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CROSS-CORRELATION OF MEDIA, CULTURE AND LITERATURE: A LITERARY CULTURAL INTROSPECTION AND TRANS MUTATIONAL ANALYSIS OF MEDIA

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Introduction

Over the past two decades, media has exhibited an enormous growth in the communication industry playing a decisive role in politics, economy, education and profoundly on culture and individual perception. Media has emerged as a highly influential and powerful medium of information in the telecommunication era. Yet, comparably there are conflicting views on its transgressive influences on culture, society and literature. Media functions as a decisive entity in propounding an experimental notion in both culture and in the field of literature, where it tends to propagate the capitalistic ideals forcibly on the proletariats, through its numerous technics and massive exploitation of language. This article is devoted to study the informational shift in media corresponding to the radical changes both in culture and literature. It attempts to analyse the cross-correlation between the media, culture and literature by appraising the cultural changes and highlighting the function of literary nuances in shaping the media.

Media, Culture and Literature:

The understanding of man's life today is built upon the interconnection between media, culture and literature. Each of these disciplines is an observatory expression of social interactions that are dynamic and heterogeneous. Culture is a social behavior that expresses the shared value of customs, beliefs and habitual practices of one ethnic group. "It is constituted by the tapestry of texts, practices and meanings generated by every one of us as we conduct our lives." (*Dictionary of Cultural Studies* 44). Culture is 'a whole and distinctive way of life' (Malinowski and Radcliffe- Brown). It includes the various art forms like music, dance, paintings, sculptures and most importantly literature that comprises oral form, which expresses the timeless indigenous knowledge of one's customs and tradition. All these arts forms are expressionistic in nature that contains historical facts and knowledge, emotions and traditional values of that ethnic group.

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DISNEY'S BIOMOVIES- A CULTURAL ECOFEMINISTIC STUDY OF MOANA AND RAYA AND THE LAST DRAGON

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Abstract

It is an evident fact that even from a very young age, kids are influenced by what they see in movies and shows which hold messages and important life lessons for them. Disney's position as a staple entertainment is indispensable. Many Disney adaptations of Children's classics have symbolic and psychological influences on children. Especially the Disney Princess movies, which are a blend of themes like morality and magic, have a lasting impact on the younger audience. The transition from domestic era princesses, based on fairy tales to the rebellious modern era princesses changed the trajectory of genres where women are proven worthy of having their own narratives. The stories have become more divergent with its portrayal of gender, race and culture, moving away from stereotypes, bridging the obscured boundaries of realities. The theme of eco-consciousness and the connection between nature and mankind is gaining momentum in pop culture especially in films. This has reflections in Disney Princess movies also, emphasizing the equilibrium between man kind and nature portraying the adverse effects of vandalism of biodiversity. Films like Moana (2016) and Raya and the Last Dragon (2021) suggest a new concept of ideology for nature and women. This paper aims to study the connection between women and nature from a cultural eco-feministic perspective.
Keywords: Disney, Princess, Ecology, EcoFeminism, Culture

In the last few years the environmental conditions are getting worse with the vandalism of biodiversity and as its impact the theme of environment and climate change has gained its dominance in literature. Environmental fiction has become a distinctive literary genre with its growing production of eco-fiction and eco-theatre. The increasing works focused on the analysis of themes of environment and climate change as a philosophical and existential problem has become an eco-defense strategy in many popular cultures such as movies and documentaries. Films, though being fictional, mirror the reality of the environmental concerns.

To understand about the emergency of climate change is tricky and to explain about it to children becomes even challenging. But movies based on such themes have eased the process of addressing the present and future of climatic crisis to children. Green Literature helps to bring children closer to eco-consciousness. Disney has well understood the growing importance of promoting environmental conservation and thus it has centered most of its recent movies on the theme of ecology. These movies have a holistic, pluralistic

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THE CONSEQUENCE OF MEMORY AND RECOLLECTION OF PAST IN KAZUO ISHIGURO'S *THE REMAINS OF THE DAY*

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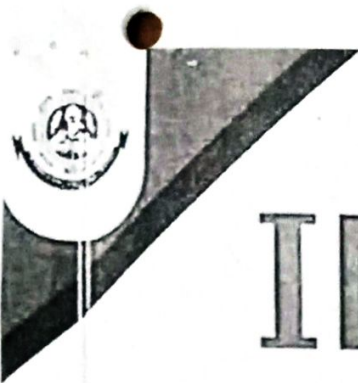
Abstract

Memory plays a crucial part in a human body. Memory retrieves information for a longer period. The essential property of memory is power to remember. Memory is a process in which brain encodes information in an effective manner. The process of collective memory links with experience and incidents of a human being. Memory and remembering are connected with emotion as well as cognitive because human beings always remember and travel through both happy and sad moments. Kazuo Ishiguro's *The Remains of the Day* can be studied from the perspective of memory and remembering. Recalling past life leads to dramatic change in a person's life and his inability to change the past will make him to linger in traumatic state but memories will not lead people to linger in past. The Significance of memory is it enables a person and gives purpose for his life. Memory moulds a person in a more effective way. The same thing happens with Ishiguro's protagonist Stevens in *The Remains of the Day*. The protagonist Stevens connects personal memory with collective memory. Ishiguro applies the components of memory like letters, photographs and memorable places in *The Remains of the Day*. The study seeks to observe the characteristics of memory and its components with the help of *The Remains of the Day*. This paper analyses how the protagonist uses his recollections in a more positive way to change his future.

KeyWords: *Memory, Remembering, Trauma, Self-realization, Past, Mind's Travel*

Memory plays a crucial part in a human body. Memory helps to sustain life for a longer period. Memory retrieves information and recalls memorable moments to cherish life. The essential property of memory is power to remember. Memory is a biological process in which a human brain can travel to past and collect details in an effective manner. Brain encodes, stores, recalls sometimes forget incidents and events productively so Memory Studies is a cognitive process. The process of collective memory connects with experience and happenings of one's life. "The relation between individual and collective remembering are what matter most, for there are no hard-and-fast distinctions between them." (Keightley and Pickering 7-8) The perfect example for collective Memory can be studied from the victims of world war I and II.

Memory and remembering are connected with emotion as well as cognitive because human being's heart always travels through both happy and sad moments. Kazuo



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POST-NATURAL FUTURISM: A STUDY ON WANURI KIHU'S SHORT FILM PUMZI

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Abstract

In the past few years, African Cinema or Nollywood has grown tremendously by adapting novel and diversified themes as its subject. After years of either being invisible or misrepresented, in science-fiction dystopian films, the new era of Nollywood is beginning to fill the gaps. These films being rooted deeply in the African narrative offer an appropriate and nuanced portrayal of characters in the relevant contextual background. The Afro-futuristic films not only echo the post-apocalyptic and superhuman elements of science-fiction and fantasy but also speculate about the dystopian future resulting from environmental exploitation and global warfare. The Kenyan short film Pumzi by Wanuri Kihiu tells the tale of a post-war society with an intersection of Environmentalism and Afro-futurism. This speculative fiction, is essentially an eco-feministic tale that shows a striking resemblance to the fundamentals of Kenyan Greenbelt Movement of Wangari Maathai. Pumzi was Kenya's first science fiction film, it challenges the traditional norms in the men dominated sci-fi genre of the film industry. With women taking prominent roles in the genre of Afro-futurism, the stories are presented with new perspectives that were earlier unexplored.

Key Words: Afro-futurism, science-fiction, eco-feminism, dystopia, Green-belt movement.

The American Cultural critic, Mark Dery coined the term Afrofuturism in 1993. Introducing Afrofuturism as an aesthetic movement of culture, science, and history, it shows how there is an intersection between African Diaspora and technology and science. Afrofuturism explores the themes of the African Diaspora in the light of speculative fiction and technological culture. Afrofuturism encompasses science fiction, fantasy, and magical realism themes.

Pumzi is the first Kenyan Science Fiction film that is set in a dystopian future, 35 years after the Water Wars. This is a 21-minute short film that first premiered at the Kenya International Film Festival in October 2009. It won the best short film award at the Cannes Independent Film Festival in 2010. *Pumzi* presents the story of an authoritarian society set in the future, 35 years after World War III or the Water Wars. This post-war society shows that Earth was no longer stable to sustain lives. It was ultimately due to the combined effects of Climate Change, Environmental exploitation, Capitalism and war. Although not informed directly, it can be evident from the scenes where the people in the shelter will have to recycle the excreted water and are allowed only limited refills for water. The

community that is shown in the film is the Maitu community set in the East African Territory. In Kikuyu, 'Maitu' etymologically means truth and it signifies 'mother'.

The Protagonist of the story Asha, who works as the curator of the Virtual Natural Museum finds a box with latitudinal and longitudinal readings containing a soil sample and upon testing it reveals the presence of water. But Asha is interrogated by the ruling authority of the matriarchal council over the fertility of the natural world. But Asha's unyielding efforts to convince the authority leads to the destruction of the museum and she is put into forced labour to produce electricity for the shelter. However, she manages to hide the seed with the help of the bathroom attendant. Later Asha escapes the shelter and travels to a distant land with the seed and a little water. But she collapses in a vast desert, unable to move further, she plants the seed and waters it. She eventually dies, and the seed sprouts into a tree. As the film ends, the outward shot reveals the tree's growth and a jungle near the desert.

Pumzi falls within the category of the ecotopic narrative as it vividly portrays the collapsed civilization that struggles without enough water. In her Ted Talks speech, Wanuri Kahiu denounces the "foreignness" or "whiteness" in Science Fiction. She points out the importance of nature in African storytelling, "We have always been telling stories. Even as oral storytellers, we have used nature in our stories. We talked about animals. We have talked about organic sciences in our stories." For Kahiu, Afrofuturism is an advanced form of Science fiction or speculative fiction that includes African myths and folklore.

In *Pumzi*, Afrofuturism is used as a key to creating Eco-awareness. It shows the future of the natural world which will result in an inevitable dystopic society if people continue to exploit the present state of the natural environment. This was labelled as 'Post Nature' by Aboubakar Sanogo in his work *Certain Tendencies in Contemporary Auteurist Film Practice in Africa*. He suggestively draws a relationship between decaying nature and humanity. This is exemplified by the film's tagline "The Outside is Dead", suggesting not only the future of the natural world but the abysmal human future.

Through *Pumzi*, Wanuri Kahiu presents the potential of Afrofuturism as an eco-centric activism project. Environmentalism and Afrofuturism co-exist to show how materialistic consumption has an intolerable effect on the natural world. In the film, environmental concerns intersect with other themes like authoritarian government, technology, poverty and classism. *Pumzi's* success as a film with the themes of activism comes from the transnational responses to the threat to the planet and the audience addressing the collapsed future. It is a response to the present unregulated exploitation which will expectedly result in the catastrophic destruction of the environment.

The protagonist Asha's journey mirrors Wangari Maathai's beliefs and the film mimics the essence of the Kenyan Greenbelt Movement. Singling out the employment of oral African narrations, Kahiu in the TEDx interview implies that

Gikūyū orature was influential in the making of *Pumzi*. Kahiu reworks a journey motif that derives from the Kenyan Gikūyū oral narratives. There are shots in *Pumzi* that capture the distance that Asha covers upon exiting the community. The visualization of the distance Asha travels is evident from the trail of footprints that Asha's wobbly walking



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MEDIA, MEMORY AND PLACE: AN IMPACT ANALYSIS OF CURRENT NIGERIAN STATE THROUGH THE PERSONAL MEMORY OF TEJU COLE *INEVERY DAY IS FOR THE THIEF*

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Abstract:

Memory and Place are two distinct entities that are unrelatedly related. Memory and sense of place have to do with more than 'physical' monuments and structures. In other words, the idea and imagined reality of place coexists with established and factual understandings of a topographical, social, and demographic nature (Tolia-Kelly 2004). So in human life, memories are built upon places and places constitute those memories. Both are intricately interwoven in constructing experiences and transferring traditional values. Change of place transmutes the way of shaping one's memory. It alters a person's unhindered beliefs of tradition and inherited notions of a place. Memories are visual images of one's experience perceived from a personal and autobiographical sense. We never hesitate to daydream or visualize our favourite place, especially for a migrant or a refugee to whom it is their native country that inspires them and which tends to enchant them even though they know the place will never be the same as their past. This article tends to analyse Teju Cole's revisit to his native country after fifteen years and his experimentation with his past self and memories of the present state of Nigeria.

KeyWords: *Media and Memory, Place, text as a medium, visual images, Autobiography*

Memory and Place are two distinct entities that are unrelatedly related. Memory and sense of place have to do with more than 'physical' monuments and structures. In other words, the idea and imagined reality of place coexists with established and factual understandings of a topographical, social, and demographic nature (Tolia-Kelly 2004). So in human life, memories are built upon places and places constitute those memories. Both are intricately interwoven in constructing experiences and transferring traditional values. Change of place transmutes the way of shaping one's memory. It alters a person's unhindered beliefs of tradition and inherited notions of a place. Memories are visual images of one's experience perceived from a personal and autobiographical sense. We never hesitate to daydream or visualize our favourite place, especially for a migrant or a refugee to whom it is their native country that inspires them and which tends to enchant them even though they know the place will never be the same as their past. "Far from bringing about the destruction of either memory or selfhood, the

MOBILE BANKING SERVICES AND IT'S BENEFITS

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Abstract: - Mobile banking is a facility that enables the customers to perform the banking tasks on mobile phones. This is provided by most of the banks in India and abroad. Customers can use mobile banking services to view their account balance, make instant fund transfers and pay bills, etc. it saves time, easy access, 24*7 hours services and etc.. There are different types of mobile banking, viz. via SMS, USSD and mobile apps in. This paper presents the various mobile banking services rendered by the banks and its benefits.

Keywords: -Mobile banking, Mobile banking services, Benefits

I. INTRODUCTION

Banking sector is one of the oldest sectors in our country. The banks are accepting deposits from their customer's and providing loans to them. The banks providing various services to their customer are bill payment, discounting of bills, guarantee by banks, credit/debit card services and so on. In recent years banks innovates new ideas to increase their business and make easy banking to their customer. Innovation in banking includes internet banking, mobile banking, wholesale and retail banking, universal banking, narrow banking, offshore banking and multinational baking. These innovations are more help to the customers/account holder of the banks.

II. OBJECTIVES OF THE PAPER

- To present the mobile banking services and it's benefits

III METHODOLOGY AND DATABASE

The study is fundamental one and it is purely based on the secondary data. Datas were derived from the various journals, articles, books, magazines, websites and etc..

IV. MOBILE BANKING

Mobile banking is a service provide by a bank or other financial institutions, which allows customer to make a financial transaction through the mobile banking applications provided by the bank or financial institutions in mobiles phones, smart phones, Tablets and etc.. It is very convenient in today's digital world. It reduces the time of customer and makes quick transactions.

V HISTORY OF MOBILE BANKING

- The earliest mobile banking services were done through SMS, the service was

AN OVERVIEW OF FORENSIC ACCOUNTING AND AUDITING IN INDIA

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Abstract: - Increasingly, technology is being used in practically every field of business, which is resulting in diverse and complicated scams. As a result, authorities and industry leaders face greater problems in preventing fraud and risks. In the wake of an increase in the number of such frauds and threats as a result of modern technology, forensic accounting assists businesses in preventing fraud and executing their objectives in a systematic, methodical manner to improve the effectiveness of risk management, control, and governance practices. In the spirit of civil and criminal indictment, forensic accounting is the application of financial accounting and inquisitive dexterity to a standard acceptable by the court to control difficulties in disputes. Despite the fact that most worldwide corporations embrace this accounting as a separate unit, the Indian corporate sector continues to use it as an investigative tool rather than a preventive one. A forensic audit is a thorough review and assessment of a company's or individuals financial records for use as evidence in court. The paper's goal is to give a general review of forensic accounting and auditing in India.

Keywords: - Forensic accounting, Forensic auditing, Techniques and Tools, Problems

I. INTRODUCTION

In today's economic environment, forensic accounting is a critical instrument for finding or investigating financial crime and determining the course of justice, offering definitive information about the facts discovered in connection with financial crime. Although it is a relatively young field, forensic accountants have become increasingly popular among banks, insurance companies, and even police departments in recent years. The rise in white collar crime, as well as the difficulties faced by law enforcement organisations in

identifying fraud, has aided the profession's expansion.

In India, forensic auditing courses are offered by organisations such as India forensic, the Institute of Chartered Accountants of India (ICAI), and the Association of Chartered Certified Accountants (ACCA). Forensic accounting is a branch of accounting that focuses on investigating fraud and analyzing financial data for use in judicial proceedings. Forensic accounting is a skill set that combines accounting, auditing, and investigative skills to conduct financial fraud investigations. It

Pros and Cons Digital Banking in India

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Introduction

Digital banking, also known as internet banking, web banking, or home banking, is an electronic system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website. The online banking system will typically serve to or be part of the core banking system operated by a bank to provide customers with access to banking services in place of traditional branch banking. Digital banking significantly reduces the bank's operating costs by reducing reliance on a branch network and offers greater convenience to customers in terms of time saved in coming to a branch and the convenience of being able to perform banking transactions even when branches are closed. Internet banking provides personal and corporate banking services, offering features such as viewing account balances, obtaining statements, checking recent transactions, transferring money between accounts, and making payments.

History of Digital Banking

The earliest forms of digital banking trace back to the advent of ATM machines and cards launched in the 1960s. As the internet emerged in the 1980s with early broadband, digital Networks began to connect retailers with suppliers and consumers to develop needs for early online catalogues and inventory software systems. By the 1990s the Internet emerged and online banking started becoming the norm. The improvement of broadband and ecommerce systems in the early 2000s led to what resembled the modern digital banking world today.

The proliferation of smart phones through the next Decade opened the door for transactions on the go beyond ATM machines. Over 60% of Consumers now use their smart phones as the preferred method for digital banking.

The challenge for banks is now to facilitate demands that connect vendors with money through channels determined by the consumer. This dynamic shapes the basis of customer satisfaction, which can be nurtured with Customer Relationship Management (CRM) Software. Therefore, CRM must be integrated into a digital banking system, since it provides Means for banks to directly communicate with their customers. There is a demand for end-to-end consistency and for services, Optimized on convenience and user experience. The market provides cross platform front Ends, enabling purchase decisions based on available technology such as mobile devices, with a desktop or Smart TV at home. In order for banks to meet consumer demands, they need to keep focusing on improving digital technology that Provides agility, scalability and efficiency levels of service and charges.

E - HR SYSTEM: STRENGTH AND WEAKNESSES

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Abstract: - This study covers the advantages and disadvantages of electronic human resources, as well as potential research implications for the future. The software from e-HR provides a high level of homogeneity and consistency in a company, allowing for seamless operations. It aids in bringing the HR-required control and efficiency. The review's initial framework looks at how HR professionals at the company implemented a technology-based management information system (MIS). This system allowed employees to be managed more efficiently (in principle) through an impersonal system that enforced payroll, attendance, and punctuality regulations. As a result, e-HR software is used to make compensation determinations and other personnel-related decisions. Companies have realised this now. The function of e-HR has evolved as the organisation has grown, from being purely administrative to becoming a business partner. At the same time, e-HR provides the business with qualities like as stability and dependability, resulting in a high level of recognition inside the organisation. It also maintains relationships, streamlines procedures, and increases information access so that strategic and operational decisions may be made. The goal of e-HR is to connect people with information – customers, suppliers, and employees. It's all about making businesses more productive and efficient.

Keywords: - e- HR, HRIS, Strategic HR, Strength, Weakness

I. INTRODUCTION

E-HR systems are fundamental programmes that help to cut the time it takes to manage human resources. It has gathered data from an administrative function in charge of payroll to aid in strategic decision-making that can bring value to a company. Managerial responsibilities have evolved in recent years, partly as a result of market development and partly as a result of new technology employed by the firm in which they operate. As a result, organisations must assess their own Human Resource functions. (Alleyne et al, 2007). Organizations and enterprises in today's global markets know that their ability to compete is reliant on the

quality and efficacy of their people. Today's HR managers want a world-class HR management system to assist them in making daily strategic and operational decisions. Human Resource solutions such as electronic Human Resource management (HRM) have evolved in recent years as Intranet and Internet technology have advanced. (Hooi, 2009)

II. RECENT DEVELOPMENT IN e-HR OR HRIS

In 1990s, Client/server systems were the preferred arrangement for most businesses. However, in recent years, businesses have begun the process of transferring their legacy systems to new software packages

Digital Marketing and Its Impact on Buying Behaviour of Youth

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Introduction

Digital Marketing is defined as buying and selling of information, products, and services via computer networks or internet. Internet and electronic commerce technologies are transforming the entire economy and changing business models, revenue streams, customer bases, and supply chains. New business models are emerging in every industry of the New Economy. Travel industry and ticketing has seen a sea change in the last decade. One estimate suggests that online travel industry contributes about 76% of total net commerce in India. Ticketing is now done either in third party websites or airline sites. Customers of online shopping are delighted with prompt delivery and flawless payment mechanisms building trust in consumers. Even online classifieds have made a successful transition online with jobs and matrimonial taking the lead. Online retailers are now pushing a larger number of categories such as electronics and white goods. In these emerging models, intangible assets such as relationships, knowledge, people, brands, and systems are taking center stage.

The internet is a disruptive technological innovation but consumers everywhere are waking up to the idea of shopping online. The impact on retailing has been profound and as a result many businesses are changing the channels they use to sell their goods and services. In some parts of the world, retailers have been quick off the mark in developing their own individually branded e-commerce stores, whereas in other parts the e-market place dominates.

Digital Marketing Scenario in India

India is the world's 3rd largest internet population. After the proliferation of Internet, Marketing strategy has taken an off root to reach out to the public. The tremendous growth that digital marketing has shown cannot be match up with any other strategy. Looking up to the current scenario in India, people here are not only aware of Internet but are employing it for various purposes in life. Thus, there's a booming internet marketing industry in India. In India social media is the driving the adoption of digital marketing.

The retail sector in India is booming both on and offline. India is a relative latecomer to the online shopping revolution but it is predicted that online sales will grow by 50 per cent annually in the next few years. The country is already the third largest nation of internet users with over 120 million and the rapid uptake of mobile commerce is predicted to increase the number of users to over 330 million by 2015. Social media is helping to drive the development of digital marketing. Increasingly wealthy populations of young internet savvy customers are spending more time and money online and in doing so are influencing shopping trends.

A STUDY ON SOCIAL COMMERCE

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Abstract

Attention to social commerce has been growing in research and practice in recent years. Many industry articles and academic papers have been dedicated to defining the concept, outlining its components, and highlighting its potential, producing varying and often conflicting findings. This literature review paper contributes to this conversation by introducing a framework of three core themes of social commerce (i.e., social, commercial, and technological). The framework is utilized to offer a tentative definition of social commerce and shed light on what distinguishes it from two closely related concepts: social media and e-commerce. The paper concludes with highlighting persisting gaps in the conceptualization of social commerce and offers recommendations for future research to further our understanding of the concept.

Keywords: Social Commerce, social media, E-commerce, Digital Marketing.

INFLUENCER MARKETING IN BEAUTY INDUSTRY

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Abstract

Due to the rise of social media platforms and the quick development of digital technology to support cosmetic operations in our business and how we interact with our consumers, the beauty industry has experienced a dramatic upheaval in recent years. Never before have business concepts been more widely distributed over the world, thus everyone's knowledge needs to be updated on a regular basis. In recent years, using influencer marketing has grown in popularity as a tactic for beauty brands to connect with their target audience, particularly younger consumers who are more likely to engage with social media content. This paper explores the value of influencer marketing in the beauty sector as well as the strategies used by beauty businesses to leverage influencers for product promotion. People of any age can now use the Internet with the same ease as younger users since our world is developing at a quicker and more powerful rate than it ever has. This would suggest that

discusses how to measure the impact of social knowledge in a specific event marketing strategy. The final study focuses on identification of dominant strategies related to marketing campaigns of specific events by measurement and mapping the influence of influencers. Social media and influencer marketing were discovered have a major impact on brand strategy. The key objectives of influencer marketing, according to the goal of the research is to increase brand awareness and attract new audiences.

KEYWORDS: Content Marketing, Customer Insight, Event Marketing, Influencer Marketing, social media.

FINANCIAL INNOVATION: A STUDY ON INVESTORS SATISFACTION TOWARDS POST OFFICE ATM SERVICES WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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Abstract

This study is an effort to gauge the degree of satisfaction among users of India Post office ATMs in Tamil Nadu's Coimbatore District. Variables including utilisation, satisfaction with the functioning, and safety were included in the structured questionnaire used to gather the data. Even if the survey was only conducted in the Coimbatore district, it will provide readers an idea of the issues that cardholders have and how to make the card more appealing to all types of investors.

Key words: Post office ATM services, Financial Innovation and Investors Satisfaction

A FINANCIAL INNOVATION

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Abstract

The financial innovations play in the modern financial system, identifying and systematizing the core problems and definitions related to this issue. The importance of the financial system and financial markets in the economy, characteristics, focusing on their innovativeness. As financial innovations are not a homogenous group of financial developments, their implications for the financial system can be ambiguous. The financial innovations make them an interesting and important subject for this.

FUTURE BUSINESS TURN- UNDER CLOUD ACCOUNTING

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Abstract: - Accounting based on the book keeping and recording, in future it will be changed on the basis of technology development. Recent years Cloud technology is famous for data storage and security. It is one of the tremendous IT innovations over the last decade. Cloud accounting is one the best software method to store the accounting. This paper aimed to research the advantages and importance of cloud accounting, and also to know the types and future place of the cloud accounting. This analysis has been made in an attempt to know the overview of cloud accounting. In this study, the information has been searched and prepared depending on the most recent articles and researches conducted by accounting and expert opinions.

Keywords: - Accounting, cloud Accounting and Technology

I. INTRODUCTION

Accounting process is undergoing so many changes, introduction of more technologies they were updated. One of the evolutions of technology is Cloud Accounting. Cloud accounting is the on- demand availability of computer system resources that is data storage without direct active management by the user. without the paper work the cloud accounting to make the data and software accessible on line anytime, anywhere from having an internet connection. In this system user access software applications send through the internet to cloud application service provider. In cloud accounting, data is sent into the cloud, it is processed and returned to the benefiter, it is performed off-site which frees the business from having to install and maintain software on individual desktop computers. It is store the data in anywhere from our necessary places. Cloud systems automatically control and optimize resource use by leveraging a metering

capability at some level of abstraction appropriate to the type of service

II. OBJECTIVES OF THE PAPER

- To research the history and features of the cloud accounting.
- To analysis the types and suitability of the cloud accounting.

III. HISTORY OF THE CLOUD ACCOUNTING

Cloud computing is to have been invented by Joseph Carl Robnett Licklider. In the 1960, early stage the concepts of time sharing became popular via RJE, this technology was mostly associated with large vendors as IBM and DEC. Full-time-sharing solutions were available by the time of 1970s on such platforms as Multicast (on GE hardware), Cambridge CTSS, and the earliest UNIX ports (on DEC hardware). Yet, the "data centre" model where users submitted jobs to operators to run on IBM's



EIDR SYSTEM FOR MANET USING TRUST INFERENCE MODEL

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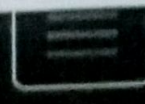
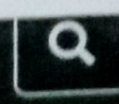
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Abstract

Mobile Ad hoc Network (MANET) is highly sophisticated than wired network. Ad hoc wireless network is mostly affected by different resources such as high processing energy, storage capabilities and battery backup and etc. Due to the open nature, poor infrastructure, quick deployment practices, and the conflict environments, make them susceptible to a wide range of attacks. Recently, the network attack affects the performance of networks such as network lifetime, throughput, delay, energy consumption, and packet loss. The conventional security mechanisms like intrusion detection system (IDS) of network security are not enough for these networks. In this paper, we introduce an enhanced intrusion detection and response (EIDR) system using to calculate the trust value of each sensor node using the multi objective differential evolution (MODE) algorithm. The computed trust value is used to design the intrusion response action (IRA) system, which offers additional functions and exhibit multiple characteristics of response to mitigate intrusion impacts. This results that the proposed EIDR system has a better detection rate and false positive rate without affecting network performance.

Keywords: Mobile Ad hoc Network (MANET), Intrusion Detection System (IDS), EIDR, (MODE), Intrusion Response Action (IRA).

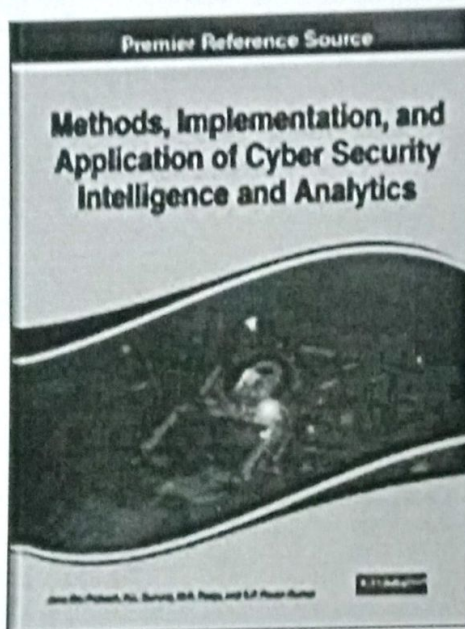


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Artificial Intelligence-Based Billing System: Fingerprint Mechanism

Kathirvel A., Sabarinathan C., Saravanan N.,
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Chapter 9

Artificial Intelligence– Based Billing System: Fingerprint Mechanism

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ABSTRACT

In our daily lives, we conduct billions of payment transactions, yet each payment method requires the transport of a substance. It is typical for users to have a variety of payment materials on hand, such as cash, credit cards, and even mobile phones. Meanwhile, these goods are easily stolen or misplaced. People suffer enormous trauma as a result of these incidents. This chapter details a biometric payment application created to introduce the concept of hardware less payments. It allows users to pay anytime and anywhere by registering their finger without any hardware. This involves registering user information once, and then all subsequent transactions are confirmed and processed by the user's fingerprint, with the application managing the entire process. This solution creates a new payment option and eliminates the risk of shipping valuables abroad. For the company, this application enables an efficient and secure payment system.

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Artificial Intelligence-Based Billing System

INTRODUCTION TO PAYMENT TRANSACTIONS

Since the early 16th century, payment transactions have been a part of our lives. It progressed from the barter system, in which products were exchanged in exchange for goods or services, to the modern form of transactions, which includes cash, credit/debit cards, e-wallets, and other methods. The barter system was used for a while until it was discovered that it was inaccurate owing to discrepancies in the value estimation of the items or services exchanged.

Later, coins composed of costly materials such as gold and silver were used in a more standard manner. This approach was convenient since it provided a uniform value for all goods and services, and was adopted by practically every King or ruler in the world. Currency bills and coins were introduced with the development of governments and the growth of civilisation. Currency bills are still in use. Many financial institutions, such as banks, have introduced the public to various paper and card-based payment operations. The internet, e-commerce, e-payment, mobile banking, and payment have all grown in popularity as a result of technological advancements and digitisation. All of these transactions have



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SECURITY AND PRIVACY- PRESERVING TECHNIQUES IN WIRELESS ROBOTICS

Edited by

Amit Kumar Tyagi, Ajith Abraham,
A. Kaklauskas, N. Sreenath, Gillala Rekha
and Shaveta Malik



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Chapter 2 Enhanced Intrusion Detection Response and Mitigating
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Chapter - 2

Natural Dyeing with Enzymes in an eco-friendly way

Rinsey Antony V.A.¹ and Karpagam Chinnamal S²

¹ H.O.D, Department of Costume Design and Fashion,
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1. Introduction

Synthetic dyes are used extensively for textile dyeing, paper printing, leather dyeing, and colour photography and as additives in petroleum products. Pollution from the effluents has become increasingly alarming with the usage of a wide variety of dyes in industries. The usage of natural dyes is also growing at a greater extent throughout the world because people are becoming more aware of the need for eco-friendly materials and the harmfulness of synthetic dyes. Natural dyeing itself is a green process and when enzyme is used the process become even more eco-friendly and greener. According to Suparna and Antony (2016), eco-friendly textiles are any textile product produced and processed in an eco-friendly way. Chemical processing of textiles right from the preparatory process to the final finishing process adds value to the fabric. Green chemistry applications especially in dyeing of textile include the utilization of a set of principles that reduce or eliminates the use or generation of hazardous substances in the design, manufacture and application. The usage of enzymes is gaining importance due to their proven flexibility, reliability and concern about safety, energy and water conservation and environmental responsibility. Enzyme is used both in chemical as well as bio chemical process since they are most efficient under normal condition of temperature, pressure and pH. They are very specific in their action and shows results in reasonably good time at a very cost-effective manner. They are of bio origin thus making the process eco-friendliness.

Enzymes are a Greek word 'Enzymos' meaning 'in the cell' or 'from the cell'. They are the protein substances made up of more than 250 amino acids. Based on specificity they are grouped. Enzymes are protein catalysts produced by living cells that catalyze specific chemical or biochemical reactions. The use of enzymes in textile processes has gained increased interest due to the advantages of enzymes being non-toxic, biodegradable, and

2021-2022

Exploring Subalternity in Literature

Critical Perspectives

Editors

Dr. Rajan Lal

Dr. Anju Mehra

Dr. Shri Kant Kulshrestha



AUTHORS P R E S S

also convey my hearty thanks to Dr. Rajan Lal, the chief editor of the anthology and Dr. Anju Mehra whose continuous and untiring efforts for this research venture would always be immortal. Last but not the least, I continue to owe a large debt of gratitude to Authorspress, New Delhi (www.authorspressbooks.com) and Sudarshan Kichery, in particular, the CEO of this renowned publication, for their continued professionalism, patience and support.



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Subaltern Voice in Amitav Ghosh's *Sea of Poppies*

S. Parvin Banu and R. Gayathri

Abstract

Amitav Ghosh, a well-established Indian Post-Colonial novelist, is the voice of the suppressed and nowhere of all generations. This paper deals with the subaltern perspective in the writings of Amitav Ghosh in Indian fiction. It focuses on the subaltern characters in his novel, *Sea of Poppies* and how Amitav Ghosh has given voice to the voiceless through this novel. His novel bears the answer for the question "Can the Subaltern Speak?" raised by the postcolonial critic and theorist Gayatri Chakravorty Spivak in her critical essay. It has been witnessed that the above mentioned novel is the evident of the theme of 'oppressed & depressed, exploited, marginalised, colonised, the voiceless' and Dalit which are features of Subaltern perspective, one of the by-products of Post-colonial literature. He rightly depicts the familial, traditional, political and national oppression meted out to the voiceless subalterns of the contemporary period.

Keywords: Colony, Imperialism, Sati, migrants, labourers, humiliation, riot and poppy seeds.

Introduction

The term 'Subaltern' is not just a word. In general, it is a pain, affliction and word of curse of the living destitute afflicted by the inhuman, brutal and dominant men in power. Antonio Gramsci, Italian Marxist Philosopher first coined the word 'subaltern' to comprehend the cultural hegemony in his Marxist theory. This paper deals with both general and the Post-Colonial aspects of Subaltern in the novel of Amitav Ghosh. This article opines the answer for the question of Gayatri Spivak's question "Can the subaltern speak?"

Amitav Ghosh, a spell bound fiction writer of the present age was born in Calcutta on July 11, 1956, in a Bengali family, to Lieutenant Colonel Shailesh Chandra Ghosh, a retired officer of the pre-independence Indian Army. He received degrees from St. Stephen's College, University of Delhi and received a Ph.D. from

Oxford University. He grew up in East Pakistan (now Bangladesh), Sri Lanka, Iran and India. As a youngster, he was brought up on the stories of Partition, Independence and the Second World War.

Amitav Ghosh has been hailed by critics as one of new generation of cosmopolitan Indian intellectuals writing in English who are forging a contemporary literary métier. His first two novels have been compared to the work of fellow Indian expatriate writer Salman Rushdie. He has written many fictions and non-fictions. His masterpieces in fiction are *The Circle of Reason*, *The Shadow Lines*, *The Calcutta Chromosomes*, *The Glass Palace*, *The Hungry Tide* and the *Ibis* trilogy – *Sea of Poppies*, *River of Smoke* and *Flood of Fire*. His notable non-fiction writings are *In An Antique Land*, *Dancing in Cambodia*, *At Large in Burma*, *Countdown*, *The Imam* and *The Indian* and a large collection of essays on different themes.

Sea of Poppies, which was published in 2008, is the first masterpiece of the *Ibis* trilogy in which the crew's purpose to fight China's vicious nineteenth century Opium Wars. The story is set prior to the First Opium War (1839-42). *Sea of Poppies* is meticulously researched, with opium trade and the opium wars as a background. It explores in detail the East India Company-run opium factory at Ghazipur, the workers whose lives depend on it, and its produce.

At another level, it also tracks the origins and journey of the first batch of the Indian Diaspora – the indentured labourers of the nineteenth century. This class of people, who supplied cheap labour to the British Empire after slavery was abolished, travelled under horrendous conditions to escape the poverty and deprivation in their native land. The book also chronicles the life and ambitions of the grandiose empire builders and the effect of their actions on ordinary Indian people.

It is against this background that *Sea of Poppies* paints a poignant picture of the human devastation caused by imperialism. The agricultural farms of the Gangetic plains are blooming only with poppies – beautiful, deadly, denying the peasants the crops to sustain them and indebting them to moneylenders and landowners, themselves indebted to buccaneers of the East India Company. East India Company's Colonial imperialism towards the natives results in the conversion of their own agricultural land into the land of poppies by force. They become debtors in their own land for the fault committed by the Company. They are not allowed to cultivate food crops which result in high price for which they have to spend all their earnings to buy them for their livelihood. Many of the native people become indentured labourers on the board as they become debtors and they cannot make up their livelihood. In this scenario, the native Indians are the subalterns of the imperialist East India Company.

Ghosh rightly captures the sorrows, worries and pathetic conditions of the native subalterns who suffer to gain food crops. The story is set on the banks of the holy river Ganges and in Calcutta. He portrays the characters as poppy seeds springing in

flagging by Bhyro Singh in front everyone on the deck as per the orders of the captain.

Bhyro Singh derives a vicious pleasure in lashing at Kalua, who is tied to a beam. He plans to flog Kalua to death. A lesser man would have perished at such ferocity, but not Kalua. He waits for a chance, bites the rope on his wrist and strangles Bhyro Singh with same rope. This is an evidence for the voice of subaltern raised against the dominant and cruel men of power. Kalua kills Bhyro Singh. The captain postpones Kalua's execution to be performed after the proper funeral rites of the subaltern's death. Kalua escapes in another boat with other migrants such as Serang Ali, Joshi, Neel and Ah Fatt. As the different shores merge, each carrying its share of joys and sorrows and the *ship* becomes a shelter to all destitute. Thus on their way to the *Siam*, these characters are exposed to extreme humiliation and exploitation, a shipboard mutiny, floggings etc. After much strife and bloodshed on board the vessel, Neel, Ah Fatt, Joshi, Serang Ali and Kalua manage to escape, unaware of the destination the sea waves would drag them to.

Summing up

Therefore Ghosh' novel "*Sou of Poppo*" is abundant in subaltern themes. He has portrayed his characters in the way to speak against oppression. Kalua, Deeti and some others migrants of the ship are the subaltern characters who raise their voice against the oppression and tortures meted out to them by the men of power. Deeti faces Charsdan Singh courageously and she saves Kalua from the humiliation and she raises a riot for the basic rights of the proper funeral for the dead migrants, and she arranges the marriage of Heeru and plans with the migrants for the escape of Kalua. All these incidents are the evidences that though she is a subaltern character, she raises her voice for the basic rights. Kalua saves Deeti from the funeral pyre and he kills Bhyro Singh for his atrocities and finally escapes from the schooner. Kalua is another subaltern character who gathers his courage to fight against *Sati* and caste discrimination. It is proved that this novel bears the answer for the question "Can the subaltern speak?" The answer is in affirmation in the novels of Amartya Ghosh. Though the horrible history had not allowed the subaltern to speak, subaltern characters in the novels of Amartya Ghosh are depicted by him in a constructive way to speak against the men in power and politics. He rightly depicts the familial, traditional, political and national oppression meted out to the voiceless subalterns of the contemporary period.

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The Subaltern Voice in R. K. Narayan's *The Dark Room*

Hari Mohan Yadav

Abstract

The word 'subalterns' means a person holding a subordinate or an inferior rank. 'Subaltern Studies' got recognition in the last phase of the 20th century Antonio Gramsci, (1891-1937) an Italian Marxist, thinker coined the term subaltern to identify the cultural hegemony in Soviet Union, who were subjected to the hegemony of the ruling class. It refers to a subordinate position in terms of class, gender, race and culture. The novels of R. K. Narayan (1906-2001) can be read as epics to understand the condition of women in India. Narayan created a fictional world known as Malgudi. What happens in Malgudi, happens in India. His fictional world Malgudi keeps unlimited possibilities to expand or minimize according to his convenience. His fictional world serves as an instrument for observing peoples of subaltern groups. In this research paper, I have tried to find out R. K. Narayan's point of view regarding subalterns. The attempts are made to identify the subalterns and to explain why their voices are being suppressed.

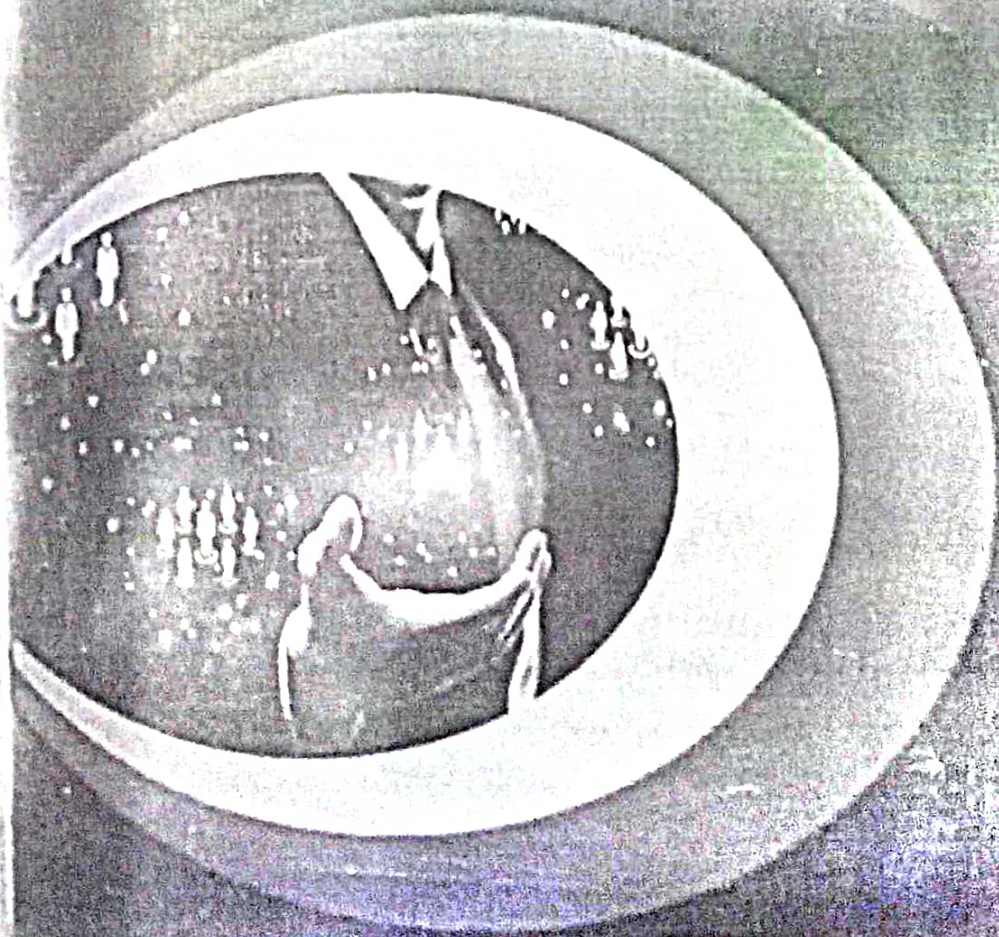
Keywords: Subaltern, suppression, cultural hegemony, inferior rank etc.

Rasipuram Krishnaswami Iyer Narayanaswami commonly known as R. K. Narayan was an Indian writer writing in English. He was born in Madras (now Chennai), Tamil Nadu into a Brahmin family. He set his story in the fictional town called Malgudi. What happens in Malgudi happens in India. Some critics think about this fictional town as somewhere in south India. I think that Malgudi is Narayan's own mental creation and he created it for his own comfort. From this place and its inhabitants, we can feel the glimpse of the modernization of India and its impact upon Indians life.

His third novel, *The Dark Room*, published in 1938 depicts the issue of subaltern characters. Narayan tells us about Savitri, the heroine of *The Dark Room*. "I was somehow obsessed with a philosophy of woman as opposed to Man, her constant oppressor. This must have an early testament of the 'Woman's Lib' movement. Man assigned her a secondary place and kept her there with such misery and cunning that she herself began to lose all notions of her independence, her individuality,

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Electrical and Dielectric Properties: Nanomaterials

Vijayasri Gunasekaran, Mythili Narayanan, Gurusamy Rajagopal,
and Jegathalaprathaban Rajesh

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2

Synthesis of Iron-Cobalt Nanoalloys (ICNAs) and Their Metallic Composites

Mythili Narayanan, Vijayasi Gunatekaran, Gurusamy Rajagopal & Jegathalaurathaban Rajesh

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Abstract

Nanoalloys are the combination of bi- or multimetals in the form of nanoparticles/materials. Nanoalloys are the most trusted area for the scientific community, because of their flexibility in structures combined with enhanced properties when compared to nanoparticles. Iron-cobalt nanoalloys (ICNAs) are an important material due to its soft magnetic and modified structural properties. MRI, drug delivery, magnetic recording, EMI shielding, and catalyst are the major applications of ICNAs. The geometrical structure, basic kinetics in the oxidation mechanism, and phase formation are important concepts in understanding ICNAs. Both the chemical and physical methods along with the precursors and reducing agents used in the synthesis of ICNAs are detailed. The shape of alloys varies with the method of preparation and the

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Abstract

Sound is a longitude wave. Light, transverse one. Frequency is the common term in between these two. Using the

visible light spectrum and audible sound ranges, the color (light) in an image is converted into the sound for that specific frequency. MNIST dataset containing the handwritten images of digits from zero to nine is used for the research and those images are converted from image (light) to sound (audio). The image is mapped to piano musical audio notes. Then the audio is classified as belonging to disease category image or not, using SVM. The accuracy we got is nearly 83.35% using audio classification.

Keywords

SVM**Light****Sound****Classification****MNIST****Light-to-sound conversion**

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 The progress of Diabetic Retinopathy (DR) is characterized by Non-Proliferative Diabetic Retinopathy (NPDR) and Proliferative Diabetic Retinopathy (PDR). The early stage of DR is known as NPDR. Detecting NPDR in the early stage becomes crucial to avoid blindness. The purpose of this study is to perceive NPDR lesions using image processing techniques and classification methods. The detection of lesions is carried out by pre-processing, feature extraction, feature vector construction, and classification. The vector network is extracted by feature extraction in the pre-processing stage. Apart from the regular statistical image features, the color layer features are extracted from the chrominance color maps. A clustering-based feature extraction method is introduced to capture features from each color layer. The stored features, which produce the desired output, are combined and fed into Multi-Layer Perceptron (MLP) classifier. The proposed algorithm achieves 100% accuracy in detecting DR lesions. This study shows that the proposed method can able to find the DR lesions in the early stage that

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Diabetic Retinopathy Lesions Identification in the Color Fundus Images using Multi-Layer Perceptron

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Abstract - The prognosis of Diabetic Retinopathy (DR) is characterized by Non-Proliferative Diabetic Retinopathy (NPDR) and Proliferative Diabetic Retinopathy (PDR). The early stage of DR is known as NPDR. Detecting NPDR in the early stage becomes crucial to avoid blindness. The purpose of this study is to perceive NPDR lesions using image processing techniques and classification methods. The detection of lesions is carried out by pre-processing, feature extraction, feature vector construction, and classification. The vessel network is extracted for feature extraction in the pre-processing stage. Apart from the regular statistical image features, the color layer features are extracted from the smoothed input image. A clustering-based feature extraction method is introduced to capture features from each color layer. The filtered features, which produce the desired output, are combined and fed into Multi-Layer Perceptron (MLP) classifier. The proposed algorithm achieves 100% accuracy in detecting DR. Hence, this study shows that the proposed method can able to find the DR lesions in the early stage itself.

Keywords - Diabetic Retinopathy, Blood Vessel, Multi-Layer Perceptron, color layer features.

1. INTRODUCTION

Diabetes is a typical sickness, where an individual has high glucose because of low insulin creation. Type-2 diabetes has extended constantly in the past three decades all over the world. Type-1 diabetes condition occurs when the pancreas secretes a small amount of insulin or zero insulin are identified as adolescent diabetes or insulin-subordinate diabetes. The International Diabetes Federation report states that around 425 million adults (20-79 years) are afflicted with diabetes, and this will increase to 619 million by 2045. [1] The retina is the innermost layer of the eye, a light-sensitive layer located close to the optic nerve. The fundamental operation of the retina is to get light from the lens, translate the light signal into neural signals, and impart these signals to the brain through the optic nerve for visual acknowledgment. Retinal tissue is exceptionally dynamic tissue with a two-fold blood supply [2]. Diabetes-afflicted individuals can have an eye disease called diabetic retinopathy. The blood veins in the retina are affected due to high glucose levels in the blood and the irregular new blood vessels can grow. These progressions can take our vision [3].

Retinal exudates are lipid deposits that spill from harmed vessels. They can be related to retinal vascular conditions and are regularly found in diabetic retinopathy, retinal vein impediments, and choroidal neovascular membranes that

deposits yellow and get stored under macular edema [4]. The Exudates are classified into two types, Hard Exudates (HE) and Soft Exudates (Cotton wool spot). The Hard exudates location is useful to locate the presence of DR at the beginning stage. Microaneurysms are tiny red dots of blood that appear within the eye. This is one of the earlier stages of Diabetic Retinopathy. These red dots usually circle in shape either in the cluster or in isolate form (Figure 1) [5].

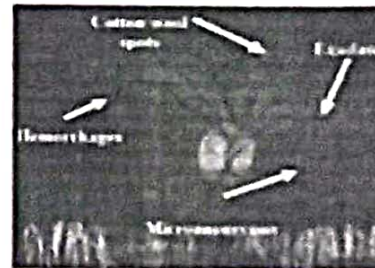


Fig. 1. Diabetic Retinopathy Fundus Image

The abnormal bleeding in the retina is known as Retinal hemorrhage. The human retina has millions of cones and rods called photoreceptor cells which are responsible for eye vision. These cells convert the light energy into nerve signals that are transmitted to the brain for visual recognition. This disorder may cause various medical conditions like anemia, leukemia, diabetes, hypertension, and blockage of the retinal vein.

The advanced stage of diabetes is referred to as PDR and the early stage is known as NPDR. The retina is swelling due to blood vessel leakage which refers to the NPDR stage. There are 3 stages of NPDR such as early, moderate and severe. In the severe stage of DR, the new blood vessels start growing in the retina called neovascularization which hinders the eye vision. The operation of the eye will be disturbed due to Diabetes which will affect the capillary vessels and nerve layer of the retina and lead to blurred vision and vision loss depending on the stage of the disease. The earlier symptoms of diabetic retinopathy are identified by the presence of different lesions such as Hard exudates, Microaneurysm, and hemorrhages. The detection of these lesions in the retina at the early stage can contribute to diagnosing the disease.

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Automatic Gate Control using IOT & RPA

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Abstract - Many software automation techniques have been developed in the last decade to improve customer satisfaction, and reduce errors. Robotic process automation (RPA) has become popular recently. IoT offers information gathering and physical world response capabilities. RPA makes it easy to automate processes based on data and commands from different systems. Combining these two technologies opens up many opportunities and an easy solution to link the physical world and the digital world. The primary aim of this paper is to learn in details about how the automatic gate system works and to understand the concepts involved. The main activity involved in this paper is how RPA and IOT work on automatic gate. The controller used is Smartphone that integrated by android program. The software used for this paper is Arduino program. The controller is linking with the software and hardware component.

An Efficient Classification of Soil Type using Deep Neural

Network

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Abstract - Soil is an important and non-renewable source in this world. It is also the backbone of agriculture sector for the improvement of crop yield production. The classification of soil type helps the farmer to improve the growth of crops in earlier stage itself. In this paper, we proposed Deep Neural Network (DNN) classifier approach to classify the type with high performance and best accuracy. The model was trained and validated using LUCAS Dataset. Depending on the better performance of the proposed model, this helps in identifying the type of soil contents for improving the crop yield production in agricultural sector.

2022

Technological Innovation for Startup Enterprise and Development by using the Internet of Things & its Applications

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Abstract - Technological Innovation, Entrepreneurship, & Strategic Management (TIES) embraces two areas: the organization, development, and commercialization of technology-based innovation in existing firms; and the formation, development, and growth of technology-based new enterprises. Technological innovations result when new rules and

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ideas find practical use through being applied and/or commercialized by entrepreneurs. Today we live in a technological 'age' and global economy where competition has become knowledge-based. In modern theories of growth and development technological innovation has taken the center stage. Our love for novelty and new gadgets is thus based on practical and theoretical foundations with the assistance of IoT. Moreover, there is growing interest in the relationship between technological innovation (and entrepreneurship) and how it can promote global growth and development. By assistance of the IoT, there is a tool that simplifies wiring together the IoT becomes incredibly valuable. There are several emerging development tools that are making fixtures, Automation, Robotics, and other new innovations by the IoT much simpler and quicker. organizations can spend less time on development and more time getting insight from IoT data. In many cases, small businesses must compete against one another to gain market traction and ensure growth on top by utilizing the latest technologies.

EMINENCE OF ONLINE CLASS FOR THE STUDENTS IN PARTICIPATION AND CLASSROOM ACTIVITIES

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Abstract

Education is an integral part of people's lives; it will either make them or break them in the prospect depending on their careers. Education is broadly diverse today compared to the 1950s because of progressions in teaching methods and other prominent inventions that implement more apparent teaching techniques. How to ensure the quality of online learning in institutions of higher education has been a growing concern during the past several years. While several studies have focused on the perceptions of faculty and administrators, there has been a paucity of research conducted on students' perceptions toward the quality of online education. This study utilized qualitative methods to investigate the perceptions of students' community from the college regarding the quality of online education based on their own online learning experiences. Interviews and observations were conducted with three students. Various documents were collected, digital and printed. Positive and negative experiences of students were examined. Factors that contribute to those experiences were also identified. The findings of this research revealed that flexibility, cost-effectiveness, electronic research availability, ease of connection to the Internet, and well-designed class interface were students' positive experiences. The students' negative experiences were caused by delayed feedback from instructors, unavailable technical support from instructors, lack of self-regulation and self-motivation, the sense of isolation, monotonous instructional methods, and poorly-designed course content. The findings can be used by instructors to understand students' perceptions regarding online learning, and ultimately improve their online instructional practices.

Original Research Paper

AI Based Mobile Bill Payment System using Biometric Fingerprint

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Abstract: Billions of payment transactions occur in our day-to-day life, but every payment method depends on a material to carry. It is common for users to possess various materials like cash, credit cards and even mobiles to make payment. Meanwhile, it is easy for these materials to be robbed or lost. These instances result in a terrible trauma for the people. This study gives a detailed portrayal of a biometric payment application developed to introduce a concept of material-less payment. It enables the user to make a payment at any location by enrolling their fingertip without possessing any material. It involves a one-time registration of the User details upon all further transactions are validated and processed based on the user's fingerprint where the App takes care of the whole process. This implementation results in a novel payment method and avoids the risk of carrying valuable materials outdoors. This App creates an efficient and safe payment for society.

Keywords: Biometric Payment, Fingerprint, Cash-Less Transaction and Android

Introduction

Payment transactions have been a part of our life from the early 16th century. It evolved right from the Barter system, where products interchanged in return to goods or services to the current form of transactions using cash, credit/debit cards, e-wallets and so on. Barter system was practised for a certain period until realised that it was not accurate due to the differences in the value estimation of the exchanged goods or services.

Later, a more standard transaction came into existence using coins made of valuable materials such as gold and silver. This method was convenient as it had a standardised value for every goods or service and was adopted by almost every King or ruler globally. With the formation of Governments and growth in civilisation, currency bills and coins introduced. Till date, currency bills are in practice. Many financial organisations such as bank have introduced various paper and card-based payment transactions to the society. With the advancement in technology and digitisation the use of the internet, e-commerce, e-payment, mobile banking and payment become popular. The similarity in all these transactions is that they depend on a material to complete the payment.

Users need to carry cash or credit/debit cards or e-wallets in the form of mobiles to identify their payment account.

Then the transaction needs to be validated using OTP, PIN or passwords to prove its authenticity. After verification completes from the server-side, the transaction is complete and the amount gets deducted from the payer. This process needs to repeat involving the bank and the payment gateway to credit amount back to the payee. Also, people carrying valuables such as wallet worry about safeguarding them and be conscious not to misplace them. With the advancement in technology, this process could be simplified and yet be more secured.

The chapter introduces a novel method of material-less payment which makes the process of payment hassle-free. The customers are entitled not to carry any form of cash, debit/credit cards or mobile to make the payment. It allows the users to refrain from worrying about possessing and protecting their valuables while going out for shopping.

A secure system involving fingerprint developed in this project identifies every individual user uniquely. Fingerprint cannot be the same for more than one being it helps to identify the person (Yankov *et al.*, 2019) and acts as a security gateway for the system. It involves minutiae extraction and minutiae comparison algorithms in the backend for analysing the fingerprints as discussed in the algorithm section of this study.



THE EFFECT OF ETUS IN VARIOUS GENERIC ATTACKS IN MOBILE ADHOC NETWORKS TO IMPROVE THE PERFORMANCE OF AODV PROTOCOL

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ABSTRACT

The focus of this paper is to provide security and obtain enhanced performance in the presence of malicious nodes routing in MANET. MANET is a open medium & it does not have central authority, so it is liable to numerous routing attacks. It is found that the performance of a typical on demand routing protocol abruptly decrease in the percentage of mitigating malicious nodes increases. Malicious nodes may distract routing algorithms by transmitting a false hop count such as lesser hop count or no route; they may drop data packets, network route the data packets through inadvertent routes and so on. we examine the effect of ETUS in the occurrence of various generic attacks. We have conducted widespread simulations to evaluate the performance of Generic ETUS. The results show that Generic ETUS enhances the performance of AODV protocol significantly as compared with that of conventional AODV protocol as well as ETUS, with only nominal overheads.

KEYWORDS

Mobile Adhoc Network (MANET), Security, Generic Attacks, ETUS

1.1 INTRODUCTION

Security provisioning in IEEE 802.15.4 Mobile adhoc networks plays an integral part in determining the success of network operations. This chapter investigates the worth of generic attack.

The unique characteristics like dynmin topology, hop-by-hop communications and easy and quick setup of mobile adhoc networks routing algorithms result in new sets of wireless computing attacks. The majority of these attacks are directed at the algorithmic capabilities; the means of communicating routing message and the data forwarding packet. The list of mobile adhoc network attacks as follows: Black listing attack, Black hole attack, Byzantine attack, Changing route tables attack, Gray hole attack, Jelly fish attacks, Network jamming signal, Masquerading data attack, Man in the middle attack, Replay attack, Rushing attack, Sybil attack, Selfish node attack, Sink hole attack and Worm hole attack.

1.2 MODELS AND ASSUMPTIONS

In this section, we formulate the IEEE 802.15.4 Mobile adhoc network model and security model and then describe the security attacks.

1.2.1. Network Model

We consider a mobile adhoc network consisting of an unrestricted number of networking nodes. For differentiation purpose, we require each node to have a unique non zero



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SENTIMENT ANALYSIS PREDICTION IN SOCIAL MEDIA USING AN ENSEMBLE XGBOOST AND NAÏVE BAYES CLASSIFIER

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Abstract --- Sentiment analysis is one of the most challenging and significant area in the field of research intent mining. The main challenge behind sentiment analysis is to identify the polarity of the sentiments in social media and classifying them as positive or negative. So far most of the research contributions has focused by using classifiers, supervised machine learning algorithms and feature extraction methods for specific data sets. The main modification that was necessary for machine learning was to transform the tokens in each tweet into a set of features that could be analyzed by the machine learning algorithms by using a bag-of-words (BOW) approach. Each feature value was simply the number of times the word appeared in the tweet. The feature vector for each tweet was quite sparse, i.e., most of the features would have a zero value for which BOW features is used to machine learning algorithms which includes Naive Bayes algorithm which is known to work well for many text classification problems and requires relatively few training examples. And XGBoost algorithm uses a set of different decision trees known as a random forest. It is known to be both fast and often achieves very high accuracy. Choosing the most appropriate classification technique to correctly classify the sentiment polarity of text is crucial. Thus, this study proposes a novel ensemble classifier approach, which utilizes a combination of multiple feature sets with XGBoost and Naive Bayes machine learning algorithms for producing highest accuracy,

Keywords: Sentiment Analysis, Classifier, Bag-of-Words, XGBoost and Naive Bayes.

QUALITY IMPROVISATION OF IMAGES FOR ALOPECIA AREATA DISEASE DETECTION USING IMAGE ENHANCEMENT AND IMAGE RESTORATION TECHNIQUES

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Abstract

Alopecia areata has evolved into a more dangerous and unpredictable disease in humans. Adults and children have both felt hair loss. The number of men and women facing hair loss is faster increasing as a consequence of stress, dietary changes, and environmental toxins. Many people have suffered from scalp diseases like psoriasis, folliculitis, alopecia areata, hair fall. Alopecia Areata is typically limited to a coin-sized area where all hair is lost, leaving a completely smooth round patch. Alopecia areata has now become a more threatening and unpredictable human disease. Poor contrast affects many images, including medical images, remote sensing images, microscopy images, and even photographic images. As an outcome, increasing the contrast is essential. Enhancement and clarity can be improved by using grayscale conversion, histogram equalization, and gamma correction. After enhancing the images, they are fed into image restoration algorithms. For performing image denoising and deblurring at the same time, Wiener and median filtering techniques have been proposed. The algorithm that is being suggested is based on Wiener filtering and estimation of point spread function. The Wiener filter removes the noise and blurs it at the same time. This paper includes image preprocessing methods that improve an image quality with the goal of clarifying the following image processing method for identifying Alopecia areata or healthy hair. The proposed method uses image enhancement and image restoration strategies to improve the accuracy of the scalp image for even further image processing stages in the identification of alopecia or healthy hair. In MATLAB R2017b, image enhancement and restoration strategies are implemented, and variables such as mean square error, peak signal noise ratio, and structure similarity index measurement are measured. This statistical measurement helps in the assessment of fidelity and image quality.

Keywords: Alopecia Areata, Image Enhancement, Image Restoration, Histogram Equalization, Gamma Correction, Wiener Filter, Median Filter, Mean Square Error, Peak Signal Noise Ratio, Structure Similarity Index measurement

Introduction

Hair is a beauty of our face. There are 100,000 to 350,000 hair folliculitis on the human scalp, which grow in cyclical phases of the process Hair development is influenced by age, pollution, treatment, unbalanced diet, and physical responses. Baldness is another term for hair loss [1]. A number of factors, including hair product misuse, can contribute to scalp problems. Contact symptoms, skin irritation, and hair fracture can be caused by hair strengtheners, waves, and dyes. [2]. For instance, the majority of patients who have hair loss following radiotherapy perceive it to be a severe side effect of therapy.

Misery[3] investigated the psoriasis scalp problems related symptoms that are present in the French population. Another study on children in the United States and Australia found that psoriasis affects 18% of them. As a side effect, scalp hair affects both adults and children. Scalp issues are caused by a variety of factors, including poor daily routines, unbalanced weight gain, excessive fatigue, and poisonous elements in their environment [4].

Approximately a minimum of 30% of such issues lead to baldness. About 70% of people individuals have scalp hair issues, according to the World Health Organization (WHO). Endocrine,

Machine Learning Algorithm for Classification of Alopecia Areata from Human Scalp Hair Images

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Abstract. Alopecia Areata is defined as an autoimmune disorder that causes hair loss. Millions of people around the world are affected by this disorder. Machine Learning (ML) techniques have demonstrated potential in different fields of dermatology. We proposed the classification of Alopecia Areata (AA) types from the human scalp hair images. First, scalp hair images from both the healthy and different AA types are acquired and pre-processed to improve the global contrast of those images. Then, color, texture and shape characteristics are extracted from the pre-processed images. Then, an Artificial Algae Algorithm (AAA) is applied to choose the most relevant characteristics. Further, Modified Extreme Learning Machine (MELM) and Wavelet Neural Network (WNN) are proposed to learn the chosen characteristics, which creates trained ML models. Such trained models are used to classify the new images into various classes of AA. At last, the experimental outcomes reveal that the AAA-WNN and AAA-MELM on scalp hair image corpus achieve 90.37% and 92.64% accuracy compared to the classical ML algorithms for AA classification and diagnosis.

Keywords: Alopecia areata, Machine learning, Image processing, Artificial algae algorithm, Extreme machine learning, Artificial neural network, Wavelet neural network.

1 Introduction

Alopecia Areata (AA) is an inflammatory disease that affects non-scarring baldness. Its overall incidence and mortality rate are projected to be 0.1%-0.2%

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Interval Valued Pythagorean Fuzzy Soft Sets and Their Properties

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ABSTRACT: The Pythagorean soft set theory is a mathematical model for dealing with uncertainty and vagueness in multi criteria decision making problems. In this paper, we introduce the concept of interval valued Pythagorean fuzzy soft set theory which is a combination of interval valued Pythagorean fuzzy set and soft set theory. Some operations such as complement, union, intersection, necessity and possibility operations are defined on the interval valued Pythagorean fuzzy soft set. Also some of their properties are studied.

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1. INTRODUCTION

Soft set theory, a parameterization of objects has been introduced by Molodtsov [1] which helps in dealing with uncertainty. Later on Maji P.K., Biswas R., Roy A.R., [3] proposed the theory of fuzzy soft set. Atanassov [2] extended fuzzy soft sets to intuitionistic fuzzy soft sets. The characteristic that sum of membership and non membership degree in intuitionistic fuzzy soft sets are less than or equal to one is insufficient for multi criteria decision making problems. Hence Yager R.R., Abbasov A.M. [8] introduced the concept of Pythagorean fuzzy sets which satisfies the case. Since a crisp value cannot quantify the opinions made by experts in decision making, interval valued Pythagorean fuzzy set theory has been developed by Peng, X. and Yang, Y. [6], some operations, their properties were discussed in it.

In this paper, we propose interval valued Pythagorean fuzzy soft set theory which is a combination of interval valued Pythagorean fuzzy set and soft sets. Some basic operations were defined and its properties were discussed.

2. PRELIMINARIES

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Interval Valued Pythagorean Fuzzy Soft Sets and Their Properties

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HERBAL FINISHED WELLNESS PILLOW CASE FOR INSOMNIA DISORDER PEOPLE

* JEYANTHY, B.

** KARPAGAM CHINNAMMAL, S.

*** MURUGAN, P.

Abstract

The basic need of man-kind after food is clothing. Clothing has been selected mostly based on its decorative aspects but it has much important functional properties like protection from hostile environment and micro organisms etc. Clothing plays a crucial role in every culture; besides protecting humans from a hostile environment. In the olden days, our forefathers were curing ailments by wrapping herbal treated cotton fabric on the wounded area. This thought has given me a spark to do research work in this aspect. In today's busy world, many people suffer from socio and work-related depression that leads to insomnia or become the cause of many health problems for people of all age groups. Insomnia is a sleep disorder that causes various life-threatening problems. This research study focused on making wellness pillow covers treated with herbs to heal insomnia disorder. It is a small effort to retrieve our traditional curative textiles method. In this technological world, people are recently following our tradition and focusing on living physically and mentally

healthy. This awareness brings scope for the curative or wellness textiles among the public and thus promotes a new business line.

Keywords: Stress, Pillowcase, Wellness, Curative

Introduction

Sleep is an essential activity for human beings. Quality sleep is crucial for biological functions such as neural growth, learning and memory, emotional regulation, cardiovascular, metabolic function, cell detoxification. In recent day's people suffer from depression related to work and social conditions. These depressions are the main cause of mental stress and thus create many health issues among people. Latest research studies describe that people suffer from a common disease called *Insomnia* disorder mainly due to mental stress.

Insomnia is the difficulty in starting or maintaining sleep, or waking up early in the morning, associated with impaired daytime activities, for example, low cognitive performance, fatigue or mood disturbances.

-
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Recent Trends in Fashion Design, Textiles and Technology

Dr. S. Jayapriya



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Chapter - 8

EXTRACTION OF BAST FIBRE FROM *ABUTILON INDICUM* PLANT

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ABSTRACT

A fibre is a thin hair-like tissue which slender and greatly elongated substance obtained from plants, animals and can also be produced using chemical methods. Their renewability, low manufacturing cost, easy and safe handling, admirable physical and mechanical properties and biodegradable nature are the major advantages of natural fibres. The increasing usage of new natural fibres create new opportunities in new application areas like technical yarns, natural fibres nonwoven and natural fibres reinforced composites and it is an alternative resource to synthetic fibres. Especially bast fibres are receiving rehabilitated interest in the hunt to increase the use of sustainable fibres in all kinds of products. *Abutilon indicum*, an invasive plant found abundantly in India, it is found extensively in Karnataka and TamilNadu. This is a little plant from the family *Malvaceae*. It is native to tropic and subtropical areas and occasionally grown as an ornamental plant. Its advantages like high growth rate, replenishing ability, less water and fertilizers requirement for its full-length growth make the fibre a new source of raw material to the industries and can be potential replacement of the expensive and non-renewable synthetic fibre. This article aims to study the fibre extraction process of *Abutilon indicum* plant and their chemical composition. This will bring out logical and reasonable utilization of *Abutilon indicum* fibres for various applications. Increased customer demand for sustainable textiles and advances in technology may well increase the amount of natural textile fibres usage for various applications.

KEYWORDS: Natural fibre, collection and extraction of bast fibres, microscopic analysis, chemical composition.

1. INTRODUCTION

Bast fibres have been used in various applications for their high tensile strength through the centuries. In earlier days, these fibers were used for making cords, twines, threads, sails and



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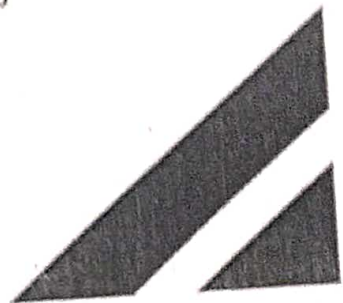
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EXTRACTION OF BAST FIBRE FROM ABUTILON INDICUM PLANT

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Mr. B. Sudagar
Editor in-charge

Mrs. Jayalakshmi
Director



2020-2021

**EMERGING TRENDS
IN POSTCOLONIAL
LITERATURE**

Edited by
Dr K. Venkat Satish & Dr Shivputra Kanade

VISHVA BHARATI
RESEARCH CENTRE

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1

**Clashing Colonialism and
Postcolonialism in Weep Not Child of
Ngugi wa Thiong'o**

Anil Kumar Swadeshi

Abstract:

The paper tries to look into the tendencies representing colonialism and postcolonialism in the novel *Weep Not Child* written by Ngugi Wa Thiong'o. The lives of the major characters are taken into consideration so as to understand how colonialism and postcolonialism are interacting with each other and providing the impetus for the novel to progress. The difference between how older generation's mindset is different from the younger generation is also taken into account so as to reach a conclusion. On a careful observation it emerges that the older generation is representing the colonial tendencies more precisely as compared to the younger

Anil Kumar Swadeshi: Assistant Professor, University of Delhi, India.

intense feeling is conveyed in a cool, idiomatic and sensitive style. The novel dramatizes the conflict between two irreconcilable temperaments of two diametrically opposed attitudes towards life. Babu is a hypersensitive character who feels inevitably alienated in an unpalatable socio-cultural environment, while Sindi is too detached to offer a sense of belonging to anyone associated with him. For both, life is so nauseating with its own demands. However, each of them voted for mutually exclusive options, which has proclaimed all the difference.

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7

**A Postcolonial Reading of Lisa See's
*The Tea Girl of Hummingbird Lane***

Dr. L. Ruby Christie & V.S. Karunashree

Abstract:

Lisa See is a contemporary American novelist. She deals with the lives of Chinese women in her writings. A close reading of her novels gives a panoramic view of Chinese culture, beliefs, tribal life and customs. The novel *The Tea Girl of Hummingbird Lane* (2017) shows the life of the Chinese mother Li-yan, her confrontation of the One Child Policy, abandoning her daughter and followed by a search for her lost daughter.

Dr. L. Ruby Christie: Assistant Professor, Dept. of English, Chikkanna Government Arts College, Tirupur India.
V.S. Karunashree: Assistant Professor, Dept. of English, Kumaraguru College of Liberal Arts & Science, Coimbatore India.

**EXPLORING PANDEMICS
AND DISASTERS IN LIFE AND LITERATURE**
A GLOBAL PERSPECTIVE

Editors

**Dr. Rakesh Saraswat | Dr. Rajan Lal
Dr. Shri Kant Kulshrestha | Dr. Anju Mehra**



AUTHORS P R E S S

cathartic situation. In such severity, doctor and nurses, the heroes and heroines of the present scenario, are trying their best to safeguard the life of the Covid-19 patients.

How the virus has effected traumas and shocks in the world's socio-economic-religio-politico and cultural life and landscape and how life's trajectory has undergone and borne a cathartic experience needs a critical analysis and penetrating scanner. Driven by fear and anxiety, people's behavioural patterns of life have shifted from personal to impersonal and existential. They have confined themselves to four walls and socially isolated putting on masks and employing multiple measures how to keep themselves safe and secure. Literature, like life, is not an exception to the trauma of stress and anxiety. The epidemic has traumatised literature of the time so much that the feelings of 'stress and strain,' 'fear and anxiety,' and 'uncertainty and unpredictability' are visibly expressed therein.

The present book, a compendium of scholarly articles, endeavours to explore various issues and challenges, caused by myriad pandemics, epidemics and pestilences and their causes ever since the Genesis of human beings on this planet earth. In our opinion, the book will meet the demands of scholars, teachers, avid readers, enthusiasts, academia and literati on the globe it is designed for.

In the completion of this undaunted and unique critical work, we keep on record our sincere thanks to all the worthy contributors who submitted their critical research papers on time to measure the literary as well as untouched arena of pandemic and disaster literature in charismatic style.

We also extend our hearty gratitude to the members of our families for supporting us in bringing out this critical exploration during tough times caused by Covid-19.

Last but not the least; we owe a large debt of gratitude to Authorspress, especially to Sudarshan Kcherry, the managing director of this renowned publication, for shaping this present work.

Editors

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Theme of Natural and Human Disaster in Amitav Ghosh's *The Hungry Tide*

S. PARVIN BANU AND MRS. R. GAYATHRI

Abstract

This is an inevitable truth that the human life faces irreparable loss in the phases of history includes social and political conflicts, cyclones, draught, famine, ecological and natural calamities. This paper deals with the natural and human disaster in Amitav Ghosh' *The Hungry Tide* and how the natural beings and man struggle for their shelter and livelihood in the tide country which ravages the life of men. It focuses on how the man and the animal struggle for their primary need of shelter amidst the natural calamities. But the present world countries are entangled with the biological war of supremacy and power which results in the human devastation. "What man has made of man?" He seeks pleasure in the sufferings and tears of other men. *The Hungry Tide* rightly points out the human sufferings meted out by both nature and men.

Keywords: Fisherman, refugee, tiger, cyclone, dolphin, struggle, research, boat, death and dream.

Introduction

"We are born for love. It is the only principal of existence, and its only end."

– Benjamin Disraeli

"No one is born hating another person because of all colour of his skin, or his background, or his religion."

– Nelson Mandela

After experiencing the authorities cited here, in my opinion "We are born to love, not to hate." Love for all and being humane is the only cure for all the deadly biological wars, the world is facing now. Desire for supremacy and power is the root cause of all evils. The world history has recorded number of deadly wars for the sake of land which has been encroached and occupied by the men who are so powerful. On the other hand it has evidenced numerous

deaths due to natural disasters, epidemics and pandemics. In the current scenario, hatred is unfurled by the inhuman men of power in the form of pandemic on all the world countries. This paper deals with the natural and human disaster in the novel *The Hungry Tide* written by Amitav Ghosh.

Amitav Ghosh, a distinguished novelist of this age, and social anthropologist, is highly well-versed in reading of the environment and ecology. He clearly and squarely underlines in his novel *The Hungry Tide* the problem of cleavages between man and animal, man in power and man struggling for livelihood and shelter. His remarkable novels are *Sea of Poppies*, *The Hungry Tide*, *The Glass Palace*, *The Shadow Lines*, *The Circle of Reason* and *The Calcutta Chromosome*. *The Hungry Tide* was awarded a major Indian award, the Crossword Book Prize in 2005. He was awarded the Sahitya Academi Award and the Ananda Puraskar for his novel *The Shadow Lines*.

The Hungry Tide vividly and dramatically presents the life of the settlers of Sundarbans. In between the sea and the plains of Bengal, on the easternmost coast of India, lies an immense archipelago of islands. Some of them are vast and some larger than sandbars; some have lasted through recorded history while others have just washed into being. These are the Sundarbans.

Kanai recalls how, on his earlier visit to his aunt's house in Lusbari, his uncle Nirmal had pointed out at the portrait of Sir Daniel Hamilton, a Scotsman who had explored the crab-covered and seen not mud, but something that shone brighter than gold, and remarked, "A single acre of Bengal's mud yields fifteen mounds of rice. What does a square mile of gold yield? Nothing." (*The Hungry Tide* 49)

On his return to Calcutta, S'Daniel familiarised himself with the hazards of inhabiting the islands in the Sundarbans archipelago and bought ten thousand acres of land in the tide country from the colonial British government. To begin with nobody lived there. The islands disappeared when there was high tide and one would see predators – tigers, crocodiles, sharks and leopards – everywhere. But soon people started acquiring land in their own country, not far from Calcutta. S'Daniel imposed only one condition on the buyers, "They could not bring all their petty divisions and differences. Here there would be no Brahmins or Untouchables, no Bengalis and no Oriyas. Everyone would have to live and work together" (51). People flocked to the islands from all parts of Orissa, Bengal and Santhal Parganas in boats and dinghies, when the waters fell the settlers hacked at the forest with their *daus*, when the tides rose they waited out the flood on stilt-mounted platforms. At night they slept in hammocks that were hung up to so as to keep safe from the high tide. Hundreds of them were killed by the tigers, crocodiles and snakes that lived in the creeks and *malas* that covered the islands. S'Daniel announced rewards for those who killed a tiger or a crocodile. He had got the telephone wires laid in Gosaba, where a bank was

for those coming from East Pakistan. Hundreds and hundreds of people from East Pakistan were settled in the Dandakaranya camp. As the environment was not satisfactory, the refugee moved to the unoccupied land of Sundarbans after spending several hopeless years in Dandakaranya. The state government then acted to evict the settlers from Mouchhapi to restore the ecological balance of the island. Many people were tortured and killed in the eviction. Now this incident raises the issue of prornisation between human and nature. Ghosh also hints at state violence in the novel.

The refugees have only been trying to settle in the river-based islands familiar to them back home in Bangladesh. They have shifted precisely for this reason from the 'rocky, waterless camp' in Dandakaranya. Nirmal interrogates, "Do these people not have the minimum right to survive within their familiar atmosphere. Would the Royal Bengal Tigers of the Sunderbans be able to survive in the Himalayas or the desert of Rajasthan if they are shifted there for the sake of conservation?" (Batra 131).

Summing Up

Many of the people struggle for a mere survival amidst the natural calamities and political forces. But the present world countries which are envious for supremacy and power ravage and devastate the number of lives of men unnecessarily through biological wars like spreading the pandemic. The man seeks pleasure in the sufferings of others. Ghosh is always an optimistic writer that in *The Hungry Tide*, S'Daniel's utopian dream of building a tide country free from all hazards is carried over by the mission of Nilima, Piya and Kanai at last. Therefore there is always a virtuous helping hand to save the people from the time of adversity.

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Significance of Spirituality and Positivity during Tough Times

DHARNA SINGH

Abstract

The aim of the present paper is to underline the significance of spirituality and positivity during tough times in life to make it better and have sustainable energy and efficiency for the future. Pandemics and disasters taught what no one could. People were forced to pray for their sinful activity. It led to the mental and physical outbreak of people. All mortals will have to be united who were once separated as elite or ordinary classes. God created humans who brought a feeling of separation and have become full of conflicting emotions or impulses. They have to bring a feeling of spirituality for the sake of this world during the tough times of pandemic and disasters and have to spare sometime for their real creator the "Almighty" so that He may shower mercy on everyone. Everyone needs to be joyful and courageous in the tough times of life because positivity is the sure cure for all pains and sorrows.

Keywords: Damnation – eternal punishment, eisatz – artificial, imprudent – rash, vital – important or main.

Literature helps us to explore the path of pandemics and disasters. No doubt after every 100 years a pandemic arrives which kills numerous people all around the world. Pandemics or the epidemics are not less than a kind of damnation given by God to the mortals for their sins. People are disturbing not only the ecosystem but also the earthly life. These activities of pandemics started in 165AD when Antonine plague arrived in Rome. It was kind of small pox or measles. That reached a death toll of 5 Million. Going back to 541 AD in Europe that was the year when the most fatal plague came around and destroyed the lives of 200 million people, it was the deadliest pandemic till the date which was spread by rodents and it was contagious, so it spread in many countries. This is just a glimpse of a single plague like this many pandemics, epidemics and disasters arrived which took away lives of many people. Literature gives us a better view of these which takes us to a global view of the

PC - 1 - 2021 0

STORE ATMOSPHERICS AND CONSUMER BEHAVIOUR



K.SARANYA

ಕೆ.ಎಸ್.ಸರಣ್ಯಾ

A JELINGE DHINAKAR

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Lecture Notes in Networks and Systems 248

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Intelligent Computing and Innovation on Data Science

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Soil Category Classification Using Convolutional Neural Network Long Short Wide Memory Method

[K. Anandan](#), [R. Shankar](#) & [S. Duraisamy](#)

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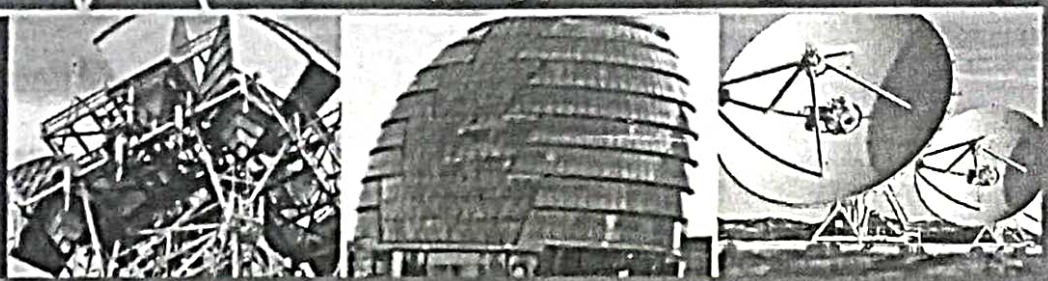
Abstract

Classification of soil reliant on its series is one of the troublesome tasks among farmers. Accurate characterization and conspicuous confirmation of soil would provoke a proper use of farmer land and reasonable respect to developing. Manual classification is repetitive, and time-

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Smart Innovation, Systems and Technologies 312

Jyoti Choudrie
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Chapter 16

Binary Duck Travel Optimization Algorithm for Feature Selection in Breast Cancer Dataset Problem



Krishnaveni Arumugam, Shankar Ramasamy, and Duraisamy Subramani

Abstract To predict if a tumor is malignant or benign is the challenge to all the researchers achieving efficient prediction of women in breast tumor. Unrestrained cell expansion in hankies of the breast is called breast cancer disease. Successful detection of breast cancer in earlier stage is required to secure women against high mortality. To select the best features among breast cancer classification of benign/malignant from the input mammogram images originated from Wisconsin dataset is satisfying with the new algorithm binary duck travel optimization algorithm (bDTO). Sigmoid activation function (logistic regression) is used for binary classification of proposed method. Food forage activation of ducks position is updated by sigmoid with maximum likelihood function (SMLE) of entire duck flock. Classifying the given mammogram is cancer or non-cancerous is based on the optimal feature selection by bDTO through (SMLE). Feature extraction of mammogram Corpus is done with the aid of sigmoid activation function (SAF) classifier. (bDTO-SMLE-SAF) is an intrinsic procedure to eliminate irrelevant scope and select the optimal highlights by using Wisconsin families normal nucleoli, single epithelial cell size, bare nuclei, uniformity of cell size, uniformity of cell shape, bland chromatin, mitoses, marginal adhesion, clump thickness features that are evaluated by the quality measures exactness, compassion, specificity, accuracy, evoke, and F-value clearly shows that bDTO classifier has the maximum accuracy 92% while compared with the DTO and SAF classifiers. The efficiency of an algorithm is proved by the promising results for selecting the best feature of malignancy classification through bDTO algorithm.

16.1 Introduction

Bio-inspired computing (BIC) is considered as an interdisciplinary field that connects computer sciences with natural sciences. It investigates models and computational techniques inspired by nature. The ultimate aim is to develop new optimization techniques all the way through natural behavior to solve laborious problems. Stochastic

K. Arumugam (✉) · S. Ramasamy · D. Subramani
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Rice crop yield prediction using random forest and deep neural network -An integrated approach

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ABSTRACT

Prediction of crop yields with the help of modern techniques like machine learning algorithms is always in demand to increase the productivity of crops under various environmental conditions. This prediction can help the farmers and other stakeholders to make better decisions on yielding to crops. That is, when to cultivate and what to cultivate. Machine learning algorithms have been used for various crop yield predictions such as rice, maize, wheat, etc. Among the crops, rice is always in demand where countries like India. Especially, Tamilnadu which is one of the states in India is giving more contribution to rice productivity compare with other states. Though the cultivation of rice is increasing in this state, various environmental conditions affect the yield of rice productivity. Thus, in this paper, an integrated approach using random forest and the deep neural network has been proposed. The ultimate aim of this approach is to improve the rice crop prediction under various environmental conditions. To achieve this, this approach uses an ensemble technique by combining the significance of random forest algorithm as well as deep neural network algorithm. The accuracy of this approach has been evaluated by various statistical indicators such as recall, accuracy, precision, and F1 score. The results witnessed that the proposed approach gives better prediction accuracy compares with traditional random forest and deep neural network algorithms.

Keywords: Rice crop, Yield, Prediction, Productivity, Ensemble, Random forest algorithm, Deep neural network.

1. Introduction

The agriculture industries are getting evolution by giving more productivity with the help of introducing new techniques and ideas through research activities and by introducing new technologies. The Food and Agriculture Organization (FAO) of the united nations has predicted that the need for agriculture production would be increased by 70% because the world population will reach about 9 billion by the year 2050 [1-3]. India is ranked second place in the world's population therefore there is always a demand for food at present and near future. To support and increase the productivity of food, new technologies and solutions towards the development of the agriculture sector need to be introduced as well as revision is needed in the existing technologies. To make better decisions on when to cultivate and what to cultivate, big data analytics is appropriate technology in the recent era. It is the combination of both technology and analytics that is used to gather, compile and process the data to make a better decision on agricultural data. It creates an impact on various fields such as healthcare, education, sports, etc. By the way, the role of big data analytics in the agriculture sector is always in demand. It plays a major role in the agriculture field including maintaining crop health, prediction of crop yield, increasing soil health, proper use of fertilizers, weather predictions, drought conditions, and pest infestations [4].

The prediction of crop yield is important to improve the productivity of crops by giving predicted input in advance. But the crop yield prediction is one of the challenging problems in the agriculture field. It depends on various agricultural factors such as weather, seed variety, use of fertilizers, climate, and soil [8]. Farmers and other stakeholders are finding solutions in terms of introducing new technologies for improving crop productivity such as rice, maize, wheat and, etc. Among the crops, rice is considered the most important food in Asia. In a country like India, more than 50% of people depend on rice food. In the Asia Pacific, about 90% production and consumption of rice accounting for about 80% of the world's measurement. The impact of urbanization and various environmental factors affect rice crop production unpredictably. The FAO reported that consumption of rice is greater than production. Hence, there is a possibility of hunger and nutrition inefficiency. Therefore, the production of rice must be increased to meet the food demands in near future. In a country like India, most of the people are associated with rural backgrounds, and with the help of agriculture, they are contributing to national economic growth in terms of employment opportunities as well as in the production of food. Especially, Tamilnadu a state in India plays a key role in rice crop yield. The statistics say that the annual rice production in this state is decreasing constantly over the past decade due to varying environmental conditions. Researchers are investigating this variation and finding solutions in terms of various aspects. In my previous work, there is well stated that most of the farmers in India still not aware of new technologies in the agricultural farming but various big data and other technologies are supporting to monitor and get higher production by analysing the data. That creates an impact on all the crop productivity including rice. With the help of the government's new policies and revolution, they are slowly moving towards modern agriculture. They have started to use technologies but not fully and they are following traditional methods of crop

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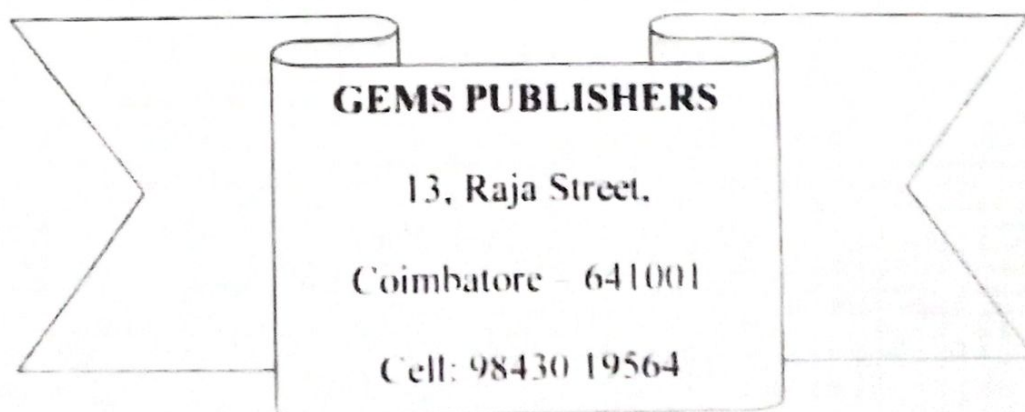
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பாசர் வட்டார சோளகப்பழங்குடியினரின் நடுகற்கள்

பி. குருசந்திரபத்மன், M.A., M.Phil., B.Ed., SET

உதவிப்பேராசிரியர், வரலாற்றுத்துறை,

சிககண்ணா அரசு கலைக்கல்லூரி, திருப்பூர்

தமிழக வரலாற்றைப் பொறுத்தவரையில் ஒவ்வொரு இலக்கியங்களும் அகவாழ்வு, புலவாழ்வு என்ற அடிப்படையில் தமிழர்களின் வாழ்க்கையை படம் பிடித்துக் காட்டுகின்றன. ஆனால் குறிப்பாக ஆண்களின் வீரத்தை பறைசாற்றும் விதமாக புறநானூறு போன்ற நெடுநூல்கள் படைக்கப்பட்டன. அதேபோல் தமிழர்களின் வீர சகாசங்களை கல்வெட்டுகள் மூலம் செப்புப் பட்டயங்கள் மூலமாகவும் செதுக்கி வைத்தனர். இருப்பினும் தமிழகத்தில் மூலக்களில் இறந்து போகும் வீரர்களுக்கும் வன விலங்குகளிடமிருந்து தம் மக்களைக் காக்க தம் உயிரை தியாகம் செய்த வீரர்களுக்கும், கணவன் இறந்ததற்கு பின் உடன்கட்டை ஏறிய மகளிரின் தியாகத்திற்கும் நடுகற்கள் நடப்பட்டு, அவர்களின் நினைவுகளை பல நூற்றாண்டுகளாக காத்து வந்துள்ள பெருமை இந்த நடுகற்களையே எதும்.

சங்க இலக்கியங்களான தொல்காப்பியம், அகநானூறு, புறநானூறு, மலைபடுகடாம், சங்கநூறு மற்றும் பட்டினப்பாலை போன்ற இலக்கியங்கள் நடுகற்கள் பற்றிய செய்திகளை பேசுகின்றன.

புறநானூற்றுப் பாடல் 335 மூலம் நடுகல் சிறப்பை அறிந்துகொள்ள முடியும்.

ஒன்னாத் தெவ்வார் முன்னின்று விலங்கி

ஒளிறு ஏந்து மருப்பின் களிறு எறிந்து வீழ்ந்தெனக்

கல்லே பரவின் அல்லது

நெல் உகுத்துப் பரவும் கடவுளும் இலவே².

தம்முடன் ஒத்துப்போக எதிரிகளை முன்னேறி விடாமல் தடுத்து வலிய தந்தங்களை முன் ஏந்திய யானைகளை கொன்றுவிட்டு போர்க்களத்தில் மடிந்தவர்களுக்கு நடப்பதும் நடுகற்களை மட்டுமே வணங்குவோம். நெல்மணிகளை தூவி நாங்கள் வணங்க வேறு தேய்வங்கள் கிடையாது என நடுகல் வழிபாட்டினன் இப்பாடல் விளக்குகிறது.

அதே போன்று புறநானூற்றுப் பாடல் 221 இன் மூலம் நடுகல் சிறப்பை அறிந்து கொள்கின்றோம்.

நினையாக் கூற்றம் இன் உயிர் உய்த்தன்று

பைதல் ஒக்கல் தழீஇ அதனை

வைகம் வம்மோ வாய்மொழிப் புலவீர்

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கெடுவில் நல்லிசை சூடி

நடுகல் ஆயினன் புரவலன் எனவே³

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Book

International Conference on Skills for Clothing Sector - Transforming the Training Functions ICSCS - 2020

Editors

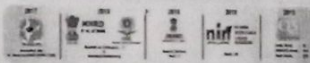
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ALAGAPPA INSTITUTE OF SKILL DEVELOPMENT
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**International Conference on Skills for Clothing Sector -
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Alagappa University - Karaikal
Accredited with 'A' Grade by NAAC, COA, 3, 4 & 5 of the Third Cycle
Central Alagappa University and Government of Madras



Message

I am glad to know that Alagappa Institute of Skill Development, Alagappa University, Karaikal is organizing a Two-day "International Conference on Skills for Clothing Sector - Transforming the Training Functions (ICSCS - 2020)" on 23rd - 24th January, 2020 and a conference proceedings is to be published.

The Government of India is giving great importance to Skill Development as a national priority. As the Clothing Sector offers employment to a large number of people, next to Agriculture in India, skills of the workforce plays a vital role in competing at the global market. Increase in productivity is essential to enhance the GDP of our Country. The trends and technological advancements of clothing industries are keep on changing, the new fashion landscape requires workers to have new skill sets and competencies. One of the short comings pointed out by the employers is that they face trouble in finding people with the right skills. According to a survey (The State of Skills in Apparel Industry -2019), 62% of the respondents said that they are struggling to fill certain positions in industries owing to shortage of skilled manpower. Development of industry specific skills during graduation is very essential to prepare them for proper job opportunities. Higher Educational Institutions, Industries, Corporate Training Institutes, Government and Non-governmental organizations and society have need to join together in developing skills of the youth so as to make them as industry- ready in shortest time possible.

I hope that the deliberations in of this conference would enlighten the participating executives, business and researchers of Clothing Sector to learn and assess the future demands and thrive in the industry. I congratulate the organizers on their initiatives and wish the conference all success.

(N. RAJENDRAN)

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good understanding of sea silk of Indian origin. This renews the ancient Trade heritage of India particularly Tamil Nadu ports from where significant textile products were exported as evidenced in Sangam Tamil literature *Madurai Kaanchi & Pattinapaalai*. This will open up new prospects of commercialization of sea silk to vie for fresh ventures of blending with mulberry and other silks. A review and account of possible commercial culturing of *pinna nobilis*, the sea silk in shallow waters of Indian coastal lines was also attempted. This may unleash the scope for employment generation and opportunities to fishermen community in India through biological exploitations, akin to successful domesticated silk commercialization done in Mulberry Silkworm rearing and offshore prawn culturing.

Key words: Bivalvia, Pinna nobilis, Physical & Chemical properties, Culturing.

LEAN SIX SIGMA TOOLS

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Lean Six Sigma is a technique for process improvement and process quality enhancement by eliminating the unwanted or waste from the process and by reducing the variation in the process. It is a powerful collaborative technique to eliminate the defects from the process, thus reducing the expenditure. Lean Six Sigma is an association of two methods Lean and Six Sigma where: Lean is the methodology for eliminating waste and improving customer satisfaction by streamlining the existing process. Six Sigma is the disciplined approach for reducing the variation in the process and eliminating the unwanted process to enhance the overall quality of the process to which the lean six sigma practices are applied. In order to bring improvement to eliminate defects and waste, a set of tools and methods are developed over the years by Six Sigma practitioners that address control and problem-solving. These tools are used to identify the defects and gives proper ways of defending against the wastes in the process and to improve the quality standards. Lean Six Sigma is a globally accepted methodology used for the quality enhancement of different processes.

Key Words: Lean, Six sigma, Six sigma tools, Quality enhancement



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Innovations and Transformations
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16th & 17th August 2019

Souvenir



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Invited Speaker
12.50 p.m to 01.00 p.m Prof. Dr. M. Achuthan, Professor, MUST, Oman

Sponsor Speech
01.00 p.m to 01.15 p.m Spring Academy, Chennai

Invited Speaker
02.00 p.m to 2.20 p.m Prof. Dr. A. Geetha, Professor, MUST, Oman

Sponsor Speech
02.20 p.m to 02.40 p.m 2CQR Library Automation, Chennai

Invited Speaker
02.40 p.m to 3.00 p.m Dr. M. Krishnamurthy, Associate Professor, DRTC, Bangalore

03.00 p.m. to 04.00 p.m. Technical Session – 1 Venue : Dr. Usha Kirtilal Mehta Convention Centre

Reshaping of the Librarianship

Chairperson : Dr. M. Doraswamy, University Librarian, Dravidian University, Kuppam, AP
Rapporteur – 1 : Dr. R. Natarajan, Assistant Professor, AU, CDM
Rapporteur – 2 : Mr. S. Radhakrishnan, TO, TIRC, NPOL, Kochi

1. Reshaping Academic Librarianship in the Context of Scholarly Communication
Dhanya, P. (Dr.) and Bavijesh, T.
2. Impact of Technological Diversity in Library and Information Centers
Ravi, S. (Dr.)
3. Librarianship in the Digital Era
Prabakaran, T. (Dr) and Ashok, G.K.
4. Reshaping Modern Libraries to Digital Libraries
Chitra Dhavapudhalvi, A. (Dr.) and Vasanthi, N.
5. Performance of Indian Institute of Technology in National Institutional Ranking Framework (NIRF): An Empirical Study
Panneerselvam, P. (Dr.) and Abdur Rahman, B.S.
6. Developing a Policy Framework for Better Utilization of Online Educational Resources
Sunny Joseph and Gopakumar, V. (Dr.)
7. Trans Info- A Reformation in Librarianship
Krishna Priya, V. and Mercy Lydia, D.
8. Changing Library Platforms, New Media and Connecting with a Modern Researchers:
Issues and challenges for Academic Libraries
Shivarama Rao, K. (Dr.)

Impact of Demonetisation in Import and Export Sector with special reference to Marine Fish Products in India

Dr. Anil K. Kumbhakar

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ABSTRACT

This paper content is based on overall impact of demonetisation sector wise impact with marginal reference to fishery sector. Fishery is a very crucial & sustainable by every and every sector have some growth we are already using card payment for more than 10 years but in recent year only they try to use and after demonetisation only they get huge awareness between usage of cards. In fishery sector most of them are illiterate but this sector generate huge employment opportunity and it play vital role in development of Indian economy. India is one of the foremost developing countries in the world but in fishery, we rank third rank in exporting of fish and our country may export more than 120 countries in all over the world.

Article Title: Impact of Demonetisation in Import and Export Sector with special reference to Marine Fish Products in India
Author: Dr. Anil K. Kumbhakar
Keywords: Demonetisation, Import and Export, Fishery Sector, Drawbacks faced by...

1. Introduction

On midnight of 8th November 2016 the Indian government announced demonetisation i.e. 1000 and 500 currency were banned. In India demonetisation has occurred two times at the period of interim government under Jawaharlal Nehru in 1946 and in 1978 their main goal is to stop corruption and rise of black money. These announcements were severely affected an over fluctuation in Indian economy as well as it twisted the common man day today activities. Demonetisation also reflects in decreases the sectors wise growth rate temporarily. But even through there is economy slowdown, the government guarantees shows long term growth and the industries, small scale business are faced short term losses during the period. On that time government faces lots of pros and cons behalf of society and at the same times government get support from corporate bodies, social workers, businessmen, bankers and also some international appreciation to India.

2. Impact of demonetisation

All the major sectors were pushed to critical situation without fluctuation of currency. The major industries like gold, real estate, minerals, infrastructure, agriculture, oils ores, fishing sector and probably savour changes in import, export activities there is fall in growth of economy. Comparably long scale industries were managed by temporary losses but in daily wages people and small scale industries are unable to manage the serious losses in that period of two months after the demonetisation.

Daily Wage Workers: In India major workforce is based on informal economy. They need liquid cash daily to meet their expenses but after demonetisation without surplus cash many lot of workers lost their jobs. According to UN Women Gender Pyramids Household Surveys (CPHS), during 4th quarter of financial year 2016-2017 approximately 1.5 million people were lost their jobs.

Gross Domestic Product (GDP): After demonetisation Indian economy has huge affected its growth because it is

cash driven economy. Comparably the GDP growth rate 2015-2016 is 8.01% but in 2016-2017 it fall to 7.11%. This gap is only based on currency change there is no enough supply of money in manufacturing and construction industries.

Small Scale Industries: Like seasonal business, textile industry, hotels, restaurants, saloons, medical shops, agriculture sector, fishery sector etc., these are work under low capital and they need liquid cash for their business.

For General Economic Situation: After currency change still two months the general public were disturbed. They standing in queue for long time in banks and ATM centre to collect their own money. On that time bankers also face lot of difficulties to handle the situation and face the reaction of public.

Black Money: Our government main goal is take a bulk of black money from our Indian economy. But only small portion are stored as black money maximum based on physical assets like land, building, gold etc.,

Towards Digital Economy: Demonetisation which helps people to aware of using online transaction and usage of cheques or account transfer or electronic transfer of money on behalf of cash transaction. These types of transaction are recorded frequently which help the government to increase tax revenue.

3. Impact of demonetisation in export and import sectors

More over all sectors have certain drawbacks by implementing demonetisation. Especially Indian import and export market plays vital role in increasing countries economic growth on the basis of forex dealings. This sector reflects loss of confidence on business persons. Whatever the fluctuations in currency rate it seriously watched by foreign businessmen and the first impact based on payment. While every exporter

E-Marketing: Rural Awareness in India

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ABSTRACT

E-Commerce is the world ruling the commercial world since a few years. Lot of businesses have moved on line utilizing the internet for reaching a goal wide range of customers earning increased ROI with investment cost and time. The consumers are spoilt choices of brands, fashion, comfort and all at competitive pricing too. Near to 70% of India's population resides in urban and are in the rural segment. With India truly on the path of global IT leadership, it first needs to look into itself and consider that does this progress include rural population or not with the advent of E-Commerce, one area where progress of India one reason for the same is that urban businesses have all the advantages of technology, while rural businesses fail in the same. Rural India has not been able take advantage of ICT (Information Communication Technology).

Some of the key factors of the growth are the increasing disposable income, growing urban lifestyle influence and improving infra structure the internet has been playing most significant role and will continues to be the catalyst in rural India translation 315 million rural dwellers will be connected to the internet by 2020 This development will create new opportunity as e-commerce will be able to infiltrate in the areas where establishing physical presence is a challenge In this paper to cases the rural awareness of India

1. Introduction

E Marketing or electronic marketing refers to the application of the marketing principle and techniques in electronic media and more specifically the internet. The term e-marketing internet marketing and on line marketing are frequently interchanged and can often be considered synonymous the nature of the internet means businesses now have a truly global reach. It offers a wide range of product and services. E-marketing include among other things, information management, public relations customers' service and scale with the range of new technologies becoming available all the time this scope can only grow.

The demographics of the internet are a marketer's dream maximum marketing efficiency from e-marketing great opportunities to size strategic competitive advantages. The rapid growth of the web sub sequent bursting of the datum bubble and current mainstreaming of the internet and related technologies created today's climate of marketing convergence.

The comprehensive integration of e-marketing and traditional marketing to create seamless strategies and factices many digital technology receiving device also converged, such as the mobile phone with a digital camera and personal digit assistant (PDA) Convergence is an important theme for e-marketing.

2. E-Marketing involves the following aspects

- Enabled by website, create virtual shops
- Create customer data bank
- Provide for business to business exchange data

- Conduct customers by e-mail or box
- Use business to business buying and selling
- Define all barriers of time and space

3. E-Marketing

E Marketing can be as hot only trade in goods and services across internet but also new way of conducting business and communicating with customers, suppliers and colleagues. One of the motivator for doing business in urban areas in greater commercial variety and access to technology one of the assumptions we world taking in this paper world be the ready availability of infrastructure, especially telecom. This is something which government is working on but the process needs to be speeded up. In this we would be covering three main benefits to the rural area on the use of e-commerce

- Businesses in agriculture
- Employment generated service

4. Need of the study

India will likely see the golden period of the internet sector between 2013 to 2018 with incredible growth opportunities and secular growth adoption for E marketing, Internet Advertising, Social media, Search, On line content and service relating to E-Commerce and internet advertising as we all know India have a long way to go in the world of digital marketing as more and Indians are spending time on the internet as compared to China and US

5. Need for E-Marketing

Internet is easy to becoming the way of simple life. In these world anywhere /any time convergence of mobility and intelligence e-commerce happens to be the think which can