, development process and marketing made it a leader with a difference in the automotive industry. Among the unique product features, its product innovation strategy focussed on the power system while its product development process centered on the maximization of speed. In this paper, we study the products and services of Tesla Motors, its environment and competitors and technology adaptation strategies.

PAPER 9

**A CASE STUDY ON CHALLENGES IN HIGHER
EDUCATION SYSTEM AND ITS INFLUENCE ON
STUDENTS**

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Purpose: Education is a very important factor for the overall development of a country. Education provides an opportunity to reflect upon the social, economic, political, cultural, and moral or ethical issues facing by a human being. The main purpose of this research is to identify the current issues and challenges of higher education system and its direct and indirect effect on students. **Research methodology:** This research study is undertaken to understand the influences of higher education system on students and also to develop a cause - effect relationship. The sample sizes of 250 students pursuing higher education in various courses were collected. The sample was selected on the basis of questionnaire. **Findings –** The results of the present study indicate that there is a statistically significant impact of education system on students. It provides the platform to the students that help to build their personality and overall career growth. **Implication:** Here some implications are put forward for the improvement of quality of higher education in the country. Job-oriented courses should be provided in colleges and universities that would fulfil the skill based educational needs of the today's society. The government's scheme providing subsidized education to the students for economically backward families helps in a great extent. Special grants to universities and colleges in rural areas should be provided to improve their basic facilities, infrastructure and facilitate research or innovations, thereby converting the best into great institutions.

PAPER 10

A CASE STUDY ON CSR ACTIVITIES OF MRPL

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Corporate social responsibility is the concept of the day. Modification of Companies' Act 1956 to 2013 has emerged the importance of corporate social responsibility. Companies Act 2013 made it compulsory for the companies to spend 2% of their turnover or profit (with certain categories) on societal well being. CSR is the responsibility of the organisation to work for the development of the nation through contributing their percentage of profit for the improvement of society and the environment. CSR is not the donation it is one way of doing business and improving organisations image through contributing to education, poverty, Swacch Bharath, women empowerment, health and many more. CSR represents the company's norms, values, and principles to society. Because of compulsion by the Government, all the organisations are seriously involved in CSR activities. For the case study of CSR, I have chosen MRPL. Because MRPL is a central public sector organisation, earning huge profits and turnover over a decade. MRPL contributing much to the societal well being. The study is to examine the CSR activity of MRPL and the impact of CSR on the society as well as to the organisation and also to identify the progress of CSR activity. The case study is based on secondary data collected from journals, websites, newspaper and informal conversation with the CSR committee head of MRPL.

PAPER 11

A CASE STUDY ON REINVENTION AND CHALLENGES OF IBM

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International Business Machine Corporation (IBM) is one of the first multinational conglomerates to emerge in the US-headquartered in Armonk, New York. IBM was established in 1911 in Endicott, New York, as Computing, Tabulating, Recording Company (CTR). In 1924, CTR was renamed IBM. Big Blue has been IBM's nickname since 1980. IBM started with the production of scales, punch cards, data processors and time clock now produce and sells computer hardware and software, middleware, provides hosting and consulting services. It has a worldwide presence, operating in over 175 nations with 3,50,600 staff with \$79.6 billion in annual income (Dec 2018). It is currently competing with Microsoft, Google, Apple, and Amazon. 2012 to 2017 was tough time for IBM, although it invests in the field of research where it faced challenges while trying to stay relevant in rapidly changing Tech-Market. While 2018 has been relatively better and attempting to regain its place in the IT industry. With 3,000 scientists, it invests 7% of its total revenue to R&D in 12 laboratories across 6 continents. This led to IBM's 26th consecutive year of U.S. patent leadership. Of the 9,100 patents granted to IBM in 2018, more than 1,600 were related to AI and 1,400 to cyber security. It also helps in training people across the globe in new technologies. IBM Research scientists are pioneering work in field of artificial intelligence, block chain, security, cloud, quantum computing, nanotechnology, silicon, post-silicon computing architectures, Healthcare & Life Science. In this paper, we will the company's annual report to discuss Global Market, Strategies, Services, Contribution to Research, Social Responsibility, and Financial State. And also addresses how to use Garage technique in IBM Cloud, various cloud services, and how to manage them.

PAPER 12

A CASE STUDY ON TOKENIZATION OF REAL ESTATE USING BLOCKCHAIN TECHNOLOGY

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In our world of continued technological revolution, most new technology aims to improve business and profitability. Blockchain technology is no exception. The Blockchain is an immutable, decentralized, distributed, public ledger technology in which transaction data is recorded. It is a business exchange network characterized by transparency, cost-effectiveness, enhanced security, immutability, traceability and accessibility. Over the past few years, Blockchain technology has emerged as new funding mechanisms for firms looking to raise money for ventures and projects. This paper is an exploratory study of the impact of Blockchain technology on investments in real estate using Tokenization. Real estate is property made up of land as well as anything on it, including buildings, flora and fauna, and natural resources. This could be categorized as residential, commercial and industrial. The global real estate market is estimated at \$217 trillion with a 25% contribution from commercial real estate. Real estate investment could be direct by buying land or property or indirect through buying shares in publicly traded real estate investment trusts (REITs) or mortgage-backed securities (MBS). As an investment, real estate offers income and capital appreciation. Due to the high cost of investment and complexity involved with these transactions, the ability to diversify and invest in real estate has historically been limited to institutions and high net worth individuals. However, the utilization of Blockchain technology can potentially revolutionize the dealings in real estate. Tokenization is the process of representing the ownership of real-world assets digitally on a Blockchain. It offers products and services for the creation, distribution, and transfer of digital securities. Tokenizing makes crowd ownership and fragmented sales of a single real estate possible.

A CRITICAL CASE STUDY ON QUALCOMM AS PIONEERS OF WIRELESS REVOLUTION

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The company Qualcomm established in July 1985 by Irwin Jacobs and Seven at San Diego, California, the United States. Qualcomm is an American multinational company, it aims to design, develop semiconductors and market wireless telecommunications equipment's and services. Qualcomm derives most of its revenue from chip making and patent licensing businesses. Qualcomm has offices at almost 33 countries with a global workforce of approximately 35,400 employees. For the fiscal year 2018, Qualcomm reported annual revenue of US\$21.301 billion, an increase of 2% over the previous fiscal cycle. Its shares traded between \$51 and \$75 per share, and its market capitalization at the end of fiscal 2018 was valued at US\$105 billion. The company is ranked 133rd on the Fortune 500 list of the largest United States corporations by revenue. The company is focused on various industries like automotive, education, healthcare, networking, Internet of Everything, mobile computing, smart homes, smart cities, smart homes, and wearables. Qualcomm's products include Gobi, Hy-Fi, IPQ, IZat, Powerline, Snapdragon, Small Cells, VIVE, Wi-Fi platforms, Mirasol, Pixtronix, AllPlay, 2net, Brew, HealthyCircles, QChat, QLearn, RaptorQ, Vuforia, Halo, and WiPower. In this paper, we are analysing business strategies of qualcomm by studying various things like the corporate history, financial strategy, legal issues, strategies to boost revenue, various technologies, STEEP and SWOT analysis, target markets and key company challenges of qualcomm.

PAPER 14

A CRITICAL STUDY ON ANALYSIS OF INFORMATION SECURITY -A CASE STUDY FROM COGNIZANT TECHNOLOGY SOLUTIONS

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Security was not a major concern of past in Information Technology Organizations. But presently, due to vast growth in fraud and hacking techniques, security of Organizations is a great concern. The Organizations usually spend millions every year just to protect their environment and to maintain security. As the hackers are becoming hard and tricky, the major IT Organizations are willing to pay large sum of money for providers offering services of enterprise security schemes. The hackers are always ready to intrude into company's valuable information sources. As per the recent survey by 'Security Week', nearly seventy percentages of respondents have faced a security threat which ended up in loss of valuable information or collapse of functioning in last year. It is true that an employer of the company can be a major attacker than an outside intruder. An employee of the company is already having all privileges to use resources of the company while various other ways are needed for an outer intruder for accessing the same company's network or data. Cisco, the networking giant has major focus on Enterprise Security Policies. This company has seen a valuable improvement in the last few decades, which shows the importance of security. Cisco had recently released a data that showed lack of security policies in about 23 percentages of companies worldwide. More than 70% of Information Technology persons say that their organizations lack behind in areas of security policy. They function as road maps which each employee of the company use in various ways. Developing a well-defined policy requires an artistic skill. The chief Information Security Officer is mainly responsible for implementing these policies and definitely the CEO of the Company as well. The best security policies consider vision and mission of companies, the important assets that need security and security threats imposed against certain factors. All these come under risk management which needs defect identification by business impact policies. The weakness of a company has to be identified as to find the vulnerability ratio of that company. Designing a security policy is not a nightmare once major scope of policy design is identified. The major challenge lies in identifying the scope and threat areas for security policy. Policy is nothing but a collection of guidelines and procedures on what and how it can be implemented. In this paper we are analysing that how CTS maintaining its standards, policies, technologies and management policies which are defined for securing data of an organization.

PAPER 15

**A CRITICAL STUDY ON STATISTICAL ANALYSIS
SYSTEM AS ONE OF THE PROMINENT DATA
ANALYTICS SOFTWARE SUITE**

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Statistical Analysis System (SAS) is software suites comprising of nearly two hundred software packages, initially developed by SAS institute for the purpose of various analytics which includes multivariate analysis, data management, and predictive analytics by making use of descriptive analytics. SAS is initially developed for the purpose of analysing agriculture data which began as a project sponsored by National Institute of Health (NIH) by the efforts of North California (NC) State University and Seven other universities in 1966. From 1976 to till today SAS has undergone dramatic and drastic changes and today has become one of the pioneer or prominent data analytics tool which stands front compare to other analytics package like Bio Medical Data Package (BMDP), Minitab, R, R-Plus, Revolution R, S-Plus, Statistical Package for the Social Science (SPSS), Statistica, Python, Stata, and Systat. Today in all over the globe SAS is considered to be one of the most favourable and rich procedure supported software suite. Data analytics helps in various angles for an organisation like efficiently reduce the cost by managing resources, better decisions at right time, better customer support by addressing the challenges of needy customer, and helps in generating advanced or new generation products. In literature there are various tools to analyze data under two major categories as paid tools and open source tools. The common paid tools are excel, spunk, tableau, Qlik, Splunk, and SAS. The common open source packages are storm, R, Spark, Hive, and Python. This paper critically studies SAS various data analytics capability in various perspective. This paper throws light on various SAS components or packages like BASE SAS, SAS/STAT, SAS/GRAPH, SAS/OR, SAS/ETS, SAS/IML, SAS/AF and many more which help to know the capability of SAS as a one of the prominent data analytics software. This paper also compares and analyzes SAS with various open source and paid data analytics package. This paper analyzes the various challenges of the data analytics and how these challenges can be overcome to some extent using SAS software suite. This paper could play an active and supportive role in the real research of SAS.

PAPER 16

**A CRITICAL STUDY ON THE MEASURES TAKEN BY
COGNIZANT TECHNOLOGIES FOR ACHIEVING
THE SUSTAINABLE GROWTH IN DIGITAL
MARKET**

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Cognizant Technologies is a multinational company whose headquarters is in Teaneck, New Jersey, United States. Founded in the year 1994 by Kumar Mahadevan, it provides services in Information Technology, Information Security, ITO and BPO. The major services provided vary from Business and Technology, Consulting, Application Development and Maintenance, IT Infrastructure, Business Intelligence, Data Warehouse, Health Care, Mobile Computing Customer Relationship Management, Supply Chain Management, R&D Outsourcing and Testing Solutions. It has more than 286000 employees round the globe and in India 150000. There are 166 centres which are spread across the world in UK, Hungary, China, Canada, Brazil of which several Regional Development Centres in Manila, Philippines, Mexico. In India, there are 10 centres with Chennai being the largest in terms of head count. The annual turnover of Cognizant Technologies is \$16.12 billion with 3-4% sustainable growth. It is ranked as 193 on Fortune 500 Companies in 2019 and 16 in Barrons 100 Most Sustainable Companies in the year 2018. 90% of its annual revenue is generated from customer retention. It has around 200 acquisitions of which Zenith Soft Vision being the prominent one in the current year. The strategy of this company is to grow organically by reducing the use of natural resources and to grow inorganically through the acquisitions. In our paper we have tried to study the business model of Cognizant Technologies, business strategies, measures taken by the company in terms of skill development of its employees, role-based career structure followed, marketing strategy, and Customer retention as steps towards sustainable growth. We also focus on company's contribution towards green initiative and Corporate Social Responsibilities. Finally, we have analysed Cognizant company's best practices and innovations towards latest digital business such as Internet of things, Data Science, Data Analytics, Artificial Intelligence, Machine Learning, Cloud Computing etc. to consider it as global leader in digital business.

PAPER 17

**A DESCRIPTIVE STUDY ON COMPARISONS OF
STOCK PRICES PREVAILING IN THE CASH
MARKET AND FUTURES MARKET.**

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In this current era of the 21st century, the economic scenario of our nation has taken altogether a 360 degree turn. Many companies such as Infosys, ITC, TATA, Reliance, etc have established themselves in the national as well as international market. Most of the Indians have come up with various start-ups. This has altogether contributed in the improvement of the economic conditions of our country. Through the growth of various industries and sectors, many people have started to invest their earnings in various companies of different industries, namely, the banking industry, the pharmaceutical industry, the textile industry, the steel industry, the automobile industry and many more, with an expectation to earn a high rate of return. The investors evaluate the best companies in which they can invest through NSE NIFTY and BSE SENSEX. Sensex is a figure which indicates the relative prices of shares and stocks of the companies listed under the Bombay Stock Exchange (BSE). Nifty is a figure which indicates the relative prices of shares and stocks of the companies listed under the National Stock Exchange (NSE). Derivatives are the products that derive their value on the basis of an underlying asset. The underlying asset can be a commodity, a currency or a security. Among the various types of derivatives, we are going to consider futures as the main highlight in our study. The main aim of our study will be to compare the share prices of various companies of different industries in the cash market and the futures market. The data that will be collected by us for our study will be secondary data and we will understand the changes in prices of the cash market and futures market through trends.

PAPER 18

**A DESCRIPTIVE STUDY ON MIGRATION OF
HUMAN RESOURCE IN CONSTRUCTION INDUSTRY
WITH SPECIAL REFERENCE TO MANGALORE
AREA**

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Migration is a number or body of persons or animals migrating together. In layman's language it is termed as shifting, transferring or moving of people or animals or anything from one to another for the purpose of employment, education, or any other purpose. This paper focuses on migration of labours of construction industry. The migrants are from Uttar Pradesh, Madhya Pradesh and other states of India. The main source of data for this paper is collected by Personal interview method of primary data collection method. In this paper the data are collected for analysing reasons, effects, life conditions and other aspects which led the labours to migrate themselves.

PAPER 19

**A DESCRIPTIVE STUDY ON THE IMPORTANCE OF
EDUCATIONAL SYSTEM FOR THE SOCIAL
CHANGE**

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The present article studies the importance of education in the personal, social and economic development of the nation. Education empowers our mind that will be able to conceive good thoughts and ideas. It also enables the students to do the analysis while making life decision. Unfortunately, schools and college teachers is only behind completing the syllabus for the year and the results of the examination. Today the result is excessively focused on memorization. Let's understand the essence and the purpose of education as articulated by the National Policy of Education, 1986. The initiatives should be brought up by the teachers which helps in instilling the values and a greater sense for the purpose to prepare the future generations for the effective social makers. The education provided in schools and colleges and the efficient need for the society's growth should go hand in hand. Education must promote knowledge and integration among the people by broadening the visions of students and nationalism in the students. If we accept that, the education should influence on shaping society, then it is clear that we must focus on the real goals of education.

PAPER 20

A HYBRID DESIGN TO TRAIN SVM USING RANDOM FOREST AND LDA

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Zero-day cyber-attacks such as worms and spyware are becoming increasingly widespread and dangerous. The existing signature-based intrusion detection mechanism is often not sufficient in detecting these types of attacks. As a result, anomaly intrusion detection methods have been developed to cope with such attacks. In this scenario, an effective network security strategy which detects the threats in the network has its importance. Among the variety of anomaly detection approaches, the Support vector machine (SVM) is known to be one of the best machine learning algorithms to classify abnormal behaviors. We address the following two problems of the NIDS system; the volume of data that has to be processed for identifying threats and the selection of relevant features which are contributing towards the abnormality of the dataset. Generally, threats are identified based on a set of features in the attack signatures but proper discrimination is possible only with the most relevant subset of it. Also, training a machine learning system with a large number of the training dataset is a tedious task and hence a better approach would be to select the training dataset by using cross-validation test which may not provide full details of the training dataset. We propose an anomaly detection method which uses machine learning approaches SVM, Random forest and LDA. Here Random forest and Linear Discriminant algorithm is used to choose the predominant the features and information extraction from a huge dataset NSL-KDD. Random forest gives the most important features contributing to the anomalous behavior of a connection. Reduction of huge data is done by LDA and the features obtained are used to train SVM thus making SVM quick and prevalent learner. The proposed system has a remarkable increase in accuracy and precision.

PAPER 21

**A STUDY ON BLOCKCHAIN TECHNOLOGY AND ITS
IMPACT ON FINANCIAL SERVICES
IN MANAGEMENT**

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Blockchain is changing the way the world lives and works. In the case of financial services, the use of blockchain is highly witnessed these days. Financial service firms and new entities are undergoing rapid expansion. The sector comprises of commercial banks, insurance companies, non-banking financial companies, co-operatives, pension funds, mutual funds, and other small financial entities. Blockchain technology, as well as distributed ledgers, is unique in many aspects they can revolutionize many industries, particularly in the finance world. Blockchain investors in financial services aren't small start-ups or fin techs many are medium-sized banks and large institutions. This paper contains companies who adopted blockchain for the financial service, use of blockchain in financial services, the difference between blockchain and distributed ledger technology and its impact of blockchain on financial services.

PAPER 22

A STUDY ON BUYING BEHAVIOR OF COSMETIC PRODUCTS AMONG UNDERGRADUATE LEVEL FEMALE STUDENTS WITH REFERENCE TO BELTHANGADY TALUK OF DAKSHINA KANNADA DISTRICT.

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From the ancient literature to present all poets, writers have been symbolizing beauty to women. Beauty has been matter of concern and is the main subject to market any product for the marketer, in any advertisements, whether related or not marketers cast women as a symbol of beauty Majority of the women are beauty conscious when comparing to men they have got highly sensitive and soft skin, all females tend to purchase and use cosmetics either to safeguard their sensitive skin or to look beautiful. When we compare cities with rural areas cities are much smarter with all infrastructure facilities but rural areas are lagging behind so the people are. Buying behavior changes from one person to another because of difference in personal stimuli, perception and other factors. In cities people can get goods of their choice with ease but this is not so in the case of rural areas especially when they are lacking in transportation facility and network connectivity. Majority of the rural females are daily wage workers who work in either in the paddy fields or Areca estates. This paper is an outcome of an attempt made to know about the buying behavior of the undergraduate level rural female students of belthangady taluk while purchasing the cosmetic products, paper also highlights opportunities for the marketers to serve better and scope for entrepreneurship.

PAPER 23

A STUDY ON CUSTOMER'S OPINION ON BANKING PRODUCTS AND SERVICES WITH SPECIAL REFERENCE TO SELECTED BRANCHES OF KASARAGODU DISTRICT COOPERATIVE BANK

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Banking sector is the service industry which has shown a dramatic growth and development consistently for the last several decades. Banking industry of any country is highly instrumental in determining the magnitude of the developments of the industry and citizens of that country. India's banking sector has been characterized by the strong presence of public sector, private sector, cooperative and foreign banks. Cooperative banks that include the primary cooperatives, district cooperative banks and the state cooperative banks cater to the needs of the common man especially of the people working in the primary sector to a great extent. The district cooperative banks in Kerala are grown-up to a higher level that now they offer the services and facilities that are as competent as the one offered by any other well established commercial bank. This study has made an attempt to evaluate the opinion of the customers towards the products, services and facilities offered by the selected six branches of the Kasaragodu district cooperative bank. Twenty respondents were chosen randomly from each of these banks taking the sample size of the study to 120. The information was collected on factors such as Service capabilities, Customer services, ATM services, Employees, Paperless banking, Service quality and Product features. Statistical tools such as Factor analysis, ANOVA and T- tests were used to analyze the data collected. The study revealed that the customers have a favorable opinion on some of the factors, while they are not happy with some other factors.

PAPER 24

**A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA
MARKETING TACTICS ON THE BUYING
BEHAVIOR OF GEN Z CUSTOMERS**

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In the era of digital marketing, the marketers have realized that the most valuable asset is getting the customer's attention repeatedly. The marketers are digging out innovative ways to reach their customer who are hooked on to various platforms on internet. Social media marketing is the latest trend which focuses as an innovative marketing tool. Social media marketing (SMM) is a form of Internet marketing that utilizes networking websites as a marketing tool. The goal of social Media marketing is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. As there are not much studies carried out on this trend, this paper attempts to analyze the impact of social media marketing on the buying behavior of Gen Z customers. Basically, Gen Z are people born between the year 1995 and 2010. They are also known as iGen. The survey tries to study the positive or negative impact of social media tactics such as online surveys conduction, blogging, Offers and online campaigns on the buying behavior of 120 Gen Z customers. The analysis of the results has been done using Anova and multiple regression tests. Most of the customers of social media marketing are influenced by the tactic of offers in Social media marketing and buy more products based on the same. We believe that the study will offer useful insights for both advertising scholars and personnel to understand this trend better and contribute towards introduction of better approaches to advertising.

PAPER 25

A STUDY ON EMERGING TRENDS IN DIGITAL MARKETING IN INDIA

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Marketing is the main core of all business activities. Without marketing, organisations cannot sell the goods or services and without sales there is no revenue or income and without revenue or income people cannot run business. Just like how money is the lifeblood of business, marketing is also like a heart of any business organisation. Digital trends in marketing have come a long way in a short span of time. As digital trends is improving every year, marketers should always be aware and be ready for the changing trends in order to easily adapt with emerging technologies and stay ahead in the market. The digital marketing trend in India has been mounting for years now. It has led to present era to become sophisticated by becoming more responsive. It enhances the frequency and depth of its users. Digital marketing is in a booming stage, today in India. With striking features like cost-effectiveness, instant response, flexibility, convenience, effectiveness, digital marketing is making a strong impact in the world of marketing and advertisement. The digital marketing trends to be watched are artificial intelligence, voice search, voice shopping, technical skills. With these new trends emerging in the market, digital marketing can attract more customers to the business and satisfy them. However there is lot of work involved to stay ahead in marketing curve in 2019. This paper explains mainly about the emerging trends in digital marketing in India and it also highlights the opportunities available in digital marketing platform. This paper also speaks about why consumer prefers online marketing rather offline marketing because of which the digital marketing is booming every year and also the satisfaction level of customers.

PAPER 26

A STUDY ON EMPLOYEE WELFARE MEASURES

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Employees are the valuable human resource who influence organisational effectiveness by stabilizing the business environment. Every organisation has an important role to play in providing welfare facilities to the every employee not just monetary but also non-monetary, which go beyond money . A satisfied employee is the key ingredient for progress of every organisation and the concept of employee welfare was and will be always a part of organisational efficiency. These facilities may either be voluntarily provided by the progressive and enlightened employers at their will as a social responsibility towards employee, or laws may compel them to make provision for these facilities by the government and the trade unions. Employees have always been an integral part of an organisation and in this study an effort is put to realize the measures implemented to seek employee welfare in service sector by the way of making their work life contented. This paper also studies general employee welfare measures which are to be given to a employee which in turn may lead to employee development.

PAPER 27

A STUDY ON IMPACT OF USING SMART CLASS ON STUDENT'S LEARNING IN SELECTED SECONDARY SCHOOLS OF MANGALORE

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-Education is the most powerful weapon which you can use to change the world||-Nelson Mandela .Every country whether it is in developing phase or developed phase needs good education system for development of students. Quality education systems and proper dissemination of education values to students helps in the framing of intellectual minds for the growth of the country. It is immensely important for an educational institution to use best digital education techniques so that the youth of the country are instilled with knowledge required to contribute in the country's development. Digital education is a type of learning accompanied by technology. Studies have shown that the use of technology in schools have developed new and advanced way of teaching and learning. Smart class is a solution designed to solve the problem of teachers in meeting with new challenges and developing students' abilities and performance. A well designed module allows a student to visualize the concept and creates interest in the minds of students' hence helps the students' in understanding the concept. The study has been carried out in several schools of Mangalore to understand the level of effectiveness by the use of smart class compared to traditional way of teaching. This study focuses on the impact of use of technology (smart class) over students over traditional teaching method.

A STUDY ON MACHINE LEARNING AND ITS APPLICATION ON EMAIL SPAM AND MALWARE FILTERING

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Machine learning is an artificial intelligence application that offers systems with the capacity to learn and enhance automatically from experience without explicit programming. Machine learning focuses on computer programs that can access information and use it to learn on their own. Some examples of machine learning are Database Mining for automation development: typical apps include Web-click information for improved UX (User experience), medical records for better healthcare automation, biological data, email spam, and much more malware filtering. Machine learning (ML) is the science, deals with statistical models and algorithms used by computer systems to efficiently perform a particular job without using explicit directions, relying instead on patterns and inferences. It is viewed as an artificial intelligence subgroup. Machine learning algorithms create a sample data-based mathematical model, known as "training data," to create projections or choices without the job being explicitly programmed. Machine automated learning algorithms are used in a wide variety of applications, such as email Filtering and computer vision, where specific instructions or algorithms are used to perform some impossible task. Machine learning is closely associated with computational statistics that focus on computer-based predictions. Mathematical optimization research provides the field of machine learning with methods, theory and application domains. In this paper, we present extensive apps of the most effective content-based spam filtering methods such as Word Obfuscation, Bayesian Poisoning Attacks, Backscatter Spam, Image Spam, Botnet Spam, and Social Engineering Phishing, etc. We concentrate mainly on spam filters and their variants based on machine learning and report on a wide review ranging from surveying appropriate thoughts, attempts, efficiency, and present advancement. The original background exposure examines the basics of filtering e-mail spam, the changing nature of spam, spammers playing cat-and-mouse with e-mail service suppliers (ESPs). We conclude with applications & their effect of filters based on Machine Learning and explores the promising offshoots of the recent innovations. However, there are still some exceptional email spam filtering issues as mentioned above. The anti-spam study will stay in an active study area until further improvements in spam filtering occur.

PAPER 29

**A STUDY ON PROSPECTS AND PROBLEMS OF
HERITAGE TOURISM IN COASTAL KARNATAKA**

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India is a vast country of great beauty and diversity and her tourist potential is equally vast. With her rich cultural heritage as superbly manifest in many of the architectural wonders (palaces, temples, mosques, forts, etc), caves and prehistoric wall paintings, her widely varied topography ranging from the monotonous plains to the loftiest mountains of the world, her large climatic variations ranging from some of the wettest and the driest as well as from the hottest and the coldest parts of the world, beautiful long beaches on the sea coast, vast stretches of sands, gregarious tropical forests and above all, the great variety of the life-style, India offers an unending choice for the tourist. In developing countries like India tourism has become one of the major sectors of the economy, contributing to a large proportion of the National income and generating huge employment opportunities. It has become the fastest growing service industry in the country with great potentials for its further expansion and diversification. Tourism industry is capable to generate employment to both skilled and unskilled workers, directly and indirectly. This paper studied the problem faced by tourism industry in coastal Karnataka.

PAPER 30

**A STUDY ON RECENT TRENDS IN HUMAN
RESOURCE MANAGEMENT**

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Human beings are the most important resource in an organization. A firm's success depends on the capabilities of its members. Continuous changes in technology, economic, social and psychological understandings and structures have influence on both Human Resources and their management. Current models of HRM suggest that expectations about HR roles are changing as organizations are striving to make the HR function leaner and more 'strategic'. The aim of this article is to understand recent trends in human resource management and to review existing research with regard to these recent trends. As a result, the following trends are identified: Labour market communication and employee branding, employee experience, artificial intelligence, autonomy to employees, investing in talent, remote staff, employee engagement relevant existing research is reviewed and avenues for future research are discussed.

PAPER 31

**A STUDY ON SMART, INNOVATIVE AND CREATIVE
TEACHING METHODS**

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Advanced pedagogy is the way to enhance teaching and learning performance creatively. Different innovative creative teaching methods are now in use across the globe. Innovative teaching includes e-learning in addition to face to face teaching. The present study involves student innovative characteristics, the teachers and administrators' perceptions, conceptions and teaching strategies about creativity and innovative creative teaching. Innovative teaching methodologies such as short lecture, simulation, role play and problem-based learning are very useful in addressing the technological advances that will be required in the foreseeable future. We also studied the empirical research on the instructional practices promoting the students creativity, innovation and innovative thinking and the current trends in teaching and learning.

PAPER 32

A STUDY ON TASTE AND PREFERENCE OF RURAL POPULATION TOWARDS USED PRODUCTS WITH SPECIAL REFERENCE TO MOODABIDRI, D.K

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A second-hand or used good is one that is being purchased by or otherwise transferred to second or later end user. Second hand items may be transfer between friends or family for free, or they can be sold at lower price at garage sales. Many people prefer to buy new goods, since new goods can make them feel safer. A warranty is provided for new goods they can fix for free or simply change a new one, buy new goods also can avoid buying stolen goods. But second-hand goods has significant benefits such as prevent them becoming waste and saves costly production of equivalent new goods. It can conserving natural resources and protecting the environment, and may from part of a simple living plan. The second-hand market is exciting developing now. Since global financial crisis hit, people turn to shopping in an economy way, so the second hand trading market benefit from this struggling economy. Therefore marketing of used products is a good marketing opportunity. This study gives some suggestions to improve the used products marketing strategy in rural selling and market promotion strategies framed by analysing rural buying behaviour.

PAPER 33

**A STUDY ON THE ACTIVE PARTICIPATION OF
STAKEHOLDERS IN ELEMENTARY EDUCATION**

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Education is a process of facilitating learning that includes acquisition of knowledge, skills, values, beliefs and habits. A well-rounded development should be made in pupil. Students are taught to become well balanced personalities emotionally and intelligently. A better society can only be created through educating the whole society. School is a miniature of society. All areas of students are together studying in schools. Especially EFA (Education For ALL) made a lot of opportunities to all students school education. So quality education is a main cause of concern. Stakeholders especially School Management Committee and Parent Teachers Association can contribute a lot in quality education in elementary level. In Kerala public schools include government schools and schools working with government aid. Parent Teachers Associations in aided schools and School Management Committee in government schools take a major role in empowering academic quality. It is through development of structure and surroundings of schools. They can contribute in infrastructure development, development of library, laboratory, playground, smart classrooms, etc. Besides, Parents involving in academic matters like workshops in teaching learning materials. In many of schools PTA helped to buy vehicles to reduce journey problems, organizes community living camps, collects food items for breakfast, noon meal items etc. The parents are very much cared about basic skill development. But if the PTA or SMC is weak, we can see the quality of education is lesser. So a study on the role of SMC and PTA to developing academic quality is needed.

PAPER 34

**A STUDY ON THE ROLE OF EDUCATION IN LEADING
AN EFFECTIVE LIFE AT PRESENT ERA**

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Education in the present era is the most important and powerful instrument to shape and mould the individual and the society in a desirable manner. Any modification brought about in the behavior of an individual as a result of his interaction with inner self and outer world constitutes learning. Today life is education and education is life. Hence no differentiation can be made between life and education and the Right to Education, therefore is looked upon as Right to Life. The Right to education which is characterized as a fundamental right can also be considered as a Right of Higher Order that it determines whether other rights can actually exercised or not. Right to Education can be realized on a national level only through compulsory education or free and compulsory education. Modern Education is aided with a variety of technology, computers, projectors, Internet and many more. Diverse Knowledge is being spread among the people. Everything that can be simplified has been made simpler. Internet provides unlimited information on different subjects of education. In this paper the researcher wants to highlight how the present education will help to lead an effective life in the society because education in present era is mainly based on online education and increases day by day. Then there are challenges to choose which is good, effective and helpful to lead a happy life and to differentiate what is right and wrong. Impact and measures have been suggested at the end of the paper.

PAPER 35

**A STUDY ON THE WORK LIFE BALANCE OF
WOMEN EMPLOYEES – WITH REFERENCE TO
TEACHING FACULTIES**

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A study on Work – life Balance with reference to women employees has gained an importance since the time has changed from men earning the family living in today's world where both men and women equally share the responsibility of earning for the betterment of their family life. Therefore, it is very necessary to know how the women balance their professional and domestic life. In the initial stages, women had to struggle a lot to establish their identity in this competitive world, both in the society as well as in the professional life. But with the advancement in educational and training institutions, things have improved to a great extent. Women in India have broken barriers and built bridges in the professional flat forms. Work-Life Balance focuses on two main aspects called Achievement and enjoyment. After the Industrial Revolution in the second half of the 18th century, there was a tremendous change in the pattern and concept of professionalism. This has given a new dimension to work-life balance. But there is no one perfect shape to work-life balance. A woman faces a great challenge with changes in priorities and in status, like when one is spinster, after marriage, after childbirth, when a new career begins and this keeps on changing till one's retirement. It is to be noted that educational field currently has not only created plentiful job opportunities but has also resulted in new types of challenging careers. As this field gives more emphasis to knowledge alone it is non-discriminating in nature. It provides opportunities for the educated, middle class women to impart knowledge, build their own dreams and excel in fields. Though they are not the majority, Indian women teaching faculties are definitely on the rise and are paving the way for future generations. Indian women are becoming increasingly visible and successful in the professional and public sphere. The present study explores aspects like to measure the level of satisfaction as perceived by the women-respondent employees on the varied determinants of work life balance, to identify the major factors that influence the work life balance among various categories of women teaching faculties and to measure the overall work life balance of women teaching faculties irrespective of cadres. The conclusion has been given.

PAPER 36

**A STUDY ON WORKING CONDITIONS OF
EMPLOYEES IN PRIVATE SECTOR BANKS AND
THEIR IMPACT ON JOB SATISFACTION WITH
REFERENCE TOKENGRI-BANGALORE CITY**

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In this highly competitive world, success of any organization depends on its human resource. Banks are no exception to this. A satisfied, happy and hardworking employee is the biggest asset of any organization, including banks. Workforce of any bank is responsible to a large extent for its productivity and profitability. Efficient human resource management and maintaining higher job satisfaction level in banks determine not only the performance of the bank but also affect the growth and performance of the entire economy. So, for the success of banking, it is very important to manage human resource effectively and to find whether its employees are satisfied or not. Only if they are satisfied, they will work with commitment and project a positive image of the organisation.

PAPER 37

**A STUDY TO IDENTIFY CONSUMERS IN-STORE
PURCHASING BEHAVIOUR IN AN INDIAN SINGLE
BRAND RETAIL STORE**

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In-store purchasing behavior is an important element for any retailer as it helps to better plan the last-minute conversion of the customer. A large body of research has examined consumer response to a retail stimulus. An area of growing interest seeks to understand the role of in store merchandising and offers in stimulating purchase behavior. This paper attempts to identify the various factors that impact the in-store behavior of a retail customer. The study was conducted in a single brand store located inside a mall in Mangalore. The choice of a single-brand store was aimed at understanding the effect of the brand on customer loyalty. The data were analyzed using descriptive statistics and ANOVA. In general, the study showed a positive relationship between store location, In store display, In-store deals. The study found that there is a greater correlation between customer loyalty and discounts when compared to the relationship between customer loyalty and brand name. This study will help the retailers to understand the customer response to various stimuli inside the store as also give a better understanding of enhancing the store competitiveness.

PAPER 38

**AN APPROACH TO STRENGTHEN THE SOCIAL
ECONOMIC CHANGE AMONG THE RURAL
WOMEN: A CASE STUDY ON ANVAYA**

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Social change is the change in social structure. It is the result of various social causes. Society can never remain static; it undergoes constant variations. Social change is used to describe variations or modifications of any aspect of social process, social pattern, social interactions, or social organisations (Jones, 2007). In contemporary era educational institutions, industries, organizations and NGOs are taking various initiatives and programmes to get the changes in the society which they would like to see. To bring positive socio-economic change among the rural women the Christ Deemed to be University, initiated Anvaya under the leadership of Department of Management Studies in the year 2015. Presently Anvaya is been taken care of by the Center for Social Action(CSA) wing of the institution. The very objective of the initiative was of giving back to the society and to help those in need as well as raising awareness within the college. The present study is a case study method wherein the researchers are trying to understand the benefits of the particular project to the society and their socio- economic development over a period of time. This study is to understand the acceptability among the community towards the various initiatives introduced under the banner of Anvaya- CSA. Also making an attempt to know the entrepreneurship skills they had acquired in the process and the barriers to accept the social change.

PAPER 39

AN INTERACTION EFFECT OF GIRLS MENTAL HEALTH, SCHOOL ADJUSTMENT AND HOME ENVIRONMENT ON ACADEMIC ACHIEVEMENT IN GEOGRAPHY AMONG SECONDARY SCHOOL STUDENTS

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The purpose of the study was to analyze independent and combined effects of variables viz., mental health (high and low), School adjustment (high and low) and Home environment (favorable and unfavorable) on Academic achievement in geography. The sample of the present study includes 260 girls studying in IX standard were drawn using stratified random sampling technique. Among the other things, the study revealed that, i) The girls with high Mental health have more influence on Academic achievement in geography than the girls with low Mental health in geography; ii) The girls with high Mental health and high School adjustment have more influence on Academic achievement in geography than the girls with high Mental health and low School adjustment; iii) The girls with high Mental health, high School adjustment and favorable home environment have more influence on Academic achievement in geography than the girls with high Mental health, low School adjustment and unfavorable Home environment.

PAPER 40

**APPLICATION OF HYBRID MODEL FOR
FORECASTING PRICES OF JASMINE FLOWER IN
BANGALORE, INDIA**

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The medicinal uses of Jasmin are well documented. It is used to enhance the immunity of the body, treatment of anxiety, stress, and sunstroke. The leaves are used in the treatment of mouth disease, treatment of cuts and wounds. The Jasmine plants is also the source of exotic fragrance. It is an important scent noted in perfumes and has herbal properties and hence today, Jasmine flowers are of much economic importance. Farmer's decision making on production of Jasmine depends on future price to be realised during the period of cultivation. Hence forecasting accuracy plays a vital role in Jasmine production. A hybrid model has been considered an effective way to improve the forecast accuracy. In this paper, hybrid model of SARIMA-ANN is proposed for forecasting the prices of Jasmine flower. We also compared the performance of hybrid model with traditional SARIMA model, ELM, MLP and NNETAR (ANN). The study concluded that the hybrid model of SARIMA-ANN is more appropriate model for forecasting the prices of Jasmine flower. The best model is used to forecast prices for next 12 months.

PAPER 41

**CHALLENGES ASSOCIATED WITH RUNNING A
GREEN BUSINESS IN INDIA AND OTHER
DEVELOPING COUNTRIES**

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Running a green business in India and other developing economies is indeed a challenging job for the producers involved in this business. In a green business environment, the company may re-design the product attributes since the usage of the harmful chemical may be prevented and scarce resources may not be exploited. The main objective of this case study is to assess the factors that are associated with running a green business in India and other developing economies. This case study also highlights the issues related to the green business. This case study is developed by using secondary data to assess the factors that influence green business. The secondary data was obtained from another exhaustive literature review of journals and internet sources. The developing economies strive hard to achieve green business since it has been a necessity for these countries to depend on natural resources. In addition, many developing economies face challenges basically related to power, water, ecological problems, social and economic problems and also problems related to weather and climate change. The developed economies need to import modern technology and technical knowledge from other countries because of the lack of their own technology and technical skills. The government has to take certain measures such as the provision of subsidies which may support the challenges of green growth and development. The short-term subsidies may not benefit more since it may hamper the production and demand by raising the price and cost. But as for the long term is considered these reforms may provide more effectiveness in productivity and thereby lead to changes in technologies.

PAPER 42

**CHALLENGES IN MINIMISING THE ENERGY
WASTE IN THE CABLE CONNECTING THE SOLAR
PANEL AND CHARGE CONTROLLER**

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Solar energy system is one of the major renewable energy system used in the market as an alternative energy production system. This energy system being eco-friendly causes absolutely no harm to the environment. This energy system may be adopted for either commercially or independent domestic or industry use. The major challenge here is the efficiency of the system. Presently the efficiency is found to be somewhere around 20%. There are different reasons for such a low efficiency of the system. One of the major reasons is the cable loss. This presents the different reasons for the energy loss and concentrates on the cable loss. The paper also contains the reason for the selection of a thick and heavy cable which contributes to the energy loss. The paper also contains the need for selection of a long thick cable for the energy transfer from the solar panel to the charge controller. This paper introduces an alternate model to the existing system of transfer of energy from solar panel to the charge controller which minimises the energy loss. By using this model the cable need not be thick which contributes to the energy loss. The working of the model is explained in this paper. The advantages of and challenges in using this model is also analysed.

PAPER 43

CHALLENGES OF DIGITAL EDUCATION IN INDIA

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Education globally is one of the important sectors to witness revolutionary changes in recent times. This happens primarily because of digital revolution taken place all across the globe. Digital education focused on all aspects of pedagogy and learning that involve computing Technology. New theories on teaching and learning that can be supported by computing Technologies. The modern society wants to you know the information as it happens and when it happens, and the world is moving from and information. Education reached most parts of the world and ICT has become an integral part of human life. This paper describes how technology is used to access and apply search knowledge. Digital b education is fun learning for all cadres and particularly effective for child learning as an innovative audio video feature boost the cognitive elements in a child brain. Learning is progressively affecting the both classroom and campus-based teaching however more import is prompting new models or structures for instructing and learning.

PAPER 44

CHOICE-BASED CREDIT SYSTEM IN INDIA: PROS AND CONS

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Education system of India is full of intricacies of different nature. Every ladder of education has its own problems and prospects. However, attempts have been taken to lessen complexities. From ages, time to time commissions have been constituted to improve and remove the anomalies of Indian education system especially, ensuring quality and uniformity in India education system. Idea of Quality assurance cell has not only been mooted out but also implemented across the national level. Ensuring uniformity in Education System, especially at Under-Graduate level, Choice-Based Credit System has been confirmed mandatory. But the nature of Indian education system is much diverse and encompasses inherent problems of diversity in implementing the uniform system of evaluation. Present education system of India has got spread across the country in the form of Primary Education, Secondary Education and Tertiary Education. The last one of education sector has much importance in the process of developing nation. Major inventions and innovations have direct bearing on the quality of higher education. So, quality is the major concern of the present higher education which could be judged and assessed only by the universally acclaimed system of evaluation and this could be possible through the CBCS. Thus, the present article aims to highlight the merit and demerit of Choice-Based Credit System.

PAPER 45

CONTENT DELIVERY NETWORK'S PIONEERING LEADER - A CASE STUDY ON AKAMAI TECHNOLOGIES INC

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Akamai Technologies, Inc., incorporated on August 20, 1998, is a content delivery network (CDN) and cloud service provider company headquartered in Cambridge, Massachusetts, in the United States. Its services include the delivery of content, applications and software over the Internet, as well as mobile and security solutions, and enterprise professional services. The Company's solutions include Performance and Security Solutions, Media Delivery Solutions, and Service and Support Solutions. Akamai was born from academia and research that spawned the algorithms needed to intelligently route and reproduce content across a large network of distributed servers. Dr. Leighton former head of the Algorithms Group at MIT's Laboratory for Computer Science and Mr. Lewin incorporated Akamai, with Jonathan Seelig and Randall Kaplan joining the founding team. The content delivery network of Akamai is one of the biggest distributed computing platforms in the world, responsible for serving 15-30% of all Internet traffic. The business runs a worldwide network of servers and rents resources on these servers to clients who want their websites to function quicker by distributing content from nearby places. Akamai has a worldwide presence with around 7,500+ staff with an annual revenue of \$2.7 billion. As of July 31, 2019, the Company has deployed globally-distributed content delivery network (CDN) with approximately 2,39,000 servers in 139 countries and nearly 1,600 networks around the world. For the second year in a row, Akamai ranked number 1 in the Boston Business Journal's 2019 as Largest Cyber security Companies in Massachusetts list. The goal of Akamai is to mitigate their worldwide operations environmental effect, infusing measurable sustainability practices into the organization. In this paper, we analyze Akamai Technologies operational and business level strategies along with products/services strategy, new technology adoption strategy, CSR strategy, marketing strategy, security strategy and new product development strategies. The paper also involves the company's innovation in sustainability through green strategy and corporate social responsibility strategy. Some recommendations are also provided based on the SWOC analysis to accelerate sustainable development.

PAPER 46

CUSTOMER ENGAGEMENT MATRIX AND BUYER-SELLER RELATIONSHIPS THROUGH SOCIAL MEDIA

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The opportunities presented by social media to help build close relationships with customers seem to have excited practitioners in a wide variety of industries worldwide. Academic scholarship on customer engagement, however, has lagged practice and its theoretical foundation is relatively underdeveloped and a better understanding of the concept is essential to develop strategies for customer engagement. This paper seeks to address some of these issues. The paper attempts to enhance understanding of customer engagement by examining practitioner views of customer engagement, linking it to the marketing concept, market orientation, and relationship marketing, modeling the customer engagement cycle, and developing a customer engagement matrix. The paper develops a model of the customer engagement cycle with connection, interaction, satisfaction, retention, loyalty, advocacy, and engagement as stages in the cycle. It arrays customers in a customer engagement matrix according to the degree of relational exchange and emotional bonds that characterize their relationship with sellers. Four types of relationships emerge: transactional customers, delighted customers, loyal customers, and fans. The paper is an initial attempt to develop a theoretical framework for customer engagement and further research is required to better understand several aspects of the framework.

PAPER 47

**DETERMINANTS OF EMPLOYEE ENGAGEMENT
AND THEIR IMPACT ON EMPLOYEE
ORGANISATIONAL EFFECTIVENESS**

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Employee engagement has emerged as a popular organizational concept in recent years. It is the level of commitment and involvement of an employee towards the organization and its values. In order to achieve and sustain organizational effectiveness, through employees' increased contributions, organizations, apart from task proficiency, becoming increasingly reliant on employees' discretionary efforts at workplace. The purpose of this paper is to identify the key determinants of employee engagement and their predictability of the concept. It also studies the impact of employee engagement on employee effectiveness. Convenience sampling technique is used to obtain the data for analysis. A structured questionnaire is made to obtain the data and the sample is 100 employees of few selected Nationalised Bank. The results of this study describe that if the training & development, compensation & benefits, leadership and organizational perceived support are at higher level then it will lead to the higher level of employee engagement.

PAPER 48

EDGING QUALITY OF WORK LIFE WITH INDUSTRIAL RELATIONS

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In the present era, employees are considered knowledgeable and what they bring to the world of work in terms of the knowledge and competency matters for the organizations in their desire to be accurate and effective. Industrial Relations, Job satisfaction and quality of work life needs to be addressed viably to keep them motivated. Organizations are looking for innovative ways of doing business in order to meet the dynamic challenges of today's business environment. Most of the Industries are interested in enhancing employee's quality of working life' (QWL) for good industrial relations and finally, try to instill the feeling of security, equality, pride and prestige among its employees. For this purpose, policies and procedures are framed in such a way as to make less work and more rewarding for the employees. These policies and procedures provide autonomy, recognition, good working environment, work culture and achieving awards in appreciation of work done etc. Therefore, organizations are required to adopt a strategy to improve the employees QWL for good industrial relations to accomplish both the organizational objectives and employee needs. In general parlance, Industrial Relations deals with the worker employee relation in any industry Government has attempted to make Industrial Relations more health the by enacting Industrial Disputes. Industrial relations in different countries have been influenced by a variety of circumstances and key players like political philosophies, government, owners. IR binds the function of rendering employees with a integrated voice, and unions with the means to establish formalized terms and conditions of employment not only within an enterprise but also across an industry, and sometimes across an economy. This was accomplished through the freedom of association, collective bargaining. Quality Work is an integral part of everyday life, as it is our livelihood or career or business. Research on quality of work life is considered to be more important at the individual and Industry level. Quality of work life is considered for both the employees and organization and it is involved with job satisfaction, productivity, job involvement, job enrichment etc.. This study is made to analyses the -Quality of work life in relation to industries. It emphasizes on quality of work life, and group effort, mutual benefits to both employees and employers. This article reviews the Origin and meaning of QWL, factors affecting Industrial Relations, QWL as a Philosophy, Key Players and Proposals for the improvement of QWL with Industrial Relations.

PAPER 49

**EFFECTIVE APPLICATION OF ICT IN THE
FACILITATION OF DISTANCE EDUCATION IN
TAMIL NADU: A CASE STUDY**

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Evolution of computer and internet has reduced the various complications in all the domains. Higher education has no exception in this. Distance education is one of the modes of higher education in India. Initially, it was introduced to provide the opportunity of higher education to the people who were unable to afford higher education in regular full-time mode. But later it is found as an efficient method for those who are interested in improving their knowledge & qualification while they are working. Greater developments in the field of computer science have made every industry be upgraded with computers and the internet. In this decade, the advancements in the internet have made tremendous changes in getting things done through computers and mobile devices. In that way, information and communication technology (ICT) is inevitable in the field of higher education too. Tamil Nadu is one of the states in the Republic of India and it is contributing a major part for the development of the country through its distance education institutes. A detailed study is conducted on the institutes of distance education in Tamil Nadu in terms of applications of information and communication technologies. This study has investigated various types of ICT applications in distance education institutes. In Tamil Nadu, both government and private universities are offering distance education under different faculties such as arts, commerce, management, and science. They have converted most of their functions from conventional mode into online mode. The advantages and limitations of applications of ICT in such institutes are studied and the outcome of the study is presented in this paper.

PAPER 50

E-HUMAN RESOURCE MANAGEMENT PRACTICES IN AUTOMOTIVE INDUSTRY

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Due to rapid growth of management activities there is no little chance for argument of the nation that people are one of the key assets focuses on the success or failure of an organization and hence the importance of the knowledge skill, attitude and behavior of those people for the betterment of the organization. People are the key assets that are capable of growth and development. The people are nothing but human resource, during the past 3 decades organizations have begun to embrace a -human asset approach one that consider the money spent on integration with innovation in the workforce as an investment. As with any asset, by nurturing, protecting, and growing this investment, organizations that align workforce strategies with business goals and objectives will benefit from capturing and focusing the attention of workforce. After analyzing several theoretical perspective from different discipline such as organizational psychology, strategic management, strategic human resource management, organizational behaviour, industrial psychology, global human resource management this research developed a perception based approach to examine the challenges and possibilities that employees' perceptions will be associated with the organizational changes. Specifically this research examined the perceptions of employees on e-HRM practices in an automotive industries in Mysore. This research address two major research questions relevant to organizational change management. What perceptions influence employees to resist to change and support to change?

PAPER 51

**EMERGING TRENDS IN MANAGEMENT,
INFORMATION TECHNOLOGY AND EDUCATION
INNOVATIVE AND CREATIVE TEACHING**

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The combination of education and technology has been considered the main key to human progress. Creativity and innovation can play an important role in the knowledge society creativity has been defined as a product or process that shows a balance of originality and value. It is a skill, an ability to make unforeseen connection and to generate new and appropriate ideas. Innovation is the application of such a process or product in order to benefit a domain or field-in this case of teaching therefore innovative teaching is the process leading to creative learning the implementation of new methods, tools and contents which could benefit learners and their creative potential. New and emerging technologies challenge the traditional process of teaching and learning and the way education is managed. Information technology while an important area of study in its own right is having a major impact across all curriculum areas. Easy worldwide communication provides instant access to a vast array of data, rapid communication, plus increased to access to IT in the home, at work, and in educational establishments, could mean that learning becomes a truly lifelong activity, an activity in which the pace of technological change forces constant evaluation of the learning process itself. Creativity and Innovation in education are not just an opportunity but a necessity. Innovative Teaching and learning technologies have also been useful an improving student activity and motivating them.

PAPER 52

EMOTIONAL INTELLIGENCE AND ITS IMPACT ON EMPLOYMENT SUSTAINABILITY

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Emotional Intelligence refers to the ability to identify and manage one's own emotion as well as the emotions of others. It is the combination of Interpersonal and Intrapersonal intelligence. It consists of a set of conceptually related mental processes of Self awareness, Social Awareness and Self Management. Employability on the other hand provides inner sense of stability and security which is related to sustainable employment. The objective of this research paper is to determine the relationship between Emotional Intelligence and Employment Sustainability. Emotional Intelligence is positively related to career thinking, greater career decision making and high level of willingness to explore. It is also associated with important employment experience and its emotional attachment to the current job. People differ from each other while displaying their Emotional Intelligence. It is found that individuals who are able to manage their emotions at workplace have greater confidence in their skills and ability to conquer the business world. A quantitative survey design using primary data was used to fulfil the research objective. Primary data was collected through convenience sample with sample size of 50. The sample predominantly represents respondents from the Hotel Management background who are currently in employment with 7-8 years of experience in the service sector. The analysis of the Emotional Intelligence and Employment sustainability helps the organisation to optimize performance and job satisfaction of the employee.

PAPER 53

ENTREPRENEURSHIP IN IT BASED EDUCATION

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In the modern world of education information technology plays a significant role in alleviating the burden of teachers as it helps them to present their ideas attractively. It also helps them to evaluate their pupil, to take corrective actions, if any, and in decision making.IT based teaching enables the teachers to access the students who are anywhere in the world and at any time of their convenience. Entrepreneurs provide respective hardware and software to them as these are essential for IT based teacher-student communication. Websites are made available by such entrepreneurs to which teachers and students can register and they collect fees from students and pay remunerations to teachers. Mobile Apps and pre-loaded tabs are also available to students which help them in enhancing their knowledge. This study aims to address the opportunities and challenges of Entrepreneurship in IT based Education.

PAPER 54

EVALUATING THE COMPETITIVE EDGE OF COMPANIES IN GLOBAL ARENA – A STUDY

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In a world is full of global competition, nations have become more or not less important. As the basis of competition has shifted more and more to the design and conceive of knowledge, the role of the nation has grown. Competitive advantage is created and sustained through a limited process. In International markets, innovations that yield competitive advantage predict both domestic and foreign needs. The internal environment operates like a moral principle to isolate or evict -hostilell individuals who challenge current directions or established thinking. If Innovation ceases the company becomes stagnant; it is only a matter of time before aggressive competitors overtake it. The data collected is based on secondary sources such as internet, exhaustive literature, websites etc. The objective of the study is to identify the competitive edge of companies and to investigate the world markets along with identifying the countries involved in global trade and to analyse the different strategy adopted by companies in global market. The scope of the study is based on the study of world markets and evaluating the competitive edge of the companies in global arena. For nearly more than two decades, emerging markets have generated a more successful investment opportunities across the world. Economies such as Asia, Eastern Europe, and Latin America started growing at a faster pace to the extent that it surpassed most developed countries.

PAPER 55

**EVALUATION OF MARKETING STRATEGIES &
CONSUMER SATISFACTION TOWARDS LAKME
COSMETIC PRODUCTS WITH SPECIAL
REFERENCE TO CHALLAKERE**

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Marketing is perhaps the most complex and challenging function performed by every business firm. Marketing is the process of exchange involving two distinct aspects namely, 'Mental' and 'Physical'. Cosmetics have become an integral product of our day to day life. It is difficult to imagine given a single day without the use of cosmetics. Each and every member of the society irrespective of age, sex, status, income etc uses this product called 'cosmetics' it has become more of a 'necessity' than a 'comfort' or 'luxury'. Cosmetics are mainly used by the female section in the society. The main purpose of using cosmetics is to enhance the beauty. Its other purpose is also to maintain good texture of the skin. With growing environmental pollution it is very necessary to look after health specially the skin which is most exposed and the best method is the use of cosmetics. Cosmetics have the solution for each and every problem right from pimples and blackheads to wrinkles. Not only the consumers are benefited but also the wholesalers, retailers and dealers earn the profit margin in high sales of cosmetics. The study of Lakme cosmetic products has a wide scope in the market of cosmetics. The scope of marketing of these products involves high efficiency and high quality products. The price of these products also matters in this case. Cosmetics have a great feature in the field of marketing, because cosmetics has become part of human being. With the increase in literacy, the impact of western culture, the television and the emergence of discriminating youth have increased. Whether cosmetics results in permanent or temporary looks, every one prefer cosmetics to feel fairer, beautiful etc. hence the firms in the industry also have a great feature if managed properly. The study will analyze the market potential includes these market share, selling and purchasing of the share, analysis of the brand awareness, consumer preference their satisfaction level and the present status at the cosmetics company in Challakere.

PAPER 56

FIN TECH AND FINANCIAL INCLUSION TOWARDS INCLUSIVE GROWTH

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Inclusive growth in Banking and Financial Services is the result of Fin Tech and Financial Inclusion, the buzzwords in Digital India. In the light of the recent governments focus on relying more on technology and electronic modes of rendering govt services to public, Fintech and Financial Inclusion are beyond doubt, the key enablers. Financial Institutions, Information Technology and telecommunication developments are in the forefront in contributing to the sustainable development of the country by providing fair, transparent, affordable financial services to the largest unreached rural population. FinTech is the conglomeration of Information Technology with Banking & Financial Services that enables the improvements in efficiency, cost reduction and customer satisfaction. Financial Inclusion, promoted as a National objective by the Govt of India and Reserve Bank of India to attain the inclusive growth is a process of ensuring availability, access and usage of formal financial system and financial services by all members of the economy. The prominent drivers of the growth in India which is one of the fastest growing economies in the world include telecommunications, infrastructure, literacy & financial services. Digitalization in Financial Inclusion & Paradigm shifts in FinTech industry opened new avenues of expansion for existing financial service providers and also allowed new players to enter into financial services sector, yet the results towards inclusive growth of Indian Economy are dissatisfactory. This paper attempts to focus on the evolution & growth of the concepts of Fin Tech & Financial Inclusion and also examines the impact, challenges and future perspectives towards inclusive growth of Indian Economy.

PAPER 57

**GREEN BANKING AND SUSTAINABLE
DEVELOPMENT: EVIDENCE FROM INDIAN
BANKING INDUSTRY**

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Banks are the financing agents for the economic development of any nation. Sustainable development is taking care of the need of present generation without compromising the needs of future generation. The concept of sustainable development has given rise to green consciousness in business management. Today sustainable development is possible through the adoption of green initiatives. The biggest challenge faced by the Indian industry is controlling the environmental impact of the business. The development process equally creates side effects to enormous loss of biodiversity, climate change and environmental damage. As the Society is becoming more and more concerned about the natural environment, banks have to modify their operations in an attempt to increase greenery to the maximum possible. Green banking refers to promoting environmental friendly practices through combining operational improvements, technology and changing client habits in banking transactions. Using online banking instead of branch banking; or paying bills online instead of mailing them are the examples of green banking. Green banking gives more weight to environmental factors with an aim to provide good environmental and social business. Green banking is different from conventional banking which is solely based on the principal of security and profitability. Green banking is a new concept that considers environmental and socially responsible investing. Green banking is a banking that benefits the environment. Banks following green initiatives check all the factors for environment friendly operations of a business before lending a loan. Green banking benefits the environment by reducing the carbon footprint of consumers or banks. The present paper emphasizes the scope of green banking in India so as to make the banking business environment friendly for sustainable development. The study is based on the secondary data. The paper provides empirical evidence of the developments made by sample Indian banks in adopting green banking.

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GREEN GOLD ANIMATIONS - A CASE STUDY ON LEADING INDIAN ANIMATION PRODUCTIONS

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Green Gold Animation could be a pioneer in making original Indian animation content and has been amusive towards the young generation for over a decade. The shows made by Green Gold Animations are massively well-liked across all leading children TV channel slike Cartoon Network, Pogo, Discovery Kids, Hungama & Disney, drawing an active viewership of over 60 million kids. Green gold animations are currently being telecast in 12 countries including the Middle East, Southeast Asia and North America. Green Gold Animation was incorporated in 2001. Green Gold Animation Private Limited is an Indian based private company. The company provides licensing & merchandising, movie production & distribution, digital business, retail stores and events. The Production house has two directors, Rajiv Chilaka and Samir Jain. The company registered office is at Office Hyderabad, Telangana and with offices set up in Mumbai and Kolkata. They have their offices set at Singapore, Philippines and USA too. Company's authorized capital stands at Rs 500.0 lakhs and has 84.0% paid-up capital which is Rs 420.0 lakhs. The last Annual General Meeting of the company was held on 29 September, 2018.As a company, it focuses on content- creating new animation shows to help expand the animation industry. Secondly it concentrates on developing the licensing of brands with all the licensors to make the industry powerful and strengthen its dynamics. Green Gold Animation is the solely Indian company to diversify itself in to multiple domains and it's a pioneer in exploring new revenue streams with the exception of ancient sources like L&M activity, Branded Stores and Digital Media. what is more, it's the primary Indian company reaching bent on international audience with original Indian animated content. The company aims at releasing more feature films and enter new markets through content across the globe; create exciting products and merchandise; plan more exciting events and activations. This paper concentrates on how green gold animations has been a leading player in Licensing & Merchandising, Movie Production & Distribution, Digital Business, Retail Stores and Events.

PAPER 59

HEALTH INSURANCE – AN OVERVIEW WITH RESPECT TO INDIAN PERSPECTIVE

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For every individual in india, health insurance has become a necessity. It provides risk coverage against expenditure which is caused by unforeseen medical emergencies. Today, when the medical inflation rates are so high, failing to hold an adequate health cover can prove costly financially. However, the awareness about health insurance is on the rise in urban india. A study jointly conducted by max bupa and nielsen in 2014-15 which covered 1500 consumers revealed that 70% of the respondents felt that health insurance was more important than life insurance. 60% of the consumers were aware that health cover provided by the employer may prove to be inadequate. Health insurance in india is a growing segment of india's economy. The Indian health system is one of the largest in the world, with the number of people it concerns: nearly 1.3 billion potential beneficiaries. The health industry in India has rapidly become one of the most important sectors in the country. India's health sector faces immense challenges. It continues to be characterized by high out-of-pocket expenditure, low financial protection, low health insurance coverage amongst both rural and urban population. It is a matter of grave concern that we incur a high out-of-pocket expenditure on account of health and medical costs. 62.58% of our population has to pay for their own health and hospitalization expenses and are not covered through any form of health protection. Besides using their income and savings, people borrow money or sell their assets to meet their healthcare needs, thereby pushing 4.6% of the population below the poverty line. The Government of India is committed to ensuring that its population

PAPER 60

HUMAN RESOURCE CONCERN FOR UPCOMING WORKFORCE - MODERN AGE SOFT SKILL GAP IN UPCOMING WORKFORCE

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Surviving in a corporate world is a difficult. Many people are quitting their heavily paid jobs every day. Meanwhile, some are failing to get hired and others are getting laid off before even before completing a stable amount of time in the company. Top business companies are waiting to hire new age employees, but are unable to do so because of the lack of soft skills in them. It is a problem that is global in nature and the gap is wide and increasing unemployment. There are many reasons for the increasing skill gap but education plays a major reason as it has been constant since many years. Most individuals are highly qualified with prestigious degrees but are lacking in soft-skills that are needed to do the job well. Hence, it's important to bridge the soft-skill gap among the upcoming employees (students). To provide soft-skill training among the students the education system has many methods but the student's perspective differ from each individual about the methods opted to enhance the soft-skills. soundaryaachandrasekar@gmail.com is another aspect as employees tend to lose interest in what they do and therefore they blunt out their skills. To resolve this gap, the employer needs to understand what they want from the employees and what they can offer. Training is an effective way to keep the organisation's man power updated with their skills and keep the task going. Many companies invest a lump sum on the training of their new age employees who are fresher's in the industry. One permanent solution to this problem is to communicate the challenges of both the parties: employers and employees. New age workers are passionate about their creative contributions in a work space and senior management should encourage uniqueness. Imposing work pressure on fresh minds restricts them to develop interest in the job, thereby fixating their soft skills with no room for improvement. Knowledge beyond Classroom College can equip the new work force group to cope up with the culture. Internship is an important part of today's curriculum as it gives the students the taste of the corporate world and what is it like to work in the real-world scenario with different personalities around you.

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**IMPACT OF DIGITALIZED EDUCATION ON
STUDENTS – A STUDY IN MANGALORE**

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Education plays a prominent role in the present. Over a period of time numerous changes have taken place in all the sectors including the Education sector. Eventhough the evolution of Education primarily had an open space teaching with a relationship of ‘guru-shishya’, technology has changed the Education sector and has given a different shape to this sector in terms of accessibility, convenience and affordability. Conventionally there was only a uniform method of teaching that was chalk and talk but today education is provided through various teaching aids like projector and power point presentations, video learning, online classes, social networks, other online visual platforms, etc. Most of the students have benefited from the digitalization of education, but in reality is this form of education helpful for the better prospects of students? The study relating to impact of digitalized education on students is aimed at analyzing the modern processes of education and its impact on the present day students. Education in its true sense is systematic learning and the application of knowledge and skills. In the process of the evolution of education there is an observation of a dramatic shift in the conceptualization of interpreting the true sense of education where the principle of learn and retain has turned into read and forget. Also the experience of learning through the conventional methods resulted in involving the use of digitized technology which in fact has integrated well in the education sector but still suffers from certain drawbacks. While detailed studies have been done abroad there are no prominent studies at the grassroot levels in India. This paper thus, seeks to bridge the deficiencies of lack of information with regard to this topic and also provide updated information with regard to the recent developments in the impact and integration of digital platforms among the students in Mangalore.

IMPACT OF INDIAN GENERAL ELECTION RESULTS ON STOCK MARKET

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The 2019 Indian general election has held in seven phases from 11th April to 19th May 2019 to constitute the 17th Lok Sabha. The counting of votes was conducted on 23rd May, and on the same day the results were declared. Various organizations had conducted opinion polls and majority of such opinion polls were in favour of NDA Government. Interestingly, majority of the opinion polls have become true and NDA alliance have obtained 350 seats and Prime Minister Narendra Modi elected back with a bigger majority than before. In the present paper, the researchers have made an attempt to study the impact of Lok Sabha election results on the price behavior of Indian stock market. The sample size is *NIFTY* stocks. CNX NIFTY, is the benchmark index of the National Stock Exchange (NSE) in India. *Nifty* comprises 30 of the largest and most actively-traded stocks on the NSE, providing an accurate gauge of India's economy. It is an event study and the event window is 61 days. 23rd May is the date of election results and hence considered as the event date. The estimation window consists of 250 working days prior to the event window.

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**IMPACT OF INFORMATION TECHNOLOGY AND
SOCIAL MEDIA ON BEHAVIOURAL PATTERN- A
STUDY ON GENERATION Z**

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Advancement of information technology made the whole world a global village. Present 21st Century is regarded as an era of technology which made the whole world at the fingertips of everyone. Technology plays a very important role in each and everyone's life. Use of technology gained so much importance that it takes away the role of the human being. All individuals are dependent on technology to perform all the activities from learning to entertainment. As technology becomes increasingly democratized and accessible. Generation Z is those who born in the middle of 1990s till 2000s as many of these generations grow up with technology. Generation Z is even more accustomed to the digital world hence they are called 'I Generation'. This generation grew up during the most accelerated and game-changing periods of technological advancements in human history thereby spend a lot of time using technology, especially on social media. The accessibility to the internet through smartphones made everyone's life easier, in turn, it affected their thinking skills and social behavior. Spending too much time on the internet is bound to create a few issues dominating an individual's lifestyle. While technology makes life easier for people and in the meantime, it also creates problems by declining public behavior in society. There are increasing concerns in the speed at which modern technology is spreading with its uses and drawbacks. Thus, this study is undertaken to identify the positive and negative impact of technology on Z Generation's behavioral pattern and thereby contribute to raising awareness among people towards the appropriate ways of using modern tech.

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**IMPACT OF JOB SATISFACTION & JOB
COMMITMENT ON ORGANIZATIONAL
PERFORMANCE WITH REFERENCE TO
PUBLIC AND PRIVATE SECTOR
ORGANIZATIONS-A PROFOUND STUDY**

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Employees are the most valuable resources for the successful running of any organization. In the present scenario, Job Satisfaction & Job Commitment is the most essential aspect of organizational strategy. Keeping in view the criticality of the situation, the research paper focuses on the various human resource strategies and its direct influence on performance index. Six (6) organizations were selected three (3) public sector and three (3) private sector organizations. A total of 120 respondents were chosen. Primary data collection was done through Questionnaires and face-to-face interview. SPSS was used to analyze the data. Both descriptive and inferential statistics were used in the analysis. The study proved organizational performance is highly influenced by the Job Satisfaction & Job Commitment. It is therefore recommended that employee retention strategies should be allowed to function properly in an organization which persuaded workers to stay in an organization and render their valuable and enriched services to bring success .

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**IMPACT OF SOCIAL MEDIA AND VIDEO GAMES – A
STUDY WITH REFERENCE TO HIGHER
EDUCATION STUDENTS**

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In the information era all the people without any differentiation of rich and poor, educated and uneducated, kids and adults are addicted to the electronic gadgets such as mobile phones, tab or laptop. Especially our youths are more attracted towards social media and video gaming rather than concentrating on their education. The youths are spending more time in Facebook, WhatsApp, Twitter, YouTube and ruining their life in playing video games. The social media is having both positive and negative impact but playing video games have negative impact rather than positive impact. The games like blue whale, Halo 3, Fire Fairy and many more video games considered as suicide games because it has taken lives of many youths. Social media helps in creating network all around the globe but it is killing the creativity of people by providing all the things readymade. In higher education due to social media students are losing their individual capacity and innovative thoughts. The reason behind their addiction to social media and video games is it by friends or other. This papers highlights both the positive and negative impact of social media and video games on youth, impact on their education and also suggest measures to control excessive dependency of video games by the youths.

IMPLEMENTING PRODUCT DIVERSIFICATION STRATEGIES FOR THE SUSTAINABILITY OF A TECHNOLOGY COMPANY - A CASE STUDY OF MICROSOFT CORP

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Started in the year 1975, with a BASIC interpreter, Microsoft Inc. today develop, manufacture, license, support and sells computer software, consumer electronics, personal computer, and related services in the global market. The Company is world-famous today because of its best software products Windows operating systems, Office suits, Internet Explorer and Edge Web browsers. Its major hardware produces are Xbox Video game consoles and Microsoft Surface line-up touch screen personal computers. The company is listed as the Top 1 software company by Forbes Global. From its inception to till date, the company is maintaining top ranking technology-wise, product-wise, service-wise, revenue-wise, and growth-wise. It is possible for the company to sustain growth because of the implementation of product diversification strategy. In the early 1980s the company dominated personal computer market with its MS-DOS operating system. The company also released the Xbox at the later part of the year, moving towards the video game console market. Through Azure Services Platform, the company entered into cloud computing market. In recent years Microsoft also diversified its interest to the field of IoT and Cyber Security. This paper analyses the challenges faced by the Microsoft time to time and strategies it incorporated in diversifying product and services line-up to sustain growth and maintain market stability. It also analyses relevance and influence of different Microsoft products, its customer base, and software market share and near future strategies. Moreover, a critical comparative study of contemporary products was also made in this paper.

PAPER 67

IMPLICATIONS OF COUNSELING AND MENTORING SERVICES IN HIGHER EDUCATION- PEDAGOGY TO COMBAT RISK & ENRICH STUDENT PERFORMANCE

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Indian demography comprises 34.33 per cent of youth population by the end of 2020. Youngsters are known for creative ideas, passion, strength, compassion, energy, enthusiasm, curiosity and vibrancy. College students always challenge stereo types with 'Out of the box' approach. Youngsters are haunted by the problems of relationship crisis, love failures, premarital sex, career decision, financial problems, loneliness, anxiety, maladjustment, personality disorders, drug and substance abuse, stress, depression in their life. The psychological problems will hinder the performance of students. Higher educational institutions have started playing key role in mitigating these risks with professional responses. Institutions depend on professional services to detect existing risks and attain unprecedented nourishments of student life. It is eventually essential to control negative social behavior through planned student engagement initiatives. Researchers have proved that youth mind possess immense ability to bring meaningful changes in academics and social behavior. Counseling guides the students to reduce their weaknesses by constructively working on their strength. Mentoring incorporates valuable lessons through sharing experiences by the mentor for nurturing the personality of the students to strive for best performances in their life. Counseling and mentoring services channelizes life of students with moral strength, good character, confidence, enriched abilities and attributes. Higher education Institutions have imbibed Counseling & Mentoring Services as core aspect of higher education delivered through professional experts. The accreditation body NAAC gives due consideration for institutional Counseling and Mentoring Services by allocating marks during accreditation process. This nurturing process will enhance the learning environment to provide empowered and responsible citizens to our Country. This paper analyses on the implications of professional counseling and mentoring services in the light inputs, focus, nature, duration, general profile, family background, institutional support, academic performance, misconduct, personality, feedback and suggestions to combat the problems faced by students.

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INFORMATION TECHNOLOGY IN EDUCATION

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With increasing knowledge and technological progress of society; our country requires learning skills that could help it keep pace with the development of science and technology. Educational systems in a community and consequently education will not be able to separate from other social institutions, national and international interactions widely known in the global village. Education in the twenty-first century is the center from which all changes and developments arise. Information technology in education needs a culture. This culture needs to be learned along with the use of hardware resources. The system needs to be educated to use information technology; otherwise, purchase and transfer of technology and investment will be nothing but wasting resources. Although these technologies are not impartial in any sense they should be used as means for communicating information, in the existing social structures. However since the process of change and transformation is in the nature of human social institutions, the educational system is also prone to some alterations. But the fundamental problem is that what strategies should be adopted so that education systems in developing countries do not only follow developed countries but grow and progress base on their own needs in the path of progress. In this paper, after explanation about the role of information technology and its place in education in underdeveloped countries and Iran, a discussion is presented on how to enter the field of information society and how to use information technologies.

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**INNOVATIVE AND CREATIVE TEACHING TO
STIMULATE PARTICIPATION OF STUDENTS AT
HIGHER EDUCATION FOR SOCIAL CHANGE**

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College life is not only about academics, games, friends and fun. It is about learning to interact with other people, being aware of the social issues, taking responsibilities and learning to amend the deformities present in our societies. Change is an inevitable law of life. Change should by all means happen for good. Social change refers to any kind of significant alteration over time in behavior patterns and culture values and norms. How do we bring change in the society for betterment of life? The philosopher John Dewey wrote, -Education is not a preparation for life but is life itself. He believed classrooms aren't just places to study social change but a place to spark social change. Teachers as we believe are the key actors and agents of social change. It's a long-drawn debate that whether teachers should be tasked to preparing students to confirm or to actively push for progress and improvement where there is necessary. Youth of today are the torch bearers of tomorrow's society. Socrates himself said, -Education is a kindling of a flame, not a filling of a vessel. It follows, then, that using Socrates' method of discourse as a teaching tool will line up well with Dewey's goals for the classroom. It is therefore a challenge to inculcate awareness, social responsibility, and leadership well in the young minds since the very formative years by sensitizing them about social issues through global learning and critical thinking and channelize their learning processes through innovative techniques. Global learning and its related concepts of global education, global citizenship and education for sustainable development, are all built on the assumption that learning is closely linked to personal and social change. The paper aims to address through case-studies, how students at higher education can participate to bring about inevitable change in society through the understanding and exploration, and provide insight into the student's involvement in social issues through research and survey and finding innovative solutions for them. It will discuss the implication of 'learn, think and act'. Thus, future of our society is the youth, ie., our students and building an engaged society will ensure that our future progeny will lead our nation into a -Heaven of Freedom as stated by Rabindranath Tagore.

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**INNOVATIVE TEACHING METHODOLOGIES IN
MODERN ERA FOR HIGHER EDUCATION
INSTITUTION**

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Education is an engine for the growth and progress of any society. It not only imparts knowledge, skills and inculcates values, but is also responsible for building human capital which breeds, drives and sets technological innovation and economic growth. Education is a light that shows the mankind the right direction to surge. The purpose of education is not just making a student literate but adds rationale thinking, knowledgeable and self sufficiency. The use of innovative methods in educational institutions has the potential not only to improve education, but also to empower people, strengthen governance and galvanize the effort to achieve the human development goal for the country. This paper aims to give information about importance of education, limitations of traditional teaching methods and innovative teaching methods for modern education system in higher education.

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INTELLIGENCE ENHANCEMENT THROUGH I-THREE LEARNING -A CASE STUDY

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All students in the classrooms are unique in terms of mental maturity or learning intelligence and every one of them receives information through sensory pathways from the external world. Assessment of these student's ability in receiving, processing and reacting on the information been taught, they perform even more unique. Learning intelligence is an ability to acquire, process, retain or retrieve information received through teaching approach. This process happens with different learning modalities such as auditory inputs, visual inputs, kinesthetic inputs and tactile inputs. Intelligence enhancement is the most essential part of the teaching and learning process in the classroom which will improve the student's attention in having a better comprehension of knowledge taught in the classroom. But the Indian classrooms having heterogeneity among students population representing different parental background, psycho-social condition, religious and geographical influences lack the teaching strategies in its methodology focussing enhancement of learning intelligence. The results of the case study showed that experiences through I-Three learning in three different modalities such as (1) information inputs, (2) information processing and (3) information output preparing students for exploring self-learning, maximizing comprehension and logical reasoning of knowledge taught in the classroom. The case study is also describing challenges in effective classroom teaching with the needs and benefits of intelligence enhancement through I-three learning.

IS EDUCATION DISRUPTED BY DIGITAL TECHNOLOGY

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What started off as enlightenment under a tree, today means having Cerelac whilst watching cartoons on the I Pad. Over the past couple of decades, the magnitude of changes experienced by us gives a sneak peek into the future disruption that will only accelerate with time. What shape the future of education will take it still not fully clear, but most educators and observers agree that the future learning will be beyond the boundaries of ‘classrooms’. Modern technologies like Artificial Intelligence (AI), Machine Learning, Virtual Reality and Block chain aren’t just changing the learning spaces for students: instead, they are also shaking up the role of educators and remodelling modern classrooms. In light of the digital revolution, disruption heralds a change that may seem particularly unwelcome to those forced uproot their traditional ways of doing things. But it doesn’t emerge from nowhere. Disruption is driven by a convergence of forces: from the capabilities of new technologies, to the changing demands of customers, or rapidly evolving practices of competitors. Blackboard, chalks, textbooks and ink pens are slowly becoming a thing of a past. It is time to embrace technology where digital facilities coupled with tech-savvy teachers are enriching students’ learning experiences. A little glimpse into the dynamic digital world is indicative of how technology has given a whole new meaning to education. Education with the help of technology has crossed borders and has opened up a world of opportunities for students. From easy sharing of information to collaboration with the help of email and cloud applications to instant access to learning programs anytime, anywhere. Classrooms today don’t resemble the classrooms of our childhood. Gone is the chalkboard as the main communication tool. Now students have technology at their fingertips instead of one or two computers in the back of the classroom. Whole tablets, laptops and the like can certainly benefit and support education; they can also serve as a distraction and deterrent. So how do educators navigate this ever –evolving tech world? From ‘Smart Teachers’ we are now moving to ‘Smart Classrooms’. We firmly believe that the Indian Education system has already been disrupted by the digital revolution and further growth requires capabilities to reach to the remotest location through technology. In this article, a brief perspective has been about the shift in the delivery of education, from face to face mode to virtual space, through the use of digital technology, which provides a better reach in the remotest areas that internet, has reached. The biggest change is that innovative methods of teaching are taking over classrooms, lectures and textbooks.

ISSUES AND CHALLENGES TO HANDLE BIG DATA

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The present generation is an era where huge volumes of data is being generated from modern information systems and digital technologies like cloud computing, Internet of Things and social networking. This has resulted in enormous data in the hands of decision makers. Traditional data management technologies have limited capabilities to handle such data. In this information era, the data is a fundamental resource and the main focus is to efficiently manage and utilize big data. The speed at which data is gathered is growing exponentially. Due to the rapid growth and constant change in data, the processing of such data becomes a challenge. Decision makers need to gain value from the data that ranges from daily customer transactions to feeds from social networking sites. There are many challenges in Big data like difficulties in data capture, data storage, data analysis and data visualization. All these challenges require sophisticated tools to handle them. This paper aims at focusing on the issues and challenges associated with big data. This paper highlights the concepts of big data, evolution, applications, big data tools and the new challenges to handle big data are summarized.

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JOB FAIR – SOCIAL OR COMMERCIAL

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Socially organizing, participation and supporting Job Fairs is a mandatory obligation of all stakeholders involved towards employment generation in the economy. However, Job Fairs are also viewed with commercial intention by stakeholders for benefits or profits. A commercial approach in such a situation over runs the social patriotic agenda of societal development, economy and manpower development of a country. Though CSR (Corporate Social Responsibility) mandates organizations to conduct social activities, holding job fairs or atleast freewill participation in such career fairs as a social responsibility has always remained a distance for corporations or employers. Further presence of third-party business-oriented consultants in the market with lobbying tactics has also made government agencies responsible for holding employment fairs tainted towards favouritism. Therefore, this research investigates the differences involved in holding a social job fair as compared with a commercial one. The paper also propagates national support towards employment generation by listing out stakeholders' duties in social job fair collaborations and its importance.

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**LEVEL OF CUSTOMER SATISFACTION TOWARDS
SERVICE PROVIDED BY SBI: A STUDY OF
DHARWAD CITY**

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E-banking is related to the carrying out bank related business with the help of the computers or tele banking. A considerable growth of E-Banking services has been observed in the last few years. Managing service quality while using internet as distribution channel is a challenge for a service provider. This study aims at evaluating service quality of E-Banking services of SBI in Dharwad city from customer's perspective. Customer satisfaction plays an important role in banking business. Not only is it the leading indicator to measure customer loyalty, identify unhappy customers, reduce churn and increase revenue, it is also a key point of differentiation that helps to attract new customers in competitive banking environment. The main objective of this paper is to study the level of customer satisfaction towards E-banking services of SBI. For this study purposive sampling technique was used. The tool for sample collection was a structured questionnaire comprising open ended and Likerts type of questions. Firstly the Likerts type of questions have five point scale (1 strongly disagree to strongly agree), Secondly it includes primary details and e-banking preferences of customers in Dharwad city. The questionnaire was administered for 100 respondents. The statistical tool used for the study was percentage analysis and chi square test. The research corroborated the conceptual framework stating that if skills can be upgraded, there will be greater will to use online banking by the customers

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**LGBTQ (LESBIAN, GAY, BISEXUAL,
TRANSGENDER, QUEER) AWARENESS THROUGH
MUSIC VIDEOS: A CASE STUDY ON TAYLOR
SWIFT'S MUSIC VIDEO _CALM DOWN**

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Ever since the inception of MTV, music videos have been a popular source of entertainment for masses all over the world. For over two decades, Music videos have transitioned from the mode of performance to mode of storytelling. Many artists have been using Music as a form of expression and to bring social change. Several governments have used music videos as aid to support the awareness campaigns of various government related development schemes. Over the years, it has been observed that music videos have been touching upon gender related themes. Various artists like Christina Aguilera, Green Day, Pink Floyd, David Bowie, Lady Gaga have attempted to make music videos on themes addressing gender identity. A wide range of Korean pop musicians have also turned into allies by addressing complex issues of queer and trans persons through their music videos. A new wave of spotlighting gay themed narratives has become a rising trend in the music industry. Narratives of both tragic and happy gay stories in music videos have been challenging societal stereotyping of gender in a big way. Many popular artists have produced ground breaking LGBTQ themed music videos that has raised questions. The current paper looks into one such currently trending music video by Taylor Swift which goes by the name '_Calm Down'. This qualitative study will discuss the lyrics, portrayal of LGBTQ, narrative and the hidden metaphors of visuals in the music video and look at how gender stereotyping has been addressed in this video as a major issue in the society.

PAPER 77

**MAKE MONEY THROUGH STOCKS WITH THE
SUPPORT OF MACD: AN EMPIRICAL STUDY FROM
INDIAN STOCK MARKET**

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The article discusses the technical analysis of how it plays an essential role in the secondary market, inventory analysis and their usefulness in trade. Technical analysis is the art or science of stock market information, such as price movements, trading volume and the market scenario in the form of charts, to forecast future price trends. It can help investors predict what can happen with prices in the short term, and also help understand the intrinsic value of the stock and know whether the scripts are undervalued or overvalued by analysing the turning points of the market. This research study attempts to apply technical analysis tools & techniques on selective scripts to assist correct investment decision in the Indian equity market. This analytical research based on secondary data collected from the National Stock Exchange website to analyse the Moving Average Convergence Divergence is used to identify technically robust scripts. This makes it easier for investors to determine the current trend and threats related to scripting on a par with the market. This document aims to provide technical analysis of the securities of selected companies and help in making investment decisions on the Indian stock market, and technical analysis presents an impartial solution in the world of bias.

PAPER 78

MICROFINANCE IN INDIA: CURRENT TRENDS AND DEVELOPMENT

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Microfinance is the operation of affording small scale financial assistance to the rural poor, mainly loans and savings and generally other services like money transfer and insurance. Microfinance is a small financial service accessible to the poor instead of large scale commercial and other financial services. Generally, microfinance is defined as the provision of financial and non-financial services from microfinance institutions to low-income households and small business that were excluded by commercial banks. This paper demonstrates that the recent microfinance sector in India needs currently projected long-term financing to entirely address issues such as leading small enterprises, employment generation and alleviating poverty.

NETFLIX BIGDATA ANALYTICS-A STUDY ON IMPROVING CUSTOMER EXPERIENCE

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Netflix is one of the largest online streaming mediaproviders. It began its operations in 1997. Founded by two tech entrepreneur Reed Hastings and Marc Randolph. The Company's head office is in Los Gatos, California. Netflix's Main business is subscription-based online streaming services of TV Shows, Originals, Movies, etc. Being the largest media service provider, it has over 148 Million members operated across 190 countries except for China, Iran, North Korea, Crimea, and Syria. Netflix's initially started selling DVDs or provide them on a rental basis. Over the period with growth of internet users and the decline of DVD sales and rental services, it changed its business model to video on demand. From 2012 onwards, it started producing its original TV-series and movies. The biggest challenge currently faced by Netflix are Maintaining the existing subscribers and increasing the new subscriber count, increase in competition by other streaming providers like Hulu, Disney, Warner Media, Amazon, the rise of the cost to produce the original content. To overcome these challenges Netflix uses Bigdata Analytics. The main job of bigdata analytics is to help the organization to understand its customers better. By using data, provide better service or product to the customer. Netflix has heavily invested in research on bigdata analytics it spends over \$1 billion for it. As of today, they have a separate division called Netflix Research that mainly concentrates on data analytics areas such as customer experience, recommendations, machine learning, etc. Netflix collects huge amounts of data from a vast variety of subscriber base. It collects data such as the location of a user; content watched by the user, user interests, the data searched by the user, and the time at which user watched. Based on these parameters its algorithm gives a personalized recommendation based on the user interest. Netflix has constantly focused on changing business needs they have moved their business model from DVD rental to video on demand and currently producing original shows. In this paper we analyze various business strategies of Netflix, which includes operational, service, technology, Human Resource (HR), financial, marketing, and new product development. This paper analyzes how Netflix with the help of bigdata analytics focused on improving the subscriber's experience and how it helped to be more customer-centric and increased its user base.

PAPER 80

OPINION OF TEENAGERS ON THE IMPACT OF A DIVORCED FAMILY IN MANGALURU

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Marriage is a union between spouses, establishing rights and obligations between them and the resulting biological or adopted children and affinity. The provision of breaking this marriage is called a divorce, which may be due to several personal reasons of the parents but it may affect the children born out of this wedlock in many ways that are physical and psychological in nature. A broken family can negatively affect all domains of the children and teenagers' development. The effects of a broken family on a child or young peoples' development depend on numerous factors, including the age of the child at the time of parents' separation, and on the personality and family relationships. Although infants and young children may experience few negative developmental effects, older children and teenagers may experience some problems in their social, emotional and educational functioning. Although this may not always be true, studies suggest that children from divorced families are more likely to exhibit such behavioral issues than those from non-divorced families. This study aims at learning about the impact that a broken family has on a teenager. It also aims at understanding the level of awareness among teenagers about maintaining a healthy family. This study is descriptive in design. The information has been collected using the questionnaire method.

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**OPPORTUNITIES AND CHALLENGES OF ICCT
UNDERLYING TECHNOLOGIES IN SOLVING
PROBLEMS OF AGRICULTURAL INDUSTRY**

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Since the beginning of the 21st century, the world is witnessing a revolution due to accelerated growth in Information Communication and Computing Technology. IT can facilitate admittance to timely and correct information for improved agricultural production. Agriculture is a gigantic sector of the Indian economy as its share to Gross Domestic Product (GDP) is almost 17 percent in India. Over 60 percent of the population adopts agriculture as its main occupation. ICCT based initiatives can be taken for the propagation of information, transfer of technology, procurement of inputs and selling of outputs in a way so that farmers can be benefitted. The timely information and practical solutions of the agricultural problems using ICCT help the farmers to adopt good agricultural practices, make better choices of inputs and to plan cultivation properly. ICCT in agriculture is a developing field focusing on the enhancement of Agriculture and Rural Development. It includes applications of innovative ways to use ICCT in the rural domain. The advancement in ICCT can be applied for providing accurate, timely, relevant information and services to the farmers, thereby facilitating an environment with remunerative agriculture. Thus, there is a need to understand as to how far the ICCT initiatives can address the farmers need to develop better solutions for addressing the unmet needs. This paper focuses on how ICCT underlying technologies are useful for innovations in the Agricultural industry and to know the applications of the above-identified technologies in solving agricultural problems with having a suitable methodology.

PAPER 82

**OUTSOURCING: RECENT TRENDS IN
MANAGEMENT FOR DEVELOPING INDIA**

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Entire world is a jointed with each other due to globalization. IT plays a vital role in it. By using IT techniques and new trends in Management, India can be take opportunity to be a developed country. This new trends of management is Outsourcing. Now a day developed countries outsource too many jobs to India. Such benefit should also to be taken by Indian. Indians Entrepreneurs are sharp minded, hard worker, creative, etc., just need to do some financial management, time management and stress management. To manage all these thigs need to accept foreign strategy i.e. Outsourcing. Outsourcing is strategic management model transferring business process to other country. As per a rapid growth of Indian Economy, very soon India will becomea Developed Country. As compare to other developing country, India moves upward in rank. Thus it beneficial as India can outsource their work to other country. And concentrate on main or core functions of the business. It helps to increase productivity, quality of product, reduction in cost, expansion of business, profit making and etc. This research paper discusses and focuses on various criteria of outsourcing which is useful for Entrepreneurs. Paper also evaluates the benefits and the challenges in outsourcing and offshoring. To take the reap of outsourcing, Indian Entrepreneurs must be accepted the outsourcing opportunity. This paper discusses that how Indians Entrepreneurs use this new trends inManagement i.e. outsourcing and become developed country very soon.

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PANEL DATA IN TOURISM DEMAND

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This study has explained the construction of panel data models, compared the estimation performance of Fixed Effects and Random Effects models in application of tourism demand analysis. Our novelty model of panel data focuses on the 10 best travel destinations according to Tripadvisor award 2018 ($i=1,2,\dots,10$). We have considered the relationship between Gross Domestic Product (GDP) for country i (Y_{it}) related to the number of international tourist arrivals in country i (X_1), International tourism receipts for country i (X_2), International tourism expenditures for country i (X_3), Tax revenue in tourism sector for country i (X_4) and Total employment in tourism sector for country i (X_5), for the period 1995 to 2017. After fulfilling all diagnostic tests in panel data and based on the principle of simplicity (Parsimony), we found that the most appropriate model is Fixed Effect model with Individual Effect ($\log Y_{it} = 0.42 \log X_1 + 0.17 \log X_2 + 0.54 \log X_3 - 0.75 \log X_5 + c_i + \varepsilon_{i,t}$) where the values of c_i (Unobservable Individual Effects) for each countries such as : Paris (1.776); UK(1.776); Italy(1.839); Indonesia(1.819); Greece(1.736); Spain(1.573); Czech Rep.(1.589); Morocco(1.717); Turkey(1.826) and USA(1.877) respectively. Furthermore, Adj. R-Squared = 0.95054 and F-statistic = 1103.48 (p-value = $2.22e-16 < 0.05$), this implies that the Number of International Tourist Arrivals in country i (X_1), International Tourism Receipts for country i (X_2), International Tourism Expenditures for country i (X_3), and Total Employment in tourism sector for country i (X_5) are adjusted together explain Gross Domestic Product (GDP) for country i (Y_{it}) by 95.054% while the remaining 4.946% is explained by other variables outside the model.

PAPER 84

**POST GRADUATE STUDENTS EXPERIENCE IN
MOOC'S SWAYAM – A STUDY WITH REFERENCE
TO BELTHANGADY TALUK**

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Online learning uses technology for delivering the courses. Education with technology is considered as most promising development in education. With technology globalization, the concept of learning and teaching has undergone a tremendous change. Technological usage in education provides global learning environment, which allows accessing the course material anytime, anywhere, connect other learners, and get access to the content without considering any geographical boundaries. The significant changes in use of the technology in online education has seen emergence of the concept of Massive Open Online Course (MOOC). Massive Open Online Course (MOOC). SWAYAM platform is indigenously developed by Ministry of Human Resource Development (MHRD) and All India Council for Technical Education (AICTE) with the help of Microsoft and would be ultimately capable of hosting 2000 courses and 80000 hours of learning: covering school, under-graduate, post-graduate, engineering, law and other professional courses. University Grants Commission (UGC) has issued Gazette Notification dated 19 th July, 2016, notified Regulation, 2016 regarding 'Credit Framework for Online Learning Courses through SWAYAM'. SWAYAM has been developed under a four-quadrant approaches: (1) video lecture, (2) specially prepared reading material that can be downloaded/printed (3) self-assessment tests through tests and quizzes and (4) an online discussion forum for clearing the doubts. SWAYAM is an indigenous (Made in India) IT Platform for hosting the Massive Open Online Courses. The study is conducted among the Post graduate students of Belthangady taluk to know the experience of usage and to know the various challenges faced by the students while accessing the various courses.

PAPER 85

**PREDICTION OF PLAYING ABILITY IN KABADDI
FROM SELECTED ANTHROPOMETRICAL,
PSYCHOLOGICAL VARIABLES AMONG COLLEGE
LEVEL PLAYERS**

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The Purpose of the Study was to predict the playing ability in Kabaddi from selected Anthropometrical & Psychological Variables among College level Players, 96 Inter Collegiate Kabaddi Players were randomly selected from various colleges in Karnataka, India and their age ranged between 18 and 28 years. The subjects had past playing experience of at least Five years in Kabaddi and only those who represented their respective college teams were taken as subjects. A series of anthropometrical measurements was carried out on each participant. These included Standing height measured by Stadiometer; Body weight measured weighing machine, Two Length measurements - Arm length, Leg length, measured by Lufkin Anthropometric Tape. The data were collected by following standard testing protocol of International Society for the Advancement of Kinanthropometry. Psychological factors namely somatic anxiety, Cognitive anxiety and self Confidence were assessed by Competitive Sports Anxiety Inventory – II (CSAI - 2) questionnaire developed by Martens, Burton, Vealey, Bump and Smith (1990) and Sports Achievement motivation level was assessed by Kamlesh (1983) SAMT questionnaire. The playing ability which was taken as the performance factor was subjectively assessed by three qualified Kabaddi coaches. All testing was done two day before inter - collegiate competition by using scientifically approved equipment's. Mean and Standard deviations were calculated for each of the selected variables. The inter-relationship among the selected anthropometrical, and psychological variables and Kabaddi playing ability, were computed by using Pearson's product-moment correlation coefficients. All selected anthropometrical, psychological variables that statistically correlated with performance were used to form respective linear predictive models (step-wise argument selection). The results revealed that an Inter-relationship exists significantly between the anthropometrical and psychological variables among male intercollegiate Kabaddi players. The results also revealed that Leg explosive strength, Speed, Self-confidence, Muscular endurance, and Muscular power become the common characteristics which can predict the playing ability in Kabaddi players.

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**PROBLEMS OF FIELD WORK EDUCATION IN
SOCIAL WORK PRACTICUM**

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Social work students generally considered field work training as the most important component in their professional education. In social work curriculum, practice and knowledge (theory) are two integral components in the curriculum, and yet they are often regarded as separate and so some extent antithetical (the –theoreticall vs. the –practicall). A unique feature of fieldwork training is that training and practice take place in the same place. Hence, students are not learning –aboutll a practice as is the case in classroom instruction but learning –inll practice. Field placement is one of the most exciting and exhilarating parts of a formal social work education. It is also one of the most challenging. More than anything else, it requires students to look inside themselves and examine themselves as future social workers. However, most of the time, the students will feel better equipped for their professional career after finishing their practicum. The field work goal is to develop the student’s competence in the practice of social work. Field education is an experiential form of teaching and learning that takes place in a service setting. Field work practices offered the most opportunity to understand the requirements of the people in the background of prevailing cultural traditions and values and thereby, offered opportunities to indigenize practice. It also gave opportunities for innovation. Thus, the present paper highlights and reviews on the challenges and prospects of field work training in Social Work education.

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PROMOTION OF E-LEARNING AND ONLINE COURSES: A CASE STUDY ON 'THE MADRAS SANSKRIT COLLEGE'

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The Madras Sanskrit College is a century-old college and one of the premier institutions for Sanskrit education. It offers from foundation program to doctoral program in various subjects of Sanskrit. It is globally well known for its traditional way of Sanskrit education and research. It has contributed a lot to the field of Sanskrit Literature & Language through the completion of larger research projects and conservation very rare palm-leaf manuscripts. It has produced a great number of scholars as well. Due to some socio-political changes in the state of Tamil Nadu, Sanskrit education was neglected in the last few decades. Opportunity to learn Sanskrit language and to learn other traditional subjects in the Sanskrit medium was not available at this period. Though people were interested to learn Sanskrit it was not accessible. But now, the evolution of the internet has opened the doors for learning Sanskrit through online and social media. The Madras Sanskrit College has recently started its digital campus to conduct basic level courses in Sanskrit and to provide E-Learning materials. It has a Facebook account, YouTube channel and very recently has released a mobile application for learning Spoken Sanskrit. This paper is an outcome of the study done on The Madras Sanskrit College and its digital approaches. It discusses the effective applications of ICT concepts initiated by the Madras Sanskrit College for the promotion of Sanskrit education through its Digital Campus, Electronic Instructional Materials, YouTube Channel, Facebook pages and other modern methods.

PAPER 88

RECENT DEVELOPMENTS IN INDIAN BANKING: A BOON OR BANE

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Indian banking after nationalization made tremendous changes in developmental process. Banking sector has contributed very much to the gross root development. In recent years because of the changes in policies indicated by the government banking sector certain changes are made. With these backgrounds the main objectives of the paper are To know the recent development in Indian banking sector. To check the challenges in banking sector. To suggest certain measures to improve the loopholes in banking sector. To arrive at the said objectives, both the primary and secondary data considered as a part of primary data questionnaire will be prepared and collected information will be analyzed with the help of theories of banking and development.

PAPER 89

**ROLE OF ACTION RESEARCH IN THE
IMPROVEMENT OF SELF AWARENESS IN
TEACHING AMONG B.ED., TRAINEES.**

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Teaching and Research are the two faces of the same coin. Teaching is the practical part of the Research. Teaching plays the role of education and Action Research plays the role of the Philosophy. Research in any discipline dives deep into the ocean of knowledge to discover new relations, new theories and better understanding of various phenomenon. Besides the basic role of creating of fund of knowledge, research also acts as an agent of change and improvement. Every teacher becomes a researcher to the extent that he or she perceives the problem, designs an Action Research Project, experiments to test the hypothesis and finally comes out with solution, to improve teaching and there by enhance the learning on the part of learners. As the name suggests, Action Research is the methodology which has the dual aims of action and research. Action- To bring about change in some community or organization or programme. Research:- To increase understanding on the part of the research or the client or both. There are in fact Action Research methods whose main emphasis is an action with Research as a fringe benefit. At the extreme the research may take the form of increased understanding on the part of those most directly involved. For this form of Action Research the ot comes are change and learning for those who take part. In the present 2 year B.Ed., programme on of the areas of training is the school internship. One of the components is the class room based Research Project where the student trainee should undergo Action Research. This programme provides the plat form for the interns to give expression to their learning while planning and reflecting on their own experience.In present paper study on Action Research of the B.Ed., trainees is explained. The tool Self awareness in teaching was used to collect the data. Simple Statistics technique was used to analysis and interpretation of the data. The study revealed that the Action Research improved the self-awareness in teaching among the trainees.

PAPER 90

ROLE OF AGE IN INVESTMENT DECISIONS

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Individuals project various biases in their investment decisions. It may vary from emotional to cognitive biases. Amongst many demographic factors age is analyzed in the present study. The objective is to observe influence of age on behavioral biases which later will affect investment decision. Investors across various cities of India were selected as sample respondents. Data was collected using structured questionnaire. The study applied chi-square and kruskal wallis test to analyze the influence of age on decisions like expected return, portfolio size, investment objective, investment avenues etc. The study concluded that investors across various age groups vary in their investment decisions. Decisions are affected by cognitive ability of an individual and risk tolerance level. Also responsibilities, capital base and income levels vary across various age categories. All these forces play a crucial role in financial decision making.

PAPER 91

**ROLE OF INFORMATION TECHNOLOGY IN
EDUCATION**

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This article discusses the Roles and solicit contribute to the uninterrupted reflection on the integration of technology into education. Information technologies have affected every aspect of human activity and have a potential role to play in the field of education. The need of technologies in teaching learning process grows stronger and faster. The technological information becomes an era of knowledge providing exchange of information, communication and exploration to strengthen the teaching methods, learning approaches, change in working conditions, handling and exchanging information, scientific research, and in accessing information. Information technologies help in promoting opportunities of knowledge sharing throughout the world. These can help the teachers and students having up-to-date information and knowledge. Accurate and right information is necessary for effective teaching and learning; and information technologies (Haag, 1998; p.10) are –set of tools that can help provide the right people with the right information at the right time. It helps to Students are independent and they can make best decisions possible about their studies, learning time, place and resources. The objectives of the studies are 1) To study the why Information Technology is important in Education. 2) To understand the meaning of Information Technology and Education. The secondary information is used for the analysis of the study problem. It's collected from the various sources like Journals, Books, Articles, etc.

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ROLE OF TECHNOLOGY IN BANKING SECTOR

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The, purpose of this study is to examine the relationship between new technology implementation in the banking sector and customers. Here i want to give importance on how much customers are aware about the technologies and how much percentage of them are actually using it. Data for this study was collected from the customers of various Banking Sectors under the Reserve Bank of India. A simple percentage with pie chart analysis was done. According to questioners, 60 samples are collected and interpretations are given. Findings suggest that most of the customers of bank using ATM facilities. So, the banks should provide awareness about the E-banking services.

PAPER 93

SECURITY ISSUES IN SWITCHED NETWORKS

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Networks have been designed to achieve communication as well as resource sharing. But while designing such networks, one should see the potential threats on our resources that might arise due to its open internetwork architecture. Various security implementations are required at different levels of a network so as to protect the corporate resources. Implementing such security system over a Switched Network is need of the hour, as they are of Flat Network structure. Security on switched networks can be implemented by defining VLANs and assigning the ports only to specific VLANs. This will avoid packets flooding over additional switch ports and thus improves the network security. Designers can go for Dynamic VLAN association with MAC address value to avoid other devices hooking to any switch ports. In addition, design practices like Trunking the links with appropriate VLAN as well as defining ACLs will improve the security on switched networks. This paper will discuss on these different design practices and the levels of security achieved by them.

PAPER 94

**SELECTIVITY AND MUTUAL FUND
PERFORMANCE: AN EMPIRICAL INVESTIGATION
OF SELECTED EQUITY DIVERSIFIED SCHEMES IN
INDIA**

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The mutual fund industry in India has grown to a remarkable extent in the recent decade, therefore performance evaluation is potentially important. The present paper is an empirical study of investment performance of 52 selected Indian equity diversified mutual fund (growth) schemes for the period from 1st April 2009 to 31st March 2019. The performance is evaluated in terms of rate of return, risk and diversification and stock selectivity skills of fund managers. Measures such as Jensen and Fama is used in the analysis of stock selection skills of fund managers. Results shows that about 63% of the mutual fund schemes were able to beat the benchmark markets. All the schemes under study were relatively exposed to less risk than the market, however with high degree of volatility. A majority of the funds were reasonably diversified. Empirical evidence also suggests that fund managers of some of the sample mutual fund schemes were engaged in micro forecasting (or stock selection) as the alpha values in about 38% of the schemes were found to be positive and statistically significant.

PAPER 95

**SPORTS ANXIETY AND AGGRESSION AMONG
VOLLEYBALL AND BASKETBALL PLAYERS**

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This study was to analysis of sports anxiety and aggression among volleyball and basketball players. One hundred players selected randomly for the collection of data. Players were selected from the intercollegiate competitions from Bangalore University. Selected participants were classified into two categories volleyball (n= 50) and basketball (n= 50) players, between the ages of 18 to 23 years. The collected data were analyzed by the statistical treatments -T|| test. The result showed that there was a significant difference between Volleyball and Basketball players on sports anxiety and aggression.

PAPER 96

STARTUPS IN INDIA – REDEFINING BUSINESS PARADIGM

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Business scenario in the world is taking unprecedented shapes due to the paradigm shift in technology buffeted with change in buying behavior and consumer demands. However India as a nation has raised eye brows through its innovative business practices that are attracting attention of world towards it. The blend of Indian consumers is unique as it has varied buying behavioral practices that are to be addressed in unique dimensions paving challenges to business organizations. The current research makes an attempt in understanding the innovative business practices that are being framed in a peculiar market setup like India. Startups are always treated as best innovative business practices that enables in forecasting the upcoming trends and markets for India. The study will assist in gaining insights towards the upcoming trends for the nation and way ahead for business propositions. The research is conceptual in nature wherein, through in-depth review of literature a frame work of current business scenario will be synchronized with that of upcoming business innovations.

PAPER 97

STUDENTS' PERCEPTION TOWARDS CORE BANKING INCONVENIENCE & REMEDIES: A CASE STUDY WITH REFERENCE TO RURAL STUDENTS OF MANGALORE TALUK OF DAKSHINA KANNADA

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Technological advancements in the country gave great push to the banking field and brought massive changes in the mode of banking operations. Installation of Core Banking Solutions paved the way for the introduction of various digital initiatives by the bankers, which are highly appreciated by younger generation customers, particularly by students. This paper attempts to highlight the digital inconvenience in rural parts of Managalore taluk of Dakshina Kannada district, caused due to infrastructure deficit like lack of digital identity, lack of high speed network coverage, safe cyber etc. The study is based upon the opinions given by 100 rural undergraduate students of Managalore taluk of Dakshina Kannada district, residing in Haleyangadi, Pavanje, Challairu, Thokur and Aikala region. Majority of students, particularly female students are relatively recent entrants to internet based services. The study is carried out by conducting a survey by using a structured questionnaire. Understanding the attitude of students towards digital initiatives of Core Banking Solutions, their expectations from digital initiatives, and understanding the digital inconvenience faced by the students are the objectives of study,

PAPER 98

**STUDY ON EMOTIONAL DEPOSIT FOR HAPPY LIVING
AND SOCIAL CHANGE**

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An emotional Deposit is the bank account of trust and not the money. These deposits are based on how you feel with the company of another person. Trust, understanding, act of kindness, concern and affection towards others, or getting support from other person may be the father – son/daughter, mother - son/daughter, Parents and children, husband - wife, among Siblings, friends, relatives, neighbors, college's etc, will make persons to deposit in their account. For any situation a person can react differently, either he can turn towards the person or he can turn away from the person. Just like bank account when you turn towards, you will deposit and when you turn away, you will withdraw. The positive and negative reaction and communications will bring drastic change in emotional deposits. Positive interactions will bring small change in the deposits, but negative interactions will bring big withdrawals, which is costly for an individual to keep deposits and balance. By means of understanding the individual's emotions, attending, observing and analyzing the emotions, keeping commitment in the relationship, the responsibility, always having concern for other persons, by clarifying the expectations of the other person, accepting our mistakes and genuineness will help in increasing the emotional deposits. The research paper deals with the concept Emotional Deposits, how to increase the deposits, Tips for increasing emotional deposits and as a result to bring change in the living pattern for highly effective people.

PAPER 99

**STUDY ON HRD CULTURE AND CLIMATE OF
CHEMICAL BASED PUBLIC SECTOR ENTERPRISES
IN KERALA**

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Globalization dominates the competitive horizon and entails new markets, new products new mindsets ,new competencies and new ways of thinking about business. A major challenge for any organization in this era of international competition and recent economic recession seems to be survival and sustainability amidst cut-throat competition is increasingly argued that the organizations, best able to meet the challenges will be those that can acquire and utilize valuable ,scarce and inimitable resources. Human resources can fall in to this category, particularly, if they are effectively deployed through appropriate human resource practices and management of organizational culture. An organization that has better HRD climate and processes is likely to be more effective than an organization that does not have them. HRD climate can be grouped as General climate ,HRD (OCTAPACE) culture and HRD mechanisms. The study undertaken research study was aimed to analyze the Human Recourse Development culture and climate of chemical based public sector enterprises in Kerala. The population of this research study was the employees of chemical based public sector enterprises in Kerala .ie Kerala Minerals and Metals Ltd,Chavara,Kollam,Travancore Titanium Products Ltd, Trivandrum,and Travancore Cochin Chemicals Ltd, Cochin. An organization success is determined by the skills and motivation of the employees and competent employees are the greatest asset of any organization.HRD tools helps to acquire required competencies for improving work life balance that would enable them to enhance the productivity for better organizational performance. In the context, HRD culture and climate aims at developing the motivation of employees to the extent possible to make them contribute to the organization goals.Data was collected from the employees working at the organization using structured HRD climate questionnaire . The data was analyzed using several statistical tools such as sample percentage, mean value source etc. The result indicated that the HRD climate is an organization is average and the perception of employees regarding HRD culture and climate does not differs significantly on the basis of age ,job approval status and qualification. but it differs significantly on the basis of gender and experiences.

PAPER 100

STUDY ON THE SCOPE OF THE SUSTAINABLE INVESTMENTS IN THE CONSTRUCTION INDUSTRY OF INDIA

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Construction industry of India consists of real estate sector and public infrastructure development. Construction industry in India is the second largest employment contributor. Indian construction industry is expected to see a robust growth in another 10 years. By 2025, Indian construction industry is expected to rank third global y. We are in the era where ‘live and let the future live’ is the sole motto. Sustainable investment is about responsibility and potential the construction industry holds to reach the social and environmental sustainability targets. India has been at the forefront of the Sustainable Investment Movement. We have brilliant entrepreneurs coming up with innovative ideas to solve complex social problems faced by farmers, labourers, migrants and the environment. This is important to the construction industry because regulations and legal provisions require to minimise and mitigate their ecosystem impact and to compensate for the damage caused. This study through the vast literature review of journal publications, news articles and global summit reviews analyses how the Indian construction industry is marching towards sustainability and also finds scope for sustainable investments in Indian construction industry.

TEACHING FOR SOCIAL CHANGE: CAN EDUCATION BRING A SOCIAL CHANGE IN A SOCIETY?

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For shaping the character of an individual education plays a very important element in life and to bring social order in the society there should be a social change. Therefore Education and Social Change goes Hand in Hand. Education preserves the values, morals and beliefs and keep factual data record which will act great utility for the future generations. It gives learner an ability to think, take rightful decisions and to innovate. It eliminates the lack of knowledge which is main stimulus for human stagnation. Learning can initiate a social change in to order o change the viewpoint and mind-set of an individual person. Slowly there is an increase in automation in education system. This results in absorbing large volume of informational material in short time but it reduces the judgment ability of the learner because of dependability of learners on classes rather than self-learning. It distracts the liberal thinking of learners. Society will change socially and culturally only because of education. Education act as a link for learners between socialization and expectations of society. Education is the essential technique of social progress and reform. It leads the learner towards new principles, ethics, standards, morals, ideals and help in growth of intelligence and improves the society potential for a good change. The present paper focuses on the role of edification and technology as a mechanism of social change and growth with introduction of technology for the development of teaching-learning process. It also focuses on obligatory professional knowledge and channels the educators to develop the teaching skills so that it can be more effective. The most influential and valuable instrument of social change and social growth in current time is the education. It emphasize that education has major impact in society, but that it is allocated a conventional role because its main utility is in the socialization of the leaner and the preservation of the social order. Economically when things are going good, more support is given on education experimentation and more optimistic objectives are achieved, such as equity of educational opportunity.

TEACHING FOR SOCIAL CHANGE

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–Education is not a preparation for life but is life itself. Dewey reflected extensively on the page about the role of education in a healthy, ever-evolving democratic society, and he believed classrooms aren't just a place to study social change, but a place to spark social change. Dewey wrote about these topics in the early twentieth century, at a time when debates raged about whether teachers should be tasked with preparing students to conform or to actively push for progress and improvement where they are necessary. These same debates continue today with real implications for education policy. Dewey remains one of our clearest voices on the argument that the classroom ought to be seen as an important locus of social change. For present and future teachers, it's one thing to appreciate Dewey's views on education and social change and quite another to create a classroom environment that embodies them. So, how can teachers build real classrooms that exemplify Dewey's ideals for education in society? Teachers are seen as key actors of change within programmes and projects on global learning. But all too often they are regarded in an instrumental way or as promoters of some form of ideal global teacher. Evidence from the UK and elsewhere suggests that if a pedagogical approach is taken to the role of teachers within the process of learning, then three distinct locations of teachers as change agents can be identified. These are as change agents within the classroom, within the wider school, and within society as a whole. When we speak to teachers, they often express the need to understand the modalities of teaching subjects better. They also want help in completing the syllabus for the year on time and for ensuring that most students pass the examinations with flying colours. The reputation of the school, and teachers, depends on how the students score in examinations. On the other hand, when you speak with some of the best educationists, they wonder about the relevance of subjects in overall education, given the essence, role and purpose of education described in the national policy documents. They also say that the real purpose of education is to help students realise their inner potential. While describing the role of education in India, the policy explains that –education is fundamental to our al-round development — both material and spiritual. Education refines sensitivities and perceptions that contribute to national cohesion, builds scientific temper (ability to think rationally and draw conclusions based on evidence and data) and independence of mind and spirit — thus furthering the goals of socialism, secularism and democracy enshrined in our Constitution. Education also develops person power for different levels of economy contributing to the country's self-reliance.¶

TECHNOLOGY AS AN INSTRUMENT OF BRINGING A SOCIAL CHANGE IN HIGHER EDUCATION: A STUDY OF MANGALORE CITY

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The dynamic progress in technology in the past 30 years is very vibrant especially in the field of higher education. Technology has not only contributed towards education but also to a wide areas in the society. While considering education, Information and Communication Technology (ICT) has made a major impact towards bringing a social change. E-learning and Smart Classroom Teaching when compared to traditional method of teaching in higher education are leading to individual transformations. This individual transformation is playing a vital role in bringing about a social change which is tangible. Mangalore being one of the education hubs in Dakshina Kannada has also implemented these technologies in imparting education. To what extent Smart Classroom Teaching, ICTs, E-learning is being implemented in higher education and on the other hand how is a student being the beneficiary of it is being studied in this research article. In this context the ‘_Social Learning Theory’ proposed by Albert Bandura in 1976, is also put to re-search so as to know its existence and reliability in this fast progressing digital world of higher education system. A study regarding the implementation of E-learning, Information and Communication Technology, Smart Classroom Teaching in Government as well as Private Colleges in Mangalore and the extent to which the students have been benefited from such implementation is widely being studied in this research.

THE COMPARATIVE STUDY OF CSR ACTIVITIES IN PUBLIC AND PRIVATE SECTOR BANK'S

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A bank should have in its DNA. A sense to work for the welfare of the community. CSR is an extension of individual sense of social responsibility. Active participation in CSR projects is important for a bank's. Social responsibility becomes an integral part of the wealth creation process, which managed properly should enhance the competitiveness of bank and maximize the value of wealth creation to society. To increase the brand awareness and employees satisfaction. CSR is used as a tool. Banking sector is not an exception to do it. Most of the bank's are going for CSR activities because to spread over the world and to get good images in the Society, to grow continuously in competitive world. Good reputation or good will have an a positive vibes for all the banks in attracting customers. In order to prove it bank's undertake certain CSR activities such as EDUCATION, HEALTH CARE, SKILL DEVELOPMENT and LIVELIHOOD, CREATION AND ENVIRONMENT PROTECTION. But every banks not undertake the CSR activities only few banks are going with the CSR activity. The objective of this study is to analyze and compare the CSR activities under taken by public and private sector bank's. The study is based on secondary data that has been collected from annual reports of SBI and HDFC bank 3 years from 2016-2019.

PAPER 105

**THE EFFECT OF JUMP ROPE EXESICES ON THE
BODY MASS INDEX OF 12 TO 16 YEARS SCHOOL
CHILDREN**

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The main aim of this study is to find the effect of jump-rope exercises on the Body mass Index of 15 years school children. Considering the mentioned objective, 40 students of B.I.P. School Bagalkot, Karnataka State are selected as cases for this study and they are randomly divided into training group and controlling group. The first group, participated in Jump Rope Exercise training process continued 8 weeks, while; the latter group did not participate in any exercise programs and continued with their daily activities.

PAPER 106

**THE EFFECTS OF STAD ON STUDENT'S
MATHEMATICS ACHIEVEMENT**

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The Student Teams Achievement Divisions (STAD) is a cooperative learning technique in classroom teaching. Students are divided into four-member learning teams. The teacher presents a concept, and then students work within their teams to make sure that all team members have mastered the concept. Finally, all students take individual problem based on the material given and solve individually. This study explores the effects of STAD on student's Mathematics achievement. Quasi-experimental research and pre-test post-test design was constructed for the purpose of this research. Results revealed that, there is a significant difference between experimental group and control group in their mathematics achievement.

PAPER 107

THE GROWTH OF A SERVICE ORIENTED IT COMPANY THROUGH OUTSOURCING –A CASE STUDY OF INFOSYS LTD.

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Infosys Limited is an Indian multinational company that provides information technology, business consulting and outsourcing services. Its headquarters is located in Bengaluru, Karnataka. It was founded in the year 1981 by seven engineers in India with an initial investment of \$250. Infosys has been ranked fifth most -valued IT services brand globally in 2018-19 (brand value up 8 percent to \$6.5 billion). Since its establishment till 2014, N. R. Narayanmurthy(CEO), leading the company in its initial 21 years. On March 29, 2019, its market capitalisation was \$46.52 billion. In 2019, it has 228,123 employees working at different roles and campus, around the world. Infosys provides software development, maintenance, and independent validation services to companies in finance, insurance, manufacturing, and other domains. Infosys planned to reduce the amount of work performed onsite by their staff travelling visas in US, by shipping more work offshore. By this way, Infosys aim to protect and improve margin benefits. Onsite projects are billed 3-4 times higher than projects delivered out of India. Infosys has nearly 25% work performed onsite and remaining from India. Infosys provides Insurance Business Process Outsourcing (BPO) services for the customers. Infosys ranked No.1 in offshore service providers in securities processing BPO. Infosys Business Process Management (BPM) was set up in April 2002. It employed 34,366 people, from 80 nationalities, operating across 32 global locations. The Infosys BPM customer service practice understands the client's specific expectations and addresses them in a sustainable and comprehensive manner. Forrester research has rated Infosys as a leader for simple offshore capabilities using Forrester wave methodology. The report also reviewed that Infosys to be the largest of the six in terms of revenue for application-related services using a low-cost GDM or offshore-delivery model. This case study focuses on different objectives- business vs. operational metrics, profit vs. cost savings, and reduced need for service vs. better service. Also, case study helps to explore the benefits of outsourcing (onshore and offshore) regarding financial growth and the demand of the customer.

PAPER 108

**THE STUDY OF PHYSICAL FITNESS PARAMETERS
ON FEMALE VOLLEYBALL PLAYERS.**

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The intention of this study is to reveal the effect of physical fitness parameters on female volleyball players in the age group of 16 to 18 years. In this study, a total of 12 female players from SDM sports hostel, Ujire, Mangalore participated. Anthropometric and physical fitness measurements were recorded and analyzed. To be specific, age, height and weight were taken for anthropometric profile and for physical fitness profile, explosive strength measurements were taken. In addition to that, endurance and agility tests were also documented. A 12 minute endurance run and 4x10 m shuttle run test for both endurance and agility tests were conducted respectively. The recorded data was interpreted to determine the physical fitness of the players.

THE STUDY OF PSYCHOLOGICAL PARAMETERS ON FEMALE VOLLEYBALL PLAYERS.

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The purpose of this study is to examine the impact of psychological parameters on female volleyball players in the age group of 16 to 18 years. In this investigation, a total of 12 female players from SDM sports hostel, Uijre, Mangalore participated. Anthropometric and psychological measurements were recorded and analyzed. Basic anthropometric parameters like age, height and weight were recorded. Players responses to 27 questionnaires were documented. For psychological study, anxiety and self-confidence measurements were taken. Anxieties like cognitive anxiety and somatic anxiety were analyzed. The recorded data has been interpreted to determine the psychological status of the players.

PAPER 110

TRENDS IN GROWTH OF HIGHER EDUCATION IN INDIA: EMERGING CHALLENGES IN ACCESS AND EQUITY

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Indian higher education is the third largest in the World in terms of students' enrolment. Higher education sector in India has witnessed a tremendous increase in the number of Universities, University level Institutions, colleges and enrolments since independence. As per All India Survey of Higher Education AISHE (2017-18) statistics, 36.6 million of students have been enrolled in higher educational institutions with 19.2 million boys and 17.4 million girls. Further, Gross Enrolment Ratio (GER) in higher education in India for age group of 18-23 years age group has increased from 21 per cent in 2011-12 to 26 per cent in 2017-18. Currently, there are 903 universities, 39,050 colleges and 10,011 stand-alone institutions in the country. Over the last 70 years, higher education in India has grown remarkably with an increase of student enrolment ratio by 34 times in universities and 74 times in colleges. However, the major challenge that confronts is in the disparities in access to higher education, low enrolment ratio, lack of quality education etc. In this background, the present paper is an attempt to analyse the growth & trends in the higher education sector and discusses the various issues related to access, equity and problems of higher education. The paper is based on the secondary sources of data and information, which have been collected from MHRD, NSSO, News Papers etc,. The higher education has grown rapidly in India. The growth of universities has increased from 723 in 2013-14 to 903 in 2017-18 by almost 25 per cent. Whereas the number of colleges has also increased from 36,634 in 2013-14 to 39,050 in 2017-18 for same corresponding period. The secondary analysis shows that the total estimated student enrolment is 3.66 crore, out of which nearly 52 per cent are male and rest 48 per cent are female students. Across social category, Scheduled Caste (SC) student enrolment is around 14 per cent of the total enrolment and students belonging to Scheduled Tribe (ST) category constitute only 5 per cent of the total student enrolment. The GER of students in higher education continues to grow at a slow pace even though the country witnessed rapid increases in the number of universities and colleges. The aim of Draft National Education Policy 2019 by Government of India is to double GER from the present 26 per cent to 50 per cent by 2035. Therefore, the study suggested that the respective state governments should take measures to increase representation of SC, ST, minorities and women in higher education.

PAPER 111

VALUATION OF E-BUSINESS WITH REFERENCE TO MYNTRA AND FLIPKART

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This research paper deals with the concept of valuation of e-business with reference to myntra and flipkart. The value of business is not just applied by its financial performance rather multiple of factors affect the valuation, similarly valuation process is not error free. Valuation of an online or offline business does not differ that much significantly, but still there are differences in their valuation. The process of valuing a business and its units helps to identify source of economic value creation and destruction within the company. Business need to be valued for a number of reason such as their purchase and sales, obtaining a listing inheritance tax and capital gains tax computations. Generally valuation difficulties are restricted to unlisted companies because listed companies have quoted share price. The firm further goes through many a common mistake too and these are the result of relying upon traditional practices and hence need is to find out such factors and problematic contents that distorts the valuation and misinterpretation of business and its financial position. The main aim of our research is to put light on strategies used by myntra and flipkart for valuation. Of e-business and to find the current position of these companies and to examine how e-service initiative affects the firms market valuation. To provide further insight paper also assess the impact of technology acquisition mode, the firms organizational position , industry characteristics and service introduction strategies on firm values. Secondary data is selected as major tool in the process of data collection to this study. The purpose of this research is also to investigate the method used for valuation of e-business and how it is further applicable .this study would be beneficial for further research.

A STUDY ON FACTORS INFLUENCING THE IMPULSE BUYING BEHAVIOR AMONG YOUNG WOMEN

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The study focuses in understanding the factors influencing the impulse buying behavior among young women. In this study a survey was conducted among women between the age group of 18 to 25 years. The study is based on primary data collected through questionnaires and also secondary data collected from books journals and the internet. Impulsive buying behavior is better understood by examining the impulsive buying tendency that shapes such behaviors. Due to globalization the younger generations now have easy access in purchasing a wide variety of goods or products. Apart from this there are wide varieties of psychological/social as well as marketing factors that pushes impulsive buying. Hence this study is made to find out more regarding such factors that pushes young women into impulsive buying.

PAPER 113

A STUDY ON LEGAL ASPECT RELATED TO THE BIO-MEDICAL WASTE MANAGEMENT IN INDIA

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Hospital is a Health care institution a place basically to treat any patient. Since the origination, the hospital is known for the treatment of sick persons. There are different types of hospitals like Teaching, Specialized, General, Acute care etc. but the primary goal of the hospital is to treat a patient. But while treating the patients the hospitals are ignorant of the environment. Now it is well-established fact that there are many adverse and harmful effects to the environment including human beings which are caused by the biomedical waste produced during patient care. Bio-medical waste indicates any waste which is produced during the diagnosis, treatment or immunization of human beings or animals or in research activities pertaining thereto or in the production or testing of biological and including categories mentioned in the schedule one of biomedical waste rules by Ministry of environment and forest notification. The hospital waste like body components, organs, tissues, blood and body fluids along with solid linens, cotton bandages and plaster from infected and contaminated areas are very essential to be appropriately accumulated, separated, stored, transported, treated and disposed of carefully to avert nosocomial or hospital-acquired infections. Bio-Medical Waste Management and Handling have assumed tremendous positive results in the emerging discipline of healthcare law and ethics. The bio-medical waste and management and handling have been given priority in the overall purview of public health hazard. This paper mainly aimed to study and discuss the law related to the bio-medical waste management in India as per the Bio-Medical Waste (Management and Handling) Rules of 2016. The sources of information for this paper is based on secondary data.

A STUDY ON TRANSFORMATION OF ON ROAD AUTOMOBILES TO ELECTRIC VEHICLES IN INDIA

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The Indian government has a clear agenda of moving to an Electric Vehicles (EV) only regime, with a complete phasing out of vehicles that are driven by Internal Combustion Engines (ICEs). The Ministry of Heavy Industries and Public Enterprises had also launched the FAME scheme (Faster Adoption and Manufacturing of (Hybrid &) Electric Vehicles in India) in 2015 under the National Electric Mobility Mission Plan 2020 (NEMMP 2020) to promote faster transformation from ICE to EVs. The FAME scheme focuses on a three phased approach to achieve the target of introducing six to seven million electrified vehicles on Indian roads by 2020. Subsequently; multiple state governments have been providing incentives to attract electric vehicle (EV) manufacturing in their states, and to fast-track adoption of EVs. Karnataka became the first state of the country to notify an EV policy. Telangana and Andhra Pradesh⁴ are expected to release their respective policies in due course. In addition, NITI Aayog's 'Three Year Action Agenda is to be implemented by 2019-20' also emphasises the need to migrate from ICE to eco-friendly automobiles. Firstly Vehicular pollution Ten Indian cities are among the world's twenty most polluted cities of the world according to the Global Urban Ambient Air Pollution database, 2016. ICEs are one of the major contributors to air pollution emitting high levels of sulphur dioxide and suspended particulate matter amongst other pollutants such as carbon monoxide, ozone, oxides of nitrogen and hydrocarbons. Secondly Impact on health in the congested Indian cities According to State of Global Air 2017 report, India accounts for the second highest number of premature deaths due to air pollution in the world. The Lancet Commission 2017 also ranked India as no.1 in pollution related deaths with air pollution being the biggest contributor. Thirdly Impact on balance of payment as oil is the largest imported commodity in India Of the total oil consumption in the country, nearly 70 per cent of diesel sales and 99.6 per cent of petrol sales occur in the transport sector. The growth in energy demand from this sector outpaces growth in all other sectors and is estimated to reach 280Mtoe (Million tonnes of oil equivalent) in 2040, if the present trend continues. Transition to electric mobility can significantly ease out the pressures of balance of payment. This paper will analyse the aspects of Electric vehicles into Indian market.

PAPER 115

**CONSUMER PERCEPTION AND ATTITUDES TOWARDS
ORGANIC PRODUCTS IN AND AROUND UDUPI REGION**

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The term -organic refers to the way agricultural products are grown and processed. The regulations vary from country to country. Organic crops must be grown without the use of synthetic pesticides, petroleum-based fertilizers, and sewage sludge-based fertilizers. Organic livestock raised for meat, eggs, and dairy products must have access to the outdoors and be given organic feed. They may not be given antibiotics, growth hormones, or any animal by-products. How your food is grown or raised can have a major impact on your mental and emotional health as well as the environment. Organic foods often have more beneficial nutrients, such as antioxidants, than their conventionally-grown counterparts and people with allergies to foods, chemicals, or preservatives often find their symptoms lessen or go away when they eat only organic foods. The market for organic food products in India has been growing at a rapid pace over the last few years. Rising health consciousness among middle class consumers in major cities across India has been the key factor contributing to growth in the market. The demand for eco- friendly products and health oriented products such as organic products has been increasing nowadays. Thus, this paper analyses the perception of consumer towards organic products in Udupi region and it aims to identify the level of awareness towards the use of organic products among the consumers of Udupi region

PAPER 116

CREDIT RISK MANAGEMENT WITH FOCUS ON THE COOPERATIVE BANKING SECTOR

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Credit risk is most common risk in the cooperative banking sector. It is one of the hidden features, if not timely controlled, will negative impact on banking business. Therefore, it is necessary to implementing the credit risk management processes in the banking transactions. It helps the banks in identifying, measuring, monitor and control the risk and also act as most important tool for survival of banking business. The purpose of the present study is to focus on the state of credit risk management process in cooperative banks in Dharwad district. Further, the paper makes an assessment of the extent to which cooperative banks were following the standard practices and identify the focus area of improvement in near future.

PAPER 117

EMERGING TRENDS IN HUMAN RESOURCE MANAGEMENT

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HRM means managing the functions of employing, developing, compensating, and utilizing human resources, resulting in the creation and development of human and industrial relations which would shape the future policies and practices of human resource management, with a view to contribute proportionately to the individual, organizational, and social goals. Continuous change in technology, economic, social and psychological understandings and structure have influence on both human resource and its management. Human resources of paramount importance for the success of any organization. In the present complex milieu organizations are greatly influenced by the changes taking place in internal and external environment, no business can change, exist or grow without appropriate human resources, therefore HRM has become the focus of attention of every progressive organization. HRM must be viewed through the prism of overall strategic goals of the organization instead of a standalone unit that takes a unit based on a micro approach. Organizations have to adopt a holistic perspective towards HRM that ensures that there are no piecemeal strategies and it should evolve according to changes in the present times. Hence the organization that changes its practices will tend to survive profitability in the long run. Human resource management is a process of bringing people and organization together, so that the goals of each other are met, Indian organizations are also witnessing a change in systems, management, culture and philosophy due to the global alignment of Indian organization. As globalization has been a challenging issue for the organization because international human resource management has placed great emphasis on the number of responsibilities and functions, such as relocation, orientation, translation services to help employees adapt to new and different environment outside their own country. Henceforth the necessary attention must be taken by the HR managers in formulating policies, motivation, maintaining the relationship and stressing on the quality in administration. Thus, in the end HRD plays the role of initiator, planner, executor in every organization.

PAPER 118

ENCOURAGING INNOVATIVE THINKING THROUGH DIGITIZATION OF EDUCATION

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In the present competitive world Education in the right direction shape the future of the students. The demographic dividend which India has right now can be exploited through providing education in right direction. Affordability and accessibility of education in India is addressed through Reservations and Acts like Right to Education. But because of Colonial masters, India is mastered in education system where memorizing things and collecting factual information play important role. The United Nations Development Programme (UNDP) in 2014 had ranked India 66 out of 140 countries in terms of local dynamics of innovation. This shows very dismal picture of the Indian education system. Added to this the NASSCOM – Mckinsey report –Perspective 2020: transform business, transform India (2009) said only 26% of India's engineering graduates were employable. This shows the lack of opportunities created by Indian education in the classrooms because of lack of infrastructure facilities namely digital modes. We have in our research paper conducted experiment explaining the concept of Inflation by employing black board and combining explanation and points, pictures and animated videos. We have taken fifty students and asked the solution to overcome the problem of Inflation, in situation without using digital tools we have succeeded in clarifying the concept but failed to build the more imagination and creativity in them for longer period. Finally we conclude that digital teaching will enhance or stimulate creativity among the students and successful in clearing the concepts.

PAPER 119

IMPACT OF CUSTOMER ORIENTED BEHAVIOURS OF SALESPERSONS ON SALES PERFORMANCE – AN AUTOMOBILE DEALERS INDUSTRY PERSPECTIVE IN INDIA

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In today's highly competitive markets where competitors offer products that are largely homogenous, the effectiveness of salespersons during the interaction with the customer is critical to the sales success. Research has shown that firms that successfully implement the marketing concept or consumer orientation enjoy superior salespersons performance and business performance (Hinson *et al.*, 2008, Narver and Slater, 1990; Kuada & Buatsi, 2005, Rueket, 1992; Jaworski, Kohli, et. al., 2000, Kotler and Philip 2014). This study aims at studying the impact of salesperson's customer oriented behaviours on his/her performance and automobile dealer's performance in Indian context and, therefore, offers a detailed insight from an Indian sales force perspective. A model was tested using survey data collected from salespeople and top marketing managers within a automobile dealership firms located in selected cities of India. A structural equation model was used to test the hypotheses. The findings suggest an interesting interplay between salesperson's customer orientated behaviours and his/her sales performance. The relationship between the customer orientated behaviours and salespersons performance is fully mediated by salesperson's organizational citizenship behaviours, salesperson's perception of market orientation, market turbulence and competitive intensity. Results support the role of these variables as driver of favourable individual level customer orientated behaviours and their performance which will be of great interest in future research in this area by the academicians and automobile dealers managers.

PAPER 120

**INNOVATIVE MARKETING STRATEGIES FOR
HOTEL INDUSTRY WITH SPECIAL REFERENCE TO
SEA ROUTE MULTI CUISINE RESTAURANT**

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The hospitality industry is one of the fastest and largest growing sectors in the world. The hotel industry is being the most visible sector within the hospitality industry and its currently experiencing setback that threatens the attractiveness in the industry. Thus marketing in this industry has gained a leading role in today's competitive world. Innovative marketing strategies are adopted in the industry to attract customers and gain benefits, sustain the increasing level of exterior market competitiveness and improve the internal and external competitive level in the hotel and yet keeping the environment safe to visit and have a memorable experience. Promoting the hotel in the domestic market and in global world will help the hotel to strengthen the acquired position in the domestic market. The arrival of e-commerce in India has brought every eatery under a single roof and it's a challenge to be addressed. Promoting and branding is essential to get every customer associate with the hotel when they think of food. Social media plays an important role in reaching the customers and to convince and attract them to visit the place. A satisfied customer is necessary to keep a fixed amount of revenue to meet the expenditure. The objective of the paper is to assess the role played by marketing in development of hotel and to identify different innovative strategies of marketing that will help in promoting the hotel in the current challenging industry.

PAPER 121

**MAKE IN INDIA CAMPAIGN AND FOREIGN
DIRECT INVESTMENT**

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Make in India Campaign is an initiative of Government of India to encourage domestic as well as foreign entrepreneurs to produce their products in India. The main focus of make in India is to make full utilization of the skill, talent, discipline and determination which is found in ample in the people of India and this is also an international marketing strategy to attract investments from businesses all over the world and transforming India into a global manufacturing Hub. In this context the present study makes an attempt to study the recent initiatives taken by various companies and to analyse the Inflows of Foreign Direct Investment after launching the -Make in India campaign. The study reported that over all scenario of make in India and FDI was a positive summon to prospective investors from all over the world. It helps to solve the so many devil problems of our country and also leads to economic development of the nation.

PAPER 122

**PARENTS' ATTITUDE TOWARDS SCHOOLING AND EDUCATION
OF CHILDREN**

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The present study aims to assess the attitude of parents towards the education and schooling of their children. The study has adopted explorative research design. With the help of simple random sampling technique research has conducted personal interview with 30 families. The age range of the sample was 30-45 years, and they all belong to Vijayapura city of Karnataka. A 23-item questionnaire was used to collect the data. The data were collected and analyzed by using SPSS software. The findings of the study will be discussed in full paper.

PAPER 123

SHATTERING GLASS CEILING IN HEALTHCARE SECTOR

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Women have been struggling a lot in achieving equality in all areas of life and this applies in medicine too. In this regard Glass Ceiling is a term used to describe the barriers that restricts the women from advancing the growth. Although women make up the majority of the healthcare workforce, they often experience career advancement challenges and remain significantly underrepresented in formal leadership positions and specialty areas. The main objective of this paper is to identify whether the career growth of female doctors progress in the same way as that of male doctors or do they have to break the ceiling to climb up the career ladder. The study is conceptual in nature based on the literature review focuses on Glass ceiling concept by identifying various factors that give rise to it and attempts to identify various barriers which restricts the female doctors from advancing their career growth and the role played by them in breaking it which is represented with the help of a Ishikawa model.

PAPER 124

THE IMPORTANCE OF CORPORATE YOGA WELLNESS PROGRAMMES FOR INDIAN BPO COMPANIES

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Fast technological and economic developments have helped Indian organizations to grow, and restructure and reorganize their business processes. In order to decrease their costs of business processes, organizations outsource them to other organizations. Business Process Outsourcing (BPO) sector has been an important growth catalyst for the Indian economy. The major part of business is being done for the international markets which make employees work in different time zones, usually in night shifts. –Graveyard shifts|| interrupt circadian rhythm, cause sleep disorders, poor cognitive and executive functioning, depression and a predisposition to infection. Due to –repetitive brain strain||, fast-paced work environment, various work stressors, constant repression of own emotions and inability to achieve work-life balance, increased risk for physical and psychological disorders might develop, resulting in low employee morale, absenteeism, high employee turnover and reduced productivity. There is a growing need for a worksite solution that focuses on the health needs of BPO employees. Several analyses of workplace health promotion programs have proven that they are the perfect tool for impacting employees' long-term lifestyle choices – making employees with good health habits have lower medical costs and increased productivity. As one of the fruitful solutions, the research is pointing to yoga. Yoga is an ancient Indian system of practices focusing on individual's physical, mental and spiritual development. Practicing yoga can decrease stress and anxiety, relieve physical tension, reduce pain, reduce risks of injury, improve posture, improve lung function, increase energy and attention span, and improve concentration and communication skills. Due to its cost effectiveness and numerous health benefits, number of corporate yoga wellness programmes has increased significantly all over the world over the past two decades, and still there is a huge scope for growth.

PAPER 125

A NEW CONCEPT OF CIRCULAR MODEL OF MANAGEMENT FOR ACHIEVING SUSTAINABLE SUCCESS AND GROWTH

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According to the International Institute for Sustainable Development (IISD), sustainable development has been defined in many ways, and it states that: –Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. We have seen a lot of focus on sustainable development starting from the initiative of the United Nations which has made all nations focus on Sustainable Goals to be achieved by 2030, to large conglomerates and small business enterprises likewise focussing on sustainable business practices, which if well planned would yield success and growth. In the light of the global challenges faced in relation to environmental, economic and social resources sustainable development leading to sustainable success and growth calls for a significant rethinking in the management of resources within the and external to the organization. In this paper we propound the furthering of a circular economy concept to management as ‘circular model of management’. Borrowed from the concept of circular economy, a circular economy (as against a linear economy) is an economic system aimed at minimizing waste and making the most of resources. Moving towards a circular economy delivers benefits such as reducing pressure on resources, increases competitiveness, stimulates innovation and boosts growth. This study is developed through extensive work in subsistence communities (base of the pyramid customers) in emerging markets. A circular economy promotes social, environmental, economic and overall restorative and regenerative capabilities, similarly a circular model of management will as envisaged promote regenerative and restorative capability in the organization which will ensure sustainable growth and success.

A STUDY ON OPPORTUNITIES AND CHALLENGES FACED BY BUDDING HOTEL PROFESSIONALS IN INDIA.

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Tourism is an industry which creates large number of employment opportunities to the nation. Hotel industry is an integral component of travel and tourism industry. The growth of travel and tourism depends on availability of accommodation options provided by various hotels around the globe. The manpower requirement of hotel industry is in huge numbers which the industry is finding it difficult to meet. Today there are hundreds catering colleges and schools spread across length and breadth of country trying to cater to the human resource needs of this industry. This institutes provide a wide range of programs starting from diploma to three and four year degree and also post graduate programs. Then also we find that hotel industry has large number of job opportunities round the year. These large job opportunities are due to widespread opening of new hotels with all latest luxury facilities and another reason for this scenario is the movement of work force to international job market after they receive the required experience to move out of the country. The shortage of manpower in the hotel industry is also due to some of the odd practices that prevail in industry which has to be rectified as soon as possible. One of the odd practice followed is lengthy shift pattern which can go up to 10 to 12 hours a day. Another factor is low remuneration received for the work done. Fresher's who had completed their studies and when they starts there career in an organization in city like Bangalore they will receive an average salary of Rupees 14000.00 and with this amount they has to manage their repayment of education loan accommodation and transportation in a metro city like Bangalore and also his personal expenses. This paper analyses various opportunities and challenges faced by budding hotel professionals in India

AN ATTEMPT TO STUDY THE REASONS BEHIND THE FAILURE OF JET AIRWAYS -CASE STUDY

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One of the most expeditious-growing airline industries in the world is the Indian aviation industry. On December 1912 with the first domestic air route between Karachi and Delhi paved a way for the history of Indian Aviation Industry. Later till the mid-1990s, the Indian aviation industry was dominated by regime-owned airlines. When the regime adopted the Open-welkin policy in 1990 and other liberalization policies, it led to a rapid and dramatic transformation in the aviation industry and set up as a steppingstone for the incorporation of Jet Airways by Naresh Goyal. Jet Airways was incorporated on 1st April 1992, as a private company with inhibited liability under the Companies Act. It commenced its operations as Air Taxi Operator on 5th May 1993 with a fleet of four leased Boeing 737-300 aircrafts. Jet Airways was the second-most sizably voluminous airline in India as of 2016 February, both in terms of market share and passengers carried. 51% of Jet Airways was owned by Naresh Goyal who was the CEO of Jet Airways. Jet Airways was prosperity for many years. In 2006 Jet Airways purchased Air Sahara for the US \$ 500 million and rebranded it as Jet Lite by inditing off its entire investments. In August 2018, DGCA (Directorate General of Civil Aviation) conducted a financial audit of Jet Airways. Full-accommodation airline jet airways optically discerned losses worsen in the quarter ended June 30, 2018, as the impact of fuel price hike and the falling rupee weighed heavily on the carrier's financial performance. Poor Management, incompetence, inability to find investors were the main factors which led to shutting down of Jet Airways. In this paper, we endeavoured to study what was the reason falling abaft the failure of jet airways operation in aviation industry even after putting several efforts by the government as well as Jet Airways to revive.

BRIDGING THE GAP IN HOSPITALITY EDUCATION AND INDUSTRIAL REQUIREMENTS

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The Hospitality sector growth is very high in last two decades. The manpower need is also more in current scenario. But the hospitality graduates face problems in finding a job placement in the industry. The need and expectation of the industry is not matching with their standards. In other words, what the student learn in the class room and the actual work place needs are not satisfied. This paper conceptually analyzes the problem behind the gap and tries to bridge the gap. From the pass out hospitality graduates who are working in the industry, got the feedback from them, reveals some common drawbacks are identified, they are multi-lingual barrier, short period of internship, inadequate computer training, not making them psychologically strong and so on. So as a hospitality educator the above mentioned important skills need to be added in the syllabus, which help them to be part of the industry, and graduates will be ready to take up operational skills, management skills, HR skills etc. These skills are meant to make them more resourceful to their employers and the customers they will be serving. Hospitality education is more of practical oriented subjects. All the core area's such as food beverage service, Food production, House keeping & Front office are all taught practically with the support of theoretical explanation. Even though basic fundamentals are taught to the hospitality student, to understand the reality they should work in the industry as a trainee, so that they can compare themselves with that they had learnt and what has been practiced in the industry currently. Most of the students are leaving the industry after a short term, the main reason is they are not able to withstand the industry work pressure. The main reason for this is because lack of long period industrial training. Due to the academic structure, long period of industrial training is out short for shorter period resulting this problem, due to more number of young hospitality graduate high turnover in the job, reflecting bad experience to the hospitality industry. So the hospitality educator should train the hospitality students for not only skills and competencies at the front live level, but to also train them for critical thinking skills, emotional intelligence etc.

CHALLENGES AND WORK LIFE BALANCE AMONG WOMEN STATE UNIVERSITY TEACHERS OF KARNATAKA- A STUDY

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One cannot overlook the realities of the present-day work situations, which has made the lives of the individual's complex and has created stress extending beyond the boundaries of the organizations. Because of expanding enrolment of women in all aspects of education and different areas of employment the most recent years saw developing support from policymakers, increase of women in the decision-making process and senior administration positions in both private and public sectors. This is true even in the education sector where recent developments show a greater role for women in teaching and top leadership positions. Regardless of the considerable role of women in the society, the literature suggests that working women in various positions are confronting a different reality due to Individual, Family, organizational and cultural challenges that hinder their effectiveness as professionals. A work-life imbalance is often expressed with psychological and physical strains in employees resulting in low productivity, employee engagement, low quality, and employee retention. There is a well-defined need to adopt well-planned work-life Balance strategies that should be credible, strategic and rational with the Human resource policy framework and organizational goals. This will help in developing a performance-based culture in the organization. Through a survey of 422 women state university teachers, this paper attempts to identify the challenges that women teachers face in State universities of Karnataka. Work-life balance is a cause of concern and should be considered religiously to achieve a mutually beneficial situation for the individuals and the organization in the long run.

CHANGING PERSPECTIVES IN INDIAN EDUCATION SYSTEM

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Education is a unique asset for human beings to reach their goals in life. Through education any sort of knowledge that is gained can be put into practical basis and by practicing this in our day today life activities will help us to develop our knowledge and get experience. Earlier Gurukula system was one of the unique residential learning systems and here the Guru, the teacher will help his pupil's to acquire knowledge and get an eternal success in their life. In Gurukula the pupil's help their Guru in house core activities and also learn to lead their life in a positive manner as a down to earth learning is been taught to the pupils and as a gesture of respect shown to the Guru they give Gurudakshina at the end of their learning. After Gurukula we can observe the existence of British education policies and they introduced the circular learning system. After independence the government introduced the education is right to all and implemented a free and compulsory primary education to all. Later in education system many innovation and experiment has happened and they introduced an online base learning and teaching by the collaboration with other countries we can get our degree by online courses. The educationists thought that vocational learning is a best method of learning which helps the individual face the competition in this present world than curricular learning system. In present scenario we can observe the global partnership with various countries to get an education in various fields. The changing trends in education has made the people to gain knowledge through practical thinking and bring change in the society and is a part of nations development as Education is the only property that cannot be stolen by anyone.

DIGITAL EDUCATION CHALLENGES AND BENEFITS OF AN INDIAN SOCIETY

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Digital education means digital learning. It is a type of learning that is supported by digital technology or by instructional practice that makes effective use of digital technology. Digital learning occurs across all learning areas and domains. Digital education gives win-win opportunities for all, at one side School, colleges and other institution finds the rapid rise in enrolments and added revenue because of digital education, and on other side students view this as a flexible and alternate option allowing them to study as per their convenient time and pace. Teachers and professors too find it convenient to prepare their teaching plans aided by digital technology. Teaching and learning becomes a smoother experience as it includes animations, ramification and audio-visual effects. Education sector in India has seen a series of rapid expansion in last couple of years which helped to transform the country into a knowledge haven. The study clearly points that development of education infrastructure is required for the development of digital education across the country. This will lead to considerable increase in infrastructure investment in the education sector. Democratic governance, English speaking tech-educated talent and a strong legal and intellectual property protection framework are required for the development of digital education in Indian society. Government of India has also taken major Initiatives for the development of digital education in India like opening of IIT's and IIM's in new locations as well as allocating educational grants for research scholars in most government institutions.

GLOBAL ECONOMICS COLLAPSE SINCE 2008 TO 2013- CAUSES, CONSEQUENCES & MEASURES

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ABSTRACT

The causes of the financial crisis are complex. Mainly the excessive debt burdens of Western especially US households particularly in the last decade. Within this context, the crisis was triggered by the proliferation of mortgage loans, the famous subprime loans granted to low income households. The specific about them was high interest rates and long repayment period which targeted modest households with relatively high risk of default. In order to attract clients very low interest rates prevailed at the beginning was increased significantly after few years. During 2000 US had good Economic Growth raising confidence of the traders with then popular subprime credit which nearly six million low income households, were on the threshold of receiving these loans. Many households opted for subprime loans had to default as they could not meet the brutal increase in their monthly repayment. These defaults were amplified by the spike in US interest rates starting in 2004 and by the unexpected fall in real estate prices during the beginning of 2006. The securities linked to these sub-primes quickly lost their value, which is when the complex financial products showed their truly toxic character. Banks stopped transacting since it has no longer confidence upon the financial products available in the market. This lead to the gigantic financial paralysis initiated through inter banking crisis of July 2007. Major Banks were either totally or nearly bankrupted. In order to reduce the risk of stocks and bonds which are losing value and hedging the risks inherent to financial speculations, banks created complex financial products and hedging instruments in the form of derivatives allowing to sell a portion of risky subprime securities. This paper analyses the causes, consequences and measures to overcome the global economic recession.

INNOVATIVE TRENDS IN THE HOSPITALITY TECHNOLOGY IN VIEW OF VARYING CUSTOMER EXPECTATIONS

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Hospitality industry is one among the fastest growing industries in the world. In terms of employment generation, one among every five new jobs in the world is created by the hospitality sector. This is owing to the increased and never ending desire and need of its customer market to travel and explore its diaspora. In the recent times, the hospitality industry has been witnessing innovations owing to certain reasons based on the preferences of the travellers that is expected to be the future trend of its existence. The entrepreneurs can see a fertile ground for themselves in the hospitality sector by understanding the varied customer preferences. Apart from entrepreneurs as stakeholders of hospitality sector, new types of travellers such as millennials, Generation Z travellers and others such as business guests have paved a way to the hoteliers to bring changes and innovations in their services keeping in view the needs and aspirations of them. Such innovations and changes have been now able to serve guests with more customisation and convenience. Many such changes like new technology in guest services, concept of micro hotels, chatbots and robots, Facial recognition technology have been in trend to completely change the way hotels serve. But the greatest challenge here is to maintain the human relations and the human touch throughout such transactions as personal relationships can only build a strong client royalty.

ISSUES RELATING TO VIOLENCE AGAINST WOMEN IN INDIA- PREVALENCE, CAUSES AND IMPLICATION

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Women of India today are faced with incipient situations, trapped by incipient quandaries and encountered many challenges. Violence against women is an impediment to the achievement of the objectives of parity, development and placidity. Violence against women in India is an issue rooted in societal norms and economic dependence. Discriminatory practices are underlined by laws favouring men in several situations. Inadequate policing and judicial practices gainsay the female victim's proper protection and justice. Albeit female participation in public life is increasing and laws have been amended, India still has a long way to go to make Indian women equal denizens in their own country. Violence against women is not an incipient phenomenon. Women must bear the burns of domestic, public, physical as well as emotional and phrenic violence against them, which affects her status in society at a more astronomically immense extent. The statistics of incrementing malefactions against women is shocking, where women are subjected to violence attacks i.e. foeticide, infanticide, medical neglect, child espousements, bride burning, sexual abuse of girl child, coerced marriages, rapes, prostitution, sexual harassment at home as well as workplaces etc. In all the above cases women are considered as an aggrieved person. Prosecution policies need to be evaluated carefully to determine whether they avail avert violence and ascertain they do not result in more preponderant harm. In this paper, my argument would be how women have become victim to the violence in India and what are the influencing causes behind such violence. This paper is analysing the data based on secondary sources.

QUALITY ASSURANCE IN HIGHER EDUCATION ROLE OF STAKEHOLDERS

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Education is the process and complete activity aiming to pass knowledge and skills, which are preparing the individual to lead an effective life in the society. And Higher Education Institutions play a vital role in the development of the Nation. Constant improving of educational quality is one of the significant tasks of the educational institutions. In the era of market economy, the process of attracting students may be analyzed from different grounds but it also ensures that they have to maintain the quality. This can be assured by internal and external environment which we call as the 'Stakeholders'. They are the people who are able to influence the objectives of a given organisation. Stakeholders in higher education include Students, Alumni, Parents, Academic Faculty, Non Teaching Staff, Administrators, Board of Directors, Donors, and Government Officials etc. Higher education should identify the important Stakeholders collect feedbacks and improve their results. This study will highlight on the role of the stakeholders and their involvement in the development activities of the educational institutions. New governance principle expects active stakeholder's engagement in all phases of policy making. Quality Assurance is one, where Stakeholder input areas strongly encouraged. Higher education is being pushed forward for competitiveness. The pressure requires continuous improvement. This paper is mainly attempting to find the quality assurance both internal and external stakeholders and its impact on the higher educational institutional functioning, environment, staffs qualification, institutional culture, management and development. And also predict the interests, needs and requirements of all key players in the environment.

STUDY ON CONSUMERS BUYING BEHAVIOR TOWARDS GREEN TECHNOLOGY PRODUCTS

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The industrial revolution has unleashed unprecedented economic growth over the last two and a half centuries, mobilizing massive resources and improving the standard of living in many parts of the world. However, this progress has been uneven, with billions of people still mired in abject poverty, and it resulted in increasing pressures on the natural environment. The study of green technology involves a group of methods and materials, from techniques for energy-generating to non-toxic cleaning products. In the future, this field may bring tremendous changes in the day to day life of people. The environment global issues act as motivating factor in producing more environmentally friendly products, that will diminish the harm towards the global environment and result in the acceptance of green technology. The rate of consumption increased enormously all over the world, which resulted in the rapid growth of the economy and the higher rate of consumption also resulted in a decline in the environment. The consequences of this environmental degradation have resulted in pollution, global warming, etc. which has become a cause of public concern which in turn leads to the green movement for the preservation of the environment. Since individual producers and consumers are typically not be charged the true cost to society of using these resources, they tend to disregard this cost in their production and consumption decisions. These technologies are identified as green or clean technology. Green technologies involve energy efficiency, recycling, safety and health concerns, renewable resources, and many more. The key objective of this paper is to understand the variables affecting the consumer buying behavior of green products.

PAPER 137

A STUDY ON EMOTIONAL RESILIENCE OF WOMEN OF MANAGEMENT INSTITUTION

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Emotional stability plays a major key role in one's personal life as well as in professional life. Maintaining a static behavior is a greater task for the human being. Ups and downs in family and profession push human being for a stressful situation where she will find difficult to move forward. This situation leads Women employees to burnouts which decline the performance. Resilient is ready to accept the change and challenging task quickly and adopt it. All employees are having resilience power which differs from one another. A person can be successful if they have a clear goal which boots resilience as well. Planning effectively, managing workload a balancing both family a workplace makes an employee more resilient. Some factors like renewing energy, good health, well-being, spiritual thinking help to build resilience among employees. Management also gives more important for resilient employees, as their performance gain by their positive behaviour. Today's generation is loaded by working schedule which makes them block their minds for positive thinking. Accepting change will take a long time. The Company as to lie down more important for the good environment of employees. This study reveals how the emotional resilience of women in management institutions helps the organization for success.

A STUDY ON MULTI-LEVEL MARKETING WITH REFERENCE TO INDIAN ECONOMY

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Multi-level marketing is also called as direct selling, pyramid selling, referral marketing, and network marketing. Even though it is known in different names it is a strategy used and successful in more than 140 countries to sell products and services. There are many MLM companies in the world where their revenue or income is derived from a non-salaried workforce selling the company's products and services. Multilevel marketing is a strategy which some direct selling companies use to encourage existing distributors to recruit new distributors who are paid a percentage of their recruits' sales. The recruits are the distributor's "down line." Distributors also make money through direct sales of products to customers. There are many companies in India which provide direct selling facilities like Mi Lifestyle Marketing Global Private Limited, Amway, Herbalife, Forever Living Products, Vestige, Naswiz Retails, Win Nature International Pvt Ltd, Safe & Secure Online Marketing Pvt. Ltd., etc. Indian economy is a developing mixed economy and it is the 7th largest economy by nominal GDP and 3rd largest in purchasing power parity. Indian economy is the fastest growing service sector in the world. India has become a major exporter of IT services, Business Process Outsourcing (BPO) services, and software services with \$177 billion revenue in 2019. In this paper, we are discussing multi-level marketing and what this business can contribute to the economy in large and how it affects the overall development of the country. The paper also discusses the direct selling companies in India and abroad which help to generate revenue for the economic growth.

PAPER 139

AVIATION MARKET AND DEVELOPMENT

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The civil aviation industry in India has emerged as one of the fastest growing industries in the country during the last three years. India is currently considered the third largest domestic civil aviation market in the world. Indian Aviation promises huge growth potential due to large and growing middle class population, rapid economic growth and rising aspirations of middle class. Therefore with this background the main objectives of the paper are as follows, to analyse Problems faced by Indian Aviation Market. To give Suggestions on how to support Indian Aviation Market: The Airline Industry should be viewed as a tool of economic growth and job creation. It is also one of the most challenging sectors of the economy. If the government accepts such suggestions that will benefit the aviation industry, then it will support more in the country's GDP and growth.

PAPER 140

EFFECTS OF MARKETING STRATEGIES ON THE PERFORMANCE: A CASE STUDY OF CRDB BANK

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The purpose of the study was to examine the effects of marketing strategies on the performance of CRDB Bank. The study adapted a descriptive research design which was exploratory in nature to obtain qualitative information. The target population was customers of two branches of CRDB Bank in Dar es Salaam City. For the study, a questionnaire was the preferred instrument for data collection and before the study was conducted, the questionnaire was pre-tested to gauge its validity and reliability. In addition, the data analysis with the help of SPSS illustrated the relationship between market strategies and performance of CRDB bank. The findings revealed that marketing strategies considered in this study namely customer relationship management and customer satisfaction have a positive relationship with performance. Additionally, the relationship was significant at 95% confidence since $p < 0.05$ for all the four marketing strategies implying that they are important factors affecting performance of CRDB bank. When the relationship between each marketing strategy and performance was considered individually, customer relationship management had a strong positive correlation with performance followed by customer satisfaction. The study therefore recommends that the bank should bear in mind factors related to customer relationship management and customer satisfaction in order to attract more customers and increase retention levels. Perhaps, the bank should explore market driven strategies which seeks to address customer needs and use segmentation, targeting and positioning as opposed to mass marketing.

PAPER 141

E-NAM: A BETTER HOPE FOR THE FARMERS

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Electronic National Agriculture Markets (e-NAM) is an online trading platform for agricultural commodities in India. Most farmers in the country are unable to reap the benefits of their hard labour as they get cheated by middlemen. But, e-NAM, an online market which the government launched in 2016, holds the promise of increasing the earnings of the farmers by connecting them directly to the buyers across the country. Thereby Government has targeted to double farmer's income by 2022. This article highlights the better integration of APMCs across the country through a common online market platform to facilitate pan-India trade in agriculture commodities, providing better price discovery through transparent auction process based on quality of produce along with timely online payment to the farmer's bank account and reduced chances of collusion among traders. In the near future we can expect significant benefits through higher returns to farmers, lower transaction costs to buyers and stable prices and availability to consumers through e-NAM.

PAPER 142

**FINANCIAL PERFORMANCE EVALUATION OF
SELECTED FMCG COMPANIES IN INDIA: A
COMPARATIVE STUDY**

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The FMCG sector has presently proved itself as the fourth largest sector in the Indian economy. It is highly competitive industry which makes a comparatively large contribution to the Indian economy in terms of GDP. In fact rural India with more than 70% share of the total Indian population has emerged as the most significant FMCG market. The FMCG industry plays a significant role in shaping a country's economy and development. This sector can drive growth, enhance quality of life, create jobs and support penetration of technology. The financial performance is the representation of the overall soundness of a business concern and it also discloses how a business has prospered under the leadership of its management. The present study is an attempt to evaluate the financial performance of selected FMCG companies in India. The main aim of the study is to suggest the most financially sound company to the investors group and others stakeholders of FMCG industry. The entire study is based on secondary data extracted from various sources like books and websites. Financial statements of the companies are obtained from money control website. Sampling technique used in the study is judgmental sampling and the sample is top 5 FMCG companies in India selected on the basis of market capitalisation. Descriptive statistics is used for the analysis and One-Way ANOVA test is used for testing the hypothesis. The test is conducted at 5% level of significance.

PAPER 143

GREEN TECHNOLOGY AND DEVELOPMENT

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Green Technology is also known as sustainable technology that takes into account the long-term and short-term impact something has on the environment. Today, Economy, Energy and Environment are crucial topics of discussion with a special emphasis on the key words like sustainability, environment friendship and equity. The definition of –green energy|| is vital and its backbone –green energy engineering|| or –green technology|| is the key. As time has passed by, major industrial companies have come up and have created technology or products with the only motive of earning profit without a thought about making it environment friendly. Due to the large boom of production of industrial technology or industrial products, the eco-system has entered the cycle of imbalance due to the dumping of e-waste and other toxic wastes. After realizing the backfire of nature through various natural catastrophes, the nations have brought up new means of creating technology that could help in making uses of renewable resources, efficient energy management and economy inter-relation. Energy efficiency, recycling, health and safety concerns and renewable resources, all go into the making of green products or technology in development. With these ideas the main objectives of the paper are as follows,

Although there are some defects of Green Technology, everything done have both positive and negative impacts. Global warming and energy crisis cannot be solved within one or two years. It really requires determination and continuous effort in improving the situation. Green Technology will definitely be the solution that gets potential in helping us to solve those problems and improve our environment.

PAPER 144

**HEALTH, SAFETY & ENVIRONMENT
MANAGEMENT – A CASE STUDY OF MCF Ltd.,
MANGALORE**

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Social justice and economic growth cannot be achieved without safe, clean environment as well as healthy working conditions. Safety and healthy working environment are regarded as a fundamental right of human being. The use of chemicals, the indiscriminate use of agro-chemicals like pesticides, agricultural machineries and equipment, industries with major accident risks, in many modern jobs pose serious safety, health and environmental risks. The fundamental purpose of National policy on Health, safety and environment at work place, is to eliminate the incidence of work-related injuries, disease and disaster. At the same time to ensure occupational safety, health and environment performance through proactive approaches. Today most of the organisations strive for sustainability internally by providing workplace conditions that are conducive to employee's health and safety. Now safety, health and environment management has become a discipline that studies and implements practical aspect of an environmental protection and safety at work place. So, organisation must do to make sure that their activities do not cause harmfulness to anyone. Their intention is to be enhancing the well being of the employees and society at large. Organisation should encourage those attitudes and methods which will lead to improve physical, mental health of employees as well as environment.

MCF is the largest manufactures of chemical fertilizers in the State of Karnataka, India. The factory is located at Panambur, North of Mangalore city. The aim of the present case study is to find the safety and health measures adopted by MCF in order to protect the health of employees and also to know environmental management strategies developed to ensure welfare of the society.

PAPER 145

IMPACT OF JET LAG ON PERFORMANCE OF CABIN CREW IN AVIATION INDUSTRY

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The aviation industry encapsulates the development, operations and management of aircrafts. One of the recognizable asset and key players to aviation sector is cabin crew. Cabin crew or flight attendants who are also known as airhosts/ hostesses, stewards/ stewardesses, cabin attendants are members of an aircrew employed by commercial flights, on select business jet aircraft and on some military aircraft. The primary role of flight attendants are to provide regime services and respond to the predicament to ensure the safety and comfort of airline passengers while ascend planes. Cabin crew has to travel different places on board and have to cross various time zones. A time zone is a geographical region which has the same time everywhere within it. Aircrew sleep is extremely significant in the current scenario of airline operations. Jet lag also called as desynchronizes, weariness and flight fatigue, is a temporary disorder that causes fatigue, day time sleepiness, insomnia, loss of concentration and alertness, depression, disorientation and other symptoms as a result of air travel across time zones. When the flight attendants move across different time zones it will disrupt their circadian rhythm. Desynchronize in body clock will have an adverse impact over the performance of flight attendants. It decreases the work efficiency, crew coordination, vigilance, and attention; briefly the entire job content of cabin crew suffers. By undertaking better precautionary measures the cabin crew can avoid the impact of jet lag on their performance on board to a certain extent.

PAPER 146

**PERCEPTION CREATED AMONG PEOPLE ABOUT
ONLINE MARKETING**

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Marketing is nothing but the actions or business of promoting and selling products or services, including market research and advertising. The world is now in the digital space. We have reached a time where 170 million active users are log in to social media every day. Technology and the market were always linked to each other. Today when most of the potential consumers are present in the cyberspace, companies are also reaching there and devising marketing campaigns to target market. Companies like Google, Facebook are increasing their profit margin by increasing the number of advertisement, for which they get paid by the advertising companies. It is pivotal for the company to analyse people's opinion on the advertisement.

PAPER 147

**SIGNIFICANCE OF STRESS-FREE ENVIRONMENT:
INDIAN BUSINESS**

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Stress is very common in this present generation. People sometimes take stress knowingly or unknowingly. It is a natural phenomenon. It is nothing but a kind of pressure which is excreted on an individual. So, it very important to have stress free environment in present generation for sustainable business. Supporting your employees through their stress can ultimately make them more engaged and motivated to do their work. The national institute for occupational safety and health defines job stress as the harmful physical and emotional response that occur when the requirement of a job does not match capabilities, resources or needs needed for the workers. Job stress can lead to several problems including illness and injury for employers as well as higher in-service costs and cost productivity for employers.

PAPER 148

WOMEN IN STEAM: A PERSPECTIVE OF PRESENT TRENDS, OPPORTUNITIES AND CHALLENGES IN ENGINEERING AND TECHNOLOGY

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Science, Technology, Engineering, Arts and Mathematics (STEAM) are the major contributors to education policies and curriculum choices in schools. STEAM has been mainly applied and addressed to the preschools, schools and predominantly in high schools. It has played a major role in the overall development of the students and nowadays, is being applied to the Higher Education Institutes (HEIs). The major drawback in the STEAM field is found out to be the discrimination of women in STEAM fields and it has led to a lot of negative effects on the society. The research focuses on the students' perspective of women in STEAM fields and a lot of discussions are done to understand the reasons behind the disparity. Both urban and rural backgrounds were considered for the discussion to understand the kind of support and equality, the learning environment and in the STEAM field professions. Many constraints for women in STEAM fields are taken into consideration like lack of equality, safety problems, financial constraints and pay gap with the male counterparts. Lately, there are some visible changes in the mindset of parents irrespective of different backgrounds. The curtains of old traditions and restrictions are slowly but definitely, are opening and the girls have the urge to learn, compete and to take responsibly even in unconventional branches of engineering like automobile and aeronautical. But still, a lot of women graduate in STEAM fields but fail to make a successful career out of it. A lot of statistical data from PISA is also taken into consideration for the research.

PAPER 149

A STUDY ON EMERGING TRENDS IN ACADEMIC STAFFS AND AWARDING RESEARCH DEGREES IN INDIA

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India is one among the oldest educational system in the world became the greatest legacy of knowledge. The educational delivery is done through schools, colleges, higher education institutions, Universities, Research Institutes with its highest rostrum of learning. Knowledge, information and new ideas will drive the country towards economic exploration. The formal education provides a solid platform to the aspiring students to become competent in meeting global aspirations. Educational system is deemed to be the community of teachers, scholars and other stakeholders. Every year, millions of students enter the threshold of higher education for their graduation, post graduation and research degrees. Governance of Higher education is the shared responsibility of both Central and State Governments. The quality of higher education is determined by the standards prescribed by the regulatory authorities including University Grants Commission (UGC), All India Council for Technical Education (AICTE) and National Council for Technical Education (NCTE). Efforts are in the pipeline to create Higher Education Evaluation and Regulatory Authority (HEERA) and Higher Education Regulatory Council (HERC) for enriching quality of higher. The paper describe regulations on appointment and promotion of teachers highlighting about minimum qualification, pay, superannuation, recruitment, selection, leave, working days and code of professional ethics for the academic staffs. The paper reveals about the latest regulations governing the M. Phil and Ph.D. degrees on the issues connected to admission, allocation of research supervisors, course work, research advisory committee, evaluation, award and depository.

PAPER 150

DIGITAL BANKING – —AS A TIME SAVER TOOL

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Digital banking or digitalisation is moving online of all the traditional banking activities and transactions that initially were only available to customers under the bank roof. This includes activities like money deposits, withdrawals and Transfers (E-Payments).It is a part of the broader context for the move to online banking, where banking services are delivered over the internet. The shift from traditional to digital banking has been gradual and remains on-going. In the old days, banking used to be a time-consuming business, where the basic transactions like cash deposits and withdrawals were taking long time, the customers had to stand in a queue to avail the facility. Everything was done under the token system. All that thankfully, is a thing of the past now after transition all banking activities became Hassel free. Moreover, going digital allows you the perfect opportunity to enjoy paperless banking experience, where you no longer need to keep track of your transactions or banking history through physical documents. With Digital Banking, you can transact with higher speed, ease and convenience. It served as -Time saver tool for customers as well as for employees. Most banks in the country offer Digital Banking Services today, and these have become an integral part offer E-Banking services today, the meaning true Digitalisation is transformation. Digital Banking has drastically changed the way banks and customers interact with one another. And in a booming technological and financial economy like India, more and more people are being connected to Digital Banking Platforms with each passing day.

PAPER 151

**SOLID WASTE MANAGEMENT IN MANGALORE
CITY: A STUDY TOWARDS SWACCH BHARAT
MISSION**

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Solid waste management is a challenge for the cities' authorities in developing countries mainly due to the increasing generation of waste, the burden posed on the municipal budget as a result of the high costs associated to its management, the lack of understanding over a diversity of factors that affect the different stages of waste management and linkages necessary to enable the entire handling system functioning. This study impressed and towards Swacch Bharat Mission how stakeholders actively involved in action. An analysis of literature on the work done and reported mainly in publications from 2015 to 2019, related to waste management in developing countries, showed that few articles give quantitative information. The objective of this research was to determine the stakeholders' action/behavior that has a role in the waste management process and to analyze influential factors on the system, in Mangalore city area. A combination of methods was used in this study in order to assess the stakeholders and the factors influencing the performance of waste management in the cities. Data was collected from scientific literature, existing data bases, observations made during visits to city areas, structured interviews with relevant professionals, exercises provided to participants in workshops and a questionnaire applied to stakeholders.

PAPER 152

E-BANKING AND GREEN BANKING: A STUDY IN DAKSHINA KANNADA DISTRICT

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Green Banking is a new phenomenon which is creating a buzz in the financial world. Green banking means to promote environment friendly practices and to reduce the carbon footprint from banking operations. However, the majority of the respondents rated positively to the efficiency of green projects/CSR activities, which are implemented by green banks in Dakshina Kannada district. Regarding the effective green banking strategies, bankers seem that reducing paper saving is the appropriate strategy followed by the sponsoring tree plantations. A survey was conducted on green banking which included the banks and well as the customers of the banks to know the various green banking initiatives taken up by the banks and the customer's knowledge on green banking activities adopted by the banks.

PAPER 153

IMPACT OF DIGITISATION ON RURAL BANKING IN DAKSHINA KANNADA DISTRICT

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Today's generation is much more dedicated towards digital planet. The digital India program was established with the view of transforming the country along with the list of developed nations. Digitalisation can be viewed as a truly ground-breaking initiative to re-engineer our country into digitally empowered society and knowledge economy. The modern banks are more privileged with all the digi-infrastructure and services, than the traditional banks operating then. Rural areas are no longer limited to illiterates or unawares, recent decade has recorded the significant growth in the banking sector with the introduction of various govt schemes in the rural economy. The view of public towards banks has changed significantly in terms of banking services, segment banking and community based financial inclusion program pooled together with modern solutions. The banking sector in India has a notable growth but due to lack of assistance and urge towards digitalisation the bucolic areas are those which are least supported with basic amenities, infrastructure and resources, thus making it hinder to establish the digital platform in the planned manner. This research is an attempt to understand the challenges faced by rural people with digitalisation and banking services.

PAPER 154

IMPORTANCE OF DIGITAL EDUCATION AND AWARENESS –A STUDY OF COMPUTER INDUCED HEALTH PROBLEMS AMONG COMPUTER PROFESSIONALS

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Information Technology is an important emerging sector of the Indian Economy. It has become indispensable part of the global world that keeps us connected. Efficient utilization of skilled labour forces in the Information Technology sector can help an economy achieve a rapid pace of economic growth. To propel this growth IT professionals spend massive amounts of time in front of the computer screen involving themselves in monitoring networks, configuring application or managing technology projects. Overtime work at the computer puts their health in danger. This study throws light on the various computer induced health problems, their causes and precautionary measures to overcome the problems. Musculoskeletal problems, eye and vision related problems, repetitive stress injury, stress disorders, headache etc. are the most common complaints of regular computer users. Lack of physical exercises, rest breaks, improper sitting posture, poor lighting, complicated software, bad glare or flickering image etc. are the main causes for computer induced diseases. Information are collected from 100 computer professionals working in different jobs such as data entry, clerical dept. etc., through a well-structured questionnaire and personal interview. Simple statistical tools such as averages and percentages are applied for testing the hypothesis and for analysis. The study reveals that many computer professionals are aware of these causes but, with over work load and work pressure they find it difficult to cope with these problems. However, unless they take care of their health, they cannot work efficiently. The management of the organisations also should focus on these problems and enforce suitable preventive measures.

PAPER 155

MARKET ANALYSIS OF EV'S INDUSTRY IN INDIA- A CASE STUDY FROM CUSTOMER PERSPECTIVE

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-Global warming, -Greenpeace and _'ozone layer depletion are the emerging topics which are discussed often. As human beings are more aggressive towards consumption and production somewhere we are harming our environment. Evidentially we have witnessed many natural calamities now a day. These free resources are the gift of nature which we should care about. To protect the scared resources government and houses are coming up with many schemes and eco-friendly products, today green products have emerging market and many are aiming at the same. Most of the eco-friendly products and services have a wide market, it has been boosted by industry as well as consumer side. But when it comes to EV'S neither business houses nor consumers are impressive. Of course both are dependent on each. Air pollution is the one of the emerging issue. Major cause for the air pollution is automobile industry. Extent to which the automobile industry grow extent to that environment is harming. We should avoid fuel cars with strong reason, because gases that are emitted out from the exhaust on automobile contain various poisonous gasses like carbon monoxide and nitrous oxide. These two can block sun-rays and these pollutants will harm the living beings, destroy plants and this is the core reason for the depletion of ozone lasers. Though India is looking forward to reduce 37% emission by 2030 and al owing only Ev's from 2023 onwards, they failed to create infrastructure which it required. Even business houses are not analysed the customer perspective in depth. So this case study is all about the analysis of EV market and also emphasis on the customer perspective towards the same.

PAPER 156

MICRO FINANCE SCHEMES OF SKDRDP – A CASE STUDY OF SELECTED MEMBERS OF SHGS

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In India, the history of Micro Finance, rural credit, and poverty alleviation are inextricably interwoven. The forces and compulsions that shaped the initiatives in this area are best understood in context of state and banking policy over a time. The Government of India has expressed a strong commitment to Micro Finance as a means of reducing poverty. Micro finance in general is a practice of providing the poor with credit, savings and insurance facilities to set up or to expand Income generating activities relating to agriculture and its allied activities and non-farm sector and thereby is poverty reducing mechanism. Micro finance is needed a very traditional and familiar form of business. Microfinance has turned out to be useful development assistance product. It reached millions of poor people and emerged as a revolution. Shri Kshetra Dharmasthala Rural Development Project (SKDRDP) is a brilliant example of a truly innovative microfinance institution. Founded in 1991 as a charitable trust promoted by Dr. D Veerendra Heggade, SKDRDP concentrates on the empowerment of rural women through self-help groups (SHGs) on the lines of Joint Liability Groups (JLBs), and provides infrastructure and finance through micro credit for the rural people. Presently SKDRDP is actively involved in implementing the financial inclusion plan of the government of India by working as Banking Correspondent and Business Facilitator (BC and BF) in all the areas of its operation. Under the programme SKDRDP is promoting Self Help groups enabling the poor people in the remote villages to access banking facilities at their door steps. SKDRDP is BC and BF to State Bank of India, Union Bank of India, Canara Bank, Corporation bank, IDBI bank, Pragathi Krishna Grameen Bank, Bank of Baroda and Syndicate Bank. The paper is an attempt to understand the stories of SHGs members after taking micro finance service from SKDRDP. The current study helps the researcher to understand the experience of SHGs members relating to SKDRDP Micro Finance Schemes.

PAPER 157

RUPEE VALUE DEPRECIATION: CAUSES AND REMEDIES

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This paper will analyze the trends of the Indian currency depreciation against the dollar from 1947. It is viewed that in the year 1947: 1 US\$ = 1.00 INR which became 1 US\$ = 70.80 INR in the year 2019. The paper also tells the theoretical back ground of the methods of fixing currency value such as fixed rate system, floating rate system and demand and supply mechanism. This paper underscore current account deficit is the major reason for rupee value depreciation. The paper also discuss the terms like rupee devaluation, appreciation, currency market, trade balance and FDI. The data collected for the study is secondary one which is mainly from RBI website. The study concluded that the rupee value is depreciating year by year against dollar. At the end of the paper it is discussed the reasons for rupee value depreciation and also suggest remedial measures to arrest rupee value depreciation. Economy is severely affected by the currency depreciation and people are affected due to drastic change in their monthly budget. Currency depreciation effects inflation which results too much money chasing too few goods. Depreciation refers to a fall in the value of the domestic currency which is caused by the demand for foreign currency exceeding its supply in the market. A decrease in the value of a currency with respect to other currencies means that the depreciated currency is worth fewer units of some other currency. The demand and supply forces in the currency market determine the price of each currency. If the government or RBI fixes the exchange rate of a currency such a system is called the Fixed Rate system. Most of the countries including India changed to Floating Rate System where currency market determines the value of a currency. One of the major reasons for rupee value depreciation is high Current Account Deficit. CAD occurs when a country's total imports of goods, services and transfers are greater than the country's total export of goods, services and transfers. Unreasonably high Imports Of gold, Import of crude oil, Very small manufacturing base of India, etc are all contributing to the rupee value depreciation. India's regulators has to toughen rules for derivatives trading in currency markets, RBI has to tighten liquidity; Relaxing of FDI, Import Duty on Gold to be increased, capital control etc are the measures to be undertaken for safe guarding Indian currency.

PAPER 158

**AN ANALYSIS OF INNOVATIONS IN INDIAN
TEACHER EDUCATION AS PROPOSED IN DRAFT
NATIONAL EDUCATIONAL POLICY 2019**

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India, being population rich but still developing country can prosper only by effective implementation of quality education at school and college level. To implement an accelerated effective quality education in the entire country, developing qualified and updated teachers with current knowledge and skills is essential by providing systematic and innovative teachers education. In this regard, the National Educational Policy proposal has suggested a great step of providing an integrated four years bachelor degree in education as a compulsory qualification requirement to become a teacher at any stage of school education. In this paper, we have studied the new School education model proposed by NEP-2019 and analysed the new curricular and pedagogical structure for school education. The competency levels required for the teachers to implement the reforms as per the NEP 2019 proposal are discussed. The new innovative suggestions given in the proposal to redefine teacher education in the country for all the levels of school teaching from 5 years Foundation stage to 4 years Secondary stage including the minimum qualification for the teachers and to empower the teachers to be competent to develop global quality students are also analysed. Various improvements suggested in NEP proposal for liberalization of undergraduate integrated B.Ed. programme are also listed along with possible implications on the quality of teachers education. A focus group method based ABCD analysis framework is used to list advantages, benefits, constraints, and disadvantages of the innovations proposed in the teachers education part of the proposal and finally, some recommendations are given to the effective implementation of the proposal.

PAPER 159

EDUCATION, RESEARCH, AND EMPLOYMENT OPPORTUNITIES FOR PHARMACEUTICAL SCIENCE GRADUATES – A SYSTEMATIC EXPLORATIVE STUDY

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Pharmaceutical Science is a relatively new discipline and is concerned with fostering a multi-disciplinary approach towards the study of exciting new developments in the chemical, biological and biomedical science areas focusing upon the biochemistry, pharmacology, design, methods of analysis and delivery of pharmaceutical substances to develop effective drugs to cure various diseases of living beings. In this paper, we have explored the various education opportunities at UG, PG, and research level, in different continents of the globe, and the type of research opportunities for the prospective research graduates in these countries. The paper discusses and analyses the global employment opportunities and constraints in different countries for securing employment for graduates, postgraduates, and research graduates with the field of specialization. The paper also suggests some of the improvements and advances required in the curriculum of Indian curriculum for these courses to make them globally competitive in terms of utilizing opportunities effectively with transferred course credits.

PAPER 160

**ENVIRONMENTAL EDUCATION AT
UNDERGRADUATE LEVEL & ITS IMPORTANCE IN
DEVELOPING A RESPONSIBLE CITIZEN**

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It is well known that the environment which we live in is the basic teacher to every human being and has full control over him for sustainable basic living, safety, and comfortable life. A human being will become educated only if he studies his environment and works for its sustainability. By understanding this reality, higher education system adopted Environmental studies as one of the compulsory subjects even in undergraduate courses. Even if a student studies his environment from school days, further inclusion of this subject as a compulsory paper is mainly to remind its importance of preserving a sustainable environment for human beings against all technological progress. Now higher education institutions have two responsibilities: (i) further educating students on sustainable environment, (ii) involving them in various programs to be conducted by the institution on environmental sustainability. In this paper, the objective of environmental education from students point of view, how environmental education can be re-defined as green education, difference between environmental and green education, concept and curriculum for green environmental education, ABCD analysis of Green environmental education, UGC model curriculum for environmental education, comparative study on UGC Environmental curriculum and Green Environmental education, and Possible impact of Green environmental education on youth & society are proposed and discussed.

PAPER 161

HOW SMART CITY CAN PROVIDE SMART SOLUTIONS TO SENIOR CITIZENS – A FUTURISTIC ANALYSIS

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The concept of Smart Cities is developed to promote cities that provide core infrastructure and give a decent quality of life to its citizens, a clean and sustainable environment and application of '**Smart**' Solutions to day to day problems. Smart cities use data and technology to create efficiencies, improve sustainability, create economic development, and enhance the quality of life factors for people living and working in the city. It also means that the city has a smarter infrastructure for providing and managing Nutritious food, Potable water, Systematic environmentally harmless transportation, Green energy production & usage, quality education, business, quality health services, etc. In this paper, we have initially discussed the essential infrastructure and facilities required for senior citizens from smart city solutions point of view and to develop a model to plan and provide essential infrastructure requirements for senior citizens for their day-to-day needs and how the use of digital technology and solutions can help such old-age people until their end of life. These suggestions support to the realization of a smart city with innovative programs to senior citizens of the country.

PAPER 162

HOW TO CREATE EMOTIONAL INFRASTRUCTURE IN HIGHER EDUCATIONAL INSTITUTIONS : SOME CASE BASED ILLUSTRATIONS

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Infrastructure requirements for brand excellence in Higher educational institutions include Physical infrastructure, Digital infrastructure, Innovative academic infrastructure, Intellectual property right infrastructure, Emotional infrastructure, and Networked infrastructure. Emotional infrastructure, being intangible, is difficult to create and maintain. Emotional infrastructure requires creating a sense of belongingness with the organization by all stakeholders. It is a process of developing a positive attitude towards the HEI for its stakeholders. Since, attitude and behaviour of a stakeholder depend on feelings, which depends on belief, which further depends on his previous and present environment, HEIs should focus on developing a conducive environment for education and research. The major elements of emotional infrastructure include Acceptable leader as role-model, Trust among stakeholders and outsiders, Institutional values (Core values), Institutional Rituals & Tradition, Create rich communication channels, Alternative strategy & Support network, Set vision in every student, Safety & Security, Search for proximity (Local friends. Local food, local culture), Comfortability but need not luxury, Legacy of the system, Respect & perception about organization, Openness in terms of information, Ability of the institution to fulfil the promises, and Accountability measures are considered as some emotional infrastructure components. In this paper, we have analysed these components and discussed how they can contribute directly and indirectly on the emotional infrastructure of the higher educational institutions. The arguments are supported by some case based illustrations by analysing & comparing the strategies of 20 top universities in the United States of America.

PAPER 163

INDUSTRY-INSTITUTE INTERACTION: SOME NEW PERSPECTIVES

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There are infinite amount of innovation opportunities in higher education service model due to the fact that the expectations of higher education aspirants are changing. In this paper, we made an attempt, in the form of a model, how HEIs and industries in the society can collaborate to exchange knowledge and skills of their stakeholders. Since networking with stakeholders is a very important infrastructure of HEIs, they can prosper and develop as one among world leader in education through such effort. The network collaborative model contains a systematic plan of involving industry experts in HEIs teaching-learning process. Starting from planning the courses and the subjects, developing the curriculum, collaborative training, collective evaluation, and offering employment, industry-institute interaction has the opportunity to synergize. Connecting with the industry, with the alumni, with other higher education & research institutions creates synergy for collective development. By means of properly planned collaborations and implementing the objective of collaboration leads to a positive-sum game. Organizations which focus on effective networking can encash more opportunities for self and mutual developments along with their brand image. Collaboration and partnership with local, national, and global agencies can be used to support other infrastructures like innovative academic infrastructure, intellectual property infrastructure, and emotional infrastructure. In this paper, we have also identified and analysed various components of networked infrastructure required for a university using focus group discussion and found the optimum level of such networked infrastructure to be utilized to develop universities to the world class level.

INFORMATION ASSURANCE: EDUCATIONAL PROGRAM AT BACHELORS LEVEL—AN INTERNATIONAL LOOK

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Security has become an important name these days for different reasons. Today organizations and institutions are engaged in information affairs and in which IT Components become important and valuable. Worldwide manpower requirement in this field is highly solicited, different educational institutions viz. colleges, universities, technical institutions are doing well in this context. There are different areas closely related to Information Assurance such as Cyber Security, Information Security, IT Security, Computer Security, etc. Information Assurance is a broader version of IT Security which talks and deals with both manual and computational security related affairs. Information Assurance moreover comes with the topics in policy designing for healthy information systems designing and development. The framework, guidelines for sustainable information systems designing is also part of Information Assurance. Initially different universities have been started Information Assurance program at Doctoral level and in recent past apart from Masters degrees few have started Bachelors as well. This paper has highlighted the basics of Information Assurance and mainly the available programs of Information Assurance at Bachelors degree level. Paper mentioned the emerging areas and topic of interest as well. It is noted that few universities offer the areas as a full-fledged manner and few as a specialization within a broader domain.

INFORMATION ASSURANCE: THE WAY TO INTRODUCE IN UG EDUCATION IN INDIA—A POLICY FRAMEWORK

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Information Assurance (IA) is an important and emerging concept related to information security. Information Assurance (IA) is also required for managing and implementing information security related policies. There are two types of security; firstly traditional security and another one is computational security. Traditional security is about the manual documents and content related security whereas; computational security is deals with various components based security viz. Network Security, Web Security, Database Technology, Multimedia Technology, etc. Information Security is very close with the Information Assurance (IA), as it also deals with Manual and Computational areas; though it additionally deals with the policies, regulation, and guidelines of security. Many universities internationally offered degrees and academic programs on Information Assurance (IA) and allied fields viz. Information Assurance and Security, IT and Information Assurance, Computer and Information Assurance, IT Security and Assurance, etc. The degrees are offered at different levels viz. Bachelors Degree, Masters Degree, PG Diploma, PG Certificate, Doctoral, and Post Doctoral level; there are different universities. In India, a very few universities have started security related degrees and most of these are offering traditional nomenclatures. There are potentialities to offer the degrees at UG levels with little initiatives and policies. This paper talks about such potentiates and the situation in detail.

PAPER 166

INTERNATIONAL BUSINESS THEORIES AND TOURISM INDUSTRY PARADOX

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Despite the fact that international business is a positive sum game where all the participant countries are gainers, many international business theories propose the countries strategy should be to increase export and decrease import to have a stable balance of trade and currency exchange rate. If a country's trade account is such that when exports are not equal to imports, there is relatively more demand or supply for its currency, which influences the price of that currency on the world market. Many developing countries focus on increasing their export and decreasing their import to reduce their trade deficit and have positive economic growth. Thus based on international trade theories, a country should focus on increasing its exports and decreasing the imports to have a stable economic growth, stable exchange rate of its currency and to control its trade deficit. The purpose of this study is to evaluate the export and import strategies of the developing countries and to find a way to maintain the balance of trade. While doing so, we have surprisingly observed a paradox that though in many industry sectors, the export of commodities contributes to increasing the demand for the country currency and imports of commodities contribute to decreasing the demand for the country currency, but in tourism industry sector reverse is found true. The paper explains how the tourism industry encourages a country to increase import of people to it and decrease export of people to other countries. The findings of this research suggest that (1) Tourism is a industry sector where the paradox against the common understanding on import and export strategy of countries is observed, (2) In tourism industry, trade deficit can be minimized by importing more external people than exporting internal people to other countries as tourists, and (3) Developing countries should focus on improving Tourism industry based business in the country.

M.TECH. IN IT AND COMPUTING AREAS WITH POSSIBILITIES IN INFORMATION ASSURANCE SPECIALIZATIONS: *THE INNOVATIVE FRONTIERS IN EDUCATION*

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Information Technology is an important domain within Applied Science and Technology responsible for information affairs leading to collection, selection, organization, processing, management, and dissemination. Information Technology consists of different components and among these important are web technology, network technology, database technology, multimedia technology, etc. As far as Information Assurance is concerned, this falls under the area of network technology mainly within IT and partially database and web technology. The IT and Computing education in India offered in two platforms, in one it is the area of Science (Applied) and in another, it falls under the area of Technology/ Engineering. The IT programs come with BSc/MSc and BTech and MTech nomenclature. However, the BTech and MTech are also offered as BE/ME Degree in some respect. In the recent past, many universities in India have started the IT and Computing programs with specialization or Honors or Major. The importance of Information Assurance and Cyber Security is increasing; this paper is proposed about the Information Assurance major with MTech-IT and allied degrees keeping in mind Indian need in industry and policies of higher educational institutions. Paper highlighted the model curricula in this context as well. As a whole, complete SWOT has been mapped of Information Assurance programs in MTech-IT and allied fields.

NETWORK SECURITY: THREAT MANAGEMENT

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Security these days is a very important issue and required in all the organizations and institutions irrespective of nature. Computer Security is closely associated with Information Technology Security. Network Security is a vast world and it has a close connection with the Database Security, Web Security, and Cloud Security. Network Security is required due to various issues viz. vulnerabilities, malware, spyware, ransomware, Trojan, virus, phishing, denial of services, web shells, etc. There are different threat management defending systems viz. computer access control, application security, authentication, authorization, firewall, intrusion detection systems, mobile secure gateway, etc. Day by day the intelligence system is developing and as a result, threat is also increasing. Corporate world, industries are employing different smart devices and there threat management systems are highly required. This is a basic paper on Network Security and talks about the aspects of Network Security with special reference to the threat management. This paper deals with the fundamentals affairs of threat management as well.

PAPER 169

OUT OF MIND, OUT OF SIGHT: A CRITICAL APPRAISAL OF SOCIAL INITIATIVES TO CURB MIGRATION IN UTTARAKHAND

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The existing state of affairs in the hill and rural areas of Uttarakhand is very dangerous as the state has more than fifteen hundred ghost villages and this number is growing day in day out. The villagers from these places are moving out to plain areas within and outside the state mainly for employment opportunities and a variety of other reasons also contributes to this unfortunate process. Comprehending the urgency of the situation several individuals, non government organizations, self help groups and the different agencies of the government have started a number of initiatives to curb this serious issue of migration. This research article makes an effort to study the circumstances, current scenario and predominant causes in relation to migration for the state of Uttarakhand. The research article mainly focus on some of the successful cases of social initiatives attempted for helping to create a viable environment so that people do not have to migrate out of their home in search for facilities. The article concludes that such kind of social initiatives have the potential to stop the process of migration and to initiate reverse migration in the state but still a fair distance has to be covered to make this vision palpable.

PAPER 170

RESEARCH & FUNDING AGENCIES FOR MEDICAL PROFESSIONALS

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Research and Academics are complementary to each other. They arouse interest in each other and doing research does not have any negative effect on the academicability. Research can offer significant information about disease trends and risk factors, interventions or outcomes of treatment, public health issues, functional abilities, patterns of care, and health care costs. Clinical research is a branch of healthcare science that determines the safety and efficacy of medications, devices, diagnostic products and treatment regimens intended for human use for prevention, treatment, diagnosis or for relieving symptoms of a disease. Tracking clinical experience during drug administration is important for recognizing comparative rare adverse effects and for determining the effectiveness in different populations or in various conditions. It is also vital to record and assess experience in clinical practice in order to develop evidence-based guidelines for best practices and to ensure high-quality patient care. These forms of health research have led to significant discoveries, the development of new therapies, and a remarkable improvement in health care and public health issues. Economists have found that groundbreaking medical research can have an enormous positive impact on human health and longevity resulting in increased productivity of the population which in turn contributes greatly to the national economy; in addition to the individual benefits of improved health. As far as research in medical sciences is concerned, India scored 12th position among the productive countries of the world in medicine during 1999–2008 with a mere 1.6% share. The main deterrent being lack of funding, well paid jobs in the research sector. In this presentation, I have made an attempt to address the benefits of doing research and various funding agencies.

PAPER 171

REVISITING PHILOSOPHY OF STUDENT LEARNING

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Over the years the focus in teaching-learning has been shifting from students as objects of learning to subjects of learning, to recipients of learning, and customers of learning. A further shift that is taking place in Higher Education is to view students as partners in learning. In the paternalistic view, knowledge is available in the form of books and resources and the teacher is not inventing anything new. Since students by themselves are unable to take it the teachers help them with this. But such a perspective fails to address the behavioral angle of the entire process governing the interaction and ignores the need for a philosophy which would better understand the student involvement. Critical assumptions which are central to the philosophy of student behavior namely ‘Theory X’ and ‘Theory Y’ modeled after the organizational behavior theories portray two extremes, either students are inherently lazy and must be forced to learn, examinations are perceived as threats etc or that students are interested and given required motivation they would learn. Viewing of teaching-learning as a partnership process is still ahead of these, guided by shared understanding of ‘what we know is little’, ‘what we don’t know is more’ and ‘what we ought to know is much more’. That students are reservoir of unlimited freedom by virtue of their age, developmental stage, socialization; peer group influence and adolescent characteristic etc and the teacher do need to renegotiate their behavior so as to conform with forces of social control, and expected behavioral and institutional norms. It is here that partnership process start. This paper discusses the variety of approaches and aims to explore the philosophical base for partnership based learning in Higher Education.

PAPER 172

SECURING MULTITENANCY WITHIN IAAS DEPLOYMENT MODEL UNDER OPENSTACK

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Modern days, cloud computing playing an important role in both academic research as well as in IT Industries. There are huge numbers of cloud service providers offer various computing resources in many forms. In this research, we investigated clearly in the aspect of Infrastructure-as-a-service facing the problem of security especially when multiple users are in the same virtual machine. Many Developers are focusing on research related to cloud security. Still, there are so many issues in the situation of service over the cloud. Also, there is an issue in the research survey pointing to Multitenancy. Our research as per the industrial standards mainly concentrated on securing the IaaS which a very important requirement for cloud computing. In this research, we used cloud computing software such as OpenStack. It is a very popular software in the deployment of infrastructure-as-a-service (IaaS) Solutions. In this research article, we investigated pointing to the security related to Infrastructure as-a Service which is facing security problem especially in the case of multiple users. Especially, when multiple users have the same virtual machine and therefore need to be secured. We investigated this problem in the new dimension such as with security-based components.

PAPER 173

STRATEGIES FOR COMPETENCY BUILDING IN HIGHER EDUCATION INSTITUTIONS

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Higher education institutions are critical focal points which transform youth into economically productive and socially useful citizens. This could be realised if they provide total learning experience which goes into developing competencies. Apart from reorienting main stream academic activities, value additions, certification programs, skill enhancement courses, competency gaining activities are being increasingly incorporated to enrich student learning experience. **Three main factors** play a role in developing competency. One for example is the **education and training** that is the primary function of higher education. Side by side there is the **hidden curriculum**, such for example, the entire set of factors which together may be called campus atmosphere – peer interaction, mentor influence, co-curricular and extra-curricular activities, sports and games, programs and activities, opportunities leading to discovery of potentials and development of self. Finally the **personal attributes** such as punctuality, discipline, commitment etc. which are largely shaped by ones early life experiences and institutional norms of the organisation of employment. All the three contribute to the holistic ‘performance competency’. Education and training, and hidden curriculum are two sides of the same coin. One which allows formal learning and the other informal and experiential. This paper on challenges for competency building aims to find out the strategies that could be employed by higher education institutions in developing competency among the students.

PAPER 174

**THE ROLE OF POLICE IN THE CRIMINAL JUSTICE
SYSTEM OF BANGLADESH: NEED FOR
REFORMATION**

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Police and their functions are very important in criminology. Because it is the principal duty of the police to arrest criminals and conduct them until the conclusion of trial for preventing crime. Police are legally authorized to use force and other means of coercion to execute public and social order. The basic knowledge of crime and criminology is must for the police and that's why almost in every country of the world has a criminology division for police. And police are manually trained for the knowledge of criminology. It is true that an honest, sincere and effective police force can ensure a happy and peaceful society. Although it is not possible for the police to reduce crime from society completely but it can be controlled and retained in a satisfactory stage. Otherwise, trick, corrupted, unlettered and disingenuous police force can give facilities to the criminals and make the life of the general citizens miserable. This study has an assertion and provided some recommendations to the knowledge of criminology for police and to reform the police system in Bangladesh. This article provides strategic policy guidance for the police personnel.

PAPER 175

TRAINING EVALUATION MODEL-BETTER ALTERNATIVE TO SMILE SHEET IN MEASURING TRAINING EFFECTIVENESS

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In the fast changing scenario of business, science and technology, the importance of training cannot be underestimated. Training is often one of an organization's biggest budget line items, nowadays (Wentworth, 2016). Institutions spend millions of dollars every year toward training. Yet, it is a debatable factor that, how far these trainings are effective in attaining their desired objective. Often, institutions resort to a stereo-typed evaluation method, which never measures the real training effectiveness. Even today, as described by Kirkpatrick D.L (1993), organizations often resort to a smile sheet, where both trainers and trainees aim at a smiling outcome after the training. It is observed that, these smiling outcomes are never an indicator nor aid in attaining a desirable target for the trainees in their performance in a practical field. Thus, it can be said that in most cases, the training leads to a wastage of precious resources like manpower, time and money. Instead, it is seen that a structured Training Evaluation Model evaluates the training with an inherent intention of achieving improvement in the performance of trainees in their practical field after a certain time period after training. In this study, twenty important Training Evaluation models are explained and compared. These models explore various factors of training and their effectiveness. After evaluating these models, this study recommends that, in order to achieve the desired outcome of training, for the trainees in their professional field, it is desired to impart training and to measure its effectiveness by adopting any of the suitable Training Evaluation Model rather than resorting to a smile sheet.

PAPER 176

WORLD ECONOMIC RECESSION 2020 – PREDICTIONS & PRECAUTIONS

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In the history, the world has witnessed many economic recessions and depressions due to different reasons including war and chronic health diseases. The year 2020 is predicted as the year of second global recession during the 21st century after 12 years gap with the first economic recession took place during 2008. One of the main reasons for first economic recession during the 21st century is due man-made mistakes in banking industry like sub-prime lending, growth of housing bubbles, easy credit conditions, weak and underwriting fraudulent practices, predatory lending, deregulation, increased debt burden, financial innovation & complexity, incorrect pricing of risk, Boom and collapse of the shadow banking system, use of wrong banking models, etc. But the predicted year 2020 recession is expected due to technological progress and mishandling of technological opportunities by political decision makers. In this study, we have elaborated the effect of technology and the inability of human beings to take the advantage of it due to their failure in forecasting & foreseeing the future. The main reasons responsible for the anticipated economic crises, the effect of such crises on the job market, and its possible consequences are discussed in detail. Finally, we also suggest, with illustrations, how the anticipated economic crisis can be controlled and minimized by taking precautions by the concerned governments and political leaders.

Therapeutic Effect of Combined Treatment, Physiotherapy and Efficacy of Yoga, Meditation

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Physiotherapy being a health care professional is a holistic approach that is concerned with maximizing quality of life by prevention, diagnosis, and management of disorders and pain to enhance the health and welfare of an individual and community at large. Yoga an art of healthy living is a spiritual science that is intended to bringing harmony between body and mind. The practice of Yoga increases mobility and motility of the body which is also the base of physiotherapy that helps to rehabilitate the movement and function of an affected individual. Within the scope of several existing similarities researchers, Physiotherapists and Yoga practitioners can obtain additional valuable ideas through the integration of underlying concepts of Physiotherapy and Yoga. The practice of yoga and its positive influence on an individual's mind and body, its complexity, multidimensional aspects their relationships can contribute towards the better practice of Physiotherapy. This conceptual enrichment can be a motivation to the physiotherapists who are well concerned about the overall health and betterment of their patients. In this research paper, an attempt is made to emphasize the importance of the integration of Physiotherapy and Yoga in clinical aspects. There is a wide range of types of contemplation, which can be formal situated or laying rehearses with a center (frequently the breath), and the casual routine with regards to care. It more often than not has a point of internal center, for instance, the breath, a word or express, or a sensation. It is a mindfulness state, where the psyche is quiet yet alert, which prepares our focus and consideration. Breathing is a piece of any training, it is essential to have the option to sit with the breath, without judgment and watch it under its standard oblivious control before bringing it into cognizant control if rehearsing breath adjustment. A typical misguided judgment is that you must most likely quit reasoning, this isn't the situation the psyche is intended to think however can end up over dynamic and our self-talk in our contemplations may not be useful. Our language is something we spread in instructing sessions. With training, we can figure out how to pick which musings to cooperate with and which to permit to cruise by, breaking the chain of regular contemplations and taking the regard for the present minute. Your contemplations can be viewed as like waves in a sea and can be seen with all their evolving tides.

PAPER 178

THE CHANGING DIMENSIONS OF LEGAL EDUCATION IN INDIA

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Law is a subject which is present in every discipline in one or other way. So, it is said that ignorance of law is no excuse. Legal education is also one of the fastest growing educational sectors in India. Earlier the legal education was pursued in traditional manner and after completion of degree in law legal practice was the motive. But, reforms in the area of legal education started with the enactment of Indian Advocates Act 1961 wherein maintenance of uniform standard was monitored. The Bar Council of India maintains other procedures relating to legal education. The Legal research also got prominence and at the same time teaching pedagogy in law also changed a lot. Deductive and inductive methods of teaching and learning developed. Practical exposure in teaching also enhanced. Even in legal education, scientific method of imparting education was adopted. As further development, to impart legal education, private universities emerged and they are striving to improve the quality of legal education in India. Job and placement opportunities for law graduates also expanded and new openings are found. So, we can identify and locate lot many changes in legal education in India.

SECURING COMPETITIVE ADVANTAGE THROUGH CONTINUING EDUCATION FOR HUMAN RESOURCES IN AN ORGANISATION

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A company's greatest assets are its employees and if competitive success is achieved through them, then the skills of those employees are critical. Consequently one of the most obvious implications of the changing basis of competitive advantage is growing importance of having a work place with adequate skills. Developing those employees skills can be one of the greatest tasks. Today's knowledge management system assists the company in training, tracking, assessing and building a greater resource- its people. One of the human resource practices is investing and continuously investing in skill, knowledge acquisition development in its human capital. This requires administering a variety of training education aimed at increasing and maintaining each individual job-related skills and providing development opportunities for which individuals which will broaden their skill base. Management will recognise need for development and retraining when they realise that employees are an asset and not an expense and development is the core for improving the competitive advantage.

PAPER 180

GREEN MARKETING IN INDIA: EMERGING OPPORTUNITIES AND CHALLENGES

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Green Marketing is a phenomenon which has developed particular important in the modern market. In the emerging world the concept of pollution free activity is given more importance in all the sectors and in all stages. The environmentalists are targeting the industrial sectors as the major contributors for depleting natural resources and environmental destruction. Hence, both production and marketing divisions of industries are stressed more to take utmost care in these areas along with fulfilling the market demands. To overcome these difficulties a new concept has born in the present globalized world where production, consumption and also marketing of the products can be carried effectively ensuring environmental safety. This concept is named as ‘_Green Marketing’. Awareness about the destruction of natural resources has raised the issue of environmental protection which in turn has created eco-friendly consumption called ‘_green consumerism’. Smart business houses have accepted green marketing as a part of their strategy. Many global players in diverse businesses are now successfully implementing green marketing practices. Various studies by environmentalists indicate that people are concerned about the environment and are changing their behavioral pattern. The most of the consumers, both individual and industrial, are becoming more concerned about environment-friendly products. This has become the new mantra for marketers to satisfy the needs of consumers and earn better profits. This paper aims to give information about concept of green marketing, global and Indian scenario, green products, opportunities and challenges in green market.

PAPER 181

A STUDY ON GEERT HOFSTEDES CULTURAL DIMENSIONS IN INTERNATIONAL BUSINESS

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Culture is the ideas, customs, and social behavior of a particular people or society. So culture is mainly identified by the behavior of an individual by simple terms. It consists of a person's values, norms, customs and ideas. This can be different in each person depending on the culture they belong to. Culture has various impacts on the individual and the organization at large. Understanding the culture of individuals by the organization helps it to build one and also enables in achieving its goals. Every organization also has its own culture; in the case of international business houses their culture will be different from the domestic firms as it has foreign assignees. Geert Hofstede has provided dimensions which help organization understand the type of cultures from different countries. This study is an attempt to identify the organizational culture of select companies in the various continents and proceed towards finding similarities and dissimilarities. Also understanding how different national cultures have an influence in the international business by using Geert Hofstede cultural dimensions.

PAPER 182

ROLE OF CUSTOMER ENGAGEMENT PRACTICES AND SATISFACTION THROUGH SOCIAL MEDIA IN HOSUR

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An exploratory qualitative study was conducted to identify the relevant engagement experiences. Subsequently, multiple quantitative studies were conducted to examine the proposed relationships. Further, the propensity to provide electronic word of mouth is non-linear in customers with higher levels of engagement and may not vary directly with satisfaction levels. The findings of this study contribute to the emerging literature on customer engagement and mobile app-usage domains. Future studies may examine such a relationship in different businesses and on varied digital platforms. The findings of this paper may provide actionable insights to marketers, giving them a mechanism to segment customers based on engagement levels and using discretion while focusing on satisfaction levels among different segments. This study validates the proposed moderating role of customer engagement in the satisfaction loyalty relationship.

PAPER 183

A CRITICAL ANALYSIS OF SUSTAINABLE BUSINESS POLICIES OF TATA CONSULTANCY SERVICES LIMITED (TCS)

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Company analysis is one kind of tactic in research methodology to study the different aspects of the company such as growth in terms of asset or economy or employee strength etc. There are several industries and numerous companies in each industry. Here each company follows different strategies to step up the industries there by to survive and make profit. Software industry is also a type of industry is a big boon for most of the young population who are anticipating to beginning their career in this field. Software and Information Technology (IT) is one of the segments where number of departments are working together to develop product or to give services. TCS (Tata Consultancy Services Limited) is one of the most reputed Indian based IT company particularizes its business all over the world around 46 countries. It is leading information technology firm and software outsourcing organization in the world. In its journey of business, it was partner with many companies from past 50 years. TCS deals with consulting-led, cognitive powered, integrated portfolio of business, technology, services and solutions. In terms of market capitalization, TCS is the second largest company in India. According to Forbes' most innovative company list TCS placed 64th rank in all over the world and 1st rank in India. In service provider sector TCS has second place in all over the world. In this paper is scrutinized how the company's growth takes place from 1968 to till date. And what are the other software companies in India that compete with TCS, Different industries in which TCS expands its business wings, different products and services of the company and various strategies used by the company to expand its business and market capital. Contribution of the company to software industry as well as our nation and listed number of awards and accolades received by the company and also explored some problems faced by software companies in India including TCS. And finally we analyze the business strategies of the company using SWOT analysis.

PAPER 184

ADVISEMENT OF EDUCATION BEFORE AND AFTER ADOPTING DIGITAL TECHNOLOGY

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Education is the process of facilitating learning or the acquisition of knowledge, skills, values, beliefs and habits. Education includes moral value, positive thinking, attitude of helping, attitude of giving to society and ethical values. Our Indian social system is going through massive changes to meet the needs of modern world. The society has different sub system and education is one of them. It is evident that with the changing time, education has transformed itself to meet the demands of the society. The education system of ancient period has unique characteristics and qualities which were not found in the ancient education system of any other country in the world. Gurukul was the type of school in ancient India, which is residential in nature with pupil living in proximately to the teacher and it entirely consists of Vedas, epics, literature, archery and modern education consists variety of subjects. Rabindranath Tagore has assessed it long back that the Indian education system need to change. We live in a society where child spends his parents earnings and still not getting the standard education and struggling to get the desired employment. The increased competition in education sector sometimes crushes the creativity of millions of students and drives them to commit suicide. Education is treated as a means of achieving wealth. There is a need to think again and redefine our education system.

PAPER 185

**APPLICATION OF ARTIFICIAL INTELLIGENCE IN
DIGITALIZATION OF HUMAN RESOURCES**

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In a fierce competitive era, organizations have moved from traditional human resource management to digital human resource management for their survival and to be market leaders. Present days the companies are having competitive edge with the digital technologies from one another in order to dominate the business empire. To be global, companies are digitally transforming their human resource management. Innovations and advances in digital technology has made easier for HR manager to take decisions and manage the people. Companies are incorporating digital technology in order to transform their business. Digitalization of human resource management also reduces costs, improves the speed and quality of human resource processes. We are using technology to deliver human resource management activities. Digital work place can be created fully with the help of HR technologies such as Artificial Intelligence, robotics, cloud computing etc. The organizations have to identify the area of their opportunity to betterly work and efficiently use the HR tools.

The workplace of present days is infused with technology and systems. Digitalization processes now have come as angels for the companies which will help them to predict different aspects such as attrition, engagement level, retention and development of employees. The aim of this paper focuses on the application of artificial intelligence and digitalization of human resources with the objective to accelerate and withstand in a global competition of the companies.

PAPER 186

A CRITICAL ANALYSIS OF EMPLOYEE RETENTION STRATEGIES IN THE AVIATION INDUSTRY

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Employee retention is an art of using various unique techniques to influence an employee to stay in an organization for the longer duration of his service. It involves the effective management of organization through retaining eminent work force thereby considered to be the mastery of managing resources. Every organization invests its time and money to groom newly recruited and developing them to be an efficient employee. Hertz Berg's and Maslow's in their theory have quoted about factors influencing for individual growth and development. Aviation business is facing a serious problem of high attrition since long due to the shortage of technical, non-technical and other skilled professionals. The retention strategies in business help in reducing employee turnover, recruitment and training cost. It also preserves talent and organizational knowledge. The businesses have inculcated trending tools of competitive salary, fringe benefits, skilled hiring, work life balance, career development, friendly work culture, employee engagement, branding, bonding, open communication, work from home, flexible working, fancy designation to demark employee retention. Innovative strategies for employee retention in aviation sector are the need of the day. This paper highlights upon various modern tools and strategies on employee retention and also covers the effectiveness of organization culture and HR-Policies with special reference to aviation industry.

PAPER 187

MOBILE APP BASED SHOPPING IN INDIA – A NEW SHOPPING CULTURE AND TREND

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Mobile app based shopping in India is evolving as a new shopping culture and trend. Thanks to the increased availability of bandwidth, cheap data plans, and increased awareness about the availability of mobile application in India. This paper is aimed in exploring the gradual change from website based shopping to mobile app based shopping. It also intends to find the contributing factors that led to the development of such change. Recently individuals tend to shop over their phone using various applications. It is noted that the country saw the fastest growth in app downloads among major countries between 2016 and 2018, led by a surge in food delivery and finance. According to statista.com which states that the total app downloads will increase tremendously and expected to reach 258 billion by 2022 these figures includes all categories of the applications. Analysing the different category, gaming app is the first top category of active app when compared with the business category in India. The major players in Indian app market include Seasia Infotech, Signoryle, 5ine, Webgen, Nextwebi, BlazeDream. The first major Indian e-commerce firm to change its business model to fit the changing need as app-only was fashion retailer Myntra. There may be various factors that contributed to the increased internet users and opened up a way for app developers, a notable reason for this internet wave which turned the way of doing business for m commerce is Reliance jio effect in the year 2016. It is also noted that there is increase in the popularity of shopping app both world wide as well as in India.

QUOTA SYSTEM IN HIGHER EDUCATIONAL ADMISSIONS: A STUDENTS' PERCEPTUAL STUDY

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Historically, attempts towards development and ensuring equality and justice for all have commonly been found to conform to the norms and systems of the majority. Most of these attempts have articulated the need for inclusion of all segments of the society – however, in most cases this articulation took the form of ‘special care systems’ that ultimately led to further exclusion of these communities – physically, mentally and psychologically. Discourses on the principles of social inclusion and exclusion are integral to any debate and dialogue on the principles of justice and equality. Over time the element of ‘Inclusion’ has been incorporated into the mainstream discussion on Education Policy as well. Common ways of thinking about inclusion and exclusion are: 1. Inclusion as a right, 2. Inclusion as effective, 3. Inclusion as political. Inclusion may also be looked at as – A philosophy built on the belief that all people are equal and should be respected and valued, as an issue of basic human rights, and An ‘unending set of processes’ in which children and adults with ‘disabilities’ have the opportunity to participate fully in ALL community activities accessible to people who do not have disabilities. This paper has the following objectives: Know the perception of students towards the existence of quota system, Explore the dimensions of inclusive development in the educational inclusion, Know the perception of students about higher education. This paper explores these objectives through an empirical study which was conducted among the post graduate department students to find out their perception and to identify various issues related to inclusive development in educational sector. The respondents are students who have got their admissions in higher educational institutions based on roster system. The sample was selected at random. The study reveals the respondents views on the quota system in the admission processes.

PAPER 189

HEALTH INSURANCE – AWARENESS AND WELL-BEING OF HUMANS

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Health insurance playing a major role as a protection for health is one of the rapidly growing sectors in the Indian economy. People are being conscious about their well-being both in rural and urban areas. Health insurance is not only provided by the government of India, it is provided by the private insurance companies also. There needs to be proper awareness about the benefits offered by these insurance companies by including subjects on insurance and banking in the academics, mobile vans, integrating of all the affiliated hospitals in the google maps etc and also understand the underlying facts of being insured. Before an individual gets himself insured, it becomes a necessity to analyse the opportunities available and the costs associated with it. The major opportunities offered by the health insurance are for the educated youths, middle class, BPL card holders etc; At the same time there are reasons as to why individuals do not prefer health insurance and the reasons may vary with regard to the schemes offered to the public. Health insurance protects the individuals by paying huge amount of medical services with the payment of considerable premium amount in return and this can be partial or full amount. The insurance companies should carefully frame their messages or the content that influence the public in acquiring such insurance schemes. When there are many plans being offered, the individuals need to analyse the loop holes of it and then proceed further and this requires proper understanding of those plans.

Ayushman Bharat Yojana is a newly launched scheme by the Central Government of India in the year 2018, and its main aim being covering both preventing and promoting health, to largely address healthcare. It is expected to cover approximately 10 crore poor families for time being by setting up 1.5 lakhs wellness centres across the country. In order to provide cashless benefits E- cards had been generated and are trying to pool in more private hospitals along with government hospitals to provide this scheme and its benefits.

This paper showcases the awareness level of health insurance amongst people residing in Bangalore and their opinion regarding the newly launched scheme ‘Ayushman Bharat’.

PAPER 190

**ROLE OF TEACHERS IN SOCIAL CHANGE: A
STUDY WITH REFERENCE TO SOCIAL WORK
TEACHERS**

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Change is the fundamental nature of society. Social change which occupies a prominent place in the consciousness of humanity is universal. Man and society have evolved through the times immemorial and have seen rapid changes. In this course, both men and their social institutions have undergone changes that generate contradictory feelings of hope as well as anxiety. The formal education system exists to meet the needs of individuals in order to obtain information and skills necessary to live full, satisfying and capable lives. Education also makes the individual to be a responsible and productive citizen. This paper is focused on exploring the role played by social work lecturers in bringing social change in social work students. This study is based on primary data where 50 respondents have selected based on purposive and snow ball sampling method.

Education has gained more importance and become a priority sector in developing nations. In a modernizing and democratic society the educational system has new values and an altogether different set of roles to perform. Basically education is expected to reach everyone. Rapid developments in science and technology coupled with new economic and political pressures are bringing about unprecedented demands with a constant review of education at all levels, in the developing countries particularly. The question to be asked is that whether the programmes of education are sufficiently geared to the national objectives, the principal among which is to relate education to the life needs and aspirations of the people and thereby make it an instrument of social, cultural and economic transformation necessary for the all-round improvement in the standard of living.

Youngsters in any country represent the future of that country. Role of teachers becomes important in molding shaping the personalities of the youth. They have a vital role to play in the development of that country. In order to make the students to inculcate social values and in order to make them responsive citizen teachers play a major role in molding students. Majority of social work teachers have said that field work practicum makes student to explore the society and also they have agreed that classroom atmosphere is equally significant in making students to develop interpersonal relationship.

PAPER 191

**EMPLOYEE ATTRITION AND RETENTION – A CASE
STUDY ON ARVIND MOTORS PRIVATE LTD.,
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Employee **retention** is the ability of an organization to retain the employees. It is very important to the management to hold the employees for a longer period of time. If the **organization** maintains 80% of the employee in the same company then we can say they have maintained retention. It is true that organization survives with the bunch of employees who works towards the company. one of the biggest task is to see whether **managers** understands to create and sustain the growth of the company. Both Employee Retention and Attrition are major deciding factors for the success and growth of the organization. **Employee Attrition** or Employee Defection can be explained as the gradual decline in the number of employees through retirement, resignation and death. There are many different ways for a company to lose employees, most of which are typically taken into account to ensure that the organization is able to operate efficiently.

Country like India majority of the company face the problem to recruit and retain the employees. Attrition and Retention rates are often used in business to identify employment trends, overall business growth, motivations and challenges. It is observed that in the global competitive scenario, organizations are investing considerable amount of effort, time and money on **employee retention**. This study is an outcome of the topic called -A study on employee attrition and retention of an employee in Arvind Motors. The main objective of the study is to know the reason, why attrition occurs, to identify the factors which makes employee dissatisfy, to know the satisfactory level of employees towards their job and the working conditions in the company.

PAPER 192

BREAST CANCER PREDICTION THROUGH MACHINE LEARNING

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Breast Cancer is the most common cancer and it can lead to death of a women. The long duration of the manual process of identifying the symptoms and later availing treatment may cause the death of the patient. Early detecting the symptoms can effectively reduce the death rates due to breast cancer. This can be achieved by performing various tests, such as Ultra sound, MRI and Biopsy. The uncontrolled cells of the breast are referred to as Breast Cancer. To identify whether the cell is healthy cell or tumor cells the patient has go undergo certain tests.

The Diagnosis of Breast Cancer is classified it into either Benign or Malignant. Here Malignant tumors are more cancerous than Benign. To identify the breast cancer cells we have used Machine Learning techniques. This will help to identify the cells is either Benign or Malignant. This system will helpful to save patients life. It act as second opinion for Doctors and very much helpful for Lab technicians also.

PAPER 193

CHEQUE TRUNCATION SYSTEM THE ROAD AHEAD

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Payment system is the heart of any financial institution. They are the social infrastructures which supports all the economic activities. Hence the financial markets require a dynamic payment system which has greater option regarding safety and efficiency. Payment systems were since before known as –behind the scene activity|| which means it was not of much importance. But off late a lot of importance is currently being given to improvement of the payment systems.

This paper is an effort towards finding out the history and evolution of cheque clearing system in India along with the effectiveness of the latest system of clearing known as Cheque truncation system. We are using the survey method wherein we will be concentrating our study in Dakshina Kannada district which has 5 taluks and 85 banks. Our respondents would be the customers of major private and public sector banks along with the bank employees involved in the clearing work. We have used statistical techniques to check the authenticity of the data. This work is useful to the bankers to know if the present system is working as per the requirement or any modifications are required. It also throws light into the usage and the preference of the customers of these banks.

PAPER 194

PRODUCTION CULTURE IN MICRO AND SMALL INDUSTRIES AND THE USE OF COMPUTER-ASSISTED KNOWLEDGE MANAGEMENT IN MANUFACTURING PROCESSES

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This article outlined the culture of manufacturing in micro and small sectors. Knowing the answers from the manufacturing culture gathered from 20 manufacturing sectors through study with 87 questionnaires. With the assistance of Agile manufacturing enablers, all the questionnaires prepared. The sample companies are customer-based manufacturers of identical products with distinct shapes and sizes. It has been observed from the study that micro-and small-scale sectors do not work with a single production methodology and no strategic method has been adopted. Most sectors face skilled labor shortages and market requirements shift. The main reason for this issue is bad data storage and reuse and bad adoption / non-adoption of the method of knowledge management in micro and small sectors.

PAPER 195

THE SIGNIFICANCE OF SHRM IN SUSTAINING COMPETITIVE ADVANTAGE

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Competitive Advantage is the continuous pursuit of an organisation in today's global scenario to maintain its sustainability. Over the years as proposed by Porter it was assumed that organisation's strength in having superior financial resources, technological capabilities and differentiation techniques would help to attain Competitive Advantage for businesses. In considering these three factors as the only source of business growth and sustenance due to its imitability and fast following by rivals is having impact on its relevance in present times. Researchers in different fields especially in SHRM are disputing this fact adding a newer dimension in sustaining Competitive Advantage, which previously were linked with capital and technology. This implies that organisational success does not depend on how capital is being invested or merely how sophisticated technology has been put to use. The key aspects for success include skills sets of employees, complex work systems, simplistic structural network, communication patterns and able to generate confidence among stakeholders. This paper highlights presents a detailed review of the past studies conducted to highlight the linkage of SHRM with Competitive Advantage.

PAPER 196

**EVALUATION OF TIME MANAGEMENT ISSUES OF
MEDICAL STUDENTS**

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The curriculum of tertiary education often demands students to study for long and strenuous periods of time, especially at times of increased workloads such as prior to tests or examinations. Medical students face a huge volume of different subjects with which they are not familiar and on the other hand remembering the various facts and new diagnostic and therapeutic methods seem difficult. The use of study schedule has many benefits, including better academic performance, higher perceived control over time, resulting in largely reducing and preventing stress, anxiety and ultimately panic and more control over both study and leisure time. Hence this study made an attempt to determine the effectiveness of time management and to assess their knowledge about its benefits. Also to see the efficacy of time management skills amongst the genders. As per the sample size estimation, a total of 400 students were selected from 1st and 2nd year students of a Medical college in Mangalore by convenience sampling. 51% Males and 49% females in which 18.3% were KCET quota and 62.5% belonged to Private quota and 10.3% were NRI's. Of those who managed their time effectively was found that the day before the exam as the number of hours of work put increased the Academic performance. Spectral analysis (time series analysis) was proved with greater score with time management properly. Among these main aspects are methods, study strategies, time and place, exams before and during, anxiety and miscellaneous)

**CONSTRUCTS OF QUALITY OF WORK LIFE AND ITS
IMPACT ON EMPLOYEE TURNOVER INTENTION AMONG
THE EMPLOYEES OF MANUFACTURING SECTORS IN
DAKSHINA KANNADA DISTRICT**

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The objective of the study is to examine the various constructs of Quality of Work Life and to understand its impact on employee turnover intention.

In the recent past Quality of work life (QWL) has gained thrust in the academic research and its importance has been greatly stressed by HR managers. The concept of QWL deals with providing improved working conditions to the employees at their workplace so that they contribute their best in the work in any organization. For any organization's success there should be committed employees. When organizational commitment is high, it should help to achieve organizational objectives without any problem.

Employee Turnover Intention has been an issue of increased importance in manufacturing sectors. Turnover of skilled employees can be very expensive and troublesome for firms. As employees are very critical component of any organization, some measure must be taken to improve the quality of work life and make employees more engaged and satisfied, which may in turn reduce employee turnover intentions. Managers must understand turnover intent to know how to curb it, because this places monetary and indirect stress on the company.

The study tries to identify the major constructs of QWL and its impact on the employee turnover intention in selected manufacturing industries in Dakshina Kannada District. In order to test the stated hypothesis a structured questionnaire was framed and data was collected using convenience sampling from 398 employees of the selected manufacturing organization in Dakshina Kannada. This study used descriptive and different inferential statistics (i.e., factor analysis, correlation and multiple regression). The conceptual framework and hypothesis were tested by using correlation and simple liner regression with version 20.0 of SPSS.

According to the data analysis a strong correlation is found between QWL and Employee turnover intention. From this investigation, it can be inferred that well-balanced quality of work life substantially reduces employee turnover intention.

EFFECTIVENESS OF CUSTOMER MANAGEMENT SYSTEM WITH SPECIAL REFERENCE TO RAYMONDS GROUP

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In a higher level the effectiveness in a Business organization with which a task or process is carried out, ultimately leads to its overall business performance. It is how well the Business organization and the people in it perform value based activities by creating tasks, and how well the business functions work together. Effectiveness can be applied to many parts of business activities. The more consistently employees perform their tasks properly, the more effectively the result will come out through proper communication, technology, organizational, resources etc. Effectiveness maintains the Manufacturing, Production and Supply of various places and it makes the customer happy and operation or activity is that which aims to achieve the desired goal as a whole and the company's overall objectives in particular.

Understanding customer complaint behaviour, including how and why they complain, can help to minimise negative perceptions and improve the business by using innovative techniques of customer service.

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The emerging trends in Management

The World is seeing an upheaval as trade wars intensify and people attempt to protect their turf paradoxically, while being thrown in the path of a juggernaut of technological developments and nebulous philosophies of hypermodern business environment that pulls away even beyond the ontological emptiness of postmodernism imploring certitude in the realm of unknowables. Are we then on the threshold of a new World order or more assuredly at the gates of the next industrial revolution that would change the way we do things physically and cognitively forever? Probably, since wealth and prosperity have become more dependent on the access to knowledge than to natural resources, institutions of learning with active strategic plans now can construe better. The emerging trends in Management, IT and Education are building on a terrain with an unusual hiatus of deconstruction and extirpation of paradigms deemed irrevocable. The discussions, debates and research-based perspectives of evolving models in education and effective businesses take the lead from practice of developing facilities to experiences of disruptive supply chains.

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CHALLENGES IN MANAGEMENT EDUCATION

Management education is ever-changing due to change in industry requirements and their business models. It includes Role of the education system in an economy, Emergence of Management education, and Type of knowledge needed in total personality development. Challenges in imparting management education include the creation of emotional surplus with respect to employees and customers, shift from teaching to learning, Lean management in the education system, Partnership for customized management education program, and innovative culture to convert resistance to resource. In this talk, I will elaborate on the challenges anticipated based on changes required in management education in the 21st century.

DR. NARAYAN KAYARKATTE

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EMERGING PEDAGOGIES IN MANAGEMENT EDUCATION

With the dynamic changes taking place in the global economy, business and technology, the management education is undergoing palpable and continuous changes to be current and industry compliant. The bi-dimensional developments in the contents and methods of teaching, based on objective and predefined learning outcomes, can only enable the B Schools to prepare industry ready management professionals. There is a dire need for facilitating young professionals to explore themselves to their best in the workplace.

The talk would focus on the changing scenario of pedagogies followed in leading institutions in India and abroad and the perceived need of the hour to inculcate value and commitments in the younger generation of learners, especially the MBA students. The ultimate objective is to prepare them to be open for sustained learning, updating and becoming socially responsible and economically productive managers.

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IMPORTANCE OF OPEN SOURCE SOFTWARE [OSS] COMPUTATIONAL TOOLS FOR RESEARCHERS

GNU/Linux is probably the platform of choice for scientific computing. There exists a wide variety of high level languages, debugging tools and other code development tools for programming, numerical subroutines for solving various types of equations, plotting and visualization packages, word processing software which can display equations and figures and in fact parallel programming software to construct a supercomputer with off the shelf PC parts and some hardware. This document aims to provide a list of free software for carrying out the above tasks and links to tutorials and other documents on how to setup and use these software applications. There are several numerical computational packages that serve as educational tools and are also available for commercial use. Matlab is the most widely used such package. The focus of this study is to introduce three additional numerical computational packages: GNU Octave, FreeMat, and Scilab, Rlab, Algae and provide information on which package is most compatible to Matlab users. More over the features of these tools and corresponding advantages and disadvantages and example for each of these tools provide excellent research ideas. There are several statistical programming languages like Rproject, STAT / SAS etc having highly mathematical features, examples for each tools. There are several computer algebra system like maple, sage etc. there are several web based systems, interpreted programming languages like webmin, labview, yorick etc.

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INDIAN HIGHER EDUCATION SYSTEM: RECENT TRENDS AND CHALLENGES

The growth in the system of higher education in India has been impressive over the years. There has been an increasing trend, both in the number of private higher education institutions and enrolments in recent years. The share of enrolment in private unaided higher education institutions has also gone up. Despite the growth in number of higher education institutions, higher education in India has many challenges to be faced on in terms of expansion, excellence and inclusion. The present paper highlights on emerging issues of higher education such as Quantity of Institution, Fields of Education, Enrolment Pattern, Teacher Availability, Constitutional Provision on Higher Education, Disparities in Access to Higher Education, Governance Practice, Quality Control Mechanism, Trend in Finance and so on. Recent trends like privatization and globalization emerging in the field of Indian higher education are also highlighted in this analysis.

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UNLEASH YOUR POTENTIAL WITH EFFECTIVE SKILLS FOR THE FUTURE

The contemporary system of education has been converted into the fresh direction, which requires a great deal of capacity to adapt such progress. "Future Skills" sheds light on data analytics, big data, artificial intelligence and IOT in the modern business environment. This is the elevated moment that educators need to keep up with the robotic world's present need. Only when the learners equipped themselves with contemporary technology will the reality of education be felt. It is very important to know the significance of these abilities in our day-to-day activities without which the educational value is of no use.

Keeping all of these in mind, sharing and disseminating knowledge in and around society is our duty and responsibility. Let us all do our best to achieve the path of success.

In order to inculcate these abilities in our lives, we must dedicate our time so that we can only get a lot of demand for our profile. In the given field, research and innovations must be initiated so that in the long run, much potential can be felt.

Wishing all of you excellent achievement on your path of future abilities.

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FINANCES IN INDIA- TRENDS AND CHALLENGES

The Indian Corporates have witnessed a paradigm shift in the way finances were raised in the last two decades. Conventionally, corporates have looked upon the banking sector for meeting their financial requirements. The ailing banking sector thanks to bulging Non-Performing Assets (NPAs) have started to show resistance in funding businesses any further as it is focussed on restructuring their financials. The paper investigates other avenues of financing viz., raising funds through OFS (Offer for Sale), status of the current debt market, emergence of private placements and issuance of equity and debt to overseas investors. The paper culminates with a discussion on trends in funding corporates combined with the challenges in raising funds through contemporary avenues.

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MULTI-DISCIPLINARY RESEARCH FOR SUSTAINABLE ECONOMIC DEVELOPMENT -THE NEED AND WAYS FORWARD FOR YOUNG RESEARCHERS.

Research, teaching or problem solving that integrates several disciplines to create a unified outcome -James Collins

Research is Increasing of our understanding of how and why we behave the way we do.

The simple theory of research is It Organises Information, helps to explain past events, and predicts new events. Research is based on work of others and past research guides new research but research is not copying the work of others. Repeatability is a sign of credible science as replication guides future research. Research should apply to situations outside of the study setting. It is not done in intellectual isolation and it is based on some logical rationale and it is tied to theory.

When elements of two or more disciplines are used in research process it is called as multi-disciplinary research. Multidisciplinary working is often seen as revolutionary by skill-centered specialists but it is simply a fundamental expression of being guided by holism rather than reductionism.

There are certain constraints for research especially when it comes to multi-disciplinary research as it involves professionals in various fields joining hands to derive answer or new direction to the field of knowledge.

The practical experience of the author in the field of multi-disciplinary work is illustrated to understand the problems of such research and an overview of few research activities are highlighted to explain the pedagogy to achieve the desired goal.



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PAPER: 1

A DETAILED LITERATURE REVIEW ON MALWARE AND SPAM DETECTION ALGORITHM USING MACHINE LEARNING

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This study is a detailed literature review of the best formulated electronic mail spam detection methods for malware and spam detection. This study looks primarily on malware and spam detection algorithms and filters based on machine learning and its types, it is a detailed literature review which is from surveys related concepts, initiatives, efficacy, and current progress. The initial context analysis discusses the fundamentals of processing e-mail spam, malware and spam detection; it is playing a crucial role with electronic-mail service providers. It is a very effective concern because the filter continues expanding its precision and recall values. Sadly, Face book and Twitter site's high popularity gives them attraction to users. ML has been extensively using methods to resolve many issues related to cyber security applications. Use machine learning methods has become very popular in security applications. It is very important to investigate the progress of ML models used to detect spam. With social networking sites growing very fast to connect, exchange, store and maintain important information, it attracts internet criminals who manipulate cyber to do leakage of data for their profit. This resulted in several spam detection techniques being developed. It is checked and concluded that most of the analysis was conducted using classification methods such as SVM, Decision Tree, Naive Bayesian, and Random Forest, KNN. Identification will be done by using user-based features and content-based features or a combination of both. Malwares are developed sophisticatedly using advanced techniques that make them difficult to analyze and detect, resulting in a lot of damage. . This study concludes by evaluating the effect of filtering based on ML and discusses the effects on recent progress.

PAPER: 2

A MODIFIED APPROACH FOR MULTIFACTOR AUTHENTICATION MODEL USING FINGERPRINT HASH CODE, PASSWORD AND OTP

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The drastic development in technology, artificial intelligence, smart and computational intelligence created new avenues for hackers to think about how to crack or hack the high-security system and thereby cause catastrophic damage to user data or tamper data or simply deny the services offered to the authorized user. Authentication is used to identify, or verify, or confirm the person or user identity using physiological, or behavioral biometrics, or using ordinary user name password, or locking pattern, or picture or image-based password and thereby prompt or grant the system, or resources, or simply the part of resources requested or claimed by the user and they are already known by the system through its already recorded or ordered data. Security is nothing but keeping the confidential data safe and safeguarding the personal or highly sensitive data from unauthorized access. Verification and validation are the two important and crucial keywords used in association with security and authentication. Identification refers to identifying or recognizing or knowing the person or user from a large pool of un-authorized or suspected people. Verification refers to verifying a user before providing or granting already assigned resources to authorized users. Verification uses one-to-one matching whereas identification makes use of one-to-many matching. There is a necessity or greater demand for Multifactor Authentication to enhance or to make a robust system to improve the security to the ideal level. Always single factor authentication model is more or easily vulnerable to security threats or attacks. In this paper, this modified approach uses Fingerprint Hash code, Password, and One Time Password (OTP) for authentication. Fingerprints are the most common and largely used physiological biometric traits. In this paper, the Fingerprint Hash Code is used as the key used for identification purposes like a traditional username. The new approach is used in generating a password. Initially, the user has to give any four personal details, which include voter id, Aadhar ID, Driving Licence, or PAN Number at the time of registration. User has to remember the last four digits of these personal ID's. All these ID information are converted to Hash form and kept in secret database. The MD5 or SHA-256 can be used to generate the Hash code. At the time of Authentication, any two ID's last four digits are prompted by the system to enter the password by the user, which is 8 digit passwords. OTP is also used as one factor for authentication. The 8 digit of the password is random and no one can predict it. OTP is generated using a random process that combines multiple factors. The new modified approach is expected to give tremendous security and which highly difficult for hackers to hack or break the system. The paper will play an active and real role in Multifactor authentication security-based research problems.

PAPER: 3

STUDY ON RETIREMENT BENEFITS ISSUES OF STATE PUBLIC SECTOR UNDERTAKINGS IN KERALA

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Public sector enterprises in Kerala have much longer history there than that of India in general. The history of Kerala reveals that Maharajah Marthanda Varma of Travancore was first ruler to start a commercial department. Travancore was the first state to nationalize trade in commercial crops in {1770 AD} during the regime of Maharajah Varma (1729-1758). Another notable event that took place under the leadership of Government was the introduction of railway in the erstwhile princely state of Travancore "The railway route from Quilon to Thirunelvely was opened on 20th November 1904. Quilon to Trivandrum caps commenced in 1931 and the entire cost was met by the State Government. State public sector undertakings in Kerala are two types. PSU units in which majority share owned by Union Government and public sector units in which majority shares are owned by state government. Public sector undertakings in which majority share holder in government of Kerala generally divided in to manufacturing and non manufacturing sector. Some of the PSUs such as KSIDC, KINFRA, K-BIP, SIDCO etc are promotional agencies. The study undertaken was aimed to analyze the issues of retirement benefits of state public sector undertakings in Kerala. The population of the study was the employees of state owned enterprises in Kerala. This issue was the long pending demand from the employees of state public sector undertakings in Kerala. Two PSU under the Ministry, India's largest Iron ore Miner National Mineral Development Corporation and Manganese Ore India Ltd have already introduced the pension scheme to its employees as per the second pay revision committee recommendation. The Ministry of steel on Government of India has agreed to a proposal to introduce a pension scheme for employees of steel public sector undertaking, Govt. of India. Few of the state public sector undertakings in Kerala also introduced separate contributory pension scheme, like KSEB, KSRTC, and WATER AUTHORITY etc.

PAPER: 4

GENDER EQUALITY-A STUDY WITH REFERENCE TO WORKING WOMEN IN MANGALORE TALUK

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Earlier women are deprived of economic resources and are depend on men for their living. Women works often confined to domestic spare, she had to do all household works, which are not recognized and unpaid. In modern times many women are coming out to work but have to shoulder the double responsibility. Moreover, she is last to be considered and first to be fired as she is considered to be less productive than her counterpart. Her general status in the family and in the society has been unrecognized. Women's participation in India's workforce was extremely low compared to other countries in the world. The representation of women in India's workforce is below 28%. According to the 2017 World Economic Forum (WEF) Global Gender Gap Study, which ranks countries on gender criteria in health, education, economics and politics, India finished 139 out of 144 countries on economic participation and opportunity. This study is undertaken to know whether there is equality between men and women at workplace and to what extent gender equality is effective at workplace.

PAPER: 5

AN EVOLUTION OF AUTONOMOUS VEHICLE- A CASE STUDY OF WAYMO

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Waymo is one of the subsidiaries of Alphabet Inc. Initially Waymo Started as project in google for Self-driving or Autonomous vehicle from year 2009 and it was led by Sebastian Thrun. Before Google Thrun led a team at Stanford Artificial Intelligence Laboratory as a director. He was co-inventor of Google Street View. Google Street View is one of the important features in Google Maps. Waymo released its first prototype in the year 2014 and in 2015 it tested the world's first ride of driverless car in the public roads. There were various concerns expressed by the lawmakers for the safety of Autonomous Vehicle. A limited trail of Self driving taxi services were started in the year April 2017 in Phoenix, Arizona. After its success a commercial service called Waymo One was launched in the year 2018 December 5. Waymo Self driving technology uses Lidar and highly accurate maps of the area including traffic signals and road layout. Lidar is used to make a complete 360-degree map around the vehicle including other vehicles, pedestrians or any other obstructions. Lidar uses laser light to make pictures of its surroundings and can detect objects up to 300 Meters away. The challenge currently faced by Waymo is safety regulations in different states across United States. The technology developed by Waymo enables car to be fully automated. However due to safety regulations laws it has provided the option for the driver to sit behind the wheel and switch to manual mode when required or if any situation arrives this option is called disengagement and according to Waymo there instance of disengagement is very less in number. Waymo has partnership with many Vehicle manufacturing companies like Jaguar LandRover, Fiat Chrysler Automobiles, Renault - Nissan etc. Unlike its rival Tesla Motors which is into autonomous Cars business Waymo produces kit which can be deployed across multiple vehicles of different vendors. Currently road tests are under way for Self-Driving trucks. Waymo became an independent subsidiary of Alphabet Inc in the year 2016. In this paper we analyze various business strategies of Waymo, which includes operational, service, technology, Human Resource (HR), financial, marketing, and new product development. This paper analyzes how Waymo with the help of IOT improve the autonomous vehicle making transportation safe and secure for everyone.

PAPER: 6

AUGMENTED REALITY TECHNOLOGY

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By 2020 both virtual reality (VR) and augmented reality technology (AR) are expected to be inseparable in this future learning scenario. In the very near future, both virtual technologies aren't determined yet and it might possibly come out completely different and in a more advanced way than how we're imagining it at this present moment. But Still, one thing is undeniable that is both the technologies may have a great impact in a variety of education organizations and will potentially change the way the present education to society, increase productivity of the education scenario internally as well as externally. Virtual reality separates people completely from their current and real-life scenarios and recreates them in a whole new „digital“ environment through AR and VR technology. This technology is software-generated, which recreates a certain situation or environment in such way that one can feel like it's their actual real-life reality. If developed properly, such simulation can become even or same intense like emotions or involvement as in their real-world scenario. This technology will surely give more important tools for different types of education organization which want to take their education to the next level. More and more future-oriented enterprises are looking for new and efficient ways to innovate and make their quality of education and services to the society as well as to the competitors. By adopting the upcoming technology can surely facilitate the education industry to improve more.

PAPER: 7

CASE STUDY ON IMPLEMENTATION OF BIG DATA AT ADOBE

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This paper speaks about implementation of the Big Data in Adobe Inc. Adobe is software multinational. The company was established in San Jose, California, USA in December 1982, by Charles Geschke and John Warnock. Shantanu Narayen is current CEO of the company. Adobe is placed at the Fortune 500 list from 3 years with 339 as its current position. It has the revenue of \$ 9,030 Million, profit of \$ 2,590.8 Million with 21,357 employees. Earlier Adobe had focused on creation of multimedia and creativity software product whereas now it is focusing on digital marketing software. Adobe is implementing new technologies which are able to improve efficiency and customer experience like Cloud Technology is implemented by using Adobe Creative Cloud, AI and Machine learning is implemented by Adobe Sensei. In this paper First part focuses on Implementation of Big Data in Adobe where it also focuses on deployment of Hadoop as a service on VMware and vSphere. Using virtual components like VMware, vSphere and VMware and cloudera can be used to virtualize hadoop which also helps in optimization of both hardware and software tools. Paper will also discuss how Adobe is using Big Data Technique. Adobe plans to offer more tools to help its customers improve their customer commitments in real time. Adobe collects the data and stores them at different places which in turn makes harder to analyze it in short period of time. Capacity, type and importance of Data are growing at rapid rate as time progresses. To store and process data using traditional techniques is creating problems because of it Adobe is implementing Big Data techniques to increase its efficiency in its field. We will also discuss some of the tools which are used / provided for analysis of the Big Data for customer. Next part focuses on financial analysis and PESTEL analysis of the company. Financial analysis is done by using Annual report of 2015 – 2018 of the company and we will notice even though there are several management issues both revenue and profit of company is growing at rapid rate. This will help in analyzing the company status and progress of it. PESTEL analysis will help in discovering; understanding several macro factors that will affect company and necessary measures can be taken for it.

PAPER: 8

A COMPARATIVE STUDY ON RFID BASED TRACKING AND BLOCKCHAIN BASED TRACKING OF MATERIAL TRANSACTIONS

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Radio Frequency Identification & Detection (RFID) technology is used commonly in material and device identification and tracking in business firms and retail shops. In RFID technology tags are used to transmit data in the form of radio waves from the device to a reader, which then transmits the information to an RFID computer program. RFID tags are frequently used for merchandise, but they can also be used to track vehicles, pets, and even patients with Alzheimer's disease. An RFID tag may also be called an RFID chip. This technology supports the tracking of tangible components and materials. Similarly, a new technology under ICCT underlying technologies called blockchain technology is recently developed which consists of a growing list of records that are linked using cryptography and such chain has the property of transparency, decentralization, and immune to modifications. Blockchain technology is for record creation across many computers or digital devices of a process or an activity which cannot be altered retroactively, without altering its subsequent processes or activities. Blockchain technology allows a system to own digital goods, assets, and data and capable to trace the history of everything which is created as a footprint in the past transactions. In this paper, we have analysed and compared how RFID and Blockchain technologies can be complementary to each other and add new features in material-based tracking in society.

PAPER: 9

COGNITIVE LEARNING SYSTEMS FOR PERSONALIZED EDUCATION TO BUILD A STUDENT CAREER– IBM A CASE STUDY

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Data analytics converts bulk of data into insights for business, healthcare, insurance and education. An upcoming development in IBM's data analytic approach towards education is cognitive learning systems. Human being and machine can communicate each other by the technologies that use Natural Language processing and Machine Language together in action. Presently, many students struggle for their education without any goals. They are unaware of marketplace requirement too. In this sense, cognitive systems should improve student education and results with a customized perception of their learning. IBM has recently pointed his service on education by its supercomputer or computing technology, IBM Watson. Such systems can research and communicate to provide expert assistants to scientists, engineers, lawyers and other professionals within a fraction of the time. It is also being used widely to assess student performance and to help educators in the classroom develop more constructive instructional practices for their students. It helps the teacher to collect attendance, marks detail and to analyse the individual student's interest based on his result. This case study will explain the power of data analytics in classroom by the teachers to assess the student's personal behaviour and the way it is used as a tool by the teachers to determine student's interest in finding the better career. Based on individual student outcome, Watson using AI will find solutions to improve quality and policy of education. Here AI technology gives tools to the teachers they need to be most effective and help learners perform at the top of their abilities like tutors, childhood vocabulary development and personalizes content for students based on mastery. Data Digital services and apps are used on learning and they help in the learning experience. This study will help to understand the way different technologies working together in predictive analytics and to prepare a report on admission, number of attendances, student dropout rate, their result analysis and their future. This study will analyse the way it is implemented on students to achieve their goals and success rate of cognitive systems in education.

PAPER: 10

A STUDY ON SOFTWARE DEVELOPMENT LIFE CYCLE

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Computer is one of the major parts of our life, it's used in various fields such as education, medicine, industry etc. Organizations are dependent on these computer technologies for their work, with the use of computer we can perform complicated task in short duration of time which saves time. The needs of organization vary accordingly, which has led to evolution of number of software development companies. These companies develop the software according to the complicated requirement of clients and also modifies the software according to their needs. Software Engineering is a systematic approach for development, operation and maintenance of software. Software development life cycle is a structure imposed on developing high quality, reliable, cost effective and within time software products in the software industry. Which can also be called as software development model. It's an approach for the development of a reliable high-quality software system. There are different Software development life cycle models available such as Waterfall model, Iterative model, Prototype model, Iterative model, V model. Each describing the approach to variety of task or activities that takes place during the process. Each of the software development models has its own features. Quality of software is the major concern and software development life cycle minimizes the risk and failure of software product.

PAPER: 11

TECHNOLOGY UNIFICATION: HOW DIFFERENT TECHNOLOGIES WORK TOGETHER FOR COMMON GOAL

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Technology is an application of science and used to solve many complicated challenges in society to make human life comfortable and happy. Certain technologies have grown and expanded their branches to many areas and sectors of practice in such a way that they have been designated as General-Purpose Technologies. Such general-purpose technologies are identified and used in many industries to do business and to solve or simplify the problems of industries. During the last few years, it is observed that out of many general-purpose technologies, two technologies have shown accelerated growth and gave birth to many underlying sub-technologies: (1) Information Communication and Computation Technology (ICCT), and (2) Nanotechnology (NT). These two technologies are further identified as “Universal Technologies” due to their potential capability of solving problems related to basic needs, advanced wants, and dreamy desires of human beings in society. ICCT has opened up the possibility of ubiquitous solutions to many problems by offering mobility, stability, and sustainability along with its complementary technology of nanotechnology. In this paper, we have analysed and interpreted the capability of ICCT underlying technologies and nanotechnology underlying technologies in solving issues pertaining to basic needs, advanced wants, and dreamy desires of human beings in society. The paper also discusses how these universal technologies can unified to further strengthen their abilities in solving the problems of mankind towards moving to a point of technological singularity.

PAPER: 12

CRITICAL SOLUTION FOR POWER GRID PROBLEMS-A CASE OF KARNATAKA POWER TRANSMISSION CONTROL LIMITED (KPTCL)

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Karnataka Power Transition Corporation Limited (KPTCL) is a power distribution and transportation company in Karnataka state established in the year of 1999 under the company act 1956. Now it is one of the huge government sector company owned by government of Karnataka with 1000 crores of share capital. Karnataka Electric Board (KEB) is the parent body of KPTCL, until 2002 KEB did all the functions of distribution and transmission of electric power throughout the state. After that it was divided in to distribution and Transmission Company KPTCL and power generating company known as KPCL (Karnataka Power Corporation Limited). The ultimate goal of KPTCL is to provide uninterrupted power supply to all consumers in state of Karnataka with minimum distribution and transmission cost and lowest unit price. KPTCL purchases power from KPCL for fixed rate under the Karnataka regulation act. KPCL contains several power generation projects which include different types such as hydraulic power, thermal power, wind power, etc. KPTCL also purchases power from power stations such as NTPC (National Thermal Power Corporation) and Atomic power stations like Kalpakkam and Kaiga which is owned by central government. Power generation is not a big deal for any state government but real challenge is to transmission of power and distribution of power to different parts of the state using power grid. So there should be proper data analysis in the entire grid and all transmission station throughout the state in order to identify the loop holes, actual capacity, requirement, request from consumers, and also to identify any damages. The ultimate solution for all this is introduction of smart grid concept. In this paper I reviewed about the structure of transmission and distribution lines of power grid. Listed some problems faced in traditional transmission system of KPTCL. How introduction of smart grid helps to analyze the data to improve operational and technical functions of smart grid. How it achieves data analysis after introduction of smart grid. What are the changes can implement in overall scenario of power transmission. And finally analyzed the overall advantages after introduce of smart grid in distribution network.

PAPER: 13

DATA ANALYTICS SERVICES KITS FOR CONVERTING HEALTHCARE DATA INTO ACTIONABLE INSIGHTS –A CASE STUDY OF SCIENCESOFT

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Big Data Analytics is a complex method of exploring big datasets to reveal hidden patterns or unknown relationships, the analysis of which will enable an organization in the decision making process. It has brought revolutionary changes in many fields of Information Technology. Big Data contains datasets that are of type audio, video, text, customer transactions, activity logs of users on the social networking sites etc. Data Analytics uses techniques for analyzing the data gathered. Methods to process the enormous amount of data gathered and convert it into meaningful information. Healthcare is the one which underwent drastic changes because of Big Data Analytics. The risky jobs such as Diagnosis, Monitoring, CRM, Predicting the deceases, monitoring clinical records have become much easier these days because of the positive impact of Big Data. ScienceSoft is a US based IT company established in the year 1989. It is a prominent company that provides solutions in the field of Information Technology, Telecommunication, Transportation, Data Governance, Machine Learning, Internet of Things, Cyber Security serves and many more. From the past 14 years it is providing customized solutions in Big Data Analytics. Big Data Analytics is combined with many other emerging technologies and it will be used to meet the needs of hundreds of clients. Because of the reliable and high-quality services provided by ScienceSoft, companies such as IBM, Microsoft, Oracle, etc. are partnering with it in providing sophisticated solutions to problems related to Big Data. This paper tries to give a broader outlook of Big Data, analyzes the business models adopted by the company to handle projects related to Big Data Analytics especially in the field of Healthcare, how it influenced the doctors for better results and its impact on patients. Big Data Analytics in healthcare requires different forms of data to be processed. The data includes text documents, X-rays, MRI Scans, ECGs and many other things. This paper contains the information related to the challenges in gathering data and analyzing data, the tools and technologies used by the Company when developing the projects related to processing of huge amount of and how the collected data is converted to useful information to provide better results in various fields related to healthcare.

PAPER: 14

DEMOCRATIZATION OF LUXURY

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The luxury concept has throughout played a vigorous role in social life by being a clear indicator of knowledge and social class which is a cynosure. In today's competitive market, luxury brands have to connect with the customers in more creative ways than ever before. Defining luxury has always been instinctive. It is explained dynamically with changing scenarios and times. Enhanced economic factors have contributed to favorable environment in case of luxury market. Democratization of luxury is an imperative marketing trend. It means that luxury goods are available to large number of people and widely owned than it used to be before. The luxury market in the global market place is constantly evolving and mounting. Earlier there was a simple division of affluent people who could purchase luxury goods and the others who could not buy it. But now we see a different trend altogether. There is increasing number of participants that is, consumers in the luxury goods market. These set of people represent the trend of democratization of luxury. The client base has grown rapidly.

PAPER: 15

DIGITAL MARKETING AS A KEY TO SUCCESS IN MODERN BUSINESS

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Modern era of business depends on how quickly and effectively it reaches to its target market than its competitors to provide and position the goods and services, to enable ease of marketing and the most powerful way to connect the buyer and seller together whenever they want is digitalizing the marketing activities with non-stop efforts on innovations in digital marketing. Digital marketing is a term refers to the use of digital technologies to attract, target and position the target market. Amidst complex business environment, for the long term business survival and to keep-up customized relationship with the target market, every modern business needs technological advancements which aid in marketing thereby increased sales and enhanced customer relationships. The cloud , augmented reality, internet of things, big data, social media, E-commerce, artificial intelligence, websites creation and design, blogs, influencer marketing, content marketing, search engine optimization, pay per clicks (PPC) and many more inventions not only advantageous to the marketers but also to the target market. The digital marketers are overtaking or replacing the conventional marketers by creating niche markets and customized way of marketing. Technological innovations in marketing reduce manual works, promotional costs and promotional complexity and it saves time, energy, money. The scope of growth of technological aspects in marketing is unlimited as there are continuous efforts by information technology for the high-end and disruptive innovations. Thus, the key of success of modern marketing is in adopting digital way of attracting, targeting and position their brands in the mind of public for the long-term survival of the business.

PAPER: 16

—ECO-AMAZON|| – A CASE STUDY ON ECO-FRIENDLY BUSINESS PRACTICES OF AMAZON COMPANY

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Man, compared to all other species on the planet, is an intelligent creature. He developed numerously, showing his skill, strength, intellect, and make-up of the whole universe from home to moon. But he lives in an atmosphere that he can't ignore. The massive development of industry, trade, and commerce resulted in the growth of the environment in which he lives, but indirectly which effects the environment. The atmosphere is deteriorating day by day. This covers both physical and biological elements. Air pollution, water pollution, pollution of the natural surroundings, etc. The incredible change of all these will endanger the health and survival of every living species of the world in the future. It is, therefore, necessary for the prospective generation to safeguard and maintain a healthy environment. This case study analyzes Amazon company's environmental sustainability methods and shows a wide range of possible economic friendly planning for environmental sustainability. Amazon is the major e-retailer in the world to celebrate the Silver Jubilee in 2019. With e-commerce, cloud computing, artificial intelligence, electronic consumer products, electronic distribution industries. Their service is widely dispersed. Amazon believes that CSR is not just its responsibility, but also its environmental responsibility. The research is focused on secondary data from newspapers, websites, the journals, and the Amazon company's annual report.

PAPER: 17

E-COMMERCE /ON-LINE CLASSIFIEDS LEADER - A CASE STUDY ON INFO EDGE (INDIA) LIMITED (NAUKRI.COM.)

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Info Edge Ltd, a noted ECommerce / online classified company, founded in 1995 by Sanjeev Bikhchandani and headquartered in Noida, India. It owns internet properties Naukri.com, Shiksha.com, Jeevansathi.com, Naukrigulf.com and 99acres.com and stakes in many other internet businesses. Info Edge is listed on the Bombay Stock Exchange and National Stock Exchange of India. Info Edge has an in-depth understanding of the Indian consumer internet domain. With years of experience in the domain, strong cash flow generation and a diversified business portfolio, it one of the very few profitable pure play internet companies in the country. Online recruitment classifieds, www.naukri.com, a clear market leader in the Indian e-recruitment space. Currently having operations in 73 branches in 43 cities in India, having employee strength of 4400+ .Its flagship brand Naukri.com, allows job seekers to upload their profile @ free of cost. As and when any open position uploaded by any employer, if it matches, it triggers an intimation to jobseeker to apply for that jobs. It connects job seekers with employers. As on August 2019, naukri.com, has an average of 5,45,000 live job listed at any particular moment of time. Daily 19000 new resumes are added and 8 million recruiters visits on a monthly basis. Also it is having the features of job seekers can Follow recruiters update. In this research case study, we analyze Info Edge business strategy along with ECommerce and online classified products, new product development and market strategy for sustainability in the competitive world, financial growth strategy, CSR strategy. Few recommendations are also provided based on the SWOC analysis to accelerate growth and continual development.

PAPER: 18

EFFECTS OF NON-PERFORMING ASSETS ON ECONOMIC DEVELOPMENT OF INDIA AND MEASURES

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Now a days the nationalized banks are facing the problem of NPA. Non – Performing Asset is an asset which ceases to generate income for the bank. In other words Non- Performing Asset means a credit facility in respect of which the interest or / and installment of principal is delayed and not received before a stipulated time. Due to NPA the loan lending capacity is weakened. As a result people are not able to avail sufficient amount of loan and money circulation is reduced in the economy. Ultimately it effects economic activities and economic development of the country. In order to solve the issue of NPA Government of India and RBI introduced new practices and principles and rules, so that, NPA can be converted into Performing Asset, money circulation can be boosted in the economy and economic development can be achieved.

PAPER: 19

FINANCIAL BUSINESS STRATEGIC ANALYSIS AND CUSTOMER SATISFACTION REPORT ON THE RAYMOND LIMITED: A CASE STUDY

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Raymond Group is an Indian branded fabric and fashion retailer, incorporated in 1925. It produces suiting fabric, with a capacity of producing 31 million meters of wool and wool-blended fabrics. The group owns apparel brands like Raymond, Raymond Premium Apparel, Park Avenue, Park Avenue Woman ColorPlus&Parx. All the brands are retailed through 'The Raymond Shop' (TRS), with a network of over 700 retail shops spread across India and overseas, in over 200 cities. In addition, the group also has business interests in readymade garments, designer wear, cosmetics & toiletries, engineering files and tools, prophylactics and air charter operations. In 2019, Raymonds announced its venture into real estate business under Raymond Realty. The new venture is poised to start with an investment of Rs. 250 crore (approx \$36 million) in developing mid-income and premium housing units on 20 acres of land in the growing suburb of Thane. Raymond group holds over 125 acres of land in this region. This paper deals with the Customer Satisfaction of Raymond Products on how the company has been dealing with the customer from decades and giving the service at best. This paper deals with the study of the financial strategies, how Raymond's had sustained in the market in the year 2018-19.

PAPER: 20

GREEN FUELING FOR THE FUTURE ELECTRIC VEHICLE

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Automobile industry in India has taken a major role in the growth of Indian neconomy. In India we find different modes of transportation either in the form of public transportation or in the form of private transportation. It has come to a conclusion that without the transportation service nothing can be done and if for some reassons the transportation service is stopped due to some reason the life of indians is unimaginable as well as the impact of the above problem is going to hit the entire nation. The major challenge in the automotive industry is the fuel which our country needs to import from others. The resource of the fuel is getting emptied day by day. Now it has come to a situation where we have to go for such an automobile industry which uses alternative fueing system. Today a lot of reasearch work is going on electric vehicles and the Indian system is planning to switch over to the electric vehicles. This paper introduces a new model for charging an electric two wheelers using the solar energy. The paper contains the different types of two wheelers and their charging system is studied. After studying the charging system of the two wheelers the common charging system for all those types is proposed. This solar charger is considered as a solar fueling center where the two wheeler gets the shelter during sunny day as well as the battery system can be charged during the parking time.

PAPER: 21

BUSINESS SERVICE INNOVATION USING ICCT IN QUATERNARY INDUSTRY SECTOR

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Business service through digital service is an automated service delivered using digital technologies via the internet, or an electronic communication network. Digital service is usually automated and its supply involves only minimal human intervention. The essential characteristics of digital service include (1) intangibility, (2) high technology, (3) invariance, and (4) scalability. The efficiency and the effectiveness of digital service are measured using many attributes in addition to attributes of a service. These quality attributes of digital service are determined using the focus group method which include: Safe & Secure, Ubiquitous, Simple & Easy, Customizable, Flexibility, Adaptability, Reusability, and Innovability. A digital service innovation benefits for both the service providers and service receivers called customers and it improves the competitive edge of the service provider. Digital service innovation is an effort of adding novelty in the existing process of a service product or service process that is based on the usage of some digital technology systematically for the enhanced comfortability of the customers and business providers. Innovation is a culture of adding value to an existing system by means of creative thinking and it leads to adding further economic and social value in terms of its users and by doing so, it generates new or improved products, services, or processes. In this paper, digital service innovation in using ICCT in the quaternary sector and its impact on client organizations are discussed and analysed.

PAPER: 22

IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE IN SAMSUNG –A CASE STUDY

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The worldwide search of artificial intelligence (AI) problems is in a fever pitch and the stakes are high. For several users, AI software is predicted to quickly become a lifestyle through daily conversations with a voice assistant or a customized IT, providing solutions focused on the auditory, sensory or emotional signals of a client. Samsung is now in a great position to turn the future of linked AI technologies to existence, from a wide variety of electronic products to 5G hardware to strong chipsets, centred on approximately half the billion products sold each year by the group. Samsung works with a vision that says "We must dedicate our human knowledge and technology to developing superior products and services, thus contributing to a greater global community." seeking to be a global leader that develops alongside people and local communities. Samsung is an international corporate South Korean technology company centered in Samsung City, Seoul. This is the biggest South-Korean multinational and consisting of various subsidiaries, most of whom under Samsung's name. In 1938 Samsung was formed as a trading firm by Lee Byung-Chul. The company expanded into the sectors of food production, fabrics, banking, bonds and distribution in the next three decades. In 1960s and in the mid-1970s, Samsung reached the electronics and constructing industries; these sectors would lead to further growth. In this paper, we will make an attempt to analyze various AI technologies that the company provides, highlight their technical backgrounds and list out their applications, financial strategies, business challenges and products from Samsung.

PAPER: 23

INNOVATING EDUCATION AND EDUCATING FOR INNOVATION

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The article describes the different approaches to the interpretation of educational innovations and innovations in education. Technological innovations are having a significant impact on educational systems at all levels. Online courses, teaching aids, educational software, social networking tools, and other emerging technologies are disrupting the traditional classroom environment. Understanding the effects that technological innovations have on students, teachers, and schools is critical to developing strategies and techniques to manage and use technology in education. CEPA research gives education leaders insights on how technological innovations are being used and how effective they are at helping to improve student outcomes. The modern labor market requires graduates ability to operate such technologies and knowledge that meet the needs of the information society, prepare young people for new roles in this society. It is necessary to distinguish between the concepts “educational innovations” and “innovations in education”. Innovation in education is a broader concept than educational innovation. They include educational, scientific and technological, infrastructural, economic, social, legal, administrative and other innovations. Educational innovations are understood as a procedure or method of educational activity that differs significantly from established practice and is used to increase the level of efficiency in a competitive environment. Educational innovations include pedagogical innovation, scientific and methodological innovation, educational and technological innovation. It is substantiated that the education market is one of the most important elements of the national innovation system. Higher education institutions that have chosen an innovation-based development, become competitive leaders on the education market. The formation of new forms of education and the use of perfect controlling mechanisms at each educational institution will give the opportunity to create single educational space, which is able to meet the needs of society in quality education with specific opportunities of customers in the educational market. The main components of the innovation development of higher education institutions are determined.

PAPER: 24

RETENTION STRATEGIES IN THE IT SECTOR

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IT sector is a booming sector and every company wants to succeed in capturing the market and maximizing the profit. With the changes in technology and increase in globalization the world has become a village which leads to high competition and complexity in performance of work. As companies are not only competing with domestic companies but with companies all over the world, this is when innovation is needed in a company. How can a company be different from others? Innovation can only be achieved when there are talented human resource and good H R practices in the company. The role of HR is undergoing a drastic change .Today HR needs to integrate with the business strategies. Talent management will impact the organization and systems. Talent management is a fast forward looking activity .It needs to focus on the changes the organization looks forward .Talent management involves a host of activities like workforce planning, recruitment ,selection ,training and development ,compensation management Innovation in companies is through talented minds in the company. Company has to acquire, develop and retain these people. This paper is a case study of the Tata Group of companies. Secondary data is used to identify how the TATA group manages to retain the best talented workforce .The HRM practices of the TATA group is understood in depth and a linkage between HR practices and talented employees is drawn. This paper is developed to get insights of how the TATA group manages and retains its best talent.

PAPER: 25

PSYCHO-SOCIAL IMPACT OF TRADITIONAL AND SUPERSTITIOUS BELIEFS-A CASE STUDY

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Traditional beliefs like various cultural practices are behavioural heirlooms passed down from previous generations. We can see a number of spiritual, psychological, social and behavioural motives and motivations behind the traditional beliefs. The superstitious beliefs are also one of the total unfavourable, abnormal and illegal practices, which are unconsciously believed and followed by the people. With the main aim of exploring the causes and consequences behind traditional and superstitious beliefs on children aged 6 years to 12 years, the particular case is been studied. As a result of the study, the superstitious beliefs are not generally healthy and normal which has supernatural casualty that one event causes another without any natural process linking those two events. It is also been found that the unconscious practices of any traditional and superstitious beliefs have an emotional, psycho-social and academic impact on children. The study is descriptive in nature and both primary and secondary data are used.

PAPER: 26

DIGITAL SERVICE INNOVATION – HOW SERVICE INDUSTRIES ARE MANAGING ICCT

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Information Communication and Computation Technology (ICCT) is considered as a general purpose universal technology due to its ability to address many problems in the human society related to basic needs, advanced wants, and dreamy desires. In this chapter, initially, various quality attributes of Digital Service are determined. The important underlying technologies of ICCT which are emerging as technologies of 21st century including Artificial intelligence & robotics, Big data & business analytics, Block-chain technology, Cloud computing & storage, Digital marketing, 3D printing, Internet of Things, Online ubiquitous education, Optical computing, Information storage technology, and Virtual & Augmented Reality are considered for possible innovations in service industries. The applications of ICCT underlying technologies in some of the prominent service industry sectors are identified and the management of ICCT underlying technology usage strategies for digital service innovation in tertiary sector industries are predicted and analyzed.

PAPER: 27

SECURITY SOLUTIONS ON NETWORKS - ISSUES AND CHALLENGES

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Communication and Resource Sharing are the major goals of any networks. But due to its open internetwork architecture, there are several threats on our system and hence system designers should implement several security mechanisms to counter any such attacks. Security over any network can be implemented at various levels starting from level 0 till upper most level. Mechanisms like Packet Filtering at Frame level, Switch Security, Router Security and Application Gateways along with Firewalls are the few security solutions that one can adopt while implementing a secured network system. This paper will discuss on these different design practices and the levels of security achieved by them.

PAPER: 28

HOW ICCT CAN BE EFFECTIVELY USED IN ADMINISTRATIVE ASPECTS OF A SMART CITY

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The concept of Smart Cities is developed to promote cities that provide core infrastructure and give a decent quality of life to its citizens, a clean and sustainable environment and application of 'Smart' Solutions to day to day problems. Smart cities use data and technology to create efficiencies, improve sustainability, create economic development, and enhance the quality of life factors for people living and working in the city. It also means that the city has a smarter infrastructure for providing and managing Nutritious food, Potable water, Systematic environmentally harmless transportation, Green energy production & usage, quality education, business, quality health services, etc. In this paper, we have initially discussed how the effective utilization of Information Communication and Computation Technology (ICCT) will help the administrative aspects of life cycle stages of Smart City. The paper also contains suggestions on the provision of and the effective use of ICCT underlying technologies in fulfilling objectives of real smart city.

PAPER: 29

STUDY ON INVESTMENT TRENDS IN GREEN TECHNOLOGY

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Not only is technological innovation booming, but it is rapidly shifting towards sustainable solutions. Many of the world economic forums discuss the most promising technologies having a clear environmental and social focus, such as energy efficient water purification, enhanced nutrition to drive health at the molecular level, carbon dioxide conversion, and organic electronics. This rapid growth is being fuelled by significant investments in research and development and breakthroughs in sustainable technologies as indicated by a spike in patent application. The sustainable technology innovation wave is building. India's journey on the path of sustainable development has so far been marked as it has followed a much more conscious path of sustainable development with impressive results. India ranks third among the most attractive investment destination for technology transactions. With the GOI investing heavily for technology driven green revolution and aspiring to be the sustainable nation, more and more investments are being made in green technologies. This paper aims to study the investments made by top 10 corporates of India in green technologies over a period of 10 years. This study also tries to estimate the future investments in sustainable technologies.

PAPER: 30

PATENT ANALYSIS ON USE OF ARTIFICIAL INTELLIGENCE IN HEALTHCARE SECTOR

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Patent analysis is newly developed systematic method by our team during 2018. This method focuses on analysis, description, and interpretation of a chosen patent in any area in a systematic way. Such analysis process of the patent might lead to the development of new concepts or theory. The procedure of patent analysis contains an evaluation of the patent in terms of its advantages, benefits, constraints, disadvantages, effectiveness, and future value. Since health sector is one of fast-growing industry and capable to solve the health problems (basic problem) of human beings in the society, the Artificial Intelligence based health supporting systems have high demand. In this paper, we have analysed and interpreted a US patent *No. 5,357,427* on Remote monitoring of high-risk patients using artificial intelligence invented by Langen, P. A. et al. using our systematic study which include Description on Patent, Description /Comments on Drawings of a Patent, Detailed Description on the Invention, Claims of the Invention, Number of Citations in the Patent, Number of Citations for the Patent, List of Similar Inventions, and Legal Issues Related to Inventions.

[1] Langen, P. A., Katz, J. S., Dempsey, G., & Pompano, J. (1994). Remote monitoring of high-risk patients using artificial intelligence. *U.S. Patent No. 5,357,427*. Washington, DC: U.S. Patent and Trademark Office.

PAPER: 31

UNIFIED THREAT MANAGEMENT VETERAN - A CASE STUDY ON CYBEROAM TECHNOLOGIES PVT. LTD.

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Cyberoam Technologies Pvt Ltd is a veteran company involved in the area of Unified Threat Management Systems. It was founded by Ben Casado and Hemal Patel as a division of Elitecore Technologies at Ahmedabad in 1999. Unified threat management is an appliance or virtual machine that combines multiple security aspects such as Antivirus, Intrusion prevention system, Firewall, Anti-spam to safeguard the network and computers of the enterprise. Cyberoam Technologies manufactures and sells Unified threat management appliances which comprising of Antivirus, Spam filter, Web filter, Application Firewall, intrusion prevention system etc. Cyberoam UTM's are also known as Next-generation Firewalls. The Layer 8 technology from Cyberoam enables network access based on identity and role. UTM devices are widely used by companies, educational institutions, small and medium-sized enterprises to protect their internal network from external threats, to shape their bandwidth utilization, to track and control Internet usage, etc. Some of the products developed by Cyberoam Technologies include Cyberoam Unified threat management appliances, Cyberoam iView, Cyberoam Central Console and Cyberoam NetGenie. Cyberoam unified threat management device is designed to meet all the relevant regulatory compliance requirements such as HIPAA, CIPA, PCI-DSS, ISO 27001, GLBA, etc. Cyberoam has a presence in over 125 countries and a strong customer base of over 60,000 users around the world. Their full-fledged customer support and software development and research wing operates from India. The total workforce of the company was more than 550 worldwide prior to the acquisition by Sophos. In 2014, Cyberoam was acquired by Sophos, a UK company. Post-acquisition Cyberoam and Sophos merged their international research and development activities to offer quicker product growth. We analyze product development strategies of Cyberoam Technologies in this case study along with product / service strategy, CSR strategy, marketing strategy, and security strategy. Some suggestions to promote sustainable development are also presented based on the SWOT analysis.

PAPER: 32

UNIFIED PAYMENT INTERFACE—AN ADVANCEMENT IN PAYMENT SYSTEMS

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Payment systems in India have undergone rapid changes during the past few years. The Vision Document on Payment Systems released by the Reserve Bank of India states several measures for building a „lesscash“ society. The adoptions of mobile and card payment systems are two key components of this initiative. This paper studies Unified Payment Interface (UPI), a new age payment system introduced in India by National Payment Corporation of India. Unified Payment Interface is a mobile centric, real time interbank payment system which has the potential to transform and universalize digital payments in India. UPI is a significant advancement as compared to extant payment system in terms of cost, ease of use for consumers, settlement times and security and has witnessed good user adoption. Its modular API based architecture will enable development of innovative solutions for consumers and businesses. UPI is currently in its infancy stage and development of merchant centric UPI solutions will greatly increase the user adoption. UPI can help bring a large part of the population within the ambit of digital economy and can be a great tool for financial inclusion in India.

PAPER: 33

INFORMATION ASSURANCE WITH SPECIAL REFERENCE TO THE SECURITY CONTENT AUTOMATION PROTOCOL (SCAP)—AN OVERVIEW

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Information Assurance in short is called as IA. This is responsible for the securing information systems and computing. The term hold the highest degree of security related affairs. In generally Computer Security considered as a branch and area of security but now apart from this, Information Security, IT Security and Information Assurance considered as important. And among these security related domain Information Assurance treated as most broader and interdisciplinary. Moreover, this Information Assurance is hold all the areas and dealing of IT Security and Information Security but additionally it is responsible for the designing, development of policies, regulation and guidelines of security related projects /proposal etc. And among the administrative and protocol related affairs Security Content Automation Protocol treated as important. In short it is called as SCAP. It is a kind of method for uses specific standards for the purpose of enabling automated vulnerability management, measurement, as well as policy compliance evaluation of the systems inbuilt in a company or organization; that may include IT company or may not be. This is a conceptual paper, initially it has discussed with the areas of Information Assurance but gradually it has described about the Security Content Automation Protocol; including its aim and objectives, versions etc. paper mentioned all the areas in short and simple sense.

PAPER: 34

PROTEIN SECONDARY STRUCTURE PREDICTION USING MACHINE LEARNING

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Prediction of protein structure is an important aspect of understanding protein structures and functions. Accurate secondary protein structure prediction helps to understand protein folding. It is important to predict the secondary structure of unknown proteins in many applications such as drug discovery. In this paper, an attempt is made to study the prediction of the 2-D structure. In this paper we study the use of machine learning methods including neural networks, self-organizing maps and support vector machines to predict secondary protein structures with high accuracy values. The study is to identify and introduce a set of features that mostly discuss contextual information. The proposed solution is to use a benchmark dataset to test the assessment, which will produce promising results to further explore it.

PAPER: 35

ECOLOGICAL IMBALANCE: A STUDY OF CONSUMPTION OF PLASTIC WITH IMPROPER DISPOSAL AND WASTE MANAGEMENT CHALLENGES IN INDIA

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Plastic waste component of the urban solid waste is quite problematic. As it is non-biodegradable, it can stay in the environment for a longer time causing severe environmental degradation. Unless it is properly disposed of, environmental degradation is unavoidable. The environmental degradation would potentially harm the human and biological wealth. Plastic bags kill wildlife, clog waterways and pack landfills. Discarded bags can spread malaria if they collect rainwater, offering mosquito's a casual breeding ground. In recent years, local and national governments have begun phasing out or banning lightweight plastic shopping bags. But alternatives are not necessarily greener: People buy more plastic trash bags when shopping bags are unavailable. And a British government study found single-use paper bags contribute more toward global warming than plastic bags. The main objective of this case study is to assess the factors that are associated with improper disposal of plastic and the challenges associated with waste management. This case study also highlights the issues related to the ecological imbalances. This case study is developed by using secondary data to assess the factors that influencing ecological imbalance with usage of plastics. The secondary data was obtained from another exhaustive literature review of journals and internet sources. Even though the plastic bags have good things on functional and environmental aspects, the carefree means of production and consumption have become an important issue today. People consume trillions of plastic bags, and after use they end up in litter stream. Almost all the countries at global level (for instance, India, South Africa, Australia and Ireland) have realised the intensity of the environmental impact of plastic wastes to take strategic measures.

PAPER: 36

CHALLENGES IN INTERNET OF THINGS USING WIRELESS SENSOR NETWORKS

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Smart grid, smart homes, intelligent water networks, smart transport, are the most infrastructural structures possible today to link our planet. The general vision of such systems is usually linked to a single concept called the Internet of Things (IoT). In IOT the entire physical infrastructure is closely linked to information and communication technology through the use of networked embedded devices, where intelligent monitoring and management can be obtained. All the devices are interconnected in such a sophisticated dynamic system to provide useful measuring data and control instructions through the distributed sensor networks. A wireless sensor network (WSN) is a network made up of a large number of sensor nodes in which each node has a sensor for detecting physical phenomena such as light, heating, pressure, etc. WSNs are seen as an innovative method for gathering information to create an information and communication network that will greatly enhance infrastructural systems' reliability and performance. WSNs offer faster deployment and increased system stability in contrast to the wired solution. WSNs will become the primary technology for IoT through the rapid technological development of sensors. IoT has a variety of challenges that are defined by a word called the scale. The problem known in the modern web is also IoT, but usually it is much bigger and the consequences much harder. Such challenges are range of use case domains, difference in business models, ownership and tenancy, range of objects covered and time scale and reliability. Ultra-largesensing device access is required since WSN sensor systems will increase exponentially as transportation, power, industry and other critical infrastructure are monitored extensively. Mass heterogeneous processing of data is very important since, in the information and intelligence phase of infrastructures, the large-scale implementation of WSN technology would increase the amount of WSN sensor data between today's rate EB (1 018 bytes) to ZB (1 021 bytes). Smart control and dynamic change system is a major challenge as future operation and maintenance of municipal infrastructures are necessary to meet the security, energy conservation, efficiency and convenience needs. Nevertheless, once WSNs are part of the Internet, they should study the problems associated with that integration carefully and evaluate it. This paper evaluate different approaches to WSN integration and outlines a series of challenges that we are planning to face early also to address the important Security challenges for Internet of Things.

PAPER: 37

FACTORS AND METHODS USED FOR EVALUATION OF E-LEARNING

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E-learning is gaining rapid momentum in the modern higher education sector. The different modes of E-learning content involving impressive tools such as AV, AR and VR have definitely attracted users from every walk of life towards it. The enormous benefits and open accessibility of this arena have definitely added value base for the same. From the historical perspective of supplementary role towards core credit earning course highlights the pivotal role it plays in the modern higher education era. Of age various queries have popped out on the quality they impart on the beneficiaries. Together various models and tools have nurtured for the evaluation of the same. This paper gives information about the various factors and methods Nused for the evaluation of E-learning.

PAPER: 38

THE ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGY(ICT) IN IMPROVING STUDENTS ACADEMIC PERFORMANCE IN VARIOUS DOMAINS

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Today, the influence of information and communication technology(ICT) in education has empowered teachers and learners by transforming teaching process from teacher-centric to student-centric. This transformation has created a wide impact in the learning process which allows opportunities for learners to improve their creativeness, analytical skills and also their communication skills. From the ancient Gurukul system till the adoption of ICT in education, the pedagogy of learning process has changed significantly over the years. Memorizing techniques in traditional approach was replaced later by interactive methods like problem-based learning, team-based learning, group discussion, flip classroom in the recent times. Even the teachers are benefitted by ICT in evaluating students performance using modern tools like MOODLE and Google classrooms. This paper recommends the use of ICT enabled teaching along with the traditional learning process and elaborates how ICT influences the learners in improving their academic performance in various domains.

PAPER: 39

A STUDY ON EMPLOYEE WELFARE MEASURES OF INDIAN SHIPPING INDUSTRIES

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Employees are the valuable human resource who influence organisational effectiveness by stabilizing the business environment. Every organisation has an important role to play in providing welfare facilities to the every employee not just monetary but also non-monetary, which go beyond money . A satisfied employee is the key ingredient for progress of every organisation and the concept of employee welfare was and will be always a part of organisational efficiency. These facilities may either be voluntarily provided by the progressive and enlightened employers at their will as a social responsibility towards employee, or laws may compel them to make provision for these facilities by the government and the trade unions. Employees have always been an integral part of an organisation and in this study an effort is put to realize the measures implemented to seek employee welfare in one of the Indian Shipping Industry by the way of making their work life contented. This paper also studies general employee welfare measures which are to be given to a employee which in turn may lead to employee development.

PAPER: 40

A STUDY ON TECHNOLOGICAL INNOVATIONS IN THE FOOD INDUSTRY

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The mobile application era has open a new pathway for today's marketing. The mobile application has generated amazing new possibilities in business. Mobile application is a combination of marketing acumen and technology – uses the Internet as a medium to advertise and sell services and goods. Today, more people are getting connected through mobile application and they are ready to trade through it. It also affects the operation of companies and organizations. Companies have changed their traditional business strategies into online marketing to suit customer needs and taste at any time. This research paper aims to discuss the consumer's perception towards the online food ordering and delivery apps that are popular in Mangalore. The research is focused on the study and analysis of data collected from all those users who are already using the online food delivery services. The purpose is to know the influencing factors, their perceptions, positioning of various attributes of different online portals in their mind and overall satisfaction towards online food delivery services. To achieve the objective a questionnaire has been prepared, the data further analysed and interpreted and the results was obtained. Four parameters are taken under consideration for analysis using positioning study (perceptual mapping).

PAPER: 41

DISCONNECTED DATA ACCESS ARCHITECTURE USING ADO.NET FRAMEWORK

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A significant aspect of any software application is the creation, storage, processing, transmission, and access to data. ADO.NET is the data access component for the .NET Framework of the Microsoft. This component used by .NET products to communicate with a database for recording, fetching, and updating data and also to support all type of databases. It has collections of classes, interfaces, and structures for managing the data access from different databases. ADO.NET bridges the .NET application and database communication through XML to exchange data and add many new program interfaces to access the database. This paper introduces the structure, feature and inbuilt object of the ADO.NET technology and analysis database access technique of the ADO.NET. The paper also analyses the method of the ADO.NET connection with various types of database.

PAPER: 42

IMPLICATIONS OF INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) ON BUSINESS EDUCATION

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Educational System around the world in both developed and developing countries are under increasing pressure to use information and communication technologies (ICT) in order to teach students the knowledge and skills needed for the future knowledge society. The teaching and learning aspects can be made quite realistic and easy by the presence of technology. Information and communication technologies (ICT) if properly maximized in the academic front will greatly improve teaching and learning, as well as produce an employable workforce for the country. There are several factors that hinder the use of technology in business education. The use of various methods which include systematized feedback, computer-based operation/network, audio-conferencing, video conferencing, internet/worldwide website and computer assisted instruction. It must however be stressed that the effective use of the various methods of the ICT in teaching and learning depends on the availability of these facilities and teachers' competence in using them. ICT on Business Education encompasses business skills and techniques, an understanding of basic economics, and business attitudes essential to become a globally engaged and productive citizen. The paper describes impact of Information and Communication Technologies (ICT) on business education and the challenges posed by ICT in teaching and learning business education programme.

PAPER: 43

ISSUES AND CHALLENGES IN ANALYZING BIG DATA

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In this digital world, data is generated from various sources. This rapid transition has led to the growth of big data. During the recent years, big data has accumulated from various domains like health care, public administration, retail industry and other inter-disciplinary domains. Big data is generated from web-based applications like social networking, internet text and documents. The data is heterogeneous in nature and keeping the data as it is without analyzing makes it of no use to anyone. The speed at which data is gathered is growing exponentially. Due to the rapid growth and constant change in data, the processing of such data becomes a challenge. Decision makers need to gain value from the data that ranges from daily customer transactions to feeds from social networking sites. Thus, there arises a need to analyze and deduce meaningful inferences with the big data. This paper lists the various domains that contribute to big data. The different types of data that are gathered need to be analyzed. Each type of data needs to be analyzed in a different way. This paper highlights the need to analyze the various forms of data like text, audio, video. This paper also consolidates different techniques used to analyze different forms of data. This paper concludes that proper analysis of big data can be helpful to the decision makers towards right direction.

PAPER: 44

ROLE OF TECH SAVVY MILLENNIALS IN ICT APPLICATION

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21st Century has witnessed many new trends and technologies. The Industrial Revolution (4IR) is transforming the industrial sector. As the Change is inevitable, it is positively influencing a lot on various dependent sectors. The industry standard, the buzzword “Industry 4.0” is helping the industries to adopt new technologies and automate the system. As all the industries are upgrading, the demand for techno skilled human resources is increasing day by day. The new change in industry standard has led the education system to upgrade itself to accommodate the needs of current generation. The education sector is slowly upgrading to a new standard “Education 4.0”. This has catapulted the technological application in education sector. The affordability, reach, connectivity and many more factors are attracting the youths to make the best use of technology in education sector. The Information and Communication Technology is playing a vital role in 21st century education sector. ICT is applied in Administration, Teaching, Learning, Evaluation and many more sectors. The current generation students are technically strong compared to previous. The Generation - Z and Alpha are leading in technology usage. The ICT Application in Education sector is discussed in detail in this paper. The paper concludes with the contributions and influence of technocrat millennials in successful implementation of ICT enabled services such as Flipped Learning, Blended Learning, STEM in education.

PAPER: 45

RECENT TECHNOLOGICAL INNOVATIONS IN BLUE ECONOMY

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The term Blue Economy refers to utilization of a country's coast-line, inland waterways, and sea connectivity globally for more sustainable and broad-based economic development. India's Blue Economy initiatives are expected to help in generating new growth nodes, help lessen regional imbalances, provide sustainable productive livelihoods, help address nutritional deficiencies, and facilitate managing climate change. They also could encourage new business formation. The Technological Innovations and initiation taken by the government recently, which has the potential to create new growth nodes, help lessen regional economic imbalances, provide new sources of productive livelihoods, help sustain the environment and ecology, and enhance community and social resilience. Fisheries, Aquaculture, Coastal and Maritime Tourism, Marine Biotechnology and Bio prospecting, Extractive Industries: Non-Living Resources, Desalination, Renewable Marine Energy, Maritime Transport, Ports and Related Services, Shipping, and Shipbuilding, and Waste Disposal management; while the supporting Activities include Ocean Monitoring and Surveillance, Ecosystem based Management and Activities Supporting Carbon Sequestration. The inputs include information about fish potential and local weather conditions. It is hoped that the program would also assist in seaweed cultivation and Mangrove growth. It is hoped that this project will also include systematic and regular data collection and dissemination.

PAPER: 46

TECHNOLOGY FOR SELF-PRACTICING EMPLOYABILITY SKILLS

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As the present generation and technology unites into exemplification of a digital work place all over the globe, self directed learning is viewed to be a modern day education principle. As how a technological operation is self-bound, just like how a Bank ATM is operated, management of employability skills among human resources can also be self-determined in a digital environment. By the way, digital work place is current day Business, Market, Economy and Industry Environment. This research therefore propogates self-management and self-practice of employability skills through appropriate technological applications to make understand people about the skill sets and talent expected from them in digital employment market and organizations along with how it could be self-realized. The paper also lays down ideal technology platforms for self-practice of employability skills towards achievement of sheer self-learning pleasure and autonomy among modern generation for their self-skill betterment and work productivity towards career enhancement, engagement and development.

PAPER: 47

PREMIER IOT SOLUTION DEVELOPMENT COMPANY – A CASE OF MOBILOITTE

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The life is made easy by a rising technology, the Internet of Things, which promised transformation in the way we work, we live, we play, we analyze and we think. The influence of IoT is seen everywhere today, from consumer products to military equipment, from motorbikes to airplanes, from manufacturing units to industries, and from daily use items to utility components and from house to smart cities. The everyday use objects which are being combined with Internet connection and data analytics capabilities guarantee ease of doing work, ease of living, ease of analyzing, ease of thinking and ease of playing. In essence, IoT provides a flat-form to interconnect various electronic devices through the Internet and open up a new world of possibilities. Mobiloitte is a leading complete service solution development company for IoT, AI, BOTS along other related areas with time, security, scale and performance as its focus points. The company strives for „Top Notch Quality Work“ and „Complete Customer Satisfaction“ as its business ethics. E3 – Experience, Excellence, and Exuberance is the company’s work motto for the „Go-to-Market Strategy“ of the company to provide unique services and solutions to its customers and by that keeping itself in advantage position in the field competition. The company is equally comfortable to work with different types of setups like Start-Ups, Small & Medium Enterprises, Large Enterprises, Development Sector, Public-Private Partnerships, and Governments. Completion of more than 5000 projects in a span of a decade is a testimony to that. In this paper, we made an attempt to analyze various IoT solutions the company provides, highlight their technical backgrounds and list out their applications. At present, the company is providing IoT solutions in large spectrum covering areas like surveillance, power, video inspection, customer feedback, marketing, skill-building, security, etc. In addition, this article also deliberates business challenges and potential solutions to provide different IoT based solutions appropriate to customer requirements and lists out emerging IoT technologies with a futuristic outline.

PAPER: 48

UPCOMING TREND IN CLOUD COMPUTING- MOBILE CLOUD COMPUTING

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Mobile Cloud computing (MCC) is an emerging trend which combines functionality of cloud computing and mobile applications. The foundation of cloud computing is the delivery of services, software and processing capacity over the internet, reducing cost, increasing the storage, system automation, service delivery decoupling from underlying technology, and providing mobility and flexibility of information. In this paper, we explain how cloud computing differs from mobile cloud computing, workflow and basic architecture of mobile cloud computing. We will also discuss how current technologies enables mobile cloud computing possible and real-life scenarios or examples will help to better understand mobile cloud computing usage. MCC is economical and it saves time too. The ultimate goal of MCC is to enable execution of rich mobile applications on a plethora of mobile devices, with a rich user experience. Mobile computing is taking a physical device with you. This could be a laptop or a mobile phone or some device which enables you to telework – working wherever you go because of the small size of the device you are using. The advantages and disadvantages of mobile computing. With future enhancements and better understanding of MCC we can build more powerful mobile applications.

PAPER: 49

MARKETING STRATEGIES FOR PROFITABILITY: A CASE STUDY OF AIRTEL TANZANIA LIMITED

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The study was done to explore and highlight the marketing strategies that Airtel Tanzania Ltd has utilized to spur its remarkable growth in terms of the market share as well as its unprecedented strong superprofit within the telecommunication industry both in Tanzania and the entire East Africa region. The objective of the study was to majorly identify the marketing strategies for Airtel's growing market share and profitability. The study basically used an external approach in collecting and analyzing data which was presented in content and thematic analysis from secondary data. The scope of the study was the Airtel Tanzania limited company. The study found various marketing mix and techniques we reemployed that include: auditory marketing, new product creation, animation, pricing, place, content localization, brand alliances, use of celebrities and constant promotions. The study indicates that these techniques were found to enhance the uptake of Airtel Tanzania Limited products hence, resulting to increased revenue leading to profitability.

PAPER: 50

AN EMPERICAL STUDY ON THE CYBER LAWS FOR CYBER SECURITY IN INDIA

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Information Technology with networking supports millions of internet users connecting them in the transnational cyber space beyond national borders. Since 1990s with the inception of worldwide virtual domain facilitates exchanging information with high speed and low cost. It has also amplified avenues for online violations posing threat to the internet users. Any deviance committed in the cyber space for illegal monetary and non monetary gains falls within the ambit of Cyber Crime. Cyber violations of stalking, hacking, phishing, fraud, identity thefts, viruses, spam etc have become hindrance against the fearless cyber operations. Cyber Crimes damages the reputation, dignity, identity, authenticity, safety, privacy and freedom of the Netizens. Developing countries which are striving to achieve cashless economy pushed towards technological resilience due to the threats posed by forgery, banking frauds, identity theft, defamation, hate speech etc. The intruders are exploiting their technical knowhow to illegally access the confidential information of individuals and Institutions with bad motives. The vulnerability of cyber space in economic and social perspectives has created undue tensions among individuals and institutions to initiate costly measures toward cyber security. Cyber laws govern and regulate usage of Computer and Internet to combat and prevent the existing National Cyber Crime Ratio in India. The beneficial changes brought through Information Technologies (Amendment) Act, 2008 is a prime step in this regard. Implementation of exclusive Criminal Justice Administration System and Universal acceptance of Cyber Security is the need of the decade. Absolute prevention of cyber crimes has fall short with the existing security system due to the high dependence over new technologies to commit new crimes. This paper describes various Indian laws governing online banking, information technology, sexual and other offences, fraud etc. It also suggests measures to enrich cyber safety by analyzing the National Cyber Crime Ratio.

PAPER: 51

ABCD ANALYSIS OF BLOCK CHAIN TECHNOLOGY AS EMERGING TECHNOLOGY FOR SECURED TRANSACTIONS

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Blockchain technology is one prominent technology under Information Communication and Computation Technologies (ICCT). Blockchain consists of a growing list of records which are linked using cryptography and such chain has the property of transparency, decentralization, and immune to modifications. It is a technology for record creation across many computers or digital devices of a process or an activity which cannot be altered retroactively, without altering its subsequent processes or activities. Blockchain technology allows a system to own digital goods, assets, and data and capable to trace the history of everything which is created as a footprint in the past transactions. Thus, an ideal blockchain technology is expected to have the capability to trace the history of everything which created a footprint in the past. In simple words, blockchain technology can be used in each financial transaction and is digitally signed to ensure its authenticity and not allowed to tamper it, so that a ledger created with the existing transactions within it are assumed to be of high integrity. It is expected that blockchain technology is expected to help total stoppage of financial frauds and hence contributing to eradicate corruptions in this world. Blockchain technology has applications in financial transactions, healthcare systems, education, supply chain systems, etc. In this paper ABCD (Advantages, Benefits, Constraints, and Disadvantages of Block chain technology is carried out by identifying various determinant issues, factor analysis, and elementary analysis for secured transactions.

PAPER: 52

INTERNATIONAL BUSINESS STRATEGY OF MIND-TREE LIMITED

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Information Technology industry has been a sunrose sector of India for more than three decades now. And it is a sector that is still adding a lot of start ups to the well established business domain. Mind Tree Limited is an Indian multinational information technology and outsourcing company headquartered in Bengaluru, India and New Jersey, USA. Founded in 1999, the company employs approximately 19,908 employees with annual revenues of \$ 846 million. The company is dedicated to electronic commerce, mobile applications, cloud computing, digital transformation, data analysis, business application integration and business resource planning, with more than 339 active clients and 43 offices in more than 17 countries, at 31 July, 2018. Its largest The operations are carried out in India and the main markets are the United States and Europe. In August 1999, Mind Tree Consulting Private Limited was founded by ten IT professionals, of which three of them invested through an entity incorporated in Mauritius. It was funded by venture capital firms Walden International and Sivan Securities, and later in 2001 by Capital Group and Franklin Templeton. It became a public company on December 12, 2006 and was included in the Bombay Stock Exchange and the National Stock Exchange. The IPO was opened on February 9, 2007 and closed on February 14, 2007. The IPO subscribed in excess more than 100 times. Mind Tree announced a new brand identity and logo, with the slogan "Welcome to Possible" on September 28. As of 2017, the company had 43 offices in more than 17 countries. In 2012, Mind Tree installed its first delivery center in the US. UU (USDC) in Gainesville, Florida, under the leadership of Scott Staples, co-founder and global sales director. The company works in Application Development and Maintenance, Data Analysis, Digital Services, Enterprise Application Integration and Business Process Management, Engineering R & D, Enterprise Application Services, Testing and Infrastructure Management Services. This paper analyses the international business strategies of MindTree and elucidate the reasons for its strategic growth pattern and to understand the charecteristics that define success on Indian IT companies.

PAPER: 53

ROLE OF INFORMATION TECHNOLOGY IN EFFECTIVE IMPLEMENTATION OF MOOCS.

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Information technology is transforming all the sectors and education is not an exception. Education sector is witnessing a sea change due to the wide usage of Information Technology. Learning and training process of education system is changing rapidly due to vibrant innovations in the field of Information Technology. The technology is helping the learners to adopt digital learning platform in the place of traditional system. The availability, affordability and other features of MOOCs (Massive Open Online Courses) platform is helping the learners a lot. The Information Technology is playing a key role in making MOOCs the first choice of learners. SWOT analysis of these platforms, helps the generation Y and Z learners about the selection of courses. Blended learning system is highly benefited by MOOCs as it applied duo methodology. The paper concludes with the details of easily accessible economic MOOCs platforms and its applications.

PAPER: 54

A QUALITATIVE STUDY ON WAGE DISCRIMINATION FOR EQUAL WORK AMONG WOMEN AGRICULTURAL LABORERS

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A Woman is the backbone of the family. She is the Queen of God's creation. The situation of women today is far better than what it was few years back. Women in ancient India were held in high esteem. From ancient times of India we can see the practice of gender discrimination. Though in Indian Constitution a woman has been given the equal rights still there is an existence of gender discrimination. We find this discrimination and social evil in the work sector also, where for the equal work done by male and female the wages paid to them are unequal. The study concentrates more in agricultural sector. The males are paid more than the female workers for the same work done. Objectives of the study are to know the respondent's opinion about unequal wages. To find out the reasons for disparity in wage structure of respondents. To learn about the work reliance of respondents in spite of low wages. Researcher did study in Belman Village Karkala Taluka and interviewed 20 women agricultural workers. 20 respondents were selected using Convenient Sampling. Questionnaire and Interview methods were used to understand the demographical data prepared by the researcher. As modern society has made clear, women have ability to perform with equal skills and success in virtually every endeavor engaged in by men including employment, athletics, academics and politics. Though now-a-days the government policies, rights have come into picture still we find gender discrimination. Ultimate solution is to empower women to fight for their rights in all spheres in the society.

PAPER: 55

A STUDY ON IMPACT OF INTERNET USAGE AMONG YOUTHS

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Invention of internet has been one of the greatest milestones in human history. From not knowing what is happening in and around the world to knowing everything just in click, we have come so far. Internet is one of the major means of development. It has become an integral part of daily lives of people including children and adolescents. But now we are in an era where internet has over powered us. The main objective of the study was to find out the levels of internet usage among the youths. To understand how increased use of internet affects social interaction and relationships of the youths. To find out how increased use of internet contributes to the emotional imbalance in youths. To understand how internet leads to health problems. The study was confined to urban youths who are residing in Mangaluru city. The methodology of the study involves face-to-face interviews and questionnaire and purely based on primary data collected from one of the college in Mangaluru city. The results of the study showed that different age group of youth face different kinds of problems because of the increased use of internet. Some problems are definitely common, like sleep deprivation, stress related issues, poor expressing emotions, postponing of work due to prolonged use of internet, accepting the use of internet as a part of everyday routine. Some probable solutions for it are; to learn, aware and educate others about internet values, privacy and security, spending more time with family members than using social networking sites, to engaging in activities like meditation, yoga, sports or indulging in activities which enhance one's personality.

PAPER: 56

SCROLL PAINTING OF BENGAL IN MODERN CONTEXT

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Paintings by patua women exploring various themes are currently found in museums and private collections worldwide. They have recently been on display at museums, galleries, art markets and fairs in various parts of the world. Today's patua women have participated in a wide range of artistic and social projects, and some have been either the central or secondary subjects of academic research. According to Dukhushyam, to become a patua artist it is necessary to master a set of creative tools, including designing scroll paintings, composing stories that others might want to hear, and performing them. At a time when performances were not generating enough income and it seemed that people's primary options were to either sell paintings at markets or find a new way of earning and living, Patuapatrachitras are a component of an ancient Bengali narrative art, originally serving as a visual device during the performance of a song.¹ The activity is a form of storytelling used in itinerant shows traditionally performed by patua men in their own village and throughout their region. The women, as following the traces and trails of patua men instead would tell the story in a different way. After the exhibition opened, the MNE acquired another set of paintings directly from the women's cooperative in Naya. The order arrived a year later and it included other kinds of work by the women painters, namely a larger number of chauka paintings (single frame composition) as opposed to jarano paintings (narrative painted scroll).⁶ The museum added some of the paintings to the exhibition and offered some of the remainders for sale in its shop. These were bought by its visitors and employees.

PAPER: 57

A STUDY ON IMPACT OF VIRTUAL REALITY AND AUGMENTED REALITY ON EDUCATIONAL SECTOR

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The vision of higher education in India is to realize the country's development and potential to fullest with equity and inclusion. The higher education sector, in recent decades, has witnessed a tremendous growth in many aspects in terms of institutional capacity with developing educational sector by using emerging technologies etc. The rapid expansion of the higher education system at the same time has brought several pertinent issues related to technology access to higher education in the country. The present paper holds an immediate significance of creating awareness to educational sector that how technology is playing role in education and how we can use and implement these technologies to upgrade present generation students. The study is also unique in the sense that it brings about better understanding of the present scenario in the higher education system in the country by highlighting the pattern of growth, opportunities and challenges of the system. The present study throws again a glimpse on financing technological development in higher education in India.

PAPER: 58

ROLE OF ELECTRONICS IN TEXTILE INDUSTRY – CLOTHING, DESIGN PRODUCTS AND PRODUCTION

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Textile industry is one of the ancient industries which came into existence along with the mankind. As we all know that during the beginning of Middle Ages humans used to spin and weave cotton using needle and thread. This industry took a giant leap during the industrial revolution during last century and changed the way of spinning and weaving cloths. But these changes remain steady for more than a century until it became a subject for scientific study or need for designing the machines that can complete the complicated tasks of cloth spinning, fabric designing, production etc. automatically and more efficiently. The latest developments in the field of Electronics made it possible to achieve greater efficiency through the electronics machines. Today's textile industry is focusing on implementing these latest technologies in all the sectors of textile industry to increase the efficient production at lesser prices.

PAPER: 59

THE CHALLENGES AND EXPECTATION OF GOVERNMENT PRIMARY SCHOOL TEACHERS AND STUDENTS IN RURAL AREA

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One of the biggest concerns of educators across the world, and especially in India, is making the present generation learners future-ready. India is relatively young as a nation with around 28 million youth population being added every year. The main problem India now faces is that all the pedagogical innovations are fit to improve the quality of urban education while the rural learners and their education remain largely neglected. With 65 per cent of the population residing in rural India, education there truly deserves much more attention, especially when it is plagued with problems like dearth of teachers, teacher absenteeism and poor quality of teachers. The very aim of education, that is, to bring for the potentials of the learners and to make our children capable of understanding honesty is the beginning of education reveal the nobility of the profession. It is an irony that teaching is an unattractive profession today and the teacher no longer occupies an honorable position in the society. That is due to education system, the attitude and the quality of the teachers, and the type of students and their expectation from the teachers. The aim of this research study is to study the challenges faced by the Primary teachers and expectation of teachers and students. And the objectives are to know the level of occupational stress, the academic problems faced by the teachers, to know the approach and methods of teaching used. The study will highlight expectations of both teacher as well as students and also gives the recommendations and suggestions for both of them, so that their objective of teaching and studying will be fulfilled and there will not be any gap between the education system of rural and urban area.

PAPER: 60

INDUSTRY REVOLUTION 4.0 -A NEW INTERPRETATION BASED ANALYSIS ON EXPECTATIONS, TECHNOLOGIES, AND CONSEQUENCES

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Industry 4.0, the fourth industrial revolution encompasses mass customization by using smart production methods using ICCT underlying technologies including artificial intelligence, robotics, cloud computing, bigdata analytics, blockchain technology, Internet of things, 3D printing, mobile communication, virtual reality, etc. are used to automate and customize the mass production in industries. ICCT based cyber-physical systems communicate, cooperate, and monitor the data exchange in manufacturing processes. In this paper, the security aspects and data protection concepts of cyber-physical systems used for automated mass customization are discussed. We also made a new Interpretation based Analysis on Expectations, and Technologies, of the model of mass customization including its consequences on employment, customers, suppliers, lifestyle of human beings, and economy in the society.

PAPER: 61

CLLOUD SECURITY: AN OVERVIEW AND CURRENT TREND

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Cloud security is also called as cloud computing security. It is the set of policies, technologies, application and control utilized for virtual infrastructure which includes hardware, software and application. The field is closely related with database security, web security, network security etc. In other word cloud security is very close with computer security, IT security or information security. Day by day the IT infrastructure becomes common need of every individuals and organization so the security aspects are the important concern in this regards. Cloud computing security is controlled by different mechanism such as deterrent control, preventive control, detective control, collective control. Cloud Vulnerability and Penetrating Testing is very much important for secure and healthy cloud security practice. Cloud Computing is an important name in IT and Computing domain and this is rising in different organizations and institutions. In this paper different areas of Cloud Computing has been described. There are different models and architecture for cloud computing security and different rules, regulation and framework. This paper is conceptual in nature and talks about various areas of security in basic sense. Paper also talks about the Security affairs related to the Cloud.

PAPER: 62

SECURE TRAFFIC MANAGEMENT USING WIRELESS BASED ANTILOCK SECURITY SYSTEM

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This proposed work is an attempt to design a tracking unit that uses the global positioning system to determine the precise location of a object, Vehicle or other asset to which it is attached and using GSM modem this information can be transmit to remote user. It can provide Traffic signal-monitoring system for inter-cities transportation vehicles such as taxis and buses. This system contains single-board embedded system that is equipped with Antilock and GSM modems along with ATMEG 328P that is installed in the Traffic signal. During object motion, the Vehicle can be reported by SMS message. A software package is developed to read, process, analyze and store the incoming messages. The use of Antilock and GPS technologies allows the system to track object and provides the most up-to-date information about motion object. If a password like SMS is sent by the police, this system finds its application in real time traffic management system. It could be used as a valuable tool for real time moving Vehicles. The current system can be able to provide monitoring process from anywhere. The purpose of this system is to design and integrate a new system which is integrated with Antilock- GSM to provide following feature: a) Location information, b) Real time tracking using SMS, c) Communication is instantaneous therefore we can receive running report quickly. It is completely integrated so that once it is implemented in all Traffic signal, and then it is easy to track vehicles anywhere and anytime.

PAPER: 63

EFFECTIVE IMPLEMENTATION OF GST THROUGH BUSINESS TRACKING USING ICCT BASED BLOCK TECHNOLOGY

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During the last few years, it is observed that out of many general-purpose technologies, two technologies have shown accelerated growth and gave birth to many underlying sub-technologies: (1) Information Communication and Computation Technology (ICCT) and (2) Nanotechnology (NT). ICCT has opened up the possibility of ubiquitous solutions to many problems using underlying technologies. Out of many underlying technologies of ICCT, blockchain technology plays a vital role in identifying the historical processes of any transaction. Blockchain technology consists of a growing list of records which are linked using cryptography and such chain has the property of transparency, decentralization, and immune to modifications. It is a technology for record creation across many computers or digital devices of a process or an activity which cannot be altered retroactively, without altering its subsequent processes or activities. Blockchain technology allows a system to own digital goods, assets, and data and capable to trace the history of everything which is created as a footprint in the past transactions. In this paper, we have analysed and interpreted the capability of blockchain technology in solving issues pertaining to the effective implementation of Goods and Service Tax (GST) through tracking of every business transaction. The paper also discusses how blockchain technology is boon to mankind if managed and controlled systematically to stop all illegal financial transactions and hence to effectively monitoring the payment of direct taxes or GST to government.

PAPER: 64

AID OF MULTIMEDIA TO CREATE AN INTERACTIVE LEARNING EXPERIENCE

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Depending on the type of collaborative activity required, the computer may support different types of collaborative communication. Through computer-based technology, Virtual Reality, learning is taught these days to enhance their information and protection skills. Multimedia offers unique opportunities for collective classroom experience creation and representation. Digital technology's interactive character can aid reasoning by improving the essence and boundaries of the objects and events scientific models. A user can control the game, video and audio. An end user can use immersive multimedia quiz applications to pause, rewind the video, pick a data source, take notes, and check ourselves. Students develop awareness through interactivity that is fundamentally about learning to debate, raise questions, find data, and to be more inquiring. The technology eliminates students' need to participate in ongoing discussions with colleagues that share interests and responsibilities. Technology should not be known as a replacement for similar interaction, rather as a tool to support it. Students want teachers and professors to help them, work through many issues and make progress. Professors may help the interactions between students in different ways through digital technologies. Through holding an exploratory conversation, it will inspire and allow the students to exercise clear classroom thought. The intent of this paper will concentrate on some of the multimedia technologies used in the learning system. This paper offers many multimedia concepts, discusses a selection of the highest common multimedia technologies, the greater relevant resources, and affords a review of their data and sources of additional info. This paper examines five dominant components of multimedia, such as graphics, text, audio, video, and animation. The paper demonstrates how pupil learn, develop, upgrade their skills, and use multimedia to test themselves.

PAPER: 65

RECENT TECHNOLOGICAL ADVANCES IN WALMART

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Walmart , an American multinational retail company has its headquarter at in Bentonville, Arkansas. Walmart , one of the world's largest company ,in terms of revenue, gains approximately \$485 billion,according to the Fortune Global 500 List. This outstanding performance of theirs has made them one of the best company that any businessman would admire. Henceforth, in order to maintain company's status, both , in terms of performance and revenue, Walmart has taken a step ahead. With innovative ideas and strategies, there have been considerable changes taking place in the manufacturing of their products.. From being a simple and traditional brick and mortar retailer, they have now switched onto tech – centric company. There is a slight change in their focus of becoming high tech innovator, for which different technological aids have been implemented that contributes to the improvement in the quality and quantity of the commodity sold which is of a great deal to the competitors. Walmart was the largest U.S. grocery retailer in 2019, and 65 percent of Walmart's US\$510.329 billion sales came from U.S. operations.Walmart was listed on the New York Stock Exchange in 1972. As a part of recent advancement, they launched a mobile order and pay initiative called Scan & Go. Adding on to this new features like integrated store maps, e – lists wherein, customers could enter the name of the commodity required in natural languages. Also by using their app, one could purchase and at the same time return them if not needed. Restacking shelves, for finding and returning misplaced products, they are now using robots to facilitate the process.

PAPER: 66

GROUNDBREAKING STRATEGIES FROM ' CASH ' T O ' FREE'- A CASE STUDY ON RELIANCE JIO

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In the modern era, with the hike of everything, even the telecommunications hiked in their calls, SMS, internet, etc. But the hike tactics embraced by the telecommunications companies have not been maintained for a long time. The arrival of Jio's dependency has forced the telecommunications companies to look back on their pricing strategies. Reliance Jio's creative tactics have made people expect more and lower prices. Reliance Jio's creative tactics have made people buy more and that the pricing strategies of other firms, Airtel, Vadafone and Idea. It gained a large following by offering 4 G free of charge. Competitors have suffered huge losses with Jio's creative strategies. Data sachet techniques have undergone dramatic changes in dependency. This study studies innovative strategies adopted by Reliance Jio.

PAPER: 67

SOLAR COLD CHAIN AS A NEW FACILITIES FOR FARMING AND FISHERIES IN DEVELOPING COUNTRIES

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Cold chain facilities are essential to formers and fisheries to protect their agricultural and fish products for a long period. The traditional „Solution“ has been put in place for small Cold Storage facilities connected to the Grid or running from Diesel Generators – these though are dependent on stable electricity and in the case of Diesel powered it is expensive to maintain and run and have an environmental impact. Solar Powered Cold Chain though is coming to the force, combined with developments in battery technology, this can provide uninterrupted Cold Storage and Cold Chain solutions that is economic to operate, environmentally friendly, and able to be located in rural places where electricity supplies cannot be relied on. It is observed that there is a gap in practical and applied research in the area of fully integrated Solar Cold Chains. The research highlights the opportunities associated with Solar Powered Cold Chain, particularly the positive economic impact that can deliver to the actual farmers and fishermen that grow and catch foodstuffs – enabling larger amounts of income to be earned and retained in the rural economies. The research provides the idea adopting and managing Solar Cold Chain facilities for farming and fisheries in developing countries through its systematic analysis using ABCD framework.

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TECHNOLOGY, INNOVATION AND MICRO, SMALL AND MEDIUM ENTERPRISES.

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The economic progress of a country primarily depends upon the development of industries, may be large or small. In a country like India, where capital is scarce and improvement is not evenly spread growth of MSME sector is vital in order to achieve a balanced economic growth. The MSME sector has been contributing significantly in generating employment, augmenting GDP, increasing exports, boost allied development activities, creating big entrepreneurs and proper distribution of wealth. In real sense MSMEs sectors role is paramount in promoting the welfare of the people. However, in a competitive world a sustainable performance matters. To be in the stream, MSMEs need efficiency to enhance productivity, marketing and provide a huge platform to build business venture, The large units or MNCs are in better position in the competitive world with large capital, human resources and R & D section. MSMEs have to compete with big industrial units. No doubt, MSMEs are flexible to change their strategy and adopt new things in their whole functioning. For example, innovation through technology is one among them. The paper tries to throw light upon a few possible innovations through new technology in the process of production, design, quality, cost, marketing, investments ,financial management etc. However, the paper also notifies about some barriers to MSMEs to adopt to new technology like lack of awareness, infrastructure problem etc and the paper also identifies some important govt programmes to support technology in the MSME sector. Thus, if MSMEs adopt new technology, they can be competitive locally as well as globally.



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Paper 1

INFORMATION ASSURANCE? FROM MEANING TO FOUNDATION

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Information Assurance is one of the important area of Information Science and Technology in recent past. This is the advanced area of Information Security as well. Security is the prime focus for most of us today. The organizations and Institutions to Individuals everyone are interested and concern about this security and privacy related affairs. Information Assurance is the broader version of Security related affairs. It is mainly deals with assurance related to technological products and manual systems related to information and content. Initially within the security spectrum Cryptography treated as most valuable and important but gradually other areas have been developed viz. Computer Security, then Network Security, Web Security, Database Security etc. Gradually as a whole, these are treated as Information Technology Security; it is also important to note that many universities and researchers worked and thoughts about manual content's security related affairs and a new concept has been developed called Information Security. The field and nomenclature, IA i.e. Information Assurance is the latest of this security edition and this is talks about the manual and technological information security related affairs leading to design, development and formulation, framework of security related affairs for the organizations, institutions and individuals. This paper described the basics of Information Assurance with reference to its root and historical foundations, basics meaning and features. Paper also talks about the function of Information Assurance as a brief with special reference to the process of Information Assurance.

Paper 2

ACADEMIC EXCELLENCE THROUGH EXPERIENTIAL LEARNING: A CASE STUDY ON EARLY ADOLESCENTS

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Background: There are multi-dimensional methods of both teaching and learning process. As per a research, we remember 20% of what we read, 30% of what we hear, 40% of what we see, 50% of what we say, 60% of what we do and around 90% of what we say, hear, see and do. So hereby we can understand there are deferent types of learners such as visual learners, auditory learners, and kinesthetic learners, but most of our educational institutions are not looking into the learning demands and dimensions of pupils. The unchanged Indian education system has blocked the student's interest in active learning in the classroom. All the time and all the ways students are demotivated, distracted and pressurized. Corporal punishments, exams and home works have only become the deferent parameters to measure the children. It made all the way children feel helpless, hopeless and worthless. So the sever need of modified teaching style targeting deferent types of learners in the classroom making them have experiential learning for better academic performance is going to be one of the important aspects in the Indian education system.

Result: As per this case study the teaching included the multi-dimensional approach such as visualized teaching, auditory-based teaching and kinesthetic approach has created better improvement among adolescents in their academic performance. The particular concept in the classroom teaching is thought in multiple ways by using body language, oral and warble through blackboard, visualization of the topic using smart board showing videos related to the topic, giving practical work to the students on the same topic such as group activities and making the students to get involved in teaching activities such as acting, dancing, painting, modeling etc.

Conclusion: 360 degrees of approach in classroom teaching makes adolescents have an experiential learning for the better understanding of the particular concept and have a long time memory. However human learn better through experiences than just learning through visualization or auditory based. This case study explored the other dimension of classroom learning that is the enthusiasm among students in getting high involvement in the learning and teaching process. The 360 degrees of approach is also creating students active participation and building a positive attitude towards the subject as well as teachers. So leaning through the experiences by the 360 degrees of teaching approach is one of the effective methods in bringing the best academic outcome among early adolescents.

Paper 3

FIPPS & INFORMATION ASSURANCE: THE ROOT AND FOUNDATION

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Within Information Science, there are various concepts and among these Fair Information Practice is important one. Fair Information Practice in short is called as FIPPs. It is the result of commission's enquiry into the web in which online entities collect various personal information and also assure that practice in information is fair enough. The Fair Information Practice is a core for healthy information privacy protection. It is important to note that FTC has been engaged regarding the online privacy from 1995. The Fair Information Practice basically proposed in the year 1973 in the report called US Secretaries Advisory Committee on Automated Personal Data System. It proposed to talks about record, computers and Right of the Citizen. The fundamental contribution of this committee was design and development of codes for fair information practice for the betterment of Automated Personal Data System. It is important to note that this commission may also have played a big role in development of Fair Information Practice Principle (FIIPs) in 1977 in their report called Personal Privacy in an Information Society. The Information assurance is about the design, development, and management of information related policies. It talks about the assurance of the content and information having manual and technological attributes. Information Assurance is the broader area of Security related areas. The FIIPs is an important affair of Information Assurance. As Information Assurance is about the policy and framework designing so in this paper several affairs leading to FIPPs, its role and importance, its characteristics, features and functions have been described in brief manner.

Paper 4

A COMPARATIVE STUDY ON REGULAR AND DISTANCE EDUCATION

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Education is an integral part of human era. It helps in gaining knowledge and it changes the perspective of a person. We think logically and practically and then take decisions, as a result of which, we humans, are considered to be the most intelligent species on the planet. Education not only provides knowledge, but also contributes to the economic growth of a country and increases its stability. Since we all belong to different strata of the society, people go with a type of education which is suitable for them. According to the convenience of people, we have both regular and distance mode of education. In this paper, the Regular and Distance mode of education are compared based on their ability to provide quality and innovative post graduates in terms of quality, latest innovative curriculum, study materials, specialisations, programme duration, interactive sessions, flexibility, convenience, mentality of pupil and examination system and employability. Comparison is done by considering some of public and private universities who provide regular and distance post graduate education and their ability to add value to the programme with reference to quality, employability and convenience of pupil. Finally, merits and demerits of both regular and distance mode of education are identified and are listed under organisational, students, societal issues using focus group method.

Paper 5

A STUDY ON PROBLEMS FACING BY THE GOVERNMENT COLLEGE STUDENT IN RURAL AREAS IN UDUPI DISTRICT

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Education to all is a global slogan of Government. Education is one of the most significant factors for development of the economy. It provides an opportunity to reflect on the social, cultural, economy and moral values in the society and also provides brightness to human life it is regarded as potential investment in future for individuals , government also takes initiatives to the development of higher education system of India. Students all over world face a number of problems which dishearten them.

The purpose of the study is examine to understand the distinctive problems and challenges faced by rural government college students in Udupi district , the objective of the study to know how government college are helping rural students in education. To find the problems and challenges of government college students and also identify the satisfactory level of students. The study is mainly based on primary data and collected through questionnaire form. The researcher collected the data from four government colleges in Udupi district.

Paper 6

OBSERVATION OF SOME NEW STRATEGIES FOR SURVIVAL & GROWTH IN INTERNATIONAL BUSINESS OF 21ST CENTURY

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Globalization started during 20th century opened up many opportunities of International business. Depending upon environmental conditions and policies of the countries, multinational companies found many ways /modes of entering other countries to encash opportunities to expand their market share by means of production global locations as well as selling in global markets. Many strategies are developed and used by these multinational companies which include green field investment, acquisition & merger, International outsourcing etc. There are three main international strategies available are multi-domestic strategy, global strategy, and transnational strategies. The four basic global strategies to enter and compete in the international environment are identified as global standardization strategy, localization strategy, transnational strategy, and international strategy. In this paper, some of the new strategies observed in recent years in international business by Multi-national companies are identified and discussed. These strategies falls under five categories which include survival, sustainability, differentiation, monopoly, and prosperity.

Paper 7

A STUDY ON THE IMPACT OF E-COMMERCE ON OFFLINE RETAIL BUSINESS

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E-commerce is one of the greatest inventions in this decade, it took the physical market into the virtual world with the help of the internet by offering more convenience logistics, easy return and variety of stocks, in the last five years Indian e-commerce industry has seen significant growth with the emergence of many online retailers, in the same period many offline retailers have suffered much loss on this background this study has been undertaken to know which type of offline retailers has suffered much impact among electronic shop, clothing shop, pharmacy, book shop, and provision store, electronics and clothing shop had much impact so far and all retailers feel the need of adopting e-commerce to their business.

Paper 8

A STUDY ON INFLUENCE OF CARTOON CHARACTERS ON CHILDREN'S PURCHASE OF TOYS

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Most of the popular cartoon characters are developed on the basis of scientific studies in the domain of human behavior. Marketing through cartoon characters is a new area of studies. Studies shows that perceiving capacity of children purely depends on various psychological elements such as color, facial expressions, friendliness, familiarity, repetition and such others. Idea of Marketing to young consumers is not a new concept but the way of integratingis. India is the 8th biggest toy market in the world. During the financial year of 2017-18 the Indian toy industry is close to 800 to 1250 Billion Rupees. Indian toy Industry is 10% organized and 90% is unorganized. Some study about retail shops revealed that today kids take the buying decisions and parents only pay. This research paper has an objective of understanding the buying behavior of children towards toys influenced by cartoon charactersin the city of Mangaluru, India. The study follows qualitative content analysis as well as random sampling to collect primary data from parents and snowball sampling method to understand business aspects from the retailer's perspective. The study mainly focuses on the influence of cartoon characters which affects the kids buying behavior in Mangalore City. The kids take the buying decision while purchasing the toys based on the popular cartoon characters such as ChhotaBheem, Barbie, Doraemon, Spiderman, Little Singham, Dora, Sinchan and such others. Economical conditions of the parents suggest that they purchase most of the cartoon character-based toys from unorganized sector rather than brand outlets in the city. Due to high rate to overseas settlements, most of the kids get their choice of cartoon character toys from foreign countries such as UAE, USA and such others. Children has the exposure to cartoon characters in home via television channels, smartphone-based Apps and from their circle of friends in the school and neighborhood.

Paper 9

SMART & PRECISION FARMING USING ICCT BASED METHODS – SOME NEW INSIGHTS & PREDICTIONS

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From drones to satellite images and sensor technology, the agricultural industry is changing in a remarkable way. Technological innovations are reshaping the way farming is done. Modernization of agriculture and the use of digital technology have caused new concepts to emerge such as precision farming, digital farming and smart farming. Precision farming is defined as: “a technology-enabled approach to farming management that observes, measures, and analyzes the needs of individual fields and crops”. According to McKinsey, the development of precision farming is shaped by two trends: –big-data and advanced-analytics capabilities on the one hand, and robotics—airial imagery, sensors, sophisticated local weather forecasts—on the other. Smart & Precision Farming is a concept of farming management using modern Information and Communication Technologies to increase the quantity and quality of products. Among the technologies available for present-day farmers there are : Sensing technologies, including soil scanning, water, light, humidity, temperature management; Software applications—specialized software solutions that target specific farm types; Communication technologies, such as cellular communication; Positioning technologies, including GPS; Hardware and software systems that enable IoT-based solutions, robotics and automation; and Data analytics, that underlies the decision making and prediction processes. In this paper, we have discussed how Information Communication & Computation Technology (ICCT) and its underlying technologies are helping and affecting the Smart & Precision Farming objectives for early realization.

Paper 10

FESTIVE SEASONS IN INDIA AND ITS IMPACT ON ON-LINE BUYING BEHAVIOR

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Rising incomes in the hands of a young population, a growing economy, expansion in the availability of products and services and easy availability of credit all has given rise to new consumer segments and a rising acceptability of debt, whether it is mobile phones, credit cards, apparel or organized retail, people clearly seem to be spending more, particularly on discretionary items. The credit facility from business houses has been increasing at a rapid rate. This shows the terrific cut-throat competition in the ever changing market. Consumers in large metros are opting for online retail and e-commerce for most of their purchases, the trend is slowly penetrating in non-metro cities as well.

Festival Sales are a latest fad in India contributing tremendously to the growth of the online sales. All marketing retailers use the festival time to promote their products – either new or stock clearance products at heavy discounts or other offers (freebies, cash backs, buy 1 get 1etc), The major shopping festival in India comes around the period of the period of October-November when Diwali is celebrated and most of the online e commerce sites provide big ticket offers during this period having created unique names for such shopping events – for example – Big billion days by Flipkart, Great Indian Shopping Festival by Amazon to name some. This study is an attempt to understand consumer buying behavior in India during the festive season.

Paper 11

EDUCATION INDUSTRY MANAGEMENT – A STUDY OF THE CURRENT SCENARIO AND FUTURE TRENDS

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Education management itself is becoming a major trend today, during the last couple of decades the young talent across the globe and specifically in India is growing. Educational institutions are facing new challenges resulting from technological driven changes in teaching and learning, globalization of higher education and changes in the economic climate. The government has planned a comprehensive program – ‘New India- 2022’, RISE (Revitalising Infrastructure and Systems in Education), envisioned for boosting the higher education system in India. It is the belief that the biggest resource in the classroom are a teacher, and institutions are called to invest in scaling up the knowledge and skill of the teachers to make higher education more holistic and relevant. Also, fostering entrepreneurship has become a topic of priority in public policy. Successful universities in the US place impetus on the role of academic institutions as catalysts for high technology start ups. In this paper we analyse the ‘education management’ situation in India and the newer approaches required in the light of global citizens looking towards quality education.

Paper 12

A COMPREHENSIVE STUDY ON EFFECTIVENESS OF NEW TECHNIQUES ADDED TO OPERATIONS RESEARCH SUBJECT DURING 21ST CENTURY FOR DECISION MAKING

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Operations Research, also known as Management Science or Decision Science is a Quantitative Subject added to Natural and Philosophical sciences during 20th Century. Operations Research is both knowledge and skill based subject consisting of many techniques to solve many practical problems of many fields of the society optimally. Started officially during the Second World War, Operations Research subject grown to many facets of the Scientific, engineering, and social science area to solve problems with an objective and many constraints, optimally. Many techniques are added to Operations Subject in order to optimize the decisions using realistic and probabilistic models. Operations research is often concerned with determining the extreme values of some real-world objective: the maximum (of profit, performance, or yield) or minimum (of loss, risk, or cost). Operations Research Subject grown in such a way that many new subjects emerged during the second half of 20th century and during 21st century became subfields of the subjects. This includes simulation, decision theory, predictive analysis, descriptive, predictive & prescriptive analytics, etc. In this paper, we have identified many new techniques developed during 21st century under the umbrella of Operations Research and discussed the Effectiveness of such New Techniques in solving present and future problems involving many variables.

Paper 13

A STUDY ON “NON TRADITIONAL OUTLETS” WITH REFERENCE TO BRAND FASTRACK AT TITAN INDUSTRIES LTD.

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Titan Industries are well known for their impeccable marketing strategies and along with its other brands Fastrack and Sonata, Titan is the market leader of the watch industry in India. Brand Fastrack comprises of sporty and trendy collection of watches, sunglasses and accessories (bags, belts and wallets) specially designed for the youth segment, Fastrack sunglasses are titled as the ‘largest selling sunglasses in the country’. Titan Industries have always been experimentative with this brand owing to its brand personality of energetic and restless youth. Fastrack so far was sold in exclusive Fastrack outlets, or other Titan showrooms or stores that sold products of the same genre. Titan Industries are now intending to place the brand in those outlets where a consumer would not expect the product to be available but would buy in case given the opportunity The reason for entering into this area is market expansion because the size of the Non Traditional Outlet segment is substantial as most of the outlets in the list are chains of stores. For Instance, Crossword has 78 stores in the country. Placement of Fastrack products in these stores would imply that simultaneously the brand is placed in 78 outlets. This study is conducted in order to know the customers’ reaction to the concept in Bangalore market, the dealer’s reaction to the preposition, the presence of competitors in NTOs, Dealer’s expectations from Fastrack for placing the brand in their outlets. The results of the study conducted on 100 respondents in the customer category and 20 respondents from the Non-Traditional Dealers Category in Bangalore market.

Paper 14

A STUDY ON THE ROLE OF COMMUNICATION AND INFORMATION TECHNOLOGY IN BANKING SECTOR

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In the current time, banking organizations are no longer interested in developing better communication strategies that will serve their clients. This is because they are obsessed with making money, and maximizing on their profitability. In view of this, most of the banks are unable to attract new customers, and their normal customers run away from them, because of poor communication strategies.

The banking industry of India is in the Information technology revolution. A combination of regulatory and competitive reasons has led to increasing importance of total banking automation in this industry. Information technology has basically been used under different avenues in banking. One is communication and connectivity and another one is business process reengineering.

Information technology enables difficult product development, better market infrastructure, implementation of reliable techniques for control of risks and helps the financial intermediaries to reach geographically distant and diversified markets. This paper focuses on the role of communication in banking sector in current scenario.

Paper 15

PREDICTIVE ANALYSIS ON CONSEQUENCES TWO UNIVERSAL TECHNOLOGIES IN SOLVING CHALLENGES OF THE SOCIETY

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There are many general purpose technologies (GPT) developed to solve problems pertaining to many areas in the society. Out of them, two GPT's are anticipated as Universal General Purpose Technologies (UGPT) are expected some almost all problems of human being related to basic needs, advanced wants, and dreamy desires. Information Communication and Computation Technology (ICCT) and Nanotechnology (NT) are these two UGPTs. ICCT is an umbrella of technologies and has many underlying technologies which include Artificial intelligence, Big data & business analytics, Cloud computing Technology, Digital marketing Technology, 3D printing Technology, Internet of Things (IOT), Online Ubiquitous education & Training Technology, Optical computing Technology, Information Storage technology, and Virtual & Augmented Reality. Recently we have developed a qualitative predictive analysis model to predict future. Predictive analysis is an analytical method consisting of several techniques to predict future possibilities using present trends. In this paper, we have used Predictive analysis model to analyse the effect and consequences of ICCT & NT Universal Technologies in solving challenges of the Society related to basic needs, advanced wants, and dreamy desires.

Paper 16

A STUDY ON “PROBLEMS OF FORMER” WITH SPECIAL REFERENCE TO UDUPI DISTRICT

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Agriculture is one the most important pillars of the Indian economy. The science or practice of farming including cultivation of the soil for the growing of crops and the rearing of animals provide food, wool and other products. Rural farmers account for the greater part of the population of any developing country such as India. The history of Indian agriculture dates back to 10000, years. Indian agriculture began during 9000 BC as a result of early cultivation of plants and domestication of crops and animals. The middle ages in India saw irrigation channels that reached a new level of sophistication. Land and water management systems were developed with objective of providing uniform growth. The agricultural sector employed 60 per cent of the total workforce in India, and despite a steady decline of its share in the GDP, it still remains the largest economic sector. Agricultural development is one of the most talked about issues as a major portion of our population is still engaged with the agricultural industry. The widespread modernization of agriculture, development of many modern techniques and improvement in farm productivity all are the basic characteristics of agricultural development. More than half of the Indian population is dependent on agriculture for its subsistence. Since the beginning years of economic development, it has been one of the main drivers of growth of the economy as it supplies was a major source of raw materials to most of the manufacturers. To examine the different innovative measures adopted by different social groups for agricultural development in the district at block level. Agricultural extension services can and should play an important role in addressing many of these challenges.

Paper 17

STUDENTS SATISFACTION LEVEL IN HIGHER EDUCATIONAL INSTITUTES- A STUDY OF PUBLIC INSTITUTES IN MANGALORE CITY.

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Students' satisfaction has never been considered as an issue of importance by educational authorities nor regarded as a matter of survival by higher education institutions. The measurement of student satisfaction can be useful to higher education institutions, to help them to pin point their strengths and identify areas for improvement. The study measures the students' satisfaction level in higher educational public institutes in Mangalore City. Satisfaction ratings go beyond teaching assessments, which have a narrow focus, to include broader aspects of the student learning experience. To grasp the complexity of that learning experience, it is not enough to know the degree to which students are satisfied, it is important to understand the factors that contribute to student satisfaction. The purpose of this study is to identify aspects of the educational experience that are associated with students' overall expression of satisfaction and determining which features of the student experience are most closely related to satisfaction may provide information about actions that can be taken to maintain high levels of satisfaction and improve student learning.

Paper 18

SUPER-SPECIALTY EDUCATION MODEL IN NEW GENERATION HIGHER EDUCATION SYSTEM – BOON OR BANE ?

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The higher education institutions (HEI) which have autonomy in their operations have opportunities do innovations as per society requirements. Using autonomy fearlessly to improve the Higher Education System (HES) is challenge for many administrators. Higher education system should provide suitably skilled human resources for future requirements of industries. There are many strategies used in HES to develop new innovative courses both at UG and PG levels to provide skills related to future requirements of many specific industries. Many of new generation universities which focus their education model with an objective of imparting advanced Skills in futuristic industries. Accordingly, super-speciality courses, and industry integrated courses model is evolved. Many new generation universities are now started to offer so called super-specialty courses in some industry sectors like Aviation, Port & shipping, E-Business, Business Intelligence, ICCT underlying technologies, Nanotechnology, etc. These courses are designed to meet the specific knowledge & skills required for the graduates who are job aspirants in a specific industry. In this paper, we have discussed the advantages, benefits, constraints and disadvantages of such super-specialty courses at UG, and PG levels with a Question on whether Super-specialty Education Model in New Generation Higher Education System is Boon or bane ?

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Paper 19

A NEW UBIQUITOUS PLACEMENT APPROACH IN HEI'S

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It is a common phenomena in placements, that a recruiter cannot visit all the institutions in the country or area simultaneously at once for their hiring requirements. Therefore, recruiters agree in a pooling agreement with a host college in the locality for mobilizing the candidates. However, such an arrangement still deem to open up the probability of certain students not reaching the host venue college owing to academic commitments or even personal issues or any other unknown arisable external / internal factors. Considering few recruiters also choosing only one premium college for hiring owing to their own defined institutional benchmarks and also other unknown relationship criteria again opens up the probability of deprivation of job opportunity for other college students of the nation or a locality for the job positions. Therefore, to create parity in the unequal ocurrence of generation of placement opportunity among various educational instutions of the country, in this paper, we recommend a possible equilibrium strategy through researching applications of technology as a cure to this predicament.

Paper 20

CHILD PROTECTION – STRATEGIES TO COMBAT VIOLATION, EXPLOITATION & ABUSE

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Indian laws defines child to be a person who is below the age of fourteen years. Biologically, Child is a state of human development falling between the stages of birth and puberty. It is estimated that, 40 per cent of Indian population approximately 440 million are children. The violation of Child Rights in the name of tradition, religion, gender, class, caste, race and reputation causes physical or mental injury or even death of innocent children. Many children are frequently subjected to physical or sexual abuses at home, school and society. Small children are the victims of erroneous offences including Child Labour, Rape, Sexual Exploitation, Forced Marriage, Torture, Kidnapping, Negligence, Deprivation etc. Child Right falls within the ambit of Human Rights for food, basic needs, education, health care, identity and freedom of children. Child Protection shall be emphasized within the policy framework of both Central and State Government. Child Welfare is possible through the collective efforts of Police, social workers, health care professionals, local authorities and volunteers. Child is a gift of almighty which need to be nurtured, cared, respected, loved and protected. This paper will explore various strategies and challenges to curb violence, discrimination, neglect, abuse, exploitation against children.

Paper 21

Essential Infrastructure Requirements for Innovative Smart City of 21st Century – A Bottom to Top Human Life-Cycle Model

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The concept of Smart Cities is developed to promote cities that provide core infrastructure and give a decent quality of life to its citizens, a clean and sustainable environment and application of 'Smart' Solutions to day to day problems. Smart cities use data and technology to create efficiencies, improve sustainability, create economic development, and enhance quality of life factors for people living and working in the city. It also means that the city has a smarter infrastructure for providing and managing Nutritious food, Potable water, Systematic environmentally harmless transportation, Green energy production & usage, quality education, business, quality health services, etc. In this paper, we have developed a model to plan and provide essential infrastructure requirements for innovative smart city for 21st century based on Human life cycle model which focus on facilities to be developed using technology under Physical, digital, transportation, Renewable, Housing, Education, Recreation, Finance banking & other investments, Industry, Tourism and Travel, Healthcare, Old age home, and finally crimination. Based on finding and using suitable technology for optimizing these infrastructures, the concept of SMART city can be effectively realized.

Paper 22

DEMONITISATION AND ITS IMPACT ON INDIAN ECONOMY

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On 8th November 2016, the Government of India announced the demonetization of all Rs.500 and Rs.1000 banknotes of the Mahatma Gandhi series. The government claimed that the action would curtail the shadow economy and crack down on the use of illicit and counterfeit cash to fund illegal activity and terrorism. The demonetization that happened will not only have economic impact but also social and political ramifications, both from immediate and long-term perspectives. This paper attempts to study impact of demonetization with reference to Common man. Through this article an attempt had been made to understand both its merits and demerits of demonetizations on Indian economy.

Paper 23

DIGITALIZATION IN EDUCATION - A COMPARATIVE STUDY BETWEEN GOVERNMENT SCHOOL TEACHERS AND PRIVATE SCHOOL TEACHERS IN MANGALURU CITY.

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Information technology has reformed each sector it has grasped and it is currently in the promising phases of altering academia. In the coming decades if information technology has its approach, education will be far changed, more immersive and hopefully more constructive to the people than it is today. Digitization in education industry has totally changed the learning and also the teaching process to a very great extent. Technology has made imparting education stress-free for both students and educators. The true revolution in education can only be achieved via digitization of education so that students can learn at their own speed both within and outside the classroom. Their learning upgrades while they carry on to advantage from fostering, mentorship and direction of their teachers. Various teachers are ready to accept the wave of digitization but more effort still need to be exercised when it comes to teacher training. most educators are at the stage of figuring out how to use technology meaningfully for teaching. And these teachers are right to be concerned, since depending on how it is use, technology can either help or hinder the educations process. So, this paper highlights the gap between the usage of digital technologies in teaching between the private school teachers and government school teachers and to know their perception regarding digitalization.

Paper 24

A NEW ATTITUDE-BEHAVIOUR-CHOICE-DECISION (ABCD) THEORY FOR ACCEPTABLE LEADERS IN WINNING ORGANIZATIONS

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The organizational fate depends on a committed effective decision maker who can predict the future business situations based on various affecting parameters on the organizational business. Such right decisions at right time to be taken by a decision maker can transform himself as an acceptable leader. Such decisions can also decide the fate of the organization along with the livelihood of its employees. A winning leader is an asset of an organization and the employees are directly and indirectly get the benefits of such leader. If the leader fails in predicting the future of a profit oriented organization or not for profit organizations, the employees are directly going to be the victims of such wrong decisions. In this paper, with case studies and prediction model support we have developed a theory on Acceptable Leadership in winning organizations called ABCD Theory of Leadership which depends on the attributes of Attitude, Behaviour, Choice, Decision of leader while analysing and making decisions on a problem solving by considering organizational perspective.

Paper 25

FINANCIAL LITERACY AMONG WORKING WOMEN - A STUDY WITH REFERENCE TO MANGALORE CITY

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Financial literacy is closely connected to an individual's emotional, personal, social, economic, and employment success. An individual needs to understand the basics of money management, and use financial resources appropriately to function well in society at a personal, professional, business and community level. Financial literacy enables the people to access, effectively use and derive maximum benefit from financial services. This is a continuing process by which individuals improve their understanding of financial products, concepts and risks develop skills and confidence to be more aware of financial risks and opportunities to make informed choices. There is a vast segment of population in India who suffer from lack of financial literacy in terms of utilizing their own money and also safe and secure place to avail savings, credit, insurance and remittances. Financial literacy enables people to know, understand and also to estimate the future risk and return associated with the financial products and make responsible decisions. Financial literacy is needed for maintaining the financial stability of the country.

Paper 26

FISH PRODUCTION IN INDIA AND THEIR MARKETING VALUE

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Fish production and its consumption have been of a great importance to India. Right from 300 B.C., Kautilya's Arthashastra had some texts showing evidence of fish culture. Earlier, it was a in a small pond, to fishing at large banks of water with the use of technological aids, technology has changed the outlook of Indian fish culture techniques. As known, coastal regions of India stand apart at their various diversity of fishes. Lots of variety of fishes has been exported everyday to the different parts of the world. Nowadays, fishes are also available part of hobby which gradually changed into need and then form of livelihood. Right from fishing in fermented form (fish pickles), so as to consume it for a longer period of time. Both freshwater and marine water fishes delicacies have been attracting tourists towards our country. Hence, it is of a great deal to the manufacturers of fish products to provide the best quality without any compromise. Also, the price becomes a factor of deal too. Hence, this study will be helpful to know about the amount of fish produced in India, its increase in years and its market value. The study will provide a bright outlook on the fish production in India.

Paper 27

A STUDY ON HIDDEN STRATEGIES OF PHARMACEUTICAL COMPANIES FOR SURVIVAL IN GLOBAL COMPETITION

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Pharmaceutical industry is one of important and high revenue generation industries in Secondary industry sector. Since this industry is globally integrated and sharing the global markets and essential industry for manufacturing life-supportive drugs, hectic competition is observed among the players. Apart from struggle to invent new effective drugs between many global players, the industry is experiencing heavy torture from Country governments and bureaucrats in the form of imposing unacceptable, impracticable regulations, and even many times bans on high cost medicines from different country governments. Since pharmaceutical business is majorly a high investment global business, facing uncertainty due to various reasons including sudden sanctions imposed to many countries by home country government may affect the market share of the global pharmaceutical companies. To avoid such uncertainties in the market both locally and globally, many pharmaceutical companies developed new strategies called strategy for survival. In this paper, we explore some of such strategies developed to manage global operations and global markets in order to maintain the market share and the sustainable revenue.

Paper 28

MICRO INSURANCE AND INCLUSIVE GROWTH IN INDIA

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Insurance is a mechanism of pooling the risks and resources. Micro insurance is the new term used to refer insurance services that are specially aimed at poor that involve modest premium and coverage amount. Micro insurance is the provision of insurance services to the low income households. It serves as an important tool to reduce risks and hardships of the vulnerable groups. An International Labor Organisation (ILO) Report (2000) defines Micro Insurance Scheme as the scheme set up by self-employed and informal economy workers to meet their priority social protection needs. Micro insurance makes it possible for poor to fight against the risks. Hence, micro insurance is recognized as a useful tool of inclusive growth. Against this background the present study tries to study the various micro insurance schemes in India and the impact of micro insurance on financial vulnerability of the poor in India. The study is based on secondary data sources which include Insurance Regulatory Development Authority, NABARD and various journals and books by eminent authors.

Paper 29

A CRITICAL STUDY ON APPLICATIONS OF MACHINE LEARNING ALGORITHMS IN BUSINESS ANALYTICS

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The advancement of Information and Communication Computing Technology (ICCT) and Artificial Intelligence (AI) made a revolution in Computer Science and its applications areas like Business Intelligence (BI). Artificial Intelligence, Business Intelligence, and Machine Learning work together in order to predict and analyze some complex business analytics and thereby assisting the top managers to take some better decisions at higher levels. With the aid of Artificial Intelligence, Machine Learning can able to provide the ability to machines or systems automatically learn, and take decisions like human beings without programming explicitly based on experience. Machine Learning concepts have applications in diverse fields like day-to-day or daily business transactions to complex business analytics like Marketing Analytics, Pricing Analytics, Social Media Analytics, Customer Analytics, Supply Chain Analytics, and many more. Business Analytics is analyzing the business in 3600 angle which covers historical perspective or Descriptive, future perspective or Predictive and combinations of both or Perspective in order to make better and highly valuable decisions. Machine learning algorithms include supervised learning, unsupervised learning, and Meta-learning. The Machine learning algorithms include different techniques like Nearest Neighbour, Naive Bayes, Decision Tree, Classification Rule, Regression Analysis, Regression Trees, Neural Networks, Support Vector Machines, and many others. Unsupervised learning includes Clustering, Anomaly Detection, Association Rule, and a few others. Meta-learning algorithm covers Bagging, Boosting, Random Forest and a few others. This paper covers applications of machine learning algorithms in different areas of business analytics which includes Marketing Analytics, Pricing Analytics, Social Media Analytics, Customer Analytics, Supply Chain Analytics, Healthcare Analytics, and Portfolio analytics. This paper also tries to distinguish between supervised learning and unsupervised learning. This paper tries to find upcoming areas where machine learning algorithms can best fit in order to make some complex decision or to solve complex business problems.

Paper 30

CSR STRATEGIES OF INDIAN AUTOMAKERS TO CONTROL ENVIRONMENTAL POLLUTION

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Corporate Social Responsibility (CSR) is integral and inseparable part of the any business for sustainable growth and success. CSR plays an important role in promoting values and responsibilities in the locations where the organization does business. CSR is a contribution of the organizations to their surrounding environment and society to show its morality and gift to the financial progress of the people while improving the worth of the life of the employees and the local public in general. All over the world, CSR is essential for the organizations to confirm their sustainability. Though, CSR is a worldwide issue and all organizations practice it to some degree. In this paper, we discussed CSR and the related matter, and analysed the well-being performances of Indian Automakers to Control Environmental Pollution by promoting the production and marketing electric and other non-green house gas emissions.

Paper 31

PERCEPTION OF RURAL CADETS TOWARDS EVENT MANAGEMENT AS A CAREER OPPORTUNITY.

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Event management plays a vital role in bringing out the talents of innovative entrepreneurs. Event management is the application of projects management to the creation and development of large scale events such as festivals, conferences, ceremonies, weddings, formal parties concerts or conventions an event manager is in charge of planning, organising, executing all types and sizes of events like musical concerts food, festivals, etc

The main objective of the present study is to understand the perception of rural people towards event management as a career with special reference to coastal belt of Udupi and South Canara districts. The current study was aimed at evaluating the perceptions of the rural cadets towards choosing event management as a career.

Event planners co-ordinate and manage conferences meeting and parties a bachelors degree in hospitality, communications or a related field typically is needed to start a career. as a event planner.

INFLUENCE OF SOCIO-DEMOGRAPHIC FACTORS ON WORK LIFE BALANCE (WLB) AMONG UNIVERSITY TEACHERS IN KARNATAKA

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In today's fast paced society managing Human resources has become a challenging yet dynamic and exciting task. Organizations have realized that human resources are their most unique and valuable assets. In this era where the world has become a global village educational institutions are trying to keep pace with the competition by retaining key employees through reducing disparities, improving faculty effectiveness, morale and increasing developmental opportunities. Work Life balance is a delicate aspect that results in teacher satisfaction and effectiveness. It has been proved over the years that the balanced work life results in well-being of the faculties, students as well as the organization. Work life Imbalance affects the performance at work place on one side and family care on the other side. This can also create Glass ceiling resulting in lack of opportunities for career growth and development. Organizations are formulating policies and women themselves have adopted strategies to maintain work life balance and overcome glass ceiling. The present study is an attempt to understand the influence of socio-demographic factors on WLB among the faculties of the public universities in Karnataka. This study is based on the primary data. For this purpose a survey was carried out among the university teachers of the Public universities of Karnataka. An attempt has been made to highlight the challenges faced by women in maintaining the work life balance in this sector.

Paper 33

Paper 15

AUTONOMY FOR EXCELLENCE IN HIGHER EDUCATION INSTITUTIONS THROUGH RESPONSIBILITY AND ACCOUNTABILITY

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The higher education institutions which have autonomy in their operations have opportunities to substantially improve the overall quality of education and hence show their existence globally. Such global brand building exercise is crucial for development and growth. Due to enhanced challenges through online courses and online universities, many existing campus based universities are redefine their quality and teaching-learning model for either survival, or sustainability, or differentiation, or monopoly, or growth & prosper depending on their present status and future plan. In this paper we have analysed the challenges of present generation campus based universities and how such challenges can be addressed using their operational autonomy to aim for excellence through responsibility and accountability. This include the challenges of campus based universities to improve the quality of higher education at low cost by awaking the responsibilities of stakeholders along with imposing accountability, and the nature and usage of autonomy given to higher education institutions for academic, research, and technology based innovations, and autonomy for collaboration and expansion. The results of the research to develop suitable frameworks for autonomy with responsibility at different organizational level in higher education system, the consequences for autonomy with accountability at different levels of organization in higher education system are included. Finally, the Autonomy and Theory of Accountability for achieving Excellence are correlated.

MICRO HEALTH INSURANCE FOR THE POOR- A CASE STUDY OF SAMPOORNA SURAKSHA SCHEME IN MANGALURU CITY

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The greatest hurdle for poor families trying to be independent is the sudden incidence of serious illness requiring hospitalization. Today hospitalization expenses are so high which will drain the savings and push the poor to the vicious cycle of debt. Apart from medical expenses, other non medical expenses like, births and deaths also put them under severe financial crisis. Health is a right of everyone. The private companies offer different kinds of health insurance schemes with a premium which can't be afford by the poor sections of the society. Therefore micro insurance is one such scheme which will be exclusively helpful for the under privileged people in the country. The present case study focuses on the usage of the micro health insurance by the holders of the scheme. Study throws some light on the problems faced by the facilitators of micro insurance scheme. Data has been analysed by taking the beneficiaries of micro health insurance scheme sampoorna suraksha in Mangaluru city, of DK district. The findings of the study reveal that there is a maximum use of insurance scheme by the holders of the same. Micro Insurance schemes are functional mainly because of the NGOs. There is a need to support these NGOs to run these schemes in the long run in the most successful way. This can be made possible by providing them with financial assistance and help. But there can be some changes or developments done by government facilitate the continuity of the scheme.

E-EDUCATION IN HIGHER EDUCATION: A CASE STUDY OF UDUPI DISTRICT

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E-Education refers to utilizing the electronic technologies to access educational curriculum outside of a traditional classroom . In the age of globalization and technological revolution, four-year degrees are just the start of a forty-year continuing education. Electronic learning is a type of Technology supported education where the medium of instruction is computer technology. It has brought in a revolution in the education sector; on one hand, teachers use technology in their classrooms to make learning interesting for students, and on the other hand, students use the internet to do more in-depth research on the subjects of their interest. Today numerous institutions are rendering educations by the ITC (Information and communication Technology) based methods .The study is based on the primary as well as secondary sources of data. Primary datum are collected by the opinion of student communities, the research was conducted by the survey of 100 students of various colleges in Udupi district and secondary datum collected by referring various journals and magazines .The study suggests that the students are preferred to the ITC based teaching methods but they faced hurdles of communication and inefficient uses of material resources by the institutions.

Paper 36

A CASE STUDY ANALYSIS ON AUTOMOBILE INDUSTRY IN INDIA AND ITS EFFECT

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The average growth rate of GDP of India from 1947 to 1991 has been of order 2.5 to 3%. This slow rate was due to protectionism policy followed by the government of India. The introduction of liberalization policy in 1991, many industries started flourishing including the automobile sector and the average growth rate of India jumped to high level ranging from 5 to 8%. At present India is sixth largest country in production of motorized vehicles with the turnover of 38.3 billion USD which is nearly 8% of India's GDP. Employment wise, this sector employs 19 million people. The Automobile industry is the major contributor to the growth of the Indian economy but increase in the number of vehicles has also created enormous pressure on environment that resulted in air pollution. Air pollution causes many health problems like: respiratory and cardiovascular diseases. The levels particulate matter such as PM2.5 and PM10, also the concentration of dangerous carcinogenic like Sulphur Dioxide (SO₂) and Nitrogen Dioxide (NO₂) have reached alarming proportions. The secondary data on automobile sector in India and the air pollution level is collected from the multiple sources and a linear correlation technique is used to test the relationship between automobile growth and air pollution. This paper is a study on growth of automobile industry in India and its impact on Air pollution.

Paper 37

NECESSITY OF TRAINING AND DEVELOPMENT IN HIGHER EDUCATION INSTITUTIONS

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India is the richest human capital country in the world. However enrolment in higher education is lower as compared to developed countries. It is a setback to take Indian economy on rapid economic growth path. Thus, in recent year's government of India paid highest attention to enhance enrolment ratio in higher education under NITHI AYOGA. The major difficulty is how to develop employability among graduates particularly in rural India. Keeping this in mind various levels of government introduced skill development training to improve the qualities of graduate of rural area. In this context this paper makes an attempt to highlight the necessity of various kinds of occasional training and skill development schemes within the framework of higher education institution. The paper suggests the government to integrate soft skill and job skill training with course curriculum of graduation and post graduation. The integration of training and development with course curriculum will improve the employability amongst rural people thereby channelize human resource to economic growth.

Paper 38

ACCOUNTING STANDARDS AND FINANCIAL STATEMENTS OF MANGALORE CHEMICALS AND FERTILIZERS LTD AND KARNATAKA BANK LTD

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A company consists of varied number of users who contribute for the growth and prosperity of the organization. It is the duty in the part of the company to be accountable to such users. This can be achieved by summarizing the working of the organization in terms of monetary value in its financial statements. It is required to maintain these financial statements in a way which is acceptable and understandable to all the users of financial statements. This paper is based on the implication of accounting standards on the company's two different sectors, Mangalore Chemicals and Fertilizers Ltd and Karnataka Bank Ltd.

PLASTIC INDUSTRY ANALYSIS - IN NORTHERN INDIA

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Plastic industry is making significant contribution to the economic development and growth of various key sectors in the country such as: Automotive, Construction, Electronics, Healthcare, Textiles, and FMCG etc. India is currently net importer of Polyethylene (PE) however with the commissioning of IOCL plant at Panipat, the imports are expected to go down significantly. India observes significant regional diversity in consumption of plastics with Western India accounting for 47%, Northern India for 23% and Southern India for 21%. Bulk of the consumption in Northern India is from end use industries of Auto, packaging plasticulture applications, electronic appliances etc. which are concentrated mostly in UP and Delhi- NCR However, plastic processing in other parts like Rajasthan, Punjab, Haryana, Uttarakhand, J&K and Plastic industry is making significant contribution to the economic development and growth of various key sectors in the country such as: Automotive, Construction, Electronics, Healthcare, Textiles, and FMCG etc. Northern India is said to have an inherent disadvantage of being away from ports hence a difficult target for low cost supply of plastics through import. However this same situation makes the domestic plastic processing more competitive and provides significant opportunity. Plastics application in agriculture can also lead to huge monetary benefits as well as improve the overall productivity. Indian Plastic industry faces environmental myths and lacks in technology. Going ahead recycling & reuse of plastics could be a foremost step towards fostering innovation and sustainability. Also increased awareness through help of industry groups and Government could help address some of these challenges.

Paper 40

HOW DOES THE TRANSFORMATION OF AN AVATAR FACE GIVING A FAVORABLE IMPRESSION AFFECT HUMAN RECOGNITION OF THE FACE?

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We investigated how different appearances in the favorable impressions of 3D avatar faces affect face-recognition performances by humans. We conducted an encoding and testing experiment using synthesized facial images and artificially manipulated the strength of the perceived impressions in three different dimensions. We also subjectively assessed the favorability of the synthesized faces that were used as visual stimuli in facerecognition tests and found that facial transformation, which decreased the favorability impressions, generally deteriorates human face-recognition performance.

Paper 41

E-BANKING SERVICES : A STUDY ON CONSUMER PERCEPTION TOWARDS E-BANKING SERVICES WITH REFERENCE TO MANGALURU CITY

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Now a days banking is known as innovative banking. Developments in information technology have given a rise to innovations in the product and service designing and their supply in the banking sector and finance industries, customer services and satisfaction are their centre point of all the efforts. Financial sector plays an important role in the economic development of a country. Banking is the lifeline of an economy. A strong and healthy banking system is important requirement for economic growth. Indian banking industry, today is observing an IT revolution. The implementation of internet in banking organizations has modernized the banks. Implementing the internet banking approach has benefited the both i.e. consumers as well as banks. The competition among the banks has led to the increasing total banking automation in the Indian banking industry. E-Banking is a generic term encompassing internet banking, telephone banking, mobile banking etc. Through E-Banking the bank wants to introduce the core concept of IT based Enabled Services (ITES). The E-Banking services are executed only upon the customer, and these e-banking services would fully integrate with the core banking solution that is already in usage. The objective of the present paper is to examine and analyze the progress made by e-banking services in Mangalore city.

HEALTH CARE INDUSTRY ANALYSIS

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The Healthcare sector, in India, has become one of India's largest sectors - both in terms of revenue and employment. The industry comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare industry is growing at a tremendous pace due to its strengthening coverage, services and increasing expenditure by public as well private players. The Indian healthcare industry is projected to continue its rapid expansion, with an estimated market value of US\$ 280 billion by 2020, on the back of increased population growth in India's low income communities. Large investments by private sector players are likely to contribute significantly to the development of India's hospital industry and the sector is poised to grow to US\$ 100 billion by the year 2015 and further to US\$ 280 billion by 2020. Private sector's share in healthcare delivery is expected to increase from 66 per cent in 2005 to 81 per cent by 2015. Private sector's share in hospitals and hospital beds is estimated at 74 per cent and 40 per cent, respectively. Healthcare spending in India accounts for over 5 per cent of the country's GDP. Out of this, the public spending in percentage is around 1 per cent of GDP. The presence of public health care is not only weak but also under-utilized and inefficient. Meanwhile, private sector is quite dominant in the healthcare sector. Around 80 per cent of total spending on healthcare in India comes from the private sector. Inadequate public investment in health infrastructure has given an opportunity to private hospitals to capture a larger share of the market. In addition the demand for hospital services has been increasing due to the rise in lifestyle related diseases.

Paper 43

ARTIFICIAL INTELLIGENCE AND SENSORS BASED ASSISTIVE SYSTEM FOR THE VISUALLY IMPAIRED PEOPLE

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The need for developing a low-cost assistive system for the visually impaired and blind people has increased with steady increase in their population worldwide. The stick system presented in the paper uses artificial intelligence along with various sensors in real time to help the visually disabled people to navigate their environment independently. Image recognition, collision detection and obstacle detection are the three tasks performed by the system. The image recognition task was performed using a smartphone application powered by artificial intelligence. The tasks of collision detection and obstacle detection utilized ultrasonic sensors to alert the user of the obstacles appearing in his route. The stick system also managed to demonstrate the important characteristics of affordability, high efficiency, mobility and ease of use.

ENTREPRENEURSHIP DEVELOPMENT AND EMPLOYMENT GENERATION- A CASE STUDY OF RUDSET INSTITUTE IN KERALA

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As marching towards encompassing a high rate of growth with great potential of human resources, Indian economy struggling to utilise its man power because of lack of employment opportunity, absence of successful ventures etc. Poverty, social exclusion, inequality, and unemployment etc are still haunting Indian economy, despite a number of planned efforts made by both central and state government to mitigate them. Though, Kerala is rich with her natural endowment and high potential educated youth, still struggling to make the most out of them because of lack of successful entrepreneurship activities and absence of a favourable industrial climate. A large number of youth in rural and semi-urban Kerala could not access high professional education and employment due to financial constraint and their high orientation towards white colour jobs. The theory of development by Schumpeter highlighted the significant role played by entrepreneurs and their innovative and imperative role in the development process of the economy. Absence of credit, poor infrastructure, socio-economic backwardness due to some religious and cultural taboos and customs especially on women and marginal section etc acts as a barrier to the natural growth of entrepreneurship in India and Kerala. Both Central and State government initiated a number of programmes to foster entrepreneurial development. In 1982, an innovative initiative was taken by Sri. Dharmasthala Manjunatheswara Educational trust, Syndicate bank and Canara bank finally resulted in the setting up of a very well appreciated RUDSETI model in India to tackle unemployment issues in rural area by providing credit accessibility and skill development programmes for entrepreneurial development for the socially disadvantaged people mainly belongs to SC, ST, BPL and women. The present study is to analyse the organisational structure and functioning of RUDSETI of Kerala situated in Taliparamba and also to evaluate various Entrepreneurship Development Programmes (EDP) offered by the institute.

Paper 45

INDUSTRY ANALYSIS – OVERVIEW OF INDIAN CHEMICAL INDUSTRY

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Chemical Industry is one of the oldest industries in India, which contributes significantly towards industrial and economic growth of the nation. Since this industry has numerous forward and backward linkages, it is called the backbone of the industrial and agricultural development of the country and provides building blocks for many downstream industries. The Indian chemical industry has gained a major share in Asia's growing contribution to the global chemical industry. It has also emerged as one of the preferred destinations for investment in the chemical industry worldwide. Indian Chemical Industry's main growth segments are Petroleum and Petrochemicals, Chlor-Alkali, Pesticides, Specialty Chemicals and Pharmaceuticals & Bulk Drugs. Indian Chemical sector has a potential to cross USD 300 Billion market by 2025 and promises strong growth across the value-chain. Moving with the global competitive world, vision for -Make in India is always the first choice to be more competitive globally.

Chemical industry is the mainstay of industrial and agricultural development of the country and provides building blocks for several downstream industries such as textiles, papers, paints, soaps, detergents, pharmaceuticals, varnish etc. Covering more than 80,000 products, this industry services large number of end use application industries. In India it is estimated that more than 2 Mn people are employed in this industry.

Paper 46

SMART ENERGY METERING BASED ON IOT AND POCKET PICKING USING ARDUINO AND GSM

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Here the idea of smart energy meter using IoT and Arduino have been introduced. In this method we are using Arduino because it is energy efficient i.e. it consume less power, it is fastest and has two UARTS. Energy meter which is already installed atour houses are not replaced, but a small modification on the already installed meters can change the existing meters into smart meters. The use of GSM module provides a feature of notification through SMS. One can easily access the meter working through web page that we designed. Current reading with cost can be seen on web page. Automatic ON & OFF of meter is possible. Threshold value setting and sending of notification is the additional task that we are performing.

Energy theft is a very common problem in countries like India where consumers of energy are increasing consistently as the population increases. Utilities in electricity system are destroying the amounts of revenue each year due to energy theft.

Paper 47

INVESTMENT BEHAVIOUR OF WOMEN INVESTORS IN THE STOCK MARKET: A STUDY WITH REFERENCE TO MANGALURU

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Investment means keeping some money aside so that it grows more valuable after a period of time. At the same time investing is difficult because people have to be patient and disciplined for long stretches of time. It's because all around us we see people spending and having the time of their lives while we sacrifice those pleasures. Investing involves lot of decisions - differentiating between needs and wants. Men and women differ in their approach to the investment game. Particularly stock market investment has become popular among men and women. In most of the cases the women want to earn stable income. While forming investment portfolio women are concerned about safety, liquidity and profitability but men mostly think about profitability alone. This study is an attempt to study the behavior pattern of women who invest in stock market.

Paper 48

SURVEY ON WOMEN SAFETY USING IOT

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Nowadays women are facing many security problems in the society. In such cases, they feel handicap and need help to protect them. Even though many technologies have been introduced for women still kidnapping, eve teasing and sexual harassment are taking place in our country. When the women face into unsecured situations, to ensure the safety, automatic detection system needs to establish which send an alert message which includes the location of the police department. This can be done by sensing various factors such as abnormal sounds, body reaction like trembling, dreading and heartbeat which can be sensed using sensor and to provide the alert message. In this paper,we surveyed the existing mechanism for detecting locations, for sending communications and collecting physical parameters of the human body using sensors.

Paper 49

A STUDY ON RURAL INFRASTRUCTURE FUNDING – A CASE STUDY ON PAVOOR GRAM PANCHAYAT

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In a country, infrastructure plays an important role in supporting nation's economic growth. Rural infrastructure assumes great importance in India because of the country's predominantly rural nature and the crucial linkages of rural infrastructure to economic growth, poverty alleviation and human development as a whole in the country. In fact, as per Census 2011, there are 6.4 lakh villages in India, which shelter more than two-third of the country's population. In such a scenario, the role and importance of rural infrastructure in India cannot be neglected. The study on operational and financial operations of the Pavoore Gram Panchayat helps to know the various sources of funds received and amount of funds actually utilized towards rural infrastructure development.

Paper 50

CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICES, A STUDY WITH SPECIAL REFERENCE PUBLIC SECTOR BANKS IN UJIRE

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Bank industry is most favoured industry for the development of the country. From the past few years banks have took an revolutionary steps to satisfy its valuable customers. The technology has been strengthened the banking sector, the services provided by them has been updated and also uplifted the citizens of the world. The time has been emerged for each and every bank to go electronically. This paper studies the role of e-banking towards the customers. The paper has made an attempt to investigate the satisfaction level of customers towards e-banking services provided by various public sector banks in ujire. The study utilises the research paper and structured questionnaire is developed and distributed to collect the primary responses based on convenience sampling method. Results and findings are generalised through table and graph.

Paper 51

WATER LEVEL MONITORING AND MANAGEMENT OF DAMS USING IOT

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The history, culture, current and future socioeconomic status and environmental sustainability of India and its people are intricately linked to the water resources which are available from dams. These water resources available through dams are one of the main sources available for the usage to industries, livestock, irrigation etc. and there is a critical need to ensure the safety of the water level at these dams against any natural or anthropogenic threats and to develop an effective Water Level Management system using IoT. This paper gives an outline for the development of an information system based on the existing systems with the utilization of some sensors and IoT. This paper also proposes a novel idea of collecting and sharing real-time information about water levels to an authorized central command center through far field communication. The authorized central command center then takes a call whether to release the water by opening dam gates or keep them closed. By doing so, the operation of dams all over the country is centralized and automatized.

Paper 52

A STUDY ON E-BANKING SERVICES IN MANGALURU CITY- CUSTOMER SATISFACTION AND AWARENESS

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E banking is a method of banking in which the customer conducts transactions electronically via the Internet. Internet banking is changing the banking industry, having the major effects on banking relationships. Electronic banking has many names like e banking, virtual banking, online banking, or internet banking. It is simply the use of electronic and telecommunications network for delivering various banking products and services. Through e-banking, a customer can access his account and conduct many transactions using his computer or mobile phone. It is more helpful because there is lesser transaction costs, a reduced margin for human error, lesser paperwork, reduced fixed costs, more loyal customers. The popular services under e-banking in India are, ATMs (Automated Teller Machines), Telephone Banking, Electronic Clearing Cards, Smart Cards, EFT (Electronic Funds Transfer) System, ECS (Electronic Clearing Services), Mobile Banking, Internet Banking, Telebanking, Door-step Banking. Tap, click and swipe-these are the new sounds of money. Modern technology is fast replacing paper with computer files, and banks too have come a long way from the old days of manually recording transactions in registers and tallying them up at the end of the day.

Paper 53

A STUDY ON SOCIAL MEDIA MARKETING IN MANAGALURE CITY-CUSTOMER BENEFITS

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Social media is playing a vital role especially in developing countries. It is an emerging source for all companies to create awareness for their products or services in customer minds now a days the majority of the customer in modern days using internet. Social media is one of the way to give short and eminent information to their target customers and to improve the company sale with the help of Social media companies are share message via the internet through websites ,social networks. Social media now a days is among the ‘_best possibilities available’ to an item to get in touch with potential customers. Community social networking websites are the method to interact socially. These new media win the believe in of customers by linking with them at a deeper level. Social media is most important for social networking content sharing and online accessing did to its reliability. Social media opens a wide place for business such as online marketing .marketing which occur via social media marketing. Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Your customers are already interacting with brands through social media, and if you’re not speaking directly to your audience through social platforms like Facebook, Twitter, Instagram,

A STUDY ON THE INNOVATIVE TRENDS IN EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO AVIATION INDUSTRY IN INDIA

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Employee retention involves the effective management of organization through retaining eminent work force thereby considered to be the mastery of managing resources. Every organization invests its time and money to groom newly recruited and developing them to be an efficient employee. Losing a trained employee is a great loss for any organization. Employee retention is an art of using various unique techniques to influence an employee to stay in an organization for the longer duration of his service. Hertz Berg's and Maslow's in their theory have quoted about factors influencing for individual growth and development. Aviation business is facing a serious problem of high attrition since long due to the shortage of technical, non-technical and other skilled professionals. The retention strategies in business help in reducing employee turnover, recruitment and training cost. It also preserves talent and organizational knowledge. The businesses have inculcated trending tools of competitive salary, fringe benefits, skilled hiring, work life balance, career development, friendly work culture, employee engagement, branding, bonding, open communication, work from home, flexible working, fancy designation to demark employee retention. Innovative strategies for employee retention in aviation sector are the need of the day. This paper highlights upon various modern tools and strategies on employee retention with special reference to aviation industry emphasizing on out of the box benefits to its employees.

A STUDY ON PROBLEMS FACING BY THE GOVERNMENT COLLEGE STUDENT IN RURAL AREAS –SPECIAL REFERENCE TO KUNDAPUR TALUK UDUPI DISTRICT

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Education to all is a global slogan of Government. Education is one of the most significant factors for development of the economy. It provides an opportunity to reflect on the social, cultural, economy and moral values in the society and also provides brightness to human life it is regarded as potential investment in future for individuals , government also takes initiatives to the development of higher education system of India. Students all over world face a number of problems which dishearten them.

The purpose of the study is examine to understand the distinctive problems and challenges faced by rural government college students in Udupi district , the objective of the study to know how government college are helping rural students in education. To find the problems and challenges of government college students and also identify the satisfactory level of students. The study is mainly based on primary data and collected through questionnaire form. The researcher collected the data from four government colleges in Udupi district.

Paper 56

PERCEPTION OF BANK CUSTOMERS IN THE ERA OF BANK DIGITALIZATION-A STUDY WITH REFERENCE TO MANGALURU CITY

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The tremendous advances in technology and the aggressive infusion of information technology had brought in a tremendous shift in banking activities. Digitalization that has revolutionized the banking industry. Worldwide has turned out to be the nucleus issue of various studies all over the world.

Now a day banking is known as innovative banking. One of the most important areas of banking where information technology, has a positive impact so, on substitutes for fund movement services. Development in the technology or the digitalisation of banking transaction has promoted the banks to embrace technology to meet the increasing customer expectation and face the tuff competition.

In recent years the banking industry has adopted many technological changes which resulted from manual oriented work industry into the technologically dependent. The usage of traditional branch banking has reduced its impact in customers mind after the usage of Technology. So, banks started to use the internet facilities to attract their customers and to meet their expectations by providing various new services to them.

A CRITICAL ANALYSIS OF SUSTAINABLE BUSINESS POLICIES OF TATA CONSULTANCY SERVICES LIMITED

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Company Analysis is one kind of tactics in research methodology to study the different aspects of the company. There are several industries and numerous companies in each industry. Here each company follows different strategies to step up the industries thereby to survive and make a profit. The software industry is also a type of industry is a big boon for most of the young population who are anticipating to beginning their career in this field. Software and Information Technology (IT) is one of the segments where the number of departments is working together to develop any product or to give services. TCS (Tata Consultancy Services Limited) is one of the most reputed Indian based IT company particularizes its business all over the world around 46 countries. In its journey of business, it was a partner with many companies from the past 50 years. TCS deals with consulting-led, cognitive powered, integrated portfolio of business, technology and services and solutions. In terms of market capitalization, TCS is the second largest company in India. According to Forbes most innovative company list, TCS placed 64th rank in all over the world and 1st rank in India. It service provider sector TCS has second place in all over the world. In this paper, we examine how the company's growth takes place starting from 1968 to date. This paper also explains different industries in which TCS expands its business wings, products, and services of the company and contribution of the company to the software industry and to our nation and finally analyses the business strategies of the company using a SWOT analysis.

A STUDY ON THE PORTRAYAL OF TRANSGENDERS IN THE MOVIE “NAANU AVANALLA.... AVALU” BY B. S. LINGADEVARU

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Transgenders are the individuals whose gender identity differs from their biological sex. For several decades, the transgenders have been victimized to harassment, stigma, physical assault, sexual violence and are being deprived of employment and education. The current study is aimed to look into the discrimination faced by transgender character(s) in the film -Naanu Avanalla... Avalul directed by B. S. Lingadevaru. In this study we look into the protagonist, a character named Madesha (Vidhya) who faces discrimination at various levels for being a transgender person. On the contrary, there has been significant increase in the portrayal of transgender characters in Television shows, Stand up comedies, web series and movies. Specially in a country like India, where we have a conservative society that has been treating transgenders as outcasts. Hence, we have mostly seen the negative portrayal of transgenders where we have seen them as characters who are not well adapted to the society. Only recently we have seen transgenders playing major roles in television shows and movies. The current study will also observe transgenders playing lead characters in the film -Naanu Avanalla... Avalul.

A CASE STUDY ON BHARATI ENTERPRISE

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Bharti Enterprises Limited is an Indian business conglomerate headquartered in New Delhi, India. It was founded in 1976 by Sunil Bharti Mittal and currently operates in 18 countries across Asia and Africa. Bharti Enterprises owns businesses spanning across telecommunications, agribusiness, financial services and manufacturing. The company was founded by Sunil Bharti Mittal with his two siblings in 1976. The company initially started manufacturing bicycles before diversifying into other sectors. It entered into telecommunications industry in 1995. The company was founded by Sunil Bharti Mittal with his two siblings in 1976. It entered into telecommunications industry in 1995. Bharti Foundation is the philanthropic arm of Bharti Enterprises. The Foundation has established schools in villages across India and offers free quality education with free books, uniform and mid day meals to poor children. Bharti Enterprises Limited operates in telecom, agri and food business, financial services, insurance, real estate, and retail and manufacturing businesses. The company provides 2G, 3G, and 4G wireless services; and mobile commerce, fixed line, high speed DSL broadband, IPTV, DTH, and enterprise services to carriers in India, as well as 2G and 3G wireless services, and mobile commerce in other countries across Asia and Africa. It also offers general insurance for retail, rural, and commercial clients; and life and health insurance, as well as wealth management services for customers in India. In addition, the company deploys, owns, and manages telecom towers infrastructure for various mobile operators in India; and constructs and manages its own, as well as third party properties, including commercial, retail, and residential facilities. Further, it operates neighborhood stores that sell products for day-to-day needs; and compact hypermarket stores that offer apparel, home furnishings, appliances, mobile phones, meat, general merchandise, fruits, vegetables, and others. Furthermore, the company distributes products in the areas of mobile phones, IT peripherals, and fixed line telephones for customers worldwide; and offers learning and skill-building solutions in the areas of customer service, distribution, sales, productivity, and profitability for global firms, central and state ministries, PSUs, and Fortune 500 companies.

Paper 60

CLOUD BASED SMART DUSTBIN SYSTEM FOR METRO STATION

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RFID based Smart Dustbin System is a prototype model of next generation dustbin which would be highly equipped with sensors. This model mainly focuses on the security aspects. Some of bomb blasts during 2008 serial blasts in Delhi were placed in dustbins. After the blasts dustbins were removed from all the metro stations in Delhi. This is because dustbins are an easy way to put the explosives. In this paper we present a viable solution for dustbins at metro stations. We have built this prototype model of this smart dustbin system using RFID tags, RFID reader, Ultrasonic sensors, Geared motors, Servo motors, Arduino UNO, Raspberry-pi and solar panel for power supply. The system uses cloud based monitoring system for garbage monitoring. With the use of cloud based system there is no need of routine checking of dustbins. To make the system ecofriendly and preserve carbon neutral footprint of metro we are using miniature solar panel for power supply.

Paper 61

STUDY OF KNOWLEDGE MANAGEMENT POLICIES AND KNOWLEDGE SHARING IN SOFTWARE INDUSTRIES

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Knowledge Management (KM) is defined as those processes, tools and infrastructures by which an organization continuously improves, maintains and exploits all those elements of its knowledge base which the organization believes are relevant to achieving its goals.

Knowledge Management helps to improve the overall organizational performance. Active and dynamic implementation and management of knowledge are the two critical ways of enabling organizational performance enhancements, problem solving and decision making (Liebowitz, 1999).

Knowledge is often defined as a –justified personal belief. There are much taxonomy that specify various kinds of knowledge. The most fundamental distinction is between –tacit and –explicit knowledge. (King, 2009)

EMPLOYEE DEVELOPMENT PROGRAM INITIATES TO MANAGE THE PERFORMANCE OF THE ORGANIZATION

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In the recent days because of globalization there is a rapid change in the developmental concepts of the industry. Industries want to establish new sophisticated Employee development technologies to improve the quality and to produce the standards products in the market. Improving and giving modernized Employee development touch to the machines are not only important concept in the corporate world. But more than that majority of the companies want to develop their employees to achieve the desired Employee development result. Employees are the real asset for the company; it is the duty of the every HR department has to make a good plan for employee development. HR department has to execute many employee development projects based Employee development on the employee developments of the employees in the organization. Proper research oriented Employee development activities will help the companies to find out the areas where employees are require Employee development to develop their skill. Development of employees is ongoing process in the every company by looking at the future prospective. Development will increase the ability, skill and competitive positions of the employees. This will lead to increase the productivity of the employees and increase the production ability of the company. Employee development projects are the investment on employees for the future to get good returns from them. Developing a good work team will always turns as a real asset for the company. This paper designed Employee development with a purpose that to identify the areas where employees are want to be develop themselves and take necessary step to meet the requirements of the employees. Research tools are developed Employee development to analyze the data collected Employee development to interpret the result in the meaningful way. Theoretical part is developed on the basis of statistical analysis to know the importance of the employee development.

KEYWORDS: corporate, projects, skill and ability

Paper 63

A SURVEY ON VARIOUS MULTICAST ROUTING PROTOCOLS WITH AND WITHOUT CROSS LAYER TECHNIQUES IN MANET

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MANET is the wireless, infrastructure-less, continuously self-configuring network which plays an important role in the point-to-point communication and multipoint communication. Since unicast routing suffers from certain drawbacks, the Multicast Routing is introduced for the efficient and secured communication but it does not guarantee QoS. The Cross-Layer Multicast Routing is later introduced to increase the Quality of Services and for the effective communication. By using the CLMR Protocols, we can elite the information from multiple layers and these can also be used to increase the performance of overall network. The CLMR uses several protocols which will increase QoS and increase the signal strength when compared to the nCLMR. This paper presents the survey based on various multicast routing protocols with cross layer and without cross layer techniques in MANET.

Paper 64

SECURITY ISSUES IN SOCIAL NETWORKING WEBSITES

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A social network is a social structure made up of individuals or organizations called nodes, which are connected by one or more specific types of interdependency, such as friendship, common interest, and exchange of finance, relationships of beliefs, knowledge or prestige. A cyber threat can be both unintentional and intentional, targeted or non targeted, and it can come from a variety of sources, including foreign nations engaged in espionage and information warfare, criminals, hackers, virus writers, disgruntled employees and contractors working within an organization. Social networking sites are not only to communicate or interact with other people globally, but also one effective way for business promotion. In this paper, we investigate and study the cyber threats in social networking websites. We go through the amassing history of online social websites, classify their types and also discuss the cyber threats, suggest the anti-threats strategies and visualize the future trends of such hoppy popular websites.

Paper 65

THE STUDY OF SOLAR CHARGE CONTROLLER USING PWM TECHNIQUE AND A MODEL TO IMPROVE ITS PERFORMANCE

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The performance efficiency of solar energy is identified to be around 20%. The major portion of the solar energy produced will be lost due to several reasons like photon incident, impurities in the photovoltaic cell, the guiding media which is the copper wire offering resistance to the flow of current, the performance of the charge controller and the voltage level of the battery bank. Its really difficult to improve the efficiency of the solar energy due to the above reasons. The performance of solar charge controller is very essential to improve the efficiency of solar energy. The solar charge controller also plays a very important role in improving the life of the storage device. There are various types of solar charge controller available. Recently the solar energy system started using the PWM based charge controller technique to improve the performance of the solar energy system as well as to increase the life span of the battery backup. This paper contains the performance of solar charge controller using PWM technique. The variation in the charging depends on the pulse width. This paper proposes the new model in addition to the PWM charge controller to divert the solar energy to the load during short pulse width. This improves the performance efficiency of the solar energy.

Paper 66

INTERNATIONAL BUSINESS STRATEGY OF SUZLON ENERGY LTD– A CAUSE STUDY

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Suzlon is one of the world's leading providers of renewable energy solutions that revolutionize and redefine how sustainable energy is used worldwide. Suzlon is present in 18 countries in Asia, Australia, Europe, Africa and America and is leading a greener tomorrow with its strong energy efficiency in renewable energy systems. Suzlon's extensive range of powerful and reliable products, backed by the latest R & D and more than two decades of experience, is designed to ensure optimal performance, higher returns and maximum return on investment for customers. Headquartered in One Earth - Pune, Platinum is a platinum - certified campus and a recipient of the GRIHA 5, one of the world 's most prestigious universities. Suzlon Energy Limited is a provider of renewable energy solutions. The company is a producer of wind turbines. It offers a range of solar energy solutions, such as solar radiation assessment, land tenure and approval, infrastructure and energy clearance, supply chain, installation and asset management for commissions and life cycles. . The S97 provides S111 and classic feet. Your S97 is a wind turbine generator designed to make low wind sites viable. The S97 is available in two different types: S97 90 meters (m) and S97 120 meters. The S111 is suitable for Class III sites and a range of elevations and temperatures. The S111 is available in two different types: S111 90m and S111 120m. There are manufacturing facilities for wind turbine components and rotary blades in India, Brazil and the United States. The Suzlon Group aims to make renewable energy simple and profitable for customers.

INTERNATIONAL BUSINESS STRATEGY OF ITC LIMITED

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ITC is an Indian cigarette company based in Calcutta. Its five diversified businesses are fast moving consumer goods (which include food, personal care, cigarettes and cigars, clothing, stationery and education products, incense sticks and safety matches), hotels, cardboards and special papers, packaging , business and agricultural information Technology. While the cigarette business contributes more than 80% of the company's profits, 80% of the capital is invested in non-tobacco businesses. Established in 1910 as 'Imperial Tobacco Company of India Limited ', the company was renamed 'India Tobacco Company Limited 'in 1970 and subsequently to 'I.T.C. Limited 'in 1974. The points in the name were removed in September 2001 for the company to be renamed 'ITC Limited ', where 'ITC 'would no longer be an acronym. The company completed 100 years in 2010 and, as of 2012-13, had an annual turnover of US \$ 8,310 million and a market capitalization of US \$ 50,000 million. It employs more than 30,000 people in more than 60 locations throughout India and is part of the Forbes 2000 list. "ITC Limited" was incorporated under the name "Imperial Tobacco", which was later renamed "Imperial Tobacco Company of India Limited ", succeeding WD & H.O. Wills on August 24, 1910 as a British-owned company registered in Calcutta. Because the company relied heavily on agricultural resources, in 1911 it partnered with farmers in the southern part of India to buy leaf tobacco. Under the umbrella of the company, the 'Indian Leaf Tobacco Development Company Limited' was formed in the Guntur district of Andhra Pradesh in 1912. The company's first cigarette factory was founded in 1913 in Bangalore. In 1918, leaf purchase points were created in South India.

Paper 68

A CASE STUDY OF MURUGAPPA GROUP

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Murugappa Group is one of India's leading business conglomerates has founded in 1990 and is headquartered in Chennai, India. The Group has 28 businesses including nine listed Companies traded in NSE & BSE. The businesses of this group includes agriculture, engineering, financial services, etc. The Group has a wide geographical presence all over India and spanning 6 continents. The Murugappa Group has a consistent and strong financial record, with steady balance sheets, robust cash flows and a good growth rate. The turnover of the Group as of 31st March 2018 is INR 329 billion. The story of the Murugappa Group is a legacy of entrepreneurship that started in 1934 and lives to this day. A series of investments included a sandpaper plant, manufacturing of steel safes, setting up of an insurance company, a rubber plantation and more. The Group has drawn from its heritage and carried out organisational and entrepreneurial changes with transparency; and was one of the first to successfully transition from a family-managed group to a professionally managed corporate house. Renowned brands like BSA, Hercules, Montra, Mach City, Ballmaster, Ajax, Parry's, Chola, Gromor, Shanthi Gears and Paramfos are from the Murugappa stable. TA financial holding company is a type of bank holding company that offers a range of nonbanking financial services and the insurance company pools client's risks to make payments more affordable for the insured. Firms provide engineering services for virtually every industry, product and system. They range in scope from massive civic planning projects to microchip design, and can be employed at any stage in a production project, whether prototype generation or package engineering. This paper is focused to analyse the each and every stages of the growth of Murugappa Group and the diversified businesses or products of different companies of the group.

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Paper 69

INTERNATIONAL BUSINESS STRATEGY OF PARLE AGRO MUMBAI

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Parle Agro commenced operations in 1984. It started with beverages, and later diversified into bottled water plastic packaging and confectionery, the first product rolled out of Parle Agro in 1985, became the largest selling mango drink in India. The original Parle group was amicably segregated into three non-competing businesses. But a dispute over the use of "Parle" brand arose, when Parle Agro diversified into the confectionery business, thus becoming a competitor to Parle Products. Parle Products sued Parle Agro for using the brand Parle for competing confectionery products. Later, Parle Agro launched its confectionery products under a new design which did not include the Parle brand name in 2009, the ruled that Parle Agro can sell its confectionery brands under the brand on condition that it clearly specifies that its products belong to a separate company, which has no relationship with Parle Products. This paper covers swot analysis pestle analysis and marketing strategies the and also covers the international business strategies used the Parle agro

Paper 70

INTERNATIONAL BUSINESS STRATEGY OF LARSEN AND TOUBRO LTD

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Headquartered in Mumbai, Larsen & Toubro Limited is one of the largest and most respected companies in the private sector in India. With more than 80 years of a strong customer-focused approach and a continuous pursuit of world-class quality, L & T has unparalleled capabilities in technology, engineering, construction and manufacturing, and maintains leadership in all of its core business lines. The company we run has a strong heritage of professionalism that places the highest value on merit and integrity. The technological strength of L & T constitutes a strategic combination of internal Research and Development and the experience of its partners in joint ventures. With a continuous focus on innovation, L & T leads in almost all the business areas in which it operates. Serving customers in more than 30 countries, in various industries, explore our offers by industry or company. Larsen & Toubro originated in a company founded in 1938 in Mumbai by two Danish engineers, Henning Holck-Larsen and Søren Kristian Toubro. The company started as a representative of the Danish dairy equipment manufacturers. However, with the start of World War II in 1939 and the resulting restriction of imports, the partners started a small workshop to undertake work and provide service facilities. The German invasion of Denmark in 1940 stopped the supply of Danish products. The need for war to repair and recondition ships offered L & T an opportunity, and led to the formation of a new company, Hilda Ltd, to manage these operations. L & T also started repairing and manufacturing ships to signal the expansion of the company. The sudden entry of German engineers into British India (due to suspicions caused by World War II), who were to install a soda ash plant for the Tata, gave L & T the opportunity to enter the installation field.

INTERNATIONAL BUSINESS STRATEGY OF MIND-TREE LIMITED

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Mind Tree Limited is an Indian multinational information technology and outsourcing company headquartered in Bengaluru, India and New Jersey, USA. UU Founded in 1999, the company employs approximately 19,908 employees with annual revenues of \$ 846 million. The company is dedicated to electronic commerce, mobile applications, cloud computing, digital transformation, data analysis, business application integration and business resource planning, with more than 339 active clients and 43 offices in more than 17 countries, at 31 July, 2018. Its largest The operations are carried out in India and the main markets are the United States and Europe. In August 1999, Mind Tree Consulting Private Limited was founded by ten IT professionals, of which three of them invested through an entity incorporated in Mauritius. It was funded by venture capital firms Walden International and Sivan Securities, and later in 2001 by Capital Group and Franklin Templeton. It became a public company on December 12, 2006 and was included in the Bombay Stock Exchange and the National Stock Exchange. The IPO was opened on February 9, 2007 and closed on February 14, 2007. The IPO subscribed in excess more than 100 times. Mind Tree announced a new brand identity and logo, with the slogan "Welcome to Possible" on September 28. As of 2017, the company had 43 offices in more than 17 countries. In 2012, Mind Tree installed its first delivery center in the US. UU (USDC) in Gainesville, Florida, under the leadership of Scott Staples, co-founder and global sales director. The company works in Application Development and Maintenance, Data Analysis, Digital Services, Enterprise Application Integration and Business Process Management, Engineering R & D, Enterprise Application Services, Testing and Infrastructure Management Services.

Paper 72

INTERNATIONAL BUSINESS STRATEGY OF RANBAXY LABORATORY LIMITED

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Ranbaxy Laboratories Limited was an Indian pharmaceutical company that was incorporated into India in 1961. The company went public in 1973 and the Japanese pharmaceutical company Daiichi Sankyo acquired a controlling stake in 2008. In 2014, Sun Pharma acquired 100% of Ranbaxy in a single company agreement, making the conglomerate the fifth largest specialty pharmaceutical company in the world. Ranbaxy was exporting its products to 125 countries with land operations in 43 and manufacturing facilities in eight countries. As a pharmaceutical organization, it carries out improvement tests on women, who have credibility first of all. The firm makes sure that all our tests in safe and clean places. This ensures that the samples are not contaminated in any way and, as a result, the company gets the correct result. The test is done for many years and this has given the company the necessary experience. This experience has been very useful because it helps to know which errors should be avoided. With the improved experience, you can make the ability to detect even the smallest problem with the products. Ranbaxy contains clarithromycin and belongs to the family of drugs known as macrolide antibiotics. It is an antibacterial agent with a broad spectrum of activity against many pathogens, especially those responsible for infections of the upper and lower respiratory tract. The initiatives of the World Health Organization (WHO) and the Clinton Foundation are being implemented through Indian pharmaceutical companies.

Paper 73

A CASE STUDY ON STATE BANK OF INDIA

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Founded in 1806, the State Bank of India (SBI) is an Indian multinational, public sector bank and financial services company headquartered in Mumbai, Maharashtra. The bank descends from the Bank of Calcutta, which makes it the oldest commercial bank in the subcontinent. The merger of the Bank of Madras with two banks of the Presidency of British India, the Bank of Bombay and the Bank of Calcutta that led to the formation of the Imperial Bank of India, which eventually became the State Bank of India when the Reserve Bank of India (RBI) had 60.% stake it changed to State Bank of India. Later, in 2008, the government took over RBI and assumed full control of the Public Sector Bank. With the configuration of 60 digital branches known as sbiINTOUCH, the bank aims to offer advanced services such as instant loan approvals, access to the latest mutual. funds, assistance in the selection of investment portfolios and other financial services. Equipped with the latest technology, they create an instant connection to customers in real time with an audiovisual experience and the ability to print, scan and share the document through touch screen controls, ensuring that the bank does not lose a potential customer .. OSI segments the market based on geographic, demographic and behavioral variables, such as people from rural, urban and metropolitan areas who are self-employed Employees, students, businesses or the government also employ behavior and the psychographer includes people who trust the banking system and frequently use the bank and its value-added services.. The market share of the Savings and Current Account Deposits of the SBI customers as of March 2018 was 26.55% and 16.83% respectively. The market share for mortgage loans was 13% and the 67.65% share in government business shows its predominance in the government sector. OSE clients include farmers and workers in rural areas, students, early workers, professionals working in the public and private sector, entrepreneurs, young entrepreneurs

Paper 74

ICICI BANK COMPANY ANALYSIS

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The banking history in India has a huge strong history, which covers the traditional banking practices from the time to Britishers to the reforms period, nationalization to privatization of banks and now increasing number of foreign banks in India. Therefore Banking in India has been through a long journey. The use of banks has brought a revolution in the working style of banks. Nevertheless, the fundamental aspects of banking i.e. trust and confidence of the people on the institution remain the same. The majority of the banks are still successful in keeping with the confidence of the shareholders as well as other stakeholders. However, with the changing dynamics of banking business brings new kind of risk exposure. India's banking system is featured by a huge network of bank branches, and it serves many sort of financial services of the people. ICICI Bank is the second largest bank in India in terms of assets and market capitalization. The present study attempts to study about ICICI BANK and its related aspects like its history, organisational structure, its products and services, its subsidiary companies, etc. This analysis applies the technique of SWOT analysis to study ICICI BANK and also study the objective of the bank and to give efficient and effective suggestions for improvement in the bank. The study is mainly based on the secondary data.

Paper 75

ITC LTD.

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ITC is a company headquartered in Kolkata. Its five diversified businesses are Fast-Moving Consumer Goods (comprising Foods, Personal Care, Cigarettes and Cigars, Apparel, Education and Stationery Products, Incense Sticks and Safety Matches), Hotels, Paperboards & Specialty Papers, Packaging, Agri-Business and Information Technology. Although the cigarette business contributes more than 80% of the profits of the company, 80% of the capital is invested in the non-tobacco businesses. The objective of the paper is to analyze the various strategies of ITC and understand how these strategies are offering the company a competitive, sustainable development even on account of intense competition. The research is done using secondary data. The secondary sources include Internet, Journals.

A STUDY ON MARS COMPANY

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The first person to discover the chocolate is Joseph fry in 1847, the volume of the market for chocolate in India was roughly calculated at 30000 tons in 2008. The chocolate industry has the largest Gst tax rate of 28% Indians consumed 228000 tones worth of chocolate in 2016 2017 and its growing 10-12 percent annually and in today's world chocolate is not just a snack but it is used in different recipes. The per capita income of chocolate in India is 20gms. Mars chocolate, the world's largest chocolate confectionary introduced in the year 1991 by Frank C. Mars, they have 45.4 percent share in all India focuses on the all age groups, India is an invest market for Mars inc. The chocolate category in India is valued at close to 8000 crore. It also introduced 10 price point for its chocolate brand snickers. India is a high priority market Mars. It has 48 percent share on all-India basis in the category in 2016. Mars brands are snickers, Mars, Bounty and Twix which has over taken 5-star and Cadbury fuse and its market has been growing at an annual compound growth rate (CAGR) of 15% in the last 3 years. Mars is India's third largest chocolate player with a 6% share. Its authorized share capital is 20,000,000,000 and its paid-up capital is Rs.18,231,162,900. An annual growth of 15 percent has been noticed in the demand for imported chocolates in India with the overseas brands estimated to be about Rs.35 crore, 75 percent of the non-consumers are open to the idea of buying foreign chocolate in the future. This paper is analyze to swot analysis and market competitors of the company.

ASHOK LEYLAND

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Ashok Leyland is an automobile company headquartered in Chennai, India. The aim of the study is to know about Ashok Leyland and its product range and to do the financial analysis and cost analysis of Ashok Leyland. And to do production and sales analysis about the Corporate governance and social responsibility. To understand about the practices followed by the company in respect to environment and safety. Every business has its own competitors so here the tough competitors of this real estate are studied. It is owned by the Hinduja group. It is the second largest commercial vehicle manufacturer in India. Fourth largest manufacturer of buses in the world and manufacturer of trucks globally. Operating nine plants, Ashok Leyland also makes spare parts and engines for industrial and marine applications. It sold many vehicles. Ashok Leyland is a market leader in the bus segment. In the truck segment Ashok Leyland primarily concentrates on the sixteen to twenty five ton range. However, Ashok Leyland has a presence in the entire truck range. Ashok Leyland UK Subsidiary Optare has shut down its bus factory in Blackburn, Lancashire. This subsidiary traditional home in Leeds has also been vacated in favour of a purpose built plant at Sherburn-in-Elmet. Its aim is to match industry current fiscal economy. This paper studies the company's operations and growth strategies using secondary data from published sources and uses SWOT analysis technique.

A STUDY ON PARLE COMPANY

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Today, the great strength of Parle Products is the extremely widespread distribution network. Parle Products has been Indian's largest manufacturer of biscuits and confectionery for almost 80 years. It has been the world's largest selling biscuit, Parle-G, and a host of other very popular brands, the Parle name symbolizes quality, nutrition and great taste. Times changed, variety of biscuits did come and go but nothing has changed with these biscuits. Consumers who differ in their needs, attitudes or incentives to act in particular ways should perceive one company's offer to be distinct from and more valuable than other competitive offers. With a reach spanning even to the remotest villages of India, the company has definitely come a very long way since its inception.

Many of the Parle products- biscuits are market leaders in their category and have won honor at the universe Selection, since 1971. For decades, the product was instantly recognized by its conic white and yellow wax paper wrapper with the depiction of a young girl covering the front. The study of this paper is to find out the preference of people to this company, Parle has grown to become a multi-million dollar company. While to consumers it's a beacon of faith and trust, competitors look upon Parle as an example of marketing brilliance. Parle is eyeing on increasing its market share in premium segment biscuits from current 15 % to 20 % in the year 2017-2018. Today, the great strength of Parle Products is the extremely widespread distribution network. In this paper we are going to study the possible outcome is that the three major attributes which influence the position of the biscuit in the market were Quality, Price and Distribution of the biscuit.

Paper 79

INDIGO AIRLINE COMPANY ANALYSIS

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Indigo is a low-cost carrier based in Gurgaon, India. The carrier, which is owned by Rahul Bhatia's Interglobe Enterprises, operates an extensive domestic network and international services to South Asia, Southeast Asia and the Gulf. In this competitive and fast paced world ensuring the delivery of the advanced customer experience is becoming a matter of great attention in the service sector. The key to gaining competitive advantage over a majority of hostile products or services the companies need to offer varied market contributions that fuel durable experiences. Customer experience in the civil aviation sector is budding as a vital constituent. To gain competitive advantage in the industry it is essential for airline companies to put forward pleasurable experiences to customers. This paper analyses the operational strategies of Indigo and uses secondary data from published sources to conduct a SWOT and Mc Kinsey's 7 S Analysis techniques.

Paper 80

MANGALORE CHEMICALS & FERTILIZERS LIMITED

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In the growing agriculture scenario, where the fertile and productive land area is reducing due to unscientific and excess use of chemicals and fertilizers, there is a necessity to correct the soil condition to suit for modern agriculture. Fertilizer is the necessary component in feeding a growing Global population. In India the fertilizer industries plays a major part. Many technically capable fertilizers are produced by various companies. It deals with the performance appraisal of Mangalore Chemicals and Fertilizers which was the very first state public sector unit in Karnataka to be privatized and its renewal through Strategic Alliance partnership by inducting the UB Group on its Board. From the year 1996-97, the Company's performance dramatically improved with higher levels of production in all the plants. In fact, the rated extent of Urea was manufactured for the initial time in 1996-97 since engaging in 1976, a singular attainment.

The company is committed to protect, promote and maintain health and safety in the work place and stimulate attitudes and methods and systems which will lead to refine physical and mental health of employees. The Company is executed to ethical and lawful business conduct and recognizes it as critical to the Company's success. The Company will sustain ethical and lawful standards while tracking its objectives. The company has acquired Occupational Health and Safety Management System Certification as a part of its adherence to regular development. Mangalore Chemicals & Fertilizers (MCF) is a big part of India's growing agricultural industry. The study found that there is a clear alignment between company acquisition and the employee's job stress. Findings of this Research has replicated that employees related problems such as conflicts shared as a goals, Lack of communication, role overload. Information was collected by using secondary data. The analysis includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The data also enables direct comparison to be made between Mangalore Chemicals & Fertilizers and its competitors.

STUDY ON CAMPCO

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The Campco Ltd., is a success story of the people, by the people and for the people. It is a fruit of successful implementation of the vision and values of the all founders and the farmers of this region. In early 1970's, a glut in the market caused the price of arecanut fall down sharply and consequently the growers were put into misery and hardship. The solution for this crisis was found in the form of 'CAMPCO', CAMPCO as a saviour of growers, was formed on 11th July 1973 a multi-state co-operative - a joint venture of the states of Karnataka and Kerala. CAMPCO has developed a brand which people trust through their own experiences. The Management of CAMPCO vests in the Board of Directors consisting of 17 Directors. These Directors are elected or nominated as per the provisions of Bye Laws.

The Central Arecanut and Cocoa Marketing and Processing Co-operative Limited or CAMPCO was found on 11 July 1973 at Mangalore. Savior of Arecanut farmer and the organisation working on principles of co-operative was found to mitigate the sufferings of arecanut and cocoa growers in Indian states of Karnataka and Kerala. CAMPCO has now extended its services to other states of India like Gujarat, Maharashtra, Uttar Pradesh, Madhya Pradesh, New Delhi, Bihar, Tamil Nadu, Odisha, Assam and Goa also. The CAMPCO has now become multi state co-operative under relevant Indian laws. The organisation is mainly into procurement, marketing, selling and processing of arecanut and Cocoa. The Company has now entered in Rubber and Black pepper market. The company also provides guidance for farmers for growing arecanut and cocoa. This paper analyses the overall working and cooperative movement success strategy of the company.

UNION BANK OF INDIA

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As per the Reserve Bank of India (RBI), India's banking sector is sufficiently capitalized and well regulated. The financial and economic conditions in the country are far superior to and other country in the world. The India consists of 27 public sector banks, 46 foreign banks, 1574 urban cooperative banks and 93913 rural cooperative banks, in addition to cooperative credit institutions. Public-sector banks control more than 70 percent of the banking system assets, thereby leaving a comparatively smaller share for its private peers. Indian banks are increasingly focusing on adopting integrated approach to risk management. Banks have already embraced the international banking supervision accord of Basel 2, and majority of the banks already meet capital requirements of Basel 3. The modern banking industry is a network of financial institutions licensed by the state to supply banking services. The principal services offered relate to storing, transferring, extending credit against, or managing the risks associated with holding various form of wealth. The precise bundle of financial services offered at any given time has varied considerably across institutions, across time, and across jurisdictions, evolving in step with changes in the regulation of the industry, the development of the economy, and advances in information and communication technologies. In this study we understand that banking industry are classified into private sector and public sector. Banking industry gives high opportunity for the job. Now a day banking industry facing several problems in raising their capital. Banking industries are one of the major industry of nations growth. This paper analyses UBI using Porters five forces analysis technique.

A STUDY ON PC JEWELLERS

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The Diamond Industry is an industry which attracts all, but is not for all as it requires high skills, right check and loads of financial transaction with trust care & faith are involved. Cut, carat, Clarity and Colour are the four C's which is must in diamond industry. The diamond is quite literally the 'crown jewel' of all gemstones. 90% of the world's diamonds pass through the Indian state of Gujarat for polishing, thus making the Indian state a main member of the diamond supply chain. India's diamond exports ranked second in the world valued at US\$ 18.1 billion which accounted for 15.3 per cent of the global diamond exports. In FY17 Exports of cut and polished diamonds from India showed high growth of by 4.17 per cent to \$23.74 billion in 2017-18. Last year, India's import of rough diamonds rose 24.5 per cent to 149.8 million carats. And the export of cut and polished diamonds witnessed a surge of 28.3 per cent in carat value diamonds in India. USA, Belgium, Israel and Hong Kong are the some prominent countries where diamonds are exported from India. Indian diamond market supply chain can be divided into three segments, they are firstly Rough diamonds, polishing and cutting, and retailers. Rough diamonds are primarily imported to India from of mines located in Africa and Russia. Most of these rough diamonds pass through Indian state of Surat for polishing and cutting stage, thus forming the midstream of the supply chain in Indian diamond industry. Then in the end finally the polished diamonds are exported to retailers in Belgium, United States, Dubai and China and to other parts of the country making India as the world's prominent and largest markets for diamonds. When it comes to Indian diamond market, PC Jeweller has made a remarkable journey so far in Indian jewellery market and has created strong brand of its own in the market with sustainable customer initiatives and high quality that loyal customers ask for in jewellery. With contemporary, traditional, modern and classic jewellery designs aimed for longevity, PC Jeweller are committed to providing you the best buying experience and satisfaction by using a collaborative approach across both online platform and showrooms in most suitable locality. This paper analyses the company using SWOT and PORTER'S FIVE FRAMEWORK ANALYSIS techniques, information is gathered through secondary data in the form of articles and papers from published sources.

Paper 84

A STUDY OF TOYOTA AUTOMOBILES

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We all know that in this new modern arena automobiles are facing a very important role in the all over the world. What am going to study that an organization is a social arrangement which pursues collective goals, which controls its own performance, and which has a boundary separating it from its environment. Organization is the association formed by a group of people who see that there are benefits available from working together towards some common goal. Organization studies are the study of individual and group dynamics in an organizational setting, as well as the nature of organizations themselves, whenever people interact in organization, many factors come into play. Organizational studies attempt to understand and model these factors and refers to the study of organization as whole and getting adequate knowledge with various departments in the organization. This analysis is done to know the organizational structure and functioning of toyota. Toyota is the popular dealer in India they given more importance to the organizational building. The impact of automobile industry on the rest of the economy has been so pervasive and momentous that is characterized as second industrial. It helps the nation to produce higher value goods & service and in enhancing their skills and impose tremendous demand for automobile. This paper has used secondary data from various published sources (journals, websites, and newspapers) to study the company and its operations.

KARNATAKA SILK INDUSTRY CORPORATION

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India is famed for several things exceptional and distinctive. 'Saree' (sari), the sensual ancient costume, is so associate degree integral a part of this individualism. whereas we will quite with pride say it's the most effective apparel to intensify a woman's feminism, the attire boasts of a history geological dating back to the three,000 year previous Indus vale Civilization. Sericulture, a manufacture par excellence, is one in all the foremost effortful sectors of the economy. Bharat has tremendous untapped potential for silk development. it's time the country stirred from home or bungalow based mostly production to giant scale producing. the fashionable silk business in Bharat has full-grown to fulfill the domestic instead of export needs and this can be a reality of nice importance for the business. Further, this business provides employment opportunities to concerning sixty large integer individuals in Bharat and plays a novel role within the upliftment of rural economy, besides earning respectable exchange. Bharat encompasses a sturdy tradition and culture-bound domestic market of silk. In Bharat silk is created primarily within the States of state, state, Tamil Nadu, Jammu and state, whereas the non-mulberry silks area unit created in Jharkhand, Chhattisgarh, state and also the north-eastern states. The operations of silk business within the country warrant a complete restructuring. The silk business has been effort a excessiveness of issues and impediments. A executable strategy is that the want of the hour to urge eliminate the issues and place the business in right perspective. Against this background, this paper seeks to look at the origin, growth and development, issues and prospects of silk business in Bharat. The suggestions offered within the study would prove a gate-way to the prosperity of the business. There area unit four kinds of natural silk that area unit commercially glorious and created within the world. Among them mulberry silk is that the most vital with the opposite 3 falling into the class of non-mulberry silks specifically Eri, Tasar and Muga. Bharat is that the second biggest producer of silk within the World. In 2012 the silk production of Bharat stood at 23679 MT and had a fifteen.49 % share in total world silk production. Mulberry is that the largest practiced sericulture business accounting for nearly seventy nine % of the complete silk production of the country. This paper analyses the operational efficiency of the company using SWOT analysis.

Paper 86

PRESTIGE ESTATES PROJECTS LIMITED

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Prestige Estates Projects Limited is engaged in the business of real estate development. The Company's principal products/services include Development and construction of Properties, Leasing of commercial properties and Share of profit /loss from partnership firm. The aim of the study is to know designing, developing, managing and leasing real estate properties. Company operates in five segments: Residential, Commercial, Retail, Hospitality and Real estate services. The Company's geographical segments include Bengaluru, Chennai, Kochi, Hyderabad and Mysuru. Prestige Projects Limited Company Profile is a detailed strategic and analytical report on Prestige Projects Limited. The 2018 version of the report offers detailed insights into the company's strategies, developments, outlook and drivers. In addition to SWOT Analysis and Financial Overview, the report analyses key projects, business description, products, services, brands, operating locations, subsidiaries and affiliates of Prestige Projects Limited. Prestige Projects Limited business operations across the value chain are included. Further, all major operating and planned locations, related contacts, details of subsidiaries and partnerships of Prestige Projects Limited are also analysed. Detailed SWOT Analysis of the company including key strengths and weaknesses of Prestige Projects Limited, on which it can build its business along with potential opportunities and threats in the near to medium term future are detailed. Key employees of the company including the management team and board of directors are listed with their designations. Further, statistics on key parameters such as employee count, organization structure etc is provided. Financial analysis of Prestige Projects Limited including key ratios, income statement, cash flow statement and balance sheet are provided for the company. In addition, Key historical events, summary analysis of the Prestige Projects Limited and all latest updates of the company are provided. Further, M&A deals, expansion and asset purchase plans of the company are also detailed. The 2018 version of the Prestige Projects Limited report is presented after intensive primary and secondary research processes and it presents the insights in a complete impartial and reader friendly format.

HINDUSTAN CERAMICS LIMITED

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The ceramic industry came into existence about a century ago and has matured over time to form an industrial base. Over the years, the industry has been modernizing through new innovations in product profile, quality and design to emerge as a modern, world class industry, ready to take on global competition. Though there are a number of large companies in the ceramics sector, small and medium enterprises account for more than 50% of the total market in India. The ceramic tiles industry in India is set to witness nearly 9 per cent growth in demand this year, higher than the 3-5 per cent growth recorded last year. Initiatives such as Swachh Bharat Abhiyan (SBA), building of smart cities, development of industrial corridors and housing for all schemes will drive the growth in the near future. India is passing through one of its highest inflation rates in years, marked by rising land, fuel, cement, steel and people costs. This has vast implications for companies like Sanitary ware and Container Glass manufacture. We need to counter this reality through enhanced operational efficiencies and proactive price negotiations with customers. Hindustan Ceramic is a sanitary ware manufacturing unit located at Thangadh, Morbi, Gujarat in India. It was established by a group of dynamic and quality delivering entrepreneurs. The group founders with more than 20 Years of experience in manufacturer and supply of high quality sanitary ware, are confident of meeting the customer needs and desires with the wide range of products they have to offer. Hindustan Ceramics is a global web site of Hindustan Sales. They are suppliers of high quality sanitary ware from India. The main objective of the company is to manufacture and sell Bone China ceramics, Tableware's, Kitchenware's & Art wares. The main objective of the study is to examine whether Hindustan ceramic have expertise that is skills and knowledge to cater or satisfy customers' needs by offering excellent products and services with high quality at best competitive price. The analysis has been made using secondary data which has been collected from different sources such as websites, journals, books etc.

Paper 88

ZOETIS CODE OF CONDUCT - THE WAY THEY DO BUSINESS

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The veterinary pharmaceutical industry discovers, develops, produces and markets drugs or pharmaceutical drugs for use as medications to be administered or self-administered to patient to cure them, vaccinate them or alleviate a symptoms. Pharmaceutical companies may deal in generic or brand medications and medical devices. They are subject to variety of rules and regulations that govern the patenting, testing, safety, efficiency and marketing of drugs. Manufacturing of medicines are not only for human use, but also for the animals. Such as medicine for ticks, fleas and lice tablets and suspensions for deworming are all veterinary medications intended to use only for animals. Zoetis is one of the world's largest producers of medicine and vaccinations for pets and livestock. The company was a subsidiary of Pfizer, the world's largest drug maker, but with Pfizer's spinoff of its 83% interest in the firm it is now a completely independent company. It has a sole focus on animal health and customer service. Most sales for Zoetis are done through livestock medicines but the companion animal department is catching up quickly. It's prides itself on being the most loved by their customers. It is the growing up company that has sixty years of work behind it. It is important that the company solves its communication problems before the problem gets out of control. In this paper will are going to understand the customers or regulations of a particular market. While Zoetis benefits from all their differences, there is one important area where they must all be knowledgeable, and that is their code of conduct. Analysing as their core beliefs in the way they do business every day. Also as how they work with their customers, colleagues and other stakeholders in a responsible and ethical manner. This paper analyses will come across all the aspects of the company, as how, where and when the growth and development taken place.

STATE BANK OF INDIA

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Banking sector is one of the fastest growing sectors and been one of the most preferred avenues of employment in India. Today's banking sector is becoming more complex. Today banks have diversified their activities and are getting into new products and services that include opportunities in credit cards, consumer finance, wealth management, life and general insurance, investment banking, mutual funds, pension fund regulation, stock broking services, custodian services, private equity, etc. Further, most of the leading Indian banks are going global, setting up offices in foreign countries by themselves or through their subsidiaries. Performance evaluation of the banking sector is an effective measure and indicator to check the soundness of economic activities of an economy. Evaluating Indian banking sector performance is not an easy task. There are multiple factors to be considered while differentiating good banks from bad ones. To evaluate the performance of banking sector the CAMEL model has been used which measures the performance of banks from each of the important parameter like Capital Adequacy, Assets Quality, Management Efficiency, Earning Quality and Liquidity. After deciding the model the performance of 42 public and private sector nationalized banks is evaluated over a period of five years (2009-2013). According to the importance of study each parameter is given equal weights. Results shown that on an average Andhra bank was at the top most position followed by bank of Baroda and Punjab and Sindh Bank. It is also observed that Central Bank of India was at the bottom most position. This paper analyses State Bank of India using PEST analysis and SWOT analysis.

ZEE TELEVISION

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Subhash Chandra also known as Subhash Chandra Goel was born on 30th November 1950 is the owner of the Essel Group, an Indian Conglomerate. He is the proud owner and launcher of India's first satellite TV channel Zee TV, which he launched in the year 1992 and later the first private news channel Zee News. Mr. Punit Misra. Punit Misra is the CEO - Domestic Broadcast Business, Zee Entertainment Enterprises Limited (ZEEL). In his previous stint, Punit was Executive Director - Sales and Customer Development at HUL and a member of the Management Committee of HUL Zee TV is an Indian pay television channel owned by Zee Entertainment Enterprises, a media and entertainment company based in Mumbai, Maharashtra. A part of the Essel Group, it started to broadcast on 2 October 1992 as the first Hindi-language subscription channel in India. Zee TV, India's leading Hindi entertainment channel, announces a new brand identity featuring a new logo with a slogan 'Umeed Se Saje Zindagi' with the objective of taking forward a progressive outlook for the channel. Under this initiative, ZEEL MD & CEO, Punit Goenka shared a first look of the new brand identity for its flagship Hindi entertainment channel, Zee TV, at a press conference in Mumbai. The new logo, packaging and positioning was unveiled in the event 'Umeed ka Naya Chehra' telecast on 19th June 2011 at 9 pm on Zee TV. Along with Zee TV, other channels of Zee Network like Zee Cinema, Zee News, Zee Café to name a few, have also donned a separate and unique identity in the form of new logo for every channel. Launched in 1992 against the backdrop of post-liberalization with its social, cultural and economic upheaval, Zee brought a new meaning to entertainment in India. It created a revolution in entertainment broadcast technology with its content, which mirrored the common man's life and dreams. Eighteen years later it stands tall as a leading player in India and the largest Indian entertainment network in the world. Zee TV shares a very strong emotional bond with its viewers. It has endured due to its ability to innovate and keep pace with changing times and expectations. A reflection of the adage that tomorrow belongs to those who prepare for it today. With its longstanding heritage and strong connect, Zee TV has bridged the gap between the older and emerging paradigms and championed new beliefs through its stories and character. This paper analyses the company with specific reference to its growth trajectory and operations in the highly competitive broadcasting industry.

Paper 91

ACC COMPANY ANALYSIS

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Arabian Construction Company (ACC) is a leading construction contractor in the MEMA region with a portfolio that includes some of the Middle East and India's most iconic and sophisticated construction masterpieces. ACC Limited is one of the largest producers of cement in India. Its registered office is called Cement house. It is located on maharishi Karve road, mumbai. The stock price of company contributes in calculating BSE Sensex. The management control of company was taken over by Swiss cement major Holcim. ACC Limited is India's foremost manufacturer of cement and ready mixed concrete with a countywide network of factories and marketing. At ACC the most important resource is employees and aiming to build a challenging and rewarding work. ACC have shaped the skylines of major cities, set the infrastructure for large industrial facilities and built landmark projects in healthcare, hospitality, commercial and residential. It is focus on delivering quality which helps the construction which maintaining the highest health and safety standards to the people live in. ACC Limited is India's foremost manufacturer of cement and ready mixed concrete with a countrywide network of factories and marketing office. Established in 1936, ACC has been a pioneer and trendsetter in cement and concrete technology. ACC's brand name is synonymous with cement and enjoys a high level of equity in the Indian market. Among the first companies in India to include commitment to environment protection as a corporate objectives, ACC has won several prizes and accolades for environment friendly measure taken at its plants and mines. The company also accolades for good citizenship. ACC has rich experience in mining, being the largest user of limestone. As one of largest cement producers in India, it is also among the biggest customers of domestic coal industry, of Indian railway, and a considerable user of country's road transport network service for inward and outward movement of materials and products. The reasons to study this company is how the cement is stronger than ordinary cement companies. The crushed stone that is used in the manufacturing process of cement in building the industry.

Paper 92

A STUDY ON EFFICIENCY OF TRAINING AND DEVELOPMENT PROCESS AT ADANI WILMAR LTD, MANGALORE

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Training and development involve improving the effectiveness of organizations, individuals and teams within them. Training can be seen as related to immediate changes in organizational effectiveness through organized instruction, while development is related to the progress of long-term organizational and employee goals. Training and development is one of the main functions of the human resources management department. It refers to a systematic configuration in which employees are trained and taught technical knowledge issues related to their jobs. It focuses on teaching employees how to use particular machines or how to do specific tasks to increase efficiency. It assumes an increasingly important role as a result of the advancement of technology that has resulted in increasing competition, an increase in the expectation of quality and customer service and the subsequent need to reduce costs. It is also increasingly important worldwide to prepare workers for new jobs. Company focus more on the emerging need for training and development, its implications for individuals and employers. At Adani Wilmar Ltd Human Resource Development (HRD) focuses on both training employees for their current jobs and developing skills for their future roles and responsibilities.. adaptability, leadership and human relationships. To maintain a competitive advantage in the market, the company must invest in the training and development of employees.

With the vision of being a world leader admired in integrated agribusiness, Adani Wilmar Ltd will be known for its great ambition, speed of execution and quality of operation. Training is very important in the organization to lead the growth story of the Indian food industry

Paper 93

A STUDY ON EMPLOYEE HEALTH AND SAFETY AT TVS SONS PVT LTD, KANNUR, MANGALORE

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All workers have the right to work in environments where the risks to their health and safety are well controlled. Under the health and safety law, the main responsibility for this lies with employers. Employers have a duty to consult with their employees, or their representatives, about health and safety issues. In the workplace, health and safety standards are fundamental to the well-being of employees and the employer. Health and safety procedures in the workplace greatly reduce employee illnesses and injuries. These procedures can help the employer and employees understand the potential hazards present in the work environment. Potential hazards are rampant in almost all work environments. Equipment, chemicals, certain behaviors and activities, and even furniture can cause injury or harm to you or your workers. Health risks can range from contamination of food due to unsafe handling or preparation practices to an outbreak of infectious disease caused by inadequate hygiene and personal care. For employers, one of the fundamental principles of health and safety in the workplace is the risk assessment that identifies all hazards and possible damages while working. The study focuses mainly on the health and safety of TVS & Sons Pvt Ltd. The company is mainly concerned with sales and service of vehicles. When it comes to such vehicles, it is important to follow the safety and health instructions to avoid hazards. Many risks are present in today's work environments, and the employer's job is to keep their employees safe from these hazards. Employers must provide information and training on workplace hazards and on safe work practices.

Paper 94

A STUDY ON THE MARKETING STRATEGIES OF KASTURBA HOSPITAL MANIPAL WITH AN EMPIRICAL ANALYSIS ON AROGYA CARD MARKETING INSIGHTS

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Healthcare has become one of India's largest sectors - both in terms of revenue and employment. India's competitive advantage lies in its large pool of well-trained medical professionals. The private sector has emerged as a vibrant force in India's healthcare industry accounting for almost 74 per cent of the country's total healthcare expenditure. The healthcare industry in India is highly driven by direct payments made to the Doctors or Hospitals unlike other developed countries where it is entirely insurance driven. The presence of a number of Hospitals has only increased the level of competition. Till about a decade ago hospitals were marketed entirely by word of mouth and the reputation of their eminent panel of doctors. The scene has changed completely now with more innovative methods used for marketing the Hospital services. The rise of corporate hospitals have also skyrocketed the costs and the large number of below poverty line (BPL) patients cannot afford such hospital services. The middle income segments also face a similar problem. With recent advancement in treatment and technologies, the cost of healthcare has increased spirally. Companies in the Healthcare industry compete on the basis of the state of art medical facilities, standard of hygiene, customer satisfaction etc. The focus of this paper is to analyse the various Marketing strategies adopted by Kasturba Hospital, Manipal which provides quality tertiary care to patients both domestic and international and has emerged as a premier healthcare institution. OPD cover is generally expensive across all private insurance players. Special emphasis has been laid on the Manipal Arogya card scheme (MAC) provided by Manipal Hospitals which is among the largest non insurance and non government healthcare schemes in India covering both OP and IP treatments and has numerous benefits. Marketing insights have been drawn out from the Manipal Arogya Card utilisation and enrolments over a two year period to generate interesting statistics that are presented in this paper. The data was analysed using analytical software and mathematical calculations were performed over it to generate graphical charts that have been used by the marketing management to take strategic marketing decisions.

Paper 95

A LITERATURE REVIEW: PROBLEMS AND PROSPECTUS OF MANGALORE RAILWAY STATION WITH SUGGESTIVE MEASURES

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Indian railways is the largest railways in Asia and 4th most profoundly used system in the world. In India, railways are wholly owned by government of India and offers passenger and goods transport to the whole country at comparatively low cost than other modes of transport. The area of the study, the Mangalore Central railway station of Karnataka state is one of the major railway stations of the Southern railway zone, connecting various parts of India. The employees posted in the Mangalore railway station and the Government play a major role in the performance of the station. Unfortunately, both employees and government work was untapped for study. So this literature review paper, discusses some of the problems faced by passengers, employees and the government/ service provider in India and foreign countries and also converses necessary recommendations for change.

Paper 96

AN EMPIRICAL STUDY OF ONLINE BANKING SYSTEM

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The Indian banking system is seeing a fabulous change in the quality of service provided by them. Technology is the root of this change, which is implemented by the banks to win more business from customers. Almost all the private sector banks are moving towards e-enabling their existing products. HDFC Bank and ICICI Bank have taken a lead in introducing e-banking in India .Internet banking starts from migrating existing products to the net. This started initially with simple functions such as getting information about interest rates, checking account balances and computing loan eligibility.

Online payment systems provided by payment service providers are bringing new levels of convenience to companies looking to accept electronic payments. When organizations can accept methods of payment such as credit and debit cards, it frees them to concentrate on their business. E-commerce, with the integration of the internet, supports technologies that improve electronic data interchanges, mobile technology, online transaction processing, automated data collection, electronic funds transfers, internet marketing, inventory management systems, and supply chain management.

This paper is an effort towards finding out the usage of Online banking system by the customers, also finding out the various factors that hinder the growth of this facility among the users and finally to suggest various ways or avenues through which the usage of online banking to be improved.

Paper 97

A CASE STUDY ANALYSIS ON INDIAN TRANSPORTATION INDUSTRY

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The movement of goods from one point to another is complex in transportation industry and helps to contribute and increase GDP growth of the country. Transportation industry is a blend of the networks, infra-structure, equipment, information, technology and employee's to transport the large variety of products safely and efficiently throughout the nation and around the world although generally considered separate transportation entities, trains, plane, ship and trucks which actually part of an integrated network. In this case study we have analysed the employment opportunities, transportation industry forms and industry's effect on our life style. This study consists of three objectives that are gained by secondary data. Transportation industry has played major role on people's day to day life, business industry and growing economy. Road transportation is the best among the four modes of transportation as this gives larger connectivity and door to door service and its cheaper when compared to other mode of transportation. Rural sectors too get benefited by this mode of transportation. Agriculture and industrial sectors which are located far from city limits get connectivity of road transport.

Paper 98

A CRITICAL STUDY ON CHARACTERISTICS OF ONLINE SHOPPER BEHAVIOR -A CASE STUDY FROM PRIME ABGB PVT. LTD

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Progressively increasingly online business is getting the chance to be acclaimed and looked for after among the overall public all around the world because of the tremendous number of things that are sold worldwide through the different web-based business locales. Among that PC equipment are high thought items and in general, has more expensive rate focuses. By and by, an expansive number of populaces favor buying stuff online because of convenience, prices and deals, variety of products, compare at costs and quality, avoid the hassles of the crowd, and to make discreet purchases. Shopper behavior in the online commercial center has commonly been accounted for as affected for the most part by the factor of accommodation. On the off chance that it is advantageous, at that point the shopper will support web-based shopping. As innovation grows, so too that impact purchaser conduct, which thus impacts innovation, etc. Different customer models have developed to clarify web-based shopping conduct. While a lot of web-based shopping research concerns the web interface and how it is seen by clients and how that impacts their purchasing conduct, there is additionally a lot of research on purchaser conduct, including socioeconomics.

Understanding customer interests and behavior is essential in order to adapt to business-to-customers' prerequisites. Nowadays we are having more technologies that estimate the manner in which shoppers carry on when they are taking part in business exercises, retailers are currently starting to comprehend the different ways that individuals shop. These buyer experiences can give focused on motivating forces to those clients, trying to pick up their business. There is a wide range of online customer identity types or social qualities of customers. Everyone has certain qualities and handy promoting experts stress the significance of adapting each sort so as to plan shopping administrations that are appealing to individuals from each kind or client portion. There are eight different types of online shopper's personalities such as Recreational shoppers, Deal hunters, Researcher, Impatient shoppers, Rewards shoppers, Hipsters, and Intrepid explorers. In this paper, we are going to look at individual qualities as they impact different practices and frames of mind toward online design shopping and various characteristics of online shopper behaviors are studied from Prime ABGB Pvt. Ltd. and furthermore proposed a few enhancements in the web composition with the point of expanding its efficiency.

Paper 99

EFFECTS OF MUSIC ON COGNITIVE DEVELOPMENT OF TEENAGERS

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In this paper, we describe the effects of music on cognitive development of teenagers. Music is a form of art; an expression of emotions through harmonic frequencies. Most music includes people singing with their voices or playing musical instruments, such as the piano, guitar, drums or violin. Music can be found in every culture all around the world. Music has become such a big part of our lives, that researchers can't help but want to study how music affects people, especially teenagers. Music affects various aspects of cognitive development such as perception, memory, language skills, information processing, intelligence, reasoning and memory etc. The purpose of this conceptual paper is to music involvement in teenagers lives to help develop memory, perception, language, vocabulary, spoken skills and reading skills. Music can helpful tool to enrich teenager's cognitive development. The effects of music on cognitive development of teenagers is elaborated with its aim, underlying principles and concepts, particular contextual features or challenging issues that have had to be addressed in detail.

Paper 100

ACHIEVEMENTS AND OUTCOMES OF TECHNOLOGICAL INNOVATIONS: A CASE STUDY OF THE FOOD PROCESSING INDUSTRY

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This study analyzes the role played by Small and Medium Enterprises (SMEs) in the food processing industries in India. With the advent of planned economy from 1951 and the subsequent industrial policy followed by Government of India, both planners and Government earmarked special role for small-scale industries and medium scale industries in the Indian economy. As per the Ministry of Food Processing Industry as data source, the food processing sector is highly fragmented industry, it widely comprises of the following sub-segments: fruits and vegetables, milk and milk products, beer and alcoholic beverages, meat and poultry, marine products, grain processing, packaged or convenience food and packaged drinks. A huge number of entrepreneurs in this industry are small in terms of their production and operations, and are largely concentrated in the unorganized segment. India is the world's second largest producer of food after China but accounts for less than 1.5 per cent of international food trade. The total food production in India is likely to double in the next ten years and there is an opportunity for large investments in food and food processing technologies, skills and equipment, especially in areas of Canning, Dairy and Food Processing, Specialty Processing, Packaging and Frozen Food. India is a country of over 1.10 billion consumers, increasing urban population is also another factor for growth and there is a large untapped domestic market of consumers in the food processing sector.

Paper 101

STUDY ON SKILL DEVELOPMENT PROGRAMME FOR MANAGEMENT STUDENTS

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The education sector is changing and growing very fast. The market scenario is moving ahead due to competition. A decade ago, those individuals who had a brilliant academic record with added work experience were well sought after by most of the corporate institutions with a fixed range of high pay as salary and other fringe benefits. But today hard skills and experience alone is not adequate enough for the way to enter and to have constant growth in the corporate world. Employers prefer to hire and promote those personnel who are resourceful, ethical, and self directed and motivated with good communication and soft skills. Shortage of soft skills in the candidates has resulted in low hiring by corporate. Corporate giants have made its point clear regarding skill development programme to be included in the management courses and the institute will surely have a positive overall development in the students and course.

In spite of such immense significance of soft skills, many management colleges are hesitant to incorporate skill training events in the curriculum of management courses. This paper is based on the various skills development programme for the graduates aimed at the overall development.

Paper 102

A STUDY ON OPPORTUNITIES AND CHALLENGES OF READYMADE GARMENTS IN INDIA

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The Textile Industry is the second largest industry after Agriculture Industry in India. It covers a wide range of activities from production of Raw Materials like Cotton, Jute, Silk and Wool to providing value added products such as Fabrics and Readymade Garments to Consumers.

In India Textile Industry is facing several problems and challenges for the development of Readymade Garments. It improves the marketing innovations, production strategies and provides fashionable clothes to the needy people as per the new trend of clothes prevailing in the modern market. Opportunities and Challenges makes involvement of Employees and Employers. By Creating opportunities to the employees the employers strive to build new garment industries by introducing new fashions and new trends in garment industry which attract foreigners to buy these garment materials and also which are of export quality. Thus, the growth and all round development of this Industry is directly responsible for the Improvement of Indian Economy.

Paper 103

LEARNING AND CAPABILITY ACQUISITION: A CASE STUDY OF THE INDIAN AUTOMOBILE INDUSTRY

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This study analyzes the impact of government policy regime on the learning and capability acquisition of firms over time. Through a case study analysis of the Indian automotive industry, the study develops three hypotheses relating policy regimes with learning strategies of firms.

The study tests these hypotheses through a model of learning using a panel data for the Indian automotive industry. It finds that speed of knowledge assimilation is more important in the liberalized policy regime vis-à-vis protection when knowledge assimilation per se was a more Important economic goal.

The Indian auto industry became the 4th largest in the world with sales increasing 9.5 per cent year-on-year to 4.02 million units (excluding two wheelers) in 2017. It was the 7th largest manufacturer of commercial vehicles in 2017.

The Two Wheelers segment dominates the market in terms of volume owing to a growing middle class and a young population. Moreover, the growing interest of the companies in exploring the rural markets further aided the growth of the sector.

Paper 104

APPLE INC. A CASE STUDY

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Apple Inc. is an American multinational technology company headquarters in Cupertino, California. The Apple Company is one of the most famous companies in the world, the producer of iPods, Mac computers and the iPhone. Apple develops designs and sells consumer electronics, computer software, and personal computers [1]. It is considered one of the Big four technologies along with Amazon, Google, and Face book. In September 11, 2012, Apple is the largest publicity traded company ever. Apple has established a unique reputation in the consumer electronics industry. This includes a customer based that is devoted to the company and its brand, particularly in the United States. Fortune magazine named Apple the most admired company in the United States in 2008 and in the world in 2009. This paper has discussed current developing situations of Apple Inc. and based on its choice and sale conditions. This paper study's objective is to carry out a strategic analysis of Apple Company using different analysis tools. This papers covers factors that exist in its internal and external environment and also evaluate the company utilizes its resources to maintain competitive advantage in the market. Three different descriptive strategic tools will be used in this study includes SWOT analysis, VMOST analysis and Michal Porter Five forces analysis and other popular analyzing methods [2]. After this analysis, the paper gets a conclusion that although the high – quality products and good brand awareness of Apple Inc. allow this company to attract an lot of potential customers and strengthen their loyalties, it is also very important to capture the market shares from other strong competitors such as Dell, Samsung, and Lenovo by investing more money into the emerging markets than other rivals, keeping innovation and lowering pricing.

Paper 105

BADISCHE ALNILIN AND SODA FABRIK LTD (BASF LTD.) - CASE STUDY

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BASF is an initialism for Badische Anilin und Soda Fabrik (German for "Baden Aniline and Soda Factory". It was founded by Friedrich Engelhorn on 6 April 1865 in Mannheim, in the German-speaking country of Baden. BASF is a German chemical company and the largest chemical producer in the world. The BASF Group comprises subsidiaries and joint ventures in more than 80 countries and operates six integrated production sites and 390 other production sites in Europe, Asia, Australia, the Americas and Africa. Its head quarters is located in Ludwigshafen, Germany. BASF has customers in over 190 countries and supplies products to a wide variety of industries. Despite its size and global presence, BASF has received relatively little public attention since it abandoned manufacturing and selling BASF-branded consumer electronics products in the 1990s. BASF is the leading chemical company, which chemicals are used in almost all industries. The production of the company is separate in six different segments: Chemicals, Plastics, Performance Products, Functional Solution, Agricultural Solution and Oil & Gas.

Paper 106

NESTLE – A STUDY

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This paper addresses some of the ways that Nestle is making a long-term commitment to the health and well-being of consumers. In particular, Nestle, like other food companies, has a role to play in improving people's health and wellness by improving the nutritional profile of foods, by ensuring sound communication on nutrition and consumer education, and by collaborating with other stakeholders in order to improve consumer health. Though Nestlé from its beginnings adopted a coordinated marketing strategy for its regionally and culturally diverse urban markets, it also had to consider local variations and resistance. The Ottoman Empire was unique as a multi ethnic and multi religious society that was facing its demise. The reforms which were carried out by the government in order to prevent the disintegration led to an ever growing ethnic fragmentation. This paper will contemplate the socio political transformations and the increasing nationalism the ottoman state had to face.

Paper 107

CASE STUDY OF WALMART INDIA PRIVATE LIMITED

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Walmart is American multinational retail corporation that operates a chain of hypermarket, discount departmental store and grocery stores. Walmart continues to be leader in sustainability, corporate philanthropy and employment opportunity. With a single discount store and the simple idea of selling more for less, Walmart has grown over the last 50 years into the largest retailers in the world. The retail sector in India is rapidly booming. India's economic growth and its demographic profile make the country a compelling business case for global retailers planning an international foray. The strong economic growth is attributed to high disposable incomes, growing middle-class influence, increasing individual wealth and the country's large young population. Walmart desperately needs India, the final frontier for retail. The world's biggest retailer, with annual revenues of \$486 billion, is all but a footnote in the \$672 billion Indian retail market. Regulations barring FDI in multibrand retail and a failed partnership with Bharti have restricted Walmart India to cash-and-carry wholesale only. The small business unit reported \$557 million annual revenue, minuscule in terms of Walmart's global turnover as well as the size of India's retail industry. Clearly, Walmart cannot ignore the fifth largest retail market in the world, which is growing at 12% a year. The focus on of this paper is to understand the how Walmart. Inc is operated in India and their competitive players & forces in the Indian market along with analyzing their core strengths and weaknesses. Walmart stands next to Reliance retail in terms of multi brand retailing but with the acquisition of Flipkart has opened up it wings online and is doing pretty well in India.

AXA GROUP

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AXA is a French insurance multinational based in Paris and France. and has a workforce of around 165,000 operators in 64 countries serving 107 million customers. The AXA group has a strong presence in the following five insurance sectors: life and savings, property and accident insurance, international insurance, asset management and other financial services. Property and accident insurance products include auto, home, property and general liability insurance, as well as a variety of retail banking products and services. It is also the parent company of the Swift insurer's online coverage. AXA serves its customer base, which includes individual and commercial customers through agents, sales force, brokers, independent financial advisors and banking networks. The product is also marketed through direct sales channels, such as telephone, e-mail and the Internet. The AXA group operates mainly in Western Europe, North America, the Asia Pacific region and the Middle East, with a presence also in Africa. AXA is a conglomerate of independently managed companies, managed in accordance with the laws and regulations of many different countries. The company is part of the 50-euro stock market index and the AXA group analyzed the SWOT, PESTL and Michael Porter framework work. A SWOT analysis that the company faces with the group resulting from a brand change in recent years, the brand has emerged with a strong identity and is a market leader in its segments.

HSBC BANK

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HSBC is British multinational banking and financial services company headquartered in London, United Kingdom. It is the world's second largest bank. It was founded in London in 1991 by the Hong Kong and Shanghai Banking Corporation to act as a new group holding company. The origins of the bank lie in Hong Kong and Shanghai, where branches were first opened in 1865. The HSBC name derived from the initials of the Hong Kong and Shanghai Banking Corporation. As such the company refers to both the United Kingdom and Hong Kong as its 'Home Markets'. HSBC operates almost all of its transactions, loans, with the help of computers and technology systems which make the work not only more efficient but also more productive. It also talks about HSBC internet websites and how clients' life becomes easier.

A CASE STUDY ON HP

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The Hewlett – Packard Company commonly referred as HP, was an American multinational informational technology company headquartered in Palo Alto, California. It developed and provided a wide variety of hardware components as well as software and related businesses (SMBs) and large enterprises, including customers in the government, health and education sectors. It operating in 170 countries with a network of more than 250,000 channel partners, HP uses the power of ideas to put technologies to work for everyone and everywhere. It was formed on November 1, 2015, renamed from the personal computer and printer divisions of the original Hewlett- Packard Company, with its enterprise products and services businesses becoming Hewlett- Packard Enterprise. The split was structured so that Hewlett Packard changed its name to HP Inc. and it retains Hewlett Packard's Pre-2015 stock price history and its former stock ticker symbol, HPQ, while Hewlett Packard trades under its own symbol HPE. HP is listed on the New York Stock Exchange and is a constituent of the S&P 500 Index, it is the world largest personal computer vendor by unit sales, having regained its position in 2017 since it was overtaken by Lenovo in 2013. HP ranked No. 58 in the 2018 fortune 500 list of the largest United Corporations by total revenue. The revenue of this company as per 2018 US\$ 58.472 billion and the net income (2017) was US\$ 2.526 billion. The number of employees working in this HP Inc.is 55,000(2018). To sustain long term relationships with the customers, HP's strategy to sell solutions, not just products to that end, the company offers –complete solutions for partners and customers through integration of HP devices, suppliers, and services. **KEYWORDS:** Expansion Strategy, Customer Relationship, Stock Exchange and Growth Strategy.

PEPSICO INC. A CASE STUDY

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Food and beverage services sector contributes a great deal to the profits in hospitality industry. With the increase in importance of business meetings, a range of personal and social events, a large number of customers visit catering establishments frequently. The food and beverage professionals tirelessly work to intensify customers' experience through their service as of January 26, 2012, 22 of PepsiCo's brands generated retail sales of more than \$1 billion spices, and the company's products were distributed across more than 200 countries, resulting in annual net revenues of \$43.3 billion. Based on net revenue, PepsiCo is the second largest food and beverage business in the world. Within North America, PepsiCo is the largest food and beverage business by net revenue. Ramon Laguarta has been the chief executive of PepsiCo since 2018. The company's beverage distribution and bottling is conducted by PepsiCo as well as by licensed bottlers in certain regions. This paper provides a descriptive analysis of PepsiCo.inc Company in relation to production, SWOT analysis, Pestle analysis and marketing competitiveness and challenges affecting the energy sector. Companies face many opportunities and challenges for their development. An analysis of the PepsiCo.inc Company reveals a number of competitors and therefore requires one consideration in their strategies. This performance looks for a number of issues around the company in relation to the business.

A CASE STUDY ON SAMSUNG ELECTRONICS

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In the electronics industry, which especially means consumer electronics, emerged in the 20th century and today has become a global industry worth billions of dollars. Contemporary society uses all types of electronic devices built in automated or bayang automated factory that operated industries. Product is compiled from the integrated circuits, especially in photolithography of printed circuit boards. The size of the industry and the use of materials which are toxic, as well as the difficulty of recycling has led to a series of problems with electronic waste. International regulatory and legal environment is developed in an attempt to address the issue. Is one of the leading companies of Samsung if concerned sales of electronics. Over the years before entering the electronics industry, the company is well known for the various areas together. Samsung However is able to go global by ensuring that all their electronics is known all over the world. It is interesting to learn how companies manage, operate and administer the daily business in the effective purpose of a concern such as Samsung Electronics. Samsung is multiplied and captured substantial market throughout its existence in the industry. Samsung make work, play and recreation experience better for each one of its customers. This is a company that relied on changes and became one of the Giants in the global market of today. This paper focuses on the importance and significance of the firm, examines the strategies for successful development of Samsung Electronics and various methods to create sustainable management for the existence of the business. This paper provides insight on how to overcome operational issues and emerge successful amidst stiff competition. Secondary data from published sources has been used for this purpose.

VOLKSWAGEN CASE STUDY

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Adolf Hitler had a keen interest in cars even though he did not like to drive. In 1933, shortly after taking over as leader of Germany, he teamed up with Ferdinand Porsche to make changes to Porsche's original 1931 design to make it more suited for the working man. Hans Ledwinka discussed his ideas with Ferdinand Porsche, who used many Tatra design features in the 1938 "KdF-Wagen", later known as the VW Käfer—or Volkswagen Beetle. When Chrysler brought out the 1934 DeSoto Airflow coupe, its design enabled Mr. Porsche to finalize his design of the Beetle. On 22 June 1934, Dr. Ferdinand Porsche agreed to create the "People's Car" for Hitler's mother. The case examines the marketing strategies of Volkswagen Group India, the Indian subsidiary of German automobile manufacturer, Volkswagen AG (Volkswagen). Volkswagen entered the Indian passenger car market in 2001 by launching its car brand - Skoda. In 2007, two of its other brands Audi and Volkswagen, were also launched in India. Volkswagen Group India emphasized on all aspects of marketing mix including product, price, place and promotion. The company offered three brands including Audi, Skoda and Volkswagen that together comprised of 15 different models as of late 2009. Volkswagen Group India mainly catered to the luxury segment of the Indian car market. The company had established presence in India through separate distribution channels for each of its brands. In its initial years, Volkswagen Group India primarily used the print media to promote its products. However, considering the growth potential of India's automobile market, the company started using electronic, digital and out of home media along with print media. In November 2009, the company launched an integrated marketing campaign to strengthen its brand image. The case describes the marketing campaign and ends with a discussion on the growth prospects of the company in future.

UNITED SPIRITS LTD.

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United Spirits Limited (USL) is a spirits company engaged in the business of manufacture, purchase and sale of alcoholic beverages. The company operates through two segments: India and outside India. The India segment is engaged in the business of manufacture purchase and sale of Beverage alcohol, including through tie up units/brand franchisees within India. The outside India segment is engaged in the business of manufacture purchase and sale of Beverage alcohol, including through tie up units/brand franchisees outside India. This analysis is based on Indian segment. USL is the largest alcohol beverage company in India and among the largest consumer goods companies. Alcohol industry in India is a high-risk industry, on account of the high taxes and innumerable regulations governing it. Despite the risk of possible danger in the market, USL put forward upon a growth strategy. The objective of this analysis is to understand the various strategy that USL use to sustain, expand and growth of this company and also to analyze the current scenario of the competition in Indian alcohol industry.

Paper 115

DDB MUDRA COMMUNICATION LTD**Amal T.**

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It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45 per cent. The Indian government has given tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in a more favourable business environment. Also, proposed licences for new banks and better market sentiments render the advertising and marketing industry in India a fertile space. India's Advertising industry is expected to grow at a rate of 16.8 per cent year-on-year to Rs 51,365 crore (US\$ 7.61 billion) in 2016, buoyed by positive industry sentiment and a strong GDP growth of 7 per cent and above.

India's digital advertising market has grown at a fast pace of 33 per cent annually between 2010 and 2015, while spending as a percentage of total advertising increased to 13 per cent or nearly US\$ 1 billion in 2015. Print contributes a significant portion to the total advertising revenue, accounting for almost 41.2 per cent, whereas TV contributes 38.2 per cent, and digital contributes 11 per cent of the total revenue. Outdoor, Radio and Cinema make up the balance 10%. Of the current Rs 2,750 crore (US\$ 407.66 million) digital advertisement market, search and display contribute the most – search advertisements constitute 38 per cent of total advertisement spends followed by display advertisement at 29 per cent, as per the study. Advertising agencies in the country too have taken a leap. They have come a long way from being small and medium sized industries to becoming well known brands in the business. Mudra, Ogilvy and Mathew (O&M), McCann Ericsson, Rediffusion, Leo Burnett are some of the top agencies of the country. This paper analyses the company and its operational strategies.

A STUDY OF ASHOK LEYLAND COMPANY

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Ashok Leyland is an Indian automobile company headquartered in Chennai, India. It is owned by the Hinduja Group Founded in 1948, it is the second largest commercial vehicle manufacturer in India, fourth largest manufacturer of buses in the world and 10th largest manufacturer of trucks globally. Operating nine plants, Ashok Leyland also makes spare parts and engines for industrial and marine applications. The **“India Commercial Vehicle Market Analysis”** observed that the commercial vehicle segment of the Indian automobile industry has shown great recovery after withstanding the effects of the global economic crisis. With economic revival, increasing public & private spending on infrastructure and higher penetration of financing facilities, we expect the growth trend in each segment of commercial vehicles to continue in the coming years. Leyland started manufacture of commercial vehicles in 1955, with technology from and equity participation by Leyland Motors Ltd., UK. With its own Research & Development base, strengthened by collaborations with international automotive leaders, the company has established a tradition of technological leadership and a strong reputation for product reliability. Since then it has been a major presence in India’s commercial vehicle industry.

Ashok Leyland is the second largest commercial vehicle manufacturers in India. Ashok Leyland manufactures various ranges of commercial vehicles and diesel engines. Its current production capacity is 1.5 lakh vehicles per annum. The Company’s annual turnover exceeds US \$ 1.61 billion. For 30 years, Ashok Leyland has remained a pioneer in the design & development and manufacture of special vehicles for the Armed Forces 168 developing a host of modern special application vehicles to address special needs and offers a logistics solution for the Armed Forces. Besides, Rapid Intervention Vehicles and Crash Fire Tenders made by Ashok Leyland are on the alert at India’s international Airports. Ashok Leyland also makes water sprinklers, oil field trailer cementing units and dumper trucks. Ashok Leyland makes 95% of the Marine Engines of the requirement of the country. Ashok Leyland also manufactures Industrial Engines and a range of products that meets the varying needs of their customers. This paper analyses the operational growth and success strategies of Ashok Leyland using secondary data from published sources.

BSNL

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The telecommunications industry within the sector of information and communication technology is made up of all Telecommunications/telephone companies and internet service providers and plays the crucial role in the evolution of mobile communications and the information society. Traditional telephone calls continue to be the industry's biggest revenue generator, but thanks to advances in network technology, Telecom today is less about voice and increasingly about text (messaging, email) and images (e.g. video streaming). High-speed internet access for computer-based data applications such as broadband information services and interactive entertainment, is pervasive. Digital Subscriber Line (DSL) is the main broadband telecom technology. The fastest growth comes from (value-added) services delivered over mobile networks. The telecom sector continues to be at the epicenter for growth, innovation, and disruption for virtually any industry. Mobile devices and related broadband connectivity continue to be more and more embedded in the fabric of society today and they are key in driving the momentum around some key trends such as video streaming, Internet of Things (IoT), and mobile pay. Think of telecommunications as the world's biggest machine. Strung together by complex networks, telephones, mobile phones and internet-linked PCs, the global system touches nearly all of us. It allows us to speak, share thoughts and do business with nearly anyone, regardless of where in the world they might be. Telecom operating companies make all this happen. In this paper am going to study about the company BSNL. This paper analysis the growth and operations of the company using SWOT analysis, technique using secondary data from published sources.

Paper 118

CENTURY PLYBOARDS INDIA LTD.

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The lumber industry or the wood industry is usually a private economic sector concerned with the forestry, logging, timber, and the production of products, primary forest and, the secondary products and wood products like wood pulp for pulp and the paper industry. In addition, increasing attention is being paid to both the fuels and chemicals that can be extracted from the wood. Off all these products, lumber is the most important in terms of volumes manufactured and the values.

In this paper am going to study about the company named Century Plyboards India Ltd. Century ply boards manufacture exports and sell plywood and veneers over 20 countries and headquarters situated in Kolkata, West Bengal. Century ply has revenue of \$312.7M, and 7116 employees and the main competitors are Greenply, Stylam industries and, Sai ply.

The Company's actual results, performance or achievements, levels of activity could differ materially and adversely from results in implied or expressed by this paper. The Company assumes no obligation to update any forward-looking information contained in this paper. The Company's segments include plywood, CFS services, laminate and, others. The Company's geographical segments are demarcated into overseas and India. The plywood segment includes plywood, block-board, timber, and veneer. Century Plyboards (India) Limited is a plywood manufacturer.

COX AND KINGS LTD

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As we are all well aware that traveling has become a habit for the human beings in the 21st century, the ease of connectivity with different modes of transportations, gets people to their destination in no time. Cox and kings a travel company which has laid a very solid foundation helps providing people ease in travel. As people travel for various occasions, it can be for work, leisure, or to even visit their relatives who stay far away, the person can travel inside as well as outside their country for these activities. Travel and tourism industry is one of the biggest revenue generators in the world. In India, it's growing in leaps and bound. It helps the GDP growth, as well as the status of the country. Cox and kings have been serving people since 1758. This paper analyses the emergence of this segment as a booming service industry and the operational strategies by companies to maintain and grow their businesses. Secondary data from published sources has been used for the analysis.

Paper 120

MEDICAL TOURISM: THE FUTURE OF GLOBAL TRAVEL AND TOURISM

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This paper reviews on how tourism and hospitality is a boon for many nations in various ways. It's not a niche activity that only the selected can indulge in. People have become more and more interested in various events of all kinds and will travel far to participate in events that they find interesting. Tourism is a crucial sector that plays the role of an economic booster, hence an analysis of its impact, as well as a SWOT analysis has been reported. The paper focuses mainly on the accelerating impact of medical tourism in today's world, along with the risks associated with it. The cut-throat competition in the world market will be studied along with a detailed examination of the roles and initiatives which hospital management teams perform, to attract patients. A case study of Cox and Kings has been carried out, to analyze their efficient role as a travel agency promoting medical treatment overseas.

Paper 136

MICROMAX

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Micromax is an Indian consumer electronics company headquartered in Gurgaon, Haryana. It was emerged as an IT Software company operating in the Embedded Devices Domain. It later entered the Mobile Handset business. By 2010, Micromax be one of the largest domestic companies making handsets in the low-cost characteristic phone segment in India. As of Q3 2014, Micromax is the Tenth Largest Smartphone vendor in the world. The company is facing stiff competition from Chinese companies that are intense the Indian market. The company also owns YU Televentures, which sells the products under the brand name YU. Micromax was included as Micromax Informatics Ltd. in the year 1999. It began advertising mobile phones in 2008 focusing on democratizing technology for sufficient to compete with international players. The company has also introduced handsets with new features. For instance, Micromax's co-founder Rahul Sharma once saw a public call office being powered by a truck battery because of frequent power cuts in its locale. This prompted him to launch a feature mobile phone with a long battery life. This was the X1i phone, Micromax's first telephone with a month-long battery back-up. In 2014, Micromax's sales in India exceeded those of Samsung. It became the mobile telephone manufacturer delivers the most telephones in one part in India. On 24 January 2014, Micromax became the first Indian mobile company to sell in Russia.¹ As of 10 April 2016, Micromax announced a planned partnership with digital payments company Transfers and major global payments technology Visa to offer the next generation of payment solutions in India. Micromax has always stood for democratizing technology for the masses and that is exactly the aim with which they frequently innovate and create products that truly understand the needs of the consumer. This paper analyses micromax using published secondary data to study the operational and competitive strategies to attain success.

MURUGAPPA GROUP

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Shri A.M.M Murugappa Chettiar Research Centre(MCRC) is a non profit research organisation established in 1973 at Chennai and register under the societies Registration Act 1860. MCRC develops sustainable solutions using appropriate Science and technology for improving livelihoods in rural India. MCRC has its Registered Office at Alwarpet, two R&D campuses in Chennai, a field station at vadakadambadi and project sites in various parts of Tamil Nadu. The goal research at MCRC is to develop decentralized processes and products which are simple, cost effective use easily available local resources, skills and context to improve livelihoods of rural commodities. These appropriate technologies are designed to avoid using scarce capital and are scalable at village and village to village i.e manage to overcome issues of poor transportation, communication and other logistical bottlenecks through micro enterprises. MCRC is recognized by department of Scientific and Industrial Research(DSIR) government of India, as an independent Scientific and Industrial Research Organisation(SIRO) for 3 decades. MCRC has been a Technology Resource centre for CAPART, Govt of India and continues as a centre striving for Excellence in Rural Development under Department of Science and Technology(DST) Core Support Programme.

MCRC encourages young researchers by providing a platform to take their innovative ideas further through interdisciplinary ph.D programs in the areas of Energy, Bio-Energy and Bio-mass for rural development recognized by the University of Madras. In Summary MCRC strives to promote green economy –that result in improved human well being and social equity, while significantly reducing environmental risk and ecological scarcities — using appropriate science and technology. MCRC believes that growth in rural income and employment should be driven by technologies that simultaneously enhance resource and energy use efficiency, reduce carbon emission & pollution and prevent the loss of biodiversity. The Organisation had develop and nurture engagement which has requires two way relationship between employer and employee.

SYNDICATE BANK

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A bank is a business center that deals in financial in service. A bank is a place where your money is safe-locked and a secure place to dispose off your earnings. Banking service in general includes receiving deposit money, lending money and processing transactions. The history of origination of bank goes back a long way. Since then, banks have influenced the economy of countries. India has a number of both government undertaken banks as well as private ones. The commercial banking industry in India can be traced to 1786 with the establishment of the Bank of Bengal in Calcutta. Three presidency banks were set up in Calcutta, Bombay and Madras. In 1860, the limited liability concept was introduced in banking, resulting in the establishment of joint stock banks like Allahabad Bank Limited, Oriental Bank of Commerce Limited, Bank of Baroda Limited and Bank of India Limited. In 1921, the three presidency banks were combine to form the Imperial Bank of India, which took on the role of a commercial bank. The establishment of RBI as the central bank of the country in 1935 ended the quasi-central banking role of the Imperial Bank of India. In order to serve the economy in general and the rural sector, the All India Rural Credit Survey Committee recommended the creation of a state-partnered and sponsored bank taking over the Imperial Bank of India and integrating with it. Accordingly, the State Bank of India (–SBI) was constituted in 1955.

Subsequently in 1959, the State Bank of India (Subsidiary Bank) Act was passed, enabling the SBI to take over eight former state-associate banks as its subsidiaries. In 1969, 14 private banks were nationalized followed by six private banks in 1980. Since 1991 many financial reforms have been introduced substantially transforming the banking industry in India.

LIFE INSURANCE CORPORATION

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In India, Insurance has well established history of more than thousand years. In Rigveda, there is a concept called Yogakshema, which means prosperity and security of people. Also Insurance was mentioned in Manusmriti, Dharmashastra and Arthashastra. In those times insurance refers to pooling of resources that could be re-distributed in times of natural calamities such as fire, floods, epidemics and famine. This was probably a pre-cursor to modern day insurance. The modern form of Life Insurance came to India from England in the year 1818. Oriental Life Insurance Company started by Europeans in Calcutta was the first life insurance company on Indian Soil. The insurance companies established during that period were brought up with the purpose of looking after the needs of European community and Indian natives were not being insured by these companies. However, later with the efforts of eminent people like Babu Muttylal Seal, the foreign life insurance companies started insuring Indian lives.

But Indian lives were being treated as sub-standard lives and heavy extra premiums were being charged on them. Bombay Mutual Life Assurance Society heralded the birth of first Indian life insurance company in the year 1870, and covered Indian lives at normal rates. Bharat Insurance Company (1896) was also one of such companies inspired by nationalism. The Swadeshi movement of 1905-1907 gave rise to more insurance companies such as The United India in Madras, National Indian and National Insurance in Calcutta and the Co-operative Assurance at Lahore. In the year 1912, the Life Insurance Companies Act, and the Provident Fund Act were passed. The Life Insurance Companies Act, 1912 made it necessary that the premium rate tables and periodical valuations of companies should be certified by an actuary. On 19th of January, 1956, that life insurance in India was nationalized. The Parliament of India passed the Life Insurance Corporation Act on June 1956, and the Life Insurance Corporation of India was created on September 1956, with the objective of spreading life insurance much more widely and in particular to the rural areas with a view to reach all insurable persons in the country, providing them adequate financial cover at a reasonable cost. The LIC had monopoly till the late 90s when the Insurance sector was reopened to the private sector. This paper analyses the long standing presence, growth trajectory especially after the liberalization of the sector. Secondary data from published sources has been used for the analysis.

AIR INDIA

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In a connected and globalised world, civil aviation is a catalyst for economic development and trade. The domestic sector of Indian civil aviation is also witnessing a boom. The market is dominated by six players: Air India, Jet Airways, Kingfisher, Spice Jet, Indigo and Go Air.

Service quality is one of the most important determinants which affect the competitiveness in the aviation industry. In spite of being the largest carrier with longest standing and support of the government, the market share of Air India is behind Kingfisher and Jet Airways. This study attempts to uncover the reasons for Air India's lack lustre performance by measuring the service quality and comparing with other five airlines by creating perception maps of travellers and travel agents. A total of 100 Air India passengers; 100 fliers of other five airlines and 23 travel agents were involved in this study. SERVQUAL model identified that for Air India customer expectations are falling short of perceptions on Tangibility, Reliability and Assurance dimensions. These areas need reinforcements. Attribute based maps created with the perceptions of fliers as well as of travel agents revealed that Air India positioning is more close to Go Air and far removed from the industry leaders Kingfisher and Jet Airways. But the perceptual map of different airline brands as a whole indicates that users of airlines perceive Air India to be similar to Kingfisher and Jet Airways. This indicates that there is a strong case for re-positioning Air India by strengthening its service levels, redesigning its service package and creating distinctive positioning through communication. This paper uses data from published sources to analyse the company on its operational strategies and building competency in line with private players in the airlines segment.

TCS COMPANY

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Today all kinds of innovation and research work is done by partnership of competent entities each having some specialized skills. Like the development of the global economy, global innovation partnership have grown considerably and form the basis of most of the sophisticated innovations today. To further streamline and simplify such co-operation, several innovation networks have been formed, both at local and global levels. It discusses the different types of innovation and how co-operation can benefit innovation in pooling of resources and sharing of risks. One example of an open global co-innovation network promoted by Tata Consultancy Services, the TCS Co-innovation network is taken as a case. It enables venture capitalists, consultants, companies, research agencies, and universities, from

modes of the network so that each entity can play a meaningful role in the innovation network. Further, two innovation projects implemented using the Co-innovation network are discussed. Innovation Networks like these could form the basis of a unique global innovation network, which is not owned by any company and is used by innovation partners globally to collaborate and conduct research and development. The present study remained as an effort to analyse strengths, weakness, opportunities and threats of TCS for study period of 5 years from 2009 to 2013. Assessment of the long-term financial health is an important task to

formulate business strategy for investors and lenders. Objective of the study is to analyse profitability, liquidity and solvency and asset management situation of the company. This study is a review of knowledge management practices at Tata Consultancy Services an increasingly global IT consulting firm headquartered in Mumbai- which has enabled it to meet ambitious growth targets over the past 5 years. This also narrates some of the continuing challenges that confronts TCS and the potential risks pertaining to leveraging knowledge capital.

Paper 127

UNION BANK OF INDIA

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As per the Reserve Bank of India (RBI), India's banking sector is sufficiently capitalized and well regulated. The financial and economic conditions in the country are far superior to and other countries in the world. India consists of 27 public sector banks, 46 foreign banks, 1574 urban cooperative banks and 93913 rural cooperative banks, in addition to cooperative credit institutions. Public-sector banks control more than 70 percent of the banking system assets, thereby leaving a comparatively smaller share for its private peers. Indian banks are increasingly focusing on adopting an integrated approach to risk management. Banks have already embraced the international banking supervision accord of Basel 2, and majority of the banks already meet capital requirements of Basel 3. The modern banking industry is a network of financial institutions licensed by the state to supply banking services. The principal services offered relate to storing, transferring, extending credit against, or managing the risks associated with holding various forms of wealth. The precise bundle of financial services offered at any given time has varied considerably across institutions, across time, and across jurisdictions, evolving in step with changes in the regulation of the industry, the development of the economy, and advances in information and communication technologies. In this study we understand that banking industries are classified into private sector and public sector. Banking industry gives high opportunity for the job. Now a day banking industry facing several problems in raising their capital. Banking industries are one of the major industries of nations growth. This paper analyses UBI using Porter's five forces analysis technique.

VIJAYA BANK

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The banking sector is one of the most rapidly growing areas in financial sector. As an economy grows over the years banking sector intensifies and broadens its reach. The banking sectors scaling new heights it is expanding enormously. The bank with an efficient credit appraisal and loan recover system will be able to survive in this highly competitive industry.

Such banks have good management control and inherent strength in terms of a highly motivated staff, which are further enhanced by the regulatory and supervisory system. It provides credit for various development project of the government and also control the flow of credit through credit creation mechanism. Only a strong and financially viable banking system can be a strong foundation development of a country. Therefore it is in the interest of the economy and country that this system is managed and developed in sound line to make it responsive to need of the Indian economy. This study will help bank to know their weak and strong points and to redesign their strategies to maintain and improve their asset quality which is the need of the hour.

Paper 129

WESTERN INDIA PLYWOOD LTD**Pranav K.**I Year MBA, Srinivas Institute of Management Studies, Srinivas University, Mangalore,
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The research study focus on the growth and development western India plywood's. Wood touches our lives every movement. The wood industry in India is growing in a rapid speed with demand and opportunity. Wood products are used in education, healthcare, food trade and packing. The population in India has been growing at a significant pace which has led to increase in the wood consumption as each individual utilizes wood and other related products. The lessons and insights learned from these case studies could be used to better understand how to develop a value stream mapping analysis in other wood products manufacturing industries around the world. Trees, and their derivative products, have been used by societies around the world for thousands of years. Contemporary construction of tall buildings from timber, in whole or in part, suggests a growing interest in the potential for building with wood at a scale not previously attainable. As wood is the only significant building material that is grown.

Paper 130

DHARMA PRODUCTION PRIVATE LIMITED

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The main stream of Hindi film producing industry is popularly known as Bollywood. It is the largest film producer in India. Regional cinemas compete both in terms of quality and quantity of film production with the mainstream cinema. In world, the Indian film industry has major film studios in Mumbai, Calcutta, Chennai, Bangalore and Hyderabad. Mumbai is one of the India's foremost centers of arts and culture being one of the biggest sites of the country's theater scene. In India nearly 50 years, the Indian cinema has been the central form of entertainment and with its increased visibility and success abroad, it won't be long until the Indian film industry will be thought out to be its western counterpart Hollywood. In Indian cinema, commercial cinema is the most popular form. Commercial or popular cinema is made not only in Hindi but also in many other regional languages of East and South India. Music is another important feature of commercial in India. Thus cinema not bound by the limitation of mobility and literacy reached and satisfied the Indian public in a way no prior medium had. From that time to today, cinema has been the most popular platform of mass media in the country.

The role of women changed dramatically as societies entered the world of modernization. Dharma Production company helps to develop women by providing career opportunities in film industry. It helped women as more independent, confident and career oriented. Revenue generation of this company has shown healthy growth to the country. This company is an economic factor for Indian's growth. The reasons that led to this growth as well as the role of globalization and Indian's Diaspora on this development are described in an extended way. This paper includes about the company's journey in Indian cinema. About the competitors in the market with their comparison charts. Dharma Production Box office collections in the year. Improvements and suggestions to the company in growing conditions.

Paper 131

HINDUSTAN UNILEVER LIMITED**Deepika P.**2ND Year MBA, Srinivas University, Mangalore, IndiaEmail: deepi12421@gmail.com

Marketing is a developing in pricing, promoting, and distributing specific goods and services. It leads to a desired exchange with consumers to satisfy their needs, wants and also to achieve organizational objectives. Products, which have a quick turnover, get replaced within a year and have relatively low costs, are known as Fast Moving Consumer Goods (FMCG). FMCG products are those that get replaced within a year. Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company with a heritage of over 80 years in India. The Indian Economy has always played an influential role in the lives of people. Acquiring companies for the sole purpose of sustaining growth rates may also not help unless and until the acquisition fits well with the company's strategic growth plans and vision. The FMCG sector does need economies of scale but this need not necessarily come through M&A's, given the current trend of high valuations for target companies, too much money is chasing too few brands. Companies need to figure out whether acquisitions would give them the necessary scale or is building own brands a more viable option. So, the business also needs to come at the right price.

Paper 132

ICICI PRUDENTIAL LIFE INSURANCE COMPANY**Adil Dawood Sayed**1st Year MBA, Srinivas College of Management Studies Pandeshwar, Mangalore, India

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India has witnessed an unrivalled economic growth over the last decade, seeing comfort growth in diverse key sectors including financial services, manufacturing and telecom. In the same essence, life insurance too has developed into a thriving industry. In the past year, we have observed the entry of new companies - both Indian and foreign - as well as the introduction of several advanced products and intensify distribution strength. These developments have stimulated eminent customer awareness and adoption of life insurance and have driven the industry to accomplish growth of more than 90% above the previous year. When ICICI Prudential Life ventured into the Indian life insurance market over six years ago, they pursued to revolutionize the industry.

For over a decade, ICICI Prudential Life has kept its dominant position amidst private life insurers in the country, with an array of products to clash the different life stage prerequisites of customer and qualify them to achieve their durable financial goals. ICICI Prudential Life was lately ranked 'The Most Respected Private Life Insurer' by Business world magazine, a console declaration to give world-class assistance. One of the leading challenges of operating in a booming economy is that of seduce talent. The theoretical studies are not sufficient to get into the corporate world. Only practical knowledge can help us to understand the complexities of large scale organizations. To develop healthy managerial and administration skill in potential managers, it is necessary that theoretical knowledge must be supplemented with exposure to the real environment. This paper analysis specifically examines the current state of a company's operational and structural framework and productivity indicators and uses the key success factors, competitor's analysis and also SWOT analysis to provide an effective solution in order to improve company's current market scenarios which will be helpful to increase the market share of the company.

Paper 133

A STUDY OF TOYOTA AUTOMOBILES

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We all know that in this new modern arena automobiles are facing a very important role in the all over the world. What am going to study that an organization is a social arrangement which pursues collective goals, which controls its own performance, and which has a boundary separating it from its environment. Organization is the association formed by a group of people who see that there are benefits available from working together towards some common goal. Organization studies are the study of individual and group dynamics in an organizational setting, as well as the nature of organizations themselves, whenever people interact in organization, many factors come into play. Organizational studies attempt to understand and model these factors and refers to the study of organization as whole and getting adequate knowledge with various departments in the organization. This analysis is done to know the organizational structure and functioning of toyota. Toyota is the popular dealer in India they given more importance to the organizational building. The impact of automobile industry on the rest of the economy has been so pervasive and momentous that is characterized as second industrial. It helps the nation to produce higher value goods & service and in enhancing their skills and impose tremendous demand for automobile. This paper has used secondary data from various published sources (journals, websites, and newspapers) to study the company and its operations.

Paper 134

CASE STUDY ON THE INTERNATIONAL BUSINESS STRATEGIES OF MULTINATIONAL FIRM NIKE INC WITH REFERENCE TO INDIA

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The focus of this paper is to understand how NIKE has established itself as a market leader in the sports segment of footwear, apparels and sports equipment and what makes it stand apart from its peers. It also aims to understand the international expansion strategies of Nike and how well it focuses on the various aspects of marketing and operations within the firm to make it a global leader. It also makes efforts to understand how the Global Strategies transform into the regional Strategies and defines NIKE's success in India. The very reason for selecting NIKE as a company has been its growing popularity and the stiff competition in the growing sports market. India as a market segment has been witnessing a huge upsurge in the different sports segments and though Puma is the leading sport manufacturer in India, although Nike being a global leader is yet to reach the top of charts in India but is not very far away trying to chip in and make inroads into the Indian sports arena. Having already signed up with the BCCI for being the kit sponsor for the Indian cricket team, NIKE's steps in India have just begun to grow. It needs to do a lot in the marketing segment and the customisation to become famous in other sports categories within India and also fend off competition from the local players who are able to reach the mass segment of Indian consumers. Nike's share price has come under pressure as with a decline in North American sales and margins. Nike is doing better off in International regions of China and other emerging markets like India as compared to its home base of North America.

COCA-COLA COMPANY

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The purpose of this research is to analyse the efficiency of global strategies. Coca-Cola owns or markets and markets more than 500 non-alcoholic beverage brands, mainly sparkling beverages, but also a variety of non-alcoholic beverages such as water, improved water, juices and juices, ready-to-drink tea and coffee, and energy and Sports drinks. Along with Coca-Cola; Recognized as the most valuable brand in the world, it owns and markets four of the five most important brands of soft drinks in the world, including Diet Coke, Fanta and Sprite. The finished beverage products that carry our trademarks, sold in the United States since 1886, are now sold in more than 200 countries. This project is about the different types of sales tools and promotions used by Coca-Cola Company to attract customers to their product. This will include that ads and sales promotions are a very important tool in the current scenario. This project is an essential reading for any serious person. The document focused on Coca-Cola operations in the United States, China, Belarus, Peru and Morocco. The author used electronic journals from different countries to determine the effectiveness of Coca-Cola in these countries. The document revealed that Coca-Cola was very successful in implementing strategies independently of the country. However, the author learned that Coca-Cola did not effectively use all the strategies in each country. Coca Cola has a unique flavour and, to be honest, I would describe it as unnatural, since most other soft drinks are made from a fruit, even though they contain almost nothing. For example, all Tango drinks are made up of fruits, the sprite is made of lemons and lemons. But coke is not well made of any fruit, it's just coke. Sucking the coke when you are thirsty will not quench your thirst, although it will feel as if you are quenching your thirst. The truth is that the coca cola actually makes you feel thirstier, like most soda drinks. As you probably know, the best you can drink when you're really thirsty is water. And if it's not water, a pumpkin still orange should do the trick. A cup of hot tea also apparently.

ROYAL DUTCH SHELL CASE STUDY

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Royal Dutch shell is commonly known as Shell it is British Dutch oil and Gas Company headquartered in the Netherlands and incorporated in the United Kingdom. Shell was first in the 2013 Fortune Global 500 list of the world's largest companies in that year its revenues were equivalent to 84% of the Dutch national \$556 billion GDP. The Royal Dutch Shell is a worldwide group of energy and petrochemical company which helps meet need of the world's growing demand for energy in environmentally, economically, and socially responsible ways. Shell is engaged in the principal activities of oil and natural gas industry. Shell companies face a number of opportunities and challenges in as far as their growth is concerned. An analysis of the Shell Oil Company reveals a number and therefore a consideration of the same in their strategies is necessary. This paper looks at a number of issues surrounding this company in as far as its performance as a business is concerned. One of the household names across many countries of the world when it comes to Oil and Oil products is the Shell Oil Company. Undeniably, Shell oil is one of the largest Oil multinational companies controlling huge market share not only in the United States of America, but the world as well. The company seriously challenge with the environmental concerns such as sulphur dioxide emission, volatile organic compounds, carbon monoxide emission, emission of nitrogen oxides. Shell operation is reported to produce adverse effects to the vast majority of migratory birds' community due to drilling operation North Sea. This paper provides a descriptive analysis of Shell Oil Company in relation to production, SWOT analysis, and marketing competitiveness and challenges affecting the energy sector. Companies face many opportunities and challenges for their development. An analysis of the Shell Oil Company reveals a number of numbers and therefore requires one consideration in their strategies. This performance looks for a number of issues around the company in relation to the business.

Paper 137

AN ONLINE STUDY ON IOT-BASED SMART FARMING SYSTEM TO HELP FARMERS SAVE WATER

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The Internet of Things is changing the agriculture like never before by empowering farmers and growers to deal with the challenges they face. Till now, agriculture has been a high-risk, labour-intensive, low-reward profession. Farmers are likely to be impacted by unexpected environmental changes, economic problems, and many other risk factors.

IoT can help farmers in a number of ways. Sensors are used across farm and farming machineries in order to enable farmers to gain complete data, such as the temperature required for different plants, the amount of fertilizer used, the amount of water in the soil, the number of seeds planted, storage conditions etc.

The increasing number of water problems and issues in agriculture especially in some parts of India has created a more demand for a smart irrigation system that can conserve water. To cater to this demand, the researcher has to research in this regard to find an IoT-based irrigation system that can facilitate remote monitoring of soil moisture content, reduction in water usage and automated release and stoppage of water supply as per the moisture content. This paper gives the key features of IOT based irrigation system used in smart agriculture especially in India and also what is the impact of this in agriculture.

IDEAL UBIQUITOUS PLACEMENT MODEL FOR OPEN GLOBAL PLACEMENT

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An ideal placement process or a system is envisioned as requirement of minimal resources to execute, consumes no energy, space and time to operate as well as result in beneficial employment opportunities for the stakeholders in all spheres of the world. Similarly, a ubiquitous placement model is envisaged as an omnipresent procedure accessible or available to stakeholders anytime anywhere globally. Based on open source and social media's global accessibility, operating success to worldwide users, this paper therefore attempts to provide a work placement model for companies to provide global employment opportunities to eligible students worldwide irrespective of their nationality, caste, religion and ethnicity. From a very detailed survey method of secondary data, we have proposed an open global placement system here that describes the global job opportunity offering process equally to all the students of the world.



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SMART POLYMER BLENDS AND MULTIFUNCTIONAL COMPOSITES FOR ADVANCED APPLICATIONS

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Recent developments in polymeric materials, blends and their nanocomposites systems have shown that these novel materials can improve design of newer materials for various applications from biomedical to energy harvesting systems. Improvements in the mechanical properties, structural stability and multi-functionality are the key factors that dictate the applicability of polymeric materials. In this presentation, we will summarize the research results obtained at IMT Lille- Douai, Department of Polymers, composites and mechanical Engineering; especially on bio foams, shape memory and piezoelectric polymers, blends and nanocomposites fabricated via melt extrusion method. This talk highlights the different processing approaches to prepare different types of blends based on polyamide, polyamide and polyurethanes in order to understand the morphological, interface, thermomechanical, piezoelectric and (thermochromic)shape recovery behaviour under large strain, such as integration of additional functions and novel blending routes toward permanent and temporary net points. This talk highlights the different approaches to understand the thermomechanical and shape recovery behaviour under large strain, such as integration of additional functions and novel blending routes toward permanent and temporary net

points. Multiphase polymeric systems and their systems illustrate that tunable properties can be constructed by simple blending routes to achieve higher shape recovery under large strain, high ductility and improved piezoelectric properties. Future developments in additive manufacturing (3D Printing) of multifunctional and multistimuli-sensitive polymeric systems will also be discussed.

MOLECULAR ENGINEERING OF MULTI-FUNCTIONAL METAL OXIDES HETEROSTRUCTURES - A TRANSDISCIPLINARY APPROACH

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Metal oxides form an important group of frontier materials with unique multi-functional physical, chemical and biological properties. Herein, unique strategies are proposed to tune the properties of metal oxide and hybrid heterostructure metal oxide nanostructures using a facile hydrothermal solution and multi-energy hydrothermal methods. *In situ* surface modification using a variety of surfactants – both organic and natural plant extracts has been employed to achieve a desired surface chemistry for the nanocomposites. There are some serious drawbacks associated with the higher rates of charge carrier–recombination, which facilitates the absorption of only a small percentage of the solar spectrum in the UV region owing to the wide bandgap, which restricts their photocatalytic applications under the visible-light illumination, thus posing a major challenge to researchers for the effective

utilization of metal oxides. Therefore, the heterostructure nanocomposites have superior properties for photocatalytic and electrocatalytic applications due to efficient separation of photo-induced electrons and holes of the photocatalysts, caused by the vectorial transfer of electrons and holes. Heterostructure nanocomposite systems like ZnO-MnO₂; ZnO-CeO-Bi₂O₃; ZnO-CeO-CsO; Al/ZnO-GO; ZnO- Co₃O₄; ZnO-NiO; ZnO-GO; CeO₂-GO; ZnS-GO and Fe₃O₄-GO and ZnO- In₂O₃ have been processed with controlled structure and morphology. MoS₂-Bi₂S₃-TiO₂ heterostructure nanocomposites illustrate higher ability to split water to H₂ and O₂ under simulated sunlight irradiation without any sacrificial agents or co-catalysts of excellent photostability, better photocatalytic activity under sunlight for the degradation of phenol. Similarly Ag-ZnO heterostructure hybrid nanocomposites exhibit higher antimicrobial activity, antioxidant activity with less cytotoxicity and efficient photocatalytic properties. An attempt has been made to generate oxygen vacancies through self doping in these metal oxides, which is an innovative concept in metal oxides research. These studies introduce fundamental insights into the *molecular engineering of metal oxides and heterostructure metal oxides through one step facile solution processing to fine tuning of properties for environment, energy and health applications.*

NANOPHOTONICS- AN OVERVIEW

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Nano science and nano technology have revolutionized the field of materials science both in our basic understanding of light – matter interaction leading to a paradigm shift in developing new technologies which influenced varied branches like medicine, sensor technology , archaeology, health sciences and

textile technology. The present talk aims at describing applications of nano materials in realizing photonic band gap materials and media for random lasers

INVITED SPEAKER

NANOSTRUCTURED MATERIALS BY COST EFFECTIVE TECHNIQUES FOR INDUSTRIAL APPLICATIONS

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The nanotechnology is considered to have great potential for the development of new innovative materials with an environmental advantage, the so-called 'eco-innovation' materials. However, it is necessary to have in-depth understanding in this area, in order to facilitate and not at least to accelerate implementation of nanocoatings or nanomaterials in different end products. The nanotechnology is still in the early development stage, where great potentials are discovered, but at the same time is difficult to get support from other scientists and materials developers and heading forward to actual product innovation projects. Nanostructured materials (in particular Inorg-polymer, org-polymer, hybrid coatings) are expected to create radical changes in diverse fields. From electronics, by providing materials for the next generation of computer chips; to energy technologies, where novel materials may have a critical impact on new types of solar cells, rechargeable batteries and energy storage systems. Potential applications for micro and nanostructured materials include pharmaceuticals, cosmetics, medical diagnostics, catalysts and supports, membranes and filters, batteries and fuel cells, hydrogen storage systems, electronic, magnetic and optical devices, flat panel displays, biomaterials, drug delivery systems, structural materials and protective coatings. To meet the requirements, the sol-gel process represents

a flexible chemical route to synthesize various high performance nanostructured ceramic materials with controlled internal morphology and chemistry. The sol-gel process is a solution-based technique, where the material structure is created through chemical reactions in the liquid state, giving the high flexibility of the process for easy application. In the present work it will be demonstrated that sol-gel technology can alone bring all the nanomaterials (nanostructured thin films, nanostructured coatings, nanocomposites, inorg-polymer hybrid coatings, nanostructured conducting polymers, aerogels, hydrogels, xerogels, nanoparticles, nanofibers, nanospheres) to apply to various industrial applications that include Energy, Transport, Health, Food, Life sciences, Pharmaceutical, Biotechnology, Bio-medical, Telecommunications, and Electronics sectors.

Keywords: Sol-gel process, nanostructures, thin films, nanoparticles, nanospheres, nanofibers, hydro-oleophobic, microwave irradiation, electrospinning

INVITED SPEAKER

TECHNOLOGY UNIFICATION: HOW DIFFERENT TECHNOLOGIES WORK TOGETHER FOR ACHIEVING COMMON GOAL

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Technology is an application of science and used to solve many complicated challenges in society to make human life comfortable and happy. Certain technologies have grown and expanded their branches to many areas and sectors of practice in such a way that they have been designated as General-Purpose Technologies. Such general-purpose technologies are identified and used in many industries to do business and to solve or simplify the problems of industries. During the last few years, it is observed that out of many general-purpose technologies, two technologies have shown accelerated growth and gave birth to many underlying sub-technologies: (1) Information

Communication and Computation Technology (ICCT), and (2) Nanotechnology (NT). These two technologies are further identified as “Universal Technologies” due to their potential capability of solving problems related to basic needs, advanced wants, and dreamy desires of human beings in society. ICCT has opened up the possibility of ubiquitous solutions to many problems by offering mobility, stability, and sustainability along with its complementary technology of nanotechnology. In this paper, we have analysed and interpreted the capability of ICCT underlying technologies and nanotechnology underlying technologies in solving issues pertaining to basic needs, advanced wants, and dreamy desires of human beings in society. The paper also discusses how these universal technologies can unified to further strengthen their abilities in solving the problems of mankind towards moving to a point of technological singularity.

Keywords: Universal technologies, ICCT, Nanotechnology, Technological singularity, Unification of technologies

INVITED SPEAKER

COUMARIN BASED FUNCTIONAL MOLECULES

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Multi-component reactions (MCR's) are fascinating tool through which library of new molecular systems can be prepared in one-pot manner. In the present talk, MCR involving coumarin moiety is presented. Synthesised coumarin based molecules were tested for their functional properties. Scope of the newly developed MCR involving coumarins allows to fine tune the molecular-skeleton systematically. Using this robust methodology, functional properties like-photochromism, piezochromism, photosensitivity and gelator properties of prepared compounds were studied. The talk comprises the idea

behind the design rationale, characterization and method to explore above mentioned functional properties. We are confident that, further exploring the MCR will certainly leads to the designing of coumarin-based smart-molecules.

PANEL DISCUSSION

NANOTECHNOLOGY AND PATENTING: NATIONAL AND INTERNATIONAL PERSPECTIVE AND GOVERNMENT INITIATIVE.

Mr. Pasand Rao

Assistant Controller of Patent & Designs, Indian Patent Office, Chennai

Mr. Vivek Anand Sagar

IPR Attorney, KSCST

Ms. Brinda Varma

IPR Attorney, KSCST

Ms. Ekta Prasad

IPR Attorney, KSCST

Ms. Prabhavathi Rao

VTPC- Visvesvaraya Trade Promotion Centre

This panel discussion would cover on the patentability criteria and Non Patentability subject matter under section 3 of the Patent Act 1970 in India by the Representative of Indian Patent Office. Understanding on the procedure of patenting in India and what is looked from the patent office perspective with respect to Nanotechnology. Further the panel would through light on the National and International Perspective of patenting of Nanotechnologies its possession, issues and challenges. Later it would cover on the Government Initiative and policy to promote and protect nanotechnology by the tools of Intellectual Property with special focus on the Patent and way forward.

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OP 3	Nagaraj S Naik	Fabrication of novel poly (ionic liquid) based diffusion dialysis membrane for rapid acid recovery
OP 4	Aisha Siddiqa	Cobalt Nickel Sulphide: An Efficient Pseudocapacitive Material for High Performance Supercapacitor Application
OP 5	Pavitra V J	Binary metal oxide SnO ₂ -CuO nanocomposite for Li-ion battery applications
OP 6	Arjun G Kalkhambkar	Development of Furfuraldehyde Derivatives as Nano Corrosion Inhibitors for Mild Steel in Hydrochloric Acid Medium.
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3.	Implementation Of Human Eye Pupil Detection System Using Intensity Labeling Algorithm
4.	A Survey On The Methodologies Used For Efficient Retrieval Of Videos
5.	Simulation Of A Nano Robot For Medical Applications Using The Concept Of Nanotechnology
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16.	A Survey On Manet Layer Attacks, Countermeasures And Its Security Challenges
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22.	Electrodeposition And Characterization Of Zn-Fe Alloy Coatings
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29.	Commercialization Of Nanotechnology Products And Services – Top Down And Bottom Up Model
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64.	Fabrication Of Cost-Effective Interdigitated Electrode Using Copper Clad With Chromium Oxide & Rgo Nanocomposite As A Gas Sensing Element
65.	Synthesis And Characterization Of Zno Nano Metal Oxide For Effluent Water Treatment
66.	One Step Green Solution Phase Synthesis Of Copper Nanofluids For Enhanced Thermal Conductivity And Stability
67.	Green Synthesis Of Zno Nanoparticles From Tinospora Cordifolia And Their Use As A Photocatalyst For Organic Dye Degradation For Waste Water Treatment
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69.	Smart Garbage
70.	Binary Metal Oxide SnO_2 -CuO Nanocomposite For Li-Ion Battery Applications
71.	Si Nanowires For Gas Sensor: Synthesis, Characterization And Applications
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83.	Review Of The Process And Use Of Classification And Regression Tree Method In Nursing Research
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91.	Monitoring Of Agricultural Crops Using Wireless Sensor Network Technology

92.	Status Of Ambient Air Quality In Chitradurga
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EFFECT OF MANGANESE ON Co-Mn/CNT BIMETALLIC CATALYST PERFORMANCE IN FISCHER-TROPSCH REACTION

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Cobalt (Co) supported by a strong electrostatic adsorption (SEA) method using carbon nanotubes (CNT) catalyst. To promote activity and selectivity and find the optimum loading percentage and its effect on catalyst performance, manganese (Mn) has been added to the Co/CNT catalyst. Samples were characterized by a scanning electron microscope (SEM-EDX), transmission electron microscope (TEM), hydrogen thermal program reduction (H₂-TPR), Zeta potential, Brunauer–Emmett–Teller (BET), X-ray diffraction (XRD), X-ray spectroscopy (XPS) TEM images showed an intake of metal particles and they were highly dispersed with a narrow particle size distribution of 6-8 nm to the external and internal CNT support. H₂-TPR showed a lower temperature reduction with Mn at 420 °C for FTS reaction. Co-Mn/CNT performance test in Fischer-Tropsch synthesis (FTS) was carried out at a temperature of 240 °C in a fixed-bed micro-reactor, a pressure of 2.0 MPa. The addition of manganese resulted in a lower methane selectivity and a higher C₅₊ product with an optimum percentage of 5 percent of manganese. With a CO conversion of 86.6% and a C₅₊ selectivity of 81.5%, which was higher than the catalysts obtained using only Co on pretreated CNT.

Keywords: CNTs; thermal treatment; Cobalt; Fischer-Tropsch; Catalyst; Acid treatment.

STRUCTURAL, OPTICAL AND PHOTOCATALYTIC PROPERTIES OF $\text{MnFe}_2\text{O}_3/\text{Bi}_2\text{S}_3$ NANOCOMPOSITES

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Virgin MnFe_2O_3 , Bi_2S_3 , and $\text{MnFe}_2\text{O}_3/\text{Bi}_2\text{S}_3$ heterostructure nanocomposites were successfully prepared by a single step and facile sol-gel technique. Compared with the pure MnFe_2O_3 and Bi_2S_3 photocatalysts, the inclusion of Bi_2S_3 in the MnFe_2O_3 makes its absorption area to absorb much more visible light, and reduces the recombination rate of photogenerated carrier. As-obtained $\text{MnFe}_2\text{O}_3/\text{Bi}_2\text{S}_3$ nanorods exhibit higher photocatalytic activity in both the degradation of Methylene Blue (MB) and H_2 evolution from water under visible-light irradiation. The $\text{MnFe}_2\text{O}_3/\text{Bi}_2\text{S}_3$ nanorods exhibited about 3.5 times and 1.5 times higher H_2 evolution than that of pure MnFe_2O_3 and Bi_2S_3 , samples, respectively. Similarly, for photodegradation of methylene blue using $\text{MnFe}_2\text{O}_3/\text{Bi}_2\text{S}_3$ nanorods was to be found to have been enhanced to 98%. The other significant results have been discussed in detail.

Keywords: Methylene Blue, Dye degradation, Hydrogen Generation, Nanocomposites.

IMPLEMENTATION OF HUMAN EYE PUPIL DETECTION SYSTEM USING INTENSITY LABELING ALGORITHM

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Pupil detection techniques are useful for eye diagnosis equipments and eye diseases monitoring devices. In general, it is difficult to detect pupils without illumination. However, if using near-infrared illuminations, pupil detection becomes dramatically robust. Many previous works have the capability of determining the locations of the human eyes. My aim is to design a real-time, robust, eye pupil detection system with human eye movement indication property using the movements of eye pupil. The most crucial part in eye detection system is to identify the eye location. This system is focus on major parts of preprocessing phase which are image enhancement using median filtering, segmentation using threshold process and morphology to detect pupil shape. Finally, Intensity Labeling algorithm done for an exact eye pupil. Real time FPGA implementation is done by Altera Quartus II software with cyclone IV FPGA.

Keywords : *Pupil tracking, Threshold, Intensity Labeling algorithm, Cyclone IV FPGA*

A SURVEY ON THE METHODOLOGIES USED FOR EFFICIENT RETRIEVAL OF VIDEOS

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There was an enormous development in the techniques used for retrieval of multimedia content accumulated across the network repositories. Most of the people upload their videos in the well-known websites like YouTube, Meta cafe, Google Video etc. The indexing and categorization of these sorts of data requires an efficient algorithm to reduce cost, time and improve its effectiveness. Many of the categorization methods apply manual tagging. In this paper, we present a survey on the techniques used in retrieval of videos and also we propose to develop an efficient methodology for efficient retrieval. Key feature extraction and template matching are the major role in the proposed system.

Keywords: Multimedia, retrieval, categorization, indexing, key feature, template matching.

SIMULATION OF A NANO ROBOT FOR MEDICAL APPLICATIONS USING THE CONCEPT OF NANOTECHNOLOGY

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A brief review of the nanorobots that are currently used in the biomedical engineering to cure various types of diseases are being presented. In the context, we are carrying out a literature survey for the treatment of cancer using the nano-technology concept. The way we have picked is the union of nanotechnology and medicine. The mix of nanotechnology into medication is probably going to get some new difficulties restorative treatment. Nanorobot is a superb vision of medicine in future. The most exceptional nanomedicine includes the utilization of nanorobots as small scale specialists. Advancement in nanotechnology may allow us to build artificial red blood cells called

Respirocytes capable of carrying oxygen and carbon dioxide molecules (i.e., functions of natural blood cells). Respirocytes are nanorobots, small mechanical gadgets intended to work on the atomic level. Respirocytes can give a brief substitution to characteristic platelets in the instance of a crisis. Subsequently respirocytes will truly change the treatment of coronary illness. We can imagine a day when you could infuse billions of these nanorobots that would skim around in your body. A standout amongst the most sensible and almost doable accomplishments is the cure for growth which is one of the primary centers of this work. Nanorobots could carry and deliver large amounts of anti-cancer drugs into cancerous cells without harming healthy cells, reducing the side effects related to current therapies. These nanorobots will have the capacity to repair tissues, clean veins and aviation routes, this paper is the UG credit seminar work of the undergraduate student that was undertaken by my PG & Ph.D. students & just provides a brief review of the applications of the nanorobots that could be used in the medicine for the curing of the cancer treatment and is just a review paper, which serves as a basis for all the students, faculties as a base for carrying out the research in this exciting field of nanorobotics. At the end, once the review is over, we are presenting a simulation which we had developed in nanohive simulation tool for bio-medical engineering applications.

General Terms:Nanorobots, Medicine

Keywords:Cancer, Treatment, Coronary, Artery

MERCURY REMOVAL BY POROUS SULFUR COPOLYMERS: ADSORPTION ISOTHERM AND KINETICS STUDIES

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Mercury is one of the most toxic, harmful element in water that severely affects human health and living creatures. Many traditional treatment methods, as well as advanced technologies were developed to capture mercury from wastewater. In this study, large abundant available sulfur used to prepare micro and macroporous sulfur foam via inverse vulcanization technique and utilized to remove trace amounts of mercury from wastewater. Adsorption of mercury ions onto prepared porous sulfur foam was studied in detail using different isotherm and kinetics models. The adsorption kinetics followed a pseudo-second-order rate equation. Among two-parameter isotherm models, experimental data fitted best to the Langmuir model and the sulfur copolymer with maximum surface area and porosity showed the maximum adsorption capacity of 371.33 $\mu\text{g.g}^{-1}$, whereas, among three-parameter isotherm models Sips and Toth isotherm models were fitted most suitably. Adsorption isotherm and kinetics studies predicted that the mercury ions were adsorbed onto various sulfur copolymers *via* both physical and chemical adsorption and their adsorption capacity was highly influenced by the porosity. Metal ion diffusion mechanism was found to be a combination of both intraparticle and diffusion mechanisms. Hence, the modification in the porosity of sulfur copolymers

significantly improved the adsorption capacity and it can be used effectively to remove mercury ions from wastewater.

Keywords: Sulfur, Inverse vulcanization, Foams, Porous, Moulding; Mercury adsorption

DEVELOPMENT OF FURFURALDEHYDE DERIVATIVES AS NANO CORROSION INHIBITORS FOR MILD STEEL IN HYDROCHLORIC ACID MEDIUM.

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Furfuraldehyde derivatives are prepared by the condensation reaction between furfuraldehyde with urea (CFU) & furfuraldehyde with thiourea (CFTU). The products were subjected to corrosion inhibition studies on mild steel in presence of hydrochloric acid solution using chemical and electrochemical methods. Results showed that the prepared compounds control the corrosion of mild steel in hydrochloric acid solution. The CFTU showed better corrosion inhibition than CFU. Both these compounds possessed good interaction on the metal surface and formed barrier between metal and solution interface. The corrosion current density, corrosion potential, Tafel slopes and percentage inhibition efficiency were calculated. Thermodynamic parameters such as heat of adsorption, free energy of adsorption and entropy of adsorption were calculated and interpreted. The synthesised compounds control both anodic and cathodic reactions and acts as mixed type of inhibitors. The corrosion

control can be explained on the basis of adsorption of inhibitors on the metal surface. Scanning electron microscopic photo images revealed that nano level molecular adsorption takes place on the metal surface and control the corrosion to a greater extent.

Keywords: Corrosion: corrosion inhibitors: corrosion rate: furfuraldehyde derivatives: percentage inhibition efficiency

SYNTHESIS CHARACTERIZATION & STRUCTURAL STUDIES OF (Z)-1-(4-METHOXYPHENYL)-N-(4H-1,2,4-TRIAZOL-4-YL)METHANIMINE

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Schiff Bases prepared from Triazole derivatives have been the focus of attention in recent years in view of their interesting physicochemical properties and broad range of applications in several chemical disciplines. Schiff's bases of aromatic aldehydes having an effective conjugated system are more stable and aliphatic aldehydes are relatively unstable and readily polymerizable. Schiff bases obtained from aromatic aldehydes and aromatic amines have shown a number of applications in many fields including pharmaceutical, life sciences and chemical science including inorganic and analytical chemistry. Some Schiff Bases derivatives were reported to possess antimicrobial, anti-inflammatory. Moreover, Schiff Bases are also known to have

biological activities such as antifungal, antitumor. A new Schiff base of 4-amino-4H-1,2,4-triazole with anisaldehyde was synthesized. Synthesized compound (Z)-1-(4-methoxyphenyl)-N-(4H-1,2,4-triazol-4-yl)methanimine is crystallized in triclinic crystal system with P-1 space group, Further, the Hirshfeld surface analysis for visually analyzing intermolecular interaction in crystal structures employing molecular surface contours and fingerprint plots .

Key words: Triazole, Schiff Bases, Hirshfeld surface and biological activity

OPTICAL PROPERTIES OF ZINC- INCORPORATED CHROMIUM FERRITE NANO CRYSTALS -BY CO PRECIPITATION METHOD

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Ferrite are special class of ceramic materials and are continues to be interesting material in the field of technology. These exhibit attractive structural, electrical, magnetic and optical properties at nano level. Substitution of divalent metal ion enhances their physical properties so; we added nonmagnetic dopants Zinc nanocrystals. Chromium zinc ferrite $\text{Cr}_{1-x}\text{Zn}_x\text{Fe}_2\text{O}_4$ ($0 \leq x \leq 1$) systems was prepared by co precipitation method, and characterized how relevant properties of the samples are modified accordingly. Basically, these dopings cause a rearrangement of Fe^{+3} ions into

the two pre existing octahedral and tetrahedral sites. The structural confirmation was done by XRD analysis. Particle size was calculated by Debye Scherer formula. DC electrical conductivity was studied at room temperature. The influences of Zn substitutions are investigated on the optical properties of nickel ferrite nanocrystals by photoluminescence measurement at room temperature.

Keywords: Ferrites nano particle, Zinc dopants, electrical and magnetic properties

ELECTRICAL AND OPTICAL PROPERTIES OF SnO_2 NANOPARTICLES SYNTHESIZED BY AN ECO FRIENDLY APPROACH.

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Synthesis of metal oxide nanoparticles using green fuels is a promising alternative to traditional chemical method. In this paper we report the synthesis of highly stable tin oxide nanoparticles by using both chemical and natural fuel by simple solution combustion method. Here we have used citric acid as a standard chemical based fuel and lemon juice as bio fuel. The synthesized nanoparticles have been confirmed by UV-Vis absorption spectroscopy, X-ray diffraction (XRD), scanning electron microscope (SEM) and energy dispersive X-ray studies (EDAX). UV-Vis spectrum of the formed sample shows an absorption peak at around 343nm and 338nm for citric acid and

lemon juice based fuels respectively. The optical band gap energy E_g using Tauc's plot are found to be 3.62eV and 3.67eV. respectively. XRD studies reveals that synthesized samples have rutile tetragonal structure with an average crystallite size of 21nm and 17nm for citric acid and lemon juice respectively. SEM reveals the quasi spherical morphology and nano ranged size of SnO₂ particles. EDAX study confirms the formation of highly pure SnO₂ NP's even in the presence of natural fuel. DC electrical conductivity of the samples was studied in the temperature range 295K-615K. From the results obtained it is suggested that the large scale production of highly stable and pure SnO₂ NPs is possible through this eco-friendly method and this could be used effectively in electrical and optical devices compared to traditional chemical approach.

USE OF NANOSIZED CORROSION INHIBITORS FOR CORROSION OF MILD STEEL IN ACIDIC CORROSIVE MEDIA

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The use of nanomaterials as corrosion inhibitors has acquired a great importance because of increased corrosion inhibition efficiency with respect to increased surface volume ratio. The corrosion protection of mild steel in 1M

HCl solution using nano based corrosion inhibitor material was investigated by chemical method such as weight loss measurement and electrochemical methods such as potentiodynamic polarization and electrochemical impedance measurements. The experimental results indicated that the introduction of the corrosion inhibitor into acidic solution has retarded the corrosion tendency of mild steel. The inhibition efficiency was found to increase with increase in the inhibitor concentration and temperature. Results from Polarization studies indicated the mixed type behaviour of the inhibitor on mild steel. It was revealed that the degree of inhibition depends on many factors such as nature and physical state of the metal surface, nature of the corrosive medium, molecular structure of the inhibitor compound and molecular electronic parameters. EIS studies suggested that the rate of corrosion is controlled by charge transfer process. The mode of adsorption obeyed the Langmuir adsorption isotherm and suggested the inhibition effect is due to the function of inhibitor molecule that blocks the active sites on metal surface. The effect of temperature and the adsorption mechanism on inhibition action of the inhibitor was also examined by calculating various activation and thermodynamic parameters. The free energy of adsorption values was found to be greater than -20Kj/mol , indicating the mixed mode of physisorption and chemisorption. Surface analysis was examined by Scanning electron microscope (SEM). Surface analysis indicated that the mild steel surface is protected from acidic solution in the presence of nano corrosion inhibitor. The presence of various hetero atoms which involve in adsorption mechanism was examined by electron dispersive X-ray spectroscopy (EDS) and Fourier transform–infrared (FT-IR) studies. The study helps in understanding the corrosion inhibition mechanism of nano based materials for mild steel in acidic environment.

FABRICATION OF NOVEL POLY (IONIC LIQUID) BASED DIFFUSION DIALYSIS MEMBRANE FOR RAPID ACID RECOVERY

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Anion exchange membrane with quick acid permeation and elevated salt retention is urgently required to boost the process effectiveness of acid recovery from multiple industrial processes through diffusion dialysis (DD), thereby significantly reducing their energy consumption and environmental impact. In this work, we have fabricated a novel membrane in one step an eco-friendly process. Free radical polymerization was successfully done with the photo initiator in sunlight to achieve the desired novel polymeric membrane. The definite monomers in membrane matrix play a crucial role to determine the physiochemical and diffusion dialysis properties of the prepared membranes. The prepared membrane shows high chemical stability. The acid dialysis co-efficient (U_H) values at room temperature (25°C) were between 7.24 – 10.05 m/h, while the separation factor (S) ranged from 45.09 to 95.18. both the acid recovery (724 times) and separation factor (~4.5 times) are much higher than the commercial anion exchange membrane DF-120 (U_H and S is 0.01 m/h and 18.8, respectively). Prepared anion exchange membrane is the potent candidate for the rapid acid recovery through a DD. The highlight of this work is the fabrication of novel poly (ionic liquid) based anion exchange membranes, which shows rapid acid dialysis performance and selectivity.

Keywords: Poly (ionic liquid), anion exchange membrane, diffusion dialysis, acid recovery.

MAGNETICALLY SEPARABLE CU-NANOPARTICLES CATALYZED BORYLATION OF PRIMARY AND SECONDARY ALKYL HALIDES WITH ALKOXY DIBORON REAGENTS AT ROOM TEMPERATURE

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Alkylboronic esters are very important reagents in synthetic organic/medicinal chemistry due to their unique reactivity, functional group tolerance, and accessibility, recent efforts have been committed to their efficient preparation. Although many excellent procedures have been reported, boryl substitution of alkyl halides is still challenging. Transition metal-catalyzed borylation of alkyl halides has emerged as a versatile and powerful approach for the synthesis of alkylboronate esters. However, most of the reported systems required multistep catalyst Synthesis, air-free conditions, rigorously dried substrates and solvents, non-recyclable expensive ligands and catalysts. Thus, there has been renewed interest in developing a convenient and recyclable catalytic system. Recently, the field of metal-nanoparticle-based catalytic systems has experienced rapid development, and various efficient synthetic methods for C–B bond formation have been developed under mild reaction conditions. Herein, we reported recyclable and non-precious Cu nanoparticles catalyzed borylation of alkyl halides using B_2pin_2 (*bis*(pinacolato)diboron) as a boron

source, under mild reaction conditions and in the absence of any ligand (Figure 1). The key results will be described.

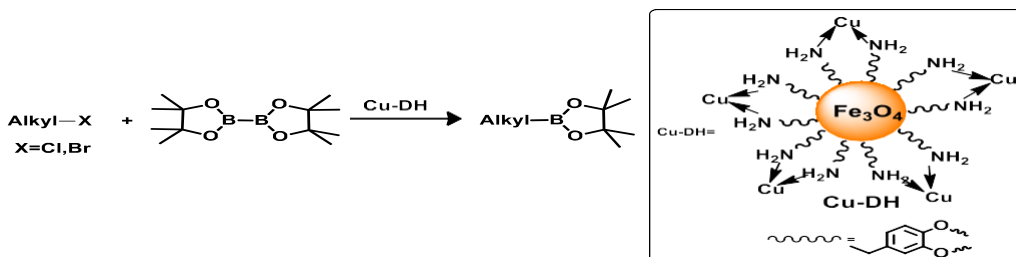


Figure 1

SYNTHESIS OF HIGHLY FLUORESCENT TETRA SUBSTITUTED IMIDAZOLE AND ITS ZINC, INDIUM COMPLEXES FOR OLED AND SOLAR CELL APPLICATION

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In the present work, we have synthesised 2-(1,4,5-triphenyl-1H-imidazol-2-yl)phenol (TPI) and its Zn, In complexes has been characterized by spectroscopic methods such as ¹H-NMR, IR, SEM and EDX. The photophysical properties like, solvatochromic shift and quantum yield were estimated. Energy band gap of compounds were calculated in various solvents using theoretical and experimental methods. Further, photosensitization of TiO₂ nanoparticles has been investigated using absorption, steady state and

time resolved fluorescence methods. The increase in absorbance and decrease in fluorescence spectra with different concentrations of TiO₂ nanoparticles confirmed the possibility of interactions between dye and TiO₂ nanoparticles. Rehm-Weller relation suggests that, decrease in fluorescence of zinc and indium was due to photo-induced electron transfer process and the Stern-Volmer studies suggest that, the fluorescence quenching mechanism was due to combined dynamic and static quenching process. The photo-induced electron transfer process has been used in solar energy harvesting applications by fabricating zinc sensitized solar cell. Photovoltaic energy conversion efficiency and fill factor of the zinc and indium complex were found to be 2.5, 2.1% and 0.8, 0.7 respectively.

Keywords: Imidazole; TiO₂ nanoparticles; Photo induced Electron transfer.

ANTIFOULING STUDY FOR ZINC DOPED ALUMINUM OXIDE BASED MIXED MATRIX MEMBRANES

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In this study, Zinc doped aluminum oxide (Zn:Al₂O₄) nanoparticle have been prepared by solution combustion method. Further mixed matrix membrane was prepared with polysulfone (PSf) by phase inversion method. The Zn:Al₂O₄ NPs and mixed matrix membranes were characterised by Powder X-Ray diffraction, scanning electron microscopy, Energy- dispersive X-ray spectroscopy, Attenuated Total Reflection- Infrared Spectroscopy, and

Atomic force microscopy. Surface area of the nanoparticles were characterised by Brunner- Emmett-Teller (BET) technique. The membrane characteristic properties, such as hydrophilicity, water uptake capacity and porosity have been performed. The antifouling property of the membranes were studied and compared with plain PSf membrane. However the better results revealed by addition of NPs in PSf membranes.

Key Words: Zinc doped aluminium oxide (Zn:Al₂O₄) nanoparticles, Mixed matrix membranes, Hydrophilicity, Anti-fouling study.

A SURVEY ON MANET LAYER ATTACKS, COUNTERMEASURES AND ITS SECURITY CHALLENGES

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In recent years the MANET Mobile Adhoc Networks has been the challenging network over other networks. MANET has become one of the core networks since it has self-arrangement and upkeep capability. MANET experiences several security challenges here security is the actual obstruction one in MANET. The challenges faces in MANET are self-organizing and infrastructure less networks. The features here includes does not have static infrastructure, there is no consolidated power to manage the network, and

every node must rely on other nodes to have the network active. As the Mobile ad – hoc network is inconsistent and all the transmission and communication in these networks turns to vulnerable to several numbers of attacks and protection turns in to a major problem. Due to constrain of a defined centralized dominance, preserving the routing process turns into a demanding task therefore leaving MANETs are susceptible to attacks, which outcomes in degradation in the performance characteristics also poses a acute query about the dependability of various networks. In this survey paper we examine the disparate security attacks to Mobile ad-hoc networks and also explored available results. We attempt to offer a brief commencement to the types of various attacks and feasible counter measures to preserve the attacks.

Keywords—MANET, Security, Attacks, IDS.

BIO BATTERY USING CHROME SHAVINGS AND PLANT NANOPARTICLES

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Every day tons of waste chrome shavings are generated in India from 750 tanneries. These chrome shaving can be used to prepare many value added products. An attempt is made to use these chrome shaving wastes as an alternate energy source to produce DC Voltage in bio battery. Chrome shavings are hydrolyzed to make collagen paste. Separately, collagen fiber is thermally degraded to gelatin paste which is mixed with collagen paste; *moringo-oliferalam* leaves nanoparticles, onion nanoparticles, aluminum

paste and conducting gel to form electrolyte paste. The electrolyte paste in association with copper and zinc electrodes, or, carbon and zinc electrodes work as bio battery which has been characterized using cyclic voltmeter (CV), Transmission electron microscopy (TEM), *scanning electron microscopy* (SEM), *Differential Scanning Calorimetry* (DSC) and *Thermogravimetric analysis* (TGA). The power generated using a single bio-battery is in the level of DC voltage of 1.5 V, 900 mA current for an AA size battery. An output of 18 V DC, 1200 mA is obtained from 80 well-plates connected in series whereas 48 volt DC, 1900 mA has been obtained from a series parallel connection of 80 well-plates. Results show encouraging trends for commercial exploitation of the facility.

Key Words: Bio energy, Chrome shavings, collagen paste, Plant nanoparticles.

STRESS CORROSION STUDIES OF SILICON CARBIDE PARTICULATE REINFORCED ALUMINIUM 7075 METAL MATRIX COMPOSITES

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The stress corrosion resistance of aluminum 7075/Silicon carbide metal matrix composites (MMC's) in high temperature acidic media has been evaluated using an autoclave. The liquid melt metallurgy technique using vortex method was used to fabricate MMC's. Silicon carbide particulates of 50-80 μm in size are added to the matrix. Aluminum 7075 containing 2, 4, 6 weight percentage of Silicon carbide is prepared. Stress corrosion tests were conducted by weight loss method for different exposure time, normality and temperature of the acidic medium. The corrosion rates of composites were lower to that of matrix aluminum 7075 alloy under all conditions.

Key words: MMC's, Vortex method, Stress corrosion, Autoclave

A STUDY ON SYNERGISTIC INFLUENCE OF ADDITIVES ON NANOCRYSTALLINE ZINC ELECTRODEPOSITION AND ITS PROPERTIES

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The presence of new combination of additives cetyltrimethylammonium bromide (CTAB) Benzoic acid (BA) and 2-bromo-3-chloro-5,5-dimethylcyclohex-2-enone (BCD) on generates nanocrystalline, bright zinc coating on mild steel surface. The synergistic effect of additives on improving electroplating efficiency and throwing power of bath was analyzed. The study of morphology and microstructure of coating confirms the formation of nanocrystalline zinc coating with (110) preferred orientation and 83% reflectance. The corrosion resistance property and hydrophobic nature of zinc electrodespite have been systematically studied in presence of individual and

mixture of additives. When mixture of all three additives (CTAB+BA+BCD) are added to plating bath bright, nanocrystalline, zinc coating with good corrosion resistance property was developed. The presence of any two additive mixtures out of three as well as single additive gave unsatisfactory deposit. Simultaneously, in optimum bath influence of brightener BCD concentration on morphology, preferred orientation and corrosion resistance property of bright zinc coating have been examined.

ELECTRODEPOSITION OF NI-HNT COMPOSITE COATING: INFLUENCE OF DEPOSITION CURRENT DENSITY ON MORPHOLOGY, TEXTURE AND ANTICORROSION BEHAVIOR

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Ni-halloysite nanotube (HNT) composite coatings on mild steel surface have been electrodeposited using Watts bath. The deposition of composite coating was carried out in presence of surfactant cetyltrimethylammonium bromide (CTAB) and HNTs at different current densities. The Zeta potential of HNT was analyzed using dynamic light scattering technique (DLS) confirms that HNTs (positive surface charge) have a greater tendency to move towards mild steel cathode and get incorporated in the coating. HNT particles alter the composition, morphology, orientation and texture of the Ni-HNT composite coating at different deposition current density. The composition and microstructure changes influence on anticorrosion behavior of Ni-HNT

coatings was analyzed by Tafel and impedance studies. The Ni-HNT composite coating derived at 6 Adm⁻² showed higher corrosion resistance.

Keywords: Halloysite nanotubes · Composite coating · Morphology · Corrosion · Impedance

NEWS ARTICLE CATEGORY PREDICTOR

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Every newspaper or the digital news applications we use sort news according to its genre. Categories are high level groupings that allow easier navigation of the articles. The prediction makes easier the work of categorization of news articles. If a specific topic is related to more than one category then the algorithm must predict the relative percentage match to each category. News article category predictor focuses on designing and developing an application to predict the category of news article intended to upload in the newspaper. This paper presents the algorithm for classification of articles into different genres based on the information retrieval from the article. The algorithm proposed here helps to classify the topic and discover the new topic as they appear in the content or the report provided. The algorithm explained here basically uses keyword extraction algorithm that is applicable to any of the languages

ELECTRODEPOSITION AND CHARACTERIZATION OF Zn-Fe ALLOY COATINGS

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New electrolytic bath solution was optimized for the electrodeposition of nanostructured Zn-Fe alloy coatings on a mild steel. The influence of the bath composition and the current density on coatings were investigated. The corrosion behavior of the developed coatings was evaluated by the Potentiodynamic Polarization and Electrochemical Impedance Spectroscopy methods in 3.5% NaCl solution. The work reveals the excellent corrosion resistance ability of the coatings at 3 A dm⁻². Hardness of the coatings evaluated using Vickers hardness test was increasing with the c.d. and was maximum at 3 A dm⁻². Roughness of the Zn-Fe alloy coatings was obtained using Atomic Force Microscope (AFM). These coatings were characterized by XRD and SEM-EDX. Phase structure and Texture coefficient and the crystallite grain size of the coatings were calculated and discussed using XRD

DEVELOPMENT OF PLATINUM COATING BY ELECTRODEPOSITION TECHNIQUE.

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For the preparation of coatings consisting of either a single metal or a combination of two or more metals in the form of an alloy, the electrodeposition has long been used. The electrochemical deposition of Platinum on stainless steel from Pt 5Q bath (Pt (NH₃)₄HPO₄ solution adjusted to pH 10.5 and temperature 550C) was studied by cyclic voltammetry and chronoamperometry. The platinum-coated SS304 which act as substrate, in which the structure and surface morphology of the coatings were characterized by scanning electron microscopy (SEM) and X-ray diffraction (XRD). Pulse electrodeposition of platinum was designed at the development of some properties like finer grain size, anti-tarnishing, lower porosity and improvement in the surface property. The finest quality was obtained from the pulse plating condition of 0.2 A/dm² current density and 25% duty cycle. In this work relative contrasts and performance of these coatings obtained by DC (Direct current) electrodeposition and PC (Pulse coating) electrodeposition were investigated.

Keywords: SEM, Cyclic voltammetry, Chronoamperometry, Pulse coating, stainless steel.

DYE-SENSITIZED NANO-COMPOSITE DOPED POLYMER FILMS FOR OPTICAL LIMITING – A RESEARCH PROPOSAL BASED ON THEORETICAL ANALYSIS

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Nanophotonics is an emerging area where nanotechnology is used to change the physical and chemical properties of photonic materials or the effectiveness of photonic processes that have major applications in optical communication and optical computation. Though many photonic devices are developed using the nonlinear optical materials, the efforts are still going on to increase their efficiency towards 100 % and other device characteristics towards their optimum level. In order to improve the efficiency of the third harmonic process further, we have a plan to use dye-sensitized metal nanoparticles doped in PMMA films. It is expected that the ability of nanotechnology in tailoring the physio-chemical properties of the materials will give rise to the optimum nonlinear devices to be used in nanophotonics. A considerable improvement in both nonlinear optical susceptibility and laser damage threshold is expected based on the results published in the case of dye-sensitized metal nanoparticle doped solar cells. Such a research may contribute the efficient nanophotonic devices such as all optical switches which are the basic building blocks of the final dream of realizing all optical computers. In this paper, a theoretical study is carried out on the effect of sensitization of some well-known nanocomposites by nonlinear dye-doped polymer matrix in order to change the dielectric and nonlinear susceptibility.

This is achieved by the systematic study of the size of nanoparticles used for sensitization study, various donor-acceptor combinations, and concentration of dyes & nanoparticles in the sample films. The nonlinear absorption coefficient for each case and the theoretical optical limiting curve is drawn based on the estimation of nonlinear susceptibility.

CLEANING THE ENVIRONMENT USING NANOTECHNOLOGY – A REVIEW BASED MACHINE DESIGN

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Nanotechnology being a universal technology has potential abilities to provide solutions to the environmental degradation problems through its precision pollution monitoring abilities using nanosensors, lower energy needs due to lightweight strong materials, and reducing the use of harsh cleansers through the applications of nanocoatings to the surfaces. A more advanced nanotechnology solution will lead to building a product with molecular-level precision through the use of productive nanosystems. In this paper, we analysed the use of nanotechnology and techniques in controlling environmental pollution and developed a concept of using nanotechnology-based techniques in optimizing large scale environmental cleaner using bottom-up and top-down methods based on a systematic review. Finally, a

segregated large-scale environmental cleaning machine is proposed which works on renewable solar / wind energy. The proposed concept of the machine is analysed using ABCD framework.

Keywords: Nanotechnology, Nanosensors, Nanotechnology based environmental cleaner, ABCD analysis.

GRAPHITIC CARBON NITRIDE (G-C₃N₄) NANOSHEETSTEMPTEDMIXED MATRIX MEMBRANE FOR REMOVAL OF TOXIC METAL IONS FROM WATER

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Removal of heavy metal ions from water is being a challenge and polysulfone membranes have shown great potential for water purification, but their permeability and separation capacity are poor, which limits their practical applications. In this work, g-C₃N₄nanosheets tempted membranes were developed to improve the permeability and separation performance of polysulfone (PSf) membranes. Graphitic carbon nitride nanosheets was prepared by calcination of urea and melamine. The mixed matrix membranes were prepared by varying the stoichiometric amounts of g-C₃N₄nanosheets and polysulfone via phase-inversion method. The prepared g-C₃N₄nanosheets and membranes was verified by Atomic Force Microscopy (AFM), Field Emission Scanning Electron Microscopy (FESEM), X-Ray diffraction technique (XRD), Brunauer-Emmett-Teller (BET), and Fourier-Transform Infrared Spectroscopy (FT-IR). After incorporation of the g-C₃N₄nanosheets in to the

membrane, the water permeance was effectively improved than the plain PSf membrane. In addition, the good separation performance demonstrates that the incorporation of g-C₃N₄ nanosheets is an effective strategy to improve the PSf membrane properties, which can promote their application in water purification.

Keywords: g-C₃N₄ nanosheets, composite membrane, flux enrichment, toxic metal ion.

ADSORPTION PROPERTIES OF BIO-ADSORBENT ON VARIOUS DYES AND HEAVY METAL IONS IN WASTEWATER

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Several methods have been investigated for the removal of dyes and heavy metal ions from the waste water in that carbon adsorption plays good role. In this study, adsorbent was prepared using biological source by calcination and easy chemical treatment. The calcined bio-adsorbent were characterised by Powder X-Ray diffraction, scanning electron microscopy. Surface area of the bioadsorbant were characterised by Brunner- Emmett-Teller (BET) technique. The surface area and the pore volume of the bio-adsorbent were 1061 m²g⁻¹ and 0.5325 cm³g⁻¹ respectively. Finally, the adsorption properties of bio-adsorbent were studied by using various dyes such as Methylene Blue, Methyl Orange, Rhodamine-6G, Rhodamine-B and heavy metals such as Lead, Cadmium. The complete adsorption was occurred within the 10 min of contact

time, bio-adsorbent dosage of 25mg for 100 ppm in concentration. This study displayed that the possibilities of using this bio-adsorbent to remove dyes and heavy metal ions.

Key Words: Adsorption, Bio-adsorbent, Wastewater, Dyes, Heavy Metal Ions.

AN EXPLORATIVE RESEARCH ON PRODUCTION AND USE OF NANOBOTS IN HEALTHCARE INDUSTRY SECTORS

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Healthcare is considered as one of the potential industries where nanotechnology is expected to play a vital role. Nanobot is an emerging field of nanotechnology creating machines or robots whose parts are in nanometre scale. Nanobots are microscopic robots measured nanometers scale. They are still in the research and development phase, but on realization, are expected to do specific tasks at the atomic, molecular and cellular levels and help in bringing about many breakthroughs, especially in medical science. The circulatory system of living beings is a natural highway for nanobots which will cruise through the bloodstream to the area of distress. They may be used to attach themselves to specific cells, such as cancer cells, and report the position and structure of these tissues. Nanobots can be biological or synthetic but are adapted to perform preprogrammed tasks at the molecular and atomic level. Nanobots are expected to be autonomous in nature and powered by a

small cell or battery, or even solar cells. The whole idea behind nanobots is in having a device which can interact at the nanoscale and help in understanding or manipulating structures at the nanoscale level. In the development of nanobots, nanoassembly and nanomanipulation have important roles. In this paper, we have explored the possibility of production and control of nanobots for managing various diseases

Keywords : Nanotechnology, Nanobots, Nanomedicine, Healthcare industry.

COMMERCIALIZATION OF NANOTECHNOLOGY PRODUCTS AND SERVICES – TOP DOWN AND BOTTOM UP MODEL

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Technology commercialization is the process of converting ideas into products for businesses and consequentially, creating demands for the products and jobs for the people. Commercialization of nanotechnology from research to economically viable products is particularly vulnerable to the “Valley of Death” point of commercialisation graph compared to any other technologies due to the reasons related to a product focus, market engagement, scale up and product development. From a business perspective, the essential elements for the successful commercialization of a specifically directed nanotechnology include innovative products, market size, market potential, and the current economic scenario and accordingly using qualitative data collection

instrument namely focus group method, we have developed a model for successful nanotechnology commercialization process which includes ten steps to develop standard products/services. In this paper, we have further improved our model to take care of industry push through Top-down approach and market pull through Bottom-up approach so that disruptive technology commercialization will accelerate by our improved model which has a preliminary focus on educating the entrepreneurs and customers.

Keywords: Technology commercialization, Nanotechnology, Top-down approach of commercialization, Bottom-up approach of commercialization.

HOW TO ACHIEVE SINGULARITY USING NANOBIOTECHNOLOGY? – A PREDICTIVE ANALYSIS

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The technological Singularity is a hypothetical concept to be created in the future due to the invention of super-intelligent machines which are network connected intelligent computers & machines. Superintelligence is a cognitive capacity created technologically which is far above the general thinking capacity of humans. The technological singularity is predicted and the name is coined by Vernor Vinge, which is a hypothesis that the discovery of artificial super intelligent machine systems will abruptly trigger runaway technological growth to an infinite amount, resulting in unfathomable changes in the society and to human civilization. Artificial superintelligence is a term referring to the

time when the capability of computers and artificial intelligence machines will surpass humans. At the time when the technical singularity is created, the artificially developed nonbiological intelligent machines are expected to be several billion times powerful compared to all human intelligence available today. In this paper, this hypothetical situation and the possible scenario of realizing them using ICCT and nanotechnology concepts are discussed and possible time frames of such discoveries are predicted and analysed.

Keywords: ICCT underlying technologies, Artificial intelligence, Nanotechnology, Nanobiotechnology, Technological singularity, artificial superintelligence, Technology time-line.

OPTIMIZING ELECTRICAL CHARGE STORAGE IN NANOTECHNOLOGY BASED DEVICES FOR ELECTRIC VEHICLES

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Electrical engines for electric vehicles have reached a satisfactory level of development so that they became superior internal combustion engines in terms of their simplicity, efficiency, durability, accelerating ability, cost, and environmental friendliness. However, they need high density electric field for satisfactory performance from a suitable material to be used as dielectric/electrolytic media in the battery. Further, the storage of high-density electrical energy at high charge and discharge rate is an important

technological requirement. The energy storage battery should be capable to have high specific energy (Wh/kg) and high specific power (W/kg), which provides rapid charge to reduce the long charging time required and to hold huge charge density so that long distance per charge can be achieved. It is proved that nanomaterial-based alkali ions are potential and optimum candidates for high density electric charge storage and in this paper, we present a systematic review on recent alkali-ion based electric charge storage systems by considering the best current battery systems and ideal battery systems and by finding the gap for research. Based on findings many research agendas are proposed to substantially improve the efficiency of nanomaterial-based battery systems for Electrical vehicles.

Keywords : Nanomaterial-based battery systems for Electrical vehicles, high-density electrical storage system, nanotechnology.

PATENT ANALYSIS ON LITHIUM ION BATTERY COMPRISING NANOMATERIALS

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Patent analysis is a newly developed systematic method by our team during 2018. This method focuses on analysis, description, and interpretation of a chosen patent in any area in a systematic way so that analyser and the reader learn the invention with the nature of novelty of the process or the device patented. Such an analysis process of the patent might lead to the development

of new concepts or theory. The procedure of patent analysis contains an evaluation of the patent in terms of its advantages, benefits, constraints, disadvantages, effectiveness, and future value. Since the invention of an optimum electric charge storage device in the transportation industry sector is in high demand to solve the future renewable energy transportation systems in the society, the high-density durable energy storage systems are finding importance. In this paper, we have analysed and interpreted a US patent No. 7,060,390, on Lithium ion battery comprising nanomaterials invented by Chen, Ga-Lane, and Charles Leu during 2006, using our systematic study which include Description on Patent, Description /Comments on Drawings of a Patent, Detailed Description on the Invention, Claims of the Invention, Number of Citations in the Patent, Number of Citations for the Patent, List of Similar Inventions, and Legal Issues Related to Inventions.

Keywords : Patent analysis, Li-Ion Battery, Nanotechnology, Transportation sector.

NANOTECHNOLOGY IN PHARMACOLOGY & PHARMACEUTICAL RESEARCH – OPPORTUNITIES, CHALLENGES, & RESEARCH AGENDAS

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Nanotechnology is considered as a general-purpose technology of 21st century, having spread its roots to all anticipated innovations in the society and predicted to solve all major problems and constraints for comfortable human

life in society. The field of nanotechnology integrated with other basic areas like biotechnology, medicine, dentistry, pharmaceutical sciences, and photonics emerged as new subsections like Nano-bio-technology, Nano-medicine, Nano-dentistry, Nano-pharmaceutics, Nano-photonics etc. respectively. Nanomedicine is also an emerging and fast evolving field where the nanoparticles are used for diagnosis and therapy of many diseases, and in regenerative medicine. All these areas have many research opportunities due to advantages and benefits by means of special properties of nanomaterials used for fabrication of system components. In this paper, we have discussed, and analysed various Opportunities and Challenges of Nanotechnology based Research in Pharmacology & Pharmaceutics including drug discovery & delivery, cosmetics, and Pharmaceutical equipment with varied and smart properties. The paper also made a study on advantages, benefits, constraints, and disadvantages of such products, systems, and services for various stakeholders of pharmaceutical industry and in health service sector.

New Knowledge Created/New Analysis & Interpretation: The paper analysed and interpreted the new research opportunities and challenges of nanotechnology applications in Pharmacology & Pharmaceutics field by identifying and discussing new research agendas to improve the health quality of human beings.

Keywords: Nanotechnology for Pharmacology & Pharmaceutics, new research opportunities and challenges, Research agenda.

DEVELOPMENT OF Ni-V₂O₅ NANOCOMPOSITES

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Ni-V₂O₅ composites were developed by DC and PC electrodeposition methods using sulfamate bath. The obtained composites were good with appreciable corrosion resistance properties. The DC and PC of Ni-V₂O₅ composites were obtained for 0.125g/L, 0.25g/L, 0.375g/L and 0.50g/L. 0.125g/L of V₂O₅ in the solution gives maximum inclusion of nanoparticles with fine coating and good corrosion resistance in the coating. The density of V₂O₅ nanoparticles is 4.339 g/cm³, the frequent agglomeration and settling down of the nanoparticles was highly minimized by repeated sonication using probe sonicator by stirring at 1300rpm prior to electrodeposition and during electrodeposition the sulfamate bath containing nanoparticles is continuously stirred at 400 rpm

DEVELOPMENT OF Ni-TiO₂-CNT NANOCOMPOSITES

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In this investigation, Ni-TiO₂-CNT nanocomposites were generated by DC and PC electrodeposition methods from sulfamate bath. The commercially available TiO₂ nanoparticles and single walled carbontubes (SWCNTs) were

taken and mixed in the ratio 75:25 to get TiO₂:CNT nanoparticles. The mixing was done by simple hydration and dehydration method. The superior and high corrosion resistant DC and PC composites were obtained by optimizing all the variables like current density, pH, rotating speed, coating time and bath constituents. The concentration of the TiO₂-CNT composition in the bath was varied from 0.25 g/L to 1.25g/L to get a good coating with highest corrosion resistance. The 0.75 g/L TiO₂CNT concentration in the bath shows excellent corrosion resistance with highest amount of particle inclusion in the coating. During the nanocomposite electrodeposition experiments, the bath solution was sonicated from a probe sonicator and stirred using a magnetic stirrer at 1000 rpm prior to electrodeposition. Bath solution was continuously stirred at 300 RPM during the deposition

GENERATION OF Ni–Nb₂O₅ NANOCOMPOSITES

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In this investigation, Ni–Nb₂O₅ composite thin films were generated by DC and PC electrodeposition methods from sulphate baths. All the bath variables like current density, pH, rotating speed, coating time and bath constituents were optimized to get the desired coating. Nb₂O₅ concentration in the bath was optimized, and 1g/L of Nb₂O₅ in the solution gives maximum inclusion in the coating. During the nanocomposite electrodeposition experiments, the bath solution was repeatedly sonicated from a probe sonicator due to the high density Nb₂O₅ particles (4.60g/cm³) and stirred using a magnetic stirrer at

1000 rpm prior to electrodeposition. Also, Nb₂O₅ nanoparticles in the solution are continuously stirred at 150 RPM during the deposition.

ELECTROCHEMICAL AND ADSORPTION STUDIES OF RITONOVIR FOR MILD STEEL IN ACIDIC MEDIUM.

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Corrosion inhibition of mild steel by a Ritonovir has been investigated by using electrochemical methods such as polarization and electrochemical impedance techniques. The experimental results suggested that Ritonovir is a good corrosion inhibitor for mild steel in 1M Hydrochloric acid medium. The inhibition efficiency increased with the inhibitor concentration. The adsorption of Ritonovir obeys Langmuir adsorption isotherm. The thermodynamic parameters such as $-oG^0_{ads}$, $-oH^0_{ads}$, $-oS^0_{ads}$ are evaluated. The effect of temperature were discussed by activation parameters.

ZN-Fe ALLOY NANO STRUCTURE COATINGS

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Zn-Fe alloy electrodeposition was carried out in the presence of new condensation product. Hull cell was used for optimizing the operating

parameters and bath constituents to get nano sized grain size coating. SEM and TEM were used to study the grain size of the coating. XRD was used to calculate the average grain size of the coating. AFM study witness the TEM studies. Corrosion behavior of these coatings were studied by chemical and electrochemical methods.

SYNTHESIS OF COBALT FERRITE NANOPARTICLES

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Nanotechnology is an emerging area with a broad area of applications in the field of Nanoelectronics, Supercapacitors, Drug-delivery system and Biosensors. Due to their high surface area, ability to tune the physicochemical properties such as high melting point, thermal and electrical conductivity, catalytic activity, absorptive phenomena as well as scattering with enhanced performance with enhanced phenomena which makes these **nanoparticles** an outstanding material. Here, we synthesized the Cobalt ferrite (CoFe₂O₄) nanoparticles due to their low cost, small particle size, high magnetic property which makes us an interesting feature over other due to many applications. This nanomaterial has been connected magneto-optical devices, contrast agent for MRI², drug delivery systems³, spintronics, magnetohyperthermia⁴ and many more. The present work summarizes the synthesis and characterization of cobalt ferrite nanoparticles. They were

synthesized by hydrothermal method by the reaction of surfactants such as PVP and CTAB with cobalt nitrate & iron nitrate solutions at pH 9. The solid product formed was calcined at 600°C in a muffle furnace and characterized using Scanning electron microscopy and powder XRD.

Key words: Nanoparticles, Electron microscopy, XRD

SYNTHESIS, ANTI-INFLAMMATORY ACTIVITY AND *IN-SILICO* STUDY OF SOME NOVEL MORPHOLINE BASED CARBOXAMIDES

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Inflammation is referred as a complex biological process that happens when body tissues are exposed to hazardous stimuli, such as irritants and pathogens [1]. The process of Inflammation is threatens human health, and exaggerated and prolonged inflammation may cause various diseases, including arthritis, sepsis, and even cancer [2]. Two series of carboxamides were synthesized from 3-fluoro-4-morpholinoaniline and different substituted aromatic/heterocyclic carboxylic acids. The newly synthesized compounds were characterized by IR, ¹H NMR, ¹³C NMR and Mass spectral data. All the newly synthesized amide derivatives were screened for anti-inflammatory activity by following carrageenan induced rat paw edema method. Some of

the compounds were found to be more potent. Molecular docking interaction of active compounds revealed that effective binding was observed in the pocket of COX-I and COX-II proteins

A STUDY ON CYBER STALKING
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This paper reviews the cyber stalking issues in technological perspective. It is a type of cyber crime in which the internet or other electronic means are used to stalk on an individual, a group or an organization. False accusation, defamation, libel, monitoring, identity theft, threats, vandalism solicitation for sex are used to threaten. Stalking is continuous process. It consisting of a series of action and each of which may be entirely legal in itself. Some of the prevention and avoidance mechanisms are suggested in this paper as a result of detailed survey.

Keywords: Cyber Crime, Internet, Cyber Stalking, Cyber Security

A STUDY ON RECOMMENDER SYSTEMS
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This paper is an outcome of a review done on recommender systems. Recommender systems filter the information and do predictions based on ranking approach. They make suggestion based on users' behaviour. They are

inevitable in the current trend irrespective of fields. Particularly in the business field, its usage is enormous. In this paper various applications of recommender system is analyzed. Frequently applied algorithms, techniques and approaches to implement such systems are discussed in detail.

Keywords: Recommender System, Business, Education, Commerce, Healthcare

RECOMMENDER SYSTEMS IN BIG DATA ENVIRONMENT

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In the current decade, recommendation systems have changed the way of communication between both websites and users. Recommendation system sorts through big data to identify interest of users. It makes the information search easier through suggestions. For that purpose many methods, techniques and tools are used. Collaborative filtering is a frequently applied method for making predictions about the interest of customers. CHARM algorithm is one of frequent patterns finding algorithms and it is capable to handle huge datasets. This paper discusses some issues of applications of recommender systems in big data environment.

Keyword: Big Data, Recommender System, Collaborative Filtering, CHARM Algorithm

A REVIEW ON EDGE COMPUTING

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Edge computing is an advanced computing architecture in the field of information technology. Raw data is processed as near to the data source as possible. It avoids sending the data over the internet to a remote data center for processing. This paper presents a review of literature on edge computing. It optimizes internet devices and web application by bringing computing closer to the source of the data. The significant advantage is that, the edge of the network is geographically close to the device. Edge computing minimizes bandwidth use and server resources. It reduces latency by moving processes to the edge. Edge computing provides much new functionalities. This paper helps the researchers to understand the applications and benefits of edge computing.

Keyword: Edge Computing, Cloud Computing, Information Processing, Network Optimization.

FACE RECOGNITION USING DEEP LEARNING

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Face recognition is one of the highly used modern technologies and has multiple real life applications. It is a collection of processes such as detection

of object, alignment, feature extraction and a recognition task. Face recognition is making a positive identification of face in photo or video against pre-existing database of faces. Deep learning methods are found better to carry out this task. Deep learning models first approached then exceeded human performance for face read to cognition task. Systems can be trained to recognize a set of people and to learn in on line way. This paper is provided with a comprehensive study on literature.

Keywords: Face Recognition, Machine Learning, Deep Learning, Images Processing.

FOG COMPUTING – A REVIEW

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Fog computing is an advanced and extended version of cloud computing. The computing takes place at the edge of the network. There are many companies currently working on many research issues. Fog computing is similar to cloud computing, but far better than cloud computing. They provide faster end-user experience and have better performance than cloud computing. Centralized cloud computing is still more convenient, feasible platform for most of real-time applications and services but not superior to fog computing. It is the platform where it provides data, computation, storage and application services to end-users. The motivation of fog computing lies real time scenarios such as smart grid, smart traffic lights in vehicular networks and software defined

networks. The main aim of the fog computing is to place the data close to the end user. This paper presents a review of literature on fog computing.

Keywords: Fog Computing, Cisco, Cloud Computing, Real Time Applications.

OBJECT DETECTION USING DEEP LEARNING

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The identification of object in the image along with its localization and classification is referred to object detection. It has widespread applications and it is a critical component for vision based software systems. The handcrafted features are used in most of the cases. Shallow trainable architectures are frequently applied for object detection. This paper provides the review about modern object detection algorithms that use deep learning methods.

Keywords: Object Detection, Deep Learning, Feature Selection, Image Processing.

ONION ROUTERS

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This paper presents a review of literature on onion routing method. Onion routing is a anonymous communication technique in computer networks. In

onion networks, messages are encapsulated and encrypted in layers. In onion routing, the connection is maintained between dissimilar nodes. The connection hops from one server to another and when it reaches the last server on this circuit it is the server that we wanted to contact and it will process our request and serves us the desired web page which is sent back to us using the same network. It is because the message we send and the responses we receive are encrypted with different keys, with a unique key for encryption for every different server visit. The client has access to all the keys but the servers only have access to the keys specific for encryption/decryption to that server. Since this process wraps your message under layers of encryption which have to be peeled off at each different router or node just like an onion that's why it's called an onion router. Now this process of routing your requests is not bulletproof and can be cracked, but the effort required to do so outweighs the reward for a normal use case scenario.

Keywords: Routing Algorithms, Onion Routing, Communication Networks

A STUDY ON FINGERPRINT RECOGNITION SYSTEMS

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This paper is an overview of contemporary researches in fingerprint recognition system. In this paper, algorithms which are applied in the past researches are highlighted and other issues in fingerprint recognition systems are discussed. This paper provides a brief review and the conceptual structure of fingerprint recognition methods. The basic fingerprint recognition system

consists of four stages. The sensors are used for enrolment and recognition to capture the biometric data. The pre-processing stage removes the unwanted data and increase the clarity of ridge structure by using enhancement techniques. Feature extraction stage gets the input from the output of the pre-processing stage to extract the fingerprint features. The matching stage is to compare the acquired features with the predefined template in the database. The database stores the features for the matching stage. The aim of this paper is to review various recent works on fingerprint recognition system and explain fingerprint recognition stages step by step. This paper summarizes the concepts, challenges and applications of fingerprint recognition systems.

Keywords: Finger Print Recognition, Pattern Recognition, Biometrics Validation.

APPLICATIONS OF SUPPORT VECTOR MACHINES

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Classification is one of the most significant tasks in the field of data science. It is found in different applications such as text categorization, tone recognition, image classification, micro-array gene expression, and proteins structure predictions. This paper presents a survey on support vector machines' applications in various fields. Support vector machine is a powerful machine learning method developed to make significant achievements in the field of data mining. They are very crucial for classification problems and the performance is improved by learning from the training samples. In this paper various type of support vector machined are analyzed and compared.

Keywords: Data Classification, Machine Learning, Support Vector Machine, Pattern Recognition

APPLICATIONS OF CLOUD COMPUTING IN HEALTHCARE SECTOR

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Cloud computing is internet based computing where services are provided to the end users. As the various technologies have started to grow, the data is transmitted from server to a local system, and finally the data ended up locally. The companies started to enhance the technologies and started to provide the service through the internet and hence here evolved Cloud computing. This paper presents a survey of various applications cloud computing technologies in healthcare field. Security is only the major factor which, lot of them argues against cloud computing in Healthcare. A patient record is too personal and is to be maintained with high security. In cloud based applications, the data will be maintained globally with the provider. The Healthcare service providers can create integrated online environments where a user can create and store personal records, get information, find doctors, make medical appointments, communicate online, manage medications, share information with providers and more. Both the cloud platform and the cloud provider must ensure all of the medical data remains secure and private. So long as these conditions are met, there will be less and less resistance to cloud computing adoption in the healthcare industry.

Keywords: Cloud Computing, Healthcare Industry, Information Security, Data Privacy.

SECURING MOBILE COMMUNICATIONS USING PUBLIC KEY CRYPTOGRAPHY

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In the present scenario, mobile phones are considered to be the most common communication devices in the history of tele communications. Mobile phones are not only used for casual sending and receiving of data, but also for, social security numbers, bank account details and passwords. Public key cryptography is a proven security solution, which can be used to secure the mobile communications. Several researchers have proposed server-based architectures and public key cryptography solution to secure the mobile communications. This paper discusses various methods of public key cryptography to secure the mobile communications. The implementation of public key cryptography provides confidentiality, authentication, integrity and non-repudiation security services needed for mobile communication. Compared with server based architecture, non-server based architecture has lower risk and the security has been improved. Challenges and most frequently applied methods are compared in this paper.

Keywords: Mobile Communication, Information Security, Wireless Networks, Cryptography.

BLOCKCHAIN TECHNOLOGY – A REVIEW

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Blockchain is a growing list of records, called blocks that are linked using cryptography. Blockchain is the technology that underpins digital currency such as Bitcoin, Litecoin, and Ethereum. This technology allows digital information to be distributed, but not copied. This paper reviews various issues, challenges and techniques of Blockchain. Digital ledger is method to store data in a distributed network. The technology behind this is called Blockchain technology. The potential for Blockchain technology is not limited to bitcoin. Blockchain can also be applied for other currencies rather than crypto-currency. Blockchain method is considered to be the safest transaction method, because the transactions cannot be traced and there is no third party involved.

Keywords: Information Security, Blockchain, Cryptography, Digital Currency, Cryptocurrency.

MONITORING THE CLOUD APPLICATIONS

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This paper is an outcome of review of techniques for monitoring cloud based applications. Cloud monitoring is the reviewing and managing processes of operational workflow of process within a cloud infrastructure. It uses manual or automated methods. Monitoring and management techniques ensure a cloud infrastructure or platform performs optimally. Cloud monitoring is mainly a part of cloud security and management. It is implemented through automated monitoring software that provides central access and control over cloud infrastructure. Administrator of cloud system can review the operational states and health of any cloud based device or component. It is ensuring cloud infrastructure and service availability. Cloud monitoring data is used to measure the performance of the entire infrastructure. Some issues and techniques of cloud monitoring system are discussed elaborately in this paper.

Keywords: Cloud Monitoring, Cloud Architecture, Cloud security, System Control.

A STUDY ON DATA WAREHOUSES

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Data warehouse is large store of data accumulated from a wide range of sources. They are used for business reporting, guide management decision and data analysis. It is considered a core component of business intelligence. It is an advanced technology often associated with enterprise computing in a business environment. There are three types of data warehouse: Enterprise data warehouse, Operational data store and Data mart. It has a great value in analyzing sales information. The significant benefits are potential return of investment, cost-effective decision making, better enterprise Intelligence. In this paper, technologies related to data warehouses are discussed in detail.

Keywords: Data Warehouse, Data Security, Business Intelligence, Data Mart, Data Center

EYE TRACKING SYSTEM IN THE HEAD MOUNTED DISPLAY IN FIGHTER HELMET

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The present work is disclosing the new evolution of the new generation fighter helmet. The costliest,strongest and smart weapon in the history of the avionics.

Every pilot ability will be shown greater with this instrument. Aircraft performance is too better from the history to now because of the new evolutionary helmets. Eye trackers are the main device which is going to be used in the present work. Still now there are night vision display and high definition picture quality display. Sensors are the great workers in the HOD. Eye trackers measures the rotation of the eye and eye motion is sensed. The object which is to be target is take in to the action. So the working is furthermost developed due to eye tracking systems

PREPARATION AND EVALUATION OF ABRASION RESISTANCE AND COMPRESSIVE STRENGTH OF Al/SiC/GRAPHITE BASED METAL MATRIX COMPOSITES

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In the past few years the global need for low cost, high performance and good quality materials has caused a shift in research from evaluation of purely metallic constituents into light weight composite structures. Considered with the matrix phase of pure aluminium or alloy of the same metal and the reinforcement material used is a non-metallic ceramic such as SiC, Al₂O₃, SiO₂ contribute greatly to the structural behaviour once it is processed and tested in the standard conditions. Present work highlights the crucial effect of silicon carbide particulates and specified amount of graphite on aluminium 6061 matrix material. The fabrication of samples were done by most convenient technique called stir casting by adding reinforcing materials in the

range of 3%,6%,9% by weight which is effectively mixed in to the matrix of aluminium 6061 alloys by maintaining the standard conditions. Hardness test, shear properties were evaluated experimentally to assess the influence of Silicon carbide with constant amount of graphite powder on the matrix material. It is observed from the results the addition of ceramic particles influence greatly on the hardness number which increases by increasing the silicon carbide content. Similar trend was observed while assessing the compressive strength of the composites along with considerable change incurred with shear deformation was properly recorded.

Keywords; Silicon Carbide, MMC's, Al-MMC's

ELECTRICAL ENERGY HARVESTING IN AIRCRAFT BY USING CARBON FIBER BATTERY

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The concept of harvesting electrical energy onboard has aroused a renewed interest in aircraft industries. In this context a piezoelectric material is proposed that harvests mechanical vibrational energy available in considerable amount from aircraft wing vibrations due to turbulence. Embarked piezoelectric material which is an electro mechanical converter when replaced in wing panels which undergoes mechanical vibrations and there by generating electricity. A static converter transforms the electrical energy into carbon fibre structural batteries placed in wing panels. Electrification of aircraft is not yet

implemented because in order to fly the aircraft for a long distance, electricity has to be stored in bulk batteries which increases weight and also consumes large space of the aircraft which is the main problem in aviation industry, so we are developing a structural carbon fiber composites with battery functionality. These devices can withstand structural loads while simultaneously storing electrical energy. By designing with enough structural and energy efficiency, these materials enables significant system-level weight reductions by replacing metallic components while providing storage of electrical energy for uses in an aircraft. To enable this concept, we have designed mechanical load- bearing properties directly into the battery electrodes and electrolyte such that each component is itself multifunctional. Carbon fiber fabric as anode material, lithium ion phosphate coated on to aluminum fiber weave as cathode material, and gel polymer electrolytes are each being developed to exhibit a desirable combination of mechanical strength and electrochemical performance. These components are being integrated using moldable, scalable, cost-effective composite processing techniques. A prototype of a real system is reviewed to demonstrate the potential benefits.

DEVELOPMENT OF NANO ORGANIC LAYER ON ZINC SURFACE FOR CORROSION INHIBITION IN ACIDIC MEDIA

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The corrosion inhibition studies carried out on zinc surface using an organic compound in corrosive 0.1 M HCl medium is discussed in the present research work. Weight loss, Tafel polarization and impedance spectroscopic methods have shown good corrosion inhibition efficiency for zinc surface in presence of organic molecules. The results obtained from the different methods are in good agreement with each other. The results from different methods are in good agreement with each other. The corrosion rate decreases with increased concentration of organic inhibitor, which can be dedicated to the development of nano layer on the metallic surface. The nano layered surface adsorption of the organic molecules was found to be spontaneous and the surface study using scanning electron microscope (SEM) confirmed the adsorption on the zinc surface.

GROWTH, LINEAR AND NONLINEAR OPTICAL, ELECTRICAL, MECHANICAL AND DIELECTRIC PROPERTIES OF ZINC SULPHATE DOPED L-ALANINE NANO SINGLE CRYSTAL FOR OPTOELECTRONIC APPLICATIONS

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Research in semi organic materials is an intensifying area because of their fascinating nonlinear optical effects used in optical communication, optical computing, optical amplifiers, optical parametric oscillators, second harmonic devices and other electro optical applications. The conception and fabrication of crystals with nanometric to sub-micrometric size exhibiting strong nonlinear quadratic optical responses is a topic of growing interest. In particular, Second Harmonic Generation (SHG) active nano-crystals offer a broad range of potential applications from nanoprobe for bio-imaging to nano-scale photonics with original optical properties. In this context, single crystals of zinc sulphate doped L-alanine (LAZS) were grown by slow evaporation method from aqueous solution under optimized conditions. These crystals were studied by various characterizations tools viz., structural, FTIR analysis, UV absorption, nonlinear optical (NLO), thermal, dielectric and micro hardness studies. Powder XRD study showed that the grown crystal has

crystallite size of 55 nm with lattice strain being 0.0033. Single crystal x-ray diffraction analysis was carried out to confirm the unit cell parameters and cell volume. The vibrational assignments of various functional groups present in the sample were analyzed by FTIR study. The TGA-DTA study infers that the crystal is stable up to 288 °C. The recorded UV-VIS-NIR spectrum shows that, the crystal has wide window and high transmittance. The dielectric parameters as a function of frequency were measured. The SHG efficiency by Kurtz powder method of LAZS crystal was studied.

Keywords: L-alanine, slow evaporation, XRD, dielectric, NLO

GREEN SYNTHESIS & CHARACTERIZATION OF ALUMINIUM OXIDE NANOPARTICLES BY NEEM EXTRACTS

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The potential role of nanoparticles as future generation antibiotics and its inadequate information on the antibacterial activity of aluminium oxide has led us to synthesise aluminium oxide by leaf extracts (Neem) using eco-friendly green synthesis method. This study is mainly focused on the green synthesis of aluminium oxide nanoparticles by neem extracts leaves. By doing characterization like UV-Visible spectrometer, XRD & SEM it is confirmed that neem leaf extracts have successfully reduced sulphate in an aluminium sulphate precursor to obtain

aluminium oxide nanoparticles. Synthesized aluminium oxide nanoparticles can be used for antibacterial activity.

Keywords: Aluminium oxide, Neem extract, Green synthesis.

SYNTHESIS OF ALUMINIUM OXIDE NANO PARTICLES BY MIMOSA PUDICA PLANT EXTRACT

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Mimosa pudica also called as touch me not or sensitive plant that is belongs to the mimosa genus. This plant grows as weed everywhere and used as a traditional medicine for the treatment of leprosy, dysentery and inflammations. This study will aim the synthesis of Aluminium oxide Nano particle using aluminium sulphate as a precursor material, reduced by mimosa pudica plant leaf extract. Nano particles that are produced by the plants are stable and faster. The present investigation is carried out to synthesis of alumina Nano particles by using this medicinal plant. The formation of aluminium oxide Nano particles were firstly confirmed by the inference of colour change and then by characterization instruments like, FTIR (Fourier transform infrared spectroscopy), UV-Visible spectrometer, Scanning Electron microscope and X-Ray diffractometer studies.

Keywords: Aluminium Oxide, Mimosa Pudica, Nano particles.

FABRICATION OF COST-EFFECTIVE INTERDIGITATED ELECTRODE USING COPPER CLAD WITH CERIUM OXIDE &RGO NANOCOMPOSITE AS A GAS SENSING ELEMENT

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Cerium Oxide (CeO₂) nanoparticles of approximately 30-50 nm diameter were synthesized using precipitation method. Reduced graphene oxide (rGO) was synthesized using modified Hummer's method. The thin film containing CeO₂ nanoparticles were drop casted using poly-vinyl alcohol (PVA) as matrix and mixed with reduced graphene oxide(rGO). The morphology and crystal structure of CeO₂ nanoparticles and rGO were studied by field emission scanning electron microscopy (FESEM) and X-ray diffraction (XRD) respectively. The dispersion of CeO₂ nanoparticles and rGO in PVA is studied using UV-Vis Spectroscopy. Relative sensitivity of CeO₂ and rGO towards gas has to be determined by electrical resistance measurements.

Keywords: CeO₂, PVA, FESEM, XRD, UV-Vis.

FABRICATION OF COST-EFFECTIVE INTERDIGITATED ELECTRODE USING COPPER CLAD WITH CHROMIUM OXIDE &RGO NANOCOMPOSITE AS A GAS SENSING ELEMENT

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Chromium Oxide (Cr₂O₃) nanoparticles of approximately 20-40 nm diameter were synthesized using aqueous precipitation method. Reduced graphene oxide (rGO) was synthesized using modified Hummer's method. The thin film containing Cr₂O₃ nanoparticles were drop casted using poly-vinyl alcohol (PVA) as matrix and mixed with reduced graphene oxide(rGO). The morphology and crystal structure of Cr₂O₃nanoparticles and rGO were studied by field emission scanning electron microscopy (FESEM) and X-ray diffraction (XRD) respectively. The dispersion of Cr₂O₃ nanoparticles and rGO in PVA is studied using UV-Vis Spectroscopy. Relative sensitivity of Cr₂O₃ and rGO towards gas has to be determined by electrical resistance measurements.

Keywords: Cr₂O₃, PVA, FESEM, XRD, UV-Vis.

SYNTHESIS AND CHARACTERIZATION OF ZNO NANO METAL OXIDE FOR EFFLUENT WATER TREATMENT

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In this work, zinc oxide (ZnO) was prepared by precipitation method from zinc sulphate heptahydrate and sodium hydroxide of 1:2 ratio in presence of cetyltrimethylammonium bromide(CTAB) in aqueous solution at room temperature. Followed by calcination at 400⁰ C for 3 hr. properties of the synthesized ZnO nanoparticles were studied by XRD, SEM. The XRD results indicated that the synthesized ZnO nanoparticles had the pure hexagonal (wurtzite) structure with space group of P63mc (no. 186). Scanning electron microscopy showed that resulted ZnO is flower type. CTAB plays significant role in the formation of flower like ZnO. Prepared nanoparticles were then subjected for the Treatment of the Effluent by Photo catalysis method. To study the effect of parameters such as initial concentration, contact time, adsorbent dose, solution pH and temperature for the removal of colouring agents and metal ions from effluent water by metal oxide nanoparticles were studied by batch adsorption techniques there by knowing the Effect of size , shape, Time, temperature and pH of the metal oxides on water purification.

ONE STEP GREEN SOLUTION PHASE SYNTHESIS OF COPPER NANOFLUIDS FOR ENHANCED THERMAL CONDUCTIVITY AND STABILITY

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Miniaturization of gadgets has necessitated the development of ultrahigh performance coolants. Nanofluid refers to the class of fluids containing stable dispersions of nanoparticles of metals or nonmetals within the base fluids. Since the properties of the nanofluids are highly sensitive to the synthesis conditions, optimization of the synthetic condition to fine tune the size, morphology, composition of the resulting nanofluid is the need of the day. Among metals copper which has higher conductivity, higher resistance to corrosion and is cost effective is the best choice as an additive to the base fluid. Herein, we employ a one step synthetic approach for preparing copper nanofluids for enhancing its thermal conductivity. Copper nanofluids are prepared by the reduction of copper acetate using fructose with 1:1 mixture of water and ethylene glycol acting as base fluid. The solution phase synthesis uses sodium lauryl sulphate as a stabilizing agent. The synthesized nanofluid is characterized by X-ray diffraction technique for phase structure, field emission scanning electron microscopy for morphology, energy dispersive X-ray spectroscopy for elemental composition. The spherical nanoparticles obtained with size ranging from 20 to 30 nm showed only a single phase with a diffraction pattern which could be indexed to face centered cubic copper

(ICDD card number 04-0838). The sedimentation measurements at room temperature showed a stability of 10 weeks. The rheological measurements revealed the nanofluid to be Newtonian in nature. The synthesized nanofluid showed a thermal conductivity of $2.1 \text{ Wm}^{-1}\text{K}^{-1}$ at $30 \text{ }^\circ\text{C}$. The higher conductivity of copper, uniform and stable dispersion of the nanoparticles led to such high conductivity of the resulting nanofluid. This synthetic technique involving greener chemicals and simple approach can be very well extended to other materials and can be utilized for large scale preparation as well.

**GREEN SYNTHESIS OF ZNO NANOPARTICLES FROM
TINOSPORACORDIFOLIA AND THEIR USE AS A
PHOTOCATALYST FOR ORGANIC DYE DEGRADATION FOR
WASTE WATER TREATMENT**

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In this paper, we report the synthesis of ZnO nanoparticles using *Tinosporacordifolia*

leaves as natural precursor via precipitation method. Formation and characterization of ZnO nanoparticles was established by UV-VIS spectroscopy, Fourier transform infrared spectroscopy, scanning electron microscopy and X-ray diffraction. The synthesized nanoparticles have hexagonal structure of an average grain size of 35 nm confirmed from X-ray diffraction analysis. The synthesized ZnO nanoparticles have been employed as photocatalytic agent to degrade the organic dye Congo red under

visible light by exposing the visible light for one hour. ZnO nanoparticles degraded almost 90% of Congo red dye. The waste water was used which was contaminated by Congo red dye and microbes. We also studied the antibacterial activity and it was found that the synthesized ZnO nanoparticles have potential applications in antibacterial activity. For antibacterial studies we used Bacillus subtilis as a gram positive and Escherichia coli as gram negative bacteria.

Keywords:ZnO nanoparticles, Photocatalytic activity, Tinosporacordifolia, Green synthesis

SYNTHESIS AND CHARACTERIZATION OF ELECTROPLATED TIN MATERIAL USED AS ANODE FOR LITHIUM-ION BATTERIES

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Electrodeposition is the process in which a metallic coating deposited on a conducting surface by passing electric current through an electrolyte of desire metal. Major components of electroplating are anode, cathode and electrolyte. Stainless-steel actas an anode plate was used to clean the surface of the Cu-foil to be coated, where Cu-foil as cathode and NaOH+NaHCO₃ (cleaning solutions) as an electrolyte. Seven Tin samples were prepared by electroplating on a copper foil as a cathode in a two-electrode glass cell. An aqueous solution formed by tin tetrafluoroborate, boric acid, urea work as an electrolyte and tin metal as a counter electrode. When desire current was applied with known time tin gets deposited on the copper foil. By varying time and current different thickness of tin materials were obtained.The synthesized samples were characterized by using powder XRD, FE-SEM and Cyclic

voltammetry. These synthesized anode materials were use for construction of button cell against lithium metal as cathode material.

SMART GARBAGE

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The main concern with the environment is waste management which in addition to disturbing the balance of the environment also has adverse effects on the health of the society. The detection, monitoring and management of wastes is one of the primary problems in present days. The traditional way of manually monitoring the wastes in waste bins is a complex, cumbersome process and utilizes more human effort, time and cost which is not compatible with the present day technologies. This project Smart Garbage is a very innovative system which will help to keep the cities clean. This system monitors the garbage bins and informs about the level of garbage collected in the garbage bin via a web page. By implementing this project, overflowing of garbage from the garbage bin can be avoided and garbage disposal problem can be minimized.

BINARY METAL OXIDE SnO_2 - CuO NANOCOMPOSITE FOR LI-ION BATTERY APPLICATIONS

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Promising properties of metal oxide nanoparticles are projected worldwide attention for its diverse applications. In this paper, binary SnO_2 - CuO nanocomposite has been prepared by ultrasonication method and analysed for lithium ion battery. Synthesised composite has been characterised through XRD, FTIR, BET-BJH, SEM-EDS and HRTEM for the confirmation of elemental presence, crystallinity, surface area, topography and elemental composition. X-ray diffraction also revealed the crystalline nature and average size of the particles is found to be about 10 and 16 nm for SnO_2 and CuO phases respectively. FTIR confirmed the presence of Sn-O-Sn and Cu - O vibrations. SnO_2 - CuO anode exhibited high initial discharge capacity of 1365 mAh g^{-1} and maintained 252 mA h g^{-1} at 100th cycle through C/10 rate. Stability of multistep electrochemical reversible reactions has confirmed by CV curves during the lithiation and de-lithiation process. It retained 90 mA h g^{-1} capacity at higher 2C rate. Enhancement in the electrochemical results attributed to the high surface area of 23.29 m^2/g and well dispersed nanoscaled particles.

Keywords: SnO_2 - CuO nanocomposite; Ultrasonication; HRTEM; Li-ion batteries.

SI NANOWIRES FOR GAS SENSOR: SYNTHESIS, CHARACTERIZATION AND APPLICATIONS

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Nanomaterials has got excellent electrical properties as they exhibit quantum confinement. Here in this work we have used 1D semiconducting Silicon nanowires (SiNWs) which exhibit quantum effects in two dimensions and allows electron to move only in one dimension. Silicon nanowires (SiNWs) were grown by using VLS (Vapor-Liquid-Solid) growth technique. The method used is a bottom up approach of synthesis of nanomaterials. The VLS growth technique uses gold nanoparticles to activate the vapor deposition of the precursor gas and initiate a 100 nm diameter SiNWs network growth. The synthesized SiNWs were characterized by XRD, Scanning Electron Microscope (SEM) and Transmission Electron Microscope (TEM). SiNWs were integrated with resistors by fabrication and tested electrically. Electrical measurements like resistant variation before and after exposing chemical

gases and humidity, IV characteristics SiNWs based resistors show the potential usefulness of these SiNWs as gas sensors.

Keywords: Silicon nanowires (SiNWs), Semiconductors, VLS growth technique, Gas sensors

NOBLE METAL NANO-PARTICLES WITH TUNABLE PLASMON RESONANCE WAVELENGTH

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In the last few years nano materials research is gaining more importance to explore the possibility of converting its special properties to end user applications. The special physical characteristics, including high surface to volume ratios, the nano-particles shows unique chemical as well as biological properties, as compared to their counterpart in bulk form. These unique properties have resulted in increased usage of nano-particles in various fields such as industry, agriculture, medicine, covering photonics to electronics, biochemical sensing to imaging. An eco-friendly and cost effective way of preparing nanomaterials is via green route, here biological agents are used to synthesis nanoparticles. In the present study, an attempt has been made to synthesize the gold and silver nano-particles (Au and Ag NPs) through green route by using mixture of spice extracts. Optical and structural properties of the

nanoparticles were carried out. The UV-Vis spectra analysis shows the absorption peak at 430 nm and 530 nm, indicating the formation of silver and gold nanoparticles, respectively. Interestingly, we have observed two prominent absorption peaks in optical spectra for gold at particular volume of spice extract and FESEM analysis confirms a change in shape of the gold nano-particles. A successful synthesis of Ag NPs and Au NPs was done via green route and it was found that size and shape of the particle varies with quantity of spice extract. In conclusion, the size and shape of the gold and silver nano-particles may be tuned by varying the quantity of spice extract.

NANOBIOFERTILIZERS

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Bio-fertilizers are substance applied to soil or plant surface to promote growth of plant by providing nutrients. Bio-fertilizers become an imperative to restore the soil with a beneficial microbial population. Bio-fertilizers contain live cells of specific isolated strains of bacteria and fungi which are formulated in suitable carrier. Nanotechnology is one of the promising technologies for wide range of applications in agriculture and related fields. Nanotechnology helps for the creation of advanced, low cost and environment friendly nano bio-fertilizers. Nano bio-fertilizers requires nitrogen and carbon rich sources like dry leaves, eggshells, used tea powder, flowers, wood powder, charcoal, coconut coir etc. In this present study, The soil from areca nut plantation was taken and dried, then several tests were conducted, and even water used for areca nut plantation was tested. Organic compost was prepared by using

materials containing nitrogen and carbon rich sources. Using coconut coir, charcoal and agar jells, brick-shaped compost was prepared and the nano balls of compost are injected to the brick. And this brick will be used as nano bio-fertilizers. In the near future nano bio-fertilizers will play major role in Agriculture.

Key Words: Nano Bio-fertilized-Organic Compost, Coconut coir Compost.

POLY (BENZYDAMINE) MODIFIED SENSOR FOR CATECHOL IN PRESENCE OF HYDROQUINONE: A VOLTAMMETRIC STUDY

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Benzylamine was electropolymerised on the surface of carbon paste electrode by cyclic voltammetric technique. The fabricated Poly(benzylamine)MCPE showed an excellent electrocatalytic activity towards the oxidation of catechol (CC) and hydroquinone (HQ) in 0.2M phosphate buffer solution of pH 7.4 with scan rate 50mVs^{-1} . The effects of scan rate, concentration, and pH variation were carried out electrochemically. From the scan rate study, the oxidation of catechol (CC) and hydroquinone (HQ) was found to be diffusion controlled. The pH study confirms transfer of the same electrons and protons number in the redox mechanisms. The simulations determination of CC and HQ was analysed by using the cyclic voltammetric technique. The interference studies showed that the modified electrode exhibits excellent selectivity and sensitivity. The detection limits 5.7 and $3.7\mu\text{M}$ were obtained for CC and HQ, respectively. The proposed sensor Poly(benzylamine)MCPE shows good sensitivity and selectivity towards

determination of two dihydroxybenzene isomers CC and HQ individually and simultaneously.

Keywords: Catechol, hydroquinone, Benzydamine, Cyclic Voltammetry, Electropolymerisation, Carbon Paste Electrode.

A STUDY ON SYNTHESIS AND CHARACTERIZATION OF POLYMER/ZNO NANOCOMPOSITES

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Polymer nanocomposites have recently attracted considerable interest because of their excellent structural, mechanical and electronic properties which leads to potential applications in nano-electronic devices. Experimentally introducing inorganic nanoparticles into conducting polymer matrix could significantly improve the mechanical and electrical properties of the polymer matrix. Inorganic semiconductor ZnO (Zinc Oxide) is gaining lot of applications because of its exceptional characteristics, such as wide band gap (3.37 eV) and large exciton binding energy (60meV) at room temperature. Because of these properties, it has been comprehensively studied to produce optical and electronic devices such as LEDs (Light Emitting Diodes), Solar cell, transducers, Photo-detectors etc. When this inorganic semiconductor ZnO is added in polymer matrix it gives improved physical and chemical properties. These improved characteristics pertain to various electronics applications. This research paper provides an overview of different polymer matrix containing inorganic ZnO nanoparticles also offers a comprehensive discussion on technology, modeling, characterization, processing, production, applications of polymer nanocomposites. Important research findings on Polymer-ZnO nanocomposite have been discussed.

Keywords—Polymers, ZnO, Nanocomposites

ULTRA-SONICATED CUO-NIO NANOCOMPOSITE FOR PHOTOCATALYTIC ACTIVITY AND ANTIBACTERIAL STUDIES

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CuO-NiO nanocomposite was prepared by ultra-sonication method. The composite nanoparticles (NPs) were characterized by XRD, FTIR, UV-DRS and SEM with EDS for photocatalytic degradation and antibacterial studies. XRD data indicated that the formation of monoclinic and hexagonal crystallite structures for CuO and NiO respectively. FTIR confirmed the presence of Cu - O and Ni - O molecular vibrations. Surface morphology and elemental composition of composite was analysed by SEM with EDS. CuO-NiO NPs acts as good photocatalytic material towards the Methylene blue (MB) dye degradation compared to individual metal oxides under the UV light interaction. CuO and NiO NPs also exhibit significant antibactericidal activity against gram +ve *S. aureus* and gram -ve *P. Aeruginosa* bacteria's. CuO-NiO composite NPs possess good photocatalytic as well as antibacterial activity.

Key words: CuO-NiO NPs; Ultrasonication method; Photocatalytic activity; antibacterial activity;

DYE DEGRADATION OF CONGO RED BY MoS_2 AND TiO_2 NANOCOMPOSITES

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The chemical synthesis of nanoparticles is economic and doesn't require high energy consumption machineries. The textile industries produce abundant amount of wastage every year which may lead to global warming or harmful to aquatic animals. In this work significant attempt has made to for synthesis of MoS_2 by hydrothermal synthesis and TiO_2 nanoparticles by chemical method and use them to degrade the Congo red dye. The synthesized MoS_2 and TiO_2 nanoparticles were characterized by UV visible spectrophotometer for primary confirmation and XRD for structural analysis. The Scanning Electron Microscope and Transmission Electron Microscope revealed the size of synthesized MoS_2 nanoparticles were of 30-40 nm and TiO_2 nanoparticles were of size 50-60 nm. Then the MoS_2 and TiO_2 nanoparticles were incorporated into the dye and observed the dye degradation phenomena by observing colour change.

Keywords: MoS_2 and TiO_2 nanoparticles, Congo red dye, Dye degradation, hydrothermal synthesis.

ELECTROCHEMICAL STUDIES OF DRUG INTERMEDIATE 4-CHLORO,8-(TRIFLUORO METHYL) QUINOLINE FOR MILD STEEL IN 1M HCL SOLUTION

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Corrosion inhibition of mild steel by a 4-Chloro,8-(TrifluoroMethyl) Quinolinehas been investigated by using electrochemical methods such as polarization and electrochemical impedance techniques. The experimental results suggested that, 4-Chloro,8-(TrifluoroMethyl) Quinoline is a good corrosion inhibitor for mild steel in 1M Hydrochloric acid medium at 303 K.The surface morphology of steel surface was studied by scanning electron microscopy (SEM).

Keywords:4-Chloro,8-(TrifluoroMethyl) Quinoline, Inhibitor; SEM; Polarisation.

NOVEL ANTIPSORIATIC TOPICAL ETHOSOMAL GEL CONTAINING METHOTREXATE

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The purpose of the study was to formulate effective Methotrexate ethosomal gel formulations. Methotrexate, a hydrophobic drug is used in the treatment of psoriasis which is encapsulated in nanosize ethosomes. Methotrexate was encapsulated in ethosomal suspension. Then it was incorporated into gel using carbopol as gelling agent. In this study, the ethosomal suspension containing methotrexate were prepared

using various phospholipids and ethanol concentration and their characteristics such as surface morphology, particle size analysis, zeta potential, entrapment efficiency etc were evaluated. Entrapment efficiency of the formulation 2 formulation containing 3 ml soya lecithin and 40 ml of ethanol was found to be 77% which is higher than the other five formulations. The *in vitro* release study of the F2 formulation was found to be 71.1% at 12hr. It was incorporated into carbopol 934 gel to make 1% of Methotrexate ethosomal gel . The prepared gel was then evaluated for its parameters like physical appearance, pH, drug content, spreadability, viscosity, *In-vitro* diffusion studies and Kinetic studies. The *in vitro* diffusion studies of Methotrexate ethosomal gel was found be 81% at 16hr. The stability studies of the ethosomal gel was carried out as per as ICH guidelines at $25\pm 5^{\circ}\text{C}$ at $(60\pm 5\% \text{RH})$ and $4\pm 2^{\circ}\text{C}$. From the present study it can be concluded that ethosomes have higher permeability of the drug and can be used in the topical treatment of Psoriasis.

Key words: Methotrexate, Ethosomes, Phospholipids, Gel .

3D PRINTING OF DENTAL IMPLANT DESIGN MODIFICATION

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Osseo integration is the ultimate goal of a dentist, after placement of dental implants. In some cases achieving optimal levels of Osseo integration becomes questionable in case of areas needing additional soft and hard tissue grafting as well as implants placed in the posterior maxillary region. If a design modification can be applied to the Currently used dental implant the problems like the additional grafting procedures and the cost involved in the same as well as the time taken in performing the additional surgeries can be reduced. This paper describes one such design modification of the currently used dental implants.

MICROWAVE PROPERTIES OF GAMMA IRRADIATED MG-ZN FERRITE.

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Ferrites are the special class of ceramics which exhibit the properties of magnetic semiconductor. Magnesium zinc ferrite sample was prepared by conventional solid state technique. Structural characterizations were confirmed by X ray diffraction analysis. Particle size calculated by Scherer method and found to be in the order of nano scale. Surface analyses were done by Scanning electron microscope. Electrical conductivity of gamma irradiated samples was studied at room temperature. The microwave properties (complex permittivity and permeability were measure in the frequency range 8-13 GHz. The real and imaginary part of both permeability and permittivity are found to be decreases with increasing frequency in microwave region.

Key words : Mn-Zn ferrite, gamma irradiation, micro waves, properties

DYE DEGRADATION OF CONGO RED BY MoS_2 AND TiO_2 NANOCOMPOSITES

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The chemical synthesis of nanoparticles is economic and doesn't require high energy consumption machineries. The textile industries produce abundant amount of wastage every year which may lead to global warming or harmful to aquatic animals. In this work significant attempt has made to for synthesis of MoS_2 by hydrothermal synthesis and TiO_2 nanoparticles by chemical method and use them to degrade the Congo red dye. The synthesized MoS_2 and TiO_2 nanoparticles were characterized by UV visible spectrophotometer for primary confirmation and XRD for structural analysis. The Scanning Electron Microscope and Transmission Electron Microscope revealed the size of synthesized MoS_2 nanoparticles were of 30-40 nm and TiO_2 nanoparticles were of size 50-60 nm. Then the MoS_2 and TiO_2 nanoparticles were incorporated into the dye and observed the dye degradation phenomena by observing colour change.

Keywords: MoS_2 and TiO_2 nanoparticles, Congo red dye, Dye degradation, hydrothermal synthesis.

Review Of The Process And Use Of Classification And Regression Tree Method In Nursing Research

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Aim : This paper presents a review of Classification and Regression tree analysis and its use in nursing research

Background : Classification and Regression Tree analysis is an exploratory research method used to show association between variables unsuited to traditional regression analysis. Intricate interactions are shown between covariates and variables of interest in Inverted tree diagrams

Design Review

Data Sources.

English language literature was sourced from Ebooks, Medline Complete and CINAHL plus databases, Google and Google Scholar , hard copy research texts and retrieved reference lists for terms including Classification and Regression Tree and derivatives and recursive partitioning from 1984-2013.

Review — Classification and Review Tree is an important method to identify previously unknown patterns among data. The reasons to adopt this method is for quantitative research issues regarding data quality and its usefulness and validity of findings should be considered.

Impact on Nursing Research

Classification and Regression Tree analysis is an important method to guide nurses to minimize gaps in applications of evidence to practice. With ever-increasing data availability it is important for nurses to understand the use and limitation of research method.

Conclusion — Classification and Regression Tree is an easy interpreted method to model interactions between health related variables. A graphical representation of knowledge is presented, giving insightful understanding of intricate and hierarchical relationships in an accessible and useful way to nursing and other health professions.

Keywords : Classification Tree , data analysis , data mining, decision tree, nursing research, recursive partitioning , regression tree, research method.

RAPID SYNTHESIS OF SILVER NANOPARTICLES FROM HIBISCUS FLOWER EXTRACT BY MICROWAVE METHOD AND THEIR ANTIBACTERIAL STUDIES

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The silver nanoparticles can be synthesized by chemical, physical and biological routes. Among the three methods employed, the biological method is eco-friendly, economic and non-toxic approach. Silver nanoparticles were synthesized by using Hibiscus flower extract. Hibiscus flower extract is well known for medical applications including pharmaceuticals and cosmetics. The synthesized silver nanoparticles were characterized by UV-Spectrophotometer for primary conformation. The silver nanoparticles were then subjected to XRD, FTIR, EDAX, SEM and AFM analysis. The XRD results confirmed the nanostructures formed were FCC structure. FTIR and EDAX studies verified the presence of Ag nanoparticles. The SEM and AFM result showed silver nanoparticles formed were of size 60-75 nm. The silver nanoparticles were later conjugated with 4 antibiotics and subjected to zone of inhibition test which confirmed the improvement of efficiency of antibiotics against both gram positive and negative bacteria.

Keywords: Green synthesis, Hibiscus flower, Antibacterial activity, Silver nanoparticles, Antibiotics.

NANOFILTER FOR DESALINATION OF WATER USING MoOS₂ NANOPORES AND SILVER NANOPARTICLES

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The major problem of world is lack of fresh water and many reports shows that the world will face severe problem in the future. Nanotechnology is providing some of the solutions to remove salt content in the water by using grapheme and carbon nanotubes led to the development of a variety of nanoporous membranes for water purification. In our work significant attempt has been made to remove salt content. By performing molecular dynamics simulations we can show that a nanopore in a single-layer molybdenum disulfide can effectively reject ions and allow transport of water at a high rate. More than 78% of ions are rejected by membranes having pore areas ranging from 40 to 80 Å². Water flux is found to be two orders of magnitude greater than that of other known nanoporous membranes. Pore chemistry is shown to play a significant role in modulating the water flux. Pores with only molybdenum atoms on their edges lead to higher fluxes, which are around 50% greater than that of graphene nanopores. These observations are explained by permeation coefficients, water density and velocity distributions in the pores. The silver nanoparticles were also coated on the filter which shown a greater antibacterial properties through zone of inhibition studies.

These silver nanoparticles helped in the removal of microbes presented in the salt water in this way along with removal of salt we were able to kill the microbes.

Keywords: Desalination, Water purification, MoS₂ nanopores, Silver nanoparticles, permeation coefficients.

FABRICATION AND TESTING OF SOLAR POWERED IRRIGATION SYSTEM BY USING CRANK AND LEVER MECHANISM

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The intent of this project work is to provide general guidance on the design of small solar-powered water pump systems for use with livestock operations or irrigation systems. This work aims to provide a review of the basic elements of electricity, a description of the different components of solar-powered water pump systems, important planning considerations, and general guidance on designing a solar-powered water pumping system by using crank and lever mechanism. This also provides design examples for typical design models and standard drawings for use. This system consists of solar powered water pump along with an automatic water flow control using a moisture sensor and GSM system. It is the proposed solution for the present energy crisis for the Indian farmers. When the moisture content of the soil is reduced then the sensor sends detected value to the microcontroller. Then the water pump is automatically ON according to the moisture level. The main

aim of this project is to reduce the human intervention for farmers and use solar energy for irrigation purpose and improvements in rural area by using lakes for irrigation purposes. In addition, the system is powered by an intelligent solar system in which solar panel targets the radiation from the Sun. Other than that, the solar system has reduced energy cost as well as pollution. The system is equipped with two input sensors; two soil moisture sensors. Soil moisture sensor measures the humidity of the soil.

TESLA COIL WIRELESS POWER TRANSMISSION SYSTEM

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The intent of this project is to present design of wireless power transmission using tesla coil. While travelling on the long routes most of our youth is more comfortable with mp3 players, headphones and smart phones. Also now a day's smart phone are essential for cashless purpose. But the main issue with smart phone are there battery running down. We are not able to carry the charger everywhere and finding the place for charging the smart phones. Here started the new era of technology '**Wireless Power Transmission**'. The project describes the importance of wireless power transmission in future days. There are two ways of electrical energy transmission one is wired and other is wireless. Wired electric transmission is

complicated in design, easy way to overcome this disadvantage by using wireless transmission.

BIOCOMPATIBLE RAZMA SEEDS ASSISTED CUO NANOPARTICLES FOR ANTIBACTERIAL AND PHOTOCATALYTIC DEGRADATION STUDIES

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Copper oxide nanoparticles (CuO NPs) were synthesized by solution combustion method using razma seed extract as fuel. The structure and morphology of the product was characterized by XRD, FTIR, RAMAN, UV-DRS, SEM with EDAX, TEM and PL Spectroscopy. The nanoparticles were subjected to photocatalytic activity. Biological activities such as antimicrobial studies were also studied. XRD pattern demonstrated the formed product belongs to monoclinic phase with crystallite structure. SEM images show that the particles are agglomerated to form sponge like structure and the average crystallite sizes were found to be ~17- 23 nm by Scherrer's method. PL spectra exhibited 4 emission edges at 441, 461, 493, 543 nm upon excitation at 335 nm because of oxygen deficiencies. The prepared CuO NPs exhibit excellent photocatalytic activity for the photodegradation of methylene blue (MB) indicating that the CuO NPs are photocatalytic semiconductor materials. CuO NPs exhibit significant bactericidal activity against *Klebsiella aerogenes*, *E.coli* using the agar well diffusion method, furthermore, this study was successfully demonstrated the synthesis of CuO NPs by simple ecofriendly

route employing razma seeds extract as fuel that exhibit photodegradative, and antibacterial activities.

Key words: CuO, Solution combustion, TEM, Photocatalytic activity, PL and Antibacterial

SYNTHESIS AND STUDIES OF OPTICAL AND PHYSICAL PROPERTIES OF HOLMIUM (Ho³⁺) IONS DOPED BISMUTH –TELLURITE GLASSES

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Rare earth doped bismuth tellurite glasses have currently been attracting the attention of many researchers as optical device and laser material. In the present work, Holmium doped bismuth - tellurite glasses have been prepared through conventional melt quenching method. Non crystalline structure of glasses was confirmed with the aid of X-Ray Diffractometer measurements. Physical properties such as density and molar volume have been investigated by applying suitable formulae and the values procured provide the information about the structural stability of glass samples. The influence of Ho³⁺ ions on the optical properties of bismuth - tellurite glasses was studied through UV-visible region of wavelength 200-1100 nm absorption spectra were recorded at the room temperature. The Urbach energy and optical energy bandgap values are described by resources of Davis–Mott method. The refractive index of all the prepared glass samples is also measured and these values are used to determine the corresponding molar refraction, molecular polarizability of oxide ions by making use of appropriate mathematical relations. By means of the absorption edge studies, the values of optical bandgap energies have been estimated. The studied glasses show evidence of highest refractive index as 2.695 and the direct band gap energy values ranges from 2.097 to 2.675 eV. With respect to small variation of holmium (Ho³⁺) ion concentration the non-

323K. The concentration of inhibitor used was in the range of 1.25 – 5 mM. The surface morphology was studied using scanning electron microscopy, atomic force microscopy, and energy dispersive X-ray analysis. The inhibition efficiency was found to increase with increasing inhibitor concentration and decreasing temperature. Polarization studies revealed that TNCOPc acts as a mixed type inhibitor at all concentrations of it. The maximal inhibition efficiency of 86.48 % was obtained with TNCOPc at its optimum concentration of 5mM. Adsorption studies revealed that the adsorption of this inhibitor underwent both physisorption and chemisorption on the surface of the metal and followed the Langmuir adsorption isotherm. The kinetic and thermodynamic parameters were calculated and discussed in detail. The results obtained by both Tafel polarization and electrochemical impedance spectroscopy methods were in good agreement with each other. TNCOPc emerged as a potential inhibitor for the corrosion control of mild steel in a hydrochloric acid medium.

Keywords: Mild steel, green inhibitor, Tetranitro cobalt phthalocyanine, Tafel polarization, electrochemical impedance spectroscopy, scanning electron microscopy

MONITORING OF AGRICULTURAL CROPS USING WIRELESS SENSOR NETWORK TECHNOLOGY

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The main purpose of this paper to recognize several micro nutrients and macronutrients present in the soil by deploying chemical sensors in a different locations in the crop field. And it collects data and the range of different soil nutrients and transmits to the data server through the wireless sensor networks. The chemical level of the soil is monitored by the sensors and data is transmitted over the wireless channel to the farmer's system through which he can timely get the knowledge of chemical level in the soil in his field and accordingly he can apply fertilizers to his farm. The application of commercial N, P, and K fertilizers has contributed to a tremendous increase in yields of agricultural crops. However, excessive use of these fertilizers has been cited as a source of contamination of surface and groundwater. There are different stages in crop growing and each step requires different nutrient levels. Therefore, a farmer has to spend a lot of time in monitoring the fields. There are various techniques are available to measure soil nutrients level, farmers can improve the crop production. Because insufficient nutrient levels can unhelpfully affect crop production.

Keywords: Wireless Sensor Networks, Soil nutrient and its sensors, Agriculture, Crop productivity.

STATUS OF AMBIENT AIR QUALITY IN CHITRADURGA

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The air we breath, the water we drink and the food we eat are all contaminated. Therefore, they require thorough analysis by modern tool of analytical chemistry in order to know their status.

DUAL INTAKE SYSTEM IN TWO-STROKE ENGINE

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Small capacity two stroke engines are used for several applications in spite of their considerable short circuiting losses, which are responsible for high fuel consumption and enormous HC and CO emissions Stringent emission laws, in consequent to environmental concerns and the need for more efficient and economical engines, have led to reduce fuel losses and pollutant emissions. Unfortunately small two stroke engine manufacture are less willing to replace the existing two stroke engines due to increased expenditure and lack of alternatives. A ball valve assembly can contribute to reaching the above mentioned goals by providing a means for easy and neat scavenging processes in two stroke engines. In this arrangement, the transfer port is fitted with a ball valve. During the expansion stroke when piston uncovers the transfer port the pre heated air enters the combustion chamber, instead of air fuel mixture doing

the process. As a result of this complete combustion of air fuel mixture can be ensured and escape of fresh charge through exhaust port without undergoing combustion process can be avoided. Thus the unburned fuel which comes along with the exhaust gases can be considerably reduced thus reducing exhaust emissions.

Keywords: two stroke engines, ball valve, pollutant emissions, piston, HC and CO emissions.

EFFECT OF BURR HEIGHT IN DRILLING LOW CARBON STEELS FOR DIFFERENT DRILL POINT ANGLES

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In the present work low carbon steel have been used to observe the burr height at the exit end of the work piece of a drilled hole under different machining conditions. Three uncoated 12mm diameter HSS twist drills are used. These drills have different drill point angles i.e. 1180, 1000, 800. All the experiments are carried out on a CNC milling machine with and without the application of coolant. Cutting speed and feed are chosen within the range of 20-31m/min and 0.032-0.08mm/rev respectively. Ranges of cutting speed and feed are selected considering usual industrial practice for drilling mild steel with HSS drill bit. The result from these set of experiment reveal that the increase in cutting speed increases the burr height at given feed rates in both the cases of drilling without coolant and with coolant. An increase in feed rate generated less burr height values at a given cutting speed. It was observed that the drill bit having a point angle of 1180 produced the least burr for the drilling with and

without the use of coolant. The validation of the experiment results is done using ANN. The neural network algorithm with the three layers is applied to model the experimental burr height for the drill point angle. The ANN values matched very well the experimental results.

Keywords: Burrs, Burr Height, HSS Drill Bit, CNC, ANN

A STUDY ON NANO COATINGS FOR BIODEGRADABLE DENTAL DRAPES DESIGN

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The objective is to find suitable nano-coatings that can provide good water-resistant properties for the dental drapes. The dental drapes made up of wood powder, banana fiber and epoxy have inferior water-resistant properties. Biodegradable drapes cost per use decreases drastically if they are reusable. Hence nano-coated drapes will bring superior water-resistant properties to drapes and also decrease cost per use. It was evident that composites made up of wood powder, banana fiber and epoxy were vulnerable to water, whereas nano-coatings demonstrate good water resistance and fire resistance even after water immersion.

Keywords: Dental drapes design, nano-technology, Composites, Wood powder, Banana fiber, Epoxy

AGRICULTURE CROP PREDICTION USING MACHINE LEARNING

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Looking at the current situation faced by farmers in Maharashtra, we have observed that there is an increase in suicide rate over the years. The reasons behind this includes weather conditions, debt, family issues and frequent change in Indian government norms. Sometimes farmers are not aware about the crop which suits their soil quality, soil nutrients and soil composition. The work proposes to help farmers check the soil quality depending on the analysis done based on data mining approach. Thus, the system focuses on checking the soil quality to predict the crop suitable for cultivation according to their soil type and maximize the crop yield with recommending appropriate fertilizer.

SYNTHESIS AND CHARACTERIZATION OF ETHYL 4-ACETOXY-3-OXOBUTANOATE FOR THE SYNTHESIS OF FURAN-2,4(3H, 5H)-DIONE

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In present work, we synthesized ethyl 4-acetoxy-3-oxobutanoate which have a significant role in the pharmaceutical industry and a key intermediate in

several biologically active natural products. Using this intermediate, we have tried to synthesize furan-2,4(3H,5H)dione, a natural product used as insecticides, antioxidants and anti-inflammatory compounds. Characterization using FTIR, ¹H NMR, ¹³C NMR and Mass spectra showed the successful synthesis of ethyl 4-acetoxy-3-oxobutanoate. The reagents and conditions used to produce furan-2,4(3H,5H)-dione was unsuccessful because of cyclization of ethyl 4-acetoxy-3oxobutanoate was not promoted at acid medium.

SYNTHESIS AND CHARACTERIZATION OF N-(4-METHOXYPHENYL)-N-METHYL-3-PHENYLPROPIOLAMIDES

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The Carboxylic acid amine coupling reaction is of more fundamental reaction for the synthesis of amides. In the present work we report synthesis of propiolamides from phenyl propiolic acid with N-methyl-p-anisidine using HBTU under nitrogen atmosphere. Propiolamides are very important scaffolds and utilized for the synthesis of various organic derivatives. We prepared compounds viz, N-(4-methoxyphenyl)-N-methyl-3-(ptolyl)propiolamide, 3-(4-acetylphenyl)-N-(4-methoxyphenyl)-N-methylpropiolamide and characterized by using ¹HNMR, ¹³CNMR, HRMS and IR spectroscopic techniques. Recently N-phenyl propiolamides are utilized to derive spirocyclic and heterocyclic compounds namely such as Azaspirotrienone¹ and Oxindole ². We wish to utilize the synthesized propiolamides to develop a novel method for the various type of cyclization reactions which has not yet been reported.

Keywords: HBTU, p-Anisidine, Amines and Acids

SYNTHESIS AND CHARACTERIZATION OF P-(4-SUBSTITUTEDPHENYL)-ACETOPHENONE BY SUZUKI COUPLING REACTION

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Carbon is by nature a stable element and thus, it do not easily react with one another. However, Pd-catalyzed cross coupling reactions are effective in making C-C bonds. Suzuki reaction has been extensively utilized in the synthesis of making Carbon molecules including the most complex one. The present work summarizes the synthesis of different derivatives of biphenyls as agrochemical intermediates and their characterization. The compounds p-(4-methylphenyl)acetophenone and p-(4-methoxyphenyl)-acetophenone were prepared by the coupling of corresponding aryl boronic acids with 4-ketoaryl halides in the presence of base and a solvent. The synthesized compounds were characterized by ¹H NMR and GCMS.

Key Words: Suzuki reaction, palladium, aryl boronic acid, aryl halides and agrochemical intermediates.

SYNTHESIS AND CHARACTERIZATION OF TRIPHENYLENE INTERMEDIATES FOR DISCOTIC LIQUID CRYSTALS

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Triphenylene as a novel core for discotic liquid crystals has remained the focus of considerable attention of liquid crystal scientists for a number of reasons such as thermal stability, fairly accessible chemistry, variety of mesophase and their one-dimensional charge and energy migration properties. Triphenylene derivatives have also been recognized as interesting materials for molecular scale devices, molecular receptors, etc. Electrophilic aromatic substitution in unsubstituted triphenylene yields different derivatives of triphenylene leading to synthesis of variety of novel discotic liquid crystal. Here the synthesis of a number of these intermediates which can be used as a precursor to design novel discotic liquid crystalline materials is mentioned. Unsubstituted hexabutyloxy and hexadodecyloxy triphenylenes have been nitrated under suitable conditions to give mono, tri nitrated triphenylenes. This mono and trinitrated triphenylenes were further reduced catalytically to give mono and triamine triphenylene molecules. The purity of all these intermediates was confirmed using ¹H NMR, ¹³C NMR, and Elemental analysis. Thermal behavior of these molecules were studied using differential scanning calorimeter and some of them are found to be liquid crystalline. The liquid crystal properties are further studied using Polarizing optical microscope and

X-ray diffraction techniques. These intermediates will be used to make novel discotic liquid crystalline materials.

“SYNTHESIS OF HANTZSCH ESTER AND ITS APPLICATION FOR THE SYNTHESIS OF DIBENZYLAMINE”

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1,4-Dihydropyridines (DHPs) belongs to the class of nitrogen containing heterocycles having a six-member ring. The Hantzsch Ester or Hantzsch dihydropyridine synthesis is a multicomponent organic reaction between an aldehyde such as formaldehyde, two equivalents of a β -keto ester such as ethyl acetoacetate and a nitrogen donor such as ammonium acetate or ammonia. We synthesised Hantzsch ester by condensation of aldehyde, methylacetoacetate and ammonium acetate. In this study we synthesized series of Hantzsch ester derivatives and Characterized by GCMS. These Hantzsch esters were further used for reductive amination reactions by treating with benzaldehyde to get the desired Dibenzylamine. Here Hantzsch ester is used as a reductive agent for the reduction of dibenzylamine. Dibenzylamine motifs are found in many important chemical materials, dyes and drug candidates. Such as rubber vulcanizing agent, chemical dyes and intermediate of photodynamic drugs.

Key words: Hantzsch ester, Dibenzylamine

SYNTHESIS AND CHARACTERIZATION OF AZO-FUNCTIONALISED LIQUID CRYSTALLINE COMPOUNDS

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A novel series of azo-functionalised liquid crystalline compounds was synthesised and characterised by ^1H NMR and FT-IR. Five compounds in this series were prepared by varying the alkyloxy chain lengths from $-\text{OC}_4\text{H}_9$ to $-\text{OC}_{12}\text{H}_{25}$ at one end of the molecule and the chain length at the other end was kept constant as $-\text{OC}_{10}\text{H}_{21}$. The mesomorphic properties of these azo compounds were studied using polarising optical microscopy (POM), differential scanning Calorimeter (DSC). The study revealed that these compounds form SmA and SmC mesophases. A qualitative investigation on the photosensitivity of these compounds was performed using UV-Vis spectral studies. The sharp peaks observed in DSC indicate the high purity of the synthesized compounds.

Key words: azo compound; alkyloxy chain length; polarising optical microscopy; mesophase; photosensitivity.

SYNTHESIS AND ANTIMICROBIAL EVALUATION OF NOVEL 4-AMINO-6-(1,3,4-OXADIAZOLO/1,3,4-THIADIAZOLO)-PYRIMIDINE DERIVATIVES

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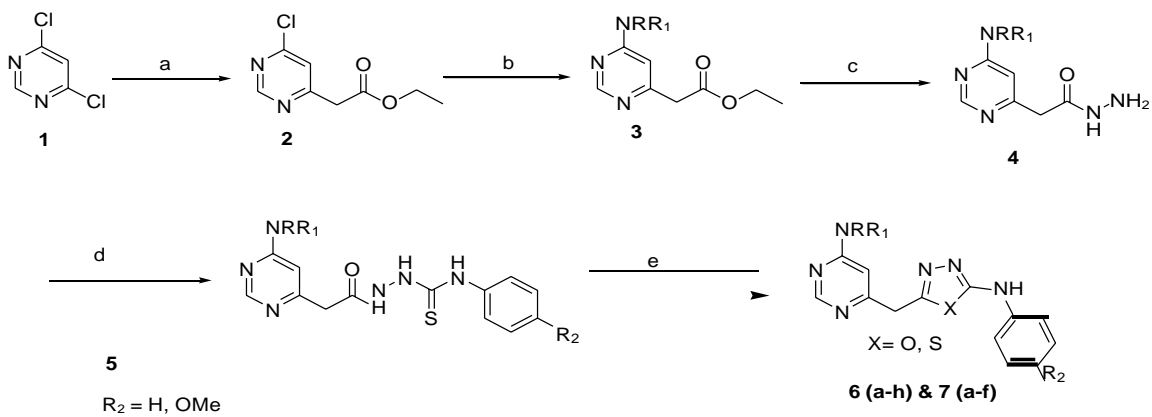
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Pyrimidine plays an important role in medicinal chemistry due to their diverse pharmacological properties. Pyrimidine is present in cytosine, adenine, guanine and thiamine which form part of DNA and RNA, vitamins and co-enzymes. Pyrimidine derivatives show an excellent biological profile as therapeutic agents (i.e., anti HIV, antimalarial, anticancer, antiviral, antibacterial, antifungal), against certain diseases (e.g., cardiovascular, central nervous system activity) and as analgesics.

Oxadiazole/thiadiazole drugs are effective chemotherapeutic agents for the prevention and cure of bacterial infections in human beings. A literature survey revealed that 1,3,4-oxadiazole derivatives play an important role in medicinal chemistry because of their significant biological properties such as antibacterial, anti-inflammatory, anticancer, analgesic and CNS depressant.

The synthesis of several 4-amino-6-(1,3,4-oxadiazolo/1,3,4-thiadiazolo)-pyrimidine derivatives have been taken up owing to their promising biological activities.



Reagents and conditions: (a) Ethyl acetoacetate, 60% NaH, 1,4-dioxane, 60 °C, 6 h; (b) DIPEA, 1,4-dioxane, 100 °C, 14 h; (c) NH₂NH₂•H₂O, EtOH, reflux, 14 h; (d) Tolyliothiocyanatobenzene, DMF, RT, 2 h; (e) X= O: EDC•HCl, TEA, DMF, RT, 14 h; X=S: Conc. H₂SO₄, RT, 14 h.

In the present work, 4-amino-6-(1,3,4-oxadiazolo/1,3,4-thiadiazolo)-pyrimidine derivatives were successfully synthesized by using pyrimidine and 1,3,4-oxadiazole/1,3,4-thiadiazole derivatives. All the synthesized compounds were screened for antimicrobial activity. The biological data show that 4-amino-6-(1,3,4-thiadiazolo)-pyrimidine derivatives are more active than 4-amino-6-(1,3,4-oxadiazolo)-pyrimidine compounds, and benzyl amine derivatives are more potent than aliphatic and cyclic amine derivatives. Among all the compounds, compound **7f** (MIC (μg/mL)/Inhibition (mm): 6.25/23–30) showed good antibacterial and antifungal activity.

A REVIEW OF TRACKING APPROACHES FOR NOISY TARGETS.

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Visual object tracking is an actively researched computer vision problem with various real-world applications in surveillance and security, motion-based recognition, robotics and autonomous vehicles. This paper is a review of the

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latest trends and advances in the tracking algorithms and evaluation of trackers in the presence of noise. The first part of this work comprises a broad survey of recently proposed tracking algorithms. Broadly trackers are classified into correlation filter based trackers and the others as non-correlation filter trackers. Further classification into various types of trackers based on the architecture of tracking mechanism is done here. In the second part of this work, experimental evaluation of trackers for robustness in the presence of additive white Gaussian noise is presented. Performance degradation shown by various trackers is compared. The study concludes that a single tracker may not be able to achieve the same efficiency in the presence of noise as under noise-free conditions. For tracking algorithms a parameter for robustness to noise is to be included

Keywords—Visual Object Tracking, Surveillance, Security, Tracking Evaluation, Correlation filters, Robustness of Trackers.

DESIGN OPTIMIZATION OF POWER MANIPULATOR GRIPPER FOR MAXIMUM GRIP FORCE

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Master Slave manipulators need a gripper with at least 2 Degree of Freedom (DOF). Gripper is used as end effector to carry out complex task in the constrained work spaces. The power manipulator (PM) is one such master slave which reduces the operator load and stress with a power multiplication of 2 to 4 times. The present PM under consideration has a payload capacity of 25 kgf. The grippers used are subjected to higher grip forces than the payloads as they have to use the friction forces to hold. The grippers are designed to have links translating the forces from the motors present above the wrist. If the links are not properly connected and positioned, the performance of the gripper will be affected very badly reflecting a very low payload capacity. This paper deals with the modeling of the gripper for the static force analysis in all possible configurations and also the velocity profile, acceleration profile and force analysis of the links in the gripper jaw. The movement of gripper jaws is actuated by screw driven AC servo motor. Gripper force needs to be found to lift a weight up to 25kg-f payload. The optimization of the gripper can be obtained for various parametric values, aiming for all the positions of gripper jaw; the grip force remains same.

Keywords: Power Manipulator, Gripper force, in-cell manipulator.

IRON DOPED ALUMINUM OXIDE BASED MIXED MATRIX MEMBRANE FOR ANTIFOULING STUDY

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In this study, Iron Doped Aluminum Oxide(Fe:Al₂O₃) nanoparticle have been prepared by using solution combustion method. Fe:Al₂O₃ nanoparticle was prepared by using stoichiometric amount of Aluminum nitrate nonahydrate, Ferric nitrate nonahydrate and Sucrose. Fe:Al₂O₃ nanoparticles and polysulfone (PSf) mixed matrix membrane was prepared by phase inversion method. The nanoparticles and mixed matrix membranes were characterised by Powder X-Ray diffraction, scanning electron microscopy, Energy-dispersive X-ray spectroscopy. Brunner- Emmett-Teller (BET) technique was used to study the surface area of the nanoparticles. Finally the membrane porosity, hydrophilicity, water uptake capacity and porosity have been performed. In addition of nanoparticles enhances membrane property along with better improvement in membrane fouling.

Key Words:Iron doped aluminium oxide (Fe:Al₂O₃) nanoparticles, Mixed matrix membranes, Hydrophilicity, Anti-fouling study.

COBALT NICKEL SULPHIDE: AN EFFICIENT PSEUDOCAPACITIVE MATERIAL FOR HIGH PERFORMANCE SUPERCAPACITOR APPLICATION

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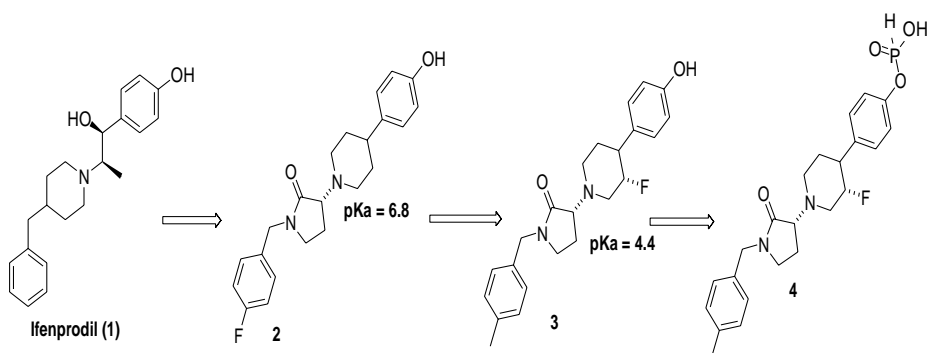
A tremendous rise in the energy demand because of increasing population has made researchers across the globe to focus more on energy storage devices [1]. Batteries lack in offering high power density and cycle life and capacitors lag behind in offering high energy which gave birth to an era of ‘Supercapacitors’ which are a major attraction nowadays towards the efficient energy storage as they are on full swing by providing very high power density, reasonably good energy density [2], high cycle life and fast charge-discharge mechanism offering unusually high specific capacitance which is the need of the hour! In the present work, efforts have been put to come up with electrode materials for supercapacitors which will enhance the properties for the better performance. Binary metal oxides and chalcogenides [3] are considered as well-known materials for pseudocapacitors. Herein, Cobalt Nickel Double Hydroxide (CNDH), Cobalt Nickel Oxide (CNO) and Cobalt Nickel Sulphide (CNS) were synthesized by using a facile solvothermal method and characterized using various techniques such as Field Emission Scanning Electron Microscopy (FESEM), X-ray Diffraction analysis (XRD), etc and studies [2] were performed using Cyclic Voltammetry (CV) and Galvanostatic Charge-Discharge (GCD) for performance studies. The specific capacitance was found to be quite good i.e., 1300 F/g at a current density of 1 A/g for the synthesized CNS and also electrochemical studies were carried out for the synthesized CNDH, CNO and CNS for performance evaluation and comparison.

BMS-986163, A POTENT AND SELECTIVE NEGATIVE ALLOSTERIC MODULATOR OF GLUN2B WITH POTENTIAL UTILITY IN MAJOR DEPRESSIVE DISORDER

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Major depressive disorder (MDD) is a debilitating psychiatric condition affecting more than 350 million people in worldwide. Treatment typically includes a combination of psychotherapy and antidepressant medications. Most of the commonly prescribed antidepressants modulate monoamine neurotransmitters and can require several weeks of repeat dosing to reach full therapy effect. Unfortunately, 20-30% of MAD patients failed to achieve an adequate response to multiple courses of drug therapy and may be diagnosed with treatment-resistant depression (TRD). Consequently, there is clear and present need for the discovery of more efficacious and rapidly acting antidepressants. Towards this end, negative allosteric modulators of GluN2B have shown antidepressant activity in patients with treatment-resistant major depressive disorder.



Among several reported GluN2B selective NAMs, the structural feature of Ifenprodil (**1**) consists of two nonpolar aromatic rings coupled by a linker that usually contains basic nitrogen. Guided by the pharmacophore

model, we designed and prepared a variety of novel GluN2B NAMs with heteroatom containing linkers having non-planar conformational restrictions that might impart superior selectivity and retain drug like properties. From this exploration we have identified compound **2** which shown potent rat GluN2B binding affinity ($K_i = 1.4 \text{ nM}$) and robust inhibition of GluN1/GluN2B receptor function ($IC_{50} = 4.2 \text{ nM}$). But this compound showed significant inhibition of the human ether-a-gogo-related gene (hERG $IC_{50} = 620 \text{ nM}$) due to a basic nitrogen flanked by aromatic or hydrophobic groups. The basicity of nitrogen was reduced by incorporating fluorine atoms at β -position. Compound **3** showed rat GluN2B binding affinity ($K_i = 4.0 \text{ nM}$) with no hERG ($IC_{50} = 28 \text{ uM}$) liability. However this compound has very poor aqueous solubility, which was addressed through preparation of the water soluble phosphate pro-drug (compound **4**). Compound **4** was safe and well tolerated in rat and monkey toxicology studies.



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A handwritten signature in black ink, appearing to read 'Anamika Sahu'.

Anamika Sahu
Managing Editor

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Paper 1

DELAY ANALYSIS IN CONSTRUCTION PROJECT BY QUESTIONNAIRE SURVEY USING RELATIVE IMPORTANCE INDEX METHOD

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Construction sector has been facing many hurdles during executing of project in spite of proper planning in initial stages before commencement of the project. Usually in any construction project it is been framed by three parties i.e Proprietor who invests money, Contractor who performs the construction works and Project Management Consultants who act as bridge to fill the gap between Investor and contractors. For any ongoing project the main input is the proper planning of cash inflow and outflows. In spite of proper monitoring and control by contractors during the stages of ongoing works, there may be deviations from scheduled pre-planned dates. This creates disputes between owner and contractor which results in recalling of tendering process for the continuation of stopped work.

This paper has made an attempt to analyze and investigate the cause for the delay during the progress of construction project by means of “QUESTIONNAIRE SURVEY” conducted in 10 companies in and around Mangalore city. The survey data is collected at construction site from owner, contractor and PMC. Data and information are weighed by providing rank on a scale from one to five. Further relative importance index method is used to determine the causes and effect from construction delays.

Paper 2

INTERACTION BEHAVIOUR OF LATERITE QUARRY WASTE WITH FLY ASH AND LIME

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Soil is one of the most important construction material which is formed by chemical and weathering of solid rocks. The soil is treated as a complex material, if it does not suit the required condition. Laterite soils are formed by weathering process, which is a geologic cycle taking place in the earth by which iron, aluminum, manganese and titanium oxides are formed. Laterites have served as a major and sub base material for various construction in tropical countries. Soil should meet some basic requirements along with strength criteria for various construction projects. The laterite quarry can be obtained in different compositions by using admixtures to meet the requirements of engineers.

In this project work, laterite quarry waste is mixed with varying percentage of fly ash, and lime in order to study the strength and other properties of soil. Various tests are carried out with these mixed soil sample. The tests carried out include particle size distribution, specific gravity, liquid limit, plastic limit, compaction and C.B.R tests. By analyzing the test result the substantial and desirable changes in the properties of lateritic soil are observed and which can be used as a Engineering material on application of fly ash and lime.

As per this research work laterite soil is mixed with 5%, 10%, 20%, 30% of fly ash and lime. Addition of these admixtures shown increase in the soil properties. Thus fly ash and lime can be used to stabilize the laterite quarry waste.

Paper 3

EXPERIMENTAL STRENGTH CHARACTERISTIC ANALYSIS OF LATERITE SOIL USING CASHEW NUT SHELL LIQUID AND CEMENT

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Soil stabilization has become one of major issue in construction engineering. In this project, an attempt was made to use the laterite soil with a small amount of cement and cashew nut shell liquid, to stabilize the soil and also to prepare cost- effective blocks. For the stability of laterite soil, locally accessible admixtures such as cashew nut shell liquid and cement were chosen. Admixtures are blended with laterite soil in the proportion of (cashew fluid) 2%, 3%, 4%, 5% and (cement) 3%, 4.2%, 5.6%, 7% for different laboratory experiments such as Proctor compaction test and California bearing ratio test are performed on stabilized soil to determine the effect of admixture on laterite soil.

By conducting compaction tests, the optimum percentage of different component is determined. Results of this research indicate that the use of these locally accessible admixtures, if correctly optimized, may be a feasible option to laterite soil stabilization. The impact of cashew nutshell fluid and cement on lateritic soil resistance characteristics was explored in this project

Paper 4

EFFECT OF PARTIAL REPLACEMENT OF M-SAND BY SANDY SOIL IN THE CONCRETE

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Increase in the prices of materials of construction is causing a lot of concern around the world. This creates a need for the research into indigenous materials as alternatives in building and rural infrastructure. Research efforts are directed towards enhancing the use of locally and readily available material as an alternative solution.

Use of new materials in the production of the concrete will reduce the high dependency of concrete manufacturer on conventional fine aggregates.

Since the M-sand is adopted to the conventional river sand of late there is a need even to think the economical and sustainable use of the M-sand also. In this project study is done to compare the strength characteristics of the concrete with M-sand as the fine aggregate and the concrete with soil which is rich in the sand content as the fine aggregate. Study is done to assess the feasibility of sandy soil rich in sand content for the low strength concrete. Concrete mixes containing 0%, 25%, 50% soil replacement were casted and is subjected to water curing for 7, 14 and 28 days. Workability test, compressive strength test conducted in accordance to the existing standards. Results have shown that the replacement of 50% has shown some feasibility of usage.

Paper 5

COMPARATIVE STUDY ON STRENGTH AND QUALITY OF SELF HEALING CONCRETE WITH NORMAL CONCRETE

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Concrete is the second most consumable material in the world after the water but most of the concrete structures are vulnerable to cracking. Tiny cracks allow the water and different chemicals in to the concrete and reduce the mechanical strength and its durability property. Therefore in the present day more importance is given for the recovering the cracks developed in the concrete. The study was motivated by the need to find a solution for the problem of cracking approaching the concept of self-healing concrete. Bacterially induced calcium carbonate precipitation has been proposed as an alternative and environmental friendly crack repair technique. It is found that microbial mineral precipitation as a result from metabolic activities of favourable bacteria in concrete improved the overall behaviour of concrete.

The paper discusses the plugging of artificial crack in cement concrete using *Bacillus Subtilis* bacteria. Study involves determining optimum dosages of bacterial solution required for concrete by forming various concrete cube and cylinder samples having variations of bacterial solution 20 ml, 30 ml, 40 ml, and 50 ml. Further mechanical strength of these various samples was compared with the normal concrete and quality of the bacterial concrete was checked by using the ultrasonic pulse velocity test and water absorption test. SEM imaging provides detailed images of cracks, which was sealed by calcium carbonate precipitate produced due to the metabolic activities of favourable bacteria. Among the different specimen incorporated it shows that bacterial concrete containing 40ml solution is the optimum dosage required, after which the strength found to be stable or decreased. Bacterial concrete is found to be superior as compare to that of conventional concrete in all the aspects of durability.

Paper 6

COMPARATIVE STUDIES ON THE MARSHALL PROPERTIES OF PLAIN AND CRUMB RUBBER MODIFIED BITUMINOUS MIX ON DBM GRADE- II

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The abundance and increase of waste tyre disposal is a serious problem that leads to environmental pollution. Crumb rubber obtained from shredding of those scrap tires has been proven to enhance the properties of plain bitumen. Use of crumb rubber leads to improve pavement life, driving comfort and low maintenance. The rheology of CRMB depends on internal factors such as crumb rubber quantity, type, particle size, source and pure bitumen composition, and external factors such as the mixing time, temperature, and also the mixing process.

In the present study, the physical properties of aggregates and bitumen were determined. Rothfutch's method is carried out to obtain proportion of aggregate mixing and Marshall Stability method is adopted for mix design. Then for the neat bitumen, Marshall tests were conducted to obtain the OBC for DBM Grade II. The OBC of 5.2% is obtained for the mix. The present study aims in investigating the experimental performance of the bitumen modified with 15% and 18% of crumb rubber mixed with 500g of bitumen i.e. (75g and 90g crumb rubber) is used for preparation of CRMB. Two categories of size of crumb rubber is used, having sieve size (3.35 mm–2.36 mm) and (2.36mm – 1.18mm). Also we prepared specimen by varying quantity of crumb rubber by weight of bitumen i.e. 14% , 13% and 12%. Penetration tests and Softening point tests were performed on the modified bitumen using various sizes of crumb rubber modified bitumen. For the moulds prepared with CRMB and with neat bitumen, a comparative study is made among the modified bitumen samples using the various sizes of Crumb Rubber particles and the best size is suggested for the modification to obtain best results.

Paper 7

EXPERIMENTAL STUDY ON M30 GRADE CONCRETE WITH PARTIAL REPLACEMENT OF CEMENT WITH EGG SHELL POWDER AND FLYASH

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The carbon dioxide produced by cement industries causes environmental pollution and global warming. In 1000Kg of cement manufacturing processes approximately 900Kg of CO₂ is emitted. In order to reduce the impact of cement production on atmosphere, waste by products is used as admixture in this study, so that environmental pollution and natural resources consumption is reduced. 75million tones of fly ash which are rich in silica are disposed to landfill as a waste annually in India. Egg shell powders which are rich in calcium are thrown away as a waste. In the present study, these two wastes are used as a partial replacement of cement and various properties like workability, compressive strength and split tensile strength were determined. Egg shell powder fixed to 10% and fly ash varied up to 30% (10%, 20% & 30%). From the Experimental investigation it is recommended that the replacement of cement with 10% of egg shell powder and 10% of fly ash is optimum, so that there is increase in compressive strength of concrete with reduction in use of cement. It is clear that for 100 bags of cement, 20 bags of cement can be saved at 10% partial replacement of egg shell powder and 10% of fly ash with cement.

Paper 8

COMPARATIVE STUDY OF BUBBLE DECK SLAB AND SOLID DECK SLAB

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Bubble deck slab is an innovative floor system of reinforced concrete which contains spherical hollows as concrete saving elements. It is a revolutionary method which virtually eliminates all concrete from the middle portion of a floor slab. The structural dead weight is reduced due to the non-performance of any structural function by the middle portion of the slab. High density polypropylene spherical balls replace the in-effective concrete in the center of the slab. Voids in the middle of the slab provide thermal insulation and also leads to 30 to 50% lighter slab. Bubble deck slab allows longer spans between columns supports.

In this paper, flexural strength of the slab was determined by two point load test. The aim of this paper is to discuss about various properties of Bubble deck slab based on the various studies done abroad. Moment, deflection and stress distributions are verified using Finite Element Method (FEM) in SAP2000.

STUDY ON PERFORMANCE CHARACTERISTICS OF SUPERPLASTICISED CONCRETE FOR DIFFERENT CLIMATIC CONDITIONS

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In the modern day construction world, superplasticiser (SP) is being widely used to produce a more fluid, high strength and durable concrete by modifying the properties of concrete to make them more suitable for the work. The interaction between SP and aggregates is highly affected by the surrounding conditions of built environment by obtaining the desired slump retention and high initial strength. In this study, Sulphonated Naphthalene Formaldehyde (SNF) family SP is blended with two types of cement, Ordinary Portland Cement 53 grade and Portland Pozzolana Cement (OPC - major chemical composition with CaO 62.85% & SiO₂ 19.05%, PPC with CaO 63.47% & SiO₂ 19.82%) and different types of climatic condition that prevails in Indian cities were investigated. The objective of this study is to analyse the improvement in the performance of workability retention, setting time and compressive strength of concrete for various climatic conditions in the western, southern, northern and central parts of India with the use of SNF SP (in accordance with IS 9103: 1999). Experiment was conducted to obtain slump of 150 to 180 mm. The initial and final setting time variation for different cement-SP combination was determined. Thirty concrete cubes were cast for different cement-SP combination and the compressive strength for 1 and 7 days were determined and results were analysed. Concrete made with different cement-SP combination had better workability retention, extended setting time and high initial strength in various climatic conditions.

Addition of excess water to achieve high workability will only improve the fluidity or the consistency, and will not improve the workability, homogeneity and cohesiveness of the mix. Concrete blended with SP will improve the desirable qualities by controlling the amount of free

water and viscosity of fresh concrete. Higher the C_3A (Tri Calcium Aluminate) content and fineness of cement, lower the fluidising effect (Hanna et al., 1989). The chemical composition and molecular structure of the admixture influence the paste rheology (Flatt et al., 2001). A high ambient temperature causes a higher water demand for the concrete and increases the temperature of fresh concrete which results in an increased rate of loss of slump and leads to accelerated setting to a lower long-term strength of concrete (Neville, 1999). By understanding the influence of C_3A , sulfate content, alkali content under various ambient conditions, it is possible to improve the fluidity and other properties of fresh and hardened concrete (Mailvagananan, 1999). High ambient temperature accelerates hydration resulting in rapid stiffening rates of the cement matrix (Alshami et al., 1997). The fluidity of fresh concrete and cement paste varies with time due to hydration, setting process, adsorption of water by the cement and evaporation (Roncero et al., 1999).

In this research work, effort has been made to analyse the strength characteristics and behaviour of concrete for different site and environmental conditions. The results obtained are analysed and compared with traditional concrete.

Paper 10

EVALUATING THE COMPRESSIVE STRENGTH OF CELLULAR CONCRETE WITH PARTIAL REPLACEMENT OF CEMENT AND PARTIAL REPLACEMENT OF FINE AGGREGATE

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Construction onsite with low load bearing capacity soil is a challenging and expensive task. Reducing the dead load of the concrete will help solve this issue. The use of waste materials to improve the strength of the concrete helps in reducing the cost of construction and also helps in the safe disposal of waste. Hence an attempt has been made in the present investigation to study the influence of addition of Foaming agent at a dosages of 0.3%, 0.55% and 0.8% of cementitious material and a partial replacement of the cement with 30% Fly ash and a partial replacement of Fine aggregate with 10% E-Waste. Experimental investigation was carried out using M25 mix as per recommended procedures by relevant codes. For each trial mix 9 cubes were casted, 3 for each curing periods. The compressive strength of all the cubes were measured. The result thus obtained was compared with normal concrete and percentages at which the maximum strength and weight reduction is determined.

QUANTITATIVE ANALYSIS OF WATER OF BEJAI MANGALORE AREA

Dr. Nagaraj A

**Mr. Sharathraj aggithaya, Ms. Pavithra M, Mr. Prakyath H, Ms. Thokur Akshatha
Rajanna**

The term "water quality" is used to describe the microbiological, physical and chemical properties of water that determine its fitness for a specific use. These properties are determined by substances which are either dissolved or suspended in the water. Water may contain dissolved substance or micro-organisms which may not necessarily affect the appearance or taste of the water but which may have serious health or other effects, making the water unfit for domestic use. The fitness for domestic use of particular water can therefore only be assessed if an analysis of the water is which includes the substances of concern for domestic use.

The collected water sample is taken to the laboratory for the various tests ensure the quality of the water. Hence the water is undergone the various tests such as pH, alkalinity, turbidity, hardness and chlorine tests. Alkalinity is primary way of measuring the acid neutralizing capacity of water. In other word, its ability to maintain relatively constant pH. Water hardness is an expression for the sum of the calcium and magnesium cations concentration in the water sample. The values of pH 0 to a less than 7 are termed as acidic and the values of pH a little above 7 to 14 are termed as basic. When the concentration of H^+ and OH^- ions are equal then it is termed as neutral pH. Water that has high mineral content is known as hard water. Hard water contains bicarbonate, chlorides and sulphates of calcium and magnesium. When treated hard water with soap, it gets receipted in the form of insoluble salts of calcium and magnesium. Hardness of water is a measure of the total concentration of calcium and magnesium ions expressed as calcium carbonate.

Paper 12

A STUDY ON AMPHIBIOUS HOUSE: A NEED OF TOMORROW

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Flooding is a natural phenomenon of rivers. Sea levels are predicted to rise. To counter these natural calamities continuous research is going on. Floating homes are one of the solutions. There are two types of floating homes, permanently floating homes and homes that float only when flood waters swell, but sit on the ground during the dry season. New constructions within flood plains, and at threatened shorelines, this new concept will work. This is constructed on the water, it can be transported and shifted to any location in less time for the usage. This will avoid house getting flooded in the flood zone. The main goal of the project is to design a house that will not disturb the ecology of the surrounding area, but at the same time offers flexibility and out of the box living experience. All rooms are designed in a way to provide maximum visual connection with surrounding landscape. Master bathroom, bedrooms and living room have direct access to the terrace around the house perimeter, making house very open and blend with environment. The base of the house is constructed of floating platform that gives great flexibility of location. The house can be easily docked at marina or pier on the lake, river or bay. Roof structure is carried by system of columns separated from curtain wall, this solution allows for micro-movements caused by uneven water surface.

Paper 13

AN EXPERIMENTAL STUDY ON STRENGTH CHARACTERISTICS OF CONCRETE PRODUCED BY PARTIALLY REPLACING CEMENT WITH MARBLE POWDER AND FULL REPLACEMENT OF SAND BY M-SAND.

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Concrete is the most widely used construction material in the world. In recent years, there have been several studies to find substitute constituents for the components of concrete due to various issues such as availability, special requirements, costly raw materials, environmental impacts etc. Among all ingredients of concrete, aggregates form the major portion; further there exists a challenge in attaining the structural light weight concrete utilizing the waste. The strength of concrete has been tried to be increased as the stronger concrete will result in smaller sections, saving cost. This research work will showcase the work carried out where cement was partially replaced by marble powder and river sand was fully replaced by M-Sand. The study shows the experimental data carried out in the laboratory. The replacement has been done with an idea to improve the strength of concrete as well as effective utilisation of waste materials available. M-Sand is generally obtained in the quarries which is creating environmental problems. Hence, in this study, the river sand is fully replaced by M-Sand. The behavior of concrete in compression, flexural and split tensile is analysed. The compression testing on cube and split tensile test on cylinder were performed to authenticate its feasibility. The feasibility for the usage of locally procured marble powder and M-sand is tested to evaluate its Elasticity and ultimate strength.

ANALYSIS ON PROGRESSIVE COLLAPSE OF BUILDING BY USING ETABS

Mr. Bhavani Shankar,

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The building undergoes progressive collapse when there is a continuous failure in the primary structural elements, which propagates to the secondary structural elements of the structure resulting in collapse of a portion or whole structure. In the state in which a column is removed or weak due to natural disasters or man-made situation, the load carried by this column is transmitted to the adjacent columns and when the adjacent column transfers the load in the absence of the removed column This leads to the progressive failure of part or the entire structure. The load always takes on alternate paths. Adequate reinforcement is to be provided to the primary and secondary structural elements so as to avoid the condition of progressive collapse. The structure is designed to study its potential ability to seismic actions.

For this study a reinforced concrete framed structure of twelve storeys is considered to calculate the Demand-Capacity Ratio (DCR) as per the guidelines of U.S. General Services Administration (GSA). DCR is the ratio of member force to its member strength. Linear static analysis of the structure is conducted using ETABS 2016. Indian Standard codes are followed for the design of the building. The building is designed and analysed for the final design output. To study the condition of the progressive collapse, columns are removed at certain locations. For each column removal, analysis and design are done. The DCR of the beams are calculated for each seismic zone as well the additional reinforcement in order to avoid the progressive collapse.

When the column was removed, the beams connected to it almost failed instantly. To avoid this failure of beams, additional reinforcement shall be provided for the beams and redesigned. When the load takes an alternate path, the beams will be sustaining the extra loading on them when additional reinforcement is provided, thus avoiding the condition of progressive collapse.

Paper 15

COMPARISON ON CONVENTIONAL INDUSTRIAL TRUSS AND PRE-ENGINEERED FRAME

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Long range, section free structures are the most basic in conventional industrial truss and pre-engineered structures (PEB) satisfy this prerequisite alongside diminished time and cost when associated with regular constructions. This thinking is flexible not just because of its quality pre-planning and erection, yet in addition because of its light weight and conservative development. The present work exhibits the similar investigation and plan of regular steel outlines and pre-designed structures (PEB). In this effort, Analysis of Conventional industrial Steel Truss and Pre-engineered frame having 5m bay spacing with changing span 20m and 30m for having same Dead Load, Live Load and Wind Load (zone2, zone3, zone4, zone5) are by using STAAD ProV8i software.

COMPARATIVE STUDY ON CONVENTIONAL SLAB SYSTEM AND FLAT SLAB SYSTEM USING PUSHOVER ANALYSIS

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Earthquakes are caused by geotechnical activity in the Earth's crusts, followed by a sudden release of energy that is very unpredictable and causes heavy loss when occurring in populated areas. It is known that earthquakes do not destroy creatures, although this is the case with fragile constructions. This study deals with the seismic requirements and capacity of conventional plate systems and flat plate systems using pushover analysis using the codes FEMA 356 and ATC-40 and ASCE 41-06. In the present study, the seismic performance of the 3 types of structures is compared with a pushover analysis with different heights, i.e., G + 5, G + 6 conventional buildings and G + 5, G + 6 flat plates system. The main idea of this study is to relate the performance of a traditional RCC system and the performance of a flat plate RCC structure by height variation, i.e., with different heights for seismic performance. The gained outcomes are linked in standings of Base shear, Storey displacement, and storey drift. When comparing traditional slab construction and flat plate construction with and without drop, conventional slab construction is considered more efficient, taking into account variations in pushing curves. Base shear of various structures are having a deviation of about 60-70%.and Storey drift and storey displacement of conventional slab RCC building is found to be less than the flat slab and flat plate RCC structure at the maximum level. As a whole conventional slab structure is considered to be more seismic efficient than flat slab and flat plate RCC structure.

Paper 17

COMPARITIVE STUDY ON SOIL STRUCTURE INTERACTION FOR REGULAR BUILDING FOR THE VARYING FLOOR LEVELS AND SOIL LEVELS

Mr. Dheekshith K

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In the present work, if the structure is constructed in separate soil layers for regular buildings with multiple soil levels present in the soil, then these interactions of soil structure with the buildings will be attempted. In this project, two different soil layers were selected for analysis and the building was located by taking into account regular construction for Ground floor, (G+2) and (G+4) levels. Equivalent static analysis is performed to examine the displacement, using the von Mises stress in X, Y and Z and directions are developed in the structure.

A STUDY ON JUTE REINFORCED LITHOMARGIC CLAY

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Sometimes the soil in the construction site is susceptible to excessive settlement, lack of shear strength and high compressibility, and hence the modification in the soil is required before the construction of a structure. The most common method to increase strength of soil is using different materials (natural or man-made) to reinforce the soil. Reinforced soil is a technique where tensile elements are placed in the soil to improve stability and to control deformation. The fiber reinforced soil behaves as the composite material when fibers of high tensile strength are reinforced in a soil. Shear stresses in the soil mobilize tensile resistance in the soil due to which the strength of the soil increases. With the increase in environmental concern there is growing demand for eco-friendly substances that can be reinforced in the soil to improve the mechanical properties of the soil and does not harm the environment thus replacing geosynthetics. Natural fibers, such as jute, coconut coir, kenaf, sisal have low density, low cost, suitable toughness and reasonable specific strength. Natural fibers can be easily recycled and are biodegradable.

Our research work was mainly focused on improving the strength of the lithomargic soil by reinforcing the soil with jute fibers to minimize the consolidation that happens over the course of time. Taking in consideration the results obtained from direct Shear, UCS & permeability tests, it can be concluded that the reinforced soil with aspect ratio & percentage wt. of jute 1.0cm: 184um & 0.5% respectively performs the best owing to its higher internal angle of friction and lower permeability value. Hence, while designing an embankment this combination of reinforcement will prove beneficial for improving the geotechnical properties of the problematic soil side by side proving economically viable.

EXPERIMENTAL INVESTIGATION ON MICRO TRUSS REINFORCEMENT IS AN ALTERNATIVE TO CONVENTIONAL RCC ROOFING SYSTEM

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Conventional reinforced concrete slab system is common practice in residential and commercial building construction. However few drawbacks in these slab systems observed with respect to material requirement which may lead to uneconomical construction. In slab system, the concrete below neutral axis serves the purpose of providing depth and cover with reinforcement and reasonable thickness below neutral axis satisfies deflection requirements and carries very marginal load. So concrete quantity below neutral axis adds dead weight to structure. In this new system micro truss is acting as main reinforcement and 6mm diameter bars are used as supporting micro truss reinforcement. This micro truss reinforced slab is tested by applying uniformly distributed load on its surface with sand bags. Deflections at different locations in the slab are also found to be within permissible limits. The system is found to be lighter (40% in dead weight) stiffer and cheaper, (20% in cost) when compared with conventional slab system.

Paper 20

A STUDY ON PILE FOUNDATIONS OVER LIQUIFIABLE SOIL LAYER

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The title of my project is A Study on Pile foundation over the liquefiable soil layer. Pile Foundation is a type of foundation where the super structural load is transferred to the weak or compressive layers of soil. This type of pile foundations are majorly used for the construction of bridges, buildings as a support system to avoid excess settlement, the super structural load is safely transferred to the mother earth. Due to the heavy major earthquake, Failure of pile foundations has been observed in many cases. In this paper, three Building model are considered for the study (1 regular building and 2 irregular buildings). The Building consists of G+5 storied RCC structure. The analysis was carried out in “ETABS” software. First the building was analyzed for dead load and imposed load combinations and then the structure was analyzed by Equivalent static method. In this paper black cotton soil was considered for the design of Pile foundation. Design of piles was done using Indian Standards IS 2911 (Part-1 /Sec-2), IS 456:2000 and IS 1893:2002 (Part-1). Soil condition is considered as Black cotton soil over the liquefiable sandy soil layer. Graphs were plotted for all three types’ structures. It was found that for C-Type of structure more number of piles has to be provided for seismic analysis rather than static analysis, were as for L-Type number of piles for static analysis yielded more compared to seismic analysis.

Paper 21

TO DEVELOP ECO-FRIENDLY PARTIAL BEAM WITH HIGH FLEXURAL AND SHEAR STRENGTH.

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IS456-2000, Clause 38.1 one of the assumptions is, the tensile strength of concrete is ignored. Many literatures concluded near neutral axis, concrete can be replaced by low cost recycled materials or creating void. Also they mentioned below neutral axis, nominal grade of concrete can be used. All these efforts to achieve eco-friendly low cost Partial beam. “Flexural and shear strength of partial RCC beams and slabs” – A review, IJSART - Volume 2 Issue 6 –JUNE 2016 mentioned, Many researchers are concluded ultimate load in both normal and partial beams is nearly same, but early cracks in partial beams. But no thorough study on shear failure, which is dominant in medium and deep beams. This paper highlights how to improve shear strength of partial beams and to eliminate early cracks.

Mob:9986322105

IMPROVEMENT OF RED SOIL BY STABILIZING WITH POLYPROPYLENE STRIPS

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The current demand for construction has pushed the boundaries of engineering to a whole new level. We are creating ways to build huge buildings on low support ground. One of these soils with reduced bearing capacity due to its porous and friable structure is red soil. The red soil covers much of the land in India. These soils are found in areas with low rainfall and are not able to withstand moisture. Due to their high iron content, these soils are red in colour. In order to improve the Engineering and strength properties of these soils, the soil stabilization can be carried out by adding some additives to these soils. These paper emphases on the stabilization of red soil using Polypropylene strips. The Polypropylene strips when introduced into the red soil acts as a strengthening agent and develops the shear strength by improving the friction component of the latter soil. Test result showed the highest value of maximum dry density (MDD) and lowest optimum moisture content (OMC) for the trial mixes, when compacted with 3% Polypropylene strips, which can be taken as the optimum one. The strength is evaluated based on unconfined shear strength, and the penetration resistance in California Bearing Ratio (CBR) test for the samples compacted at maximum proctor density for optimum percent of Polypropylene strips in the red soil.

STABILIZATION OF LITHOMARGIC SOIL BY USING DIFFERENT ADDITIVES

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Soil stabilization is the alteration of one or more soil properties, by mechanical or chemical

means, to obtain an improved soil material possessing the desired engineering properties. In our investigation an attempt is made to study the behavior of lithomargic soil before and after Silica Fume, Glass Powder, Lime Powder stabilization. Various geotechnical properties are studied and improvement in the soil properties with different percentage of silica fume, glass powder, lime powder additions are derived. The important properties such as basic properties which includes sieve analysis, consistency limits and compaction characteristics and major properties like unconfined compression characteristics (UCC) and California bearing ratio (CBR) and also chemical properties of silica fume, glass powder, lime powder were studied. The results obtained indicated that there is tremendous improvement in almost all the properties with the addition of Silica Fume, Glass Powder, and Lime Powder.



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**SOCIAL ENTREPRENEURSHIP AND INNOVATIONS IN
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Paper 1

CORPORATE SOCIAL RESPONSIBILITY – AN INNOVATIVE MODEL OF BOSCH LIMITED

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The Bosch Group is a leading global supplier of technology and services. With nearly 4,10,000 employee associates worldwide in some 60 countries, Bosch offers various connected products and services that help to improve quality of life of people around the world. The Company was set up in Stuttgart in 1886 by Robert Bosch who believed in the power of skill development. Bosch has been present in India for more than 90 years with headquarter located in Bengaluru. Bosch set-up its manufacturing operations in 1951, which has grown over the years to include 18 manufacturing sites, and seven development and application centers. The Bosch Group operates in India through thirteen companies, including Bosch Limited, its flagship Company, which earned revenue of over Rs 12,460 crores in 2018. The Group in India employs over 31,000 associates. Under its Corporate Social Responsibility (CSR) program, Bosch has developed a social service program called BRIDGE (Bosch's Response to India's Development and Growth through Employability Enhancement) for needy youth who are between 18 and 25 years of age, not in Education, Employment, or Training, unemployed, sincerely looking out for a job and interested in short-term training. The CSR program of Bosch working on skill development in India by means of many innovative programs including setting up of BRIDGE Centre in various Universities, organising Training of Trainers Programs for employability skill development in these universities, Capacity Building workshops for the NGOs, offering internships to PG students in locally at BRIDGE centers and at Bosch locations, offering social entrepreneurship course to PG students of selected universities, organising research paper competitions for Post-doctoral, Doctoral and Master students, possibility of offering joint Master course for the trainers under distance learning or blended learning mode, joint content development for new courses including eLearning model, offering trainings for MSMEs, offering Social Fellowships for needy and deserved youths, etc. The paper identifies and analyse the efforts of Bosch Ltd in fulfilling its CSR objectives through an able director. The paper also highlights how the autonomous universities in India can encash such opportunities by involving in this noble cause to fulfil their social responsibility in building skill India.

Paper 2

IMPLICATIONS OF SOCIAL ENTREPRENEURSHIP IN INDIA – A STUDY

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Social Entrepreneurship is gaining importance in the era of economic progression of our Country. It is considered different from other types of entrepreneurship due to its quest for mission and the culture of associated influence. „Social Entrepreneurship“ or „Social Enterprise“ are those institutions which are either working with nonprofit motives or those enterprises which are working for profit or profitable organizations with a social mission. Social Entrepreneurship attempts its course of action towards eradicating or eliminating the social pressure by building progression among the participants through skill based employments to improve the public utilities. Social Entrepreneurship empowers the deprived, marginalized, exploited, persecuted, exploited sections of society to face social problems to bring a transformational change in the social structure. Social entrepreneurs experiment the most effective ways to achieve their social goals and mission. This facilitates a planned and progressive social transformation. This paper study the implications of social entrepreneurship towards bringing societal changes by utilizing the available opportunities, mobilization of local resources, planning programmes and activities, effective usage of social medias, encouraging volunteer ship etc. This paper attempts to make descriptive analysis over the historical development and current trends of social entrepreneurship.

Paper 3

IMPACT OF GREEN BANKING PRACTICES ON ENVIRONMENT

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anking sector is one of the key sectors in our country which contributes to the growth of the economy. Banking industry has become highly competitive today. Adoption of information technology in all aspects of life has become need of the time. Technology is very affected in Day-to-day activities of banking. Use of information technology in modern era has its effect on society, country, economy and environment. Today all the sectors of the world economy are facing huge challenge to deal with the environmental problems and their impact on day-to-day business. In the last few decades, the awareness of environmental issues by govts, policy makers, biz firms and the public is given much importance in all over the world. As a result, many banks adopted technology through offering various green products and services to their customers and taking initiatives in their day to day business operations for the environmental concerns. The term green banking is now very popular as it is environmental-friendly practice. By protecting environment green banking plays a prominent role in creating cleaner and greener future. By greening the biz operation, banks started to take various initiatives for the concern of environmental protection and sustainability. It helps in reducing the use of paper, power, energy and cost. Hence, the objective of this paper is to measure the impact of green banking practices on environment.

Paper 4

A STUDY ON THE NEEDS AND THE BLOCKS FOR WOMEN'S PARTICIPATION IN PANCHAYAT RAJ

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Women constitute nearly half of the population under the constitution. The gender equity is a prerequisite for effective participation of women. In the male dominated society, for women it is not so easy to become empowered because they generally hesitate to recognize themselves as useful instrument of the society and realize their potentials. They themselves possess inferiority complex and feel low which will make them to sit at home. Those who show interest in politics and participate at the local governance need to be trained and make them to understand their role, so that they can be empowered for active participation. Since they understand, experience and feel the situation of women, can bring remarkable change in the society through their active participation in decision making. This study deals with the participation of women elected representatives in Gram Panchayat at Mangalore. The objectives are to need and the forces of factors that motivated them to join the village Panchayat and also the blocks for their participation. 50 respondents were studied under simple random sampling methods. The study reveals that respondents are young, married, Graduated and have responsibility at home. During the time of election, family members share responsibility and husband will take part actively. They are able to manage both responsibility but they were controlled by the party members in decision making.

Paper 5

WEBSITE SECURITY: BASICS WITH CURRENT TREND

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Websites are treated as mirror in modern IT Age; frankly it is difficult to find out the areas where websites are not using. Earlier only big and multinational companies use websites but later on small organizations and institutions have also uses different kind of websites for various purposes. We know that, website is the collection of resources viz. contents, audio, video, text, images etc and moreover it is published in one or more servers. Domain names, IP addresses are a very important in websites and there are different kinds of websites static, dynamic and all are keeping large amount of data. Websites have been increased radically in recent past. Today a huge amount of data is stored into the systems so that their security become also an important concerned. Thus, the concept of Website Security has emerged significantly. Today it is an important concern in Information Technology Security apart from Database Security, Network Security etc. Website Security is deals with the websites, web services as well as web based applications as a whole. This is a review based paper and website security. Paper mentioned about the basics of website security, the reasons/ threats including various defending mechanism are well illustrated in this paper. Moreover, paper highlighted the issues a simple context.

Paper 6

HUMAN RESOURCE DEVELOPMENT PRACTICES IN SERVICE SECTOR IN DAKSHINA KANNADA

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Mangalore has the largest and fastest growing market for service products and services in the dakshina kannada India. The growing importance of this sector has attracted the attention of the Researchers for selecting this industry for the study. The main objective of the present research is to make a comparative study of public and private sector of Mangalore service industry regarding the Human Resource Development (HRD) Practices. The Researchers have conducted an investigation for checking the degree of positivity in the implementation of HRD practices in these sectors. A field visit survey has been constructed and administered amongst the employees of DK Service sectors at managerial and non-managerial level from the selected places of Dakshina kannada. The study has brought out the existing HRD climate in to picture and offered suggestions to improve the pace of such practices wherever they need improvement.

Paper 7

MICRO FINANCE – IMPACT OF MICRO FINANCE INSTITUTES ON FISHERMEN’S OF BYNDOOR TALUK

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In India Fishing activities are engaged in two ways -in land fishing and Sea fishing, in land fishing is done in natural sweet water and salt water rivers and also in lacks, pounds by harvesting fish, prawns and shrimp seeds. Sea fishing is the one of the specialized area where, this specialization is derived by the Trial and error methods again which leads to death, disability etc. In sea fishing unlike inland fishing there is no need of harvesting fish seeds. Karnataka has 320 Km Long Coast line and Byndoor Taluk Covers near about 40 Km of Coastal line From Gangolli To Shiroor. Sea Fishermen’s are very often called as „Children’s of Sea” and in local kannada language they were called as Mogaveeraru because earlier fishermen use to live in small islands formed by rivers which are known as mogaru and hence they got name Mogaveeraru. They are fully dependent on the sea for their livelihood up to that extent even educated, graduated person also seen in fishing. Fishing in sea is not an easy task, fishermen face lot of difficulties in fishing and economically they are poor because of the Problems like Scarcity of Fishes, Natural Calamities like Hurricanes; Low prices for the fishes, Increase in Diesel and Petrol rates, Nominal Amount of Subsidies etc, In spite of all these troubles fishermen’s have sustained economically only because of credit provided by the financial institutions. In this paper an effort has been made to know the extent of dependency of Fishermen’s on Micro Finance Institutions.

Paper 8

SOCIAL ENTREPRENEURSHIP IN INDIA: OPPORTUNITIES AND CHALLENGES IN THE CURRENT SCENARIO

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Social entrepreneurship is evolving across the globe. It is helping to solve problems like unemployment, civic engagement, social security etc. Primarily, a social entrepreneur offers many benefits to society. Social entrepreneurs are individuals with innovative solutions to society's most pressing and daunting social problems. They are ambitious and persistent, tackling major social issues and offering new ideas for wide scale change. Government has started encouraging social entrepreneurship to great extent so that the social inequalities can be handled and an ideal society can be achieved as well. Social entrepreneurship is a growing, worldwide movement. The scope is no longer limited to activism. Today, there are many opportunities in child welfare, community policing, healthcare, counselling etc in not only NGO's but also national and international bodies as well as social enterprises. Challenges for Social Entrepreneurs in India is Lack of Education in Entrepreneurship, Lack of Financial Assistance, Social and Cultural Effect, Comparative disadvantages to business, Lack of Government support, Lack of Skilled Manpower, Confusion with social work, Lack of an ethical framework, Lack Awards and public felicitation. Social entrepreneurship can change the face of society in India, there have been many such examples and projects which run under the banner of social entrepreneurship and proved to be life altering for people of that vicinity. In India especially social entrepreneurship has better prospects as the social problems are at full swing here. Social entrepreneurship is a unique combination of entrepreneurial traits and philanthropy.

Paper 9

A STUDY ON MENTAL HEALTHCARE: OPPORTUNITIES AND CHALLENGES FOR ENTREPRENEURSHIP

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The survey conducted by National Institute of Mental Health and Neuro Sciences Bengaluru in 2015-16 identified that around 15% of adults above the age of 18 years in India are in severe need of mental healthcare for one or the other mental health problems. Nevertheless, the current mental healthcare systems are not up to the level of structured and successfully designed to eliminate such mental health problems. There are currently several opportunities and challenges for the new mental health care initiations in India. Fifty Coastal Karnataka medical professionals are selected using a simple random sampling method. And the questionnaires were used to approach. The study is descriptive in nature, using both primary and secondary data. 68 percent of respondents reported, as a result of the study, that there are several opportunities in the field of mental healthcare to start up with the new and wide service area. 46% of respondents reported a lack of awareness of mental health among people regarding mental health issues, the success of entrepreneurship is a major challenge. The area of mental health care offers tremendous opportunities for the crevice in the field of technology, medical care, personal assistance, counselling, education, etc. It is recommended for entrepreneurship with the serious interest of the government and public partnership or individual initiations.

Paper 10

ETHICAL ORGANIZATIONS – HOW THE WRONG DECISIONS OF A LEADER EFFECT THE STAKEHOLDERS

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Executives working at the top level of organizations face many difficult situations either due to self-made or due to environmental situations, in which they must make decisions that can help or harm their organization including their employees and other stakeholders. The executives who diverge from ethical business by following black ocean strategy continuously may get temporary success but a day will come for total disaster. Such leaders/ executives are danger in organizational setup and its sustainability due to the fact that the unethical business by means of wrong practices to earn quick money and other tangible resources in the name of asset creation. Such attitudes and actions of the leader in a short time by acquiring unlawful and unethical business practices for illegal wealth creation. The decisions related to the strategic planning of the organization made by executive level leaders if defective or unethical, may affect the brand and hence the sustainability of the organization. Such decisions if taken due to various reasons including the personal traits and hidden objectives of the executives may damage the name and fame of the organization so that the organization may move towards bankruptcy or even towards closure. This affects the career and livelihood of the employees. Thus, the weak & clever executive may be seen as an enemy of the organization. This situation usually happens in family-based business where the next generation takes over the business control. In this paper, we have discussed and analysed such observations and interpreted the reasons behind such phenomena with case examples. The paper also includes the consequence of such situations on the career prospects and hence the commitment of the employees.

MENTAL HEALTH AND ENTREPRENEURSHIP- SOCIOLOGICAL PERSPECTIVE

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The status of mental health, social wellbeing and economic prosperity are integrated forces which build integrity and interdependence among the countrymen. Entrepreneurs are recognized to be the drivers of the developing economies. Steve Jobs mentioning about the role of entrepreneurship said that those people who are crazy about the thought that they could able to bring changes in the world can only do such difficult things. Social Entrepreneurship is a model practiced by the small new start ups or well established business enterprises to contribute to the social welfare by putting efforts to solve existing social, cultural and environmental problems through innovation, funding and project development in this regard. In the layman's language, social entrepreneurship is assumed to be doing business for social cause in order to make improvements in the lives of people who are focused under such cause. Entrepreneurship and mental health are connected to each other. Michael A Freeman from University of San Francisco reports about high prevalence of mental health crisis (49 per cent) in the entrepreneurial community collectively among both men and women. Social entrepreneurs are individually driven with passion and strategic to find measurable solutions for social defects. This paper studies on the mental health crisis and its impact on the entrepreneurship. This research examine the role of entrepreneurship by highlighting its economic benefits, psychological connectivity, subjective wellbeing, challenges, opportunities and analyze the impact of mental health profession in building positive mental health among social entrepreneurs.

Paper 12

COMMUNITY INTERVENTION THROUGH WOMEN ENTREPRENEURSHIP- A CASE STUDY OF SKDRDP

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Shri Kshethra Dharmasthala Rural Development Project (SKDRDP) is a Charitable Institution constituted by Dr. D. Veerendra Heggade, Dharmadhikari, Shree Kshethra Dharmasthala in the year 1982. The Institution engages in directing financial and material charity for conducting rural development programmes since last three decades in the State of Karnataka. In order to realize the mission of SKDRDP it directs individual worker at each village to work with 500 families to motivate them to develop their asset with granting assistance. The needs of the families including tiles, agricultural plants, financial help for agriculture, house repair etc shall be rendered through field workers. Non Governmental Organisations converted pilot projects of microfinance into world's largest major programmes by penetrating microfinance into every corners of the country through linking it with Self Help Groups (SHG's). SKDRDP works towards main streaming Rural Women by motivating them to form Self Help Groups at village level to facilitate opportunities of entrepreneurship with financial assistance through micro financing mechanism. The Self Help Groups will be later linked with the Rural Banks which will provide micro credit facility to the members of such groups linked with it. This paper highlights various initiatives of SKDRDP to achieve Sustainable Rural Development, Women Entrepreneurship, rural reconstruction, social service activities, Micro Financing etc. It also attempts to identify the challenges and opportunities available to energize SKDRDP to explore further for the cause of social welfare.

Paper 13

AN ASSESSMENT ON THE ISSUES AND CHALLENGES FACED BY THE COMMUNITY OF BARBERS – WITH SPECIAL REFERENCE TO MANGALURU CITY

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A barber/hairdresser is a person whose occupation is mainly to cut, dress, groom, style and shave men's and boys' hair. A barber's place of work is known as a "barbershop" or a "barber's". Barbershops are also centre of social interaction and public discourse. According to past research studies it has been found that poor occupational factors in barbers and salons and exposure to hairdressing chemicals bring about health problems. It has also been found out that barber's face problems like emotional exhaustion, depression and stress. The present study aims to understand the problems faced by the barbers and the existing mechanisms to cope with their problems. Hence, a justifiable representation of barbers from different wards of Mangaluru were chosen and interviewed. The design adopted for this study was a descriptive one. Convenient/Purposive sampling method was followed in selecting the respondents. Majority of the respondents were of the age ranging from 20 to 30 years. It has to be noted that no study has been conducted to find out the problems faced by the barbers in India and the problems faced by them were overlooked. The study was based on the assumption that the local barbers might have been facing economic threat to their business due to the increasing number of high-end salons. Whereas, the findings of the study contradicted the above assumption as 70% of the respondents didn't consider the high-end salons as a threat to their business. It is also found that majority of the respondents face monetary losses during public protests and other holidays as they're daily wage employees.

Paper 14

WOMEN ENTREPRENEURSHIP IN INDIA

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The educated Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Despite all the social hurdles, Indian women stand tall from the rest of the crowd and are applauded for their achievements in their respective field. Many women's are saying goodbye to the corporate world in favor of creating their own entrepreneurship. Women are considered an important human resource of the nation and every state should try to utilize them as mediators of economic growth and development. Encouragement for women entrepreneurship is one of the ways for that. But unfortunately the traditional mind set of the society and negligence of the state is an hindrance to the same. Mostly, women are confused with career and family in terms of financial freedom, entrepreneurial skill, lack of awareness about capacities, low ability to bear risk, competing with male workers, negligence of financial institutions, lack of self confidence, lack of professional education, mobility constraints and lack of interaction with successful entrepreneurs are major problems of women entrepreneurship development in India. The present study has been an attempt to generate awareness and to understand meaning, rationale for diversification. An extensive literature review is done on women entrepreneur. At the end some major problems faced by Indian women entrepreneurs, success stories of Indian women entrepreneurs, factors influencing women entrepreneurship and steps taken by the government for up lift to Indian women entrepreneurs.

Paper 15

INTEGRATION OF INTELLECTUAL PROPERTY RIGHTS – A PROPOSAL OF MERGING COPYRIGHT OF AN ARTICLE & PATENT OF AN INVENTION

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Copyright is a right given by the law to creators of literary, dramatic, musical and artistic works and producers of cinematograph films and sound recordings. It is a bundle of rights including, inter alia, rights of reproduction, communication to the public, adaptation and translation of the work. There could be slight variations in the composition of the rights depending on the work. Copyright ensures certain minimum safeguards of the rights of authors over their creations, thereby protecting and rewarding creativity. Creativity being the keystone of progress, no civilized society can afford to ignore the basic requirement of encouraging the same. Economic and social development of a society is dependent on creativity. The protection provided by copyright to the efforts of writers, artists, designers, dramatists, musicians, architects and producers of sound recordings, cinematograph films and computer software, creates an atmosphere conducive to creativity, which induces them to create more and motivates others to create. Similarly, a patent is a right, granted by the government, to exclude others from making, using, or selling your invention. Patents protect inventions such as new processes, machines, or chemicals. The central idea is that patents protect ideas, not just expressions of them. The main effect of patents is to give their holders the right to challenge any use of the invention by a third party. He thereby gave a temporary monopoly of exploitation which can be understood as a financial incentive for inventive industrial activities. Patents refer to an invention, whereas copyrights refer to the expression of an idea, such as an artistic work. They are governed by different rules, but it is possible to look them under the same set of rules. In this paper, we discussed the objective of copyright and patent, the advantages, benefits, constraints, and disadvantages of implementation of these IPRs and proposed a model to simplify the system by integrating them.

Paper 16

A STUDY ON THE NEED AND THE ROLE OF SOCIAL ENTREPRENEURSHIP

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Social problems and the solution for the problems are existed since ages. A person with the vision is called as Social entrepreneurs, who try to bring drastic change in the way of live of people and in the society at large. They use various ideas, strategies and techniques to reduce the social problems and alleviate poverty in the society. There are varies issues in developing country like India, few are like poverty, unemployment and underemployment, ill health, mal nutrition, lack of health facilities, illiteracy, issues related to environment, global warming, environmental threats, governance, gender bias, rape, inequality, caste and casteism, increases in accidents, suicides and so on. Issues are many and one of the solutions for these problems is the „Social entrepreneurship“. The entrepreneurs are working not only for improve the performance and profit of their own organization but also provides support to bring change in the condition of the people. People are from diverse sectors and are associated with multidisciplinary partners and socially oriented professionals will try to create difference in the current situation in the society. This research study mainly explores the concept social entrepreneurship and the objectives are; to study the needs and the role of the entrepreneurship. The study is purely based on the secondary data. And study reveals that Social entrepreneurship projects should be increased to reduce the social problems.

Paper 17

THE IMPACT OF FAMILY CLIMATE IN ACADEMIC ACHIEVEMENTS OF CHILDREN

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The child's first experience of relationships generally occurs within the family. It is a small intimate group of basic setting within which most children come in contact with society where they learn how to behave within a society and outside world. Children's physical and emotional status as well as their social and cognitive development greatly depends on how their family operates. There are different types of parenting styles like submissive, permissive, authoritarian, uninvolved, encouraging etc. There are different type of relationships with parent and children. Along with family, Intelligence is another factor which is the determinant of academic achievement. High motivation and engagement in learning have consistently being linked to reduced dropout rates and increased level of student's success. The family is the primary social system for children. In this study the researcher is not only give in depth understanding of parental role in academic achievement of children but also indicate guidelines for parents towards well-being of their child. The objectives are to study the impact of family climate on academic achievement, Parental encouragement on academic achievement, and the relationship between family climate and parental encouragement to children. The data reveals the achievement of the children depend on the members in the family, parental education level, family background, the way they brought up and the challenges faced by parents.

Paper 18

INNOVATIVE INTERVENTION STRATEGIES FOSTERING POSITIVE LIVING AMONG HIV POSITIVE ADOLESCENTS

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ART has increased life expectancy among perinatally infected HIV positive adolescent, increasing their scope for societal contributions. It is necessary to tap on the resources of HIV positive adolescent through Innovative practices. Resilience, self esteem, self efficacy hope and optimism are linked with positive adaptation, promoting psychological and social development in adolescents.(Lee, Cheung, & Kwong, 2012) Comprehensive innovative intervention to enhance these variables can build skills and create positive living among HIV positive adolescents sequentially mobilising their contribution to society. The aim of present study was to enhance Resilience, self esteem, self efficacy, Hope and Optimism among HIV positive Adolescents. The researcher considered perinatally HIV infected Adolescent boys and girls, currently living in a HIV care and support centre. The permission for the study was taken from the organisation head of the respective HIV care and support Home. The study adopts a quasi-experimental (sequential explanatory design) non-equivalent control group design. 97 adolescent boys and girls were involved in the study. The participants were assessed using Optimistic-Pessimistic Attitude Scales by Parashar (1998), Child and Youth Resilience Measure by (RRC) Resilience Research Centre (CYRM-12). It was hypothesised that there will be significant improvement in the level of self-esteem, self efficacy, Hope, Resilience and Optimism between pre-intervention and post-intervention scores of the experimental group and no such improvement in the control group. Intervention was conducted in group focusing on 4 domains Physical, Cognitive, Acceptance and Skill building and subareas within each domain for 40 hrs.(6months). Intervention was implemented through innovative expressive strategies. Participants were assessed pre and post intervention. The results were analysed using Wilcoxon signed rank test. The obtained result indicate that there was significant improvement in level of self-esteem, self-efficacy, Hope, resilience and Optimism between pre-intervention and post-intervention scores of the experimental group and no such improvement in the control group.

Paper 19

THE ROLE OF SELF-HELP GROUPS IN SOCIAL ENTREPRENEURSHIP DEVELOPMENT: CHALLENGES AND PERSPECTIVES

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Social Science deals with the social, cultural and environmental issues and social entrepreneurship is the part of it. In India there are many government and non-government organization who render services for the betterment for the people. The services are like providing basic necessities, welfare needs and development by uplifting their standard of living through various activities and programmes. The deserving categories and weaker sections of the society like women, children, orphans, destitute, Schedule caste and Schedule tribes and economically backward classes through Self Help Groups. They assist them to empower and to develop themselves through education, motivation, creating awareness and providing financial assistance. Some organization provides training and the seed money to start an employment. They play the significant role in the socio-economic development of the particular area by pooling human resource and create a new SHG's at the grass root levels. SHG generates an opportunity for the members to start self-employment by giving moral and financial support and courage to start their own small-scale business. The main aim of this paper is to study the role of Self-help groups and its role in social entrepreneurship development. And the objectives are to know the management of the fund and the challenges faced by them. The out come of the paper is that it is the SHG group members have achieved their goal not fully but partially in developing their status, which otherwise is quite difficult for the individual to achieve. The research study concludes with the discussion of the is to find out how SHGs are contributing themselves for the economic development and the present status/importance of SHGs in coastal area.

Paper 20

SOCIAL ENTREPRENEURSHIP: PLATFORM FOR CSR**Priyanka Nayak¹ & Krithi² & Bhuvana R.²**¹Research Scholar, School Of Management And Commerce, Srinivas University,
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Social entrepreneurship has become a trendy development in recent years as demonstrated by the world wide success stories. Social entrepreneurship has grown as an influential area of study and research over the last three decades. The disillusionment created by the profit oriented corporates and conglomerates has drawn social entrepreneurship and social innovations in order to ease the social problems. But now the corporates are realising their obligations to the society and With CSR being mandated by the GOI, corporates have started to mingle themselves into the social causes. CSR strategies not only reach the interests of the stake holders, they also have a potential to improve the profitability in long run. Corporates use various approaches to reach the social, cultural, humanitarian and environmental causes. One such approach is Social entrepreneurship. They either fund the non-profit organisation or blend in their for profit goals for generating positive returns to society. This paper through an extensive review of journal publications, press releases and Global summit reviews tries to identify the ways companies in India are endeavouring the social causes.

Paper 21

THE OPINION OF MUSLIM WOMEN ON HIGHER EDUCATION AMONG MUSLIM GIRLS AT MANGALURU CITY

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Education is one of the important social indicators having bearing on the achievement and the growth of an individual as well as community. Educationally, Muslim comprise one of the most backward communities in the country. Reviewing several studies on Muslim education, concluded that early marriages, poverty and financial constraint are some of the barriers towards Muslim women's educational attainment, Negative attitude and low aspirations of parents towards educating girl children and limiting girls' activities to domestic chores inhibit their participation in education. This study aims at understanding the status and opinion of women regarding girl's education among Muslim community and to identify the major barriers hindering girl's higher education with special reference to the Muslim community in Mangaluru City. Descriptive method is adopted as the research design. The universe of the study is Muslim women living in the city of Mangaluru City. Non Probability Convenient sampling method was used and data was collected through administering Interview Schedule. The study reveals that the majority of the women consider education as an important aspect of life and thus they encourage their daughters for higher education and even to seek job. The major barrier for women's higher education is marriage followed by financial status of the individual.

Paper 22

AN OVER VIEW ON CORPORATE SOCIAL RESPONSIBILITY IN INDIA

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Human being is a social man and our motto is „VasudaivaKutumbakam“. Keeping in mind such great thought, over the years Corporate Social Responsibility (CSR), is quickly picking up pace. This paper analyses the potential insinuations of mandated CSR under the recently enacted Companies Act, 2013 in India on firm incentives and challenges of implementing mandated CSR. On the other hand, by discussing a company's relationship to its stake-holders and integrating CSR into its core operations, the Draft Rules advocate that CSR needs to go beyond communities and also beyond philanthropy. CSR has become an essential business practice and has gained much attention from the management of large international companies. It enables the alignment of business operations with social values. CSR is deemed as a point of convergence of various initiatives aimed at ensuring socio-economic development of the community. There are several challenges facing CSR in India and the paper provides suggestions to overcome them and accelerate the CSR initiatives in India. It would be quite interesting to observe and study how it translates into practice at ground level and also how the understanding of the CSR in India undergoes a change. The present paper highlights the emerging standpoints of Corporate Social Responsibility in India. However, addressing the challenges of implementation effectively would determine how far the objectives of the new regulations are met.

Paper 23

AN ASSESSMENT ON THE ISSUES AND CHALLENGES FACED BY PADDY CULTIVATORS – WITH SPECIAL REFERENCE TO SAJIPA VILLAGE OF BANTWAL TALUK

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“If you ate today, then thank the farmers”. Agriculture is an art of bringing plant life to human use from the land. Agriculture is the mile-stone in the history of human civilization. It is one of the oldest and most important operations of human beings. Despite increasing industrialization and urbanization worldwide, approximately 50% of the workforces still work in agriculture. Paddy, also known as rice paddy in Southern and Eastern Asia grows in tiny level flooded fields. Paddy cultivation is one of the most significant sources of livelihood and paddy rice is common staple food of South Canara and nearby districts. However, growing paddy is time consuming as well as it involves labour intense processes. The goal of this study is to find out the problems faced by farmers in growing paddy and to understand the level of awareness with regard to other modern technologies in agriculture sector. The research design adopted here is a descriptive one and the universe for the study are the farmers of Sajipa Village, Bantwal Taluk. Convenient/Purposive sampling method is used to select the samples. Data for the study has been collected through interview schedule and was analysed and processed manually. The findings suggested that paddy cultivation has drastically come down in the Sajipa village. Findings from secondary data too reveals that the paddy cultivation has come down in entire Dakshina Kannada and Udupi district which is again affects the food security status.

CROSS CULTURAL ISSUES AND CHALLENGES IN HRM

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Advances in the field of information and technology and liberalization in trade and investment have increased the ease and speed with which companies can manage their global operations due to which many countries are working in more than one country. The global business is affected by a number of factors like differences in- socio, economic, cultural, legal and political environments. Globalization of the world economies had increased the importance of comprehending how to do business in cross-cultural environment. . Human resource managers are becoming increasingly challenged on proper management of global workforce from diverse cultures, which when ignored could lead to cross- cultural misperceptions. The aim of this paper is to find out these discrepancies andthen suggest some effective solutions to manage effectively the cross cultural aspect of human resources for the success of global business.

PROBLEMS AND CHALLENGES FACED BY THE WOMEN ENTREPRENEURS IN INDIA

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Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by a women having a minimum financial interest of 50% of the capital and giving at least 50% of employment generated in the enterprise to women. Like male entrepreneurs / women entrepreneur have many functions. They should explore the prospects of starting new enterprise; undertake risks, introduction of new innovations, coordination administration and control of business and providing effective leadership in all aspects of business *empowerment*, self-confidence and household responsibilities. The centuries of subjugation and exploitation perpetuated on *women* by the patriarchal society have contributed to a large extent to low self-esteem among *women*. Empowerment is one of the main procedural concerns when addressing human rights and development. Women's empowerment and achieving gender equality is essential for our society to ensure sustainable development of the country. Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent which is more supportive to face Problems and Challenges in the Society.

Paper 26

STUDY ON HEALTH HAZARDS FACED BY YOUTH CONSUMING JUNK FOOD IN MANGALURU

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Fast food refers to food that can be served ready to eat fast. Fast food and junk food are often used interchangeably. Energy dense food with high sugar/fat/salt content and low nutrient value in terms of protein, fibre, vitamin and mineral content is termed junk food. Many of our children are fond of such readymade food. Sponsorship of sports or cultural competitions with attractive gifts is the main way of promotion of fast food sale. Nuclear families, working mother, socioeconomic status, and close proximity of fast food shop, food test and quick service in the shop are important contributing factors of fast food consumption. This kind of food is responsible for obesity, hypertension, dyslipidemia, heart disease and diabetes. Easy availability of healthy food with reasonable prices alongwith its campaign, school midday-food programme and health education can improve dietary habits of children. Implementation of laws for regulation of marketing and selling of fast food may be another step in controlling consumption of such food by youth. Junk food can be appealing for a variety of reasons, including convenience, price and taste. For Adolescents, who do not always understand the health consequences of their eating habits, junk food may appear especially appetizing. However, regularly consuming fattening junk food can be addictive for children and lead to complications like obesity, chronic illness, low self-esteem and even depression, as well as affecting how they perform in school and extracurricular activities. This study has helped the researcher to understand the consumption of the junk food among youth age of 17 to 25 years. This study also used for to find out the nutritional health status of the youth.

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Paper 1

STUDENT GRADING IN HIGHER EDUCATION FOR COMPETENCY BASED EDUCATION SYSTEM

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Abstract:

Higher Education aims to produce quality professionals who would be economically productive and contribute to the society. Here comes the question how fit are they? Are our passing out graduates ready to take up and perform jobs successfully? Is the present education equipping them for that? What should be the assessment of a graduate be based on? Higher education aims to impart competency to the learners and generally the presumption is that those who undergo higher education have acquired desired level of competence. Examination and assessment are a key indicator for measuring performance of a graduate in the existing credit based education system. The credit based system in higher education is founded on the assumption that grades which a student has secured by way of assessment and evaluation speak what a student has earned by way of education. But the question is how to measure the competency among the graduates who pass out. Various indicators are available in competency based education system (CBES), most important among them is employability. Employability is the capacity to take up and perform job independently with relative ease, although this is something that is usually subject to decision of the employer and therefore difficult to set a bench mark. Our competency measurement model suggests various performance indicators which could directly give a quantifiable idea to judge how successful a person would be in a given job. This paper attempts to outline the major factors contributing to competency, their objectives and outcome. An attempt has also been made to identify such factors which contribute to predict performance in a job situation by judging competency level performance indicators. The interventional strategies for higher education institution is also outlined here.

Keywords : CBES, Competency based education, Outcome based education, Performance level, Competency Measurement model, Competency Measurement Scales.

1. INTRODUCTION :

The higher education has an objective to develop systematic thinking ability of the students by means of enhancing knowledge, skills, and experience which in turn expected to increase the confidence of the solving problems of self and society [1]. In the process of imparting higher education, two models are considered to be relevant in the current century which are (1) Conventional classroom based education model [2-4] and (2) Technology supported online ubiquitous education model [5, 6, 7]. The two higher education systems which are

expected to be attractive to the learners are Choice Based Credit system (CBCS) and Competency based Education system (CBES) [8].

Presently Indian higher education system follows choice based credit system of assessment and evaluation. A credit system is a systematic way of describing an educational programme by attaching credits to its components. The credits in higher education systems may be based on different parameters, such as student workload, learning outcomes and contact hours. University Grants Commission has come up with the Choice Based Credit System (CBCS), a programme in which the students while choosing the prescribed course, which is the core, can opt for any elective or minor or soft skill courses and the entire assessment is graded, based on a credit system. The CBCS provides choice for students to select the elective components in any other institution as well.

Competency-Based Education System (CBES) is a significant improvement in CBCS model. It provides an opportunity to personalize the learning in higher education by means of providing a proper direction while choosing the subjects, and in the assessment. Competency-based programs allow students to demonstrate academic competence through a combination of assessment and documentation of experience to gain academic credit. It allows students to progress at their own pace, incorporates the process of prior learning assessment, and offers a logical framework for improving knowledge, skills and experience as per the demands of the industry to the extent decided by the institution. A student need not necessarily have to take predetermined required and elective courses to be taught by approved faculty members. Instead, in CBES, a student has to demonstrate a defined set of proficiencies and mastery of knowledge and content [6, 8]. This model allows students to work and learn anywhere and as per the curriculum of the University/Higher education institution where they enrolled for their courses have to develop specific competency levels and get a graduation certificate. The evaluation part of Competency based education system is most challenging and there is no hard and fast method as well as the rating scale accepted by universally exists today. Competency based education system is not a new concept and is under discussion since 1970 [10-17]. Due to the limitations involved in the evaluation and distribution of scores/ rating of outcomes, CBES model in higher education could not become popular and not adopted in most of the universities.

2. Objectives of the Paper :

This conceptual paper based on explorative research has the following objectives :

- (1) To analyse the distinctive features of competency based education system CBES.
- (2) To study the factors which contribute to competency based education and measuring their performance outcome.
- (3) To discuss Advantages, Benefits, Constraints, and Disadvantages of both CBES and its competency rating scale.
- (4) Challenges in offering CBES as outcome based education system.

3. Features of Competency Based Education System (CBES) :

Competence means ability or capability and performance is the proof of competence. The objective of higher education is to impart competency to the learners and the presumption is that those who undergo higher education have acquired competency. As opposed to this, is the credit based system where the grades directly speak what a student has earned through

education?. But the question is how to measure competency among the graduates who want to pass out. However, this is something that is decided by the employer and difficult to set a benchmark at university level during evaluation for offering graduation certificate. In this paper, we have proposed two grading methods based on a modified 1-10 rating scale and the other is a modified Likert scale model to measure and express competency of a graduate in a given subject/area. In its final form, the Likert Scale is a five or seven-point scale depending on the rigorousness of the evaluation which is used to allow the evaluator to express how much they agree or disagree with a particular statement related to competency level. Based on the Likert scale competency indicator, the employability, i.e., the capability to take-up and performs a job by a graduate under consideration with little of support from other members of the organization can be judged.

CBES involves educating a student in order to improve the competency of performance in one or more fields of specializations. This includes enhancing his knowledge, skills, and experience along with ethical aspects of doing things systematically to the expectations of the industry. The evaluation of competency should focus on developing the progress report of the candidate periodically to report the speed of learning and achieving the different levels of competency. Such an evaluation process and outcome is called competency rating and reporting. The distinctive features of CBES are :

- (1) Competency based education system focus on building and measuring some pre-defined competency in performing a specified task efficiently and effectively.
- (2) It provides an opportunity to personalize the learning in higher education by means of providing a proper direction while choosing the subjects, and in the assessment.
- (3) Competency-based programs allow students to demonstrate academic competence through a combination of assessment and documentation of experience to gain academic credit.
- (4) It allows students to progress at their own pace, incorporates the process of prior learning assessment, and offers a logical framework for improving knowledge, skills, and experience as per the demands of the industry to the extent decided by the institution.
- (5) A student need not necessarily have to take predetermined required and elective courses to be taught by approved faculty members. Instead, in CBES, a student has to demonstrate a defined set of proficiencies and mastery of knowledge and content.
- (6) The system allows a student to choose any number of areas where he/she is interested to enhance the skills required to do a particular job with learned required competency.

4. PERFORMANCE LEVEL MEASUREMENT IN CBES :

Competency based education system focus on developing working skills on a particular set of jobs during a time frame. Those working skills together called as competency comprises of wide ranging skills and expertise mixed with attitude conducive to perform the job adequately and satisfactorily. Various teaching-learning methods including classroom teaching, laboratory based learning, experiential learning, experimental learning, online

learning, internship based projects, fieldwork practicum etc. are adopted to realize the goal in competency based education system. These methods are geared to provide the right opportunity to the student to develop these competencies. Major factors that contribute to build the competency has been identified and classified. Our competency measurement model suggests that what counts on employability are a sum total of outcomes achieved through a set of identifiable factors which has clear objectives and verifiable indicators. The following table (Table 1) list out areas of competency, their performance objective and outcome. The performance indicators suggested against each of this give a clear idea on the expected traits required for employability.

Table 1 : Factors which contributes to competency and their expected performance outcome.

Sl. No.	Areas of Competency	Performance Objective	Performance Outcome	Performance Indicator
1	Communication and comprehension	Translating Thoughts	Rapid Action	Speed
2	Proficiency in writing	Transmitting Ideas	Quick response	Accuracy
3	Generation of new ideas	Trying out new and easier ways	Innovation	Productive efficiency
4	Preserving a vision in life	Commitment to goals	Adaptability	Value addition
5	Desire for learning	Improvement in life	Job meaningful	Pro-activeness
6	Attitude towards life	Combine personal ambitions with employment goals	Positive energy	Positive view
7	Respect for fellow-beings	Accept others contribution	Increased co-operation	Receptiveness
8	Self-control	Strength and determination	Courage in action	Accountability
9	Self confidence	Faith in one's own action	Sustained interest	Quality in work
10	Creativity	Ability to make things happen	Gogetter	More output

Various rating scales have been used in the past to measure intangible quantities like attitude, feelings, quantities, perception, love, affection, happiness, pain, satisfaction, status, talent, knowledge, etc. Most popular among them is the Likert Scale [18]. In higher education institutions competency measurement becomes more relevant than credit grading and calls for the need to evolve measurement parameters relevant to the indicators. A modified Likert Scale Model could be used for this purpose (Table 2). This scale or metric supports to measure and express the competency of a graduate in a given area to a greater extent in a very systematic way. This scale is a 10 point scale depending on the rigorousness of the evaluation which is used to allow the evaluator to express how much they agree or disagree with a particular statement related to competency level.

Table 2 : Competency rating model in a given skill based on 1-10 rating scale

Sl. No.	Competency Grading Level	Grade Point
1	Outstanding	10
2	Excellent	9
3	Very good	8
4	Good	7
5	Above Average	6
6	Average	5
7	Below Average	4
8	Weak	3
9	Very Weak	2
10	Extremely Weak	1

5. GRADING IN COMPETENCY BASED SYSTEM :

This could be a useful tool for the employer to predict the success of a new employee when he is admitted into a new job. For the educational institution it is a reference point to sharpen its interventional strategy to build capability in the new pass-out. It is safely presumed that a person who obtains a minimum of 50% in aggregate and separately in each of these 9 components would perform satisfactorily. Higher score is reflective of the merit of the candidate (Table 3).

Table 3 : Measurable parameters for competency assessment

Sl.No.	Performance Outcome	Operational Indicators	Measureable parameters
1	Rapid action	Speed	Follow deadlines
2	Quick response	Accuracy	Fewer mistakes
3	Innovation	Productive efficiency	Better planning
4	Adaptability	Value addition	Exceeding limitations
5	Job meaningful	Pro-activeness	More output
6	Positive energy	Positive views	Demonstrate initiative
7	Increased cooperation	Receptiveness	Maintaining enthusiasm
8	Courage in action	Accountability	Readiness to follow directions
9	Sustained interest	Self-motivation	Appropriate actions
10	Ability to make things happen	Gogetter	Turns challenges into opportunities

6. MODELS FOR COMPETENCY GRADING SYSTEM :

6.1 Model 1 for Competency Reporting:

This model is based in 1-10 rating scale. This is an extension of choice based credit system grading. Here, the competency level of a student under evaluation is graded using grade points anywhere between one to ten. Absent to evaluation process by the respective student is graded as zero. Depending on evaluator’s assessment on a candidate, grading level and corresponding grading point should be determined. Table 3 lists various competency levels and the corresponding grade points.

6.2 Model 2 for Competency Reporting:

Even if competency is an intangible property, it can be measurable to some extent through various traits. To measure the competency of a graduate in any area/field, we propose another model which is a modified Likert scale model. This scale or metric supports to measure and express the competency of a graduate in a given subject/area to a greater extent in a systematic way. In its final form, this scale is a seven point scale depending on the rigorousness of the evaluation which is used to allow the evaluator to express how much they agree or disagree with a particular statement related to competency level. Based on this modified Likert scale competency indicator, the employability, i.e., the capability to take-up and performs a job by a graduate under consideration with little of support from other members of the organization can be judged. This model is based on 7 point Likert Scale. Here, seven grades are allotted based on a student’s competency on a given skill or subject. The evaluator, through demonstration, shall decide the competency level and fix it to any deserved level and the grade points should be allotted accordingly. In this model, the competency reporting system may follow either optimistic assessment by using positive scale, a most likely assessment scale called neutral scale, or a pessimistic assessment model by using negative scale.

(1) Positive Scale :

This is an optimistic /positive assessment scale used to measure and report the strength of the candidate in a given competency assessment system.

(2) Neutral Scale :

This is a neutral most-likely assessment scale used to measure and report the abilities of the candidate in a given competency assessment system.

(3) Negative Scale :

This is a negative assessment scale used to measure and report the weakness of the candidate in a given competency assessment system.

6.3 Complete Performance Measurement Model based on above Scales :

The competency based performance measurement format consists of listing of various skills required to perform a job satisfactorily and the competency grading level of a candidate along with corresponding grade point. This also includes the time taken by the candidate to reach the required competent level as shown in Competency Report format given in table 4. An example of competency report format shown in table 4 based on positive scale for Accounting job is shown in table 5.

Table 5 : Example of competency report based on positive scale for Accounting job

Name : Ashok B.		Roll No. : 2019K29		DOB:04/04'1999
S.No.	Skills Required for the Job	Competency Grading level	Grade Point	Time taken to reach the level
1	Knowledge	Very good	5	12 months
2	Working skills	Good	4	18 months
3	Expertise level	Excellent	6	12 months
4	Communication	Average	2	08 months
5	Proficiency in writing	Very good	5	18 months
6	Generation of new ideas	Excellent	6	18 months
7	Preserving a vision in life	Average	2	24 months
8	Desire for learning and improvement in life	Excellent	6	12 months

9	Attitude towards life	Average	2	18 months
10	Respect for fellow-beings	Below Average	1	18 months
11	Self-control	Good	4	12 months

7. ABCD OF CBES AND ITS RATING SCALE :

Out of many analysis frameworks developed to analyse a system, concept, ideas, models, or strategies, ABCD analysis framework is an effective and simple framework which analyse the usage of the system/model, factors affecting the system/model, and deep insight into the system/model through identifying critical constitutional elements (elemental analysis) [19-22]. The variation in ABCD analysis called ABCD listing is a qualitative discussion method. ABCD listing consists of listing of advantages, benefits, constraints, and disadvantages of the usage of the system/model [23-39]. In this section, the advantages, benefits, constraints, and Disadvantages of CBES and its rating system developed are listed :

7.1 Advantages :

- (1) CBES focus on building and measuring some pre-defined competency for a student in performing a specified task efficiently and effectively.
- (2) CBES provides an opportunity to personalize the learning in higher education by means of providing a proper direction while choosing the subjects, and in the assessment.
- (3) CBES allow students to demonstrate academic competence through a combination of assessment and documentation of experience to gain academic credit.
- (4) In this system, a student can progress in his own pace, while improving knowledge, skills, and experience as per the demands of the industry to the extent decided by the institution.
- (5) In CBES, a student has to demonstrate a defined set of proficiencies and mastery of knowledge and content.
- (6) In CBES, a student can choose any number of subjects where he/she is interested to enhance the skills required to do a particular job with learned required competency.

7.2. Benefits :

- (1) The competency of a student is measured in some quantifiable terms.
- (2) The competency scores provided by this evaluation system gives idea to the employers to judge the capability of a graduate while appointing for a job.
- (3) Since CBES provides an opportunity to personalize the learning in higher education, the students can pursue their education in their own plan & pace.
- (4) CBES provides an opportunity to the learner to continue his education while working for a job.
- (5) Based on scored academic credit, a students’ knowledge and skills in doing a particular job can be determined.
- (6) CBES system and its evaluation model do not allow promoting unemployable graduate.
- (7) CBES system allows a student to take any number of subjects so that one can differentiate himself in academic process along with opportunity to become multi-subject specialist.

7.3 Constraints :

- (1) CBES implementation constraints
- (2) CBES Evaluation timeframe constraints
- (3) CBES curriculum constraints
- (4) Lifelong Continuous improvements required based on environmental changes
- (5) Educators mental block for changing the CBCS to CBES

7.4 Disadvantages :

- (1) Since CBES is mainly skill based education system and hence students are deprived to acquire to general education related to a special area.
- (2) The CBES model is focussed model so that the advantages of STEM/STEAM models are not incorporated.
- (3) Student is allowed to become expert on one or related area in order to get required level of competency so that he may become obsolete soon due to changes in environmental conditions like change in technology.
- (4) Adopting new system and training faculty members for new evaluation system is difficult.

8. CHALLENGES OF MEASURING COMPETENCY OF GRADUATES USING ABOVE MODEL :

Based on the proposed model one can measure the skill levels of a student on positive or negative grading scale. Some of the challenges CBES while implementing and evaluation are as follows :

- (1) The competency level in a specific skill for a job can be represented by offering an appropriate grade and corresponding score by the University evaluator so that it can be considered in industry while offering the job.
- (2) The model based on one to ten levels of competency looks straight forward but there are many implementation constraints for the evaluators as well as the industry job interviewers.
- (3) The process of evaluation of competency in a given skill or in an identified job needs experts in that job. Hence the evaluator's team should comprise of both academicians and industry experts. This makes customization of even evaluation process which leads to complex and time consuming process.
- (4) CBES is suitable for honours degrees both in under-graduation (UG) and post-graduation (PG) levels to measure the additional skills imparted during the training period where as it is not practical for pass degrees in UG and PG levels of higher education.
- (5) This model is more suitable for further studies for continuous of education while working in industries instead of students of formal continuous education system.

9. CONCLUSION :

Competency-Based Education System (CBES) is a significant improvement in CBCS model due to the fact that it provides an opportunity to customize and personalize the learning process. CBES in higher education provides a proper direction of required skills to be developed by a student while choosing the subjects, and the assessment. Competency-based education programs allow students to demonstrate academic competence through a combination of assessment and documentation of experience to gain academic credit. In this system, students have to progress at their own pace, incorporates the process of prior learning assessment, and offers a logical framework for improving knowledge, skills and experience. CBES is a continuous improvement program for individuals and as per the demands of the industry. Since a student need not necessarily have to take predetermined required and elective courses, but to demonstrate a defined set of proficiencies and mastery of knowledge and content. Hence the model allows students to work and learn anywhere and have to develop specific competency levels and get a graduation certificate. The evaluation part of Competency based education system is discussed in this paper and an appropriate solution of grading model based on developed competency is proposed.

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Paper 2

**WOMEN EMPOWERMENT THROUGH SELF HELP
GROUPS WITH SPECIAL REFERENCE TO
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Karnataka, IndiaEmail: mithoonchandra008@gmail.com**Abstract:**

India, our country, is well known for its cultural heritage, civilization, religion and its geographical features. We proudly portray our nation as “Bharat-Mata” and raise slogans in praise of our unity, integrity and dignity. While doing so, we fail to realise that “Bharat-Mata” means mother to every Indian. But in India, women are considered weak compared to men. Right from the beginning women were considered as knowledge-less creatures, which were kept inside the kitchen to do all the household chores. She was never allowed to indulge in social and political affairs of the society. But today, the status of women is at a high level not only in the family but also in the business area compared to men. Women, today, are not only confined to domestic chores like upbringing of children but they also form an integral part of the society and make a significant contribution to the development of the nation. Primarily, now women are dominant as much as men they become equal to men in every area. Thanks to universal declaration of human rights to receive inheritance, divorce or express themselves liberally. Secondly, when we look at the business field, we see the profile of working, producing women today. They also gained dignity in the business area today. It is possible to see women in every field just because of the women empowerment programme. This research is undertaken to learn about the women empowerment program conducted by the Self-Help Groups and to know how they benefit women members socially and economically.

Keywords: Women Empowerment, Self-Help Groups, Members & Financial Support.**1. INTRODUCTION**

India, our nation, is well-known for its cultural heritage, economy, religion and geographical characteristics. We are proud to depict our country as “Bharat-Mata” and raise slogans to praise our unity, honour and dignity. In doing so, we fail to realise that for every Indian, “Bharat-Mata” means mother. But in India, compared to men, women are considered weak. From the beginning, women were treated as knowledge-less beings that were kept in the kitchen to do all the household chores. She was never allowed to participate in society’s social and political affairs. Yet today, not only in the home, but also in the business area, women’s status is high compared to men. Women today are not only confined to domestic tasks such as children upbringing, they are also an integral part of society and make a significant contribution

to the nation's growth. First and foremost, women are now as dominant as men in every field as they become equal to men. Thanks to universal human rights declaration to obtain property, divorce and express themselves in a progressive manner. Second, we see the profile of employed, creating women today, as we look at the field of business. They have also earned credibility in today's business environment. Only because of women's empowerment program can women be seen in any field.

2. WOMEN EMPOWERMENT

Essentially, this creates an environment in the simplest terms in which women can make independent decisions about their personal development and shine as partners in society. According to Swami Vivekananda, "There is no chance for the welfare of the world unless the condition of women is improved. It is not possible for a bird, to fly on one wing". It the 1985 International Women's Conference in Nairobi, which described women's empowerment as a philosophy, it was presented as a redistribution of social power and control of resources for women. Women Empowerment in India, therefore, aims primarily to enhance their social functioning through a quantitative and qualitative change, especially in the field of education, health and employment.

3. SELF-HELP GROUPS

Self-Help Organisations are informal voluntary networks of people from the same socio-economic background to solve their common problems. Methods followed by Self-Help Groups to Empower the Women:

- To sensitise target area women for the end of the self-help group and their importance in their empowerment process
- To build group feeling between them
- Boost women's innovative decision-making
- Provide them with appropriate training on how to manage their business, how to use the funds raised in self-help groups, how to use their loans for productive purposes.

4. OBJECTIVES OF THE STUDY

The study has been designed with the following objectives-

- To study the operating system of Self-Help Groups for the mobilization, delivery and management of funds.
- To know the women empowerment programme conducted by the Self-Help Groups.
- To evaluate economic and social benefits obtained by members since entering SHGs.
- To measure the satisfaction level of the beneficiaries of Self-Help Groups.

5. RESEARCH METHODOLOGY

The study undertaken includes both primary and secondary data. The primary data is first-hand information collected for the purpose of survey. The information for this study is collected through questionnaire. The structured questionnaire was distributed to respondents in Mangalore Taluk. The secondary data is obtained from various journals, books, magazines and a few web sites. The data collected through the questionnaire was put together in the form of tables and analysed, simple percentage method is used for the analysis.

6. DATA ANALYSIS AND INTERPRETATION

Majority of respondents (i.e.,60%) were joined SHG for the reason of availing loan & remaining 40% were joined to save money. As per my study all the respondents were satisfied

by joining SHG. Out of 50 respondents' only 32 respondents' availed loan provided by SHG. Among them 17 respondents (i.e., 53%) were availed loan for domestic expenditure & remaining 15 respondents (i.e., 47%) were availed loan for Self-Employment (like textile shop, sole trading concern, etc). Out of 32 respondents 11 respondents (i.e., 35%) were availed a loan of below Rs. 10000, 17 respondents (i.e., 53%) were availed loan between Rs.10000-25000, 2 respondents (i.e., 6%) were availed loan of Rs.26000-50000 & remaining 2 respondents (i.e.,6%) were availed more than Rs.50000. The study reveals that 100% of respondents agreed that they get loan at low rate of interest in SHG. 100% of respondents were became financially empowered after joining SHG. The study concerned that financial status of women empowered after becoming member of SHG. Out of 50 respondents 46% respondents were undergone training given by SHG& remaining 54% were not undergone any form of training. Training was about establishing their own business, tailoring classes, etc. Out of 50 respondents 64% were responded that they are getting social recognition, very much after joining SHG & remaining 36% were not getting that much social recognition.

7. FINDINGS & SUGGESTIONS

Most of the respondents joining SHG for availing loan. In study region, maximum number of respondents availed loan amount of Rs.10000-Rs.25000. All the respondents opinion is that loan is given at low rate of interest. All the respondents become financially independent after joining SHG. Majority of respondents getting social recognition after joining SHG and they gained confidence in doing their work on their own after joining SHG. The bank should advance adequate credit to the SHG members according to their needs. The office bearers managing the group should be given nominal financial benefits, which will enable them to be more involved in the activities of the group. It is suggested that training on innovative economic activities by using the resources in & around the taluk may be given to the members. The incentives may be given for prompt repayment of loan. This will draw the attention of the groups to repay the loan.

8. CONCLUSION

The modern era has created many obstacles that have put many nations experiencing change, transcending their tradition and culture. New issues must be tackled in order to bring about our nation's social and economic development. Women's empowerment by self-help groups is the most significant one. SHG has undeniably started to make a significant contribution to alleviating poverty and empowering the vulnerable, particularly women in rural areas. Women are the vital infrastructure and their inclusion will accelerate the speed of social development. The sure way to contribute to economic growth and social development is to invest in women's skills and inspire them to achieve choices and opportunities. The atmosphere of rural women not only leads to helping different groups of women and children, but also to help the facilities and community as a whole. This research is an effort to examine member's socio-economic development and women's success in SHG. SHG's performance has been great. As a member of SHG, the lower numbers of women are positively affected. Women's involvement in this scheme is discovering inner and building capability. If the above suggestions are made by the relevant authorities, the study will further improve the status of women in the Mangalore taluk.

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Paper 3
**MOBILITY, STABILITY AND SUSTAINABILITY IN
BANKING AREA**

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Abstract

The present era of industrialization and globalization has added a lot of comforts and luxuries to human life. Through this banking also become a so easier task. Mobile banking is a new trend in modern banking era which allows it's user to perform banking transactions without visiting to the bank as well as without usage of any physical currency. Stability refers to that banks provide effective services their customers, a sound system and procedures govern the banking system, have ability to pay their customers and have ability to absorb risks. It is very important for banks to be pro-active and increase the rate of the growth of the economy. Banks should apply morality of sustainability and responsibility to their business model. It should formulates strategy for their products and services.

Keywords: Mobility, Stability, Sustainability, Mobile Banking, Challenges.

1. INTRODUCTION

Climate change is the most complicated issue the world is facing today. Environmentalism is wide way of thinking idea's and social change regarding involvement for environmental protection for effective state of environment. In response to the present discourse of progress that over exploits our nature for economic prosperity. To measure & mitigate the risk of climate change caused by human activity, there have been continuous endeavors across the globe. Sustainability is the key issue. Due to global warming, the rapid change in climate have direct impact on our bio-diversity, agriculture, forestry water resources & human health. To mitigate climate change, many countries have made commitment necessary. There is a need to promote certain measure for sustainable development and corporate social responsibility. Green movement for protection of environment has brought about a change in the way. Mobile banking plays a pivotal role in protecting environment with the aim of creating good social activities. It is a technique of reducing of carbon emissions and improves financial assistance to green technology and making pollution free environment. It is a way of accelerating the growth and development of the economy by influencing on the financial world. It reduces the paperwork by introducing eco-friendly system that is usage of electronic media instead of paper transaction. Mobile banking plays a prominent role in the protection of natural resources.

2. OBJECTIVES & METHODOLOGY

This study aims to know the concept of Mobility, Stability and sustainability in banking area, to study the transformation of mobile banking, to study the different challenges of mobile banking and to identify the Difference between Stability And Sustainability in Banking. This paper reviews the literature on the basis of secondary data collected from various sources such as articles, research papers, annual reports, sustainable reports,

company's official website etc. for analyzing the Mobility, Stability and sustainability in banking area.

3. MOBILITY IN BANKING

Among all the industries where technology has become a defining factor and is taking the industry by storm, the banking industry is facing a hurricane. Among all the technologies that are shaking up the banking world, the one that is bringing in the most significant transformations across the board is mobility. The banks on the other hand, are working hard to ensure that customers can manage and take care of their banking transactions on any mobile device, whenever they want, from anywhere in the world. The introduction of mobility in the banking sector has erased the traditional methods of working and brought about a great change in the working style that the industry has been used to. It has helped banks stay connected with the world besides speeding up the process. Mobility is helping banks to meet customer expectations, increase employee productivity and cut down on the cost of day to day transactions carried out manually. With mobility the transaction process is automated without any human participation. Customers are getting familiar and comfortable with undertaking basic financial services on their mobile devices.

4. TRANSFORMATIONS THAT HAVE RESULTED DUE TO MOBILITY IN THE BANKING.

Bank employees working processes have moved on to smart phones and tablets replacing personal computers. All banks and financial institutions have advanced websites and mobile apps for customers to carry out their financial transactions and other processes through their mobile devices. Banks work together with app development companies to constantly upgrade their mobile apps to enable customers to manage their bank accounts globally, from any location they are in. With Mobile banking, customers can get any information about the bank's financial services in detail. With multiple security checks at every step, customers are assured of performing more secure transactions through mobile and web apps. Today, banks not only use mobile devices and applications as a channel to offer services to customers but also use it as a tool to connect within the organizations, empower their workforce and control its various processes and assets. So, we not only see basic banking operations performed through mobile devices and applications but also see increased use of mobility solutions within the organizations in complex operations like asset management services, loan approval processes and database management.



5. CHALLENGES

There are multiple challenges facing the banks as they move on to leverage mobility solutions. There is a massive proliferation of devices differing in form, Platform Scalability functionalities and features. The challenge will be to come-up with a solution that fits all. While the world may have been stepping into 5th generation of internet connectivity, still bandwidth latency and coverage is an area of concern if mBanking has Integration Key & Challenges Customer to truly stand to its promise of anywhere, anytime Deployment Experience banking. Security of banking transaction over the Model air is another complicated challenge which calls for continuous intervention as the technology Data evolves. Decision makers should also need to keep Security an eye on the scalability and reliability of mobile & Fraud infrastructure as the usage grows and mobile Detection devices become the major channel from yet- another-channel of contact between customers and the branch. Mobility today is transforming banking services in a big way. It is providing a whole new experience with a huge benefit over traditional banking while making customers lives easier, while empowering and encouraging them to actively participate in their financial lives.

6. STABILITY IN BANKING

Stability refers to that banks provide effective services their customers, a sound system and procedures govern the banking system , have ability to pay their customers and have ability to absorb risks.) The global financial crisis of 2007 was one of the shocking economic disasters of the last one hundred years. Large numbers of banks in the advanced countries were failed causing irreparable damage to the financial system and to the real economy. Central banks learned that banks have to be well regulated

and well capitalised so that they can withstand any crisis. The financial crisis thus provided a valuable lesson to the western countries who boasted that they always have the sophisticated economic system. After the crisis, they introduced a large number of policies for the banking system including strong regulations that were unprecedented in history for them. Failure of banks leaves long scars on the economy as a whole. A bank failure is the failure trust, which cannot be rebuilt. Hence financial institutions should be kept stable and healthy. After the crisis, central banks across the world are strengthening measures like regulation and supervision to keep the banking system stable. Most central banks including the RBI have added financial stability as a core objective of monetary policy. The concept of financial stability or the situation where banks remains healthy, without any weaknesses, became an important priority for central banks after the crisis.

7. WHAT IS FINANCIAL STABILITY?

Financial stability means financial institutions individually and collectively are being able to deliver their functions properly, withstanding external shocks and avoiding internal weaknesses. 'India Financial Stability Report' published by the Reserve Bank of India (March 2010), defines financial stability: "From a macro prudential perspective, financial stability could be defined as a situation in which the financial sector provides critical services to the real economy without any discontinuity.". During the time of the global financial crisis, RBI has made many unconventional measures to protect the banking system. Liquidity support was provided abundantly so that no banks should face stress. The RBI since 2010 is publishing *India Financial Stability Report* to assess financial stability scenario in the country. Financial stability is now one of the three important objectives of monetary policy besides price stability and credit support. In its monetary policy statement in May 2008, the RBI mentioned that sometimes, the objective of financial stability becomes more important than the objective of price stability. A stable financial system is capable of efficiently allocating resources, assessing and managing financial risks, maintaining employment levels close to the economy's natural rate, and eliminating relative price movements of real or financial assets that will affect monetary stability or employment levels. A financial system is in a range of stability when it dissipates financial imbalances that arise endogenously or as a result of significant adverse and unforeseen events. In stability, the system will absorb the shocks primarily via self-corrective mechanisms, preventing adverse events from having a disruptive effect on the real economy or on other financial systems. Financial stability is paramount for economic growth, as most transactions in the real economy are made through the financial system. The true value of financial stability is best illustrated in its absence, in periods of financial instability. During these periods, banks are reluctant to finance profitable projects, asset prices deviate excessively from their intrinsic values, and payments may not arrive on time. Major instability can lead to bank runs, hyperinflation, or a stock market crash. It can severely shake confidence in the financial and economic system.

8. SUSTAINABILITY IN BANKING

The integration of sustainability into the banking sector has taken two key directions. The pursuit of environmental and social responsibility in a bank's operations through environmental initiatives (such as recycling programs or improvements in energy efficiency)

and socially responsible initiatives (such as support for cultural events, improved human resource practices and charitable donations). The integration of sustainability into a bank's core businesses through the integration of environmental and social considerations into product design, mission policy and strategies. Examples include the integration of environmental criteria into lending and investment strategy, and the development of new products that provide environmental businesses with easier access to capital. The second of these categories has the potential to influence business on a larger scale. By integrating sustainability into a bank's business strategy and decision-making processes, institutions can support environmentally or socially responsible projects, innovative technologies and sustainable enterprises. While banks play a crucial role in promoting sustainable development, the industry got off to a late start in acknowledging sustainability as an item on its agenda. In the 1990s, however, it started to play a more active role in sustainable development. The major shift happened when bankers realized poor environmental performance on the part of their clients represented a threat to their business success. The interdependency between a bank's profitability and the environmental record of its clients has influenced the business strategy of both banks and their corporate clients. This has happened in several ways. In particular, to decrease their exposure to environmental liability and to improve risk management, bankers started to look more closely at the environmental performance of their clients. They developed mechanisms to assess the environmental risk exposure of their customers, and to protect themselves from potential losses. This growing concern about clients' environmental performance, manifested in lending and investments decisions, began to act as an additional driver of sustainability in the private sector. Companies were given one more reason to pursue environmentally and socially sound solutions.

9. DIFFERENCES BETWEEN STABILITY AND SUSTAINABILITY IN BANKING

Stability is a short term snapshot of the banking system - it has the required capital to withstand loss, and is able to payback its depositors as and when claimed - that is being solvent, has liquidity and adequately capitalised. Sustainability on the other hand is a long term phenomenon - that the system would survive all economic and financial impacts, (due to the above stability factors) as well as its capacity to rise from the ashes, may be because of group strength, internally generated surpluses, good corporate governance and probably not being too aggressive in doing banking business and assuming risks.

10. CONCLUSION

It is not the strongest of the species that survive nor the most intelligent, but the one most responsive to change. Since changes are going on anyway, the great thing is to learn enough about them, so that we will be able to lay hold of them and turn them in the direction of our desires. Conditions and events are neither to be fled from nor passively acquiesced in they are to be utilized and directed.

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Paper 4

MANAGERIAL IMPLICATIONS OF LESSONS FROM SOME ANIMALS LIVING BEHAVIOUR

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Abstract:

Business organizations need to improve their performance continuously by constantly monitoring their internal and external environment. Organizational improvement is an important issue at any point of time in society and needs different types of behavioural attributes to be followed by managers and the employees to be followed to satisfy or to make an impact on stakeholders. The management thinkers of many schools of thought suggest to find out optimum behaviour to ensure success. It is observed that some Animals in their living style adopt certain behaviour which is in built in their way of survival. The principles behind their living methods have several managerial implications. This paper is based on the living behaviour of animals and the managerial lessons involved in it which are relevant to Business Managers in their business operations.

Keywords : Management lessons, Resilience development, Learning from animals, Learning from reflections.

1. INTRODUCTION :

Learning makes the man better and improves his style of functioning and performance. Continuity in the learning process keeps a man fit in a changing environment. He can exhibit his good qualities and can act as a role model to others in his learning process. A learner cannot only improve himself but also facilitate others to improve their learning in a community. The general perception is that real learning happens at school. A person achieves his learning progression at different levels viz primary, secondary, higher secondary and at under-graduation and post-graduation levels. Teacher plays a key role in shaping the career progression of a student. Teachers at different levels act as mentors, guides, and facilitators of the learning process. However, it is the known fact that the learning process has different dimensions. Apart from classroom teaching learning environment, a student can equip himself better through reading, interaction with others, observation of others performances, associations with learned people and his own reflections. A student keeps himself open to all this avenue can shape himself better and lay a solid foundation to build up his career.

Observation of nature provides learning opportunities for the students and the purpose of this paper is to provide learning avenues to students especially management students from

observing the animals and their living behaviour. Animals follow their own discipline to survive in an open environment. The basic input is taken from Chanakya Neeti Darpana for further elaboration of the paper [1-3]. As per Chanakya's view, there is one learning lesson each from lion and crane, the living style of cock provides four lessons, crow provides five lessons, dog provides six lessons, and donkey provides three lessons. "Simhad Eakam, Bakad Eakam, Shiksha Chatvari Kakkutat Vayasat, Pancha Shikshechha, Shat Sunah Thrinee Gardabaha".

2. OBJECTIVES & METHODOLOGY :

The very objective of the paper is to draw managerial lessons from the living style of animals such as lion, crane, dog, crow, cock, and donkey. The living behaviour of animals has been taken from Chankey Neethi Darpana written by a well-known expert who wrote famous "Artha Shastra" in about **3000 BC** which provides lessons to govern the country in a systematic way. The principles adopted by animals have been highlighted in the paper which is relevant to Business Managers in the present context. Many management thinkers also studied animal and bird's behaviour and their implications for management and leadership behaviour [4-8].

3. MANAGEMENT LESSONS FROM SOME ANIMALS :

3.1 LESSON FROM LION :

Lion is called the king of the forest. Before executing its work, lion plans properly with adequate care. Once the planning is done it executes with full focus and by synergising its efforts. It won't relax until the work is over. A manager who is in the helm of affairs of business projects needs to understand the concept of planning with care and execution of the project with full thrust. Most of the failures in business happen either due to lack of adequate planning and preparation or execution of the project with wholehearted efforts. The success in business comes to those who dare and act. It seldom comes to timid. Therefore, business managers before venturing into any new projects or business activity need to equip themselves fully with facts and figures, proper analysis of the market condition, and execute the project putting wholehearted efforts. Anything done in a hurry or done without a proper understanding of the market environment may not fetch expected results. The concept of concern and care is very much essential to drive the project in the path of success.

3.2. LESSON FROM CRANE :

Crane when it sights an object like fish, concentrate along with regulating the body and wait for the right time with patience. At right time it catches the object with the right force. Before striking its object, crane calculates the right distance and force required to complete the task. Self awareness, self regulation, self motivation and action at the right time with the right force are the lessons a business manager can learn from the way of living of crane.

A manager needs to focus his attention on the task along with awareness of his strengths and limitations. He needs to evaluate the risk involved, maintain professionalism and take decision at the right time with the right effort. Right decision at right time fetches desirable results. Undivided attention on the problem allows a manager to understand it better and enable him to solve it in a proper way.

3.3. LESSON FROM COCK :

The cock imparts four lessons viz. Early rising, keep ready for self-protection or attacking, allow others to take their due share, and grab its legitimate share. In the early morning, it is a cock which gives the wake up call. Early rising provides flexibility in time so that there will not be any hurry or tension in the day's activity. Time management is very much essential for business managers. This not only shows self-discipline but also enables one to do the duty without much stress or tension. Work without much stress enables a business manager to take planned decisions systematically. His style of functioning can be an example to others for better management.

The second lesson from cock is to keep yourself ready to face challenges. It may be self protection or exhibit required aggression for survival. Keep oneself fit in the changing environment is the need of the hour for business managers.

The third lesson is giving the due share to others. Cock allows others to take their share without any constraints. This quality is essential for managers in employee relationships and employee treatment. Business managers from the point of view of business development need to take care of their employees with an attractive incentive package. Then only they can build the team and lay a solid foundation for business.

The fourth lesson is grabbing its own share. What is the legitimate share should be identified and has to be claimed without any hesitation. A business manager should not have any inhibitions to claim its right remuneration and incentives appropriate to his efforts and risk involvement.

3.4. LESSON FROM CROW :

The lessons from crow are - to be alert and watchful, collect the desirable things for later use, make love in privacy, don't get scared away easily, and don't trust anyone fully.

Alertness and watchfulness are necessary for managers to monitor the business process in the formal framework. It helps to overcome the internal limitations and identify the poor performers. Watchfulness also helps to avoid failures and internal sluggishness.

Resource conservation is required for a business to maintain steadiness in business operations. It enables Business Managers to maintain resilience during the depression and unfavourable situations.

Love is a personal matter which has to be done in privacy to maintain one's dignity and self-respect. Creation of a scene in public brings down the image both of the individual and also the business organisation. From the point of view of the image of the organisation, business leaders need to keep themselves away from scandals and licentious behaviour.

Running a business calls for adequate courage and confidence. If a manager is weak minded, he cannot exhibit his stability and gain employee confidence in the organisations.

Trusting fully or dependent on another person in total may create problematic situations. Watching and testing is a strategic option a business manager needs to maintain to safeguard

his business activity. A person may command terms or deceive the organisation if the organisation is dependent on him fully.

3.5 LESSON FROM DOG :

Loyalty to the master, contented sleep, ready to wake up even for a slight noise, fight ferociously without any shy, eat adequate food when available, not worried if sufficient food is not available are the six qualities of a dog.

These qualities provide guiding principles to a business manager. He needs to exhibit his concern and care with at most loyalty to his organisation. He has to keep himself ready for any tuff work related to his organisation. He needs to have full satisfaction for whatsoever he is getting and has to grab the opportunity for his benefit when available to him. Dissatisfaction or disappointment is common in any work environment. If one is worried too much about this, he cannot put effort for future endeavours. What had happened in the past should not be kept in mind throughout. This constraint his future progress.

3.6 LESSON FROM DONKEY :

Donkey's living behaviour provides three lessons, never refuse to work, have contentedness and stoicity. Donkey works in cold or hot environment. It does tiresome work without complaints and it keeps cool and contented. A business manager has to maintain balance during tuff times as well as a good time. He should know how to manage disappointment and maintain continuity of the business.

4. MANAGERIAL IMPLICATIONS & SUGGESTIONS :

The role of business managers is to make proper decisions for the survival and growth of a business organisation. Proper planning and coordination, motivation and control are necessary to keep up the fitness of the organisation. While taking decisions business managers have to evaluate each and every option for the optimal solution. The lessons from the life behaviour of animals would help the business manager to take the right decisions at the right time.

Wholehearted efforts with proper planning full attention at work, exploitation of right opportunity, develop the team spirit, assertiveness, balancing the good and bad situations, self awareness, self regulation, self motivation, time planning, good relationship, employee care, and concern would help business managers to drive the business towards better heights.

5. CONCLUSION :

A business manager would enable to enrout the business in the path of success by incorporating the above-mentioned lessons which he can learn from the living behaviour of animals. This approach enables him to strengthen the business and also shows others the proper way in business survival and growth.

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Paper 5

STUDY ON MILLENNIAL PERCEPTION ON MARKETING INNOVATION

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Abstract:

This paper deals with the study on the impact of Digital Marketing towards Millennial people who born age between 1981 to 1999. The objective of the study is to analyse how Millennial Use Digital Media, how much and the reason for using digital media. The paper gives about the role of youths in the Digital Industry. It basically explains how important is digital Marketing and helps it's changing the company's marketing strategies. The reason for conducting this study is to observe various marketing strategies that are used in Digital Media and determine which ones are preferred by Millennial and are effective in influencing their perception and behaviour. This study has 104 Millennial responses are used on Digital Media daily in their life, more importantly, this study highlights millennial view web site frequently write online product review that people will see Digital Ads rarely for Millennial do not like pop up ads and they like Visuals in websites and actual grabbing attention of products or services.

Keywords: Digital marketing: Internet, Digital media, millennial, Digital industry, Perception.

1. INTRODUCTION

Digital Marketing or E-Marketing refers to the use of marketing techniques through Digital Media or Internet like social media, websites, blogs etc. With increasing usage of digital marketing consumers and companies can able to reach their targets easily. It is all about the targeted, measurable, and interactive marketing of end products or services with the use of digital technologies and media to reach and transfer leads into clients and retain them[1]. Millennial has been identified as a driving force behaving digital media and online shopping. Millennial or Gen Y people's unusual attraction both Academic and Managers works. Gen Y people are called as first-generation people who use Digital Media or Internet for the purpose of getting information or to buy products[2].

2 STATEMENT OF THE PROBLEM

Study on Millennial Perception and Behaviour regarding Digital Marketing/Digital Media with special reference to Stream LL Bengaluru”.

3 NEED FOR THE STUDY

Using digital advertising and marketing or net advertising and marketing is very crucial for any enterprise. These youths will affect deeply on the market because of the regular use of Digital Medias.[3]

4 LITERATURE REVIEW

J Järvinen, H Karjaluoto - Industrial Marketing Management, (2015). This study explains the performance of the companies by using Web analytics. The main purpose of this study to measure literature and use web analytics. This offers companies to measure Digital Marketing performance. The study shows that organizations efforts to use marketing metrics system and the resulting outcome cannot be understood without seeing the processing of metrics data and use of the system. should update their capabilities and also use current or modern Digital Marketing Techniques.

5 OBJECTIVES & METHODOLOGY

To Analyse the Millennial Perception towards Digital Marketing to know their view about digital media, online marketing, online shopping, and promotional activity with Digital Marketing[4][8] To Analyse the Millennial Behaviour towards Digital Marketing, Digital Media, online shopping and ads. For this study methodology adopted the data interview of primary data gathering. The source of secondary data collection is from books, websites, and journals

6. ANALYSIS AND INTERPRETATION

Figure No. 1.1 Response on Role of Website Design

Role of Website Design in Digital Marketing	No. of Respondents	Percentage (%)
Disagree	2	2
Moderate Disagree	8	8
No opinion	27	26
Moderate agree	24	23
Agree	43	41
Total	104	100

Table no 1.1 clearly state that Majority that is 41% of respondents agree to this statement

Figure No. 1.2 Responses regarding knowledge of Digital Marketing

Knowledge regarding Digital Marketing	No. of Respondents	Percentage (%)
Yes	103	99
No	1	1
Total	104	100

Table no.1.2 clearly state that 99% of respondents are having knowledge about Digital Marketing.

Figure No. 1.3 Response regarding interest in learning Digital Marketing

Regarding interest in learning Digital Marketing	No. of Respondents	Percentage (%)
Yes	8	9
Maybe in Future	59	57
Already know about the concepts	5	5
Not Interested	31	29
Total	104	100

Table no 1.3 this clearly state that 9% of respondents have interest, 57% of respondents thought to learn in future, 5% of respondents already know about Digital Marketing, 29% of respondents no interest in learning digital marketing

Table No. 1.4 Response regarding information is needed before joining any Digital Marketingcourse

Information about Digital Marketing course	No. of Respondents	Percentage (%)
Strongly agree	55	52
Agree	39	37
Disagree	1	1
Strong disagree	10	10
Total	104	100

Table No. 1.4 clearly state majority that is 52% of respondents strongly agree to this statement, 37% of respondents agree with the statement, 10% of respondents strongly disagree to the statement, 1% of respondent disagree to the statement

Figure No. 1.5 Response regarding the familiarity with Digital Marketing Techniques

Digital Marketing Techniques	No. of Respondents	Percentage (%)
SEO	3	3
SEM	5	5
Social Media marketing	66	62
E-mail Marketing	11	11
Pay-per-click advertising (PPC)	3	3

Content marketing	3	3
All the above	5	5
None of above	8	8
Total	104	100

Table no 1.5 reveals that majority that is 62% of respondents are familiar with Social Media Marketing

7. FINDINGS

- Majority of the respondents believe that by using web site design it is easy to get information about the products.
- Majority of the respondents agree that Digital Marketing is going to replace Traditional Marketing.
- The study clearly shows that all the respondents heard about Digital Marketing.
- By analysing the above study most of the respondents heard about Digital Marketing through social media
- 59% of the respondents were interested to learn digital marketing in future and 9% were really interested to learn immediately
- From the above study majority of the respondents agree that they need much information about Digital Marketing.
- By analysing data from the study majority of the respondents agree that, there is great Job opportunity for Millennial to Digital Marketing Industry.
- Majority of the respondents moderately agree that choice of Digital Marketing is best for the future job option.

8. SUGGESTIONS

- Web site design is the main attraction in Digital Marketing but most the people pay less attention to that so more attention in website design has to be done.
- Strategic Promotion of Digital Marketing is the need of the day.
- Good website for Digital Marketing with information regarding the concepts and techniques and online course, queries etc.
- More and more pop up ads will disturb to viewers.
- By providing online course facility people may come to learn Digital Marketing.
- Encouraging Millennial to study digital marketing is the need of the day

9. CONCLUSION

In future India with the use of digital marketing has tremendous growth in the national income and it helps many start-ups to grow their business in a big way. The internet penetration rate in India has increased to the greatest extent. And also the small or medium level business can get a very good benefit from the Digital Marketing [6]. Usage of internet by maximum number of people in the country would help in the development of the business in the country and there will be more demand for the domestic products as well [5]. Since all most all young and adults of the world are having connection with web it would be very easy for the marketers to target the customers making it cost effective, as traditional marketing is taken over Digital marketing.

importance should be given to the growth of digital marketing concentrating on Millennial by analysing their perception and expectation as they can be involved in making digital marketing much more effective therefore, Younger generation should be encouraged to take up digital marketing as a job opportunity and create awareness among them is the need of the day[11,12].

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Paper 6
**STUDY ON SOFT SKILL TRAINING AND
DEVELOPMENT PROGRAMME FOR MANAGEMENT
STUDENTS**

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Abstract:

The higher education in India as well as the market scenario and requirement is changing very fast and moving ahead due to stiff competition. A decade ago, those individuals who had a brilliant academic record with added work experience were well sought after by most of the corporate institutions with a fixed range of pay as remuneration. But today hard skills and experience are not sufficient enough for the way in and growth in the corporate world. Employers prefer to hire and promote those persons who are resourceful, ethical, and self directed and motivated with good communication and soft skills. Shortage of soft skills in the candidates has resulted in low hiring by corporate. Corporate giants have also made its point clear regarding soft skills training programme to be included in the management courses and will surely have a positive overall development in the course.

In spite of such immense significance of soft skills, many management colleges are hesitant to incorporate soft skills training in the curriculum of management courses. This paper is based on the improvement training and development programme has on the students regularly exposed to soft skills sessions, activities and those who are deprived of the same.

Keywords: Soft skills, Soft skills training programme

INTRODUCTION

The education scenario in the recent times is changing very fast. No matter how well equipped an individual think he is with respect to the technical skills he will not get success in the corporate world. Communication skill is an important soft skills element and plays an important task in the business world.

Soft skills have become a crucial and increasingly sort after quality for careers in corporate world, irrespective of the sector. Requirement of soft skills in a job has made the competition for job acquisition and job sustainability tougher. All those candidates who wish to get an edge over their competitor are expected to improve their soft skills so that they will be able to come out as

a winner irrespective of the hurdles that they face in the employment procedure. The global competitiveness of Indian industry and also its employment generation potential is clearly dependent on availability of required skills and trained personnel. Soft skills are different and distinct from Hard Skills. Soft skills are those skills that add more significance to the hard skills ornamented by an individual.

Soft skills are perceived as those capabilities that inherent in an individual. These competencies exist in every individual a particular level. But if these skills are not used or if the individual who adorns these skills. Individual is unaware of it then that individual will never be able to utilize his / her inherent skills.

DEFINITION

Soft skills are essentially people's skills or personality specific skills. According to Hewitt Sean (2008) soft skills are "non-technical, intangible, personality specific skills" which determines an individual's strength as "a leader, listener and negotiator, or as a conflict mediator". Soft skills are the traits and abilities of attitude and behaviour rather than of knowledge or technical aptitude.

OBJECTIVE OF SOFT SKILLS TRAINING PROGRAMMES

The main objectives of the soft skills training imparted to MBA students should be to:

1. To develop communication skills (spoken and written).
2. To identify the skills required to perform up to the standards in interview.
3. Make the student capable with respect to the current Job requirements, by expanding the skills set.

RESEARCH METHODOLOGY

Study Method: Data collected for the research topic is from secondary sources.

CORE ELEMENTS IN SOFT SKILL

1. FORMAL HANDSHAKE

First impression is formed while an interaction between two individuals happen and handshake is the first point of contact. There are important fundamentals to remember when having a formal handshake.

ESSENTIAL POINTS FOR GOOD FORMAL HANDSHAKE

1. Maintain a good eye to eye contact with the other person.
2. Smile when a formal handshake is done.
3. Have a firm grip but don't crush the other person's hand.

4. Be confident and introduce yourself to the other person.
5. Leave the hand after few seconds of handshake.
6. In a handshake with lady. The lady has offer for a handshake first.

2. GROUP DISCUSSION

Presenting the different ideas on a particular topic in a systematic way and also listening to the others when points are made differentiates the individuals who attend a group discussion and aim for employment and the end of the day. A standard group discussion happens for 10 to 12 minutes with 8 to 10 members participating.

There is key area in a group discussion which the company look for and judge while selecting the candidates. The number of individuals selected for future process based on the vacancy in the organization.

POINTS TO REMEMBER FOR GROUP DISCUSSION

1. Keep eye to eye contact while speaking.
2. Initiate the Group Discussion and also allow others to speak
3. Speak clearly and use facts and figures relating to topic to justify
4. Make sure to bring the discussion on track
5. Positive attitude
6. Listen carefully to others (important quality to become a good manager)
7. Formal dressing

QUALITY'S JUDGED IN GROUP DISCUSSION

1. How good is the communication with others
2. Behaviour and interaction with group.
3. How open minded is the individual.
4. Listening skill.
5. How are the views and idea put forward to the group

3. FACE TO FACE INTERVIEW

Making the students aware and prepare them for a few expected questions which will be asked in the interview is the smart work placement officer has to do in order to have more numbers of students placed out of the students appearing for interview.

TIPS REGARDING INTERVIEW AND THE ATTIRE

1. Research the potential employer
2. Review the job description and match your experience and education with the duties of the position
3. Prepare a 1 to 2 minute script about yourself.
4. Be sure to arrive 10 to 15 minutes prior to the start of the interview
5. Greet the interviewer with a firm handshake
6. Maintain good eye contact and posture

7. Make sure you are energetic and enthusiastic
8. Speak clearly and articulate

STANDARD INTERVIEW QUESTIONS

1. Would you tell me about yourself?
2. What is your greatest strength?
3. What is your greatest weakness?
4. Where do you see yourself in 5 years?
5. What about this position do you find most appealing?
6. Why do you want to work for our company?
7. Why should we hire you?

CONCLUSION

Today, new generation managers are expected to garnish soft skills along with the technical/hard skills. The modern corporate managers should have the talent to understand situations, fill in the missing conversations, capacity to connect and coordinate, and should know how to enlist the support from others. The ability to work in team and good interpersonal skills definitely add worth in the growth and promotion of corporate executive. The research results show that soft skills of the students can be refined if management colleges pass on the adequately framed and standardized soft skills training sessions to them. Students who are regularly exposed to soft skills sessions will have an edge over other students not only with respect to employability but also with respect to overall personality growth.

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Paper 7
**ROLE OF ON-LINE TUTORING IN THE INDIAN
SCENARIO**

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Abstract:

India is a country where education practices are at their best. Indian parents want to impart quality education to their children irrespective of where they live. Most of the Indians who migrate to foreign countries for lucrative jobs want to give the best education to their wards. This is where online tutoring comes to existence. Over the last few years, online tutoring from India for students across the globe has taken on the contours of an industry. Online tutoring is a big segment in parallel education, which is expected to grow in a rapid pace. Indian e-tutoring companies reach out to the students across the globe. Online tutoring is the best job that can lure Indian women who would like to become a good homemaker without sacrificing her career. Online tutoring is conducted by companies who hire tutors, who are available on demand. Thus, online tutoring from India plays a vital role which is driven by availability of large pool of talented teachers at lower costs. This paper highlights the working mode of on-line tutoring in the context of Indian women who find it difficult to juggle between home and office. The paper also focuses on the impact of online tutoring in the Indian market. This paper also does a comparative study of a few online tutoring companies to analyze their growth. This paper highlights the future of e-learning in the Indian context.

Keywords: online tutoring, e-learning, e-tutoring companies, on-line learning

Introduction:

Students from primary classes to Class XII are now actively leveraging websites and apps in their search for excellent tutors. In the last few years, the approach of the parent, teacher, and student fraternity in India has been veering towards the online world, especially in urban and semi-urban India. A handful of startups rode high on this behavioral change and succeeded in the online tutoring domain. Online tutoring is not just about connecting teachers and students. It should have the ability to map coaching to respective curriculum and syllabus. To succeed, the companies need to have a good tutor management platform, robust training, remote monitoring of tutors, and tools and techniques using analytics and artificial intelligence(AI) to ensure an

effective outcome for each student[1]. But preserving the retention rate of students and minimizing the attrition rate of tutors will define the growth and sustainability of a company in this domain.

A teacher is a trained professional who teaches a group of students. Teachers' pay rates vary considerably depending on the grade level that is being taught, the level of education that the teacher has, which state they reside in and whether the position is full-time or part-time[2]. When you work as an employee, you don't have to invest any money up front or find your own clients, but your pay rate, work hours, and how you work will be more restricted. A tutor, on the other hand, is an informal professional who gives individuals additional or remedial instruction in a given subject[3]. While you need to have extensive knowledge of a subject, you don't need any specialized training to be a tutor. When a woman works as a tutor, she can be hired on as an employee, independent contractor, or can choose to open up your own home-based tutoring business. When you set up your own business, you have more flexibility with scheduling, choosing clients, and setting your rates, but you'll also have to find your own customers, set up your business, and pay self-employment taxes. Establishing a tutoring business is easy and has relatively low start-up costs. Some items you'll need to get started are a phone line or Smartphone, a computer, high-speed internet access, a printer and scanner, and a website to market your business.

The demand for online tutoring from India is driven by its large talent pool of teachers and lower costs. This is similar to the demand for the well-established Indian software and services and business process outsourcing industries. Then there is the advantage of sheer convenience. In most of these companies, online tutors are available 24 hours a day for one-on-one help. Students can log in at their convenience and assignments can be discussed through online chat sessions and voice. A virtual whiteboard allows the use of charts, graphs and diagrams.

Impact of online tutoring on Indian economy:

Over the last few years, online tutoring from India for students across the globe has taken on the contours of an industry. Along with other services in the burgeoning person-to-person off-shoring (PPO) space, it has tremendous growth potential: In the U.S. market alone, revenues for Indian tutoring companies are estimated by some to be at \$20 million today, and industry players expect the total to reach \$2 billion in three to five years [5].

While there are no firm numbers about the industry's size, estimates suggest that well over 100 players fill the space. They range in size from the venture-fund backed TutorVista.com, which has 600 tutors and 10,000 students, to Tutors Worldwide India, a fully-owned subsidiary of the U.S. Company Socratic Learning, with 250 tutors [6]. There are also mom-and-pop outfits with five tutors or fewer. Science, mathematics and English are usually taught. Offerings include homework help, regular grade tutoring, and preparation for the SAT, ACT and other exams. In many cases, tutors work from their homes. Though prices vary, they are much lower than those at U.S. tutoring firms, in some cases as low as \$10 an hour. TutorVista.com, which charges \$99.99 per month for unlimited tutoring, aims to make its service part of a family's monthly budget, like a health club membership.

A recent research puts online tutoring from India as one of the PPO services to watch out for. Others with strong growth potential are website development, graphic design, and editorial and writing services [7]. According to the research, the growth of the Internet, small offices, home businesses and individuals depends on the technological advancements and they can as well utilize PPO services. Individually taken, each contract is often of low value, usually between \$100 and \$5,000. Since the number of end consumers and small businesses is enormous, the total addressable market in the United States alone easily exceeds \$20 billion. Indian e-tutoring companies haven't forayed only into the United States [8]. They are also reaching out to students in the United Kingdom, Canada, Australia, China and West Asia. But it is the U.S. online tutoring market, currently estimated at \$200 million and which some players say represents more than half the global market. TutorVista, for instance, has students in 13 countries, but more than 90% of its revenues come from the United States.

Business models in online tutoring:

Indian companies who are already in the education business and start-ups have been quick to spot these opportunities and are trying out different business models. Some companies, like Educomp Solutions and TransTutors, have tied up with U.S. e-tutoring firms and get work subcontracted from them[9]. As the back-end vendors for the U.S. firms, these Indian companies put up the infrastructure and hire and train tutors in India. In most cases, the course content is provided by the U.S. Company, which also performs the marketing, brand building and student acquisition.

Another business model that companies, including TutorVista, have adopted is the direct-to-consumer route [10]. Along with the back-end operations, these companies develop course content and reach out to students directly. Some companies, such as Career Launcher, started their e-tutoring operations as back-end providers, learned the ropes, and then branched out to the retail segment [11]. Others are keeping both options open, a strategy they obviously prefer to keep under wraps for fear of upsetting their U.S. partners.

Each of these business models has its own opportunities and challenges. While the subcontracting model has a low gestation period, it is also very competitive. With an eye toward getting the work, Indian companies tend to undercut each other. The result is low margins, around 10% [12]. On the other hand, the direct-to-consumer model offers much higher margins, around 25% to 30% [13]. But it requires large up-front investments for brand building and customer acquisition.

Conclusion:

In this paper, the primary differences between tutor and teacher along with their pros and cons have been highlighted. The paper also reflects the economic growth of online tutoring in the Indian business scenario. The paper throws light on the different business models in online tutoring along with their opportunities and challenges. Some examples of online business companies and their growth in the Indian market have been discussed. To sum up, online tutoring helps individuals, especially women to devote their time to work as well as to their domestic affairs. Online tutoring helps to boost the country's economy by outsourcing our talent

to all over the world. The future of online tutoring seems to be very promising for both the tutors as well as the learners’.

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Paper 8

**SMART BIN: SMART MONITORING SYSTEM TO
KEEP OUR CITY CLEAN****Sangeetha Prabhu¹, & Krishna Prasad K²**¹Research Scholar, College of Computer Science and Information Science,
Srinivas University, Mangalore, India²College of Computer Science and Information Science, Srinivas University,
Mangalore, IndiaE-mail: sangeethaprabhu96@gmail.com**Abstract:**

The Internet of Things is a rapidly changing concept. The Internet is now a manner of existence with the World becoming linked via the Internet. For all our fundamental requirements, we also need the Internet, say for bank account management, grocery shopping, travel arrangements management, the list is infinite. Most of the appliances (“things”) we use it on a regular basis are regulated on in our own mobile devices only by remotes and sometimes by apps. This has resulted into its own “network” and is also frequently referred to as the “Internet of Things”. Using the IoT, all the facilities we use in our daily lives can be monitored and controlled. Most of the process is achieved in IoT using sensors. Everywhere, detectors are created and these devices transform pure physical information into digital signals and deliver them to their command core. Through the Internet, we can track environmental changes remotely from a corner of the world. I work the same way with the mixture of detectors namely IR detector smart selection bin. The IR detector will demonstrate us the different trash concentrations in the dustbins and push their performance forward when they cross their limit level. The NodeMCU also receives this information and the NodeMCU provides the transmitter unit the information. A mobile phone is linked to the client in the receiver segment to display information of the garbage bin on the HTML site in our mobile phone's web browser. In this document we will evaluate internet stuff, IoT background, intelligent dustbins and their work, apps and disadvantages of intelligent dustbin

Keywords: IoT, Smart bin, Technology, Sensors, Internet.**1. INTRODUCTION**

In today's way of living, the Internet and its applications are an integral part of human life. In all respects, it has become an extremely useful tool. Because of the enormous demand and necessity, scientists have not just connected computers to a web. These studies led to the development of an interesting Internet of Things. Internet communications have grown from user to user: interaction to devices: interactions with devices. The ideas of IoT were introduced years ago, but are still in the earlier stage of practical application. Through IoT, the domestic robotics and transport sectors are expanding rapidly. Seeing that most operations are performed via the

internet they need an efficient fast internet connection the software can be easily explained as a link between computers. The IoT will regulate and track all the hardware we use in our lives today. Many operations are conducted using IoT sensors. Sensors are distributed all over the site, and raw physical information is delivered to the control centre. This allows us to track modifications of the atmosphere directly via the Internet from any corner of the world. Smart collection bin appears similar in integrating sensors such as weight sensors and IR sensors that indicate their corresponding weights and stages. The IR sensors inform us all the various waste levels in the dustbins and also trigger the weight detector so that when the maximum limit is reached the data can be sent ahead. The microcontroller (ARMLPC2148) is provided further data and the controller provides the transmitting module (Wi-Fi module) with the knowledge. A mobile device must be linked to the WLAN router at the recipient section to demonstrate all the details of the waste bin on the HTML tab in our portable handset's browser[1].

2. OBJECTIVES

Smart waste disposal is a proposal where we can deal with a large number of environmental damage and disease issues that disturb society. Waste management must be carried out instantly otherwise irregular management will have a negative impact on nature. The regulation of intelligent waste is primarily consistent with the Smart Cities idea. Our suggested system's key objectives are as follows:

1. Waste disposal monitoring.
2. Provision for smart disposal device engineering.
3. Avoiding contact of human beings.
4. Human effort and energy management.
5. Lead in a nurturing environment that is waste-free.

This project is part of the integrated systems as well as android application development category.

3. TYPES AND METHODS OF WASTE DISPOSAL

The waste created by various sections of the community can be categorized by its form (physical characteristics) and target. Such distinction is important because it allows systematic selection, reuse and the concept of the best goal simpler. The waste disposed of in urban communities constitutes a highly large and diverse volume of material and a much more homogeneous bunch of manufacturing and hospital waste [2]. A selective collection is usually the foundation of proper waste disposal and the world's main method of recycling. For an IoT-based waste management system, classification should be done early and specific containers should be taken into consideration for each type of waste. For example, solid waste disposal is undertaken in London in compliance with specific collection criteria. It uses disposal or various colored bins like red toxic waste; yellow clinic waste; blue disinfection hospital waste; white food waste; green bottles of glass, dark and brown, in different boxes and types [3]. The following are then characterized the various types of waste labeled:

- **Organic Waste:** It is also the waste only from organic waste [4]. They are also mainly produced in private residences, restaurants and shopping centers that work only with

food. They need to be physically separated from other waste because most of them are for municipal waste.

- **Recyclable Waste:** All garbage cans also are used for transformation into other components or for the production of raw materials [5]. It is created in households, enterprises, and industries and needs to be segregated in order for specific collection groups to collect and distribute in cooperatives and recycling companies for the end of storage.
- **Industrial Waste:** These are the primarily firm residues that occur in the manufacturing production process. It usually contains remains of raw resources destined for manufacturing recyclables or reuse [6].
- **Hospital Waste:** This is the waste that comes from hospitals and doctors clinics and can contaminate the individual and transmit illnesses to contacts [7]. It must be treated with feasible care in accordance with established procedures. This kind of waste is intended for the medical care of companies where it will be normally incinerated.
- **Commercial Waste:** This is the production of clothing, toys and equipment produced by commercial enterprises. Almost all of these wastes are for recycling [8].
- **Green Waste:** This is the fabric that comes primarily from the cutting of trees, sections, trunks, barks, and street leaves. It is used for organic waste and generating organic fertilizers as it is organic matter [9].
- **Electronic Waste:** It's a waste generated from the disposal of materials that are not functioning or outdated by consumer electronics [10]. They ship this waste to a atmosphere in a manner that is not damaging.
- **Nuclear Waste:** It is primarily provided by nuclear power stations. It is very dangerous since it is a radioactive element and must be processed in compliance with strict security standards [11].

4. ARCHITECTURE

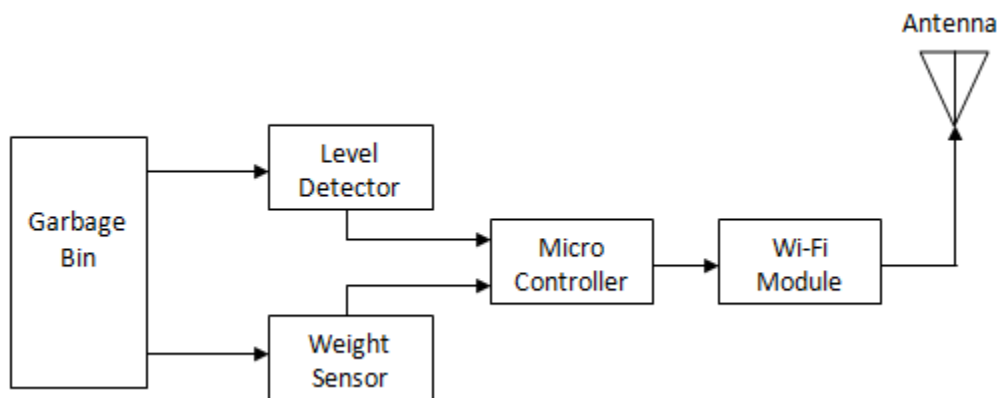


Fig 1: Signal Transmitter

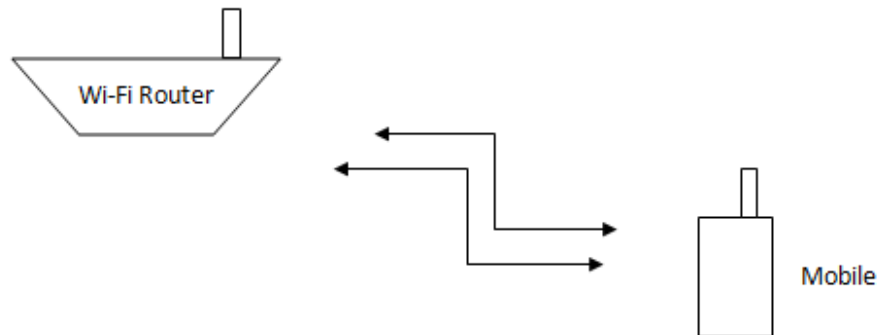


Fig 2: Signal Receiver

5. WORKING

The Ultrasonic Sensor, PIC, GSM as well as GPS bin will convey the database with the coordinate and bin status. In this scenario GSM is the network client that holds the limited rate Internet SIM. A bin status is regulated by the ultrasonic sensor that uses ultrasonic waves. Use the PIC controller board for ultrasound, GSM and GPS sensor control. The database maintains the uncompleted bins, loaded bins and identification of the jurisdiction. Whenever the daily or licensed client gathers and demands the details from the server. The data for the user is just about the nearest empty bin as well as the coordinated containers will be provided to the authorized person. The client end includes the Android-compatible phone-based app. Two distinct user and authority pins will be provided. The user tells the closest unfulfilled bin of the route, and the designated individual notifies the completed containers of the direction. The job is just as follows, the client puts the garbage in to the container, the tests on threshold level, the state and the directions to the test center after entering the right level, the testing center utilizes multifunctional Bins 'coordinates which gives an optimal direction to the garbage truck.

6. COMPONENTS USED

- **Ultrasonic Sensor:**

To calculate the distance, ultrasonic detectors shown in the figure are used. It consists essentially of a four pin board, VCC, Trigger, Echo and Ground. It consists of an ultrasonic transmitter, receiver and unit of control. The popularly used ultrasonic sensors with Arduino ARM, Raspberry Pie etc. The sensor head transmits a wave of ultrasound and receives from the destination a wave reflected. The distance can be determined by the time measure between the emission and the receipt. That is $L=1/2*t*c$, where L is the distance, t is the time between both the transmitted emission and the receipt and c is the sonic speed.



Fig 3: Ultrasonic Sensor

- **ESP 8266 – 01**

The Esp8266-01 System is indeed a reduced power microcontroller specializing in the design of reduced-power communication devices, including Bluetooth & Wi-Fi connection packages. It needs an input of 3.3 vs. and draws low power that can be used for a long period of time. There are 2 available GPIO pins used to build separate pairs of transmitters, switches and detectors. The built-in ESP 8266 Wi-Fi chip allows you to link to the LAN.

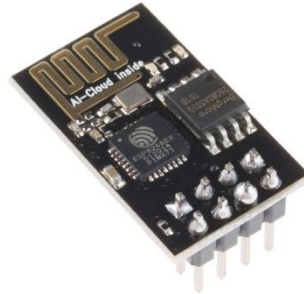


Fig 4: ESP 8266 – 01

- **Node MCU**

NodeMCU seems to be an IoT platform free software. NodeMCU implies a firmware instead of a deployment tool, as shown in this figure NodeMCU traffic around firebase sensors is monitored It consists from both the HCSR04 and MQ136, which communicate digital and analog I / O pins. This is a 12E variant of the Esp-8266 microcontroller module. The Electronic Analog Converter (DAC) has a huge number of GPIO pins and it can interpret analog sensor value. Unlike with the ESP board model 01, NodeMCU supports multiple sensors and integrations at a faster processing speed.



Fig 5: Node MCU

7. ADVANTAGES

- The application of intelligent waste disposal to an area optimizes management, material and cost, making it an intelligent city.
- This allows executives to generate additional income from smart device advertising

- This saves a lot of time through using adaptive trash collection containers and fill-level sensors. Trucks only make the journey to the loaded containers and bins as intelligent transport. This eliminates up to 30% the costs of construction, maintenance.
- Reduces traffic congestion and noise due to decreased environmental pollution as a consequence of less vehicles for collecting on highways.
- The two-way interaction between smart bins and system operators has been effective.
- Keeps your clean, green and odourless atmosphere, stresses the healthier environment and makes the cities more enchanting.
- It minimizes the work requirements in the process of waste collection.
- The system needs more containers per population of the city for independent garbage collection. This result in increased initial cost compared to many other techniques due to costly, intelligent dustbins.
- The persons involved in smart waste disposal systems must receive training.

8. DISADVANTAGES

- The system needs more containers per total population for different storage of waste. This leads to a high base cost compared with other techniques due to costly smart bins.
- This reduces labour demands which lead to increased job losses for unqualified people.
- The individuals involved in the smart waste disposal process have to be educated.

9. CONCLUSION

Adoption of the IR detector, Microcontroller as well as Wi-Fi module smart trash monitoring system. This system ensures that the dustbins are cleaned as long as the waste reaches its peak. If the bins are not emptied in a certain period, the report shall be sent to competent authorities who will be allowed to take the appropriate action against company concerned. It also allows to track fraudulent reports and can thus reduce corruption throughout the system. This reduces the overall set of trash collection vehicles trips and thus reduces waste collection costs. It keeps society clean, at the end of the day.

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Paper 9
MEASURES TO PREVENT CRIME AGAINST WOMEN
IN INDIA

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Abstract:

Rigveda depicts women with highest respect in the Indian society. Volumes can be written on the heroic deeds of Indian women since from Vedic to modern times. But the social, political and economic changes lead towards the deterioration of women status. Many evil customs and traditions stepped in which enslaved the women and tied them to the boundaries of the house. The official statistics recorded declining sex-ratio, health status, literacy rate, work participation rate and political participation. Other hand, social evils including dowry deaths, child marriages, domestic violence, rape, sexual harassment and exploitation started to spread in the society. New evils including humiliation, rape, kidnapping, molestation, honor killing, torture abuse started to spread. The society which cannot respect, protect and nurture its women and children loses moral moorings running adrift. The plight of women is not likely to change as the time started to watch helplessly the suffering of women in the form of discrimination, oppression, exploitation, degradation, aggression and humiliation. India patriarchal system has suppressed and subjugated the women's life to a greater extent. Indian society believed clinging on to the orthodox beliefs causing brunt of violence in the form of public, physical, emotional and moral damages. Violence against women has become the world wide phenomena. This paper review about various forms of crimes committed against women, the strategies to curb these evils, future prospective to empower women to contribute to the national growth.

Keywords: Women, Crime, Violence, Exploitation, Humiliation, Orthodox, Empowerment.

1. INTRODUCTION

The Indian society considers women as the second class citizens even though we represent goddesses like Durga, Saraswati, Parvati and Kali to women. Women face the problems in acceptance due to the male dominant society which resulted in the deterioration of their status. Even though women devotes their life towards family are not able to get share in the parental property, medical care and education depriving their equality. Indian Constitution guarantees women with equality, dignity and protection from exploitation. Poverty demands women's participation in economic activities. History of India replicates women status as high in the ancient times, low in the medieval period, equal during reformatory ages varying with time. Violence against women gets social sanction from the gender superiority prevailing in the society men superior over women. The semantic meaning of crime is causing direct or indirect physical or mental cruelty to women such as Child marriages, infanticide, Sati, Sexual harassment, Dowry, physical aggressions, physical abuse, hanging, trafficking, intimidation, stalking, abuse, female genital mutilation, eve-teasing, rape, mental pressure, battering, maltreatment, cohesion, blackmails, emotional threats, control over speech and actions, domestic violence, eve-teasing, molestation, bigamy, fraudulent marriage, adultery,

cruelty, abduction of married women, kidnapping, harassment at working place, no minimum legal protection and abuse of elderly female. Crime against single working women is due to the lack of infrastructure to those who leave their families for working away from home. Any act or omission harmful to the society and punishable by law amounts to crime [1]. Social violence including forcing the daughter in law for foeticide harms the society [2]. In 1993, The United Nations defined ‘Violence against Women’ in the Declaration on the Elimination of Violence against Women as an act of gender-based violence resulting in the physical, sexual or psychological harm to women whether occurring in public or private life. [3]

2. TYPES OF CRIMES

Among the enormous amount of crimes against women most prominent are explained below.

- Domestic Violence: Any violence including harassment, maltreatment, brutality, assault, intimidation by way of hitting, kicking, biting, shoving, restraining, throwing etc committed at home by the family members.
- Son Preferences: It results in female infanticide through neglect of girl child without providing nutrition, health care and education.
- Dowry and Early Marriage: Payment of bride money resulting in the dowry deaths and early marriages deprive the girls from the right of education.
- Trafficking: The economic and social conditions of women force them to be pushing to the rackets of trafficking.
- Rape: One quarter of the reported rapes involves girls under the age of 16.
- Sexual Assault within the Marriage: As wife is expected to submit causing many sexual assaults which are difficult to prove without serious injuries.
- Sexual Harassment: Harassment through eve teasing, sexual abuse at workplace is increasing due to the influence of western culture.
- Violence against unorganised Labourers: The discrimination in the payment of wage.
- Female Genital Mutilation: World Health Organization reports about some forms of female genital mutilation and its adverse health hazards by 85 million to 115 million girls and women.
- Pornography: It replicates women as mere receptacles for lust.
- Custodial Violence: Members of custodians violates and commits crimes including rape, assault etc.
- Armed Conflicts: Many innocent women were raped during the armed conflicts.
- Incest: Incest is sexual activity between family members and close relatives. This may include sexual activity between people in a consanguineous relationship (blood relations), or related by affinity, such as members of the same household, step relatives, those related by adoption or marriage, or members of the same clan or lineage.[4]
- Commodification of Women: Women are used as commodities in trafficking with little control over their body and life.
- Female Infanticides and Sex selective Abortions: High masculine sex ratio in India can be attributed to female infanticides and sex-selective abortions.
- Trafficking: Women are forced into prostitution, child labour and exploitation.

- Dowry: A traditional social practice, dowry is the ritual of a bride's family giving cash and/or goods to the family of the groom, as an accompaniment to their giving away the bride. IT emerged to be a cultural phenomena for the people of all castes and class [5]
- Child Marriage: Due to poverty many children below the age of 18 years were married leading to health problems and malnutrition.
- Eve-Teasing: Eve teasing is an act of terror that violates a woman's body, space and self-respect by making women to feel inferior, weak and afraid.
- Acid Attacks: Acid is used to disfigure or kill women against the issues of family feuds, inability to meet dowry demands and for rejection of marriage proposals.

3. CONSTITUTIONAL & LEGAL PROVISIONS ON WOMEN

The principle of gender equality is enshrined in the Indian Constitution in its Preamble, Fundamental Rights, Fundamental Duties and Directive Principles. It not only grants equality to women, but also empowers the State to adopt measures of positive discrimination in favour of women for neutralizing the cumulative socio economic, education and political disadvantages faced by them. Within the framework of a democratic polity, our laws, development policies, Plans and programmes have aimed at women's advancement in different spheres. India has also ratified Convention on Elimination of All Forms of Discrimination Against Women in 1993. [6]. Article 14, confers on men and women equal rights and opportunities in political, economic and social sphere. Article 15, prohibits, discrimination against any citizen on grounds of religion, race, caste, sex etc. Article 16, provides for equality of opportunities matters relating to employment or appointment to any office under the state. Article 39(a)(d), mentions policy security of state equality for both men and women the right to a means of livelihood and equal pay for equal work for both men and women. Article 42, Direct the State to make provision for ensuring just and humane conditions of work and maternity relief. Legal provisions such as *Factories Act 1948*: Under this Act, a woman cannot be forced to work beyond 8 hours and prohibits employment of women except between 6 A.M. and 7 P.M. *Maternity Benefit Act 1961*: A Woman is entitled 12 weeks maternity leave with full wages. *The Dowry Prohibition Act, 1961*: Under the provisions of this Act demand of dowry either before marriage, during marriage and or after the marriage is an offence. *The Equal Remuneration Act of 1976*: This act provides equal wages for equal work: It provides for the payment of equal wages to both men and women workers for the same work or work of similar nature. It also prohibits discrimination against women in the matter of recruitment. *The Child Marriage Restrain Act of 1976*: This act raises the age for marriage of a girl to 18 years from 15 years and that of a boy to 21 years. *Indian Penal Code*: Section 354 and 509 safeguards the interests of women. *The Medical Termination of Pregnancy Act of 1971*: The Act safeguards women from unnecessary and compulsory abortions. Amendments to Criminal Law 1983, which provides for a punishment of 7 years in ordinary cases and 10 years for custodial rape cases. *73rd and 74th Constitutional Amendment Act* reserved 1/3rd seats in Panchayat and Urban Local Bodies for women. *The National Commission for Women Act, 1990*. The act such as *The Protection of Human Rights Act, 1993*, *Protection of Women from Domestic Violence Act, 2005*, *Protection of Women against Sexual Harassment at Workplace Bill, 2010*: on November 4, 2010, the Government introduced protection of Women Against Sexual Harassment at Workplace Bill, 2010, which aims at protecting the women at

workplace not only to women employee but also to female clients, customer, students, research scholars in colleges and universities patients in hospitals. The Bill was passed in Lok Sabha on 3.9.2012. Although women may be victims of any of the general crimes such as ‘murder’, ‘robbery’, ‘cheating’, etc. only the crimes which are directed specifically against women are characterised as ‘crimes against women’. Various new legislations have been brought and amendments have been made in existing laws with a view to handle these crimes effectively. These are broadly classified under two categories.

(1) The Crimes under the Indian Penal Code (IPC): Rape (Sec. 376 IPC), Attempt to commit rape (Sec 376/511 IPC), Kidnapping & abduction of women (Section 363,364,364A, 366 IPC), Dowry deaths (Section 304B IPC), Assault on woman with intent to outrage her modesty (Sec. 354 IPC), Sexual harassment (Sec.354A IPC), Assault on woman with intent to outrage her modesty (Sec. 354C IPC), Voyeurism (Sec. 354D IPC), Others, Insult to the modesty of women (Sec. 509 IPC), Cruelty by husband or his relatives, (Sec. 498A IPC), Importation of girl from foreign country (up to 21 years of age) (Sec. 366 B IPC), Abetment of suicide of women (Sec. 306 IPC).

(2) The Crimes under the Special & Local Law: Although all laws are not gender specific, the provisions of law affecting women significantly have been reviewed periodically and amendments carried out to keep pace with the emerging requirements. The gender specific laws for which crime statistics are recorded throughout the country are The Dowry Prohibition Act, 1961, The Indecent Representation of Women Prohibition Act, 1986, The Commission of Sati Prevention Act, 1987 , The Protection of women from domestic Violence Act, 2005, The Immoral Traffic Prevention Act, 1956. Empowerment of women guarantees dignified life at the threshold of providing them with social justice. The most effective strategies are likely to be those that support women to organize peer groups and mobilize community resources and public services, including women’s health services. Such approaches enable women to overcome resignation to the legitimacy of the established order are important factor in the perpetuation of imbalances of power between women and men. If women are to implement their reproductive preferences, then it is essential that their empowerment occur not only within their personal spheres, but also in the broader spheres of the community and the state. Although special provisions, affirmative action and reservations in education, employment and political life may have their own advantages, more fundamental than these are creation of a dependable legal framework for protection of their bodily integrity and personal autonomy. A multi-pronged approach for an all-round development of women by setting into service different provisions of the constitution might be more appropriate. The post emergency due process revolution, public interest litigation and judicial activism animating positive dimensions of right to life have made the right to life and due process jurisprudence interestingly more rewarding for women. The declining sex ratio in India amply portrays the discrimination shown towards women at the stage of birth. The crimes against women in India are growing at a rampant speed. Women, irrespective of their class, caste and educational status, are not safe. The lack of any serious effort to rectify the weaknesses in dealing with the crimes against women further. [7] The official statistics showed a declining sex-ratio, health status, literacy rate, work participation rate and political participation among women.

4. CONCLUSION

It is inevitable to create an environment where, women can make independent decisions. Education is the weapon to overcome these inequalities. The semantic meaning of 'crime against women' is direct or indirect physical or mental cruelty to women. Various kinds of violence against women are eve-teasing, molestation, bigamy, fraudulent marriage, adultery and enticement of married women abduction and kidnapping, rape, harassment to women at work ing place, wife beating, dowry death, female child abuse and abuse of elderly female etc. Rape is a crime not only against the person of a woman it is a crime against the entire society. It destroys the entire psychology of a woman and pushes her into deep emotional crisis. Rape is therefore the most hated crime. Crime against women includes any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or private life. Although women may be victims of any of the general crimes such as 'murder', 'robbery', 'cheating', etc, only the crimes which are directed specifically against women are characterized as 'crimes against women'. Various new legislations have been brought and amendments have been made in existing laws with a view to handle these crimes effectively. Only legislation and law enforcement agencies cannot prevent the incident of crime against women. There is need of social awakening and change in the attitude of masses, so that due respect and equal status is given to women. It is a time when the women need to be given her due. This awakening can be brought by education campaign among youth making them aware of existing social evils and the means to eradicate same. Women and feminist organisations are serious in pursuing the constitutional and legal means of attaining justice, both individual and social. All India Democratic Women's Association, Manila Dakshita Samiti and Delhi Domestic Women's Forum have been remarkably successful in lawyering for justice to women suggests the need for consolidating the gains of concerted efforts of women in future. It determined to take constitutional litigation as a sword of remedies with continuous, systematic and well coordinated efforts. Extension of legal literacy and legal clinical service for women with the assistance of lawyers and law teachers goes a long way in this direction. Free and Compulsory education, Freedom to hold high offices, Political rights to franchise and contest in elections, Spouses sharing a common social life in cities are the recent trends.[8] . Almost every woman has experienced the feeling of being mistreated, trivialized, kept out, put down, ignored, assaulted, laughed at or discriminated against because of her gender.[9]. Many evil customs and traditions stepped in which enslaved the women and tied them to the boundaries of the house. [10]. Humiliation, rape, kidnapping, molestation, dowry death, torture, wife-beating etc.have grown up over the years. [11]

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Paper 10

ONLINE EDUCATION: A WAY FOR REALIZING THE DREAMS TO LEARN

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Abstract:

Online education is becoming a popular mode of imparting education to those who are in very need and thrust of learning new and advanced knowledge. Online teaching is gradually replacing the conventional class room methods of education because, E-learning or e-education programs can offer wider content on a topic than the conventional education lesson: in a conventional class the learners are limited to the amount of information that they can get but online education is a dynamic industry, with new technologies and instructional strategies always on the horizon. No doubt, Behaviorism, cognitivism, and constructivism are the three broad learning theories most often utilized in the creation of instructional environments. But, these theories were developed in a time when learning was not impacted through technology. With the progress in technology and the advancement in learning connectivism provides insight into learning skills. The paper tries to examine, the forms, plus points and shortcomings of online education. The main forms are Web-based learning, virtual classroom learning, learning **through** Mobile, Video-based Learning etc. Major plus points, convenient, cost effective, job oriented, etc, and a few short comings, lack of awareness, inadequate technology, language barriers, etc. are discussed in brief.

Keywords: Online Education, Internet, Learning, Skill and Connectivism.

1. INTRODUCTION

In the recent years, online education is becoming a popular mode of imparting education to those who are in very need and thrust of learning new and advanced knowledge. Online teaching is gradually replacing the conventional class room methods of education because, E-learning or e-education programs can offer wider content on a topic than the conventional education lesson. In a conventional class the learners are limited to the certain amount of information that they can get but online education is a dynamic industry, with new technologies and instructional strategies. But, the field of education has been slow to recognize both the impact

of new learning tools and the environmental changes in what it means to learn. The New Media Consortium's 2016 Horizon Report expects "increasing use of blended learning designs" to strongly impact online learning over the next two years (New Media Consortium, 2016). The Connectivism provides insight into learning skills and tasks needed for learners to flourish in a digital era. (George Siemens) In the light of the above views, the paper tries to examine, the forms and plus and minus of online education.

2. OBJECTIVES & METHODOLOGY

To study the forms of the online Education, To know the plus points of online education and to examine the shortcomings of online education. This study is purely a descriptive study, it is carried out with the help of available secondary data, published reports and research articles in journals and edited books.

3. MEANING OF ONLINE EDUCATION

E learning is an approach to teaching and learning, representing all or part of the educational model applied, that is based on the use of electronic media and devices as tools for improving access. The introduction of computers was the basis of this revolution and with the passage of time, as we get hooked to smartphones, tablets, etc, these devices now have an importance place in the classrooms for learning. Thus, E-learning involves the use of a computer or electronic device (e.g. a mobile phone) to provide training, educational or learning material (Derek Stockley 2003)

4. FORMS OF ONLINE EDUCATION:

As per the study, online education can be imparted in different ways. Here, it is tried to summarize a few among them. Computer-Based Training, CD-ROM Based Learning, Web-Based Learning, Virtual Classroom Learning, Learning through Mobile, Collective Learning, Video based learning, custom e learning, Off the shelf e learning, learning through webinars. Thus, above mentioned are a few e-Learning forms. Today a number of platforms are coming up to deliver E-education throughout the world. Example, MOOC, COURSERA, Etc.

5. PLUS POINTS OF ONLINE EDUCATION

Online education is realizing the dreams of learning or acquiring the knowledge of many people in the world. It carries a number of merits particularly in technically advanced country. Flexible Scheduling, means you can schedule your time according your free time or available time, so it is more convenient. Online learning saves money because no travelling cost, accommodation cost and more fees. It is easily affordable. Every individual learn according his face of learning, he is not suppose to depend on friends or peers in the process of his learning. This way of learning is best suits to job holders, they can fulfill their dream of learning and satisfy their hunger of knowledge, means pursue a Job along with Studies. Any one who have internet connection can easily access to learning materials, this is the biggest plus point learners. When there is no need to travel, no need to attend not important classes, learner can save lot of time. It can meet a specific learning objective, because the majority online courses are aim and outcome oriented. if the learner study a course with a specific objective, definitely he fulfills it.

Geographical distance, in online education, will not be the barrier to the learner, a person from any corner of the world, can access and earn knowledge without any problem. There are a number of self paced courses, there is no time bound to take the course thus, pursue study whenever, wherever. These courses reduce the cost of education to the possible level. No transport cost, no material cost, only examination fee, means, cost of getting education is bare minimum. Totally, it is in right sense possibilities of dream come true to a innumerable of education aspirants across the world.

6. SHORTCOMINGS OF ONLINE LEARNING

Online education is not free from minus points or shortcomings. Of course, to take any positive steps in the world, there is always some challenges. Here we bring forth some challenges in the field of online education. Majority in the world are not aware about these type of education, probably it may take several years to reach who are in need of it. There is insufficient digital infrastructure in many countries of the world. It is so because there is no proper internet connection, computers, power supply and other needy materials. In a class room condition teacher observes, motivates student on the base of students interest and attitude. In an online learning a lazy learner some time drop the course or not studies up to the mark because lack of motivation. Regarding the credibility of degree there is still ambiguity among people because a number of fraudulent courses are in operation, they do not have any credentials in their certificates. The biggest drawback of online learning is limited social interaction. Since online education can be accessed at home or any other convenient place, there is very limited direct interaction with the teacher and other people doing the course. Language of the course is another major barrier, for example :India is a multi-linguistic country, and a vast majority of the population comes from rural areas. They may not understand English, which is considered as world language. In such condition interested learners hesitate to take the course. Overdependence on technology can be a major drawback in online learning mode of education, especially when the learning takes place in an online environment. Any malfunctioning software or hardware can bring an ongoing class to a standstill and interrupt the learning process. Similarly, if a student is not computer and tech savvy, his learning experience can be dissatisfactory. Though the learner feels there is no much cost, in reality there are some hidden costs like purchasing computer, installing secured internet connection, need web camera, printer etc. Thus, online learning is not fully free from cost. Often considered to be the lesser cousin of regular education, online education is often plagued by lack of enough good quality faculty members. In other cases, even if the instructor is good, he or she may not be comfortable with teaching in an online environment. Sometimes the technology might not do full justice to the delivery and design of the course. A student loses out in all these scenarios. Online education providers should realize that it is not the technology, but good and effective teachers that teach students

7. SWING IN INDIAN ONLINE EDUCATION

Online education in India has been on an upward swing in the last few years and the trend is expected to continue in the days to come maybe at a much accelerated pace. There is an ever-growing population of education-hungry students & professionals in India that is going

online. Because there are 50 crore students in India falling in the age bracket of 5 - 24 years and the country is just not equipped to provide a decent education to such a huge number only through the traditional mode. i.e classroom teaching. As per the statistics shared by COURSERA (world's largest open online education i.e. MOOC provider), there were 13 lakh online learners from India as compared to the total 180 lakh online learners on COURSERA. The Indian government aims to increase the enrollment (GER) in universities from 23.% in 2014-15 to 30% by the year 2030. But, practically this is not easy by just setting up more traditional classrooms & universities. (The Learning House, 2016)

8. CONCLUSION

In recent years, books are gradually getting replaced by electronic educational materials like optical discs or pen drives. Knowledge can also be shared via the Internet, which is accessible anywhere, anytime means helps to satisfy the hunger of learning. Thus, though the online education has a number of challenges ahead to reach majority in the world, slowly and steadily will gain popularity and it will be useful to huge number of people on the globe.

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Paper 11
PERCEPTION AND EXPERIENCE OF USERS ON
MOOC'S SWAYAM - A STUDY WITH REFERENCE TO
POSTGRADUATE STUDENTS' OF BELTHANGADY
TALUK

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Abstract:

Online learning uses technology for delivering the courses. Education with technology is considered as the most promising development in education. With technology globalization, the concept of learning and teaching has undergone a tremendous change. Technological usage in education provides a global learning environment, which allows accessing the course material anytime, anywhere, connect other learners, and get access to the content without considering any geographical boundaries. The significant changes in the use of technology in online education have seen the emergence of the concept of Massive Open Online Course (MOOC). Massive Open Online Course (MOOC). SWAYAM platform is indigenously developed by Ministry of Human Resource Development (MHRD) and All India Council for Technical Education (AICTE) with the help of Microsoft and would be ultimately capable of hosting 2000 courses and 80000 hours of learning: covering school, under-graduate, post-graduate, engineering, law and other professional courses. University Grants Commission (UGC) has vided Gazette Notification dated 19 th July 2016, notified Regulation, 2016 regarding 'Credit Framework for Online Learning Courses through SWAYAM'. SWAYAM has been developed under four-quadrant approaches: (1) video lecture, (2) specially prepared reading material that can be downloaded/printed (3) self-assessment tests through tests and quizzes and (4) an online discussion forum for clearing the doubts. SWAYAM is an indigenous IT Platform for hosting the Massive Open Online Courses. The study is conducted among the Postgraduate students of Belthangady taluk to know the experience of users and to know the various challenges faced by the students while accessing the various courses.

1. INTRODUCTION

The world is going digital, so should our learning. The phenomenal growth of ICT in the education system has had a tremendous impact globally. India has been quick enough to leverage technology for teaching learning processes as ICT has facilitated the accessibility to education

and promoting quality teaching and learning to learners of all age groups across the length and breadth of the country. Taking cognizance of such advancements, The Ministry of Human Resource Development, Government of India launched SWAYAM (Study Webs of Active Learning for Young Aspiring Minds), an indigenously developed platform aimed at providing learning opportunities to the learners through MOOCs (Massive Open Online Course) free of cost in a structured manner¹. The MOOCs on the SWAYAM are high quality, curriculum-based, interactive content in different subjects across disciplines of social sciences, arts, fine arts, humanities, natural & mathematical sciences, linguistics, languages, technology, management, teacher training and skill sector². These courses are developed by the best faculty of the country carefully chosen from various educational institutions across the country from Secondary till Post-Graduation level. The basic philosophy of MOOCs on SWAYAM is free learning for any one, anytime, Anywhere (AAA) with the facility of credit transfer for up to 20% of the courses in a programme. Although the programme is in the initial stage among Mangalore university affiliated colleges and there may be lot of problems and confusion among the student community and much more expectation towards the project so; the study is conducted in the Belthangady taluk in order to ascertain the experience of the post graduate students, who are already enrolled under MOOC's SWAYAM.

2. OBJECTIVES OF THE STUDY

- ❖ To know the satisfaction level about SWAYAM course among the graduate students
- ❖ To find out the various problems faced while accessing the course.
- ❖ To know the expectations by the users regarding the Swayam platform.

3. LITERATURE REVIEW

Kaveri et al. (2016), "The strength of SWAYAM lies in its qualitative evaluation systems as well as recognition of credits, equity of access and affordability. Traditional HEIs have a clear edge over global MOOCs and SWAYAM in terms of long term impact on citizen and society building and shaping individual opinions". Kanjlal (2016), "Mainstreaming the SWAYAM initiative with the formal education system will go a long way in realizing the dream of the nation in universal access of education. With appropriate planning and implementation, SWAYAM can play a pivotal role in Digital India and Skill India missions of the government of India". Bharti (2014), "SWAYAM is a platform for new India where quality education is affordable and self-learning is fruitful not only for enrolled but also for professionals and dropouts. With quality content, best online lectures, great discussions, knowledgeable assessment quizzes, SWAYAM will provide great opportunity to Indian students to learn without fearing from failure." P.K. Sahoo et al. (2018) "below average awareness of traditional, regular courses student towards MOOC's SWAYAM programme. Students are not self motivated to join SWAYAM programme. P Bhoopathi et al.(2018) SWAYAM mode distance education system. It has made the education easily accessible to anyone around the globe with the improved equity and quality in the education especially in Indian context.

4. STATEMENT OF THE PROBLEM

As per the New Higher Education policy, the Government is planning to render the education on the basis of equity, quality, and relevance and to promote the Life-Long Learning. The MHRD department has come up with the new platform called SWAYAM, although this Programme is in beginning stage, there is a lack of knowledge among the students' communities and academicians, on the same even though there are students who have already enrolled for the courses under SWAYAM website..

5. METHODOLOGY

The paper employed survey method to acquire the information regarding the students' experience with MOOC's SWAYAM. Target of the study is in Belthangady Taluk. The samples are students from different colleges. In online survey 43 students have responded for the study. Non Random Sampling method is used. To provide the theoretical background and strengthen the discussion books and the journals were referred. The collected data is presented in the form of tables.

6. FINDINGS AND ANALYSIS

The data is collected from the google forms and out of 43 respondents 34 are using the platform from last one month because the colleges are recently giving much importance towards the SWAYAM initiative. 7 respondents are using since one year and rest 02 respondents using from more than a year. This shows that students are came to know about the programme very recently and they are enrolled under the same. The source of awareness regarding the SWAYAM among the users, It is clear that 51% of the respondents are come to know about SWAYAM through their lecturers and 21% from the library staff and 19% respondents opines that through orientation they got the idea, here we can understand that the lecturers are encouraging the students towards the online courses. The various reasons to use SWAYAM platform by the respondents, 53% respondents opine that there is availability of large number of courses so the students can opt any of the interested courses without any regulations. 19% respondents are opines that it facilitates any time learning without the four wall and chalk and talk system. 12% feels that the platform have experienced faculty and 14% says the course method is good. Only 40% Respondents College is in the SWAYAM Local Chapter list that means they get all the information in a up to date manner. Remaining 60% of the respondent's college is not in the SWAYAM local chapter list. Duration of time spent for a particular course by the users, 68% respondents were weekly go through the topics and submits the assignments where as 19% of the respondents are access the once in a two days and only 12% of the students are daily go through the course and read related topics. Respondents face various problems while accessing the SWAYAM platform through App or Website. 40% of the respondents states that there is a difficult interface and it is difficult to surf the various courses. 26% of the respondents face the problem of breakdowns of website and app. 20% of the respondents face connectivity issues and rest 14% of the respondents face the problem of registration/login. With regard to the satisfaction level of users , it is clear that 72% of the respondents are satisfied with interface and courses offered by the SWAYAM website, whereas 28% of the respondents are not satisfied with the platform and the various reasons for the dissatisfaction, out of 12 dissatisfied respondents 5 respondents opines that they have to pay high charges for the certificate and it is not affordable

in the rural area colleges. 3 respondents says that they have to travel long distance to write the exams and rest of the respondents gives the reasons of low connectivity and confusions over the course. The various expectations by the users regarding the Swayam. 49% of the respondents believes that there is a need of more orientation regarding the same, 30% respondents expect the lower charges for the examination and certificate. 12% and 9% of the respondents opines that the website should use easy interface and it should conduct the web based examinations.

7. SUGGESSTIONS

The respective departments of MHRD and educational institutions need to provide more orientation to the student community and also should advertise the course in the social and print media. The website and app of SWAYAM should be redesign in such a manner that the users may not find any difficulties while surfing the courses and other course related information. The examination charge should be kept nominal, so that the students from rural colleges can afford and also the colleges should enroll themselves in the local chapters, so that they can apply for the fee waiving facility.

8. CONCLUSION

The MOOCs are the future of today's distance learning. They have made the education easily accessible to anyone anywhere anytime around the globe and made people's life more improved by providing flexible and quality learning as it was earlier. They have made a difference by providing free courses and enabled people and students' world around to participate, interact, discuss and learn from the renowned faculty of this world thereby improving people's live and bring out real change to communities as a whole. As per the UGC guidelines the colleges now started to encourage the students towards the online courses, though the students are aware about the platform still there are various technical problems that creates difficulties to the users so the respected stakeholder need to improve the quality and interface of the SWAYAM platform.

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Paper 12
**PSYCHOLOGICAL DISTRESS AMONG SPOUSES OF
MALE AT RISK DRINKERS-A STUDY**

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Abstract:

The consequences of alcoholism on the mental health of spouses of lifetime at risk drinkers are only known from the studies on alcoholics. The effects of alcoholism on a relationship or marriage are huge strain on the relationship. A study was conducted in a community of Mangalore. The researcher have been used interview schedule for collecting information on the objective of understanding personal profile, causes and problems .These spouses were less likely to be homemakers. Women often suffer cruel physical and emotional abuse from their alcoholic husbands. Even when he is not overtly abusive he's often disgusting in the way he talks and behaves when he's drunk. The spouses of alcoholics are usually so relieved when treatment is successful that they often think their marital troubles are over. Its true addiction makes it impossible to resolve marital conflicts. Descriptive research design has been used for the study by taking 50 samples. The study found that 60 per cent of the female spouses of alcoholics have been adjusted and also they try to keep themselves busy, socio economic conditions of them are poor.

Keywords: Alcoholism, Addiction, Relationship, Abuse, Stress, Treatment.

1. INTRODUCTION

The problem of alcoholism until a few decades ago was considered a moral; problem and a sign of social irresponsibility[1]. Alcoholism is one among the major social problem that our nation faces and it is a major block to the development of rural as well as urban areas. It is harmful not only for the individual but also for his family and the society at large. The emotional response to addictive illness in family members... frequently have their roots in guilt feelings. Grief is an emotional responds of his wife to addiction. For family members, grief is the result of all sorts of losses. Loss of prestige, loss of family and personal dignity, loss of feeling of love, loss of care and understanding, loss of security, loss of friends, loss of finance, loss of each and every areas of their life. According to Keller and Efron(1955), Alcoholism is characterized by the repeated drinking of alcoholic beverages to an extent that exceeds customary use or compliance with the social customs of the community and that adversely affects the drinkers health or interferes with his social or economic functioning. Addiction is the problem which affects not only the individual but the family and society also.

2. ALCOHOL AS A CAUSE OF FAMILY PROBLEM

It has always been known that problematic drinkers cause problems not only to themselves but also to their spouse, children, parents and their family members [8]. The impact of problematic drinking on the family is especially on the adolescents.

(i) **Roles:** Problematic drinking can change the roles played by family members in relation to one another and the outside world, the drinker might cease to perform his previous functions as a breadwinner or in relation to the support and supervision of children household chores or recreational activities [2].

(ii) **Routines:** The addicts behavior is likely to become unpredictable and disruptive imparting the family's capacity to plan activities in advance or to stick to familiar routines

(iii) **Rituals:** Family gathering such as Christmas or birthday, designed to celebrate and integrate the family, may be particularly subject to disruption either because of the absence of the drinker or perhaps much worsen their presence [8]

(iv) **Finance:** Money spent on alcohol is not available for other purpose. An alcohol problem may impair or destroy the drinker's capacity to earn a livelihood. Reducing earnings or unemployment are not infrequent consequences of drinking problem and these naturally affect the other members of the family and can have all sorts of repercussions [5]

3. IMPACT OF THE ALCOHOLISM IN THE FAMILY

(i) **Social Impact :** Interpersonal relationships are poor with neighbors and relatives due to the alcohol dependents behavior. They would be constant fights and arguments in the family and neighborhood [4]

(ii) **Financial Impact :** Absenteeism or ill health leading to lose of income[5]. Loans debts from various people.

(iii) **Values & Moral Standards:** Values in the family are very poor. Lying, stealing and fights are common [4]

(iv) **Cultural Areas:** Festivals, customs, rituals, tradition are all forgotten. Spouse may not have money or interest or due to ill health, may not be able to celebrate a festival.

(v) **Spouse or Partner Stress:** Alcoholism has a transforming effect on the spouse or partner that can create significant mental trauma and physical health problems. Divorce rates among couples where one or both partner's drinks are much higher than average [3]. As alcohol abuse or addiction progresses, the non-drinking spouse often grows into a compulsive care-taking role, which creates feelings of resentment, self-pity and exhaustion [4]

(vi) **Marital Sufferings:** Poor spousal communication [6], Increased anger and distress [6], Reduced intimacy and sexual desire, Increased marital abuse, Depleting finances spent on alcohol, The relationship between an alcohol abuser and his or her family is complex [7]. 'Family members report experiencing guilt, shame, anger, fear, grief and isolation due to the presence of an alcohol abuser in the family [10]. They are often subjected when they confront the drinking behavior of their alcohol abusing family members. Spouses in families where there is chronic excessive use of alcohol are frequently separated.

(vii) **Effects of Alcoholism on Families:** Treating alcoholic families is difficult and complex. Often treatment is not entirely successful for family members, even when the alcohol abuse or addict eventually reforms [9]. The effects of alcoholism in families are difficult to overcome; yet

without treatment, they can be devastating for the long-term. With the right approach and support, positive steps can be taken to improve lives [7]. Healthcare professionals may recommend a multi-faceted treatment approach that includes group family therapy, as well as individualized treatment for each family member [8] .

4. TREATMENT METHODS

The treatment may take the form of one or more of the following pedagogies. The intervention based on the result of this study indicates that greater psychological distress among these wives was most strongly associated with lower satisfaction with the marital relationship, presence of domestic violence, lower perceived social support from family [5]. The key treatment methods include Out-Patient Programs, In-Patient Programs, Peer Support Groups, Psycho-Social Therapy and Medication-Assisted Treatment.

5. CONCLUSION

By concluding it can be said that alcoholism is a family disease and the spouse of an alcoholic is the most affected person in the family. Alcohol is a weakness of character. The moralist looks at it as a vice, law finds the consequential act of alcoholism as a crime, the clergyman considers it as a sin, a psychiatric professional recognizes it as a disease, which can be treated. It is not only harmful to the individual but also families. If timely help is not provided to such families, they may become a problem to the society.

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 B.Sc. Renal Dialysis Technology
 B.Sc. Optometry
 B.Sc. OT & Anaesthesia Technology
 B.Sc. Imaging Technology
 B.Sc. Respiratory Care Technology
 B.Sc. Forensic Science
 B.Sc. Digital Film Making & VFX
 B.Sc. Animation & VFX
 B.Sc. Interior Design
 B.Sc. Fashion Technology
 B.Sc. Hotel Management
 BHMCT HM & Catering Technology
 BCA Software Development
 BCA Cloud Tech. & Info. Security
 BCA Info. Security & Mobile Apps.
 BCA Network & Server Admin.
 BBA (Honors)
 BBA Aviation Management
 BBA Aviation & Airport Mgmt.
 BBA Port Management
 BBA Logistics & Supply Chain Mgmt.
 BBA International Business
 BBA Financial Services
 BBA Journalism & Mass Comm.
 BHA Hospital Administration
 B.Com (Honors)
 B.Com Int. Accounting with ACCA
 B.A. Journalism & Mass Comm.
 B.Ed. Education

POSTGRADUATE

M.Des. UX (User Experience)
 M.Tech. Structural Engineering
 M.Tech. Nanotechnology
 M.Tech. Computer Science
 M.Tech. Research Based (All Branches)
 M.S. Research Based (All Branches)
 M.Sc. MLT Clinical Biochemistry
 M.Sc. MLT Haem. & Blood Transfusion
 M.Sc. MLT Microbiology & Immunology
 M.Sc. Echocardiography
 M.Sc. Cardiac Catheterisation & Interv.
 M.Sc. Respiratory Care Technology
 M.Sc. Medical Imaging Technology
 M.Sc. Anesthesia and OT Technology
 M.Sc. Psychology & Councelling
 MPT Physiotherapy
 MBA Dual Specialization
 Finance & Marketing
 Marketing & HRM
 Finance & HRM
 MBA Super Speciality
 Aviation Management
 Port Management
 Business Analytics
 Logistics & SCM
 Hotel Management & Tourism
 Hospital & Health Care Management
 M.Com. Finance & Banking
 M.Com. Auditing & Taxation
 M.Com. With Integrated ACCA
 MCA Lateral Entry & Dual Specialization
 DS & Cloud Computing
 MSW Master of Social Work
 Dual Specialization

RESEARCH

M.Phil. | Ph.D. | D.Sc. | D.Litt.
 Science, Commerce, Economics,
 Management, Social Sciences, Humanities,
 Engineering & Technology, Education,
 Inter-Disciplinary, Health Sciences

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