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AN IMPROVED DETECTION OF MALICIOUS ATTACKERS PRESENT IN SAAS ENVIRONMENT WITH CONSIDERATION OF DDOS ATTACK

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Abstract

Software as a Service is the important service provisioning provider in the cloud computing environment who would deliver their service applications to the users as per their requirement. These services need to provide in the accurate manner for enabling users to attain the proper and genuine services. However, this work is used to detect the malicious attacks in case of more similar output with slight variation which is considered to be input deterministic system. Multiple outputs with slight variation would be considered as the malicious attackers. And it can be used two mechanisms to detect malicious attackers present in SaaS environment as follows: 1. Calculating Divergence of output using KL divergence mechanism which would predict the inconsiderable divergence value which could consider as malicious attack. 2. Prevent the DDOS attack by calculating the reputation level of users through which resource wastage can be avoided. This mechanism can prevent from the DDOS attack by correctly classifying the users based on their reputation level.

applications through a web browser or a light weight desktop or mobile app while the business software and data are stored on servers at a remote location. Cloud application providers strive to give the same or better service and performance as if the software programs were installed locally on end-user computers.

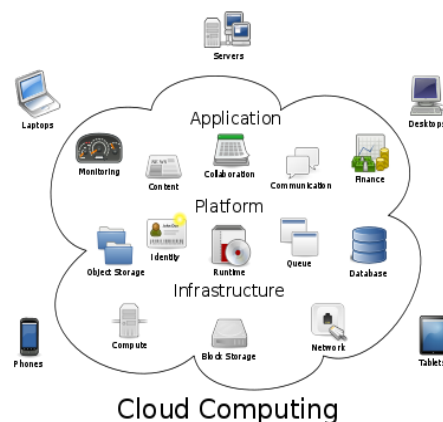


Figure 1. Cloud Computing

1. Introduction

Cloud computing is the delivery of computing as a service rather than a product, whereby shared resources, software, and information are provided to computers and other devices as a metered service over a network (typically the Internet). Cloud computing provides computation, software, data access, and storage resources without requiring cloud users to know the location and other details of the computing infrastructure. End users access cloud based

2. Service Models

Cloud computing providers offer their services according to three fundamental models: Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS) where IaaS is the most basic and each higher model abstracts from the details of the lower models.



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Improved Analysis of Refactoring in Forked Project to Remove the Bugs Present in the System

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ABSTRACT: Software forking is a process of creating the new project by using the present coding of the existing program without affecting the nature of the existing project. When developing the new project by using the existing source knowledge, there is a chance of bugs due to configuration adaptation problems. This bugs needs to be analysed and avoided for the better system performance in terms of the improved code. In the existing work, repertoire tool is used for analysing the forked software project for bugs. Repertoire tool analyses the work in terms of the history patches where the previous existing code would be compared with the newly generated code to find the difference and the bugs. Bug refactoring is carried out for improving the design of existing code without changing its observable behaviour. The performance of the existing research work is improved by applying the code quality metrics in the proposed research methodology. The code quality metrics that are used in the proposed research methodology are introduced by Chidamber and Kemerer based on object oriented programming language. The experimental tests conducted were proves that the proposed methodology leads to improved performance of the proposed methodology than the existing approach by analysing the code quality in the efficient manner.

KEYWORDS: Software Forking, Bug refactoring, forked code, ckjmmetrics.

I. INTRODUCTION

It has become increasingly common to create a variant software product or to introduce a new feature by copying code fragments from similar software products. As copying code fragments across products is common, there are names referring to this process: forking—copying an existing product to create a slightly different product and porting—copying an existing feature or bug fix from one program context to another. Forking is particularly common in free and open source software projects. The open source community often forks an existing project due to a conflict in vision or personality clash. For instance, the split of FreeBSD and NetBSD from 386BSD, XEmacs from GNU Emacs, and LibreOffice from OpenOffice are well known forks. Proprietary software is also forked to support different customer needs. Some notable proprietary forks include EnterpriseDB (a fork of PostgreSQL), Mac OS X (based on the proprietary Next step and the open source FreeBSD), and Cedega and CrossOver (proprietary forks of Wine).

With the practice of using forked codes in the projects, software developers find it difficult to use it, because the forked code which is obtained from already existing code may contain bugs and may not fit into the new project in which it is going to be used. There are some tools which can be used to detect the code similarities and duplications. But for the detection of bugs which has been copied from the forked code, the code must be implemented and tested. To improve the process of developing the code, the forked code is refactored, so that the code is cleaned up to reduce the introduction of bugs.



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Automatic Generation of Commit Messages using Natural Language Processing

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Abstract: *Software development requires Version Control System to manage and manipulate the changes made to source code. When a change is done in the file, related information is updated as commit message. Most of the time, commit messages are empty or very short. Accurate and complete commit messages summarizing the software changes are important for tracking the development and maintenance activities of a project. This paper presents an approach of Natural Language Processing for generating automatic commit messages, based on code changes included in a changeset and simultaneously integrated to software usage library to read the document files of the software. Commit messages are found useful, and to present an initial model of output for natural-language commit messages using verb phrases and their associated direct objects.*

Keywords: Version Control, Software, Revision History, Commit Message, changeset, Natural Language Processing..

1. Introduction

In earlier days, software application was developed in various languages like Visual Basic, FORTRAN, COBOL, Dotnet, Java, etc. Now, the trend is changed and many open source projects became common. Generally, open source projects are developed in many languages and we should concentrate more to acquire quality of the software application.

In market, there are various tools available for revision maintenance, automatic commit messages and tracking revision history of the source code. Metrics taken from Version Control Systems like Subversion, Clearcase, GIT collect and save the changes as revisions and maintain the history of the files.

Despite developers are allowed to enter commit message when a change is done, most of the time, it is not complete and do not have all the relevant change notes. If the commit messages have complete information, then it would help other developers to understand and validate the changes. There were approaches to create automatic Commit messages for a change set using Visualization, Code Summarization, Line based differencing, and multi document summarization approaches.

In software development, team work and collaboration plays vital role, as every team member will work on part of the software application. Hence, it's very important to have awareness of what other team member has worked on. But, it's practically difficult to get that information, if it's not tracked or stored in a system. If the version control system collects all these information properly and store it, then the developer can work efficiently, this in turn saves time and improve productivity of the entire team.

A successful software engineering company nowadays is often spread over multiple locations or has an offshore software production. The teams have to work across borders

as well as the differences of cultures and face the challenges of distributed software development. In this situation communication and collaboration are of utmost importance [1-2]. The design of a well defined API, for example using contracts as discussed in the paper by Nordio et al [3], becomes essential. The effect of distribution on software development has been researched from different angles [4-5]. Espinosa et al [4] looked at the impact of time zones on the performance during software development. During the DOSE [6-7] university course, Nordio et al [3] studied the effect of time and cultural differences on the communication within the teams. Possible tactical approaches to face global software development are discussed by Carmel et al [2].

2. Version Control System

Version control systems (VCS) are used in almost any software project with multiple team members. Teamwork requires sharing of files. In Software Engineering, VCS are the approved solution for managing text files and releases. During the last few years distributed VCS like Git or Mercurial became increasingly more popular. With the ability to work independently of a server and a centralized repository, the projects gain flexibility when branching and merging. Whether you choose a centralized or a distributed system, version control is a time-consuming, non-trivial activity. The cycle of sharing content takes multiple operations, commit, pull, push, merge and resolve. This paper proposes a solution to reduce the time overhead introduced by the standard version control systems. The version control activities are simplified and automatized while conflicts are avoided and resolved using change awareness. However using the change awareness the developers will be implicitly in the loop about the changes on the other tasks.

Each VCS has its own terminology.

Some of the terms used in this report are adopted from the distributed version control system Git [8]. Other notions are specific to simplified version control.

A Novel Approach for Agriculturists on Mobile Platform for Soybean Leaf Disease Detection and Classification Using Proximal Support Vector Machine

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Abstract

Agriculture production increases the Indian Economy and vice-versa is also true. An expert system in the agricultural field can be a better option to increase agriculture production. Today, use of smart phones is very common by everyone, including the farmers. Introduction of Information and Communication Technologies (ICT) has seen a keen role in daily life of farmers. For effective diseases identification, an existing system used histogram equalization and Support vector machine for pre-processing and classification respectively. However Support vector machine is does not possible for large data set and the existing system is not capable of removing the noise from the diseased leaf images efficiently. To overcome this problem, the proposed system uses proximal support vector machine (PSVM) for diseases classification and median filter algorithm for removing the noise effectively. In proposed system, the captured leaf image is first pre-processed and then it will be converted to binary values. Finally it is passed to centralized server, in which classification process is achieved by using PSVM. Finally the classification result is sent back to mobile devices. The experiment is done in Soybean data set. The proposed system achieves high performance compared with the existing system.

1. Introduction

Crop diseases are as old as agriculture itself and diseases affect many parts of the plant like leaf, stem,

root and fruits. Among these the easily identifiable is the diseases affecting the leaves of the crop. The observation and identification of crop diseases has been done by naked eye as traditional method. But this way of detecting diseases needs constant monitoring by experts which is too costly and time consuming. In addition to this in developing countries the farmers may have to go long distances to get in touch with experts and are also unconscious of non-native diseases [1].

Automated plant leaf detection is an important research topic which can reduce the difficulties in monitoring large fields of crops. This approach can automatically identify the diseases from the symptoms on the plant leaves. Relatively visual identification is labour intensive and less precise.

In some situations the symptoms will not be obvious or it will be more complex, which will be very difficult to distinguish the characteristics. This will delay the control of crop diseases seriously. To overcome this the images of the diseased leaves are analysed by the image processing technology and the features of the disease spot such as colour, texture and other characteristics are extracted from a quantitative point of view. The cause and extend of the disease can be analysed timely and effectively which will prevent and control the entire crop damage.

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Improved Multiobjective Binary Biogeography Based Optimization using CVM for Feature Selection Using Gene Expression Data

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Abstract

Gene expression data play an important role in the development of efficient cancer diagnoses and classification. The genes identified are subsequently used to classify independent test set samples. The different feature selection methods are investigated and most frequent features are selected among all methods. This paper provides gene selection strategies for multi-class classification that can be used to reach high prediction accuracies with a tiny low number of selected genes. In this paper, a multi-objective biogeography based optimization method is proposed to select the small subset of informative gene relevant to the classification. In the proposed algorithm, firstly, the KNN (K's Nearest Neighbour) algorithm is used to choose the 60 top gene expression data. Secondly, to make biogeography based optimization suitable for the discrete problem, binary biogeography based optimization, as called BBBO, is proposed based on a binary migration model and a binary mutation model. Then Core Vector Machine (CVM), is proposed by integrating the non-dominated sorting method and the crowding distance method into the BBBO framework. In order to show the effective and efficiency of the algorithm, the proposed algorithm is tested on ten gene expression dataset benchmarks. Experimental results demonstrate that the proposed method is better or at least comparable with previous particle swarm optimization (PSO) algorithm and support vector machine (SVM) from literature when considering the quality of the solutions obtained.

1. Introduction

Microarray gene expression experiments help to measure the expression levels of thousands of genes simultaneously in diagnosing various types of tumors with better accuracy [1]. These experiments usually generate a lot of complex data, which happens to be its major limitation. Gene expression data have characteristics of high-dimensional, high-noise and small-sample size, which make it difficult to develop an efficient classifier [2]. In this sense, gene selection, as called feature selection in computational intelligence field [3], [4], is often considered as a necessary preprocess step to analyze these data, because this method can reduce the dimensionality of the data and often conduct to better analyze. An important application of gene expression is to classify samples according to their gene expression profiles, such as the diagnosis or the classification of different types or subtypes of cancer. Different classification methods from statistical and machine learning have been applied to the classification of cancer. However, high dimensionality and a small number of noisy samples pose great challenges to existing methods. Most of the classifiers involve complex models containing numerous genes. This has limited the interpretability of the classifiers and this lack of interpretability the acceptance of diagnostic tools. Classification models based on numerous genes can also be more difficult to transfer to other platforms, which may be more suitable for clinical application. Moreover, some more complex algorithms based on numerous genes for classification often over fit the data.



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Keywords : GGBS, Bottom Ash, Textile Effluents, Cement, Alkaline Solutions

Pages : 111-117

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Selfish Node Detection Using Distributed Clustering Algorithm over MANET

Authors : B. Priyadharshini and Dr.V.G. Rani

Keywords : ---

Pages : 118-130

Paper ID : ERL-101943

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Load Balancing Using Distributed Hash Table and Artificial Fish (AF) based Application-Aware Deduplication (AF-AWD) in Personal Storage for Cloud Backup

Authors : G. Suganya, C. Daniel Nesa Kumar and R. Aruna

Keywords : Cloud Computing (CC), Cloud Backup, Personal Storage, Source Deduplication, Deduplication Efficiency, Application Awareness, Load Balancing and Distribute Hash Table (DHT).

Pages : 131-142

Paper ID : ERL-101944

Abstract **Full Text**

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Authors : B. Srinivasan and N.M. Mallika

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Selfish Node Detection Using Distributed Clustering Algorithm over MANET

B. Priyadharshini and Dr.V.G. Rani

Abstract--- Mobile Ad Hoc networks (MANETs) are susceptible to having their effective operation compromised by a variety of security attacks. Misbehaving nodes can cause general network disruption by not forwarding packets on behalf of other nodes in the network. Nodes may misbehave either because they are malicious and deliberately wish to disrupt the network, or because they are selfish and wish to conserve their own limited resources such as power, or for other reasons. In this research work, capable of detecting and accusing nodes that exhibit packet forwarding misbehavior. It is focused to defense schemes for identifying selfish nodes and defends against MAC-layer selfish misbehavior in IEEE 802.11 multi-hop ad hoc networks. A real-time selfish misbehavior detection scheme is used for multi-hop ad hoc networks. It requires only several samples, and hence is more efficient and can adapt to channel dynamics more quickly to find selfish misbehavior defense schemes against smart selfish nodes. Simulation has done in NS2 results shows high accuracy detection with respect to time. The result proves that the proposed system provides higher throughput, packet delivery ratio and lower delay, lower dropped packets rather than preceding research.

I. INTRODUCTION

A mobile ad hoc network (MANET), sometimes called a mobile mesh network, is a self-configuring network of mobile devices connected by wireless links [1]. Each device in a MANET is free to move independently in any direction, and will therefore change its links to other devices frequently. Each must forward traffic unrelated to its own use, and therefore be a router. The primary challenge in building a MANET is equipping each device to continuously maintain the information required to properly route traffic. Such networks may operate by themselves or may be connected to the larger Internet. MANETs are a kind of wireless ad hoc networks that usually has a route table networking environment on top of a Link Layer ad hoc network. They are also a type of mesh network, but many mesh networks are not mobile or not wireless.

Research on MANETs is still in its early stages and considerable research effort is still necessary [2]. There are two approaches to providing network connectivity in a MANET such as hierarchical network architecture and flat-routed architecture. Hierarchical partitions the whole network into sub-networks. Each of the sub-network themselves then dynamically elects a node among themselves which acts as gateway to the other sub-network. This builds a hierarchy among the nodes and the hierarchy can be one-tier or multiple tier one. In flat-routed architecture, all the nodes are identical in terms of responsibility, and there is no concept of special gateways.

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The Higher Order Lifts on the Extended Vector Bundles

Classification using Convolutional Neural Network for Heart and Diabetics Datasets

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Abstract: The neural network approach to generate efficient classification rules. Convolution neural network algorithm is a multilayer perceptron that is the special design for identification of two-dimensional data information. Always have more layers: input layer, convolution layer, sample layer and output layer. Deep learning refers to the shining branch of machine learning that is based on learning levels of representations. Convolutional Neural Networks (CNN) is one kind of deep neural network. To perform classification task of heart disease dataset, the neural network is trained using convolutions algorithm. The experiment is conducted with heart disease dataset by considering the single and multilayer neural network modes. The proposed algorithm gives detailed analysis of the process of CNN algorithm both the forward process and back propagation. Then we applied improved convolutional neural network to implement the typical heartdata recognition using weka tool. The experimental result show the best classification accuracy compare with existing classification algorithm.

Keywords: Data Mining, Classification, Convolutional Neural Networks, Heart dataset.

I. INTRODUCTION

Deep learning refers to a subfield of machine learning that is based on learning levels of representations, corresponding to a hierarchy of features, factors or concepts, where higher-lever concepts are defined from lower-lever ones, and the same lower-lever concepts can help to define many higher-lever concepts. Deep learning is learning multiple levels of representation and abstraction, helps to understand the data such as images, audio and text. The concept of Deep Learning comes from the study of Artificial Neural Network; Multilayer Perceptron which contains more hidden layers is a Deep Learning structure.

Feedforward neural network or Multilayer Perceptron with multiple hidden layers in artificial neural networks is usually known as Deep Neural Networks (DNNs). Convolutional Neural Networks (CNN) is one kind of feedforward neural network. In 1960s, when Hubel and Wiesel researched the neurons used for local sensitive orientation-selective in the cat's visual system, they found the special network structure can effectively reduce the complexity of Feedback Neural Networks and then proposed Convolution Neural Network. CNN is an efficient recognition algorithm which is widely used in pattern recognition and image processing. It has many features such as simple structure, less training parameters and adaptability.

An Artificial Neural Network (ANN) is an information processing paradigm that is inspired by the way biological nervous systems, such as the brain, process information.

The key element of this paradigm is the novel structure of the information processing system. It is composed of a large number of highly interconnected processing elements (neurons) working in unison to solve specific problems. Various neural networks are used to diagnosis of disease in medical field such as diabetes, cancer, attacks. Using such type of network diagnosis of disease is very easy task. Using feed forward neural network technique easily prediction of glucose in blood within 75 min. Only 10 patients are assed using NNM model but it not included in training data set. Various input is given to neural network model such as CGM value, insulin dosage metered glucose value, nutritional intake, lifestyle, and emotional factors.

This system gives output as real time prediction of glucose. Using such technique processing time is reduced than time lagged ff. The model predicates 88.6%of normal glucose. The different types of neural network structure such as Multilayer perceptron (MLP), radial basis function (RBF) and general regression neuralnetwork (GRNN). Here PIMA Indians diabetes dataset are used. These structures were applied to PIMA Indians Diabetes (PID). Shows that performance of radial basis function was worse than Multilayer perceptron. General regression neural network (GRNN), Multilayer perceptron (MLP) gives 80.21%, 77.08% classification accuracy respectively. The diagnosis of diabetes using multilayer neural network and probabilistic network of PIMA Indian diabetes database. Diagnosis of diabetes PIMA Indian diabetes dataset is



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Public Auditing of Dynamic Data Sharing in Cloud Storage Using Aggregate Cryptosystem

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ABSTRACT: Cloud computing technology is widely used so that the data can be outsourced on cloud can accessed easily. Different members can share that data through different virtual machines but present on single physical machine. The need is to share data securely among users. The cloud service provider and users authentication is necessary to make sure no loss or leak of users data. Privacy preserving in cloud is important make sure the users identity is not revealed to everyone. On cloud anyone can share data as much they want to i.e. only selected content can be shared. Cryptography helps the data owner to share the data in a safe way. So user encrypts data and uploads on server. Different encryption and decryption keys are generated for different data. The encryption and decryption keys may be different for different set of data. Only those set of decryption keys are shared that the selected data can be decrypted. Here a public-key cryptosystems which generate a ciphertext which is of constant size. In this work, a special type of public-key encryption which calls Advanced Encryption Standard (AES) is proposed. In AES, user's encrypt a message not only under a public-key, but also under an identifier of ciphertext. The key owner holds a secret key called master-secret key. More important the extracted key have can be an aggregate key which is as compact as a secret key for a single class but aggregates the power of many such keys. And also the secured cryptographic techniques such as Rivest Shamir Adleman (RSA) and HASH algorithms are used to secure the files in the cloud.

KEYWORDS: cloud computing, cryptography, encryption, decryption, Advanced Encryption Standard, RSA, hash, public key, aggregate key, security.

I. INTRODUCTION

Storing data on cloud is gaining popularity recently. In enterprise, we see the increase in demand for data outsourcing, which assists in the planned management of business data. It is also used as a basic technology behind many online services for personal applications. Now, it is easy to apply for free accounts

for email, photo album, file sharing and/or remote access, with storage size more than 25GB. Together with the current wireless technology, users can retrieve almost all of their files and emails by a cell phone in any side of the world. data Confidentiality, a traditional way to ensure it is to rely on the server to enforce the access control after authentication, which means any unpredicted privilege rise will expose all data. Data from different clients can be present on separate virtual machines but reside on a single physical machine. Data in a destination VM could be stolen by instantiating another VM co-resident with the destination one. Regarding availability of files, there are a number of cryptographic schemes which go as far as allowing a third-person auditor to check the availability of files on behalf of the sender without leaking anything about the data, or without compromising the data owners secrecy. Likewise, cloud users possibly will not hold the strong conviction that the cloud server is doing a good job in terms of secrecy. A cryptographic solution, with Stated security relied on number theoretic assumptions is more attractive whenever the user is not perfectly happy with trusting the security of the Virtual Machine or the honesty of the technical member. These users are encouraged to encrypt their files with their own keys before uploading them on to the cloud. Sharing of data is an vital functionality in cloud storage.



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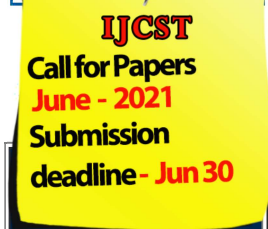
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Speech Therapy Models For Disabled Children Using Data Mining Techniques- A Review

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ABSTRACT

One of the key challenges of the society development is correlated to public health and one of its specific targets includes improved treatments of diseases. It is true that there are affections which by their natural history do not endanger the life of a person, but they may have negative implications during his/her lifetime. Various language or speech disorders are element of this category.

Discovered and treated in time, they can be corrected, most often in childhood. This paper deals with the comparison of various data mining techniques which gives better suggestion in improving the speech with disordered children. Here various techniques like CRISP-DM, LOGO-DM and ASUM DM methods of speech therapy are compared.

Keywords:-Speech Therapy, Data mining, disordered children, CRISP-DM, LOGO-DM,ASUM-DM Models

I. INTRODUCTION

Language and speech impairments are affections which have negative collision on individuals' life standard even they do not endanger their life. These problems arise commonly to children under school age and, if they are revealed and proper treated they can be often corrected. During last years, the technological growth has a major influence on speech therapy. First, the communication among persons with various disorders was facilitated by computer or other communication tools. Second, the learning process was enhanced with help of various computer based speech therapy systems which increase the patients' curiosity and their attention in therapy by stimulating strong feelings and affective states [1].

Data mining is defined as the process of extracting appealing and previously unknown information from data, and it is broadly accepted to be a single phase in a complex process known as Knowledge Discovery in Databases (KDD) [2]. KDD consists of following phases:

- business understanding.
- data understanding
- data preparation
- modeling
- evaluation

- deployment

Speech therapy can be viewed as a business in logopaedic area that aims to suggest services for correcting language. A proper treatment of speech impairments ensures improved efficiency of therapy, so, in order to do that, a therapist must frequently learn how to adjust its therapy methods to patient's characteristics`

A first step is a composite examination, which starts with a personal and family anamnesis and continues with cognitive and personality examination. After that, a exhaustive speech investigation is made.

This can reveals the existence of general speech problems concerning hearing, voice or vocabulary, articulation problems as poor coordinating or pronunciation problems.

As an end, complex examination provides data about social, cognitive and affective parameters and point out potential development problems allowing a diagnosis for the patient.

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Minimizing the Interference and Delay Using ITCD Guaranteed Routing for Mobile Adhoc Network

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ABSTRACT: MANET is a self-configuring network of wireless links connecting mobile nodes. These nodes may be routers and/or hosts. One of the important and challenging problems in the design of ad hoc networks is the Development of an efficient routing protocol that can provide high-quality communications among mobile hosts. The development of Mobile Ad hoc Networks (MANETs), there is a growing requirement of quality of service (QoS) in terms of delay. In order to meet the delay requirement, it is important to consider topology control in delay constrained environment, which is contradictory to the objective of minimizing interference. In this research work focus on the delay-constrained topology control problem, and take into account delay and interference jointly. a cross-layer distributed algorithm called interference-based topology control algorithm for delay-constrained (ITCD) MANETs with considering both the interference constraint and the delay constraint, which is different from the previous work. The transmission delay, contention delay and the queuing delay are taken into account in the proposed algorithm. Moreover, the impact of node mobility on the interference-based topology control algorithm is investigated and the unstable links are removed from the topology. Our simulation done through NS2 simulator and these two mechanism result in a significant improvement of Throughput and packet delivery ratio. A MANET topology can depend on uncontrollable factors such as node mobility, weather, interference, noise as well as controllable factors such as transmission power, directional antennas and multi-channel communications. Achieving low interference using based on the ITCD recommendation of neighbour nodes .

KEYWORDS: MANET, ITCD, Route discovery, Data forwarding, and Route maintenance.

I. INTRODUCTION

A mobile ad hoc network (MANET) consists of many mobile nodes that can communicate with each other directly or through intermediate nodes. Often, hosts in a MANET operate with batteries and can roam freely, and thus, a host may exhaust its power or move away, giving no notice to its neighbouring nodes, causing changes in network topology. A key characteristic of these scenarios is the dynamic behaviour of the involved communication partners. Communication protocols will have to deal with a frequently changing network topology. However, many applications require stable connections to guarantee a certain degree of QoS. In access networks, access point handovers may disrupt the data transfer. In addition, service contexts may need to be transferred to the new access points, introducing additional overhead and delays to the connection. In ad hoc networks, mobile services enable peer-to-peer connections for voice or data traffic. Using stable links is crucial for establishing stable paths between connection peers. Rerouting is especially costly in these networks without infrastructure, since it usually results in (at least partly) flooding the network. The stability of a link is given by its probability to persist for a certain time span. In MANETs, a route consists of multiple links in series, and thus, its lifetime depends on the lifetime of each node, as well as the wireless links between adjacent nodes. The main contribution of this paper is that we combine node lifetime and LLT in route



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A Survey on History and Types of Manet

Authors

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ABSTRACT

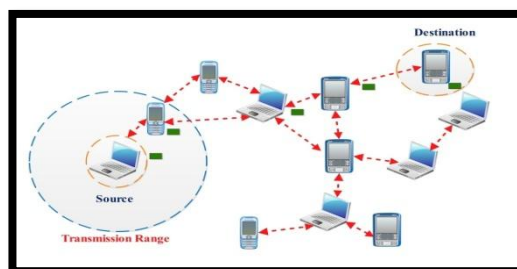
A MANET is an autonomous collection of mobile nodes that communicate with each other without centralized control or established infrastructure. Since the nodes are mobile, the network topology may change rapidly and unpredictably over time. This paper focuses on the evolution of MANET, the characteristics, applications and its types.

Keywords: MANET, History, Characteristics, Applications, Routing Protocol, Types of MANET.

I. INTRODUCTION

A mobile ad hoc network (MANET) is a collection of wireless mobile hosts forming a temporary network without the aid of any centralized administration or standard support services^[1]. Ad-hoc network topology is dynamic, nodes enter and leave the network continuously there is no centralized control or fixed infrastructure to support network configuration or reconfiguration^[3]. MANETs offer several advantages over traditional networks including reduced infrastructure costs, ease of establishment and fault tolerance, as routing is performed individually by nodes using other intermediate network nodes to forward packets, this multi-hopping reduces the chance of bottlenecks^{[1][2]}. The Communication in MANET is taken place by using multi-hop paths. Nodes in the MANET share the wireless medium and the topology of the network changes dynamically. In MANET, breaking of communication link is very frequent, as nodes are free to move to anywhere. The density of nodes and the number of nodes are depends on the applications in which the users using MANET^[6]. Routing is a challenging task in mobile ad hoc network. In MANET the nodes should cooperate to transfer the packets to destination node since each node of the network is able to communicate only with those nodes located within its transmission radius, while the

source and destination nodes can be located at a distance much higher than^[15]. All the nodes in a multi-hop wireless ad hoc network cooperate with each other to form a network without the presence of any infrastructure such as access point or base station^[17].



Mobile Ad hoc Network

This paper also discusses about the applications of MANET and types of MANET. There are different types like VANET, FANET, iMANET, InVANET etc.

II.HISTORY OF MANET

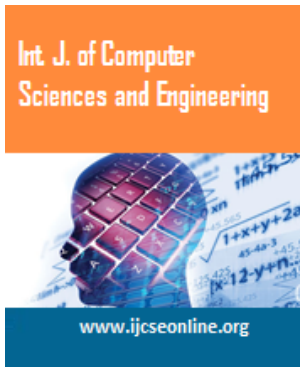
The life-cycle of ad-hoc networks could be categorized into first, second, and the third generation. Present ad-hoc networks systems are considered the third generation.

The first generation of ad hoc network can be traced back to 1970's. In 1970's, these are called Packet Radio Network (PRNET). The Defence Advanced Research Project Agency (DARPA) initiated research of using packet- switched radio



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Random Forest for Multitemporal and Multiscale Classification of Remote Sensing Satellite Imagery

A. Chitradevi¹, S. Vijayalakshmi²

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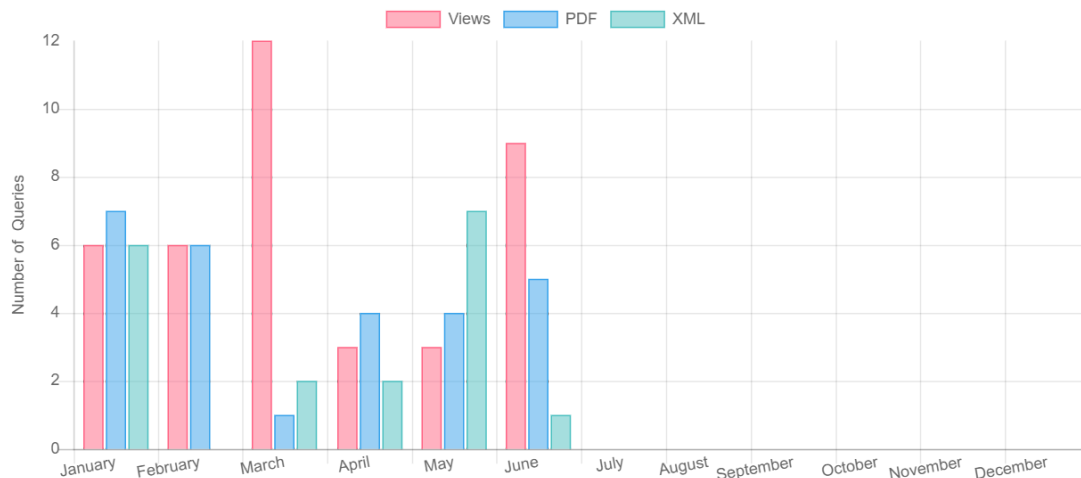
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Abstract

An increasing number of optical High-Resolution (HR) remote sensing satellite systems, offering multispectral images. However, acquiring multi temporal HR data may not always be economically viable, particularly for large areas. Data having medium resolution (i.e., a GSD of 30 m) do not offer as much detail, but cover a larger area and may often be preferable from an economical point of

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Random Forest for Multitemporal and Multiscale Classification of Remote Sensing Satellite Imagery

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Abstract— An increasing number of optical High-Resolution (HR) remote sensing satellite systems, offering multispectral images. However, acquiring multi temporal HR data may not always be economically viable, particularly for large areas. Data having medium resolution (i.e., a GSD of 30 m) do not offer as much detail, but cover a larger area and may often be preferable from an economical point of view. In this research work present a new method for the multi temporal and contextual classification of georeferenced optical remote sensing images acquired at different epochs with having different geometrical resolutions. The method is based on Conditional Random Fields (CRFs) for contextual classification. But in CRF, pool of features used in this work is rather limited, particularly for the medium-resolution images. To solve this problem proposed work is expanded to pool of features for the medium-resolution images to improve the classification results. The Gaussian model used in the CRF is should be replaced by more sophisticated Random Forests (RFs) classifiers. RF is an ensemble of many decision trees, which have been trained on randomly selected pool of features for the medium-resolution images subsets of the training data, in order to decorrelate the individual trees. Extend such a framework to multitemporal classification and change detection, taking into account interactions between images acquired at different epochs and considering the fact that these images may have different geometrical resolutions. Results are given for two different test sites in Germany, where Ikonos, RapidEye, and Landsat images are available. State-of-the-art multitemporal classification method and that it is feasible to detect changes in lower resolution images.

Keywords—Remote sensing satellite;Multitemporal classification;Random forest classifier

I. INTRODUCTION

Remote sensing is the acquisition of information about an object or phenomenon without making physical contact with the object and thus in contrast to on site observation. Remote sensing is a sub-field of geography. In modern usage, the term generally refers to the use of aerial sensor technologies to detect and classify objects on Earth (both on the surface, and in the atmosphere and oceans) by means of propagated signals (e.g. electromagnetic radiation). It may be split into active remote sensing (when a signal is first emitted from aircraft or satellites) [Schowengerdt, 2007] [Schott, 2007][Guo et al, 2014] or passive (e.g. sunlight) when information is merely recorded [Liu et al, 2009].

Passive sensors gather radiation that is emitted or reflected by the object or surrounding areas. Reflected sunlight is the most common source of radiation measured by passive sensors. Examples of passive remote sensors include film photography, infrared, charge-coupled devices, and radiometers. Active collection, on the other hand, emits energy in order to scan objects and areas whereupon a sensor then detects and measures the radiation that is reflected or backscattered from the target. RADAR and LiDAR are examples of active remote sensing where the

time delay between emission and return is measured, establishing the location, speed and direction of an object.

Remote sensing makes it possible to collect data of dangerous or inaccessible areas. Remote sensing applications include monitoring deforestation in areas such as the Amazon Basin, glacial features in Arctic and Antarctic regions, and depth sounding of coastal and ocean depths. Military collection during the Cold War made use of stand-off collection of data about dangerous border areas. Remote sensing also replaces costly and slow data collection on the ground, ensuring in the process that areas or objects are not disturbed.

Orbital platforms collect and transmit data from different parts of the electromagnetic spectrum, which in conjunction with larger scale aerial or ground-based sensing and analysis, provides researchers with enough information to monitor trends such as El Niño and other natural long and short term phenomena. Other uses include different areas of the earth sciences such as natural resource management, agricultural fields such as land usage and conservation, and national security and overhead, ground-based and stand-off collection on border areas.



P.V.NITHYAPRIYADHARSNI ET AL. INT. J. COMPUTER TECHNOLOGY & APPLICATIONS, VOL 7 (1), 200-207
**MONTE CARLO SAMPLING -BASED APPROACH FOR MINING ASSOCIATION RULES FROM
 LARGE DATABASE**

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ABSTRACT: Association Rule Mining (ARM) is considered as the most significant and well researched data mining techniques. Mining association rules is particularly useful for discovering relationships among items from large databases. The purpose of the association rules is to find correlations between the different processes of any application, but it becomes very difficult. Sampling has often been suggested as an effectual tool to reduce the size of the dataset operated at some cost to accuracy. In this research work, Monte Carlo sampling-based approach is proposed for effectual discovery of association rules from large databases. The approach starts with an initial sample selection process based on the temporal characteristics and size of the database. Subsequently, the frequent itemsets and the negative border are mined from the initial sample using Apriori algorithm. If the support of the midpoint itemset is greater than the support threshold, the sample size is increased to a larger size. Monte Carlo based sampling is proposed for mining on a subset of given data with lower support threshold to determine the completeness. Monte Carlo based sampling determines the probability value to estimate the size of samples. The empirical

validation is conducted on dataset samples and results are experimented using the parameters like execution time, memory time, precision, recall and accuracy.

INTRODUCTION

I. DATA MINING

Data mining is the process of discovering actionable information from large sets of data. Data mining uses mathematical analysis to derive patterns and trends that exist in data. Data mining is one of the most important research fields that are due to the expansion of both computer hardware and software technologies, which has imposed organizations to depend heavily on these technologies.[1] Data is considered as the important asset of any organization, it is obvious that this asset should be used to predict future decisions subsequent and since organizations are continuously growing, their relative databases will grow as well; as a result their current data mining techniques will fail to cope up with large databases which are dynamic by nature.

DETECTION OF CODE SMELLS FROM MINING VERSION HISTORIES USING AGGREGATE FUNCTION BASED ENHANCED APRIORI

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Abstract

Code smells are symptoms of poor design and implementation choices that may hinder code comprehension, and possibly increase change- and fault-proneness. Different tools have been proposed for code smell detection, each one characterized by particular features. The aim of this paper is to describe different tools for code smell detection and to evaluate the accuracy of each tool in the detection of five code smells namely Divergent Change, Shotgun Surgery, Parallel Inheritance, Blob, and Feature Envy. The proposed work detects the smell in source code in software by using the data mining techniques HIST is used and Association Rules. Association rule concept is implemented by using the support and confidence. The algorithm used here is Apriori; this algorithm combine two item set and do the breadth first search technique to find the data sets which are duplicate after that the Apriori algorithm needs to scan the whole data to find the code smells which occurs in the source code. Aggregate Function Based Enhanced Apriori (AFEA) Algorithm is uses the Minimum Support and Confidence to detect the code smell in different classes. For each code smell the performance is calculated using Recall, Precision and F-measure.

1. Introduction

Code smells are a concept to characterize the source code that suffers from structural deficiencies that make it hard to understand, change, or test [1]. Fowler et al. introduced code smells as indicators that the source code structure might need to be improved through refactoring. Research has addressed the detection [2] and correction [3] of code smells. Moreover, the negative impact of code smells on software development that has been studied. Complementarily, Brown et al. have introduced anti-patterns, which are related to code smells that describe shortcomings with more profound consequences

(e. g., architectural problems) that is not limited to code. Despite the maturities of code smell and anti-pattern research for traditional software systems (especially object-oriented software), current approaches fall short when dealing with the variability of highly configurable software systems. A highly configurable software system (a. k. a. software product line (SPL)) implements not just a single program, but a set of related programs (a program family), which are built from a common set of assets [4]. The commonalities and differences of members of this program family are communicated in terms of features, i. e., increments in functionality that are important to some stakeholder.

Code smells have been defined by Fowler [5] as symptoms of poor design and implementation choices. In some cases, such symptoms may originate from activities performed by developers while in a hurry, e.g., implementing urgent patches or simply making suboptimal choices. In other cases, smells come from some recurring, poor design solutions, also known as anti-patterns [6]. For example a Blob is a large and complex class that centralizes the behavior of a portion of a system and only uses other classes as data holders. Blob classes can rapidly grow out of control, making it harder and harder for developers to understand them, to fix bugs, and to add new features.

Association rule mining is interested in finding frequent rules that define relations between unrelated frequent items in databases, and it has two main measurements: support and confidence values. The frequent itemset is defined as the itemset that have support value greater than or equal to a minimum threshold support value, and frequent rules as the rules that have confidence value greater than or equal to minimum threshold confidence value. These threshold values are traditionally assumed to be available for mining frequent itemsets. Association Rule Mining is all about finding all rules whose support and

Linked Unsupervised Based Advanced Feature Selection Framework with Artificial Bee Colony for Social Media Data

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Abstract

The explosive usage of social media produces large amount of unlabeled and high-dimensional data. Feature selection has been proven to be effective in dealing with high-dimensional data for efficient learning and data mining. Unsupervised feature selection remains a challenging task due to the absence of label information based on which feature relevance is often assessed. Existing work investigates a novel problem of feature selection for social media data in an unsupervised scenario. Initially the work analyzes the differences between social media data and traditional attribute value data. Further it investigates how the relations are extracted from linked data which can be exploited to help in selection of relevant features using LUAFS. In LUAFS, social media networks have the availability of various link formations which leads to networks have the availability of various link formations which leads to networks with relationships of different strengths i.e., weak links and strong links that are often mixed together. Since strong links indicate strong correlations among instances, treating all links with an equal weight will increase the level of noise in the learned models and leads to degradation of learning performance. To overcome this issue, Artificial Bee Colony Algorithm has been introduced. A novel LUAFS-ABC has been proposed for linked data in social media to exploit linked information of selected features. To exploit the individual and group behaviors of linked instances two approaches: graph regularization and Social Dimension Regularization (SDR) have been developed. The experimental results of the data set from real-world social media websites shows that the proposed method can effectively exploit link information in comparison with the state-of-the-art unsupervised feature selection methods

INDEX TERMS: Unsupervised Feature Selection, linked data, social media, pseudo labels, social dimension regularization, Linked Unsupervised Feature Selection (LUFS), Artificial Bee Colony (ABC).

1. Introduction

In recent years, the rapid emergence of social media services such as Facebook and Twitter allows more

and more users to participate in online social activities such as posting blogs or microblogs, uploading photos and connecting with other like-minded users. The explosive popularity of social media produces massive data at an unprecedented speed. The massive and high-dimensional social media data challenges traditional data mining tasks such as classification and clustering due to curse of dimensionality and scalability issues. One traditional and effective approach to handle high-dimensional data is feature selection [1-2], which aims to select a subset of relevant features from high-dimensional feature space that minimize redundancy and maximize relevance to the targets (e.g., class label). Feature selection helps improve the performance of learning models by alleviating the curse of dimensionality, speeding up the learning process, and improving the generalization capability of a learning model [3].

Data with high dimensionality not only significantly increases the time and memory requirements of the algorithms, but also degenerates many algorithms' performance due to the curse of dimensionality and the existence of irrelevant, redundant and noisy dimensions [4] for feature selection, which reduces the dimensionality by selecting a subset of most relevant features, has been proven to be an effective and efficient way to handle high dimensional data. In terms of the label availability, feature selection methods can be broadly classified into supervised methods and unsupervised methods. The availability of the class label allows supervised feature selection algorithms [5]. In [6-7] to effectively select discriminative features to distinguish samples from different classes. Sparse learning has been proven to be a powerful technique in supervised feature selection which enables feature selection to be embedded in the classification (or regression) problem. As most data is unlabeled and it is very expensive to label the data, unsupervised feature selection attracts more and more attentions in recent years [8-9].

Without label information to define feature relevance, a number of alternative criteria have been proposed for unsupervised feature selection. One commonly used criterion is to select features that can preserve the data similarity or manifold structure

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SCALABLE SEQUENTIAL ROUGH PARALLEL BOUNDED SYMMETRICAL CLUSTERING FOR GENE EXPRESSION PROFILE ANALYSIS

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ABSTRACT

The study on gene expression profiling of tissues and cells has become a major tool for discovery in medicine. Identification of co-expressed genes and coherent patterns is the central goal in gene expression profiling and the important task in the field of bioinformatics research. Clustering is an important unsupervised learning technique for Gene Expression Profile Analysis. Many conventional clustering algorithms have been adapted or directly applied to gene expression data. Among them, Rough Point Symmetry (RoughPsym) and Rough Symmetry (Roughsym) based clustering is applied for recognizing symmetrical patterns of gene expression profiles. Rough-set theory helps in faster convergence and initial automatic optimal classification, thereby solving the problem of unknown knowledge of number of clusters in microarray data. In case of RoughPsym and Roughsym methods, efficiency or higher accuracy is not achieved because of the larger dataset samples. To solve this problem and to further enhance the clustering and thereby enabling the clustering results of large microarray data, in this article, a distributed time-efficient scalable Sequential Rough Parallel Bounded Symmetrical clustering (SeqRoughPBSym) is applied to rough set based approach.

1. INTRODUCTION

The GENE expression profiles exhibit the expression levels for many genes simultaneously under multiple biological processes [1]. Genes which has the similar expression patterns may be co-regulated or in same signal pathway. Clustering is an unsupervised pattern classification method based on maximum intra-class similarity and minimum inter-class similarity. Eisen [2] first classified coexpressed genes using hierarchical clustering. Since then numerous methods have been proposed for clustering microarray data , [3], like parallel K-means algorithms using Hadoop. The concept of lower and upper approximations of rough sets deals with uncertainty, vagueness, and incompleteness in class definition[4]. However, the membership function of rough sets also enables efficient handling of overlapping partitions. Therefore, Hirano[5] et al proposed indiscernibility based clustering method to handle relative proximity. The present study concentrates on the integration of automatic optimal classification using rough-set-theory and point symmetry-based distance norm for analyzing gene-expression datasets varying both time-courses and environmental conditions. Clusters are associated with indiscernibility classes over genes.

HOP-COUNT BASED ENHANCED COOPERATIVE BAIT DETECTION SCHEME USING PREVENTION OF COLLABORATIVE BLACKHOLE ATTACKS IN MANET

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Abstract— A MANET is a collection of mobile nodes connected through wireless networks. MANET can join and leave the network dynamically. However, MANET is particularly vulnerable due to its fundamental characteristics, such as dynamic topology, distributed co-operation, and constrained capability. One main challenge on designing these networks is their vulnerability to security attacks. In this paper the performance of Enhanced collaborative bait detection scheme (EnCBDS) using routing protocol AODV with Black hole attack detection have been analysed using NS2 considering various parameters such as average throughput, energy and end-to-end delay to evaluate its performance.

Keyword: Blackhole attacks, MANET, Enhanced Cooperative Bait Detection Scheme, Ad-Hoc On demand Distance Vector Protocol, hop count, malicious node.

I. INTRODUCTION

A MANET is a collection of mobile nodes connected through wireless networks. Wireless networks are self-creating, self-organizing and self-administering by communicating among their components mobile nodes they inherit from being exclusive.[2] The nodes in MANET themselves are reliable for dynamically discovering other nodes to communicate. This property of the nodes makes the mobile ad hoc networks unpredictable from the point of view of capability and topology. Each node performs their function as a router or host [1]. Due to dynamic infrastructure-less nature and lack of centralized monitoring; the ad hoc networks are vulnerable to several attacks. The behavior of network and reliability is compromised by attacks on ad hoc network routing protocols. In MANET security challenges have become a primary concern

to provide secure communication[14]. Due to the Mobility of the nodes the situation becomes more even complicated [8]. Routing protocols can be classified into three categories viz., proactive, reactive and hybrid protocols. Many routing protocols such as AODV, OLSR, and DSR etc were developed for MANET. In this study, wormhole attack is compared using AODV and DSR with NS-2 simulator and the result is produced. The Network Simulator-2 is a widely used software tool for MANET. AODV (Ad hoc on-demand distance vector) enables self-configuring, dynamic, multi-hop on-demand routing for mobile wireless ad hoc network. Round Trip Time is defined as which measures the time between data transmission and the receipt of a positive acknowledgment. Path tracing approach is used to find and eliminate the exact misbehaving node in the network[12]. Secured wireless ad hoc is a highly challenging issue.

AODV-It stands for ad-hoc on demand distance vector routing protocol. It is a reactive protocol. It makes the route when it is needed and does not require nodes to maintain the routes to various destinations that are not being used in communication[5]. AODV enables multi-hop routing between participating mobile nodes wishing to establish and maintain an ad-hoc network. AODV is able to provide unicast, multicast and broadcast communication ability[3]. Route tables are used in AODV to store applicable routing information. AODV utilizes both a route table for unicast routes and a multicast route table for multicast routes. The protocol is able to respond to topological changes that affect the active routes in a quick and timely manner.**Black Hole Attack**- In this attack, a malicious node

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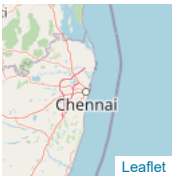
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Optimized Route Technique for DSR Routing Protocol in MANET

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Abstract- Mobile ad hoc network (MANET) is a collection of portable devices which communicate with each other without the help of any fixed base station or access point. Each node in MANET experiences the dynamic topology, limited transmission range, bandwidth and battery power which affects routing. The critical issue of routing in MANET is to select an optimal and stable route. Link failure causes due to high mobility, congestion and limited battery power which affects the performance of the routing protocol. Such problems make a routing protocol ineffective and unreliable. To make a routing protocol effective and reliable, this paper proposes a Optimized Routing Technique(ORT) using Modified Combined Weight Function (MCWF) mechanism by calculating signal strength, energy level, load and distance between nodes. Then based on the MCWF, the routes are arranged such that routes with minimum length, traffic load, maximum energy level and signal strength are listed first in the route table. The path is established with route which has maximum MCWF. The benefit of this mechanism is to select the stable and optimal path to reach the destination. It is implemented using NS-2 which minimizes the end-to-end delay, overhead and energy consumption and maximizes the packet delivery ratio.

Keywords: DSR, MANET, Modified Combined Weight Function, stable route, link failure.

I. INTRODUCTION

Mobile ad hoc network is a collection of wireless portable nodes forming a temporary/short-lived network, without any fixed infrastructure,

where all nodes are liberated to move randomly and configure themselves. In MANET, each node will act as both router and as well as host. The premise of forming a MANET is to provide wireless communication between various devices, anytime - anywhere- any device-any (A4). MANET is suitable for the application which needs quick setup and implementation such as Military and disaster areas.

Due to nodal mobility, the network topology may change rapidly and unpredictably over time which affects the propagation of packets from one node to another. So MANET requires a stable and efficient routing method which should have a long life to transmit the data. Thus Routing is a major problem in a decentralized environment. Fundamentally two types of routings are used in Ad hoc network they are Proactive and Reactive. Proactive routing protocols maintain consistent, up-to-date routing information between source and destination nodes in the network by propagating the routing information in a periodical manner. These protocols are sometimes referred to as table driven routing protocol because each and every node in



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AN EFFICIENT SPECTRAL CLUSTERING ON SOCIAL NETWORK UNSTRUCTURED DATA FOR IMPROVED CLUSTERING ACCURACY

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Abstract- The paper concentrated to develop a scalable and efficient spectral clustering algorithm. It operates on big data processing in orientation of data mining approaches. Data is obtained from sensors, media sites, social media etc. A required big data is collected to find interesting patterns using data mining approaches. We collected from user links such as replies, posting, and retweets. We propose a probability model of the mentioning behavior of a social network user, to detect the emergence of a new topic from the anomalies measured through the model. Aggregating anomaly scores from hundreds of user shows an emerging topics only based on the reply/mention relationships in social-network posts. The experiments show that the proposed mention-anomaly-based approaches can detect new topics at least as early as text-anomaly-based approaches, and in some cases much earlier when the topic is poorly identified by the textual contents in posts in Laplacian matrix.

Keywords: Spectral clustering, big data processing, Data mining approaches, Anomaly based approaches.

I. INTRODUCTION

Data Mining is an integral part of the process of Knowledge Discovery in Databases (KDD). KDD is the overall process of transforming the raw data into useful information. Data mining includes several important tasks such as Association Analysis, Predictive modeling, Clustering, Classification etc., before the useful information is mined from the large repository of the data. Clustering is a division of data into groups of similar objects. From the

machine learning perspective, clustering can be viewed as unsupervised learning of concepts. The concept of clustering can be used in order to cluster images, patterns, shopping items, words, documents and so on. Among the different types of clustering techniques available, partitional clustering is one of the most widely used techniques. K Means and Bisecting K-Means algorithms are the most widely used algorithms under partitional clustering. The above traditional algorithms do not scale well with high dimensional datasets.

Hence the performance of the traditional algorithms can be enhanced by incorporating certain constraints. This paper focuses on the analysis and study of the possible constraints that can be applied in order to improve the performance of the traditional partitional clustering algorithms.

The rest of the paper is organized as follows: Section 2 discusses the various related literature on constrained based partitional clustering. Section 3 gives a comparison of the various work carried out based on the constrained partitional clustering. The conclusion forms the section 4 of the paper.

II. RELATED WORK

There are several types of clustering techniques recommended in the data mining applications. The clustering is categorized into two major types such as hierarchical clustering and partitional clustering. Constrained clustering is a significant field in the machine learning applications to

Forecasting Web Pages Using User Access Logs

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Abstract: Web resources are analyzed using web mining techniques. Web mining techniques are divided into three categories. Content mining, structure mining and usage mining are the main types of web mining. Content mining and structure mining methods are used to analyze web page contents. User access details are analyzed using usage mining methods. The association rule mining techniques are used to mine hidden knowledge from large data sets. Candidate sets combines the attribute name and value. Item sets are build with candidate sets. Support and confidence values are used in the association rule mining process.

Web page forecasting process includes the preprocessing and prediction faces. Preprocessing challenges include large amount of data, choosing sliding window size, identify sessions, and extracting domain knowledge. Prediction challenges include long training/prediction time, low prediction accuracy, and memory limitation. Support vector machines (SVMs), artificial neural networks (ANNs), and Markov models are integrated. Markov model and all Kth Markov model are used in Web prediction process. Modified Markov model is used to alleviate the issue of scalability in the number of paths. Two-tier prediction framework creates an example classifier EC, based on the training examples and the generated classifiers. Markov model and association rule mining techniques are combined to perform the prediction process. The two tier architecture is extended with statistical log features. Boosting association rule mining algorithm is integrated with the prediction system. The prediction system is also improved with bagging technique. The preprocessing techniques are also adopted to select optimal data and sessions.

Keywords: Markov models, all kth markov models, association rule mining

I. INTRODUCTION

Web Mining focuses on automatically discovering information and knowledge through the analysis of Web contents, Web structure and Web usages. Since the Web is huge, heterogeneous and dynamic, automated Web information and knowledge discovery calls for novel technologies and tools, which may take advantage of the state-of-the-art technologies from various areas, including machine learning, data mining, information retrieval, database and nature language processing.

Web mining is a huge, interdisciplinary and very dynamic scientific area, converging from several research communities such as database, information retrieval, and artificial intelligence especially from machine learning and natural language processing. Web usage mining has emerged as a new field of data mining and gained increasing attention from both the business and research communities. A particular area of importance is data preprocessing for Intersites WUM. The proposed methodology for this process has two main objectives. The first is to use classical preprocessing to significantly reduce, but in a relevant manner, the size of the Web servers' log files. The second is to use advanced data preprocessing, which employs an extra step called data summarization to increase the quality of data obtained after classical preprocessing. To validate this methodology's efficiency, an experiment joined and analyzed log files from four related servers.

Web Usage Mining is the application of data mining techniques to Web click stream data in order to extract usage patterns. As Web sites continue to grow in size and complexity, the results of Web Usage Mining have become critical for a number of applications such as Web site design, business and marketing decision support, personalization,

usability studies, and network analysis. The two major challenges involved in Web Usage Mining are preprocessing the raw data to provide an accurate picture of how a site is being used, and filtering the results of the various data mining algorithms in order to present only the rules and patterns that are potentially interesting. Web Usage Mining analyses the usage patterns of web sites in order to get an improved understanding of the users' interests and requirements. This information is especially valuable for E-Business sites in order to achieve improved customer satisfaction.

II. RELATED WORK

The Prediction models for addressing the WPP can be broadly path-based prediction models. Path-based prediction is based on user's previous and historic path data, while point-based prediction is based on currently observed actions. Accuracy of point-based models is low due to the relatively small amount of information that could be extracted from each session to build the prediction model. Researchers have used various prediction models including k -nearest neighbor (k NN), ANNs [3], fuzzy inference [2] SVMs, Bayesian model, Markov model and others. Recommendation systems are one of the early applications of Web prediction. Joachims *et al.* propose the Web Watcher which is a path-based recommender model based on k NN and reinforcement learning. The combination of previous tours of similar users and reinforcement learning is used in recommendations. Nasraoui *et al.* [4] propose a Web recommendation system using fuzzy inferences. Clustering is applied to group profiles using hierarchical unsupervised niche clustering. Context-sensitive URL associations are inferred using a fuzzy approximate-reasoning-based engine. Mobasher *et al.* [5] use the ARM technique in WPP and propose the frequent item set graph to match an active user session with

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Wormhole Attack Detection Based on Mobility and Expected Transmission Count in Mobile Adhoc Network

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Abstract

A Mobile Adhoc Network (MANET) is a collection of self configurable mobile nodes that are connected through wireless links. Lack of centralized controller is difficult to determine the reliable and secure communication in Mobile Adhoc network. A Wormhole attack establishes a path between sender and receiver, if the sender have started the data transmission, the wormhole attack creates a direct link to another node , that link refers to a wormhole tunnel, i.e trusted nodes are successful in data communication process. The aim of the research, is to describe a technique that can effectively detect the wormhole attacks using Mobility and Expected Transmission Count (METX) using overhearing factor. The proposed technique allows the use of variances in routing information between neighbours to detect wormhole attack. Basic proposal is to find the highest throughput path to detect wormhole attack and to find alternative path from the source to destination. The alternative path is determined under the basis of link duration. To calculate mobility values, each node keeps historical information of its neighbours which leads to resource usage and computational complexity. To keep the neighbour nodes in relationship, the overhearing factor is used. The result of the proposed method is to provide secure as well as reliable communication and simulate through network simulator-2 and analyze the network behaviour in attack and reduces the end-to end delay.

1. Introduction

A MANET is a collection of mobile nodes connected through wireless networks. The nodes in MANET themselves are reliable for dynamically discovering other nodes to communicate. This property of the nodes makes the mobile ad hoc networks unpredictable from the point of view of capability and topology. Each node performs their function as a router or host [2]. Due to dynamic infrastructure-less nature and lack of centralized monitoring the ad hoc networks are vulnerable to several attacks. The behaviour of network and reliability is compromised by attacks on adhoc network routing protocols. In MANET security challenges have become a primary concern to provide secure communication. Due to the mobility of the nodes the situation becomes even more complicated [1]. Routing protocols can be classified into three categories viz., proactive, reactive and hybrid protocols. Many routing protocols such as AODV, OLSR, and DSR etc were developed for MANET. In this study, wormhole attack is compared using AODV and DSR with NS-2 simulator and the result is produced. The Network Simulator-2 is a widely used software tool for MANET. AODV (Ad hoc on-demand distance vector) enables self-configuring, dynamic, multi-hop on-demand routing for mobile wireless ad hoc network. Secured wireless ad hoc is a highly challenging issue.



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Cluster Concentric Circle Based Undersampling to Handle Imbalanced Data

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Abstract: The most emerging problem in data mining is dealing the datasets with imbalanced class distribution. All the traditional classification algorithms aim to optimize the overall accuracy without taking into account the distribution of data in its classes. This paper proposes a solution to the imbalanced dataset by introducing a new cluster based under-sampling method called Cluster Concentric Circle based Under Sampling (C3BUS). C3BUS picks up the selective data as the training data to maximize the efficiency of the classifier and to minimize the influence of imbalanced distribution. Experimental result on a synthetic dataset, Abalone, Bioassay, Glass and Ecoli datasets are provided to be evidence for the effectiveness of the proposed method by considering Accuracy, Precision, Sensitivity, Specificity, F-measure and time as an evaluation measure.

Key words: Classification • Imbalanced data • Sampling • Cluster based Under-sampling • Balanced dataset

INTRODUCTION

Availability of raw data has created a colossal opportunity in the field of research in knowledge discovery [1]. One of the well known techniques in Data Mining is Classification. Traditional classifiers assume that the data used to train the classifier is balanced between the classes, but many real world datasets are imbalanced which degrades the performance of classifiers. Datasets which exhibit unequal distribution between the classes are called as Imbalanced datasets [2]. The importance of a balanced dataset is recognized only when the classifiers tend to bias towards the majority class and ignores the minority class which is more important to be considered [3]. With Imbalanced dataset, only a sub optimal classification model will be created by using traditional classification algorithms which tends to favour the frequently occurring examples (majority class) even though the cost of misclassifying the rarely occurring examples (minority class) is very high [4]. Researchers are biased towards this issue due to its presence in many real world applications. Since all the traditional classification algorithms favour the majority class there is a need to balance the classes to improve the performance.

The imbalanced datasets can be handled in three ways 1. Data Sampling 2. Algorithmic handling and 3. Cost Sensitive learning [5]. The first method re-samples

the training instances to produce a balanced distribution [6]. The second one either develops a new algorithm or modifies an existing one to handle the issue. The third method incorporates data level, algorithmic level or hybrid level, by assigning higher cost to misclassified positive instances. These three methods create an artificial dataset which is different from the original distribution. So traditional algorithms can be applied to the above dataset but however the test points are from the original distribution which might cause discrepancy between test points and original points [7]. Data sampling handles the class distribution either by adding samples to the rare class (over sampling) or by removing samples from the frequent occurring class (under-sampling) with their advantages and drawbacks. Under-sampling might lose required information when samples are removed to balance the dataset. At the same time, it consumes less training time to train the samples since the size of the dataset is reduced. The simplest form of under-sampling is RUS which randomly removes samples from majority class to balance the distribution [8]. On the other hand, Oversampling retains all the samples and overcomes the drawback of under-sampling but obviously takes a longer time to train the model since it duplicates samples or creates new ones to balance the distribution. With the presence of imbalanced dataset, an efficient classifier can be built by the selection strategy of the majority class and



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A REVIEW ON WIRELESS BODY AREA NETWORKS

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Abstract:

In wireless body area networks various sensors are attached on clothing or on the body or even implanted under the skin. The wireless nature of the network and the wide variety of sensors offer numerous new, practical and innovative applications to improve health care and the Quality of Life. Using a WBAN, the patient experiences a greater physical mobility and is no longer compelled to stay in the hospital. In this paper, we present an overview of wireless body area network and we also provide the differences between Wireless Body Area Network and Wireless Sensor Network (WSN) that is inadequate to apply in WBAN. We also present an idea to improve healthcare systems in India with the help of telecommunication and information technology by using wearable and implantable body sensor nodes which does not affect the mobility of the patients. We discuss how the wireless body area networks are used for healthcare monitoring by using multiple sensor nodes. In this paper we present various innovations and discuss promising new trends of wireless body area networks for ubiquitous health monitoring applications.

Keywords: Body Area Network (BAN), Wireless Sensor Network (WSN), Mobile Health Application, Smart Hospitality, Wireless Body Area Network (WBAN), Body Sensor Network(BSN), Electrocardiogram(ECG).

I. INTRODUCTION

A Wireless Body Area Network consists of small, intelligent devices attached on or implanted in the body which are capable of establishing a wireless communication link. These devices provide continuous health monitoring and real-time feedback to the user or medical personnel. The measurements can be recorded over a longer period of time, improving the quality of the measured data [1].

A WBAN contains a number of portable, miniaturized, and autonomous sensor nodes that monitors the body function for sporting, health, entertainment, and emergency applications. It provides long term health monitoring of patients under natural physiological states without constraining their normal activities. In-body sensor networks allow communication between im-planted devices and remote monitoring equipments. They are used to collect information from Implantable Cardioverter Defibrillators (ICDs) in order to detect and treat ventricular tachyarrhythmial and to prevent Sudden Cardiac Death (SCD) [7].

In WBANs, sensor hubs are worked with restricted vitality source. It is required to utilize least power for transmitting information from sensor hubs to sink. One of the significant obstructions in WBAN is to energize the batteries. A productive direct ing convention is required to conquer this issue of energizing batteries. Numerous vitality proficient directing conventions are proposed in WSN innovation. Nonetheless, WSNs and WBANs have



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A Collaborative Contact-Based Watchdog CoCoWa for Detecting Selfish Nodes with Trust Model

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Abstract: Mobile ad-hoc networks (MANETs) assume that mobile nodes volunteer collaborates in order to work appropriately. This Cooperation is a cost-intensive activity and some nodes can refuse to cooperate, leading to selfish node behaviour. Thus, the complete network performance could be seriously affected. The use of watchdogs is a well-known mechanism to detect selfish nodes. However, the detection process performed by watchdogs can fail, generating false positives and false negatives that can induce to wrong operations. Moreover, relying on local watchdogs alone can lead to poor performance when detecting selfish nodes, in term of precision and speed. This is especially important on networks with sporadic contacts, such as Delay Tolerant Networks (DTNs), where sometimes watchdog's lack of enough time or information to detect the selfish nodes. Thus, Collaborative Contact-based Watchdog (CoCoWa) is proposed as a collaborative approach based on the diffusion of local selfish nodes awareness when a contact occurs, so that information about selfish nodes is quickly propagated. As shown in the paper, this collaborative approach will make the selfish node as trusted node by using AODV protocol and provide better security.

Keywords: CoCoWa Architecture, Watchdog, Delay Tolerant Networks, Trust model, Security, Routing Protocol, and AODV.

I. INTRODUCTION

1.1 OVERVIEW OF THE MANET

Recent advancements in wireless communication and the miniaturization of computers have led to a new concept called the mobile ad hoc network (MANET), where two or more mobile nodes can form a temporary network without need of any existing network infrastructure or centralized administration.[1] Even if the source and the destination mobile hosts are not in the communication range of each other, data packets are forwarded to the destination mobile host by relaying transmission through other mobile hosts which exist between the two mobile hosts. Figure.1.1 shows that how the messages are sending from source to destination in MANET. Since no special infrastructure is required, in various fields such as military and rescue affairs, many applications are expected to be developed for ad hoc networks.

In ad hoc networks, since mobile hosts move freely, disconnections occur frequently, and this causes frequent network partition. If a network is partitioned into two networks due to the migrations of mobile hosts, mobile hosts in one of the partitions cannot access data items held by mobile hosts in the other. Thus, data accessibility in ad hoc networks is lower than that in conventional fixed networks. In ad hoc networks, it is very important to prevent the deterioration of data accessibility at the point of network partition. A possible and promising solution is the replication of data items at mobile hosts which are not the owners of the original data.

Since mobile hosts generally have poor resources, it is usually impossible for them to have replicas of all data items in the network.

For example, let us suppose a situation where a research project team engaged in excavation work constructs an ad hoc network on a mountain. The results obtained from the investigation may consist of various types of data such as numerical data, photographs, sounds, and videos. In this case, although it is useful to have the data that other members obtained, it seems difficult for a mobile host to have replicas of all the data.

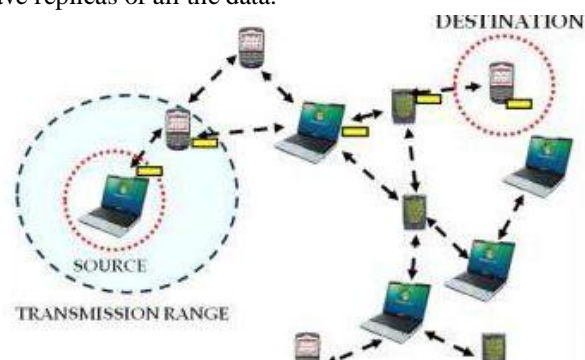


Figure 1.1: MANET

II. COCOWA

Mobile ad-hoc networks (MANETs) assume that mobile nodes controlled collaborate in order to work properly. CoCoWa (Collaborative Contact based Watchdog) is a new scheme for detecting selfish nodes that combines local watchdog detections and is used in the dissemination of information on the network. If one node has previously detected a selfish node it can transmit this information to other nodes when a contact occurs. In this method, nodes have second hand information about the selfish nodes in

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A Survey on Security Threats in Wireless Mesh Networks

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Abstract– Wireless mesh networks (WMN) function as regular wireless networks, but with significant differences. Mesh networks decentralize the infrastructure required to maintain a network by making each node, or computer, pull double-duty as a user and a router of Internet traffic. This way, the network exists as an organic and self-managed entity capable of servicing a varying number of users. This survey paper mentions physical attacks, denial of service and passive monitoring and also describes the countermeasures.

Keywords– Wireless Mesh Networks, Internet Traffic, Physical Attacks, Denial of service, Passive Monitoring

I. INTRODUCTION

Wireless Mesh Networks (WMNs)[1] are considered as a promising solution for offering low-cost access to broadband services. WMNs are summarized by self-organization, selfconfiguration and self-healing to enable flexible integration, quick deployment, easy maintenance, low cost, and it may also be used to improve the performance of multi-hop ad-hoc networks. It explains the security threats and attacks at physical layer and medium access control.[2]

II. OVERVIEW OF MESH NETWORKS

It consists of mesh clients and mesh routers. It is used to improve the flexibility of mesh networking, a mesh router[3] is usually equipped with multiple wireless interfaces built on either the same or different wireless access technologies. WMNs can be classified depending on the architecture in infrastructure /backbone WMNs, A Survey on Security and Privacy Issues in Wireless Mesh Networks client WMNs and Hybrid WMNs. In infrastructure WMNs mesh clients can join the network only through the mesh routers. In client WMNs mesh nodes constitute the actual network while in Hybrid WMNs mesh client may join the mesh network either by connected to the mesh backbone or among each other.

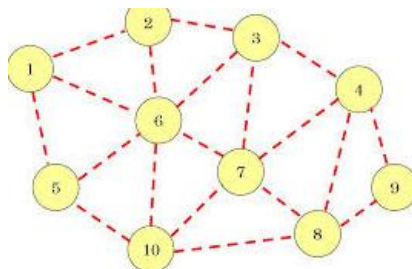


Fig 1: Wireless Mesh Networks

III. SECURITY ISSUES[4]

The key issues are as below:

(i) Availability: Group of nodes in the mesh network infrastructure is suggested in our proposal, where mesh network functionalities are assigned to specific nodes, thus it helps to enhance the network availability.

(ii) Authorization: It is a process in which an entity is issued credentials by the trusted certificate authority. It is generally used to assign different access rights to different level of users.

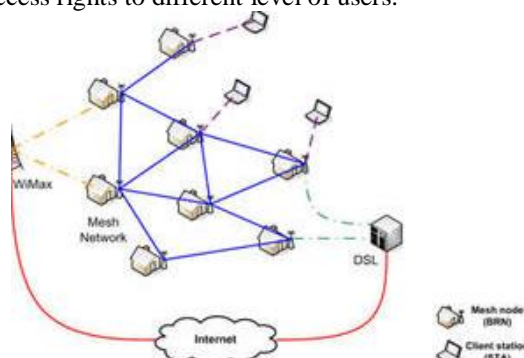


Fig 2 : Security Issues inWMN



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Secure Energy Efficient Route Discovery Using Randomness Scheme in MANET

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ABSTRACT: MANET refers to a multi-hop packet based wireless network composed of a set of a mobile nodes that can communicate and move at a same time, without using any kind of fixed wired infrastructure. The goal of this research is to reduce the energy consumption and to improve the quality of service (QoS) of ad hoc and mobile networks. In general, the analytical evaluation shows the OKERMAN routing algorithm and it is used to improve the network connectivity. It is used to transfer both real time and non real traffic by providing energy efficient and less congested path between a source and destination. The main aim is to reduce the battery power consumption where Power is the most important criteria in ad-hoc networks. The aim of this research is to reduce the delay and energy consumption and also increases the throughput. By using efficient algorithm, it maximizes the network lifetime by minimizing the power consumption during the source to destination route establishment. The proposed technique is quite adaptive for energy efficient communication in MANET. It is typically proposed to increase the reliability of data transmission or to provide load balancing. The corresponding methodology can be used by the routing protocols to select the most stable route between a source and destination, in an environment where multiple paths are available, and to create a convenient performance measure to be used for the evaluation of the stability and connectivity in MANET.

KEYWORDS: Manet, Energy efficient algorithm, Power consumption, Network lifetime

I. INTRODUCTION

A mobile ad hoc network (MANET) is a collection of hundreds and thousands of low cost and low power mobile nodes connected by wireless links.[1] In operation, the nodes of a MANET do not have a centralized administration mechanism. It is known for its routable network properties where each node act as a "router" to forward the traffic to other specified node in the network. MANET is a self configuring network of mobile routers connected by wireless links with no access point. Every mobile device in a network is autonomous. The mobile devices are free to move and organize themselves arbitrarily. Nodes in the MANET share the wireless medium and the topology of the network changes erratically and dynamically.[2]

The advancements in wireless communication and the miniaturization of computers have led to a new concept called the mobile ad hoc network (MANET), where two or more mobile nodes can form a temporary network without need of any existing network infrastructure.[3]The proposed work helps to improve the throughput and to reduce the packet loss and packet delay. It also increases the packet delivery ratio. This research work proposes an Energy Entropy-based minimum Power cost Multipath routing algorithm in MANET. It is used to increase the reliability of data transmission. The multipath routing protocols are used to reduce the routing overhead, delay and to increase the data rate. The On-Demand routing protocols discover the paths only when it is required to communicate with other nodes. The minimum-hop maximum-power routing can significantly reduce the energy consumption time.

II. RELATED WORK

MANET establishes secret common randomness between two or multiple devices in a network that resides at the root of communication security. [4] In its most frequent form of key establishment, the problem is traditionally decomposed into a randomness generation stage and an information agreement stage, which relies either on public-key



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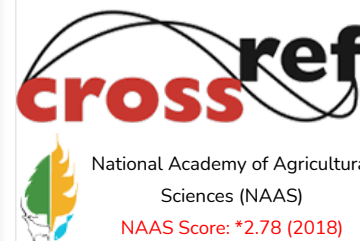
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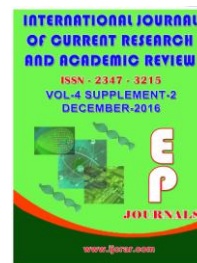
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A Study on Image Segmentation Techniques

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Abstract

Digital image processing comprises many steps for processing the digital images. Segmentation is one of the important steps in image processing which is used to divide an input image into different segments or objects with respect to the application. The key role of segmentation helps to ease the analysis and interpretation of an image. The result of segmentation is used to extract quantitative information like edges, contours, identifying objects from the images. If segmentation is done well then, the later stages in image processing are made easier. This paper is an overview of widely used segmentation techniques in which the conceptual details of four segmentation methods are discussed.

KEYWORDS: Segmentation, Threshold, Region Based, Edge Based, Clustering.



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Rank SVM Based Tracking and Mapping Bug Reports to Relevant Files

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Abstract: *Once the bug occurred, it is a difficult process to localize the bug. It is taking the long time for placing the bug. So the tedious process of placing the bugs taking more time. Sometimes this time taken is more than fixing the bugs. A tool for ranking all the source files of a project with respect to how likely to contain the cause of the bug would enable developers to narrow down their search and potentially could lead to a substantial increase in productivity. Adaptive Rank SVM approach that leverages domain knowledge through functional decompositions of source code files into methods, API descriptions of library components used in the code, the bug-fixing history, and the code changes history. Given a bug report, the ranking score of each source file is computed as a weighted combination of an array of features encoding domain knowledge, where the weights are trained automatically on previously solved bug reports using Learning-to-rank Technique.*

Keywords: Ranking Model, Filtering, Pairwise approach

1. Introduction

A software bug or defect is a coding mistake that may cause an unintended or unexpected behavior of the software component. Upon discovering an abnormal behavior of the software project, a developer or a user will report it in a document, called a bug report or issue report. A bug report provides information that could help in fixing a bug, with the overall aim of improving the software quality. A large number of bug reports could be opened during the development life-cycle of a software product.

Software errors cost the U.S. industry 60 billion dollars a year according to a study conducted by the National Institute of Standards and Technology. One contributing factor to the high number of errors is the limitation of resources for quality assurance (QA). Such resources are always limited by time, e.g., the deadlines that development teams face, and by cost, e.g., not enough people are available for QA. When managers want to spend resources most effectively, they would typically allocate them on the parts where they expect most defects or at least the most severe ones.

Dynamic bug localization techniques suffer from the drawback that they are based on the availability of two control flows — the passing control flow and the failing control flow. This may not be satisfied in real-world scenarios. The static methods, on the other hand, are usually customized to detect irregularities in a particular programming language following a particular coding convention, which makes them rather restrictive in scope.

If the bug report is constructed as a query and the source code files in the software repository are viewed as a collection of documents, then the problem of finding source files that are relevant for a given bug report can be modeled as a standard task in information retrieval (IR). As proposed approach, it as a ranking problem, in which the source files (documents) are ranked with respect to their relevance to a given bug report (query). In this context, relevance is

equated with the likelihood that a particular source file contains the cause of the bug described in the bug report.

The ranking function is defined as a weighted combination of features, where the features draw heavily on knowledge specific to the software engineering domain in order to measure relevant relationships between the bug report and the source code file. While a bug report may share textual tokens with its relevant source files, in general there is a significant inherent mismatch between the natural language employed in the bug report and the programming language used in the code.

Ranking methods that are based on simple lexical matching scores have sub optimal performance, in part due to lexical mismatches between natural language statements in bug reports and technical terms in software systems. Our system contains features that bridge the corresponding lexical gap by using project specific API documentation to connect natural language terms in the bug report with programming language constructs in the code.

1.1 Learning to rank

Bug reporting is using the Learning to Rank application which is called as Machine Learned Ranking (MLR). It is the application of Machine learning which is used in Ranking models for Information Retrieval System (IR).

The Ranking Model purpose is to rank that is produce a permutation of items in new, unknown list in a way which is "Similar" to ranking in the training data in some sense. Learning to Ranking Algorithms mainly used for IR System but also in some other area also.

Learning to rank has emerged as an active and growing area of research both in information retrieval (IR) and machine learning (ML). The goal of learning to rank is to automatically learn a ranking model from training data, such that the model can sort objects (e.g., documents) according to their degrees of relevance, preference, or importance as

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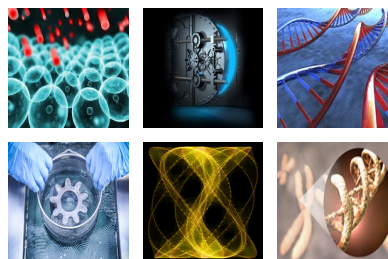
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An Efficient Dynamic Anomaly Scheme Routing for Mobile Adhoc Network

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ABSTRACT: Link error and malicious packet dropping are two sources for packet losses in multi-hop wireless ad hoc network. While observing a sequence of packet losses in the network, whether the losses are caused by link errors only, or by the combined effect of link errors and malicious drop is to be identified. In the insider-attack case, whereby malicious nodes that are part of the route exploit their knowledge of the communication context to selectively drop a small amount of packets critical to the network performance. Because the packet dropping rate in this case is comparable to the channel error rate, conventional algorithms that are based on detecting the packet loss rate cannot achieve satisfactory detection accuracy. To improve the detection accuracy, the correlations between lost packets is identified. Homomorphic linear authenticator (HLA) based public auditing architecture is developed that allows the detector to verify the truthfulness of the packet loss information reported by nodes. This construction is privacy preserving, collusion proof, and incurs low communication and storage overheads. To reduce the computation overhead of the baseline scheme, a packet-block based mechanism is also proposed, which allows one to trade detection accuracy for lower computation complexity.

KEYWORDS: MANET, security, attacks, AODV.

I. INTRODUCTION

A mobile ad-hoc network (MANET) [1][2] is a collection of mobile nodes which uses wireless network to communicate with each other without any pre-defined fixed infrastructure. Fig 1 shows a typical architecture of a MANET. In such a network, the nodes are mobile and each node in the network plays a two-fold role: end-point of a communication session and intermediate router. They play an important role in the discovery and maintenance of the routes from the source to the destination or from a node to another one. During their lifetime, nodes enter or leave the network, and continuously change their relative position.

The routing protocols that have been designed generally assume that nodes are genuine and cooperative. But due to the dynamic nature of the network, malicious nodes enter in to the network and become a significant routing agent which disturbs the normal operation of the network by violating the protocol specifications [3][4][5]. Thus, the main intent of this paper is to enhance the performance of AODV protocol by identifying and circumventing malicious nodes. Here, anomaly detection scheme has been proposed to achieve the above mentioned objective. The anomaly detection scheme considers the traffic pattern of every node in the network to detect the malicious node.

II. RELATED WORK

In this section some of the security techniques that have been proposed to enhance the performance of the ad hoc routing protocols are discussed.

[6] Proposed a scheme to identify wormhole attacks in MANET. The author considered features such as number of incoming and outgoing packets and average route discovery time of every node in the network. If any abrupt changes take place in any of these features, it is found to have the presence of malicious node.

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Decision Supporting Technique and Conventional Approaches – A Review

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Abstract: Brainstorming is a technique for generating a large number of ideas for creative problem solving. The generation of new ideas, especially high quality creative ideas is important for a problem. It is a popular method of group interaction in both educational and business sectors. Brainstorming engenders synergy i.e., an idea from one participant can trigger a new idea in another participant. Brainstorming must be recognized as an effective group decision supporting approach. This paper discusses about some of the variations of Brainstorming techniques and previous approaches carried out to improve the quantity and quality of ideas, significance of creative thinking, target to increase productivity, requirement of group brainstorming and effectiveness of E-Brainstorming.

Keywords: *Brainstorming, Decision Support System, Creativity, Management Information System.*

1. Introduction

Brainstorming is a creativity technique of generating ideas to solve a problem. Brainstorming is a process which can help organizations in generating innovative ideas and decisions through teamwork. Brainstorming was discovered by Alex F. Osborn (1953) in a book called Applied Imagination. Other methods of generating ideas are individual ideation and the morphological analysis approach.

Brainstorming is the most well-known creativity promoting approaches. For several years, it has been evidenced that Brainstorming is an actual approach to generate ideas in group creativity or for an individual (Fan et al 2008). The main result of a brainstorming session may be a complete solution to the problem, a group of ideas for a method to a subsequent solution, or a group of ideas resulting in a plan to find a solution. The generation of new ideas, especially high quality creative ideas is important for a problem. It is a popular method of group interaction in both educational and business sectors. Brainstorming engenders synergy i.e., an idea from one participant can trigger a new idea in another participant.

Brainstorming has been recognized as an effective group decision supporting approach. Lin (2009) developed brainstorming based multifunctional system which supports collaboration tasks on creative activity and decision making. Brainstorming produced 44% new valuable ideas than individuals thinking up suggestions without the benefit of group discussion.

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Analysis on Machine Learning Techniques

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Abstract-*Machine learning* is the self-driven technology. It is the science of getting computers to act without being explicitly programmed. Machine learning refers to self-improving algorithms, explores the study and construction of algorithms that can learn from and make predictions on data. These are predefined processes conforming to specific rules, performed by a computer can be applied to any learning task and it is flexible and it don't need a programmer or human expert. Machine learning algorithms are common in web applications that we use every day and have a growing relevance to enterprise applications. Two of the most widely adopted machine learning methods are supervised learning and unsupervised learning. While many machine learning algorithms have been around for a long time, the ability to automatically apply complex mathematical calculations to big data – over and over, faster and faster – is a recent development.

Keywords: Data mining, Artificial Intelligence, Neural Networks and Machine learning

I. INTRODUCTION:

Machine learning is a method of data analysis that automates analytical model building. Using algorithms that iteratively learn from data, machine learning allows computers to find hidden insights without being explicitly programmed where to look. Machine learning is used to reproduce known patterns and knowledge, automatically apply that to other data, and then automatically apply those results to decision making and actions. Machine learning is closely related to computational statistics; a discipline that aims at the design of algorithms for implementing statistical methods on computers. It has strong ties to mathematical optimization, which delivers methods, theory and application domains to the field. Machine learning is employed in a range of computing tasks where designing and programming explicit algorithms is infeasible. Eg applications include spam filtering.

Machine Learning is concerned with the design and development of algorithms. Machine Learning research is focusing on Learning and recognizing complex patterns and to make intellectual decisions based on data. In the field of Machine Learning, algorithms are organized on the expected outcomes. Reinforcement Learning is a type of Machine Learning algorithm, which gains knowledge based on the observation of environment. The outcome of the environment is rewards. The main advantage of Reinforcement Learning is that, it provides most successful rewards even when the environment is too large or cannot be shortly described[23]. The machine learning method

“unsupervised learning” or “learning without a teacher” is generically associated with the idea of using a collection of observation X_1, \dots, X_n sampled from a distribution $p(X)$ to describe properties of $p(X)$. This definition is extremely generic, and could describe, for example, any procedure of descriptive statistics. Unsupervised learning methods are used in bioinformatics for sequence analysis and genetic clustering; in data mining for sequence and pattern mining; in medical imaging for image segmentation; and in computer vision for object recognition. One of the approaches in unsupervised learning is the method of moments. In the method of moments, the unknown parameters (of interest) in the model are related to the moments of one or more random variables, and thus, these unknown parameters can be estimated given the moments. The moments are usually estimated from samples in an empirical way. The basic moments are first and second order moments. For a random vector, the first order moment is the mean vector, and the second order moment is the covariance matrix. Higher order moments are usually represented using tensors which are the generalization of matrices to higher orders as multi-dimensional array. The most common unsupervised learning method is cluster analysis, which is used for exploratory data analysis to find hidden patterns or grouping in data. The clusters are modeled using a measure of similarity which is defined upon metrics such as Euclidean or probabilistic distance. Most machine learning – about 70 percent – is supervised learning. Unsupervised learning accounts for 10 to 20 percent. Semi-supervised and reinforcement learning are two other technologies that are sometimes used.

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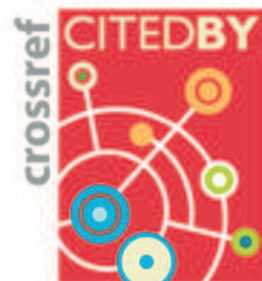
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Wireless Sensor Network Security: Vulnerabilities, Threats and Countermeasures

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Abstract— *Wireless Internet access technology is being increasingly deployed in all areas like MNC and public environments, as well as by the Internet users at home. It becomes extremely important to all internet users. A Wireless Network is a wireless communication system that allows computers and workstations to communicate and exchange data with each other using electromagnetic waves as the transmission medium. Wireless sensor network is a combination of tiny devices called as sensor nodes which have computing, sensing and processing capabilities. Security is a major important issue in wireless network. End users are not security experts, and may not be aware of the risks posed by wireless networks. Effective management of the threats associated with wireless technology requires a sound and systematic evaluation of risk given the environment and development of a plan to mitigate identified threats. This paper deals with the security aspects in each layer in the wireless sensor networks giving the probable counter measure for the same.*

Keywords— *Wireless Sensor Network, Security, Sensor nodes, Threats, Attacks on Layers*

I. INTRODUCTION

Wireless networking presents many advantages. Productivity improves because of increased accessibility to information resources. Network configuration and reconfiguration is easier, faster, and less expensive. However, wireless technology also creates new threats and alters the existing information security risk profile. The concerns for wireless security, in terms of threats, and countermeasures, are similar to those found in a wired environment, such as an Ethernet LAN or a wired wide-area network. The security requirements are the same in both environments: confidentiality, integrity, availability, authenticity, and accountability. However, some of the security threats are exacerbated in a wireless environment and some are unique to the wireless environment. The most significant source of risk in wireless networks is the underlying communications medium. In addition, there have traditionally been security risks in wireless protocols that have only been addressed in relatively recent generations of these protocols. WLAN is commonly referred to as “Wi-Fi” (wireless fidelity). Wireless local area networks give freedom to one move their wireless devices from one place to other within their offices and organizations without the need for wires and without losing network connectivity. Nowadays wireless networks are used in many areas such as in universities, healthcare-centres, hospitals, police departments, military and airports. Therefore, it is very important to enhance the wireless network security in order to protect the information of the network. Different network security protocols have been developed to secure the wireless network, among which are WEP, WPA, and WPA2. Because radio waves can pass through ceilings, floors, and walls, transmitted data may reach unintended recipients on different floors or even outside the building, it gives opportunity to attackers to intercept the information that can be used to launch different types of attacks. Therefore, it is important to know different kind of security attacks at different layers in order to defend the wireless networks.

II. OPERATION IN WSN

In computer networking there is a great value of wireless networking because it has no difficult installation, no more expenditure and has lot of way to save money and time. In the field of wireless networking there is another form of networking which is called as wireless sensor network. A type of wireless networking which is comprised on number of numerous sensors and they are interlinked or connected with each other for performing the same function collectively or cooperatively for the sake of checking and balancing the environmental factors. This type of networking is called as Wireless sensor networking. Basically wireless sensor networking is used for monitoring the physical conditions such as weather conditions, regularity of temperature, different kinds of vibrations and also deals in the field of technology related to sound.

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A study on Selective Marketing Strategies of Indigenous Products of Nilgiris Tribe

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Abstract:

Indigenous peoples are custodians of some of the most biologically diverse territories in the world. They are also responsible for a great deal of the world's linguistic and cultural diversity, and their traditional knowledge has been and continues to be an invaluable resource that benefits all of mankind. The situation of indigenous peoples in many parts of the world continues to be critical indigenous peoples face systemic discrimination and exclusion from political and economic power. In more modern versions of market exploitation, indigenous peoples see their traditional knowledge and cultural expressions marketed and patented without their consent.

Key Words: indigeneous people – indigeneous product – promotional aspects

A. Introduction:

Indigenous communities, peoples are those which, having a historical continuity with pre-invasion and pre-colonial societies that developed on their territories, consider themselves distinct from other sectors of the societies now prevailing on those territories, or parts of them. They form at present non-dominant sectors of society and are determined to preserve, develop and transmit to future generations. Nilgiris is the place of this original inhabitant. Nilgiris tribes are comes under the category of primitive tribes includes thoda, kurumba, kata, kattunaickers, irulas and panniyans. Who have been there for more than 1200 years. Earlier they were doing hunting, fishing and collecting forest products for their livelihood. These tribes are having the indigenous knowledge of making wild ornaments, mud pot and vessels, traditional handicrafts and embroidery works. Earlier they were making all these products for their own use and which is not available for non tribes. After civilization and changes in forest policy hunting and collection of minor forest product is also reduced and some of the tribes get involved with agriculture for their livelihood. Some of the tribes are coming out of the forest for employment, which create an opportunity to mingle with the non –tribes and this gives an awareness about the indigenous knowledge of making unique indigeneous product. Nilgiris is also considered as the queen of hills and a tourist spot too. This helps the tribes to sell their unique products to civilized people.

Tribes in Tamilnadu:

In Tamilnadu there are 30 catagories of tribes available, Among this six category of primitive tribes are living in Nilgiris namely Toda, Kurumba, Kattunaikar Irular, kota and Paniyans, Living in four panchayat unions of Nilgiris district. The total population of tribes in nilgiris is 22,767. Among these 11,176 males and 11,591 are female².

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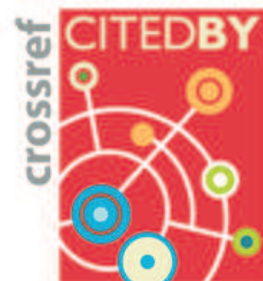
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Provenance Forgery attack, Packet Drop and Detection methods in Wireless Sensor Network– A Case Study

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Abstract: *Wireless Sensor Network is broadly used in many application domains. These nodes collect data from many sensor nodes. There are many promising attacks like provenance forgery, Packet drop attack, DDos attack, Jamming attack etc. are found in the WSN while transmitting the data. A malicious adversary may introduce additional nodes in the network or compromise existing ones. Therefore, assuring high data trustworthiness is crucial for correct decision-making. Data provenance keeps log information of data about who accessed this data, who modified this data, the path from the data is traversed etc. Data provenance has important role in the evaluation of trustworthiness of data therefore, it is important to secure data provenance. The packet drop attack can be frequently deployed to attack wireless sensor network. The malicious router can also accomplish this attack selectively. The several challenging requirements for provenance management and packet drop attacks in sensor networks are low energy and low bandwidth consumption, competent storage and secure transmission. In this paper focus on Provenance Forgery attack, Packet Loss and Detection methods in Wireless Sensor Network.*

Keywords: *Wireless sensor network, Provenance forgery attack, Packet Drop attack, Bloom Filter, Data Provenance.*

I. INTRODUCTION

In a wireless sensor network, data are produced at a large number of sensor node sources and processed in network at intermediate hops network on their way to a Base Station that performs decision-making. The diversity of data sources create the need to assure the trustworthiness of data such as only trustworthy information is considered in the decision process. Sensor nodes monitor the environment, detect events of interest, produce data and collaborate in forwarding the data towards a sink, which could be a gateway, base station, storage node, or querying user. A sensor network is often deployed in an unattended and hostile environment to perform the monitoring and data collection tasks. When it is deployed in such an environment, it lacks physical protection and is subject to node compromise. After compromising one or multiple sensor nodes, an adversary may launch various attacks [11] to disrupt the in-network communication. In a multi-hops sensor network and data provenance allows the BS to trace the source and forwarding path of an individual data packet. Provenance must be recorded for each packet, but important challenges arise due to the tight storage, energy and bandwidth constraint of sensor nodes. Therefore, it is necessary to devise a light-weight provenance solution with low overhead. Hence it's necessary to address security requirements like confidentiality, integrity and freshness of provenance. Our important goal is to design a provenance encoding and decoding method that satisfies security and performance need. To deal with packet droppers, a broadly adopted countermeasure is multi-path forwarding in which each packet is forwarded along multiple redundant paths and hence packet dropping in some but not all of these paths can be tolerated. This scheme introduces high extra communication overhead.

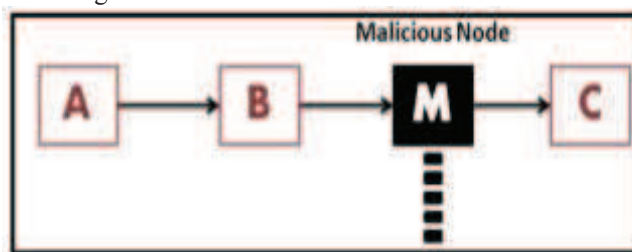


Fig1: Packet Drop Attack

Wireless sensor network has several limitations each node has limited battery, limited bandwidth to communicate, limited processing power and limited memory. Existing system to detect the provenance forgery attack considered such limitations of the WSN therefore it is efficient system for this task. Several WSN routing protocols are simple and are vulnerable to attacks from those works on routing in ad hoc networks. Most threats against WSNs fall into one of the following groups:



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SERVICE MARKETING HOSPITALITY IN TOURSIM SECTOR

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ABSTRACT

The perception of service marketing focuses on selling the services in the best interest of customers. It is concerned with a scientific and planned management of services which makes possible a fair synchronization of the interest of providers as well as the customers. Marketing a service in meant marketing something intangible. It is marketing a promise. The fact of selling of promise complicates the task of marketing since they find it difficult to identify the stage of time where the services start degenerating or where the promises fall.

There is no doubt in it that organizational goal like making profits, establishing a leadership, innovating the marketing resources are found significant but the focal point is the user's satisfaction. In the marketing of services, there are a number of problems directly or indirectly influencing the business index. The problems like market segmentation, marketing information system, behavioural management are studied minutely which simplify the task of formulating sound mix for marketing.

As the result this paper is help to know the hospitality and service marketing mix in the tourism sector.

INTRODUCTION

The Concept of Tourism

The concept of 'tourism' can be analyzed by considering some of the published descriptions and definitions.

"Tourism has a connotation of leisure travel and tends to be synonymous with holidays (vacations). This is also reflected in dictionaries, which commonly refer to tourism as travel for pleasure.... business usage, the language of those who earn their living from serving tourists; most of them see tourism in terms of the products they sell and the markets they serve."

Travel for pleasure with an overnight stay appears to be the lowest common denominator of most perceptions of this activity. However, the final test of any definition cannot be its apparent harmony with its usage in everyday speech or, for that matter, that the definition is confined to what one would exclude. Moreover, most accepted definitions go beyond the concept of tourism as a leisure or holiday activity. One of the principal findings that came out of conference resolutions of the World Tourism Organisation, (1991) was a definition of tourism as:

"the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to exercise of an activity remunerated from within the place visited."

Hence, there is general agreement that tourism involves travel away from home for pleasure. This is an extremely inclusive definition that must inevitably include jobs that can be seen as serving tourism.

The Concept of Hospitality

'Hospitality', too, is used by different people in different ways. Common usage of the term is reflected in dictionaries as, for example: the act or practice of being hospitable; the reception and entertainment of guests or strangers with liberality and goodwill' (The Shorter Oxford English Dictionary). In more recent years a particular use of the term has become evident, which denotes:

"Hospitality that is the concern of the hospitality industry, also sometimes referred to as 'commercial' or 'professional' hospitality: the provision of accommodation, food and drink for people away from home for reward"

The word 'hospitality' can be defined as the provision of food, beverages and accommodation. In order to trace the usage of word, there is a need to investigate it from two different contexts to clarify the concept of 'hospitality'. Firstly, through the academic perspective and secondly, through the professional/industry perspective.

In the following academic perspective, the word 'hospitality' was used from 1972 onward when the Council for National Academic Awards approved degree programmes to be run in Polytechnics (BA in Hospitality Management). However, in Scotland, when Higher National Diplomas were introduced in 1969, the title of 'hospitality'



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Hybrid Space Vector PWM Integrating Bus Clamping PWM Method for Torque Ripple Minimization of Induction

Role of Self-Help Groups in Empowering Tribes of Nilgiris District

¹Dr. D. Padmavathi and ²Mrs. Mythili. L

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Abstract: Self-help groups are small informal association of the poor created at the grass root level for the purpose of enabling members to reap economic benefits out of mutual help and joint responsibility. Self-help groups are formed voluntarily by the rural and urban poor to save and contribute to a common fund to be lent to its members as per group decision and for working together for social and economic uplift of their families and community. India is the home to large number of indigenous people, who are still untouched by the lifestyle of the modern world. With more than 84.4 million, India has the largest population of the tribal people in the world. There are six primitive tribes in Nilgiris District. Namely Thodas, Kurumbas, kottas, Irular, kattunaickas and paniyans. The economic statuses of these tribes are in developing stage through entrepreneurial activities with the support of SHGs. All these tribal people have their own rich culture, tradition, language and lifestyle. Tribes in Nilgiris are skilled in producing various ethnic as well as indigenous product which helps the tribes to become economically stronger to some extent. There is always a demand for tribal handloom and handicrafts, the SHGs helps the tribal people right from making of the product to marketing of the product. The contribution of SHGs for the economic upliftment of tribal society is appreciable.

Keywords: Self Help Group – Microfinance – Dependability – Empowerment – Entrepreneurship – Sustainability – Advancement

A. INTRODUCTION:

Thousands of the tribes, rural and the marginalized population in India are building their lives, their families and their society through Self-help groups. Innovative efforts like SHG hold out fresh hopes for enabling the poor to participate in the process of development. The group approach makes available the collective wisdom and combined resources for any risk or eventuality. The basic objective of self-help groups in tribal areas is to act as the forum for the members-the poor, to provide space and support to each other. It is often argued that groups are of fundamental importance to economic social and political outcomes, despite their relative neglect by economists, who continue to treat groups as quasi-individuals. Group formation among the tribe has great potential for enabling the members to reach their goals. Which helps to generate income and empowerment. The benefits of SHGs are based on cooperation rather than competition.

The main aim of this paper is to examine the impact of Self-help Group in Socio-economic development of tribes in Nilgiris District. Self-help Groups have been playing considerable role



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A Study on The Level of Awareness Towards Self Medication



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KEYWORDS :

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Assistant Professor in Commerce, Sri Ramakrishna College of Arts and Science for Women

ABSTRACT

The four essential levels of care are self-care, primary professional care, general specialist care and tertiary specialist care. Self-care is the broad base of health care and a frequent part of everyday life. For instance, if a symptom is not considered serious, people will often choose to ignore it or self-treat it, rather than seeking a professional's help. In recent years, the idea of self-care has been strongly promoted by governments in many countries. People are being encouraged to monitor their own illnesses, self-treat minor symptoms, prevent diseases and improve/maintain their health. Self-administration of the symptoms with the available drugs relies on the patient's judgment supplemented by the information on the label, for correct diagnosis of the disorder or symptom. Urban lifestyles increased the number of consumers prepared to self-medicate for everyday problems. The study helps us to know about the awareness level of the respondents towards self medication.

Introduction

In the past few years, self medication has spread widely throughout the world. This is partly due to the fact that people are increasingly taking responsibility for their own health. A major concern in health care is the excessive consumption of drugs without any proper procedure. Apart from expanding the access to modern medicines, such a move is also expected to bring down the medical costs to some extent. Despite all, even commonly used medicines are not available to a large section of the population of India. Even though the products are believed to be safe for self-treatment, pharmacists are concerned about the impact of product sales outside pharmacies. They worry that such products may not be given the respect they require by the public, that they are indeed potent medicines that must be used judiciously. Here the attitude of the Public towards self medication will become more important. Research is needed to explore people's experiences and expectations when purchasing these products in pharmacies and non-pharmacy outlets under the premise of optimal patient care. By placing widely spread painkillers, balms and cough syrups they can be sold at the counters of the grocery stores and other shops without a drug license. A key issue here is the safety in using these products. As these products will be taken without any medical advice, label comprehensions with regard to disease symptoms, directions for use, warnings are extremely important. So, there is a need to know about the awareness of the consumers towards self medication and their availability in the market.

Objective

To assess the awareness level of the respondents towards the use of self medication.

Review of Literature

MeeraVijay (2006) in her thesis on "A study on impact of direct to consumers pharmaceutical marketing under Indian conditions" this study was conducted in Mumbai with the objective to have all India representation on Direct to consumer pharmaceutical advertising in chronic and major ailments. This study was mainly focused on the advertisements in Indian pharmaceutical conditions. The researcher had studied the impact of Advertisements on Consumers especially positive impact.

Subbarao Chagmati (2007) in his book on "Pharmaceutical Marketing in India" concept strategy cases has critically examined the Pharmaceutical marketing in Indian context. He had described the overviews of the Indian. Pharmaceutical market with nine 'P's. The author also suggest Marketing which is changing with rocket speed need more attention in pharmaceutical products .Direct-to -consumer advertisements can be a new tool in promoting prescription drugs to consumers directly to tap market, as the health care market has huge opportunity for Indian pharmacy companies.

Research Methodology

The study was based on primary and secondary data. The required information was collected by interview schedule to the selected respondents and through journals, articles etc., the data collected relate to the period April 2016. The location of the study was confined to Coimbatore city on the grounds of easy accessibility to data and time constraints. The sample size of the study was 100. Data collected were tabulated and analysed using percentage method and Chi-square test.

Findings of the study:

Table 1:DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.NO	DEMOGRAPHICS	FREQUENCY	PERCENTAGE
1	GENDER		
	MALE	42	42
	FEMALE	58	58
	TOTAL	100	100
2	MARITAL STATUS		
	MARRIED	45	45
	UNMARRIED	55	55
	TOTAL	100	100
3	AREA OF RESIDENCE		
	URBAN	68	68
	RURAL	32	32
	TOTAL	100	100
4	EDUCATION		
	SCHOOL LEVEL	21	21
	UNDER GRADUATE	57	57
	POST GRADUATE	22	22
	TOTAL	100	100

Source: Primary Data

Inference

Gender: Among the 100 respondents the majority 58 percent respondents were female and 42 percent respondents were male.

Marital Status: Among the 100 respondents majority 55 percent of the respondents were unmarried and the rest 45 percent of the respondents were married.

Area of residence: Among the 100 respondents majority 68 percent of the respondents were from urban area and the rest 32 percent were from rural area.

Educational status: A majority of 57 percent of the respondents were graduates, 22 percent of the respondents were post graduates and the rest 21 percent were having only school level education.

TABLE 2: DEMOGRAPHIC VARIABLES AND THE AWARENESS LEVEL OF THE RESPONDENTS ABOUT SELF MEDICATION

A comparative study of the level of awareness and the demographic variables gender, marital status and area of residence is



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BANKING SERVICES THROUGH ALTERNATIVE CHANNELS PROVIDED BY PUBLIC AND PRIVATE SECTOR BANKS

S. Sweety Regina Mary, Dr. C. Dharmaraj

Abstract

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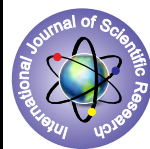
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Banking Services Through Alternative Channels Provided By Public and Private Sector Banks



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KEYWORDS :

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ABSTRACT

The evolution of Alternative Delivery Channels has changed the dynamics of the branch network. The traditional branch services which included, Cheque/Cash deposits, Teller Services, etc., have now shifted to other channels i.e. Alternative Delivery Channels which have now become independent of branch to provide unique services including, Cheque/ Cash withdrawal, Foreign Exchange Services, Funds Transfers, Bill Payments and now even mobile top-ups. This exponential expansion of services has now made the customers more inclined towards Alternative Delivery Channels. This study examines the alternative banking channels provided by public and private sector banks, available to customers and know the level of preference towards this channel.

Introduction

Competition and computerization have changed the Indian banking scenario. Manual ledgers are replaced by desk top computing and electronic statements of accounts are replacing saving bank passbooks. Introduction Technology in the banks is presently catching up with a high level of development around the world. The gap between the Indian banks and their counter parts in the technologically advanced countries are gradually narrowing of own. The world has witnessed an information and technological revolution of late. This revolution has touched every aspect of public life including banking.

Induction of technology in a big way has made the Indian banks robust and stronger. It has benefited the customers in more ways than one. Customers no longer need to go to their brick and mortar branches and stand in long queues for banking services. They can do their banking transactions from the comfort of their home or office. With the help of information technology and communication technology, banks in India have introduced many new products and services using modern delivery channels such as ATM, internet banking, mobile banking, cash deposit machine and kiosk banking. This study examines the alternative banking channels provided by public and private sector banks, available to customers and know the level of preference towards this channels.

Review of Literature

Singh(2014), this paper analyzed the bankers viewpoint towards the factors responsible for risks of authorized system access in e-banking in India, its potential impacts and the risk management measures taken by selected public, private and foreign banks. The study is conducted to achieve the objectives of the study is to identify the factors leading to risk of unauthorized system access in e-banking and to measures for overcoming the risk.

Tejaswini et al(2015), the research is to identify the factors determining further adoption of e-banking services amongst existing customers in India. The objective of the study are the review of behaviour of the respondents in relation to e-banking services and review of major factors determining further adoption of e-banking services.

Objective

To examine the demographics of the customers and their level of preference towards alternative services rendered by the public and private sector banks.

Methodology

The study was based on primary and secondary data. The required information was collected by administering an interview schedule to the selected respondents and through journals, articles, etc. The data collected relate to the period March 2016. The location of the study was confined to Coimbatore city on the grounds of easy accessibility to data and time constraints. The sample size of the study was 100. Data collected were tabulated and analyzed using percentage method and chi-square test.

Findings and Interpretation of the study:

GENDER AND PREFERENCE

The gender of the respondents based on the type of bank split as public and private sectors. The results based on the hypothesis of chi-square test is presented in the table below

Table 1: Gender and Level of preference towards Alternative Channels

Type of Bank	Gender	Level of Preference			Total	Result
		High	Medium	Low		
Public Sector	Male	10	16	4	30	$X^2 = 1.541$ $GF = 2$ $TV = 5.991$
		62.5%	57.14%	66.67%	60%	
	Female	6	12	2	20	
		37.5%	42.86%	33.33%	40%	
Private Sector	Male	16	28	6	50	$X^2 = 0.110$ $GF = 2$ $TV = 5.991$
		100%	100%	100%	100%	
	Female	15	10	5	30	
		57.69%	62.5%	62.5%	60%	
Private Sec- tor	Male	11	6	3	20	$X^2 = 0.110$ $GF = 2$ $TV = 5.991$
		42.31%	37.5%	37.5%	40%	
	Female	26	16	8	50	
		100%	100%	100%	100%	

Source: Primary Data

Inference

The hypothesis of the result shows that the chi-square value(1.541) is than the table value(5.991) at 5% level of significance. Therefore, the relationship between “ gender of the respondents and level of preference towards the alternative channels among customers of public sector banks are not significantly associated and does not hold good. Hence, the null hypothesis is accepted.

It is understood that the chi-square value (0.11) is less than the table value(5.991) of 5% level of significance. Therefore, the rela-



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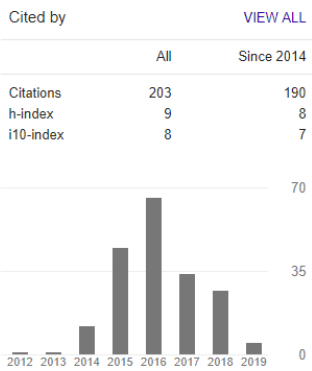


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Utility and Satisfaction of E-Banking Services in Public Vs. Private Sector Banks

KEYWORDS

e-banking, public sector, private sector, frequency, utility, satisfaction.

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ABSTRACT Tremendous progress in the field of information technology has reduced the world to a global village. Huge developments in the technology of telecommunication and electronic data processing have further stimulated these changes. Today, banks are switching to multi-channel distribution of financial services through internet. It helps to launch new channels to gain competitive advantage, reduce their costs, improve their financial services, maintain customer databases, progress their financial position through innovative services. In the competitive world e-banking is used as a strategic tool by the banking sector to attract and retain customers. The retail banking industry is facing stiff competition and the current scenario is that of the survival of the fittest. Competition in retail banking in India is mainly between public and private sector banks. The research is focused on customer's utility towards e-banking services provided by public and private sector banks.

Introduction

A sound and effective banking system is the backbone of any economy. Nowadays banks have been in the forefront to improve their products, services and efficiency. The problems and limitations associated with manual banking procedures have made serious developments in the information technology. The importance and role of information technology has made capable of meeting the new challenges in the banking sector. The widespread use of internet has made e-banking popular these days. This enables to perform the entire banking process from home and there is no need to stand in the long queues before bank counters. The entire process of e-banking is designed to save a great deal of time and runs 24/7 sacrificing customer's obligations.

E-banking or online banking is a generic term for the delivery of banking services and products through the electronic channel such as telephone, the internet etc. It facilitates an effective payment and accounting system thereby enhancing the speed of delivery of banking services considerably. E-banking is also known as personal computer banking, remote banking, virtual banking, internet banking or online banking. The transactions include money transfer, altering or getting account information, ordering credit cards, paying bills or even apply for loans etc., and also provide banking products and services through electronic delivery channels like ATM, telephone banking, online shopping, credit cards etc. With the implementation of an internet banking system, the bank maintains a direct relationship with the end-user by offering additional customized services. Therefore this study is used to throw insights into the customer's utility and satisfaction on e-banking services with public sector banks in comparison with private sector banks.

Literature Review

Ritu Sehgal and Sonia Chawla (2011) in their paper attempted to identify the customers' preferences towards internet banking and to analyze their satisfaction level and also the relationship between various demographic variables and satisfaction level of customers.

Roshan Lal and Rajni Saluja (2012) have highlighted the challenges faced by Indian banks in adoption of technology and recommendations are made to tackle these challenges.

Vrushali M. Ramdasi and Shridhar Sarmalkar (2015) have attempted to study the use of e-banking services provided by some private and public sector banks in India with the result of the study clearly showing that the usage of E-services differs according to different demographic factors like age, occupation, education and gender. And also usage of E-services differs according to public and private sector banks in India.

Objectives of the study

1. To analyse the frequency of usage of e-banking services in public and private sector banks.
2. To analyse the satisfaction of e-banking services by the respondents in public and private sector banks.
3. To provide appropriate suggestions based on the study.

Research Methodology

Foreign Banks does not come under the purview of this study. Only customers of public and private sector banks have been taken as respondents for the study. The research area is restricted to Coimbatore city in Tamil Nadu. The sample size is limited to 200 respondents out of whom 100 were customers of public sector banks and 100 were customers of private banks using e-banking services. The selection of sample is based on convenient sampling method.

Primary data was used for the study and it was collected by means of a structured questionnaire developed for the purpose. The statistical tools used here were Chi-square Analysis and Analysis of Variance (ANOVA).

Limitations of the study

The study is based on convenient sampling which is a type of non-random sampling. Hence the limitations of non-random sampling are applicable. The attitudes of the

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Role of Demographics in Online Shopping Behaviour – an Empirical Study

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ABSTRACT

With the globalization of major economies and the removal of trade barriers, organizations target customers globally and provide their service globally. In such a situation e-business offers certain advantages over traditional business. Due to the rapid development of technologies surrounding the internet, companies which are interested to sell their products through their websites even though buyers and sellers can be thousands of miles apart, may belong to different parts of the world. Since internet is the fast developing medium, the online retailers have to understand the importance of analyzing and identifying the factors influencing the customers when they decide to purchase on the internet is vital because the new virtual market will bring significant difference to the customers. Analyzing customer behaviour is not a new phenomenon. Many theories have been used for many years not only to understand the behaviour of customers but also to create a marketing strategy that will attract the customers efficiently.

KEYWORDS

demographics, online shopping, behaviour, satisfaction, marketing strategy

Introduction

The invention of the internet has created a new pattern of the way people shop. Customers are no longer tied to the opening hours or specific locations; it may become active virtually at any time and any place to purchase products and services. The Internet is relatively new medium for the communication and the exchange of information which has become present in our daily lives. The number of Internet users is constantly increasing, which is also significance that online purchasing is increasing rapidly.

Today managers are tapping into the power of e-commerce. E-business has emerged to be one of the most important marketing and sales tool. With the help of e-business we can purchase anything that is available on the internet. Through e-business different type of businesses has gained an opportunity to increase their sale and can maintain a direct relationship with its customers without any other person between business and customer. E-business has helped a lot in the globalization of businesses throughout the world.

It has been more than a decade since e-commerce first evolved. Researchers and practitioners in the electronic commerce constantly strive to obtain a better insight in consumer behaviour in cyberspace. With the development of the retail E-commerce, researchers continue to explain E-attitude of consumers of different perspectives. E-commerce is the buying and selling of the goods and services online, internet is the best source to use this tool. Today the amount of trade that is conducted electronically using e-commerce has increased with a wide spread usage on internet and technology. E-commerce includes transferring of funds online, supply chain management, marketing over internet.

Literature Review

Hernández, B., Jiménez, J., & José Martin, M. (2011) have analysed whether individuals' socioeconomic characteristics – age, gender and income – influence online shopping behaviour of experienced e-shoppers i.e. individuals who often make purchases on the internet. The results proved that once individuals attain the status of experienced e-shoppers their behaviour is similar, independently of their socioeconomic characteristics. The internet has become a marketplace suitable for all ages and incomes and both genders, and thus the prejudices linked to the advisability of selling certain products should be revised.

Sharma, P., & Batra, M. V. (2016) attempted to study the impact of demographic factors on on-line shopping behaviour of consumers in the city of Delhi. The findings of the study showed significant difference in the online shopping behavior of the consumers in relation to age and gender. Whereas, income of the consumers and their marital status were not found to have a significant impact on the online shopping behaviour.

Anjana, R., & Naidu, G. (2016) in their research paper attempted to study the difference between men and women in online shopping. Though the numbers of online women buyers are less when compared to male online buyers, they spend more online. This paper examines the key factor (demographic) which affects the buying motives of men and women consumers for online shopping or e-shopping. The main objective of this study is to analyse the factors (demographic) affecting on online shopping behaviour of men and women online consumers.

In this paper, an attempt is made to study the difference between men and women in online shopping. Though the numbers of online women buyers are less when compared to male online buyers, they spend more online. This paper examines the key factor (demographic) which affects the buying motives of men and women consumers for online shopping or e-shopping. The main objective of this study is to analyse the factors (demographic) affecting on online shopping behaviour of men and women online consumers.

Objectives of the study

1. To analyse the influence of demographic variables on the frequency of online shopping.
2. To analyse the influence of demographic variables on the amount spent on online shopping.
3. To analyse the influence of demographic variables on the category of online shoppers.
4. To provide appropriate suggestions based on the study.

Research Methodology

Primary data was used for the study and it was collected by means of a structured questionnaire developed for the purpose from the consumers who have purchased products/



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A Study on Awareness of Solar Products

KEYWORDS

Renewable energy, Awareness, Solar energy.

P.Kalpanadevi

Assistant Professor, Department of Commerce" bSri Ramakrishna College of Arts and Science for Women, 395, New Siddhapudur, Coimbatore – 641 044.

ABSTRACT Renewable energy is gaining traction as an important area of focus for governments worldwide. It is increasingly essential to a country's energy portfolio, not only to combat climate change but also diversity sources and protect against external shocks. As governments must do more with fewer resources, renewable energy is also increasingly part of an economic sustainability calculation. A clean energy future demands greater investment in renewable, which in addition to environmental benefits could provide attractive dividends such as job creation, economic growth, energy security and greater insulation from oil price volatility.

Introduction

Energy innovation emerged because of the shortage of conventional energy resources. Conventional energy utilization caused global energy crisis along with serious environmental issues. Renewable energy indicates the unexhausted energy resources from solar, wind and hydropower, etc. The purchase of renewable energy resources to fulfil the increasing demand is strongly proposed by electricity vendors and government to complete the transmission to a sustainable economy. To motivate the purchase of renewable energy resources the customer must have awareness towards the available products. The paper studies about the awareness of respondents towards one of renewable energy i.e., solar energy.

Review of literature

Dr. Sharyn Rundle-Thiele¹, the paper analysed that effective differentiation for renewable energy is required to increase consumer involvement levels and the likelihood of consideration. While consumers lack understanding of, and interest in, renewable energy the marketing program relied on customers to seek information. It was apparent the success of green marketing programs depends on the integration of education into a carefully targeted marketing program emphasising functional and emotional values to differentiate renewable energy and simplify consumer decision-making processes.

Natural Marketing Institute, Harleysville, Pennsylvania², consumer awareness of renewable energy purchase options remains relatively low, with approximately once in six consumers aware of the green power options provided by their electric suppliers, although approximately half of consumers have options available to them.

Objective

To study the demographics and the awareness level of the respondents towards solar products Coimbatore City.

To provide the necessary suggestions based on the study.

Methodology

The data was collected on the basis of primary data. The information required was collected through a structured interview schedule and was collected from 100 respondents. The study was conducted in the month on May 2016. Percentage analysis and chi-square test was used to analyse the data.

Limitations

The study is conducted to know about the demographics and awareness of respondents about solar products. The study is based on convenient sampling which is a type of non-random sampling. Hence the limitations of non-random sampling are applicable. The attitudes of the consumer may change from time to time. Hence the result of the project may be applicable for the present situation.

Analysis and Interpretation

Demographic variables and awareness of the respondents

The following tables represent level of awareness and demographic variables like Gender, Educational qualification and area of residence.

H_0 : There is no significant relationship between Gender and awareness of the respondents

Table No. 1

Gender	Level of Awareness			Total	Result
	Aware	Neutral	Not Aware		
Male	34	8	10	52	$\chi^2 = 11.89$ DF= 2 TV=5.991
	65%	62%	29%	52%	
Female	18	5	25	48	
	35%	38%	71%	48%	
Total	52	13	35	100	
	100%	100%	100%	100%	

Source: Primary data

The result of the hypothesis shows that the chi-square value (11.89) is more than the table value (5.991) at 5% level of significance. Therefore, the relationship between gender and the level of awareness towards solar energy products among the respondents are significantly associated. So, the null hypothesis is rejected.

H_0 : There is no significant relationship between Educational qualification and awareness of the respondents



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A STUDY ON INVESTORS PERCEPTION AND BEHAVIOUR TOWARDS CAPITAL MARKET

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ABSTRACT

The present study endeavored to throw light on the investor's perception towards capital market. Investing is not a game but a serious subject that can have major impact on investor's future well-being. Normally people do not like to invest their hard earned money in securities and even if they do, they do not participate in the stock trading activity. They may make a onetime investment for long term benefit and do not follow keenly the goings on in the stock market. It is often considered as a gambling and therefore does not appeal to gentlemen in the society. If by chance, any one gets into them, they expect someone else to think for them, act on their behalf and assure them of only gains and not losses. The main objective of the study was to find out the investors perception towards capital market. It is very important for them to know their risk appetite and investment objectives for better decision making. Hence, an attempt is made to analyze the demographic profile and investment behavior of investors and awareness about risk and return of various capital market avenues. Same time the researcher also attempted to study the factors which are considered by an investor when taking investment decisions.

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A Study on Consumer Perception towards Packaged Drinking Mineral Water with Special Reference to Coimbatore City

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Abstract

In Indian scenario it is proved that packaged drinking water have special impact on consumer life. Because of low rainfall and water scarcity in almost all the parts of the country packaged drinking water has been introduced for human consumption. In recent times it is a boon to mankind and more convenience are realized. Whenever a common man purchases packaged water, he thinks that the quality is assures and it is safe water. Packaged drinking water is getting familiar as the aspect of convenience and quality has been guaranteed. The customers are having numerous brands in selecting the packaged drinking water, and the variety of packaged drinking water is also like mushroom with various styles viz., bottled, bubble top, can, and so on. But when the aspect of brand influences the purchase behavior of the customers influences the selection of brand, hence this study has been carried out to analyse the preference and buying behavior of customers consuming packaged drinking water.

Keywords: Packaged drinking water, Customers, Buying behavior, Preference

1. Introduction

Water is the nature's free gift to the human being. Water forms an essential part of every human being. Since it is a human necessity it makes best sense to do business in. As a normal human being requires an average of 2-3 liters of water every day and world population is more than one billion (growing at 2-3% annually) the business opportunity is enormous and the potential is largely untapped. The bottled water industry is estimated to be a whopping Rs. 1600 crores business. It has grown at a rate of 38-40% annually over the past four years. Initially bottled water brands like the French manufactured Damone were promoted at clubs, fitness centers, cinemas, department stores, malls, ice-cream parlors, cafes and retail sports outlets, besides restaurants, hotels and supermarkets with a price tag of Rs.70/- for 1 litre bottle. Other brands later began pitching for the larger middle class and lower middle class markets. It is available in various sources such as lakes, ponds, wells, streams etc.

Earlier bottled drinking water was privileged to high class, foreign tourist and highly health conscious people but the present decade has witnessed increasing popularity among average consumers, increasing living standards, disposable income, education and awareness among the consumers domestic and foreign tourist, sophisticated business houses and offices has increased rapidly the sales of bottled water in recent years. The growing demand for bottled water speaks volumes of the scarcity of clean drinking water and the quality of tap water. It has become an icon of healthy lifestyle emerging in India. Selling – 'safety' – i.e. pure and simple water has now become one of the fastest growing industries in India despite the harsh truth it is build on the foundation of bad governance, inequality and obvious exploitation.

3. Objectives of the Study

The main objective of this paper is to study the level of

perception of consumers towards the packaged drinking water.

3. Methodology of the Study

A research methodology will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analysing data collected.

3.1 Data Sources

Primary and secondary data are used for the study purpose. Primary data were collected directly from the respondents through questionnaire and secondary data has been collected from published articles, reports, websites etc.

3.2 Sampling Method

It refers to number of respondents selected for study from the study area. The study is conducted with 250 customers. Respondents are selected using convenience sampling method.

3.3 Tools for Analysis

Percentage analysis and Chi-square analysis are the tools used for the analysis of data.

4. Review of Literature

1. Mr. S. Prithivi raj (1997) in his project entitled "A study on perception of consumer towards soft drinks" attempted to study perception and behaviour of consumers towards the soft drinks. His findings were the majority of respondents prefer to consume soft drinks in bakeries.
2. Mr. Avinashgupta (1991) conducted a survey on "A consumer preference analysis of soft drinks in the city of Coimbatore". In this study the researcher has attempted to find out the consumer preference of soft drinks. He has found out consumer awareness level of pepsi and thumps up are more or less equal and among them pepsi is a most

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ROLE OF CONSTRUCTION INDUSTRY IN THE ECONOMIC DEVELOPMENT OF INDIA

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ABSTRACT

One of the major sectors of the economy which is receiving increasing attention as a possible area for the development of better institutional structure in the emerging nation of India is construction. This is an industry present in every developmental activity which contributes to economic development by satisfying some of the basic objectives of development including output generation, employment, employment creation, income generation and re-distribution. It also plays a major role in satisfying basic physical and social needs, including the production of shelter, infrastructure and consumer goods. The construction industry in India may be viewed as that sector of the economy which transforms various resources into constructed facilities. Type of public and private facilities produced range from residential and non-residential buildings to heavy construction, and these physical facilities play a critical and highly visible role in the process development. Major objective of development is economic growth. Construction along with manufacturing tends to play an increasingly important role in the economy while agriculture's importance declines. Construction's direct contributions to development are significant, it also stimulates sizeable amount of growth through backward and forward linkages. Construction industry's requirements for goods and services from other industries are considerable. Many upstream economic activities depend upon construction sector. The development of the construction industry, therefore, stimulates various ancillary industries, thus encouraging further economic growth. This paper aims at studying the contribution of the Construction Industry for the development of Indian economy.

KEYWORDS

GDP, PPP, BRICS, WTO, CIDC, backward and forward linkages.

I. INTRODUCTION

Economy of India is the tenth-largest in the world by nominal GDP and the third-largest by purchasing power parity (PPP). The country is one of the G-20 major economies, a member of BRICS and a developing economy that is among the top 20 global traders according to the WTO. India was the 19th largest merchandise and 6th largest services exporter in the world in 2013. Over five years from 2009-2013, India's share in global exports increased from 1.4% to 1.7% in 2013. India has emerged as a major global player in service exports. World Bank has projected the Indian economy to expand by 7.9% in the financial year 2017 and 8% by the financial year 2018. Agricultural sector is the largest employer in India's economy but contributes a declining share of its GDP (13.7% in 2012-13). Its manufacturing industry has held a constant share of its economic contribution, while the fastest-growing part of the economy has been its services sector which includes construction, telecom, software and information technologies, infrastructure, tourism, education, health care, travel, trade, banking and other components of its economy.

In India, the construction of physical facilities makes up more than one half of gross domestic investment and tends to be concentrated on basic infrastructure in agriculture, transportation, communication, mining etc. Infrastructural services make some contribution to GDP, but they also stimulate the development of other industries which, in turn, contribute more directly to economic growth. Once the basic infrastructure is created, more effort can be devoted to construction for manufacturing, commerce and services and to the building of dwellings and institutional facilities.

The development of physical infrastructure in the country and, consequently, the construction sector has been in focus during the last decade. The increasing significance of construction activities in the growth of the economy was also evident during the course of implementation of the Tenth Plan with areas such as transportation, irrigation, housing, urban development and civil aviation having received greater importance. It is well established that the influence of the construction industry spans across several sub-sectors of the economy as well as the infrastructure development, such as industrial and mining infrastructure, highways, roads, ports, railways, airports, power systems, irrigation and agricultural systems, telecommunication systems, hospitals, schools, townships, offices, houses and other buildings, urban infrastructure, including water supply, sewerage and drainage and rural infrastructure. Thus, it becomes the basic input for socio-economic development.

During the period of eleventh five year plan, the contribution of construction to the GDP at factor cost in 2006-07 was Rs.1,96,555 crore, registering an increase of 10.7% from the previous year. The share of construction in GDP has increased from 6.1% in 2002-03 to 6.9% in 2006-07. The increase in GDP has primarily been on the account of increased government spending on physical infrastructure in the last few years, with programmes such as National Highway Development Programme (NHDP) and PMGSY/Bharat Nirman Programme receiving a major fillip of late.

II. OBJECTIVES OF THE STUDY

The objectives of this paper are

1. To study the overview of Indian Construction Industry.
2. To know the employment generation from the construction industry.
3. To analyse the developments and FDI inflows into the Indian Construction Industry.

III. RESEARCH METHODOLOGY

This paper is based on secondary data only. Required data has been collected from books, journals, articles and websites. Available secondary data was widely used for the study.

IV. EMPLOYMENT IN THE CONSTRUCTION INDUSTRY

With around 31,000 enterprises involved in the construction industry in 2011, the industry is the second largest employer in the country after agriculture. Over 95% of the enterprises numbering around 29,600 employ less than 200 persons, over 3% or around 1050 enterprises employ between 200 to 500 persons and only a little over 1% or 350 enterprises have more than 500 employees. The employment figures have shown a steady rise from 14.5 million in 1995, 31.5 million in 2005 to 41 million in 2011. Between 1995 and 2005, there was a substantial drop in the proportion of skilled engineers in the workforce from 4.71% to 2.65. This trend seems to have been arrested if not reversed with the number of engineers in 2011 at 2.56%, that is, 1.12 million. The number of technicians and foremen is 1.12 million which represents 2.74% of the workforce which shows an improvement over the 2005 when their proportion was 1.85%. The number of skilled workers at 3.7% constitutes 9.1% of the total workforce which is marginally lower than their proportion of 10.57% in 2005. Apart from clerical staff of 0.93%, that is 2.26%, the rest workforce of 41 million in 2011 is comprised unskilled workers whose number stood at 34.2 million representing 83.3 % which is almost at par with the proportion of 82.45% in 2005.



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A study on self-help group bank linkage programme in India

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Abstract

Microfinance in India started in the early 1980s with small efforts at forming informal self-help groups (SHG) to provide access to much-needed savings and credit services. From this small beginning, the microfinance sector has grown significantly in the past decades. Microfinance means provision of financial services on a small scale to the rural and urban poor, including the self-employed. The project is entitled “A Study on Self Help Group Bank Linkage Programme in India” with objective based on the ideal size of an SHG is 10 to 20 members and members have the same social and financial background. The SHG-Bank Linkage Programme has provided a more favorable environment for enhancing India’s potential for greater equitable growth with empowerment while considering the positive signs in their performance.

Keywords: micro-finance, self-help groups (SHG), self-help group bank linkage

1. Introduction

Microfinance is the provision of financial services to the poor who are otherwise considered un-bankable or non-bankable. It operates on the principle that a group of individuals is more bankable than a single individual. Microfinance is an umbrella term that includes micro-credit, micro-savings and micro-insurance and a host of other financial services. Since, independence government has taken several initiatives to tackle the scarce of poverty through area development approach and sectoral approach. But all the initiatives failed to achieve the target due to faulty planning and improper implementation and lack of will. Formal banking sector also ignored the poor due to risk involved in lending to poor as they do not have collaterals and apprehension of non-bankability. Against this backdrop SHG bank linkage from NABARD is considered as best alternative to reach the poor. The provision of small and regular repayment schedule made possible very high recovery rate. After 1990s microfinance has taken its momentum and now it is the largest microfinance movement in the world.

2. World Scenario

Microfinance really took off in the 1970’s with the activities of the Grameen Bank, Bangladesh, which was pioneered by the Nobel Laureate for Peace, Dr. Mohammed Yunus, Professor of Economics in Chitagaon University of Bangladesh. He is also known as the Father of Self Help Groups. The idea of SHGs was started mainly to provide institutional credit to the downtrodden and to eradicate poverty in rural areas. This concept proved successful over the years in Bangladesh so much to the SHG concept has evolved to a stage of being able to fund industrial units as well. Microfinance and micro-credit are buzzwords, which have taken the developing and developing countries by storm. It has been documented that nearly 53 developing countries have taken micro-credit on a large scale.

3. Indian Scenario

In India, banks are the predominant agency for delivery of

micro-credit. In 1970, Ilaben Bhat, founder member of ‘SEWA’ (Self-employed Women’s Association) in Ahmedabad has developed a concept of ‘women and microfinance’. The Annapurna Mahila Mandal in Maharashtra and ‘Working women’s forum’ in Tamilnadu and National Bank for Agriculture and Rural Development (NABARD) and many other sponsored groups has followed the path laid down by ‘SEWA’.

In 1991-92, NABARD started promoting SHGs on a large scale. In 1993, the RBI also allowed SHGs to open savings account in banks. Facility of availing bank services was a major boost to the movement. The movement of SHGs was nourished in the states of Gujarat, Maharashtra, Andhra Pradesh, Rajasthan, Tamilnadu and Kerala. Banks like NABARD, Bank of Maharashtra, Bank of India, Co-operative Banks, Regional Rural Banks, the Government institutions like Maharashtra Arthik Vikas Mahamandal (MAVIM), District Rural Development Agency (DRDA), municipal corporations and NGOs are actively in the promotion of SHG movement.

According to RBI estimates there are over 450 million “unbanked people” in India, most of who live in rural areas. The term “unbanked” refers to people who have no access to formal financial services, but rather must rely on either family, or informal providers of finance, such as the village moneylender.

4. Concept and Background of Microfinance

The term “Micro” literally means “small”. But the task force has not defined any amount. However as per Micro Credit Special Cell of the Reserve Bank of India, the borrowing amounts up to the limit of Rs.25000/- could be considered as micro credit products and this amount could be gradually increased up to Rs.50000/- over a period of time.— As per international perceptions a standard for South Asia roughly equals to \$500. However the Micro Financial Sector (Development and Regulation) Bill, 2007 defined the microcredit as loans not exceeding Rs. 50000 (Rs. 150000 in case of housing).

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A study on impact of advertisement slogans with special reference to consumer goods in Coimbatore City

AUTHOR(S)

Jeevitha P, Dr. Linda Mary Simon

ABSTRACT

The project entitled ♦A Study on Impact of Advertisement Slogans with Special Reference to Consumer Goods in Coimbatore City♦ is carried out with an objective to determine the relationship between advertisement slogans and the customers♦ attitude in selection of the product. In Indian scenario it is proved that advertisement slogans are a special impact on the consumer durable goods. Therefore we took this as an opportunity to study the impact of advertisement slogans.

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POLICY REFORMS AND RECENT DEVELOPMENTS IN FDI IN INDIA

Dr.K.VijayaVenkateswari¹

Introduction

Apart from being a critical driver of economic growth, foreign direct investment (FDI) is a major source of non-debt financial resource for the economic development of India. Foreign companies invest in India to take advantage of relatively lower wages, special investment privileges such as tax exemptions, etc. For a country where foreign investments are being made, it also means achieving technical know-how and generating employment. The Indian government's favorable policy regime and robust business environment have ensured that foreign capital keeps flowing into the country. The government has taken many initiatives in recent years such as relaxing FDI norms across sectors such as defence, PSU oil refineries, telecom, power exchanges, and stock exchanges, among others.

Objectives of the Study

The main objective of this paper is to study the policy reforms made by government to attract more FDI and developments in FDI in India. According to Department of Industrial Policy and Promotion (DIPP), the total FDI investments India received in FY 2015-16 (April 2015-March 2016) was US\$ 40 billion, indicating that government's effort to improve ease of doing business and relaxation in FDI norms is yielding results. Data for FY 2015-16 indicates that the services sector attracted the highest FDI equity inflow of US\$ 6.9 billion, followed by the computer hardware and software sector (US\$ 5.9 billion). Most recently, the total FDI equity inflows for the month of March 2016 touched US\$ 2.47 billion as compared to US\$ 2.12 billion in the same period last year.

During FY 2015-16, India received the maximum FDI equity inflows from Singapore at US\$ 13.69 billion, followed by Mauritius (US\$ 8.35 billion), USA (US\$ 4.19 billion), Netherlands (US\$ 2.64 billion) and Japan (US\$ 2.61 billion). Healthy inflow of foreign investments into the country helped India's balance of payments (BoP) situation and stabilised the value of rupee. FDI in India witnessed an increase of 29 per cent and reached US\$ 40 billion during April 2015-March, 2016 as compared to US\$ 30.93 billion in the same period last year. According to the data released by Grant Thornton India, the total merger and acquisitions (M&A) and private equity (PE) deals in the month of April 2016 were valued at US\$ 5.5

billion (100 deals), which is 2.2 times higher as compared to April 2015.

India has also overtaken China as world's top foreign direct investment (FDI) destination with US\$ 63 billion of FDI announced in 2015 including high-value project announcements across the coal, oil and natural gas, and renewable energy sectors.

Government Initiatives/ FDI Policy Reforms during the Year 2016

- Government has decided to relax local sourcing norms up to three years for single brand retail outlets. The NDA government announced, what it termed, a "radical liberalisation" of the Foreign Direct Investment (FDI) regime by easing norms for a host of important sectors including defense, civil aviation and pharmaceuticals, opening them up for complete foreign ownership.
- The decision on FDI reforms, taken at a high-level meeting chaired by Prime Minister Narendra Modi, also included paving the way for companies such as Apple Inc to immediately set shop in India.
- The government has tightened rules for such companies producing items with cutting-edge and state-of-art technology -- by giving them only a three-year blanket exemption from the 30 per cent local sourcing norm over and above the five years where the 30 per cent procurement requirement would have to be met as an average of five years' total value of the goods purchased. This is to ensure that they manufacture in India rather than making profits through just trading activities.
- In defence, foreign investment beyond 49 per cent (and upto 100 per cent) has been permitted through the government approval route, in cases resulting in access to modern technology in the country. The condition of access to 'state-of-art' technology in the country has been done away with, as many foreign investors had complained about the ambiguity regarding that term.
- The decisions included permitting 100 per cent FDI under government approval route for trading, including through e-commerce, in respect of food products manufactured or produced in India, bringing into effect the proposal made in the Budget 2016-17.

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A Study on the Customer Online Shopping Buying Behaviour

I.Karthika

Assistant Professor in Commerce, Sri Ramakrishna College of Arts and Science for Women

ABSTRACT

The Internet has brought a sweeping revolution in the way we shop or buy products today. With the advent of internet, online shopping becomes popular and most preferred by customers for products like travel, books, music, gadgets etc. Though Internet penetration and online shopping is highly evolved in developed nations, in India, the story is different. Internet penetration is very low in India. Customers are time pressed. With more and more customers becoming increasingly familiar with internet and its benefits, online shopping is gaining popularity and preference among the set of customers who seek better value proposition when compared to offline shopping in terms of information, convenience, cost, and choice. Besides, youngsters today are not afraid of experimenting with new ways of shopping which has also led to the popularity and growth of online shopping in India

KEYWORDS

Introduction

The introduction and implementation of internet technologies has created new market for manufacturers and service providers and also has provided new arena for innovative marketing strategies by the professionals. There are various reasons for the customers shift in the buying pattern towards online shopping. The facility of comparing a product with competitive products on the basis of price, colour, size and quality is one of the biggest benefits of online shopping. The other popular names for online shopping are virtual store, e-shop, web-shop, internet shop, web-store and on-line storefront etc. The increasing customer base, principally of youths, is playing a significant role in the online shopping. Through this means, the shopper can buy the product from wherever he wants. Because of wide communication network e-commerce has become the new mediator between the companies/manufacturers and their customers. The more innovative ways of online payment and increasing internet penetration has given a paradigm shift and push to this industry. The increase of internet technology in India has colossal potential. It will trim down the cost of product and service delivery and lengthen geographical boundaries in bringing buyers and sellers together. Earlier the Indian customers were more attracted towards electronic gadgets and mobile phones for online shopping but now the products indicative of lifestyle, viz., watches, apparels, perfumes, beauty products are also in high demand through the medium of online shopping. The market is also developing for books, jewellery, home appliances and kitchen appliances etc. Companies are using the internet to put across and communicate the information and simultaneously get a feed back about their products from its customers which helps them to increase their turnover for future.

Objective

1. To analyse the customer online shopping behaviour based on their demographic profile.

Review of Literature

Keisidou, Sarigiannidis, Maditinos, 2011, Customer's attitude while making online purchase was examined in the context of different product types. Many factors were selected to be analyzed, which are Personal Innovativeness of Information Technology (PIIT), Self-efficacy, Perceived security, Privacy, Product involvement and how they affect customer attitude towards online shopping. PIIT, perceived security and product involvement have an effect on the attitude towards online shopping.

Jun and Jaafar, 2011, This study analysis the relationships between the perceived usability, perceived security, and perceived privacy, perceived after-sales service, perceived marketing mix, perceived reputation and customers' attitude to adopting online shopping in China. However, only marketing mix and reputation were significantly influence customers' attitude to adopt online shopping.

Research Methodology

The study was based on primary and secondary data. The required information was collected by interview schedule to the selected respondents and through journals, articles etc., the data collected relate to the period June 2016. The location of the study was confined to Coimbatore city on the grounds of easy accessibility to data and time constraints. The sample size of the study was 50. Data collected were tabulated and analysed using percentage method and Chi-square test.

Findings of the study:

Table 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.NO	DEMOGRAPHICS	FREQUENCY	PERCENTAGE
1	GENDER		
	MALE	28	56
	FEMALE	22	44
	TOTAL	50	100
2	AGE		
	LESS THAN 20	8	16
	21 – 40 YEARS	30	60
	ABOVE 40 YEARS	12	24
	TOTAL	50	100
3	EDUCATION		
	SCHOOL LEVEL	8	16
	DIPLOMA	17	34
	GRADUATES	25	50
	TOTAL	100	100

Source: Primary Data

Inference

Gender: Among the 50 respondents majority 56 percent were male and 44 percent of the respondents were female.

Age: Among the 50 respondents majority 60 percent were in the age group of 21-40 years, 24 percent were above 40 years and the rest 16 percent were in the age group of less than 20 years.

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A STUDY ON ENTREPRENEURIAL DEVELOPMENT AMONG THODA TRIBE IN NILGIRIS DISTRICT**MYTHILI.L****ASST. PROFESSOR****SRI RAMAKRISHNA COLLEGE OF ARTS & SCIENCE FOR WOMEN
COIMBATORE****DR. C. BEULAH VIJAYARANI****HEAD****DEPARTMENT OF COMMERCE
PROVIDENCE COLLEGE FOR WOMEN
COONOOR****ABSTRACT**

The 21st century brought a new era of development in the life of tribes through entrepreneurial activities. Indian Tribes are increasingly asserting control over their land, resources and governance of their communities. Tribes are involved in a wide range of economic activities from tourism, agriculture, collecting non timber forest products and manufacturing various ethnic products. In many parts of the country, Tribes are becoming regional economic and political power houses. The Nilgiris tribes are making and using number of ethnic product which gives business opportunities and helps them to improve their economy.

KEYWORDS

Thoda tribes, entrepreneurial activities, ethnic product.

INTRODUCTION

Entrepreneurship as an economic activity emerges and functions in sociological and cultural environment. It could be conceived as an individual's free choice activity or a social group's occupation or profession. The entrepreneurs perform important function in economic development of a nation. They have been referred to as the human agents needed to mobilize capital, to exploit natural resources, too often develop innovative products or Concepts, to create markets and to carry on business. It may be construed that the entrepreneurial contribution spells the difference between prosperity and poverty among nations. Small enterprises have made considerable contribution in the socio-economic development of almost all countries including India. Our country is famous for its small scale industries since ages as it was the only means of livelihood for the weaker section of the population, whether it is the handloom weaver, handicraft workers, and rural women spinning at home, the rural artisans or the urban craftsmen. In fact, for a developing and a big country like India, the small scale entrepreneurship is most suited because it provides high employment opportunities at lower capital investment.

Thoda tribes are one of the six primitive tribes in Nilgiris district. Initially Thoda tribes were occupied in dairy farming and agriculture. Presently, few Toda tribes were working in the government sectors, and some of them have a tie up with the government agencies through which they receive loans for shawl embroidery works and sell them through these agencies. They were also engaged in small-scale farming and produce vegetables and sell them in the nearby markets. Registrar of Geographical Indication gave GI status for this unique embroidery, a practice which has been passed on to generations. The status ensures uniform pricing for Toda embroidery products and provides protection against low-quality duplication of the art.

REVIEW OF LITERATURE

Priyanka Srivastava, Pramod Pathak, S. Singh have mentioned in their article that the motivational drives are significant enough among the entrepreneurs of Jharkhand region for entrepreneurship development. It can also be mentioned that there is the influence of motivational drives for entrepreneurial development and until and unless an individual of a particular region is not highly motivated he cannot take up an entrepreneurial venture as a career option as it involves high risk and there is lots of uncertainty and probability for the survival and subsistence is very unpredictable.

Dr. V. Paradesi Naidu mentioned in his article that There are several benefits being bestowed by the different activities under the SHG scheme. According to the study, the women respondents are receiving both the employment opportunities and the income under the scheme in the study the vegetable marketing activity, kirana business activity and dairy activity under this scheme are providing more employment opportunities and incomes to the tribal women in the study area. ultimately indicate that micro finance is playing very vital role in the upbringing of the living conditions of tribal women. The findings of this study ultimately suggests that, in view of fast changing scenario in tribal areas, a vision for self-reliance and urge for development has to be inculcated in tribal societies especially in the women folk.

OBJECTIVE

To analyse the entrepreneurial activities of Thoda tribes.

HYPOTHESIS

- i) H_0 = there is a significant relationship between the gender and entrepreneurial activities among the thoda tribes.
- ii) H_1 = there is no significant relationship between the age of the respondents and the entrepreneurial activities of thoda tribes.

METHODOLOGY**PRIMARY DATA**

The primary data was collected with the help of a structured questionnaire which was administered for this purpose. The questionnaire was pre- pared after pre- testing with a pilot survey through preliminary interviews with about 20 respondents, and was further critically analysed. The finally redrafted questionnaire was administered among Thoda tribes.

SECONDARY DATA

The secondary data was collected from various published and unpublished research reports, text books, magazines, journals and dailies, internet web resources, other published and unpublished sources of information.

IMPORTANCE OF THE RESEARCH

The research studied that the business opportunities provide employment opportunities which improves the life of the Thoda tribes in Nilgiris District.

RESEARCH DESIGN

For our study work we chose the entrepreneurial activities available for the Thoda tribe and the ethnic product produced by them. Data has been collected from the Thoda tribe in Nilgiris District of Tamilnadu.

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An Analysis of Marketing Environment that Influence the Marketing Ethics

S. Sweety Regina Mary

(Assistant Professor in Commerce, Sri Ramakrishna College of Arts and Science for Women, Coimbatore)

Abstract: Ethics are a collection of principles of right conduct that shape the decisions people or organizations make. Practicing ethics in marketing means deliberately applying standards of fairness or moral rights and wrongs, to marketing decision making, behavior and practice in the organization. In a market economy, a business may be expected to act in what it believes to be its own best interest. The purpose of marketing is creating a competitive advantage. So, the researcher aims to analyze the marketing environment which influences the marketing ethics.

Keywords: Marketing, Ethics, Marketing Environment, Unethical Marketing

I. INTRODUCTION

Ethics is concerned with what is right and what is wrong. Many people assume that only actions that violate laws are considered unethical. While it is true that illegal activity is also unethical, a business activity can be unethical even though no laws are violated. For instance, some consider it unethical for marketing companies to aggressively promote unhealthy foods to children though such promotional practices are generally not viewed as illegal.

Sometimes the line between what is considered ethical and unethical is difficult to distinguish since what is right and wrong differs depending on such factors as nationality, culture and even industry. For example, many websites offer users access at no monetary charge to their content but do so only if users register and provide contact information including email addresses. Some of these sites then automatically add registrants to promotional email mailing lists. Some view the practice of automatic “opt-in” to a mailing list as being unethical since customers do not request it and are forced to take additional action to be removed from the list. However, many marketers see no ethical issues with this practice and simply view adding registered users to an email list as part of the “cost” to customers for accessing material.

II. REVIEW OF LITERATURE

Andrew V. Abela and Patrick E. Murthy (2008), this paper examines a tendency within existing marketing scholarship to compartmentalize ethical issues. It also shows how this tendency can cause ethical tensions and conflicts in marketing practice. The emerging service-dominant(S-D) logic for marketing, as proposed by Vargo and Lush, is explored an example of an approach to marketing that overcomes this tendency.

Bert Van de Ven(2008), the purpose of this paper is to develop an ethical framework for the marketing of corporate social responsibility. Methods the approach is a conceptual one based on virtue ethics and on the corporate identity literature. Furthermore, empirical research result are used to describe the opportunities and pitfalls of using marketing communication tools in the strate Rgy of building a virtuous corporate brand.

Objective

- To analyze the marketing environment that influences the marketing ethics.

III. METHODOLOGY

The study was based on primary and secondary data. The required information was collected by administering an interview schedule to the selected respondents and through journals, articles, etc. The data collected relate to the period September 2016. The location of the study was confined to Coimbatore city on the grounds of easy accessibility to data and time constraints. The sample size of the study was 100. Data collected were tabulated and analyzed using percentage method.

Limitations of the Study

1. The study is confined to Coimbatore city only. The results may not be applicable to other city.
2. The time limit is also considered to be a constraint.

Ethical Marketing in General

Ethical Marketing is a philosophy that focus focuses on honesty, fairness and responsibility. Though wrong and right are subjective, a general set of guidelines can be put in place to ensure the company’s intent is broadcasted and achieved. Principles of this practice include:

- A shared standard of truth in marketing communications

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EVALUATION OF ANTIHYPERGLYCEMIC ACTIVITY IN THE LEAF EXTRACTS OF *MANGIFERA INDICA* AND *COSTUS IGNEUS* BY *INVITRO* METHODS - COMPARATIVE STUDY

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Abstract: Diabetes mellitus is a metabolic disorder characterized by a loss of glucose homeostasis with disturbances of carbohydrate, fat and protein metabolism. The current study is focused to evaluate the antihyperglycemic activities in the leaf extracts of *Mangifera indica* and *Costus igneus* by *invitro* methods. Leaves of *Mangifera indica* and *Costus igneus* were subjected to two different *invitro* antihyperglycemic studies. Ethanolic extract of *Costus igneus* was found to be more effective in inhibiting glycosylation of hemoglobin and it also enhanced the glucose uptake. The effect of *Costus igneus* ethanol extract on glycosylation of hemoglobin and glucose uptake paves a therapeutic approach to diabetes.

Keywords: Glucose homeostasis, antihyperglycemic activities, *Costus igneus*, glycosylation



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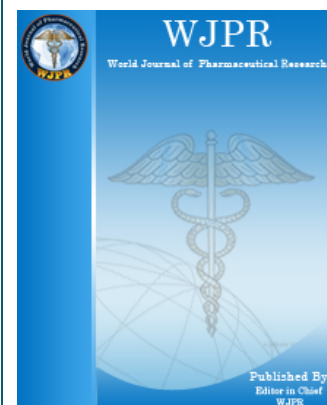
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FORMULATION OPTIMIZATION AND EVALUATION OF SELF EMULSIFYING DRUG DELIVERY SYSTEM OF ATORVASTATIN CALCIUM BY USING DESIGN OF EXPERIMENTS

D. Akiladevi*, M. Nappinnai, A. Jerad Suresh, P. Amudha, T. Vetrichelvan

ABSTRACT

PDF

[DOI : [10.20959/wjpr20169-6905](https://doi.org/10.20959/wjpr20169-6905)]



A PROSPECTIVE OBSERVATIONAL STUDY ON EVALUATION OF EFFECT OF PATIENT COUNSELLING BY CLINICAL PHARMACIST IN IMPROVING MEDICATION RECONCILIATION IN PATIENTS WITH CIRRHOSIS AT A TERTIARY CARE HOSPITAL.

Aparna V. Kumar*, Athira Suresh, Ayilya B., Majun A. S. and Nithin Manohar

ABSTRACT

PDF

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ASSESSING THE VARIABLES RESPONSIBLE FOR CAUSING DENTINAL HYPERSENSITIVITY – A CROSS SECTIONAL STUDY

*Gowri Shankar S., Sangeetha Chockalingam, Rachele Vishanti, Saravanan Velayutham and Vidya Krishnan

ABSTRACT

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STUDY OF ANTI-SNAKE VENOM ACTIVITY OF CARDIOSPERMUM HALICACABUM. LINN. - AN IN-VITRO AND IN-VIVO STUDY

Kavitha K. N.*, Ruckmani A. and Vinayak Meti

ABSTRACT

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DEVELOPMENT, OPTIMIZATION AND ENHANCEMENT OF TRANSCORNEAL PERMEATION OF TIMOLOL MALEATE FROM A NOVEL IN SITU GEL

Umesh D. Laddha*, Chandrakant R. Kokare and Amol A. Tagalpallewar

ABSTRACT

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CYCLODEXTRIN-BASED NANOSPONGES: OPTIMIZATION OF REACTION CONDITIONS AND COMPLEXATION WITH HYDROPHILIC AND LIPOPHILIC DRUGS

Chirag J. Patel*, Dharmik M. Mehta, Pragna K. Shelat, Punit B. Parejiya, Hetal K. Patel and Arunkumar Shukla

ABSTRACT

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MOLECULAR CHARACTERIZATION OF BACILLUS THURINGIENSIS FROM THE SOIL OF OOTY BOTANICAL GARDEN

Amit Sharma* and T. K. Dangar

ABSTRACT

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A PROSPECTIVE STUDY ON IMPACT OF CLINICAL PHARMACIST EDUCATION ON MEDICATION ADHERENCE IN PATIENTS WITH CORONARY ARTERY DISEASE.

Hima Mahesh, Akhilendran R., Fahida Farook, Swathi M.1, Pradeep P. and Veena Vijayan G.*

ABSTRACT

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COMPARISON OF CONSTITUENTS IN ALOE VERA GEL COLLECTED IN DIFFERENT SEASONS BY CHROMATOGRAPHY AND SPECTROSCOPY TECHNIQUES

*Archana A. Bele and Dr. Anubha Khale

ABSTRACT

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FORMULATION OF COLON TARGETED PRESS COATED TABLETS OF CAPECITABINE BY USING NATURAL POLYMERS AND ITS INVITRO EVALUATION.

Akshay Thorat*, Rohit Shewale, Rajesh Jagtap and Rajendra Doijad

ABSTRACT

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VALIDATION AND FORCED STABILITY-INDICATING HPTLC METHOD FOR DETERMINATION OF AZELNIDIPINE

Akshay S. Rane* and Prof. Dr. Sunil K. Mahajan

ABSTRACT

PDF

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CHARACTERISATION, INVITRO AND INSILICO ANTIDIABETIC ACTIVITY IN THE LEAF EXTRACTS OF MANGIFERA INDICA

Khoushika Raajshree R.* and Chitra P

ABSTRACT

PDF

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“DEVELOPMENT AND EVALUATION OF TOPICAL FORMULATION OF CARBAMAZEPINE”

Garish Dhanraj Mali* and Satish Vasudeo Shirolkar

ABSTRACT

PDF

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CHARACTERISATION, *INVITRO* AND *INSILICO* ANTIDIABETIC ACTIVITY IN THE LEAF EXTRACTS OF *MANGIFERA INDICA***Khoushika Raajshree R.* and Chitra P.**

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ABSTRACT

Diabetes mellitus is a metabolic disorder characterized by a loss of glucose homeostasis with disturbances of carbohydrate, fat and protein metabolism. Several phytochemicals are known to modulate glucose metabolism by inhibition of carbohydrate digesting enzyme like α -amylase. Leaves of *Mangifera indica* were subjected to qualitative tests and quantitative total phenolic content assay. It was found that the ethanolic extract had high phenolic content. Ethanolic extract also had maximum DPPH free radical scavenging activity and *invitro* α -Amylase Inhibition activity. GC-MS analysis of the ethanolic extracts of the samples gave several compounds which were docked against the target Human Pancreatic Alpha-Amylase. Ethyl octadecanoate was found to be an active compound through *insilico* docking with the least

E value of -6.35 kcal/mol. This result may pave the way to modulate glucose metabolism using phytochemicals and thereby may lead to the development of more effective chemical entities with antidiabetic property.

KEYWORDS: Glucose homeostasis, α -amylase, Human Pancreatic Alpha-Amylase, Ethyl octadecanoate, docking.

1.0 INTRODUCTION

World Health Organization (WHO) estimates about 70-80% of Indians depend on Indian system of medicine like Unani, Siddha and Ayurvedha (Gupta and Shaw, 2009). The use of herbal medicine is usually an integral part of culture around the world, which has been used in medical practice for thousands of years and has made a great contribution for maintaining human health before spread of modern science (Verma and Singh, 2008).



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study was carried out in Wad Medani Teaching Hospital, Wad Medani orthopedic Center and Gezira National Center for Pediatric Surgery with the objective to assess the bone age by epiphyseal fusion of the distal end of the femur by using radiographs of Sudanese subject at Gezira State. Methods: A total of 113 Subjects comprising of 62 females and 51 males, free from any musculoskeletal, nutritional and endocrinal disorder and confirmed dates of births were enrolled in the current study, The Subjects were divided into 12 groups on the basis of their age. Radiographs of knee joint were taken and a classification into four group on fusion base was applied, Stage I: No fusion; Stage II: Partial fusion; Stage III: Recent fusion; Stage IV: Complete fusion. Results: It was found that the lower end of femur united completely with shaft in age group of 19- 20 years in males and 17- 18 years in females. The epiphysis average age of fusion is higher in males as compared to females. Conclusion: The sequence of fusion of distal end of femur was almost similar with other workers.

281. [Dentigerous cyst associated with horizontally impacted mandibular second premolar – A rare clinical entity](#)

Dr. Sanjay Kumar Sinha, Dr. Bimleshwar Kumar and Dr. Birendra Prasad Gupta

Dentigerous cysts are benign odontogenic cysts that surrounds the crown of impacted, embedded, unerupted or developing tooth. These cysts are the second most common odontogenic cysts of the oral cavity after radicular cysts and they are most frequently associated with impacted mandibular third molars, less frequent with canines and maxillary third molars. but dentigerous cysts involving impacted second premolars are extremely rare occurrence. We hereby present a rare case of dentigerous cyst in fourteen year old male child associated with an unerupted/impacted mandibular second premolar which was successfully managed at our clinic.

282. [Evaluation of BACTEC micro MGIT system for isolation of Mycobacteria in a tertiary care setting](#)

Dr. Anjana Gopi, Dr. Hitha, T. K. and Dr. Syeda Misbah-Ul-Khair

Background: Tuberculosis (TB) is a significant infectious disease in many parts of the world, which is of great concern. Prompt detection, isolation, identification and susceptibility testing of Mycobacterium tuberculosis from clinical specimens is essential for appropriate management of patients with tuberculosis. This study aims to compare the sensitivity of BACTEC MGIT method in detection of Mycobacterium tuberculosis among various clinical samples and to detect the drug resistance pattern to 1st line drugs among Mycobacterium tuberculosis isolates. Materials and Methods: A three year cross sectional study was done among 300 patients in the department of Microbiology, KIMS, Bangalore. Study group included cases with clinical or radiological evidence suggestive of tuberculosis. Specimens were subjected to direct microscopy by Ziehl-Neelsen staining and fluorescent staining. Culture was done by semi automated BACTEC MGIT system. Rapid antigen detection by SD TBAG MPT64 kit was performed to confirm the positive isolates. Isolates confirmed as Mycobacterium tuberculosis were subjected to drug susceptibility testing using MGIT method for 1st line drugs ie Streptomycin, Isoniazid, Rifampicin and Ethambutol. Results: The sensitivity of direct microscopy was 12.33% by Ziehl-Neelsen staining and 14.33% by fluorescent staining .Overall culture positivity was 18.6% (56). 55 isolates were Mycobacterium tuberculosis and one was nontuberculous mycobacterium. The mean detection time was 20.75 days by MGIT method. A sensitivity of 96.3% for streptomycin, 89% for isoniazid, 98.1% for rifampicin and 96.3% for ethambutol was noticed. Discussion and Conclusion: This study highlights the importance of culturing the suspected tuberculosis cases prior to empirical therapy. Newer automated culture methods aids in earlier detection of cases and drug susceptibility testing of isolates and helps in selection of appropriate treatment for tuberculosis.

283. [In silico design of pyrimidinedione-based novel dpp-iv inhibitors for antidiabetic activity](#)

Vibhu Jha, Anurag Agrawal, Swati Sahawal, Kumari Neha, Divya Agrawal, Neha Chopra and Sunanda Kr. Mandal

DPP-4 Inhibitors are the class of oral hypoglycemics that block DPP-4 (Dipeptidyl peptidase-4), used to treat T2DM. The first agent of the class Sitagliptin was approved by the FDA in 2006. Most of the antidiabetic have major side effects like weight gain, hypoglycemia, GI adverse reactions etc. DPP-IV Inhibitors are devoid of such major side effects. Designing pyrimidinedione-based compounds may probably give safe pharmacological profile with significant antidiabetic activity. Compounds are designed rationally and molecular docking studies are performed on DPP-IV subunits by PyRx 0.8 (Autodock vina based scoring function) and compared by Alogliptin (FDA Approved, 2013). These compounds possess significant binding scores on comparison with molecular docking study of Alogliptin. Further, these compounds are designed on the basis of synthetic outcomes. Now, under synthetic procedures, may probably result in compounds with significant DPP-IV Inhibitory activity. Satisfactory in vitro, in vivo and toxicological activity can lead to the development of drug candidate since this category of compounds have negligible side effects.

284. [Characterisation and In silico study of Skin emollient activity in Ocimum tenuiflorum, Azadirachta indica and Aloe vera extracts](#)

Khoushika Raajshree, R. and [Chitra, P.](#)

Emollients have been part of human life for centuries. It softens and smoothes the skin. They improve the skin barrier function by decreasing the Transepidermal water loss. Leaves of Ocimum tenuiflorum and Azadirachta indica as well as peel of Aloe vera have been principle ingredients in emollient creams. They were subjected to qualitative tests and quantitative total phenolic content assay. It was found that the ethanolic extracts of the sample had high phenolic content and it had a good correlation with DPPH free radical scavenging assay. GC-MS analysis of the ethanolic extracts of the samples gave several compounds and of which Thymol, Methylparaben, Vitamin E, 1-acetyl pyrrolidine and n-Hexadecanoic acid were selected for the study. It was docked against Human Retinoic Acid Receptor (RXR)-Gamma. In silico docking studies showed that n-Hexadecanoic acid as an active compound with high emollient activity with a fitness score of 33.05. This paves way for treating Eczema and photodamaged skin at molecular level.

285. [Stabilometric analysis in individuals with parkinson`s disease](#)

Lavinia Teixeira-Machado, Thainá Menezes Santos, Fabiane Andrade Cunha, Fernanda Mendonça Araujo, Mayara Alves Menezes, Clecia da Silva Ferreira And Josimari Melo DeSantana



RESEARCH ARTICLE

CHARACTERISATION AND *IN SILICO* STUDY OF SKIN EMOLLIENT ACTIVITY IN *OCIMUM TENUIFLORUM*, *AZADIRACHTA INDICA* AND *ALOE VERA* EXTRACTS

*Khoushika Raajshree, R. and Chitra, P.

Department of Biochemistry, Sri Ramakrishna College of Arts and Science for Women, Coimbatore, Tamilnadu, India

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ABSTRACT

Emollients have been part of human life for centuries. It softens and smoothes the skin. They improve the skin barrier function by decreasing the Transepidermal water loss. Leaves of *Ocimum tenuiflorum* and *Azadirachta indica* as well as peel of *Aloe vera* have been principle ingredients in emollient creams. They were subjected to qualitative tests and quantitative total phenolic content assay. It was found that the ethanolic extracts of the sample had high phenolic content and it had a good correlation with DPPH free radical scavenging assay. GC-MS analysis of the ethanolic extracts of the samples gave several compounds and of which Thymol, Methylparaben, Vitamin E, 1-acetyl pyrrolidine and n-Hexadecanoic acid were selected for the study. It was docked against Human Retinoic Acid Receptor (RXR)-Gamma. *In silico* docking studies showed that n-Hexadecanoic acid as an active compound with high emollient activity with a fitness score of 33.05. This paves way for treating Eczema and photodamaged skin at molecular level.

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INTRODUCTION

Emollients have been part of human life for centuries. Records suggest that the ancient Greeks used wool fat on their skin as early as 700BC (Marks, 2001). Emollients in the modern day are much more user-friendly than raw wool fat. While they are commonly used for cosmetic purposes, they are also vital for the treatment of dry skin conditions and for the promotion of skin health. The word emollient is a Latin derivation and implies a material that softens and smoothes the skin (Loden, 2003a). Emollients should have the effect of reducing the clinical signs of dryness, such as roughness or scaling, and improving sensations, such as itching and tightness. They should also be acceptable cosmetically, that is in a way that permits the person to fulfil their lifestyle at the same time as promoting adherence to treatment (Loden, 2003a). Emollients work to moisturise the skin by increasing the amount of water held in the stratum corneum (Cork, 1997, Marks, 1997, Loden, 2003b). Specifically, depending on the constituents of the emollients, they work either by occlusion, 'trapping' moisture into the skin (which slows the evaporation of water), or in an 'active' way by drawing moisture into the stratum corneum

from the dermis (Fendler, 2000, Flynn *et al.*, 2001, Rawlings *et al.*, 2004). Occlusion is most effectively achieved if greasy (heavy sealing) substances, such as petrolatum are used (Fendler, 2000). The occlusive effect traps water in the stratum corneum (preventing transepidermal water loss by evaporation) and thereby mimics the role of natural emollients such as sebum and natural moisturising factor (NMF). Indeed, (Rawlings *et al.*, 2004) report that petrolatum jelly moisturisers reduce water loss by 98%, whereas other oils only manage to reduce water loss by 20–30%. The second mode of action involves the active movement of water from the dermis to the epidermis. Emollients that have this effect contain substances known as humectants, e.g., urea and glycerine. These have a low molecular weight and water-attracting properties (Loden, 2003b) and as they penetrate the epidermis they draw water in from the dermis. Some cream and lotion emollients contain a mixture of occlusive and humectant substances—the humectant draws water into the epidermis while the occlusive element ensures that it is trapped there. Research work carried out in the field of eczema provides some useful evidence for the impact of emollients on the barrier function of the skin (Rawlings *et al.*, 1994 and Cork, 1997). The stratum corneum was compared to a brick wall — the corneocytes represent the bricks and the intercellular lipids the mortar (Elias, 1993).

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RESEARCH ARTICLE

A COMPARATIVE STUDY ON THE *IN VITRO* ANTI-INFLAMMATORY AND ANTIBACTERIAL ACTIVITIES IN THE LEAF EXTRACTS OF *COSTUS IGNEUS* AND *MANGIFERA INDICA*

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ABSTRACT

Inflammation is a bodily response to injury, infection or destruction characterised by heat, redness, pain, swelling and it is a normal protective response to tissue injury caused by physical trauma, noxious chemical or microbial agents. Infectious diseases caused by bacteria can become a threat to public health in this world. The rich wealth of plant kingdom represents a novel source of compounds with significant activities. Leaves of *Costus igneus* and *Mangifera indica* were subjected to qualitative tests and quantitative total phenolic content assay. Of all the extracts, the *in vitro* anti-inflammatory and antibacterial activity was found to be maximum in ethanol extract of *Mangifera indica*. Therefore, the plant source leads the way to treat bacterial infections and related inflammations which underlies almost in all diseased conditions.

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INTRODUCTION

In Indian scenario, World Health Organization (WHO) estimates about 70-80% of Indians depend on Indian system of medicine like Unani, Siddha, and Ayurvedha (Gupta and Shaw, 2009). Traditional use of herbal medicine is usually an integral part of culture around the world, which has been used in medical practice for thousands of years and has made a great contribution for maintaining human health before spread of modern science (Verma and Singh, 2008). The emerging importance of biologically active medicinal plants and their constituents as possible therapeutic measures has become a subject of active scientific investigation. It is likely that in future safe and effective medicines will be developed from medicinal plants to treat various degenerative diseases. Many pharmaceutical companies show interest in plant derived drugs mainly due to the current widespread belief that 'Green Medicine' is safe and more dependable than the costly synthetic drugs, which have adverse side effects (Nikhal *et al.*, 2010). Inflammation is a bodily response to injury, infection or destruction characterised by heat, redness, pain, swelling and disturbed physiological functions. It is a normal protective

response to tissue injury caused by physical trauma, noxious chemical or microbial agents. It is the body response to inactivate or destroy the invading organisms, to remove the irritants and set the stage for tissue repair. It is triggered by the release of chemical mediators from injured tissue and migrating cells (Tripathi, 2008). It is an adaptive host defensive mechanism against infection or injury. It is a complex local response to foreign substances resulting in fever. Inflammation underlies almost in all diseased conditions and inadequate resolution of these inflammatory responses often leads to cancer (Rathisre *et al.*, 2013). The commonly used drug for management of inflammatory conditions are non-steroidal anti-inflammatory drugs, which have several adverse effects especially gastric irritation leading to formation of gastric ulcers. These drugs have potent activity; they have a number of severe adverse effects such as gastrointestinal disturbances and body fat redistribution. Various medicinal plants provide relief from symptoms comparable to that obtained from allopathic medicines. The rich wealth of plant kingdom can represent a novel source of newer compounds with significant anti-inflammatory activities. Herbal drugs are playing major role in the world because of their safety, efficacy and cost effectiveness. In this scenario, use of plant derived products to treat inflammation and related condition becomes a viable and valid approach (Saleem *et al.*, 2010). Infectious disease can become a threat to public health in this

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Anti-Hepatocarcinogenic activity of hydroethanolic leaf extract of *Ctenolepis garcinii* against Aflotoxin-B1 induced Male Wister Rats.

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Abstract: Hepatocellular carcinoma (HCC) most common liver cancer prevailing among people is due to Aflotoxin B1 (AFB1), a powerful mycotoxin. The current study was undertaken to evaluate the 50% hydroethanolic leaf extract of *Ctenolepis garcinii* Burm. against HCC which was induced in male wistar rats 250µg of AFB1/kg/*i.p*) for 7 days. The administration of the hydroethanolic leaf extract at a dose of 250mg/kg and 500 mg/kg were given orally for a period of 14 days. The levels of antioxidants nucleic acids and LPO were measured. Elevated levels of nucleic acids were observed in cancer induced male wistar rats when compared to the control rats. The administration of the herbal extract to the AFB1 treated group restored the normal quantity of DNA and RNA contents. Lipid peroxidation was found to be decreased near normal whereas of antioxidant enzymes activity were increased in treated group when compared to the AFB1 group. From the present study, it is concluded that the antioxidant potential of the hydroethanolic leaf extract was responsible for its anti-neoplastic potential.

Keywords: *Ctenolepis garcinii*, Aflotoxin B1, Enzymic antioxidants, Nucleic acids.

Introduction

Medically cancer is known as neoplasm causing autonomous growth of tissues¹. Cancer has been a major cause of death, with increase mortality². Among many types of cancers liver cancer stands in fifth place. The primary liver cancer accounting 70% of all liver cancer is hepatocellular carcinoma(HCC)³. People exposed to contaminated food with toxins like aflotoxin B1, T-2 toxins, fumosin-B1 and chemical carcinogens like diethyl nitrosamine are risking their life to develop HCC. When food stuffs are stored improperly *Aspergillus flavus* and *Aspergillus parasticus* will grow releasing AFB1⁴. Aflotoxin B1 have been considered as potent carcinogen by The International Agency for Research on Cancer (IARC) and it is a genotoxic hepatocarcinogen that causes HCC. AFB1 is converted to AFB1 8,9-epoxide by hepatic microsomal enzymes (*CYP450*) that forms AFB1-N7 guanine adduct leading to DNA strand breakage and oxidative damage that causes HCC⁵.

Many anticancer drugs like Mechloretamine, Melphalan, Uracil mustard, Methotrexate, 6-Mercaptopurine, fluorouracil, Actinomycin D, flutamide etc are available. Methotrexate (MTX) is a folic acid antagonist used for solid tumors like breast cancer, liver cancer, Leukemia and in inflammatory diseases⁶. The

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முன்னுரை

சமயம் என்பது மானிட சமுதாயத்தை நல்வழியில் வாழ வழிகாட்டும் தன்மை கொண்டதாகும். உலகமெல்லாம் ஒரே சமயம் என்ற நிலை இல்லாமல் இந்து சமயம், இசுலாம் சமயம், கிறித்துவ சமயம், பௌத்த சமயம், சமண சமயம் என்று பலவாறாக உள்ளன. எல்லா சமயத்திற்கும் அடிப்படையானது இறை நம்பிக்கை ஆகும். அன்பும் சிவமும் இரண்டென்பர் அறிவிலார் என்ற திருமுலரின் கருத்தின் வாயிலாக அன்பே சிவம் என்ற கருத்து பெறப்படுகிறது. இத்தரக மந்திரமே சைவ சமயத்தின் ஆணி வேர். இந்தச் சமயக் கொள்கைகள், கோட்பாடுகள், சிந்தனைகள் போன்றவற்றைப் பரப்ப தன்னளவில் முயன்றவர்கள் நாயன்மார்கள் ஆகும். 63 நாயன்மார்களில் திருநாவுக்கரசர் தம் தேவாரத்தில் அடியார்களுக்கும் மக்களுக்கும் அரும் பணியாற்றுவதன் அவசியத்தையும் அதன் மூலம் இறைநெறியைப் பரப்பும் பாங்கினையும் எவ்வாறு எடுத்தியம்பியுள்ளார் என்பதனை விளக்கும் விதமாக இக்கட்டுரை அமைகின்றது.

சமுதாயம் சொல்விளக்கம்

சமுதாயம் என்பது மக்கள் தொகுதிகளின் இணைப்பு என்பர். ஒருவன் மற்றவனை உணர்தலே சமுதாயம் என்கிறார் அ.மு.பரமசிவானந்தம். பொதுவான இலட்சியத்தை அடையக் கூட்டுறவாகச் செயற்படும் பகுத்தறிவுள்ள மக்களின் நிலையான ஒழுக்க நியதிக்குட்பட்ட பிணைப்பே சமுதாயம் என்று ஜே.நாராயணன் குறிப்பிடுகின்றார். சுருங்கக் கூறின், சமயம் பண்பாடு அறிவியல் அரசியல் முதலியவற்றின் அடிப்படையில் சேர்ந்து வாழும் மக்கள் கூட்டத்தினையே சமுதாயம் என்பர்.

திருநாவுக்கரசரின் கனவு

திருநாவுக்கரசர் தாம் காண நினைத்த சமுதாயத்தைக் குறித்துத் தாம் பாடியுள்ள தேவாரத்தில் தெளிவாக விளக்கியுள்ளார். அவர் தாம் வாழ்ந்த சமுதாயம் திருத்த வேண்டிய நிலையில் உள்ளதை உணர்ந்து சமுதாயத்தை நன்னெறிப்படுத்த விரும்பி அறிவுறுத்தியுள்ளார்.

பிறருக்கு உதவும் மனப்பான்மை

சமுதாயத்தில் அனைவருடனும் கூடி வாழும் போது நாம் மற்றவர்க்கு ஏதாவது ஒருவகையில் உதவி செய்ய வேண்டும். எண்ணம், சொல், செயல் மூன்றில் ஒரு நிலையிலாவது அறநெறி நின்று பிறரிடம் அன்போடு இரக்கம் காட்டி வாழ்தல் வேண்டும் என்கின்றார்.

சலங்கெடுத்து தயாமூலத் தன்மம் என்னுந் தத்துவத்தின் வழி நின்று தாழ்ந்தோர்க் கெல்லாம் நலங்கொடுக்கும் நம்பியை.... (6.20.6)

ஆறுறிவு பெற்ற மனிதர்களான நாம் இந்த சிறந்த நெறியினை மேற்கொண்டு வாழ்ந்திட வேண்டும் என்கின்றார்.

மனம் தளராமை

சமுதாயத்தில் ஒவ்வொருவருக்கும் பயனுள்ள வாழ்க்கை வாழ்தல் வேண்டும். வாழும் போது நமக்கு இயற்கையினாலோ செயற்கை நிலையிலோ பல துன்பங்களும் வருத்தங்களும் ஏற்படலாம். இவற்றையெல்லாம் கண்டு அஞ்சி மனம் தளரக் கூடாது. பயன்ற செயலில் ஈடுபட்டு வாழ்வினை வீணாக்க கூடாது என்கின்றார்.

நடலை வாழ்வுகொண் டென்செய்தீர் நாணிலீர் கடலை சேர்வது சொற்பிர மாணமே கடலின் நஞ்சுமு துண்டவர் கைவிட்டால் உடலி நார்க்கிடந் துர்முனி பண்டமே... (5.90.4)

இறை நினைவுடன் மற்றவர்களுக்குப் பயன்படும்படி வாழ வேண்டும் என்கின்றார்.

செங்கோல் வளையாமை

திருநாவுக்கரசரின் காலம் முடியாட்சியாகையால் செங்கோலின் தன்மையை எடுத்துக்காட்டியுள்ளார். மேலும் சமுதாயத்தில் அரசனும் ஓர் அங்கமே என்னும் போக்கிலேயும் கூறியுள்ளார். அரசனுக்கு விலைமதிப்பற்ற ஆபரணம் செங்கோல் வளையாமல் ஆட்சி செய்வது இக்கருத்தினை

கோவினுக் கருங்கலம் கோட்டமில்லது (4.11.2)

என்று குறிப்பிட்டு அரசன் என்றும் நடுநிலையான ஆட்சி நடத்துதல் வேண்டும் என்று சுட்டிக்காட்டியுள்ளார்.

சாதி வேறுபாடு கூடாது

மேல் கீழ் என்று சாதி வேறுபாடுகளுடன் வாழ்ந்து வந்த மக்களை சமய நெறி நின்று திருத்த முற்பட்டார். அவ்வாறு கூறியும் திருந்தாத சமுதாயத்தினரை சமூகக்கரகன் என குறிப்பிடுகின்றார்.

சாத்திரம் பலபேசுஞ் சமூகக்கரகன் கோத்திரமுங்குல முங்கொண்டென் செய்வீர் பாத்திரஞ்சிவ மென்று பணிந்திரேல்... (5.60.3)

என்ற பாடல் வரிகளின் மூலம் அறியமுடிகின்றது.

பொதுநலப் பணிகளைக் கடமையாகக் கொள்ளல்

தன்னலமற்ற மனம் இருந்தால் தான் தொண்டு செய்ய முடியும். பயனை எதிர் நோக்காது

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EXTENSIVE READING HABITS THROUGH SEQUENTIAL READING EXERCISES-A PROVEN METHODOLOGY

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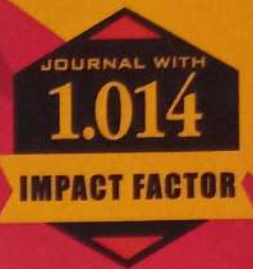
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Reading is a way of getting information from something that is written. Reading involves recognising the symbols that make up a language. Reading and hearing are the two most common ways to get information. Information gained from reading can include entertainment, especially when reading fiction or humor. Reading has been the skill most emphasized in traditional FL teaching, and even today is the mainstay of EFL instruction in many countries. In Japan, for example, English instruction at the university level is usually the "intensive reading procedure," which implies close study of short passages, including syntactic, semantic, and lexical analyses and translation into the L1 to study meaning.

As Alderson and Urquhart (1984) have argued, is not a reading but a language lesson: Such a pedagogic practice--of focusing on the language of a text--may be justified as a language lesson, but it may very well be counterproductive as a *reading* lesson. Often what is known as "intensive reading" (as traditionally opposed to "extensive reading") is actually not reading at all: the lesson consists of a series of language points, using texts as points of departure. Reading texts, in other words, are sources of language exercises, rather than reading exercises (pp 246-247) from teaching texts to teaching readers. Specifically, we now teach learners reading skills/strategies for understanding such elements as content, textual features, rhetorical elements, and cultural background. "Skills building" emphasizes skills/strategies for text comprehension. This has been the mainstay of L1 reading instruction in the United States, and ESL/EFL reading textbooks with words like "skills" or "strategies" in their titles are now common. Further, there has been much research on skills-based teaching procedures, including basic skills (finding the main idea, skimming, inferencing) and advanced skills (schema-building, metacognitive skills).

Although extensive reading is now recognized as an important element of language instruction, it appears that today's students specializing in business studies do little reading in English beyond course requirements. A negative correlation was found instead between the number of years of past English study and reading attitude. These findings are useful for defining appropriate instructional actions and identifying areas for further research, with the aim of more effectively promoting extensive reading in

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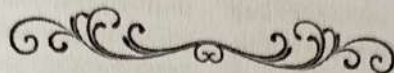
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GLIMPSES OF FEMINISM - AN INDIAN COMPLEMENT OF THE WESTERN DOGMA WITH REFERENCE TO THE WORKS OF SHASHI DESHPANDE

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Abstract

Shashi Deshpande is one of the novelists in whom we find an exact reflection of Indian woman hood. Her Protagonists have an earnest voice, which clearly depicts her a feminist writer. Though the author does not find this as a comfortable identity. Shashi Deshpande is of the view that in calling her novels feminist, which classes them under a title is actually an imprisonment. She feels that while she is feminist, her novels are novels. Deshpande feels her novels are open examinations of the experiences of people in specific setting. In other words, her novels must not be read only within the framework of feminist concerns, but they are novels like any other with a gamut of issues and experiences. But still one cannot deny the fact that her appeal lies in the feminist themes. Her plots mold into emphatic pictures of feminist points of view. In almost all her novels, Shashi Deshpande objectifies new female subjective experiences with a gynocentric vision. She basically imitates the problems and concerns of the middle class Indian women. Her writings, rooted in the culture in which she lives, remain sensitive to the common everyday events and experiences, and they give artistic expression to something that is simple and mundane. Her feminism is peculiarly Indian in the sense that it is born out of the predicament of Indian women placed between contradictory identities: tradition and modernity, family and profession, culture and nature.

Introduction

Critical theory is a school of thought that stresses the reflective assessment and critique of society and culture by applying knowledge from the social sciences and the humanities. As a term, critical theory has two meanings with different origins and histories: the first originated in sociology and the second originated in literary criticism, whereby it is used and applied as an umbrella term that can describe a theory founded upon critique; Literary criticism is not an abstract, intellectual exercise; it is a natural human response to literature. Since Aristotle, however, philosophers, scholars, and writers have tried to create more precise and disciplined ways of discussing literature. Literary critics have borrowed concepts from other disciplines, like linguistics, psychology, and anthropology, to analyze imaginative literature more perceptively. Some critics have found it useful to work in the abstract area of literary theory, criticism that tries to formulate general principles rather than discuss specific texts. Mass media critics, such as newspaper reviewers, usually spend their time evaluating works—telling us which books are worth reading, which plays not to bother seeing. But most serious literary criticism is not primarily evaluative; Instead, it is analytical; it tries to help us better understand a literary work.

Feminism and Shashi Deshpande

There are nine techniques which represent the most widely used contemporary approaches. Although presented separately, these approaches are not necessarily mutually exclusive; many critics mix methods to suit their needs and interests. Under these approaches when it comes to women, most of their writings may ardently speak for their position in the world, bringing such writings under a roof, which advocates the right for women. This approach usually places such writers of interest under a banner 'Feminism'. Shashi Deshpande comes under the genre of Indian Writings in English, daughter of the eminent Kannada Dramatist and scholar, Adya Rangachar Sriranga, is a widely acclaimed name in contemporary writers, with ten novels and five volumes of short stories to her credit. A winner of the prestigious Sahitya Academy Award for her novel 'That Long Silence', her literary talent also bagged her the Padmashri in 2009.

Shashi Deshpande quotes, "There are three things which made a writer of me, my father was a writer, I was educated in English and I was born a female". A clear evidence of the feminine soul in her, she moves ahead portraying the self of the educated women, their subjugation and their agonizing experiences with their male counterparts. Her portrayal of female protagonists who can think, speak and act but are constantly under an

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AUSTRALIAN LITERATURE: POST COLONIAL MUSINGS IN SALLY MORGAN'S MY PLACE

Mrs. Anandhi. M

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Postcolonial literature often addresses the problems and consequences of the decolonization of a country, especially questions relating to the political and cultural independence of formerly subjugated people, and themes such as racialism and **colonialism**. Colonialism was, above all, a means of claiming and exploiting foreign lands, resources, and people. Enslavement, indentured labor, and migration forced many indigenous populations to move from the places that they considered "home". Postcolonial literature attempts to counteract their resulting alienation from their surroundings by restoring a connection between indigenous people and places through description, narration, and dramatization.

During colonization, the indigenous cultures of those countries subjected to foreign rule were often sidelined, suppressed, and openly denigrated in favor of elevating the social and cultural preferences and conventions of the colonizers. In response, much postcolonial literature seeks to assert the richness and validity of indigenous cultures in an effort to restore pride in practices and traditions that were systematically degraded under colonialism. Colonizers often depicted their colonial subjects as existing "outside of history" in unchanging, timeless societies, unable to progress or develop without their intervention and assistance.

In this way, they justified their actions, including violence against those who resisted colonial rule. Revising history to tell things from the perspective of those colonized is thus a major preoccupation of postcolonial writing. Post-colonial literary theory re-examines colonial literature, especially concentrating upon the social discourse, between the colonizer and the colonized, that shaped and produced the literature. Post-colonial fiction writers deal with the traditional colonial discourse, either by modifying or by subverting it, or both.

The "anti-conquest narrative" recasts the indigenous inhabitants of colonized countries as victims rather than foes of the colonisers.^[6] This depicts the colonised people in a more human light but risks absolving colonisers of responsibility for addressing the effects of colonisation by

assuming that native inhabitants were "doomed" to their fate. **My Place** is an autobiography written by artist Sally Morgan in 1987. It is about Morgan's quest for knowledge of her family's past and the fact that she has grown up under false pretences. The book is a milestone in Aboriginal literature and is one of the earlier works in indigenous writing. Sally Morgan's **My Place** plays an important role in Australian Aboriginal literature because for the first time it provides non-Aboriginal readers with knowledge of hidden indigenous history. The book, currently a literary classic, is used as a textbook at educational institutions throughout Australia. It has also become popular worldwide. Although the story is about Morgan's family life, it is also "a powerful political narrative". Jody Broun *In Your Laws My Place* says, "Underlying the story of Morgan's family history are the laws and government policies of the past which have affected so strongly the lives and personalities of the people in the book". Broun also writes that there exist white Australians who lack knowledge of the country's laws and past policies.

Sally Morgan could be seen as an Aboriginal ambassador, teaching indigenous Australians to feel pride in their identity rather than shame. Her biographical book *My Place* presented an Indigenous perspective of history and the storytelling mode of the book is deeply connected with Aboriginal identity. This particular format, though traditional for aboriginal history, is not conventional of traditional historiography. *My Place* received great accolade at the time of its release in 1987 and its importance is evident through its inclusion in school curriculums. The book brought the author the 1987 Human Rights and Equal Opportunities Commission Award for Literature, the 1988 Braille Book of the Year Award and the 1989 Western Australian Citizen of the Year Award for Arts, Literature and Culture. Thus, Sally Morgan has firmly established herself as a voice for indigenous people in the world. It is rare for a new and unknown writer to achieve such stunning success. She was able to universalize her personal family story and open up a window into previously



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THE THEME OF EVOLUTION: A STUDY OF DORIS LESSING'S THE CLEFT

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Abstract

Evolution of humans is one of the most distinct themes of analysis in literature. The world around us has been involved in its endless journey of changing. It has been realized that life emerged on earth about 3.8 billion years ago. Anaximander, the Greek philosopher thought that evolution happened by the transformation of aquatic species into terrestrial ones. Writers around the world have imparted this theme in their writings. Jack London's novels are based on the evolutionary concept known as 'survival of the fittest'. His 'Call of the Wild' and H. G. Wells 'The Time Machine', are the fine examples of reflecting evolution theories. On this way of writing, Doris Lessing's 'the Cleft', is an excellent delineation of human evolution and creation in an extremely novelistic and realistic manner. Lessing has written this novel by promoting the fact that woman to be the originator of human creation particularly female-babies. The novel then proceeds towards the context of the inevitability of man-woman relationship with nature and its elements set as the background. This paper is an attempt of describing the evolution of humans through Doris Lessing's perspective. Doris Lessing retells the story of the human creation-the creation of men and women, as strange beings who manage to live in the world. The novel deals with the titular race-The Cleft-a semi-aquatic race of females living lazily and passively. They were creatures without thoughts, ideas, senses etc. The novelist delineates the first race as females with a mythical idea that they can give birth to babies themselves and are free from sexual intrigue.

Full Paper

Doris Lessing -the most famous Persian born British writer is the most famous novelist of the present century. The most dominant themes of her works are feminism, the battle of the sexes, individuals in search of wholeness. She was awarded Nobel Prize for literature in the year 2007. She is acclaimed for her outstanding performance in dissecting the minute details of the faults of the society and championing the art of writing by finding possible solutions to the problem.

Evolution of humans is one of the most distinct themes of analysis in literature. The world around us has been involved in its endless journey of changing. It has been realized that life emerged on earth about 3.8 billion years ago. Anaximander, the Greek philosopher thought that evolution happened by the transformation of aquatic species into terrestrial ones. Writers around the world have imparted this theme in their writings. Jack London's novels are based on the evolutionary concept known as 'survival of the fittest'. His 'Call of the Wild' and H. G. Wells 'The Time Machine', are the fine examples of reflecting evolution theories. On this way of writing, Doris Lessing's 'the Cleft', is an excellent delineation of human evolution and creation in an extremely novelistic and

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The Nature and the evolution of mankind is successfully delineated and woven tactfully throughout the story. As the writer goes back to ancient days, quite naturally Nature takes the background throughout the novel. The author touches the five major components of nature-earth, air, sky, water and fire and uses them to evolve the story from the thoughtless creatures to contemplative mankind.



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OSTRACISM OF WOMEN IN TONY MORRISON'S 'THE BLUEST EYE'

Mrs. M.Poongodi

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Toni Morrison is perhaps, the most formally sophisticated novelist in the history of African-American literature, whose work has been described as 'amazingly high'. In her works she explores the experience and roles of black women in a racist and male dominated society. She deals with the oppression of African People in America. Her main concern is for the true freedom of mind and soul of the black Americans. The novels of black women Since race, sex and class have been so interrelated in the history of America, it is not surprising that when black women published novels, they necessarily reflected on that relationship, whether they intended or not.

The Bluest Eye is Morrison's first novel was published in the year 1970. The story is about three black girls, and their friend Pecola. The story is about a young black girl named Pecola who develops an inferiority complex due to her eye color and skin appearance. The novel is set in Lorain Ohio, Morrison's birth place, against the backdrop of Americas Midwest, during the years following the Great Depression. The point of view switches between the perspective of Claudia MacTeer, as a child and as an adult, and a third-person omniscient viewpoint. Because of the controversial nature of the book, which deals with racism, incest, and child molestation, there have been numerous attempts to ban it from schools and libraries.

The novel 'The Bluest Eye' is set in Morrison's own birthplace. Pauline and Cholly Breedlove are transplanted Southerners and several key scenes in the novel are set in the South. At the time Morrison was writing the novel, the racist society that condemned Pecola Breedlove was still very much in place and Morrison took great risks-both within the black community and American society as a whole-to tell this important story. While advances in civil rights and racial attitudes have been made in the intervening years, it is arguable

that many of the core issues so vividly evoked in the novel remain.

'The Bluest Eye' is a book heralded for its richness of language and boldness of vision. It tells the story of black, eleven-year-old Pecola Breedlove. Pecola prays for her eyes to turn blue so that she will be as beautiful as beloved as all the blond, blue-eyed children in America. In the autumn of 1941, the year the marigold in the Breedloves' garden do not bloom. Pecola's life does change in painful, devastating ways. With its vivid evocation of the fear and loneliness at the heart of a child's yearning, and the tragedy of its fulfillment, The Bluest Eye remains one of Toni Morrison's most powerful, unforgettable novels-and a significant work of American fiction.

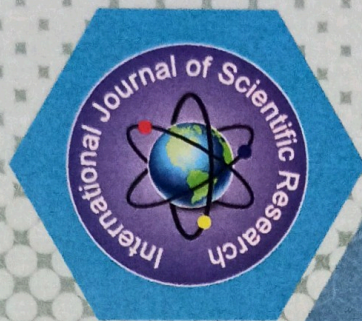
The novel opens with an excerpt from an old-fashioned reading primer. The lines begin to blur and run together-as they do at the beginning of select chapters. The title of the novel refers to Pecola Breedlove's intense desire for blue eyes. She believes herself ugly and unworthy of love and respect, but is convinced that her life would be magically transformed if she possessed blue eyes.

The book provides an extended depiction of the ways in which internalized white beauty standards deform the lives of black girls and women. Implicit messages that whiteness is superior are everywhere, including the white baby doll given to Claudia, the idealization of Shirley Temple, the consensus that light-skinned Maureen is cuter than the other black girls, the idealization of white beauty in the movies, and Pauline Breedlove's preference for the little white girl she works for over her daughter. Adult women, having learned to hate the blackness of their own bodies, take this hatred out on their children-Mrs. Breedlove shares the conviction that Pecola is ugly, and lighter-skinned Geraldine curses Pecola's blackness. Claudia remains free from this

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Role of Emotional Intelligence in Managing Occupational Stress Among Middle Level Executives



Management

KEYWORDS : Emotional Intelligence, Occupational Stress, Executives, Health

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ABSTRACT

Modern business organizations are under severe work pressure and competitive work environment outcome of which is higher level of stress among employees and executives. No organization is free from stress. A higher-level stress impairs physical and psychological health of executives and employees. It has been observed that prolonged stress leads to undesired behavior. Middle-level executives the backbone of organizations, particularly large ones. They are the vital link between an organization's senior leadership on one hand and the ground personnel on the other. The purpose of this study is to ascertain the relationship between emotional intelligence and occupational stress. Further, it evaluates the level of emotional intelligence helps the executives to overcome their occupational stress. To fulfill the aim of the study 42 executives were randomly selected from Coimbatore as participants. To evaluate the level of emotional intelligence, thirteen dimensions have been administered in the questionnaire. Correlation and Regression analysis were used to analyze data. Moreover, results indicate that emotional intelligence can be used as a potential moderating variable in the stress process and improving the performance of the executives.

1. Introduction

In recent years, the pace of work within organizations has increased rapidly. This increase can be attributed to many factors, which include technological advancement, global competitiveness, continually changing economies as well as changes in the organizational structures. Consequently, the demands placed on individuals employed in organizations have also increased. In addition to the technical and economic factors affecting organizations, employees face a number of other challenges like greater workload, increasing job insecurity and lack of role clarity. The companies need people who have both technical knowledge and social and emotional abilities which will enable them to delight the customers. Emotional intelligence can contribute to developing these skills and abilities that are linked with this aspiration.

A new development approach is needed to help middle managers master the skills and mind-set they need to succeed in today's flatter organizational structures. EQ is believed to be one of the factors, which influences stress among managers. Emotional intelligence is increasingly relevant to organizational development and developing people, because the emotional quotient principles provides a new way to understand and assess people's behaviors, management styles, attitudes, interpersonal skills, and potential. Emotional intelligence provides a buffering effect in perceiving the work environment to be less stressful. Individuals with high level of emotional intelligence, pronounced by the ability to recognize and express emotions as well as to manage and control them show the ability to better cope with stress and suffer less from adverse health outcomes.

The research in this field becomes more desired in case of Middle Level Executives as they go through the emotional turmoil besides the pressures of the competitive environment. They are often confronted with challenging situations and problems, which cannot be resolved by intelligence alone, for which emotions are equally required. Since emotional intelligence is expected to play a major role in moderating behavioral issues and related outcomes so it will be desirable to study emotional intelligence among business executives.

2. Related Works

Shahu and Gole(2008) drew attention on organizational stress, in which they have stated common acknowledged-

ment is a critical issue for Managers of Manufacturing companies. Their study examined the relationship between job stress and job satisfaction and performance among 100 Managers. Their findings of the study to suggest that higher stress level are related to lower performance where as higher job satisfaction indicates higher performance.

Albrecht (1979) argues that mostly the stressors are emotionally induced. "These are based on peoples' expectations, or the belief that something terrible is about to happen. Thus, emotionally induced stress arises from one's imagination." Albrecht believed that the society's prime health issue is anxiety and he classified stress induced by emotions into four categories: time stress, anticipatory stress, situational stress, and encounter stress.

Abraham (2000) deliberated that the social skills component of Emotional Intelligence is related to positive interpersonal relationships and it increases the feeling of job satisfaction and decreases occupational stress. She further stated that these social skills foster networks of social relationships which in turn increase an employee's commitment to the organization.

Slaski and Cartwright (2002) investigated the relationship between measures of emotional quotient, subjective stress, distress, general health, and morale, quality of working life and management performance of a group of retail managers. Significant correlations in the expected direction were found, indicating that managers who scored higher in emotional quotient suffered less subjective stress, experienced better health and well-being, and demonstrated better management performance.

Darolia and Darolia (2005) studied the role of emotional intelligence in coping with stress and emotional control behaviour. The research clearly established that emotionally intelligent people who are able to understand and recognize their emotions, manage themselves appropriately so that their impulsiveness and aggression is kept under control in stressful situations.

Ismail, Suh-Suh, Ajis and Dollah (2009) conducted a study to examine the effect of emotional intelligence in the relationship between occupational stress and job performance. The outcome of the study clearly stated that relationship between occupational stress and emotional intelligence significantly correlated with job performance.

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Occupational stress among healthcare executives and technicians in multispeciality hospitals

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ABSTRACT

Healthcare has become one of India's largest sectors - both in terms of revenue and employment. The healthcare service scenario in India is expected to evolve and develop in the future. With this transition, management of human resources in healthcare is a major challenge to health systems development in India. Healthcare Administration is a crucial part of the healthcare field. Occupational stress among healthcare workers is an important concern due to its crucial contribution in attaining maximum job output and optimal quality of working life. Healthcare workers including physicians, nurses, medical technicians and administrative staff experience high levels of occupational stress as a result of heavy workloads, extended working hours and time-related pressure. This paper investigates the relationship of occupational stress with demographic factors and its dimensions. Healthcare executives and technicians working in the multi-speciality hospitals, Coimbatore are the focus group. A total of 50 samples collected from the respondents and the data is analyzed using ANOVA and regression analysis. The statistical analysis result reveals that occupational stress has found significant difference on the number of dependents in the respondents' family. Similarly, among the list of dimensions considered for this paper, financial & economic factors causes major contribution of occupational stress.

Key words: Healthcare, Occupational stress, Executives and Technicians.

INTRODUCTION

The global healthcare industry is one of the world's fastest growing industries, absorbing over 10% of gross domestic product of the most developed nations. Healthcare has become one of India's largest sectors - both in terms of revenue and employment. The Indian healthcare sector is growing at a brisk pace due to its wide coverage, services and increasing expenditure by public as well private players. India is a land full of opportunities for

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Abstract

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Keywords: Employer branding, management strategies, competitive advantage, human resource management

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Original Research Article

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Comparison of Phytochemical and *invitro* Antimicrobial Evaluation of Methanolic Extracts of *Garcinia gummi-gutta*

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ABSTRACT

Keywords

Methanolic extract of fruit and leaf, phytochemical analysis and Antibacterial activity.

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The ripened fruit and leaves of *Garcinia gummi-gutta* were collected from various part of Wayanad, India. Dried fruit and leaf sample were subject to soxhlet extraction using methanol. Both extracts were evaluated for their phytochemical constituents and their antibacterial activity using disc diffusion method against five MTCC pathogens (*Streptococcus pyogenes*- MTCC 1928, *Staphylococcus aureus*-MTCC 3160, *Escherichia coli*- MTCC 40, *Salmonella typhi* -MTCC 3224 and *Klebsiella pneumoniae*-MTCC 7028). The qualitative analysis of phytochemicals in the methanolic extract of leaf and fruit of *Garcinia gummi-gutta* indicated the presence of phenols, alkaloids, tannins, terpenoids, saponins, steroids, reducing sugars, and phylobatannins. The antibacterial activity index was found to be maximum against *Streptococcus pyogenes*-1925 followed by *Staphylococcus aureus*-3160 in fruit sample and in leaf sample the activity index was found to be maximum against *Staphylococcus aureus*-3160 followed by *Klebsiella pneumoniae*7028.

Introduction

World Health Organisation (WHO) has defined medicinal plants as plants that contain properties or compounds that can be used for therapeutic purposes or those that synthesize metabolites to produce useful drugs. The plant *Garcinia gummi-gutta* {L} Robson (*G.cambogia*, *G.quaesita*) belongs to the family *Guttiferae* (*Clusiaceae*). The plants are shrubs or trees with yellow or greenish juice. This fruit is also called Malabar Tamarind. The fruit rind of the plant is commonly used in various food preparations in southern India especially,

mainly in Kerala. The fruits of the plant are commercially important for its valuable chemical components like hydroxyl citric acid, tarteric acid, camogin, euxanthone, gucinol, reducing sugars and fats. Dmitriy obolskiy *et al.*, (2009) observed that the plant is commercially important as their fruit extracts are used for various treatments such as astringent, demulcent, rheumatism, bowel complaints and purgative . Karnataka forest publication 2011 has reported these plants as forest trees with medicinal aspects. Hence breeding of these trees has to be boosted.



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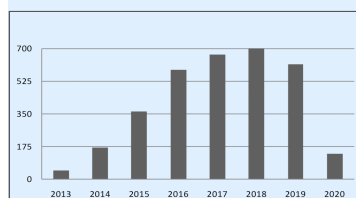
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RESEARCH ARTICLE

NANO ENCAPSULATION WITH INTERFACIAL DEPOSITION OF PHB (POLY-B-HYDROXYBUTYRATE) AS NANO PARTICLES WITH AMPICILLIN

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Interfacial deposition Ampicillin.

ABSTRACT

Different soil samples were collected for the isolation of PHB producing *bacillus sp* in and around Coimbatore area. As the preliminary analysis the screening, extraction and estimation of PHB, Physical optimization of PHB production, chemical characterization of extracted powder was done by FTIR analysis. Ampicillin is the drug of choice for per oral administration using nanoprecipitation technique. The production of Poly- -hydroxybutyrate (PHB) as nanoparticle containing Ampicillin, increase the stability of loaded drug. The extracted PHB created as nanoparticles and the nano encapsulation was done by PCL immobilization method with presence and absence of drug. The resulting nanoparticle is characterized by scanning electron microscopy (SEM) analysis.

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INTRODUCTION

Nanotechnology is an upcoming and fast developing field with potential application for human welfare. Nanomaterials have unique physicochemical properties, such as small size (10-1000 nm), large surface area to mass ratio, and high reactivity are different from bulk materials of the same composition. Recently many studies have been conducted to explore the synthesis of nanoparticle by the use of biodegradable polymers as a potential bio sources such as polyethylene glycol (PEG), polylactic glycolic acid (PLGA) and Poly- -hydroxybutyrate (PHB) (Hans and Lowman, 2002). A nanoparticle is a sub microscopic solid material with the size ranging from 1-100nm. Materials used in the preparation of nanoparticles are sterilizable, non toxic and biodegradable like albumin, ethyl cellulose, gelatin polyesters etc. Pharmaceutical companies focused their research on creating nanoparticles formulations with high surface- to-volume ratios for personal administration of hydrophobic compounds. Various methods are used for the preparation of nanoparticles the salting-out (Bindschadler *et al.*, 1988), emulsification-diffusion and nano precipitation

(Fessi *et al.*, 1989) methods. One of the important methods for designing nanoparticle is the nanoprecipitation. Ampicillin is the drug of choice for per oral administration using nanoprecipitation technique. The nano precipitation method is also called solvent displacement or interfacial deposition where the drug solution in a water miscible organic solvent is mixed with an aqueous solution containing a surfactant. Upon mixing, the supersaturated solution leads to nucleation and growth of drug particles, which may be stabilized by surfactant (Barichello *et al.*, 1999). The production Poly- -hydroxybutyrate (PHB) nanoparticles containing Ampicillin, increase the stability of loaded drug. The resulting nanoparticle is characterized by Fourier Transform Infrared Spectroscopy (FTIR), scanning electron microscopy (SEM), various physicochemical testing methods and the invitro release of drug is carried by dialysis method.

For the present study the PHB was selected for nanoparticle formation. Polymer sciences have been the backbone of pharmaceuticals (Pillai and Panchagnula, 2001). Poly- -hydroxybutyrate (PHB) has gained attention as a particulate

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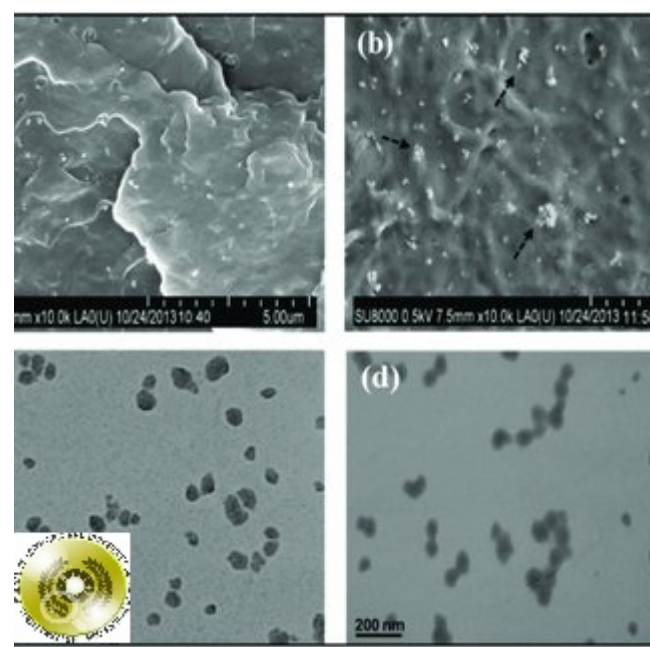
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Development of Nano particles with Tetracycline with Interfacial Deposition of PHB (Poly-B-Hydroxybutyrate)

Nanotechnology is an upcoming and fast developing field with potential application for human welfare. Recently many studies have been conducted to explore the synthesis of nanoparticle by the use of biodegradable polymers as a potential bio sources such as polyethylene glycol (PEG), polylactic glycolic acid (PLGA) and Poly- β -hydroxybutyrate (PHB) (Hans and Lowman, 2002). Materials used in the preparation of nanoparticles are sterilizable, non toxic and biodegradable like albumin, ethyl cellulose, gelatin polyesters etc. Pharmaceutical companies focused their research on creating nanoparticles formulations with high surface to volume ratios for personal administration of hydrophobic compounds. Various methods are used for the preparation of nanoparticles the salting-out (Bindschaedler et al, 1988), emulsification diffusion and nano precipitation (Fessi et al, 1989) methods. One of the important methods for designing nanoparticle is the nanoprecipitation. Tetracycline is the drug of choice for per oral administration using nanoprecipitation technique. The nano precipitation method is also called solvent displacement or interfacial deposition where the drug solution in a water miscible organic solvent is mixed with an aqueous solution containing a surfactant. Upon mixing, the supersaturated solution leads to nucleation and growth of drug particles, which may be stabilized by surfactant (Barichello et al, 1999). The production Poly β -hydroxybutyrate (PHB) nanoparticles containing tetracycline, increase the stability of loaded drug. The resulting nanoparticle is characterized by Fourier Transform Infrared Spectroscopy (FTIR), scanning electron microscopy (SEM), various physicochemical testing methods and the invitro release of drug is carried by dialysis method. For the present study the PHB was selected for nanoparticle formation. Polymer sciences have been the backbone of pharmaceuticals (Pillai and Panchagnula, 2001). Poly- β -hydroxybutyrate (PHB) has gained attention as a particulate carrier containing chemotherapeutic drugs (Allemann *et al*, 1993) due to their biodegradable, biocompatible and low toxicity properties, in which the drug is dissolved, entrapped, encapsulated or attached to a nanoparticle matrix. Tetracycline is prescribed for prevention and cure and is internationally accepted that Tetracycline was the best choice of treatment.

2. Materials and methods

The microbial isolates were screened for PHB production from soil samples collected from different geographical zones.

2.1 Isolation, Qualitative and Quantitative screening of PHB

producing organisms from soil samples (Yilmaz *et al*, 2005).

The soil isolates were screened for PHB production. As a preliminary step, screening of PHB producers was carried out using viable colony staining technique. (Williamson and Wilkinson, 1958). The selected strains were grown on minimal broth and incubated at 37°C and extracted using chloroform extraction method.

2.2 Development of Nanoencapsulation with PHB

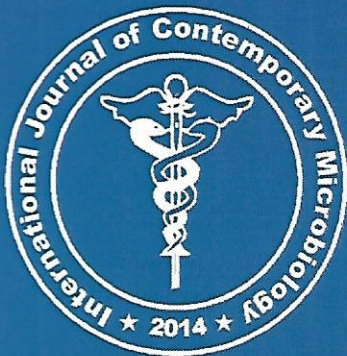
About 1gm of PHB powder was dissolved in 5 ml chloroform and mix thoroughly to that suspension about 0.1% PCL was added and the mixture was heated with magnetic stirrer. About 100ml of 1.2% sodium alginate solution was added to the above mixture and stirred with magnetic stirrer for about 15-30 minutes. The prepared solution was loaded in a syringe and poured on to the beaker/plate containing about 1 mol calcium chloride solution. The PHB nanoparticles are developed without drug.

2.3 Development of Nanoencapsulation with Tetracycline

About 1 gm of PHB was dissolved in 5 ml of chloroform about 0.1gm of Tetracycline was added in to the mixture and mix thoroughly. About 0.1% PCL solution was added to the mixture and was mixed thoroughly using magnetic stirrer for about 15-30 minutes. About 100 ml of 1.2% sodium alginate solution was added to the mixture and stirred with magnetic stirrer for about 15-30 minutes. The prepared solution was loaded in a syringe and poured on to the beaker/plate containing about 1 mol calcium chloride solution. PHB nanoparticles are encapsulated with Tetracycline.

2.4 Development of PHB Nanoparticles

About 2 gm of PHB powder was mixed with 150 mg of propyl- ene glycol and was dissolved in 5 ml chloroform and mixed sep- arately. The dispersion was added to 10 ml of aqueous ethanol solution (70%). After 5 minutes the mixture of organic solvents were removed by evaporation at 35° C under normal pressure and centrifuged at 10000 rpm for 20 min. The supernatant were removed and pellet was washed



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To,
Dr. MEKALA.M,
Assistant professor,
Department of Microbiology,
Sri Ramakrishna College of Arts and Science for Women,
Coimbatore -44.

Dear author/s

I have pleasure to inform you that your following paper has been accepted for publication in International Journal of Contemporary Microbiology

Encapsulation of PHB (Poly Beta Hydroxy Butyrate) as Nanoparticle with Simvastatin for Drug Delivery

Mekala M¹, Rajendran R², Uma maheshwari S³

1. Assistant Professor, Department of Microbiology, Sri Ramakrishna College of Arts and Science for Women, Coimbatore-641 014, Tamil Nadu, India
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It will be published in due course of time. It is further mentioned for your information that our journal is a double blind peer reviewed indexed international journal.

With regards

Yours sincerely

Prof R K Sharma
Editor



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RESEARCH ARTICLE

MICROBIAL DEGRADATION OF WASTE FOUNDRY SAND

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ABSTRACT

Waste foundry sand (WFS) represent the highest amount of solid wastes generated by foundries. WFS is a by-product of ferrous and non-ferrous metal casting industries. Foundries successfully recycle and reuse the sand many times in a foundry. When the sand can no longer be reused in the foundry and it is termed as waste foundry sand. Indian foundry industry is the 4th largest casting producer in the world. The majority (95%) of the foundry units in India falls under the category of small scale industry. These foundries generates approximately 17, 10000 tones WFS/year. Microbial research and the need for new methods for the removal of heavy metals and other contaminants led to the great deal of expansion in the field of biological methods of industrial waste clean-up. This study aimed to present the utilization of microorganisms treated WFS in Horticulture. This experimental investigation was performed to evaluate the properties of treated and untreated WFS and the sand was partially replaced with WFS. Physical and chemical properties analyzed between treated and untreated WFS. In Horticulture instead or with sand the treated sand WFS can be used.

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INTRODUCTION

Foundries around the world use vast quantities of sand to make metal casting moulds and cores (used to make cavities in moulds). A foundry is a manufacturing facility that produces metal casting by pouring molten metal into a performed mould to yield the resulting hardened cast. The primary metal cast includes iron and steel from the ferrous family and aluminium copper, brass and bronze from the nonferrous family. Waste foundry sand (WFS) consists primarily of, uniformly sized, high-quality silica sand or lake sand that is bonded to form moulds for ferrous (iron and steel) and nonferrous (copper, aluminium, brass) metal castings. Foundries use high-quality size specific silica sands for use in their moulding and casting operations. The raw sand is normally of a higher quality than the typical bank run or natural sands used in fill construction sites. In the casting process, moulding sands are recycled and reused multiple times. Eventually, however, the recycled sand degrades to the point that it can no longer be reused in the casting process. When it is not possible to further reuse in the foundry it is removed from the foundry and termed as waste foundry sand.

The automotive industry and its parts suppliers are the major generators of foundry sand. The physical and chemical characteristics of foundry sand will depend in great part on the type of casting process and the industry sector from which it originates. Beneficial use of WFSs preserves natural resources by decreasing the demand for virgin materials, conserves energy and reduces greenhouse gas emissions through reduced mining activities, and decreases the economic and environmental burdens of disposal.

The leachate obtained from such materials may contain hazardous compounds, which may possibly affect the environment. So it is important to know the characteristics of leachate obtained from waste foundry sand. In the casting process, moulding sands are recycled and reused multiple times. Eventually, however, the recycled sand degrades to the point that it can no longer be reused in the casting process. When it is not possible to further reuse in the foundry it is removed from the foundry and termed as waste foundry sand. The automotive industry and its parts suppliers are the major generators of foundry sand. Bioleaching is a process described as "the dissolution of metals from their mineral source by certain naturally occurring microorganisms" or "the use of microorganisms to transform elements so that the elements can be extracted from a material when water is filtered through it".

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