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Rising Threats in Expert Applications and Solutions

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journal homepage: www.elsevier.com/locate/matprOptical properties of PMMA/ZnO/SiO₂ composite thin filmGyanesh Soni^{a,b,*}, Niharika Gouttam^a, Purushottam Soni^c^a Department of Physics, IIS Deemed to be University, Jaipur, India^b Department of Physics, Vivekananda Global University, Jaipur, India^c Department of Chemical Engineering, Indian Institute of Technology Bombay, Mumbai, India

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ABSTRACT

The properties of the polymeric composite thin films highly depends on the nature of the additives. Usually, nanoparticles of different kinds are added in various concentrations to tune the properties of the composite thin film. In this paper, we studied the effect of a mixture of ZnO and SiO₂ nanoparticles on optical properties of PMMA/ZnO/SiO₂ composite thin film. We have fabricated composite thin films of 50 μm thickness by solution casting method. The concentration of SiO₂ nanoparticles is kept constant at 0.5%, while the concentration of ZnO nanoparticles is varied from 0.5 wt% to 2 wt%. It is observed that the optical bandgap of the composite thin films decreases with an increase in the ZnO concentration.

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1. Introduction

During the last few decades, polymer nanocomposites research received considerable interest because of their unique and added advantages over conventional materials. In general, polymeric nanocomposites thin films cost low to synthesis, easy to handle and highly flexible. In addition nanocomposite display wide range of optical, mechanical and electrical properties [1–6]. Usually, a thin film is a nanometer to micrometer thick layer of polymers whose properties can be altered by addition of different kinds of nanoparticle in various concentrations. The nanocomposite thin films are extensively used as a decorative coatings, optical coatings, protective coatings, electrically coatings, also used in thin film photovoltaic cells and batteries [7–11].

The exceptional properties of the Polymethyl methacrylate (PMMA) polymer e.g., high transparency, low cost and unique environmental stability compared to other polymers makes it an excellent candidate for fabricating thin films [12]. PMMA highly absorb the ultraviolet (UV) light of wavelengths below 300 nm, thus can be utilized for making UV filter. ZnO nanoparticle have high optical absorption in both UVA (wavelength range 400 nm–315 nm) and UVB (315 nm–280 nm). Therefore, addition of ZnO nanoparticles

into PMMA thin films can further improve UV filtration capability of the composite thin films over a wide range of UV spectra [13,14]. Whereas, SiO₂ nanoparticles have high transmission and low absorption characteristic in the visible region. In addition to the above mentioned characteristic both the nanoparticle possess excellent antibacterial properties, hence, widely used in an antibacterial coatings, sunscreen etc. Although the effect of both the nanoparticles is studied at different loading individually [12–16]. It is interesting to understand the effect of combination of these nanoparticles on the optical, thermal and mechanical properties of composite thin films. The inclusion of different kinds of nanoparticles in the composite thin film can lead to many special characteristics such as unique wavelength selectivity. It is reported in the literature that the wavelength selectivity in the transmittance/absorbance spectra can be influenced by the choice of difference nanoparticle and by varying their volume fractions [17]. In this paper we have prepared the PMMA/ZnO/SiO₂ nanocomposite film using solution casting method and preliminarily studied the optical properties.

2. Materials and method

The poly(methyl methacrylate) (PMMA) having average molecular weight of 15,000 and Dichloromethane (CH₂Cl₂) were purchased from HiMedia Laboratories Pvt. Ltd, India and Fisher Scientific, respectively. ZnO nanoparticles was purchased from

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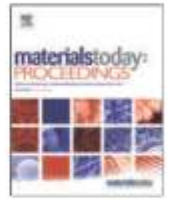
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Synthesis of multiwall carbon nanotubes in presence of magnetic field using underwater arc discharge system

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ABSTRACT

In present work, we have used the underwater arc-discharge to synthesize carbon nanotubes (CNTs). Copper rod and graphite rode are used as a cathode and anode, respectively for CNTs synthesis. In addition to the DC current of 50 amp, a perpendicular magnetic field is also applied across the electrodes while producing CNTs. The CNTs are characterized using X-ray diffraction (XRD), FTIR and RAMAN spectroscopy. We have found that the MWCNTs synthesized in the presence of magnetic electric field have a smaller diameter compared to conventional arc discharge method.
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1. Introduction

Since the discovery of carbon nanotubes (CNTs) by S. Iijima in 1991 [1-3] another carbon materials such as graphite [4,5] carbon fibres [6,7] and graphene and their derivative [8-10] have shown the great potential to attention in research and development due to their unique electrical, mechanical, physical, chemical and thermal properties [11,12]. Multiwall carbon nanotubes (MWCNTs) a widely used in many applications such as semiconductor industry, solar cell, batteries, molecular wires, and high tensile strength carbon fibre and energy storage and conversion [13-16]. Generally, CNTs has been synthesis by different methods e.g. arc discharge [17-18], chemical vapour deposition [19], laser ablation [20,21]. Among all of these methods arc discharge methods is most commonly used to synthesis to high purity and cost effective carbon annotates. Due to the high demand and interesting novel features researchers are constantly looking for different approaches for the production of CNTs in smaller diameter and higher aspect ratio at large scale.

In the present work, we have used an underwater arc discharge method to synthesize the CNTs. Usually, in the arc discharge method, both the anode and the cathode are made of graphite rods. Here we have replaced the cathode with a pointed Copper rod and anode of graphite electrode. We have also applied the magnetic

field in the perpendicular direction by using two coils using The Electrical Magnetic Field (EMF) technique is like a Hall Effect. Hall Effect technique suggests that the current flow in one direction with the applied perpendicular magnetic field a voltage generated at right angles to the current path, which provides a force to particles [22,23]. In this work our primary aims to investigate the effect of Electrical Field (EF) and EMF on growth, structural and morphological properties of carbon nanotubes.

2. Materials and method

2.1. Synthesis of carbon nanotubes

The schematic diagram of the experimental set up used to synthesis the MWCNTs is depicted in Fig. 1 and in the Fig. 2 showing the growth mechanism of CNTs in DC arc discharge system. It consists of a graphite rod (anode) and pointed copper rod (cathode) electrodes that are contained in a fiber chamber and submerged in deionized water. DC current of 50 Amp is applied across the electrodes. Additionally, a perpendicular magnetic field is also applied by passing 1 Amp current through the coils. The MWCNTs are synthesized in two different ways, i.e. with and without the application of the magnetic field.

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Handbook of Research on Emerging Trends and Technologies in Library and Information Science

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Chapter 23

Analysis of International Patent Applications for Inventions Like Traditional Herbal Medicines

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ABSTRACT

Numerous applications have been filed for patents based on bio-inventions in the Indian patent office. Although there is not any international patent, there is a system of international patent applications whereby the applicant may designate name of countries where they wish to file application for patents nationally. According to international patent classification, the concern class for such a patent applications is A61K36/00. More particularly, the international class (IC) A61K36/00 relates to medicinal preparations of undetermined constitution containing material from algae, lichens, fungi or plants, or derivatives thereof (e.g., traditional herbal medicines). International applications filings under patent cooperation treaty (PCT) for patent purposes can be accessed at the Patentscope (patent search tool of WIPO). All international patent applications for such TK-based inventions have been accessed online at Patentscope using the classification code A61K36 for this study.

INTRODUCTION

Patents are exclusive rights granted to inventors that prevent others from making, using, selling or importing the patented invention, for a term of at least 20 years. The criteria for granting patents are novelty, inventiveness and industrial applicability. Now days patents are considered barometer of scientific research & development of a person or country

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Management Practices in the New Millennium

Editor
Asheesh Pandey




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Too Yumm! Too Fast

Meha Saxena and Monika Singh

IIS (Deemed to be University), Jaipur

ABSTRACT

After the bifurcation of RPG Group, RP-SG Group has been an eminent name in the Indian Industry. In 2017, the Group announced a sudden entry in the FMCG segment with its brand 'Too Yumm!' under the aegis of its own Guiltfree Industries. Sanjiv Goenka, chairman of RP-SG Group has an ambitious plan in the segment. The size of their business is Rs 500 crore, but they set a challenging target of Rs 10,000 crore to achieve over the next five years. With Virat Kohli as endorser, the group is going all out to woo the young Indian consumer. Within a span of two years, 'Too Yumm!' achieved great visibility on the retail outlet snack shelves all over the country. Low calorie snacking is the niche that the company wants to carve out for itself in the highly competitive Rs 200 billion snacks market. The case details the business growth of the RPSG Group's snacking brand Too Yumm! It highlights the endorsement strategy and the prospective challenges of the brand.

INTRODUCTION

In the year 2016, Sanjiv Goenka, chairman of the RP-SG Group announced a sudden entry into the Fast Moving Consumer Goods (FMCG) business with the purpose to introduce the innovative products in the market to grab the genuine attention from the customers.

The group began their journey in the non-traditional packaged snacks segment. In the initial phase, the Group conducted research to understand the consumption pattern of snacks by the consumers in India. After extensive research, they found that consumers mostly prefer fried and unhealthy snacks, and later feel guilty for their indulgence into inadequate consumption. The Group identified that taste plays an important role for Indian consumers and none of the existing snacking brands made a good balance between taste and health. This need gap motivated the Group and they found an immense potential in the segment in terms of business as well as making genuine product offerings for consumers.

In January 2017, the Group ventured into the Food business with the incorporation of Guiltfree Industries Limited (GIL). They offered healthy and guilt-free snacking options which can be consumed anytime, anywhere, and as much as you want without worrying about being unhealthy and fattening. And so began the journey of a healthy yet tasty snack offering in the market.

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DR. ASHMI CHHABRA



Let's Dip our
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BASICS OF MARKETING

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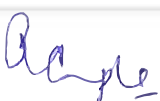
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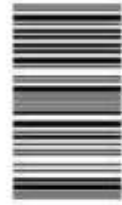
Environmental degradation has affected human beings to a great extent that has caused deterioration in the quality of life. Unfortunately, the natural ecosystem around the world is under threat as a result of industrialization, urbanization, modernization, pollution and over-exploitation of resources. Climate change and global warming is a major problem faced in all parts of the world. There is a strong requirement to now shift our attention to the conservation of environment and resources instead of finding more to use. The book covers a wide range of topics on climate change and its implications. These chapters are in easy understandable language and supported with figures, tables, and photographs. The chapters provide an expert opinion on several fields and issues related to climate change and environmental challenges.



Pankaj Kumar Jain
Prerna Esther Solomon
Surendra Singh Chauhan

Climate Change: scenario, impacts and engineering

Dr. Surendra Singh Chauhan (Director), Dr. Pankaj Kumar Jain and Dr. Prerna Esther Solomon are serving as a faculty member at Indira Gandhi Centre for Human Ecology, Environmental and Population Studies, University of Rajasthan, Jaipur, India. Here M.Sc., in Environmental science, Post PG Diploma, and Ph.D. courses are running.



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CHAPTER THREE

TREND OF MAAWATH IN THE CHANGING CLIMATE SCENARIO IN JAIPUR DISTRICT BETWEEN 1977 AND 2016

Dr. Harshita Upadhyaya

- 3.1 Introduction
- 3.2 Station-wise rainfall trend
- 3.3 Conclusion
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3.1 INTRODUCTION

The basic climatic characteristics of precipitation and temperature impact the lives of people critically in terms of socio-economic development. Climate has shown warming of 0.89°C over the period 1901–2012 which is mainly attributed to anthropogenic activities (IPCC 2013). The newer studies predict the impact on India and other developing countries would be particularly severe in the tropical areas (Sathaye *et al.*, 2006). In the era of rapid growth in India along with a very high direct dependence on agriculture it has to adapt to the climatic changes and also has to devise policies to sustain the economic challenges it will pose.

According to The State Level Climate Change Trends in India, a report published by the Indian Meteorological Department in 2013 suggests that the “winter season rainfall has shown increasing trends over Andhra Pradesh, Assam, Chhattisgarh, Delhi, Haryana, Jammu and Kashmir, Karnataka, Maharashtra, Manipur, Meghalaya, Nagaland, Orissa, Punjab, Rajasthan, Tripura and West Bengal. Winter rainfall trends have decreased over Andaman and Nicobar, Arunachal Pradesh, Bihar, Himachal Pradesh, Jharkhand, Kerala, Lakshadweep, Madhya Pradesh, Mizoram, Sikkim, Tamil Nadu, Uttar Pradesh and Uttarakhand. However, annual rainfall trends have significantly increased over Jammu and Kashmir (+1.88 mm/year) and Meghalaya (+0.52 mm/year) and significantly decreased over Andaman and Nicobar (-2.70 mm/year). However, Goa and Gujarat showed no trend in state averaged winter rainfall during 1951-2010”.

The Indian Meteorological Department divides the year into following 4 seasons:

1. The winter season from January to February

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Digital Marketing: Transitional Journey of Marketing

Dr. Iti Gaur*

Learning Outcomes

Present chapter aims at making the readers understand the very essence of digital marketing, right from the time of its inception. The requirement of changing the face of marketing and also what are the available ways to execute the strategies of digital marketing in the contemporary world are the other aspects that would be enlightened.

Introduction

Ravi was sitting on the couch of his room planning to buy 'home furnishings' while scrolling through the screen of Instagram and Oh God! To his utter surprise, his favorite celebrity uploaded a video of his newly bought home furnishings (Brand XYZ) and also the brand (XYZ) that the celebrity bought, gives discount with entering the name code of the celebrity. Ravi got his solution for buying the best home furnishings through an influencer on Instagram. Did Ravi realize that he got captured by a marketing strategy of modern world? Most obviously the answer is no.

"The best marketing doesn't feel like marketing." – Tom Fishburne, Founder of Marketoonist

Marketing strategy aims to capture the target audience and persuade them to buy the products and services without making them realize that they are being targeted by the triggers of some marketing force. In order to move on with this objective the biggest revolution in the marketing sector is 'transition of marketing from traditional to modern', 'from radio to tablets', 'from pamphlets to e-mails'. In the times when the type of money that we used to carry has transformed from cash to plastic money to E-wallets and when writing letters to a far living friend changed to video calls, Digital marketing was pretty much desired.

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Green Supply Chain: Drivers and Practices

Dr. Shilpi Chakravarty**

Introduction

The green supply chain practice a kind of positive environmental impact by the upstream and downstream practices of supply chain. It is a need of and hour, as all of the organization are now compelled to become eco-friendly and to ensure green supply chain practice in their place. This article elaborate a clear picture of green supply chain process and the practices which are been implemented in different firms. The basic aim of this article is to understand:

- *What drives supply chains to be eco-friendly?*
- *What are the Green supply chain practices?*

Keywords: ISO14001, Green Supply Chain, Reverse Logistics, Sustainability

Green Supply Chain Drivers

Green supply chains are supply chains wherein the upstream supply chain practices and downstream supply chain practices aim at minimizing the environmental impact of both forward and reverse flow of materials, information and funds. Green drivers are motivators that induce business organizations to adopt to green supply chain practices.

The Green Drivers

The drivers that induce green supply chain practices are: Customers, International markets, Government regulations, Competitors, Stake holders and Industrial groups.

- **Customers:** The customers today have gone environmentally friendly and are looking for green products like organic food products, less plastic and bio-degradable products, less use of depleting natural and pollution inducing resources. Customers who support eco-friendly products and processes are important drivers of green supply chain management practices.

** Department of Foreign Trade Management The IIS University Jaipur, Rajasthan India

This book is about Logistics Performance Management of Rajasthan, the biggest state of India. The book tries to find out the factors which impact on Logistics Performance and suggests the methods to improve those factors. Every country's economical development depends upon the trade of that country and trade can be improved by improving the logistics system of that country. Therefore the book focuses upon the improvement of Logistics Performance of that state. This book can be utilized by academicians to take reference while detecting their country's logistics structure and for corporate world to improve their services.

Logistics Performance Management



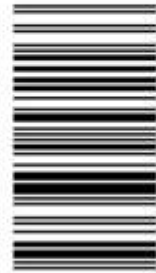
Dr. Shilpi Chakravarty

Logistics Performance Management

With special reference to Rajasthan, India



Dr. Shilpi Chakravarty is working as Assistant Professor in a prestigious university of Jaipur, India i.e. IIS deemed to be University. She has a Master Degree in International Business and Doctorate in International Logistics. Her areas of specialization are international business, export import documentation, export marketing, export finance etc.



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Lecture Notes in Electrical Engineering 478

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Engineering Vibration, Communication and Information Processing

ICoEVCI 2018, India

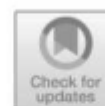
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Some Results on K -Wright Type Hypergeometric Function



Sunil Joshi and Ekta Mittal

Abstract In the present paper, we have developed a new form of Wright hypergeometric function by introducing the k -parameter such that $k > 0$, $k \in \mathbb{N}$. Our aim is to study the various properties of k -Wright type hypergeometric function, which include differentiation and different types of integration, Euler (Beta) transform, and Laplace transform have also been obtained.

Keywords Gauss's hypergeometric function · Generalized hypergeometric function · Wright type hypergeometric function · Euler k -Beta transform · Laplace transform

1 Introduction

The Gauss hypergeometric function is defined by

$${}_2F_1(a, b; c; z) = \sum_{n=0}^{\infty} \frac{(a)_n (b)_n}{(c)_n} \frac{z^n}{n!}; \quad \{|z| < 1, c \neq 0, -1, -2, \dots\}, \quad (1)$$

and the generalized hypergeometric function is defined as

$${}_pF_q(a_1, \dots, a_p; b_1, \dots, b_q; z) = \sum_{n=0}^{\infty} \frac{(a_1)_n \dots (a_p)_n}{(b_1)_n \dots (b_q)_n} \frac{z^n}{n!}; \quad (2)$$

where $\{|z| < 1, p = q + 1\}$,

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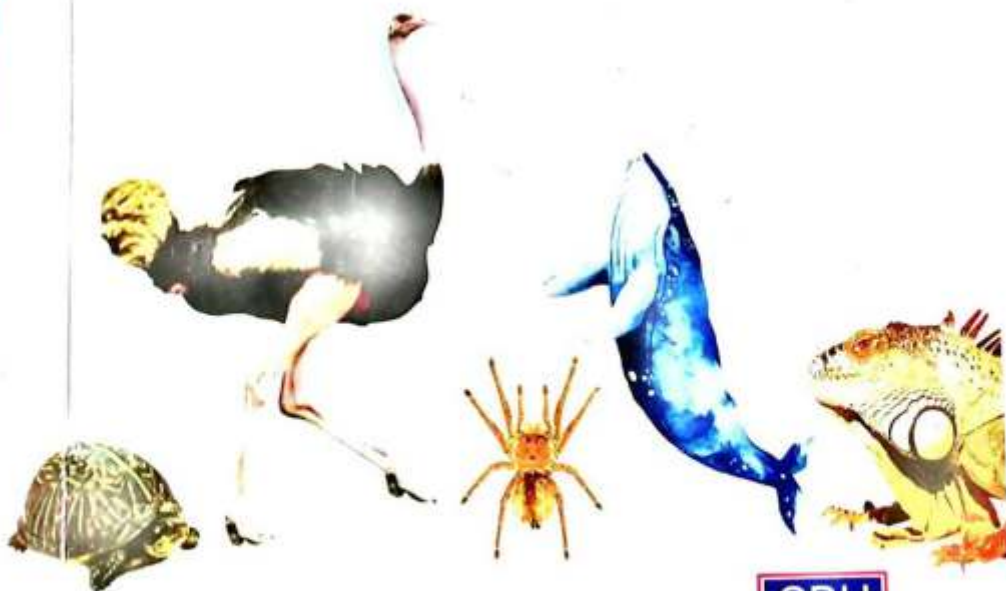
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A simple discussion about acquainting students about web designing in a simplified way, got culminated into this book. The sole intention behind writing this book was to provide a friendly guide for beginners in the field of web designing. This field is evolving fast and students often get confused by the complicated material available online. So the simple concept of storytelling was adopted wherein, the fundamental concepts of web designing are explained in an interactive way.

This book revolves around two sisters Anu and Pragya. Elder sister Pragya converses with younger sister Anu about the concepts of web designing. Through their conversation the readers of the book get explanation about HTML and CSS, the two fundamental technologies of web designing.



Geetika Vyas, Amita Sharma, Astha Pareek and Sonali Vyas are educationalist having experience of almost a decade. Geetika, Amita and Astha are currently working at IIS (deemed-to-be) University, Jaipur and Sonali Vyas is working at UPES, Dehradun, India.



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Particle Swarm Optimization for Flexible Job Scheduling Problem with Mutation Strategy

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Abstract

FJSP provides the better solution for job scheduling at the given set of machines, but as the rapidly increasing environment of technology, it becomes complex to maintain and schedule the machines according to the optimal solution in a particular amount of time. In this paper, FJSP (flexible job shops scheduling problem) for the given set of the machine with the PSO (Particle Swarm Optimization) for optimization of it with mutation operator; the target is to reduce the makespan. Particle swarm optimization rule of the flexible job shop scheduling problem with mutation operator is introducing dissimilarity within the searching and scheduling procedure. Once the modification of the total records tends to decrease, the mutation method can begin. The proposed algorithm is implemented on DP data which shows a better result.

Keywords

Flexible job shop scheduling problem Job shop scheduling problem

Mutation operator Particle swarm optimization

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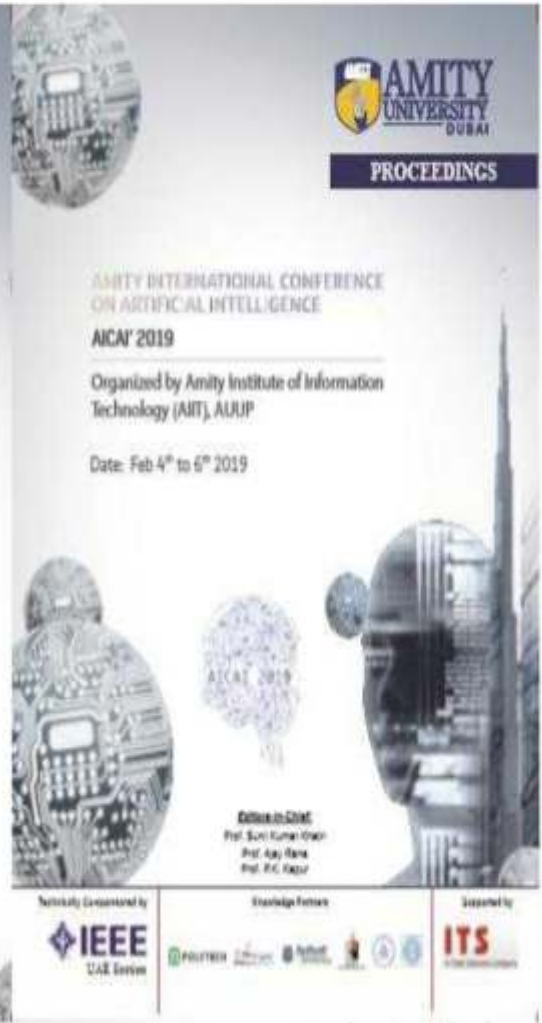
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Investigation of Privacy-Preserving Data Models and Contributions

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Abstract—Data mining is a technique which is employed on data to recover the valuable outcomes from large and raw nature of data. that process of data mining helps to make decisions, finding similar patterns, or predict some events. All these are the fruitful applications of data mining but the data mining scope is extended day by day and in a distributed environment the mining of data need privacy. In this presented work the privacy-preserving data mining is the key area of investigation. Therefore, this paper includes a detailed survey on privacy-preserving data mining and their techniques. In addition to that for future work, the possible objectives and future extension of the work is also established in this paper.

Keywords: Data Mining; PPDM, Classification; Prediction; Distributed Databases; Multiparty Data

I. INTRODUCTION

Technology is continuously growing to provide easy to understand and solve the different human problems using different techniques. Among various techniques of technology and science, the data mining and their techniques are helping us to analyze a large scale of data which are manually not feasible. The technique of data analysis using the computational processes or algorithms are termed as data mining techniques. The data mining techniques support different kinds of analysis such as supervised and unsupervised. Using these techniques nature of data can be understanding, help in finding similar kinds of patterns, group them, recognize them or using these data we can predict some events [1].

In this work, data mining is the key area of investigation in addition to that the involvement of security and privacy is the key objective to be investigated. The term privacy indicates non-disclosure of identity or any user or the data in an environment where similar kinds of data and parties are grouped. Therefore, the privacy-preserving data mining is a technique in which the data sensitivity, user identity, and data confidentiality are needed to be secure. But need to obtain the

data mining outcomes similar or exactly such that which are obtainable before modifying the data. Basically, the privacy-preserving data mining involves the different components [2].

- Data environment: the data mining completely depends on the data, therefore, in order to study the PPDM, the nature of data is also needed to study first.
- The PPDM techniques support both kinds of data horizontally partitioned data and vertically partitioned data. in further sections, we provide details about both kinds of data.
- Analytics environment: the analytics involves the process of data performed on data therefore, here the term analytics involves the environment where the data processing took place. That is performed either in a centralized environment or in a decentralized environment.
- Data publishing environment: that is the final phase which is also influence using the data mining technique and environment. This step is responsible for the output of data either in same or exactly similar kind of outcome as the actual data delivers or the modified data which is utilized by the third party.

This section provides a basic understanding of the privacy-preserving data mining and different involved components. In the next section, different contributions on the similar domain are provided.


II. LITERATURE SURVEY

This involves the different techniques and efforts recently made for performing the privacy-preserving data mining.

Information-as-a-Service (DaaS) mashup empowers information suppliers to powerfully incorporate their information on request. Squashing up information from different sources to a shopper's demand may uncover delicate

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Part-3



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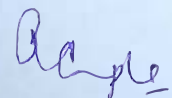
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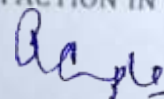
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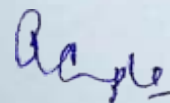
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EFFECT OF E-BANKING SERVICE QUALITY ON CUSTOMER SATISFACTION IN HDFC BANKS

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ABSTRACT

E-Banking has become one of the vital banking services that can, if suitably implemented, increase customer satisfaction, and give banks a competitive advantage. Knowing the relative importance of service quality dimensions can assist the banking industry focus on what satisfies customers the most. The purpose of this study is to examine the relationship between the dimensions of E-Banking service quality and customer satisfaction to determine which dimension can potentially have the strongest influence on customer satisfaction. The study is descriptive in nature. Likert scale has been used to measure the variables. A total of 160 respondents were taken using purposive sampling technique for collecting data. SPSS 22.0 software has been used for performing the analysis of descriptive, and correlation respectively. The findings show that overall service quality has a positive influence on customer satisfaction.

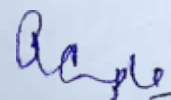
Keywords: *E-Banking, customer satisfaction, Service Quality*

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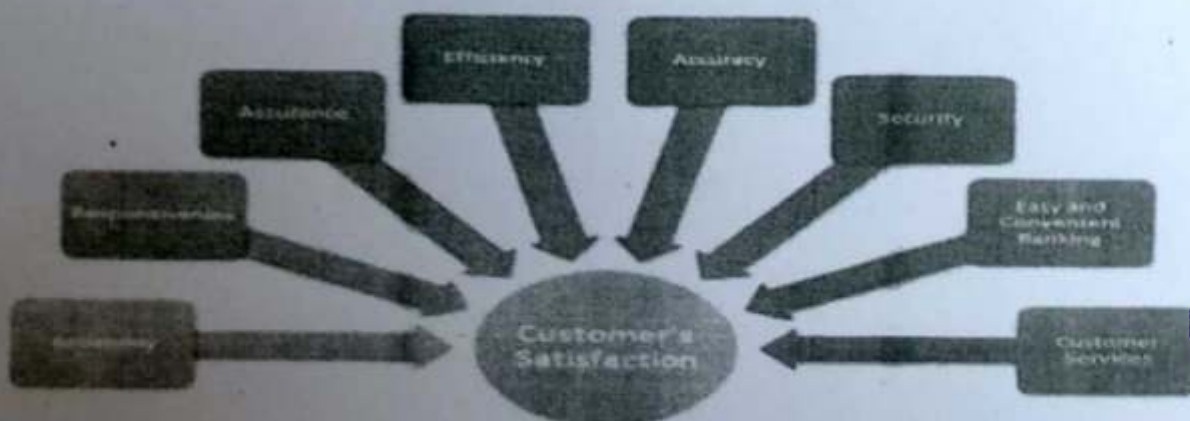
INTRODUCTION

The emergence of Internet has transformed the business landscape. The Internet is an extremely important new technology in this era. One important application of the internet is the area of banks and financial institutions. Growth of Electronic banking in a country depends on numerous factors such as success of internet access, new online banking features, dependable services to the customers for which they may be comparatively satisfied than of manual system of banking. E-Service quality evaluation results can be used as a basis for E-Service quality improvement as well as the improvement of enterprise efficiency, competitiveness and attractiveness in the virtual market. To understand satisfaction in the e- banking context, we need to have a clear understanding of what it meant by customer satisfaction. Customer satisfaction is defined as a result of a cognitive and affective evaluation, where some comparison standard is compared to the actually perceived performance. If the perceived is less than expected, customers will be dissatisfied. On the other hand, if the perceived performance exceeds expectations, customers will be satisfied.

REVIEW OF LITERATURE

Zafar, M., Zaheer, A., & ur Rehman, K(2011) formulated and tested a model for customer satisfaction based on service quality in E banking. And founds that Customer Satisfaction based on the dimensions of quality in online services. The quality of online services helps to improve performance directly and indirectly. Sharma, G., & Malviya, S.(2014) explore the internet banking service quality and find out their impact on consumer satisfaction in Indore District of Madhya Pradesh. Ans founds that there is a direct relationship between internet banking service quality dimensions and customer satisfaction in the banking industry. K., & Revathy, B.(2011) explains the relationship between usability dimensions and success variables. This study aims to evaluate the service quality of Internet banking from customers' perspective. This report describes in a nutshell the evolution of banking and defines banking technology as a Consortium of several disciplines, namely finance subsuming risk management, information and communication.

Proposed Model: Conceptual Framework of the Study



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IFRS Implementation in India: Implications, Challenges and Suggestions

Nikhil Goyal*

Introduction

IFRS started as an endeavour to orchestrate bookkeeping over the European Union yet the estimation of harmonization rapidly made the idea alluring the world over. Be that as it may, it has been discussed regardless of whether accepted harmonization has happened. Norms that were issued by IASC (the ancestor of IASB) are still inside use today and pass by the name International Accounting Standards (IAS), while models issued by IASB are called IFRS. IAS was issued somewhere in the range of 1973 and 2001 by the Board of the International Accounting Standards Committee (IASC). On 1 April 2001, the new International Accounting Standards Board (IASB) took over from the IASC the duty regarding setting International Accounting Standards. Amid its first gathering the new Board received existing IAS and Standing Interpretations Committee measures (SICs). The IASB has kept on creating guidelines calling the new measures "Worldwide Financial Reporting Standards".

Development and History

Global Accounting Standards Committee was an association which built up in 1973 to be guaranteed the right, reasonable, coherent and genuine and reasonable perspective on introduction of examined accounts and fiscal summaries. They had been issued International Accounting Standards amid year 1975 to be a rule for money related announcing. They had likewise been set up 25 guidelines in 1987. In year 2001, they had been reconstituted to International Accounting Standards Boards to build up the bookkeeping principles and advance them globally. The main

* Research Scholar, Department of ABST, Faculty of Commerce, University of Rajasthan, Jaipur, Rajasthan India

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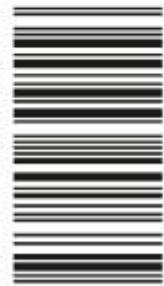
The book gives insight of Brand Personality and its associated traits prevalent to modern world. After conducting an extensive research the author came up with dimensions of Brand Personality that could better suit the contemporary business world. The association of dimensions of Brand Personality with Customer Satisfaction and Brand Loyalty are further thrown light upon in the book. The book could help the marketers to understand the mindset of the customers to and also in understanding that how to use Brand Personality in order to affect the Customer Satisfaction and Brand Loyalty. The academicians and students could also get benefit from the book as they would get keen knowledge about association of dimensions of Brand Personality with dimensions of Customer Satisfaction & Brand Loyalty.



Dr. Iti Gaur

Building Brand Personality

Author has been awarded doctorate in Management and has also been in the academics since past 11 years with thorough knowledge about various aspects of Brand such as Brand Personality, Brand Identity, Brand Image, Brand Creation and establishment of a Brand.



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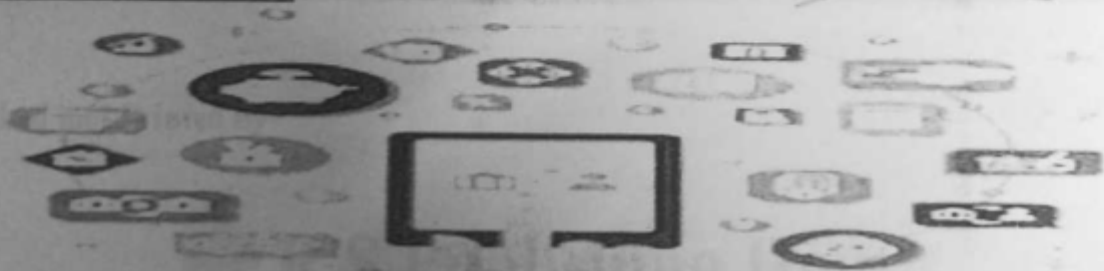
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Editor in Chief

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Role of NABARD in SHG-BLP in Rajasthan: A perspective for Financial Inclusion

Dr. Ruchi Jain

Abstract

In India, Various Self Help Groups (SHGs) are performing very significant role in various social issues like poverty reduction, women empowerment through financial inclusion. Initially SHGs emerged as a result of the failure of the mainstream institutions to serve for the poor and women, who form a significant percentage of the population; they are now seen performing as partners by mainstream institutions. While the SHG-bank linkage model has experienced exponential growth over the past decade, there remain large regional disparities in the growth of the SHG movement with limited progress in few areas mainly confined to north and north east. Although the SHG-bank linkage contributed to improve economic conditions, but social change was not as apparent; further more concern is required for sustainability and self-reliance of the institutions. SHG federations which are promoted in response to these concerns, are proving to be effective instrument to address some of the sector development and wider social issues. The SHG federations is recognised by RBI, NABARD, IRDA, Government of India, State Governments, NGOs and Corporates. There is near to unanimous consensus on the need for SHG federation to provide non-financial services to members for the sustainability. Federations are facilitating bank linkage, insurance linkage and managing pensions etc. SHG are performing many responsibilities effectively but they are facing challenges from the point of view of Governance, Resources, Asset quality of federation and external challenges regarding the legal and regulatory framework, self-regulation, target oriented approach, capture by vested interests, institutional sustainability are other challenges that need attention. This study focuses on the role of NABARD for progress of SHG-BLP programme in Rajasthan on the parameter of savings of SHG with commercial banks, RRBs and co-operatives during 2009-18.

Key Words- *Self Help Groups, financial inclusion, sustainability, Governance, SHG-Bank linkage Programme.*

Introduction:

India has one of the largest network of financial institutions of about 2 lakhs, including cooperative societies, but the majority of poor population have been out of the purview of them. Downcast by, the poor performance of formal institutions in providing financial services to the rural areas and the poor



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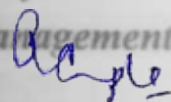
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Swachh Bharat Abhiyan: A TQM Survey and its Impact on Indian Economic Development

Abstract :

Swachh Bharat assignment is extremely important to route constantly in India until the point when it accomplishes its objective. Swachh Bharat Abhiyan is an Indian campaign and Mission driven as a national struggle by the Indian Government with a definite goal to cover the 4041 statutory towns pointing kept up tidiness of lanes, streets and foundation of the nation. It has officially driven by Indian Prime Minister, Narendra Modi on second of October (the birth tribute of the Mahatma Gandhi) in 2014 at the Rajghat, New Delhi (incineration of Bapu). It is globally extraordinarily essential in India to get the perspective of physical, mental, social and academic flourishing. The Swachh Bharat Mission of urban zones means to cover practically 1.04 crore nuclear families in order to give them 2.6 lakhs of open toilets, 2.5 lakhs of system toilets together with the solid strong waste organization in every town. Gramin Swachh Bharat Mission is a mission realizing orderliness programs in the natural regions. This mission is relied upon to make country zones free of open poo till 2019 for which the cost has been surveyed is 1,34,000 crore rupees for growing approximately 11 crore 11 lakh toilets in the country. This mission includes the interest of Gram Panchayat, Panchayat Samiti and Zila Parishad. Here the major objective of the study is to find out the trend of this mission towards the development of economy. Study was undertaken using primary and secondary data both. Study will be implemented and helpful for researcher and management for framing plans and policies for the country.


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Global Economy: Opportunities & Challenges

Global Economy: Opportunities & Challenges



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The CAMEL Model Analysis of Pre Merger and Post Merger Profitability of State Bank of India Ltd. and its Associates

Dr. Shaifali Mathur*
Aditi Sharma**

Introduction

Banking System is central to a nation's economy as it caters to the needs of credit for all the sections of the society. Development of banking contributes to the development of the economy. An efficient financial system is an indicator of the strength of the economy which in turn depends upon the sound banking policies and system. Mergers and Acquisitions are leading part of a corporate growth blueprint. Merger is a legal consolidation of two entities into one entity whereas Acquisition occurs when one entity takes ownership of other. Mergers and Acquisition emerged as one of the most effective and common methods of corporate restructuring and strengthening Banks. Now banks enter into the era of Mergers and Acquisition to empower their business. Indian Banking Sector has been gone through the storm of mergers in recent years. The main aspect of Merger and Acquisition is the synergy that firm could gain after combination and thereby maximize shareholders value. Economies of scale, ability to earn more revenue and the potentials for tax gains are the outcome.

State Bank of India is an Indian Multinational, Public Sector Undertaking and Financial Services Company. It is government owned corporation headquartered in Mumbai Maharashtra. Evolution of SBI takes place in earlier 19th Century. The Bank of Calcutta founded in 1806 and was renamed in 1809 as The Bank of Bengal under the Bengal government. Furthermore the Bank of Bombay and the Bank of Madras came into existence. Then these three banks were joined together and amalgamated

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Plant Based Bioactive Compounds as an Alternative for Cancer Therapy

Nikita Sharma¹, R. Mankamna Kumari¹, Nidhi Gupta² and Surendra Nimesh^{1*}

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Abstract: Medicinal Plants have been known to be one of the oldest and most consistent sources for the production of novel drugs. Utilization of plant extracts as drugs can be attributed to their chemical and structural diversity along with their ability to interact with different biological targets in the cell. Moreover, they act as huge reservoirs for the phytochemicals which provide defense against a number of diseases. Cost effectiveness along with lesser adverse effects, allowed natural plants to be used as an alternative to conventional strategies for cancer treatment. Extracts from different natural plants have also been explored in the treatment of infectious diseases. The present chapter emphasizes on the use of plant extracts and their purified compound as cancer therapeutics. Cancer is one of the major causes of mortality worldwide. Owing to several limitations of current treatment regimens of cancer, the attention of researchers has been drawn towards exploration of natural sources. Herein, we will focus majorly on bioactive compounds as therapeutic agents for cancer treatment with emphasis on their other possible beneficiary roles.


Keywords: Anticancer Mechanism, Apoptosis, Cancer, Chemotherapy, Flavonoids, Medicinal Plants, Phytochemicals, Plant Extracts, Polyphenols, Saponins, Secondary Metabolites, Therapeutic Agents, Terpenes, Vinca Alkaloids.

INTRODUCTION

Cancer is the major growing health problem among both developed and developing countries. According to the recent report by American Cancer Society in "Cancer Facts and Figures 2017" it has been estimated that 1,688,780 number of new cases will be diagnosed and 600,920 cancer deaths in US in year 2017 [1].

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Ferid Murad, Atta-ur-Rahman and Ka Bian (Eds.)
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Plant diseases are a threat to world's agricultural and general food security. Significant yield losses due to the attack of pathogen occur in most of the agricultural and horticultural crop species. The indiscriminate use of chemicals for the management of plant diseases has affected humans and their environment and insect pests remains to be one of the major limiting factors in sustaining the productivity of various crops. The situation demands judicious use of conventional, unconventional, and frontier technology for the management of plant diseases. 'Biotechnology' with its promise to revolutionize agriculture around the world and in India, has opened an existing frontier in agriculture.

The present book "Biotechnology for Plant Disease Diagnostics and Management" incorporates review articles on varied aspects of diagnosis and management of plant diseases using biotechnological approaches. This volume contains 10 chapters written by eminent scholars in the field incorporating recent development in the subject. Topics covered in the book are: Biotechnological approaches for the management of plant diseases; Involvement of non-host resistance genes in disease resistance plausible for future crop improvement; Engineered gene drives for plant pest management; biotechnology in management of plant diseases; Biotechnological applications in management of bacterial and fungal plant diseases; Advanced technologies for plant disease detection; Role of biotechnology in detection and prevention of plant diseases; Biotechnological techniques for management of post harvest bio-deterioration of stored food commodities; Role of quorum sensing in plant pathogenesis.

I am sure the information given in the book will prove helpful to those interested in plant disease management using latest biotechnological techniques for many years to come and generate interest in an upcoming budding scientist in the field.



Prof. (Dr.) P.C. Trivedi, Former Vice Chancellor, D.D.U. Gorakhpur University, Gorakhpur and Dr. R.M.L. Avadh University, Faizabad (U.P.) has over four decades of experience in teaching and research in the Department of Botany, University of Rajasthan, Jaipur. He has authored and edited 170 books to his credit. He has published more than 350 research/ review articles in journals of repute; guided 44 Ph.D. students; Completed 21 major research projects funded by national agencies; visited 15 countries by invitation for academic purpose. He is a fellow of nine academies. He was awarded more than 25 prestigious awards and honours for his research contribution including Birbal Sahni Gold Medal by Indian Botanical Society; B.P.Pal Gold Medal by Indian Science Congress, Kolkata (Given by PM of India); Life Time Achievement Award, I.P.S. Recognition Award etc. Presently he is a President of Mendelian Association of India and served as President of many prestigious academies including Indian Botanical society, Indian Science Congress Association (Plant Science); Indian Phytopathology Society (West zone). Society for Promotion of plant sciences etc. To honour his contribution Indian Botanical Society instituted a medal in his name "Dr. P.C.Trivedi Medal for Editorial Excellence" from 2019 onwards.

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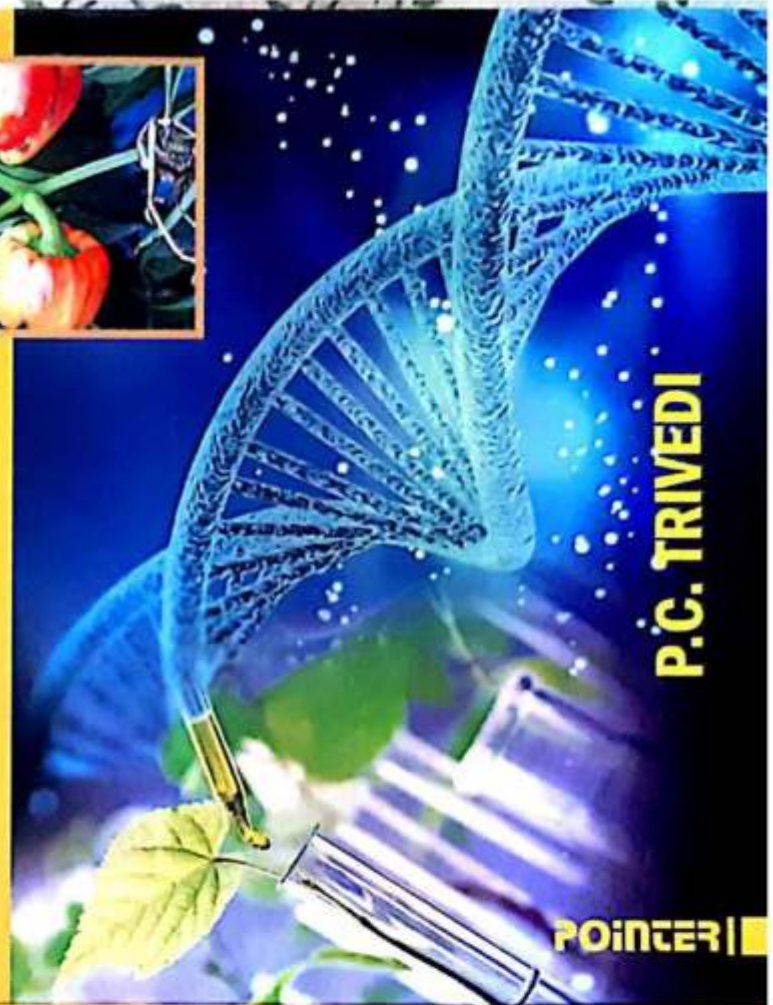
BIOTECHNOLOGY FOR PLANT DISEASE DIAGNOSTICS AND MANAGEMENT

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BIOTECHNOLOGY FOR PLANT DISEASE DIAGNOSTICS AND MANAGEMENT



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BIOTECHNOLOGICAL APPLICATIONS IN MANAGEMENT OF BACTERIAL AND FUNGAL PLANT DISEASES

AMEETA SHARMA AND NEHA GHEEK BATRA

INTRODUCTION

Practices of Disease management not only protects crop yields but also maintain and improve profits for farmers, reduces crop losses, reduce the harmful environmental impact of various diseases and thus contributing to agricultural sustainability. Crop disease management helps sustainability objectives as it contributes to food safety, security and food dominion both for producers and consumers (Campbell, 2001). Disease causing Plant pathogens are the chief constraint to worldwide crop production. Although plant have their own immune system and are naturally resistant to wide category of likely viral, bacterial and fungal pathogens, but the minority of them that administer to institute a disease can be enormously challenging and cause huge economic loss to the producers. Since along time we are using Plant breeding programs for imparting resistance to particular pathogens as well as various categories of pesticides to control plant pathogens. Breeding programmes have been enormously successful in producing plants with qualitative resistance to a definite group of pathogens. The use of biotechnology through the incorporation of naturally occurring *R*-genes using race-specific resistance have given exceptionally good resistance in many crops against important plant pathogens, primarily biotrophs (Campbell *et al.*, 2002). Growing monocultured crops with slight to no genetic diversity and continuous use of pesticides to control plant pathogens results in resistance development in pathogenic bacterial and fungal strains and in addition pesticides are also harmful to useful microorganisms (Pezzoli and Cereda, 2013). Although pesticides are used for assuring food security and sovereignty worldwide, but their regular use is neither desirable nor recommended over the long period for pest and disease control. Pesticide use causes deleterious impacts on human health (Anway *et al.*, 2006) and the environment (Greitens and Day, 2007; McMahon *et al.*, 2012; Schafer *et al.*, 2013).

Crop diseases management practices majorly fall into four general categories viz. cultural practices, host plant resistance, chemical control and biological control. To reduce use of pesticides, management through integrated approach will be necessary incorporating the remaining three approaches. Management through Cultural practices include mixed cropping, crop rotation, polyculture, changing of planting date, etc. and it plays a central role in disease management (Palti, 1981) nevertheless, control achieved by these practices is at times not enough, unrealistic or economically not feasible. Use of organic or naturally occurring biological control agents against plant pathogens may be effective at some level in all agricultural soils. Plant genetics can be applied to generate plants with pathogen resistance in order to reduce the use of pesticides while still accomplishing acceptable yields. In any case, if farmers should have an alternate way of controlling disease to reduce use of pesticide.

Genetic engineering or r-DNA technology has immense potential to triumph over many of the deficits associated with conventional breeding techniques as it uses more and diverse range of genes in a sophisticated and highly accurate manner (Curt and Rushton, 2005). Additionally, genetic engineering has the potential to increase disease tolerance to a wide range of pathogens, with least effect on beneficial soil microbes (Liu *et al.*, 2005). In contrast to insect or herbicide resistant transgenic plants, which have been grown throughout the worldwide since a decade, the progress for production of transgenic plants with enhanced resistance against fungal and bacterial pathogens have received narrow success (Punja, 2006). One of the major reasons for this is presence of variation in the resistance of plant which can be low for most of the plant pathogens or can be quite high for specific category of pathogen or strain. The journey of transgenic plants from lab to field testing and to market for selling is quite tough and reason for it generally are low levels of resistance observed along with the negative opinion of genetically modified crops. This chapter will converse about various earlier used strategies for escalating fungal and bacterial disease resistance in transgenic plants that include: expression of *R*-genes, detoxification of pathogen virulence factors, pathogenesis-related (PR) or antimicrobial genes, enhancing structural barriers, RNA interference and the modification of defense-signaling pathways. Thus, the current and future genetic engineering strategies and their potential to make fungal and bacterial pathogen-resistant GM crops, exemplifying the technologies and their potential benefits and underperformance will be explored. There are well established measures for the production of transgenic plants with resistance towards these pathogens and substantial advancement has been made using an array of novel methodologies. Right now there are no commercially available transgenic plants with enhanced resistance against fungal and bacterial pathogens. On the other side some plant species with increased resistance towards viruses are commercially available. Along with time as understanding towards plant signaling pathways has improved in response to a wide range of pathogens, like fungi, more candidate genes for achieving resistance are being investigated.

Increasing host plant resistance is a sound way to administer crop diseases. Approaches to genetic crop improvement approaches consist of wide array of techniques, from easy phenotypic selection to advanced techniques of genome editing. Although, conventional breeding methods can often generate satisfactory levels of disease control and one can anticipate that all breeding techniques will persist to play an important roles for the foreseeable future. However, when traditional breeding and other management

Plant diseases and pests adversely impact the yield and quality of agricultural produce. Improved crop protection strategies to prevent such damage and loss can increase production and make a substantial contribution to food security. The issue facing agricultural and in particular disease control is managing the plant diseases severity below the economic threshold following ecological life, economically viable and easily operational procedures. The integrated disease management strategy is targeted to achieve this objective. This is a time to use biological control methods, biotechnological techniques and Nanotechnology for management of plant diseases.

The present book "Modern Methods of Plant Disease Management" incorporates critical review articles on recent novel methods for management of plant diseases of agricultural crops and vegetables. This volume contains 12 chapters: Modern methods of plant disease management; Molecular approaches for improvement of biological control agents; Exploration and development of effective strains of *Trichoderma* spp from lab to land; Molecular methods for detection of plant pathogens; Biological stress management in medicinal and aromatic plants; Molecular diagnosis of plant diseases; Impact of molecular diagnostic technologies on plant disease control and management; Biotechnology for pigeon pea wilt and sterility mosaic disease diagnosis and management; Application of nanotechnology in the agriculture field, its scope and challenges; Nanoparticles: A new weapon to fight plant disease; *In vitro* cultivation strategies used for ten medicinal plant species of family Sapotaceae; Pest management in organic farming: Status and future prospects. I am sure the information given in this book will prove helpful to those interested in Plant Pathology, Plant protection, Biotechnology, Nanotechnology, Biological control, Botany and Agriculture, students, teachers and researchers.



Prof. (Dr.) P.C. Trivedi, Former Vice Chancellor, D.D.U. Gorakhpur University, Gorakhpur and Dr. R.M.L. Avadh University, Faizabad (U.P.) has over four decades of experience in teaching and research in the Department of Botany, University of Rajasthan, Jaipur. He has authored and edited 170 books to his credit. He has published more than 350 research/ review articles in journals of repute; guided 44 Ph.D. students; completed 21 major research projects funded by national agencies; visited 15 countries by invitation for academic purpose. He is a fellow of nine academies. He was awarded more than 25 prestigious awards and honours for his research contribution including Birbal Sahni Gold Medal by Indian Botanical Society; B.P.Pal Gold Medal by Indian Science Congress, Kolkata (Given by PMI of India); Life Time Achievement Award , I.P.S, Recognition Award etc. Presently he is a President of Mendelian Association of India and served as President of many prestigious academies including Indian Botanical Society, Indian Science Congress Association (Plant Science); Indian Phytopathology Society (Central Zone), Society for Promotion of Plant Sciences etc. To honour his contribution Indian Botanical Society instituted a medal in his name "Dr. P.C.Trivedi Medal: for editorial excellence" from 2019 onwards.

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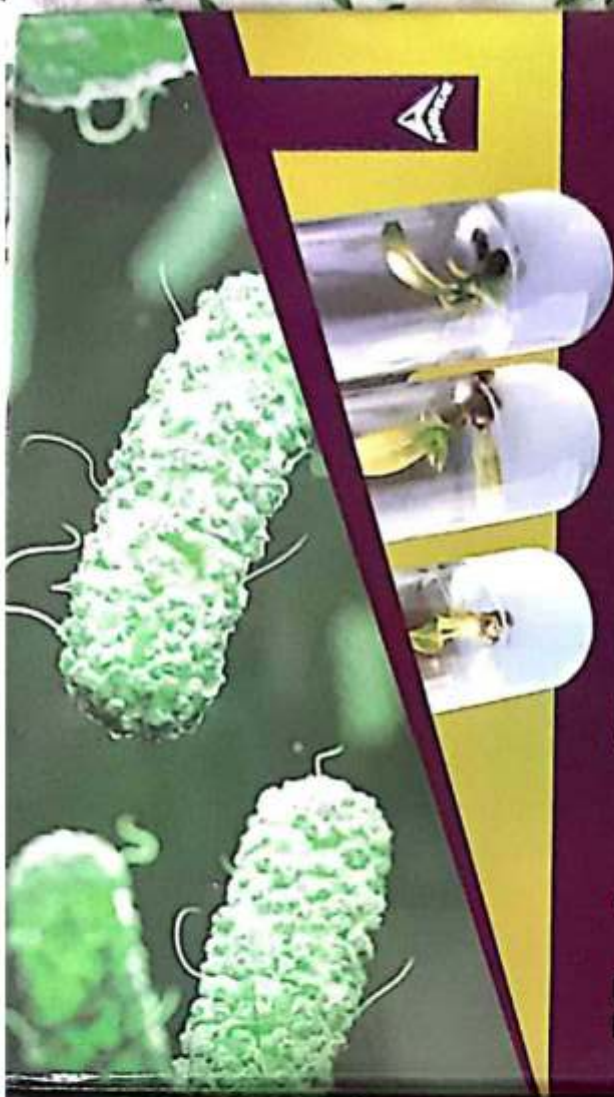
Modern Methods of Plant Disease Management

P.C. Trivedi



Modern Methods of Plant Disease Management

P.C. Trivedi



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reflects a happy blending of patience, integrity and conscientiousness. He was married to Neha, MBA (DOB January, 26, 1984) in 2009. Neha is a graceful, lovely, affectionate daughter-in-law caring for all members in family and making our life happy. My son is blessed with one daughter Ira (DOB September, 18, 2011) and a son Reyansh (DOB April, 18, 2015). Now our grand children are our life line.

This book will be useful to a variety of scholars, plant pathologist, biotechnologist, farmers, teachers and researchers for teaching and applied applications.

I appreciate the cooperation and support of Mr. Akshay Jain and Vipin Jain of Aavishkar Publishers, Distributors for publishing this book with patience, care and interest.

Jaipur

P.C.Trivedi

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IMPACT OF MOLECULAR DIAGNOSTIC TECHNOLOGIES ON PLANT DISEASE CONTROL AND MANAGEMENT

NEHA GHEEK BAIJA AND AMBETA SHARMA

INTRODUCTION

All higher plants have developed elaborate and sophisticated systems of defense mechanisms, which enable them to resist and survive pathogen attacks and various environmental stresses. Successful evasion of host's surveillance systems and subsequent activities of metabolites of the pathogen (enzymes and toxins) encoded by pathogen genes counteracting the effects of various defense-related antimicrobial compounds present already or produced by the host plants, after initiation of infection have been critically studied by applying various molecular techniques. In addition to studying various phases of disease development in individual plants, molecular methods have been demonstrated to be effective, in gathering data on various aspects of epidemiology under natural conditions. As resistance to disease in plants is genetically controlled, molecular tools like breeding resistant cultivars has been an intensively used approach for crop protection. New detection technologies have impacted pathogen detection, identification and classification, disease management, plant production and quarantine as listed below:

Realisance breeding The overall aim of plant breeding is to improve the quality, performance diversity of crops with the objective of developing plants better adapted to human needs. This can be accomplished in several ways including selection and propagation of superior individuals from the field, crossing different varieties to get improved one, use of tissue culture to get superior varieties, introduction or modification of resistance genes in plant concerned etc. It is regarded as environment friendly crop management.

Hybridization: The aim of hybridization is to bring together desired traits found in different plant lines into one plant line via cross-pollination. A homozygous inbred line



RSSDI Diabetes Update 2019

Editor-in-Chief
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Foreword
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CHAPTER

Metformin: Simple Drug with Mysterious Benefits

Puneet Rijhwani, Aviral Gupta, Shilpi Rijhwani

INTRODUCTION

Synthesized nearly 100 years ago, metformin has been gaining recognition in the past few decades for its role in diabetes and its multitude of benefits in preventing the associated complications. Despite an abundance of research and technological advances, the exact mechanisms of action of this simple drug still elude us, but the mysterious benefits it provides are a subject of great interest to both researchers and clinicians. Regarded as one of the first-line drugs in management of type 2 diabetes, could this drug have the potential to stop the diabetes juggernaut?

HISTORY OF METFORMIN

Dimethylbiguanide or metformin, the only biguanide currently approved for use in treatment of type 2 diabetes, is the most commonly prescribed oral antidiabetic drug in the world. A herbal medicine derived from *Galega officinalis* (also known as French lilac, goat's rue), described for use in symptoms of what is now known to be diabetes, has been dated back to the 17th century.¹ Later, in 1918, it was identified that guanidine was the active substance with blood glucose lowering properties, which led to the synthesis and discovery of guanidine derivatives and biguanides. These compounds, with the exception of metformin, were used to treat diabetes throughout the 1920s and 1930s, but needed to be discontinued in view of their toxicity and the increasing availability of insulin.

Metformin (which was then forgotten) was rediscovered in the 1940s, when guanidine-based derivative proguanil was undergoing research for the treatment of malaria and influenza, and it was noted that its modified

form metformin (called flumamine) could lower glucose.¹ Jean Sterne, in 1957, then published the landmark paper which led to the reemergence of metformin as an antidiabetic drug. Between 1977 and 1980, phenformin and buformin (the other biguanides) were withdrawn in several countries due to their risk of lactic acidosis, but metformin survived this biguanide cull.¹ Throughout the 1980s and the early 1990s, clinical and scientific data continued to accumulate on the safety profile of metformin and in 1995 the Food and Drug Administration (FDA) approved the use of metformin as an antidiabetic agent.

Metformin is now recommended as the first-line oral agent for type 2 diabetes by the European Association for the Study of Diabetes (EASD) and American Diabetes Association (ADA) since 2009.²

MECHANISM OF ACTION OF METFORMIN

The exact mechanism of action of metformin remains unclear. Metformin concentrates in the jejunal mucosa and hepatic circulation, which might be responsible for its gastrointestinal side effects and indicate its therapeutic efficacy. It causes reduced intestinal glucose uptake and alters the intestinal microbiome, which might contribute to its weight-lowering effect.³ Increased levels of postprandial glucagon-like peptide-1 (GLP-1) and its receptor, along with a mild decrease in dipeptidyl peptidase 4 (DPP-4) activity, has been noted.⁴ In the liver, metformin inhibits complex I of the mitochondrial respiratory chain, leading to activation of adenosine monophosphate (AMP)-activated protein kinase (AMPK). AMPK independent effects are also responsible for some of the actions of metformin. The net result is a lowering

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Emerging Technologies Towards Agriculture, Food and Environment

Editors

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and Wolfgang Merbach



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CHAPTER 22

Enhancement of Physico- Chemical Properties of Soil after Ecological Restoration: A Review

Sonal Jain, Nupur Sobti, Shelja K. Juneja and Pallavi Kaushik

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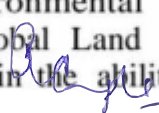
ABSTRACT

Land degradation can be defined as an environmental phenomenon influencing the soil quality which subsequently result in loss of agricultural produce as well as the economy. The degraded land can be regulated by a number of restoration techniques like deforestation management irrigation management, urban sprawl management, mining and quarrying management, farm intensification management as well as land reclamation. The concept of ecological restoration is the most effective technique to restore the degraded or damaged land. As soil is the most significant component for the fulfilment of all human fundamental requirements its chemical, physical and biological properties must be closely monitored to determine its current productivity and the future potential to support plants or crops. The quality of soil is mainly assessed through soil physico-chemical research which is based on different parameters such as pH, electrical conductivity, texture, humidity, temperature, soil organic matter, nitrogen, phosphorus and potassium accessible.

INTRODUCTION

Land Degradation

Land degradation has impacted two billion hectares (22.5%) of agricultural land, pasture, forest and woodland around the globe as one of the world's most prevalent and severe environmental issues (Oldeman *et al.* 1990). Thus seems to be a significant environmental problem. The definition of land degradation as given by the Global Land Degradation Information System (GLADIS), is a global decrease in the ability of land to provide ecosystem


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Progression in Apparel & Textile Research

Editor: Dr. Smriti Tripathi



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Design Intervention through Metal Embroideries of Rajasthan

Prof. Radha Kashyap

Department of Fashion & Textiles, IIS (Deemed to be University), Jaipur

Abstract

Indian Textiles play an important part of country's economy. The industry has been sustained by transferring skills from one generation to another. But due to modernization and mechanization a lot of crafts are getting lost. Hence, an initiative was taken for conservation of cultural heritage by documenting the traditional motifs and tools and techniques of metal embroidery of Rajasthan. Further, the motifs of metal embroidery of Rajasthan were contemporized and developed on stoles according to the market trend. To keep pace with the changing trends of the consumer taste and fashion, motifs of metal embroidery were stylized through computer aided designing. The traditional motifs of *Zardozi*, *Gota work*, *Danke-ka-kaam*, *Mukke-ka-kaam*, *Aari tari* were collected from various sources such as books, museums and artisans of Rajasthan. Motifs of each metal embroidery, were developed through CorelDraw 13 the best five motifs were selected for the different types of layout i.e. corner, centre, allover and border designs through software for placement on stoles. On the basis of scores obtained, 10 designs were used for the development of stoles through combination of two metal embroideries. The stoles were assessed for the acceptability. It was found that stoles were creative and were highly appreciated and has enough market potential.

Keywords: Metal embroidery, Product Diversification, Design intervention, Stoles

INTRODUCTION

Rajasthan is the colourful belt of western India and ornamentation of gold and silver metal embroidery has earned its fame because of the versatility of creations by the artisans. Metal embroidery brings new character and dimension to any article that it graces representing opulence, power and dignity. The regional and cultural diversity of regions can be easily noticed in their unique styles through the peculiar types of threads, colours and motifs related to nature, religion and everyday life of people - representing the culture and lifestyle of their community. The metal embroidery is of following types- *Zardozi*, *Gota work*, and *Danke-ka-kaam*, *Mukke-ka-kaam* and *Aari tari*. Gold and silver metallic threads are drawn through a series of dies to obtain a fine thread. This can either be hammered flat or used as it is. It can be wound around a silken or cotton filament core to make it thread. Fascinating motifs and designs embroidered on fabric assigns special importance to this sector. Despite strong competition from machine embroidery, the hand embroidery is still in demand to great extent which needs immediate action to sustain and further improve this traditional craft.



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Issues and Themes in Contemporary Society

Essays in Honour of Professor Ishwar Modi

Editors

B.K. Nagla

Vinay Kumar Srivastava



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Leisure Pattern among Male Community of Rebari Nomadic Tribe of Rajasthan

Pragya Sharma

Profile

For studying the leisure pattern of male community of Raikas during their sedentary as well as migratory part of life, 10 migratory flocks and 45 sedentary families have been studied through ethnographic research approach. The major issues discussed in the following paragraphs reflect the ingredients of leisure pattern among males of a nomadic community, Raikas of Rajasthan. As a wandering people, the Raikas lead a life full of hardships and worries. Their first and foremost concern is that of earning their livelihood. Due to the nomadic lifestyle they have a varied and interesting leisure pattern.

Raikas are pastoral nomads and they earn their living by rearing sheep, goat and camel. They represent the predominant pastoral group of western Rajasthan. Though they are also called Rebari or Dewasi, but 'Raika' seems to be the most frequently used terms for these people. In this study also the term 'Raika' is used to represent the community because Raika is most frequently used for them in Rajasthan, while term Rebari is frequently used for them in Gujarat. The Rebari does not necessarily refer to caste membership. It was used in northern India for cattlemen or for people knowledgeable about cattle. The term *rewar* in colloquial language in the region is used for a herd of cattle. The term Dewasi derives from the fact that Raika society is governed by 10 (*das*) rules. In Rajasthan, the mean annual rainfall varies from 100 mm on the Indo-Pakistan border and 210 mm at Jaisalmer to about 350 mm to 400 mm in parts situated more towards the eastern region. But the thorny vegetation of the entire area has supported a significant population of both sheep and camel. In Pali, camel herds are smaller but sheep are reared in large number. In Marwar,



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Employability and Skill Development in India: A Review and Future Directions

Joochi Chaturvedi*
Dr. Mahima Rai**

Introduction

Skill development can be defined as the process of up gradation of skills to attain desired competency or employability as an output .

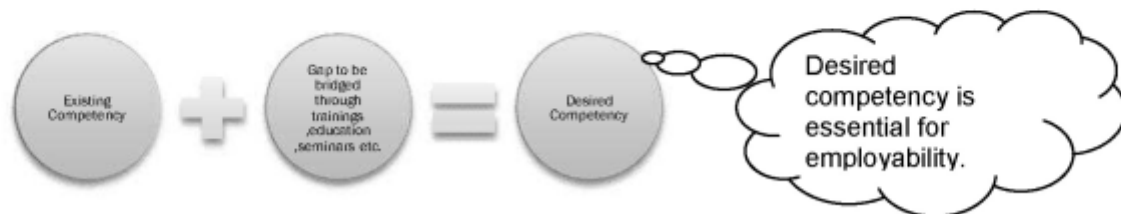


Figure 1: Outcome of skill development

Skill development can be best defined as "Sharpening the saw "which is one of the habits of highly effective people from the book "*7 habits of highly effective people* "written by Stephen R.Covey .It means enhancing the greatest asset that one owns and that is himself or herself .Skill development stated by Mr.Covey is the development in all 4 spheres physical, mental, social/emotional, spiritual . Harvard University Professor Mr. Howard Gardener defined 7 types of intelligences that a person has and these are Logical, Mathematical, Kinesthetic, Spatial, Musical, Interpersonal, and Intrapersonal (Gardener) and every skill increment contributes to one of these intelligence types.

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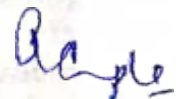
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An Integral Representation of Generalized k-Mittag-Leffler Function of the Type

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Abstract

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Document Sections

1. Introduction

2. Euler Beta Transform

3. Laplace Transform

4. Mellin-Barnes Integral Representation of Generalized k-Mittag-Leffler Function

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An Integral representation of generalized k-Mittag-Leffler function of the type $GE_{k,\alpha,\beta,\delta,p}^{\gamma,q}(z)$

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Abstract— In this present investigation we established generalized k-Mittag Leffler function $GE_{k,\alpha,\beta,\delta,p}^{\gamma,q}(z)$ with certain special cases, for the function $GE_{k,\alpha,\beta,\delta,p}^{\gamma,q}(z)$, we also demarcated the functional relation between generalized k-Mittag-Leffler function and Mittag-Leffler function. Finally, at the end of the present work, we acquired the Mellin-Barnes integral, Euler Beta transform, Laplace transform of the generalized k- Mittag-Leffler function.

Keywords— k-Mittag-Leffler function, Laplace transform, Mellin-Barnes integral, Euler Beta transform, Mittag-Leffler function.

Introduction

Diaz and Pariguan [1] defined some identities of k -gamma function, k -beta function and k -Pochhammer symbol. They deduced an integral representation of k -gamma function, k -beta function respectively given by

$$\Gamma_k(z) = \lim_{n \rightarrow \infty} \frac{n! k^n (nk)^{\frac{z}{k}-1}}{(z)_{n,k}}, \quad k > 0, \quad z \in C / kZ^-,$$

$$(z)_{n,k} = z(z+k)(z+2k)\dots(z+(n-1)k),$$

Where $z \in C, k \in R, n \in N^+$

for $Re(z) > 0$, $\Gamma_k(z)$ is defined as a integral as follows:

$$\Gamma_k(z) = \int_0^\infty t^{z-1} e^{-\frac{t^k}{k}} dt = k^{\frac{z}{k}-1} \Gamma\left(\frac{z}{k}\right),$$

It is obvious that $\Gamma_k(z) \rightarrow \Gamma(z)$, for $k \rightarrow 1$, where

$\Gamma(z)$ is the Known Gamma function.

K-Gamma function satisfies the following properties:

$$\left[\begin{aligned} \Gamma_k(z+k) &= z\Gamma_k(z), (z)_{n,k} = \frac{\Gamma_k(z+nk)}{\Gamma_k(z)}, \\ \Gamma_k(k) &= 1, \Gamma_k(z)\Gamma_k(k-z) = \frac{\pi}{\sin\left(\frac{\pi z}{k}\right)} \end{aligned} \right]$$

$$\Gamma_k\left((2n+1)\frac{k}{2}\right) = k^{\frac{(2n-1)}{2}} \frac{(2n)!\sqrt{\pi}}{2^n n!}, \quad k > 0, \quad n \in N,$$

$$\Gamma_k(2x) = \sqrt{\frac{k}{\pi}} 2^{\frac{2x}{k}-1} \Gamma_k(x)\Gamma_k\left(x+\frac{k}{2}\right).$$

Recently, Gehlot K.S. [4] defined the k-generalized mittag-leffler function as follows

Let $k \in R; \alpha, \beta, \gamma \in C; R(\alpha) > 0, Re(\beta) > 0, Re(\gamma) > 0$ and $q \in (0,1) \cup N$, then

$$GE_{k,\alpha,\beta}^{\gamma,q}(z) = \sum_{n=0}^{\infty} \frac{(\gamma)_{nq,k} z^n}{\Gamma_k(n\alpha + \beta)(n!)},$$

Here we introduce the generalize k-Mittag-leffler function by introducing more parameter and also discussed some interested results.

A.Main Result:

Let

$k \in R; \alpha, \beta, \gamma \in C; R(\alpha) > 0, Re(\beta) > 0, Re(\gamma) > 0, Re(\delta) > 0$ and $q \in (0,1) \cup N$, then the Generalized K- Mittag-Leffler function defined by

$$GE_{k,\alpha,\beta,\delta,p}^{\gamma,q}(z) = \sum_{n=0}^{\infty} \frac{(\gamma)_{nq,k} z^n}{\Gamma_k(n\alpha + \beta) (\delta)_{np,k}}, \quad (1)$$

Corollary (1): For $k = 1, \delta = 1, p = 1$, the above result (1) reduces in Mittag-Leffler functions defined by A.K. Shukla et al.[5].

$$GE_{1,\alpha,\beta,1,1}^{\gamma,q}(z) = \sum_{n=0}^{\infty} \frac{(\gamma)_{nq} z^n}{\Gamma(n\alpha + \beta)(1)_n} = E_{\alpha,\beta}^{\gamma,q}(z). \quad (2)$$

Corollary (2): For $k = 1, \delta = 1, \gamma = 1, p = 1, q = 1$, equation (1) reduces Mittag-Leffler function defined by A. Wiman [13].

$$GE_{1,\alpha,\beta,1,1}^{1,1}(z) = \sum_{n=0}^{\infty} \frac{(1)_n z^n}{\Gamma(n\alpha + \beta)(1)_n} = E_{\alpha,\beta}(z). \quad (3)$$

Corollary(3):For

$k = 1, \delta = 1, p = 1, q = 1, \gamma = 1, \beta = 1$, equation (1) reduces Mittag-Leffler function defined by G. Mittag-Leffler function[6].

$$GE_{1,\alpha,1,1,1}^{1,1}(z) = \sum_{n=0}^{\infty} \frac{(1)_n z^n}{\Gamma(n\alpha + 1)(1)_n} = E_{\alpha}(z). \quad (4)$$

We have fabricated PMMA/SiO₂ nanocomposite flexible thin films of 60 μm thicknesses by using solution casting method in the presence of transverse electric field. In this book, we have investigated the effect of SiO₂ nanoparticle (NP) loading on optical and mechanical properties of the composite thin film. The SEM images show that nanocomposite thin films have a smoother and uniform morphology. The transmittance peak near 1103 cm⁻¹ in FT-IR spectrum confirms the presence of SiO₂ NPs in the composite thin film. It is observed that optical bandgap decreases with an increase in the SiO₂ NP concentration. Dynamic mechanical analysis shows that presence of SiO₂ NP enhances the mechanical strength of the composite thin film.

Polymer Composite Thin Films



Dr. Gyanesh Soni
Dr. Purushottam Soni

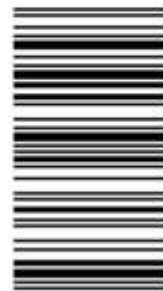
Optical and mechanical properties of PMMA/SiO₂ Composite Thin Films

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Employee Retention



Dr. Isha Sharma

A Vital Role of Human Resource Policies in Employee Retention



Author is Bachelor in Arts (English), Master's in Arts (English), MBA and Doctor of Philosophy. She pursued her education in the field of Management, Arts from different universities across India. She completed her Doctorate in Human Resource Management. She has extensive experience in Academics & Industry.

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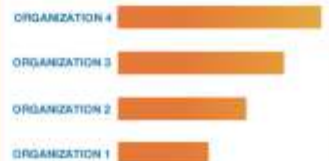
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Software as a service has been catch the attention of SaaS consumer in recent years and it appears to be an essential need of SMBs/individual. For this reason it provide an extravagant advantages of software as a service, e.g., flexibility, availability, customization, cost, architecture, storage, speed, remote accessibility, security, location independent, no extra burden of maintenance and low cost etc., individuals to organizations have started to go into SaaS. Reading through remote location. [3] We should know that the new SaaS services also come with new challenges. One big challenge is how to select the most suitable SaaS service among many SaaS provider as per need of SaaS service consumer. In this research paper we will discuss the importance of SaaS essential parameters and their measuring key attributes to calculate for comparing SaaS provider.

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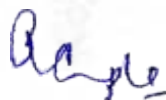
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The Succeeding Generation of Educational Engagement: Effective learning Environment in Higher Education

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Information Technology has most definitely changed the way we work, live, acquire our learning and entertain ourselves, we may at times neglect or overlook the impact that IT has had on our students or learners.

Today's students' attitudes as well as aptitudes have been given a shape by the revolutionary Information Technology and the media affluent environment. The youth of today in their twenties have been brought up in the presence of videos, computer simulated environments and a gamut of consoles for gaming. It can be easily said that the youth of today has much more experience in gaming than in reading.

The students of today are digitally literate. Whatever their age, virtually all learners are accustomed to working in a digital environment for communication, collection of information and analysis of data. The young students are ardently interconnected through mobile phones, instant messaging, emails and social media with their peers and are more than ever. They incline towards being "Always on".

The current cohort of students (between the ages 18-22) are preferably experiential learners—they are always on the go learning by doing rather than simply listening.

This research describes the current generation of learners who are profoundly influenced by IT. The potential of creation of learning environments and creating greater engagement with the use of games has also been explored. It also explores the potential of learning milieu that incorporate games and simulations to create greater engagement.

Games are a serious business for the students and learners they are no longer just a fun activity, they offer powerful learning situations. Games have emerged as pedagogically sound learning environments and are increasingly being used by numerous faculties for enhancing learning of the "millennial" generation.

The assumption of the technology literate undergraduate student population has been needed to be demonstrated with quantitative data. Much of the work up until now, although thought-provoking and compelling, is instinctive and intuition based and largely based on qualitative data and observation.

The research is guided by the most pertinent research questions:

- What possibly the impact of intentional technological education interventions?
- What are the various types of information technologies used by students, and what are the preferences of the youth?
- What worth does the use of information technology (IT) add in terms of learning gains?

This conference paper is an attempt to present a distinct amalgamation of the literature relating to the question of the 'impact' of creation of learning environment through the use of media and technology savvy games and simulations.

The conclusion of the paper focuses on how games simulation software will be developed, organized and accepted in higher education.

Keywords: Information Technology, Higher Education, Software & media, Learning Environment.

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Abstract

Cloud computing is an amazing technology in the present era, in all services provided by the service provider. Users only need a web browser and an Internet connection. As part of its definition of a theory of no server needs to be run in the hosted hardware and transfer data to your computer or device is only increased their own connection to the Internet. The user is required for each of the services used. It includes three different types of models have different uses, naming the parts of assigned amount [Service Platform] [IAAS] infrastructure as a service, software-as-a-service [service] software. The aim of this research is to support the saas consumers in choosing the right saas provider. In recent times, the list of service providers that offer various services to consumers. Consumer demand to select suitable saas providers to fulfill their needs. Asman the framework provides the advantages of the user in choosing the best SAAS SERVICES when several provider SAAS-based products. It includes the Compare the few parameters; Cost, speed, ease of use, reliability and availability. Asman algorithms depend on the selected suitable saas services based on the priority of the selected parameters for a comparison of the desired and the parameters provided.

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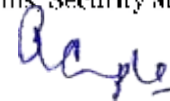
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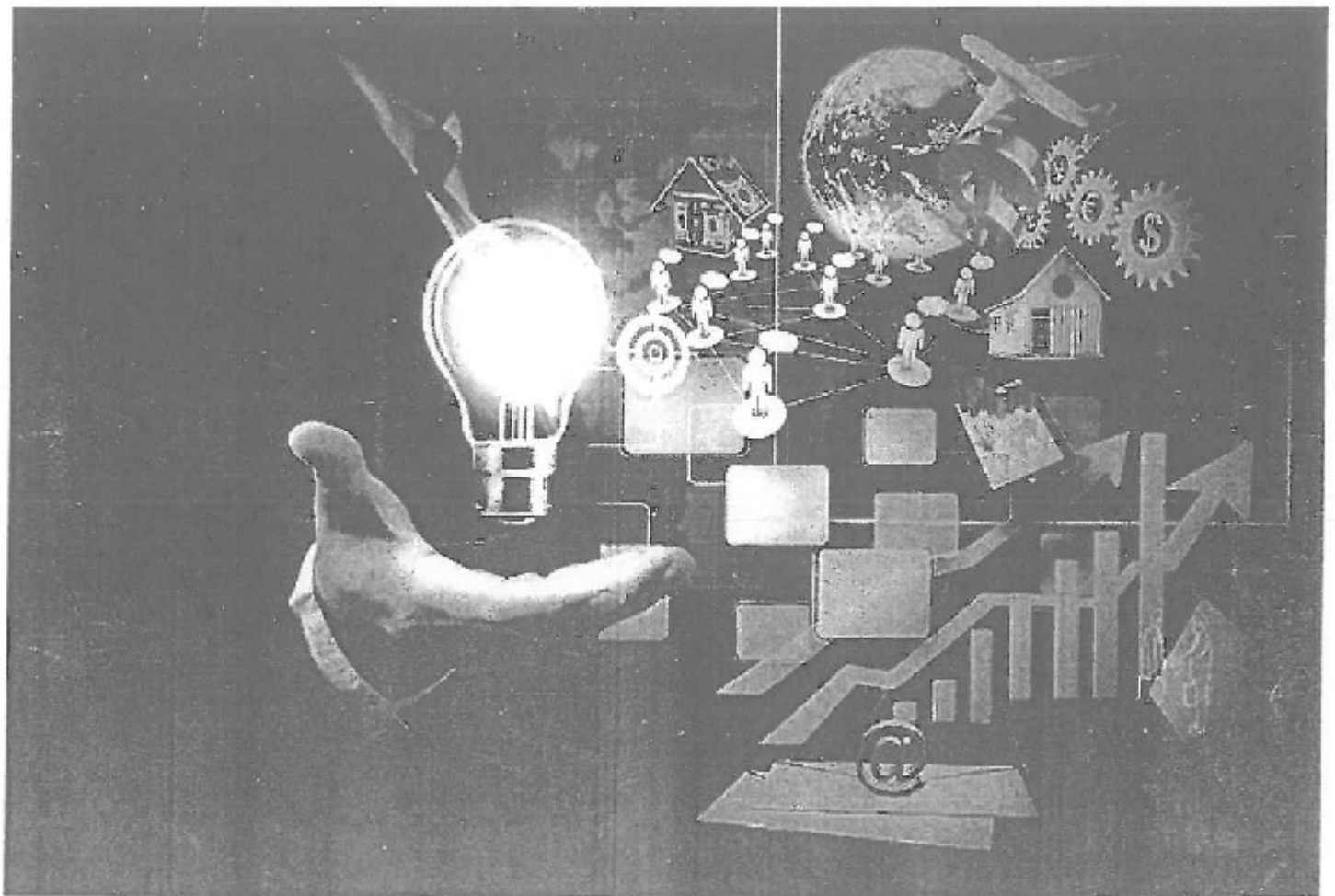
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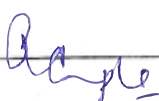
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SUSTAINABLE ENTREPRENEURSHIP & MICROFINANCE IN THE CONTEXT OF UTTAR PRADESH

¹Gaurav Bagra

²Assistant Professor, Department of Commerce
The IIS University, Jaipur.

ABSTRACT

The main objective of microfinance sector is to provide a everlasting access to appropriate financial services including insurance, savings, and fund transfer as well as medical insurance specially in the part of Uttar Pradesh India with the help of digitalization some how. This paper is new, number of studies was carried out in this area of microfinance, hence this research is an attempt to study the role played by microfinance in promoting small entrepreneur in India. As Micro finance becomes more widely accepted and moves into main stream, the supply of services to poor may also increase, improving the efficiency and outreach while reducing the costs. A research whereby providing equipment and market to enable the project to run a self-funding moneymaking project. In turn, a share in the project plus is getting the full costs of the asset equipment and market including an interest. Microfinance is the gift that provides access to various financial services such as credit to people, savings, micro insurance, remittances, leasing to low-income clients and the people who are living below poverty line including consumers and the self employed, who traditionally lack access to banking and their linked services.

INTRODUCTION

Microfinance started with the recognition that poor people had the capability to lift themselves out of poverty if they had access to affordable loans. High repayment rates in the industry have changed the perception that the poor are not credit worthy. With the right opportunities, the poor have proved themselves to be productive and capable of borrowing, saving and repaying, even without collateral. Bibi Hanifa is a successful micro entrepreneur from Lucknow who has set up an incense stick unit along with a group of women in her neighborhood. Earlier they worked as daily wage labor at a nearby factory and earned a meager income. To most, microfinance means providing very poor families with very small loans (microcredit) to help them engage in productive

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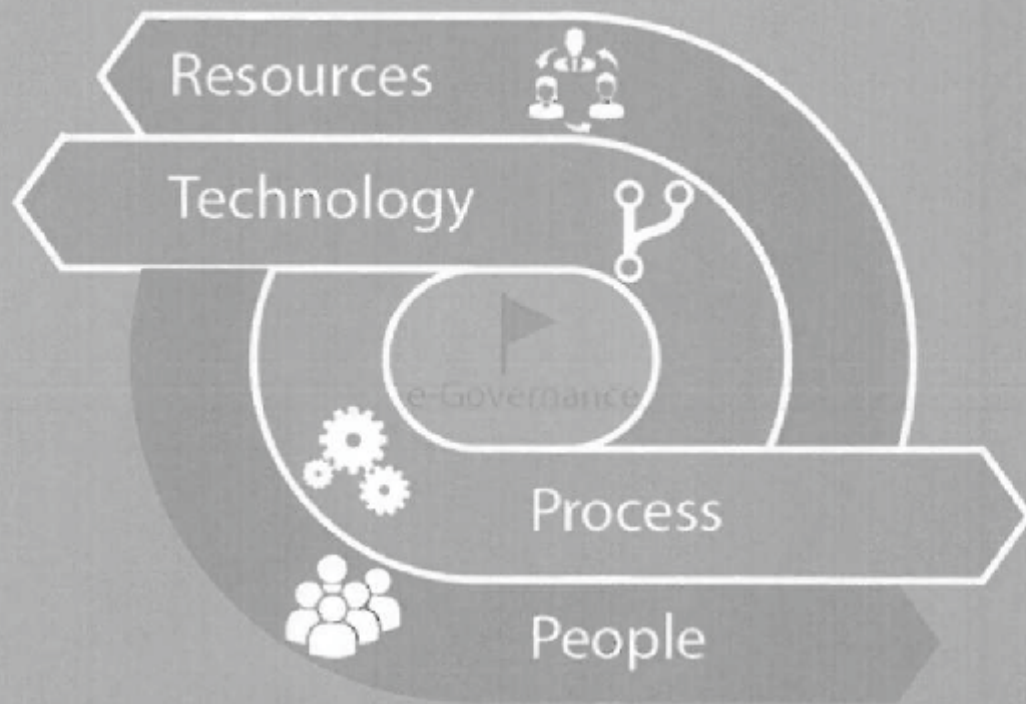
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GST: Challenges in Becoming One Nation One Tax

Nikhil Goyal*
Gaurav Bagra**

Introduction

The GST was expected to overcome the deficiencies of Indirect Tax. GST has merged all Indirect Taxes into one tax and would likely to help in creation of national market where there is no state barriers. Experts said that GST will help in economic development of the country. It was estimated that GST will help in creation of a nationwide market that will benefit the Indian economy. Both the State and the Central Government is now levying GST on supply of all goods and services produced in India or imported into the country with certain exceptions and exemptions. The Centre and the States would have simultaneous jurisdiction for the entire value chain and for all taxpayers on the basis of thresholds for goods and services prescribed for the states and the Centre as per CGST Act and SGST Act. The taxpayer would need to submit common format for periodical returns, to the state where they have taken registration. The difficulty the public and businessman are facing is with different slab rates and its poor implementation it is doubted that whether it is a single tax. There are some items on which rates are 0% and some on which there are 28%. Many amendments and notifications have been till now which is making the unified tax structure most complex tax structure. Every month the GST council reduces tax rates on certain items, alters the composition limit and alters the requirement of return making it more and more difficult to understand.

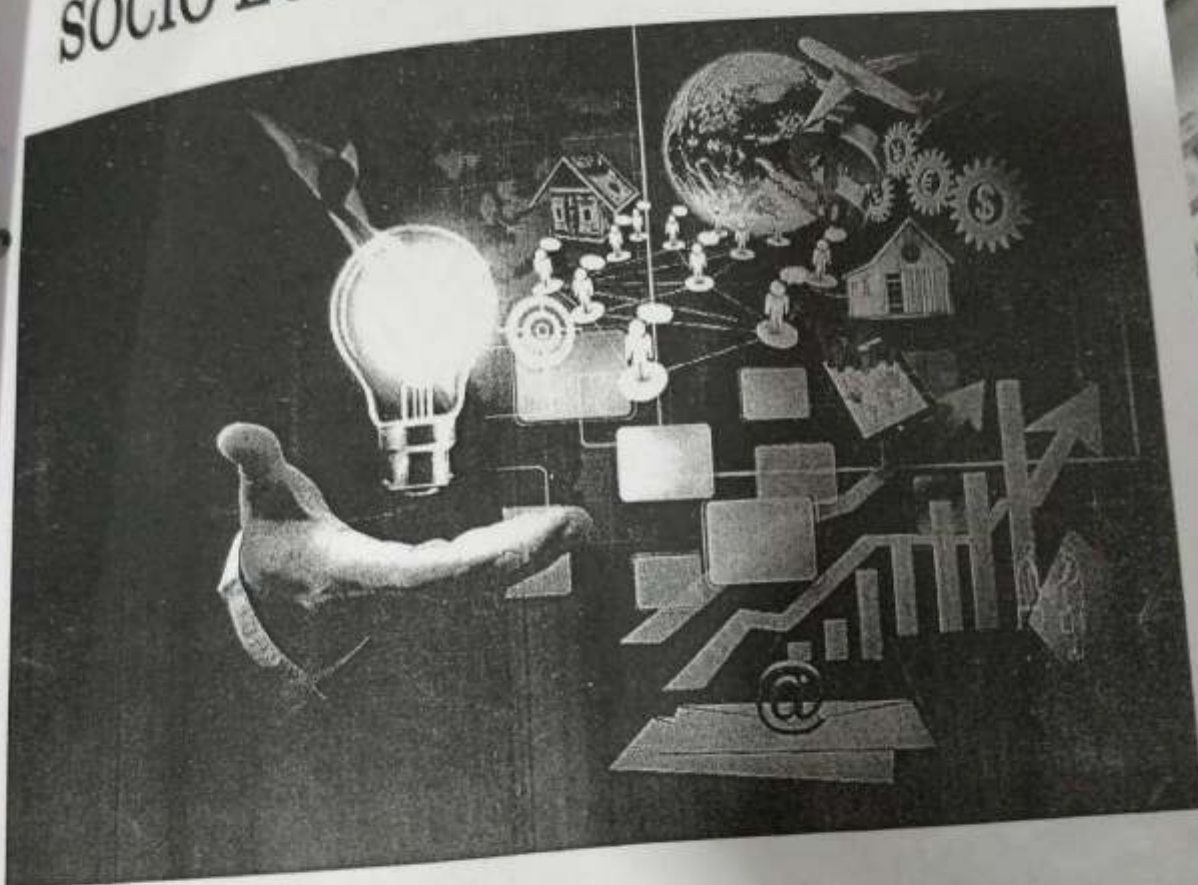
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CORPORATE SOCIAL RESPONSIBILITY BRIDGING A GAP BETWEEN ECONOMIC & SOCIAL GOALS

¹CS Surabhi Ajmera

¹Assistant Professor, Department of Commerce
The IIS University, Jaipur

ABSTRACT

Corporate failures and widespread dissatisfaction with the way many corporate functions have led to the realization on, globally, of the need to put in place a proper system for corporate governance. Corporate governance is concerned with holding the balance between economic and social goals between individual and communal goals the governance framework is there to encourage the efficient accountability for the stewardship of those resources. So, we are understanding the ethics of CSR: The two issues- an organization's social responsibility and responsiveness - depend on the ethics standards of the term ethics commonly refers to the rules of principals that define right and wrong conduct. Ethics is defined as the "discipline dealing with what is good and bad and with moral duty and obligation". Business ethics is concerned with truth and justice and has a variety of aspects such as expectations of society, fair competition, advertising, public, relations, social responsiveness, autonomy and corporate behavior in the home country as well as abroad.

INTRODUCTION

Improving the health and welfare of socially-excluded populations depends on enabling socially-excluded populations to meet their health, nutrition, and educational needs. Social change through, for instance, economic empowerment and reduced inequality has been critical in enabling socially-excluded populations to meet their basic human needs. In some cases, human needs can be met through various public-sector and non-governmental organizations (NGO) programmes. However, the ability of the public sector to fulfill the long-term requirements of this population segment can be limited. To achieve sustainable improvements in the health and welfare of socially-excluded populations, sustainable solutions must be found that provide the populations themselves with resources and integrate these structural changes into societal institutions. As the private sector is an important and growing force in least-developed countries, the analysis

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Prof. (Dr.) S.S. Modi & Dr. Harshna Agarwal



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An Introspection of Start-up India, Stand-up India: Developments and Challenges

Nikhil Goyal[^]
Anamika Jaiswal^{^^}

Introduction

In India individuals are infrequently intrigued by business as profession decision. To empower individuals for stepping up 'Stand up India Stand up India' is sorted out by Department of Industrial Policy And Promotion. The primary point of beginning this plan is to support pioneering soul and make an environment to advance innovations and new companies in India. Mr. Narendra Modi incited the residents of nation to make India a start-up capital. He asked whether the adolescent in states have openings as new companies, with developments, regardless of whether it is fabricating, benefit area or horticulture. In all things, there ought to be freshness, new ways, new reasoning. The world can't push forward without innovation."Start up India Stand up India is produced by the need of nation, where labour is for the most part incompetent in the rustic zone of India and training level is low. However, over the entirety of our executive said that there is no absence of ability in the nation even in country regions

As indicated by Nasscom, India positions third in worldwide start-up biological community. Over 65% development is found in the year 2015. Start-up is an open door for a business visionary to teach and move others while some are considering how to

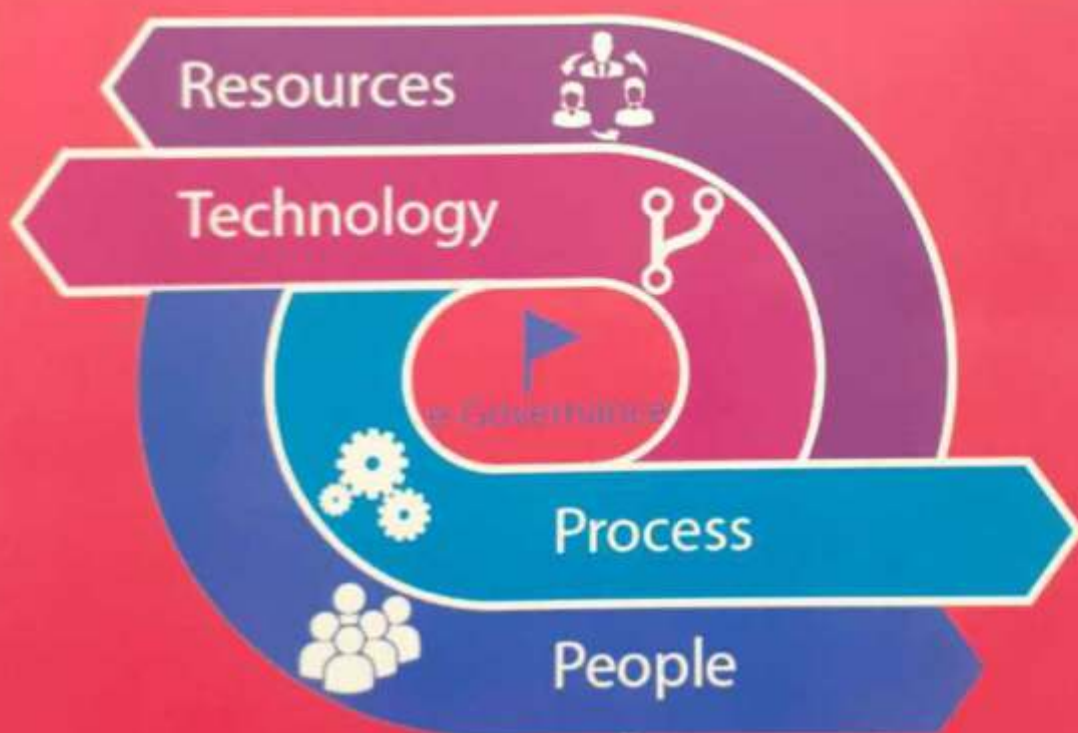
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Changing Modes of Payment after Demonetisation: Issues and Challenges

Ms. Mitali Gupta*

Introduction

Cash is a basic necessity to run an economy. Cash is being used as the basic medium of exchange due to its wider and legal acceptability. In the present digital era, various modes of payment have emerged. These new methods bring with them a combination of risks and benefits. In order to curb the black money demonetisation policy was adopted in India, thereby the currency notes of 500 and 1000 were taken away from the economy. At the same time the use of digital modes of payments were accelerated. As a result of demonetisation there is depletion in cash and increase in other modes of digital payment like e-banking, e-wallet etc.

Review of Literature

Cashless economy does not mean an economy without cash but it is an economic environment wherein goods and services are purchased by making payment for electronic media. Woodford (2003) described a cashless economy as an economy where money balances are kept less because these earn certain rate of return. Roth (2010) found that developed nations are increasingly getting away from paper payment instruments and inclined towards electronic payment methods. Moses-Ashike (2011) suggested that e-finance, e-money, e-brokering and e-exchanges are some of the

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Role of ICT Tools in Performance of Students: An Evaluative Study

Dr. Shilpi Saxena

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Abstract: Information and communication technology (ICT) now a days has almost become an inseparable part of every sector be it education or industrial sector, related to one's life. The students now are spending a lot of their time using the ICT or internet facilities. Students are making use of search engines, e-books, virtual lectures, online databases for collecting educational material. As ICT brings forward countless of benefits which enables the students with the right skill and outlook to stay ahead in the race. During the last two decades even higher education institutions have invested heavily in information and communication technologies (ICT). As ICT tools act as source of help for teachers and for the students as well. This works is an effort to evaluate the role of Information and Communication Technology resources in bringing changes in academic performance of students. For the purpose of this study student who are pursuing graduation, post-graduation and degree of philosophy are taken as sample for investigation. Data was collected by means of a questionnaire. Questionnaire was developed on the basis of extensive literature and after making keen observation of students. This study is descriptive and empirical in nature. The hypothesis stated in the study is tested by making use of chi square test.

Keywords: Information and communication technology, search engines, e-books, chi square test, etc.

I. INTRODUCTION

Information and Communication Technologies", refers to technologies which provide access to information through telecommunications. Information and Communication Technology (ICT) has now become an important part of educational organizations across the world. During the last two decades higher education institutions have invested heavily in information and communication technologies (ICT). ICT has had a major impact in the educational sector in terms of teaching and learning methods. Information and communication technology not only has enhanced students learning potentials but also has empowered teachers by making large variety of information easily accessible to them.

There are multifold benefits of incorporating ICT in educational sectors. Teachers by making use of different online resources, apps, Virtual lesson plans, grading software and online assessments not only can save their time but also can create long lasting impact on students through technology based teaching. Use of ICT for teaching students has got several benefits for students as well. Technology usage increases students degree of engagement in the topic taught, it improves students learning and knowledge retention capacity, students can learn useful life skills like critical thinking, developing different forms of communication and leadership skills, and improving motivation and productivity through technology.

II. LITERATURE REVIEW

Ishtiaq Hussain & et. al. (2017) investigated the effects of information and communication technology on the students' academic achievement and retention in chemistry. Authors have statistically found that information and communication technology positively affects students' academic achievement and retention. Ikwuka, O. I. and Adigwe Joseph Eluemnor Henry (2017) in their work examined the effect of Information and Communication Technology on secondary school students' academic performance in Oshimili. The results showed that students who were taught with ICT had better academic performance. They also found that the gender has no significant effect in the academic performance of students. Mohd Sazili Shahibi (2017) in their study found that Online Media usage for Education helps students in improving their academic achievement. Md. Shamim Talukder, & et. al. (2015) has explored the impact of ICT on the performance of students at the undergraduate level. The research sample was taken from a group of students studying in the undergraduate level at different private and public universities in Bangladesh. The study found that there is no significant relation between the use of ICT and the performance of the students but the ICT addiction (habit based use of internet everyday) affects the performance of the students negatively. Hartina Halizah Siraj (2015) determine the association between internet usage and academic



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GOVERNANCE REFORMS AND DEVELOPMENT IN INDIA

GOVERNANCE REFORMS AND DEVELOPMENT IN INDIA



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Bridging the Gender Gap: Empowering Women through Financial Inclusion

Dr. Shaifali Mathur*

Introduction

Financial inclusion is well known and well documented. However much of the information on approaches to financial inclusion still lacks sex-disaggregated data, regarding prevailing gender gap in the access that women and men have to financial products and services globally. Financial inclusion or inclusive finance is a phenomenon whereby effort is made by financial institutions/ government to ensure that all households and businesses, regardless of levels of income are able to effectively access and use appropriate financial services they need to improve their lives. For financial inclusion to be effective and successful, attention has to be given to segments of the population that have been excluded from the formal financial sector for whatever reason – perhaps because of their income level and uncertain economic status, sex, geographical location, type of economic activity or level of financial literacy. Financial inclusion is bringing the of banking services at an reasonable cost to the large sections of disadvantaged and low-income groups.

- Three components are to be considered concerning financial inclusion:
- Access – making financial products and services available and affordable to all the sectors of the economy;
 - Usage – getting customers to use financial services frequently and regularly, and;

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The paper has been presented in "International Conference on Modern Management Strategies, E-commerce and Global Economy-In Indian Context" Organized by Inspira Research Association (IRA), Jaipur & LBS PG College, Jaipur, Rajasthan, India. 02-03 February, 2018.



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A REVIEW ON IMPACT OF BUSINESS ENVIRONMENTS ON DEVELOPMENT

Dr. Shaifali Mathur
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ABSTRACT

The Policy Research Working Paper Series disseminates the findings of work in progress to encourage the exchange of ideas about development issues. An objective of the series is to get the findings out quickly, even if the presentations are less than fully polished. The papers carry the names of the authors and should be cited accordingly. The findings, interpretations, and conclusions expressed in this paper are entirely those of the authors. They do not necessarily represent the views of the International Bank for Reconstruction and Development/World Bank and its affiliated organizations, or those of the Executive Directors of the World Bank or the governments they represent.

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payment option, customization related facilities as per user saves a lot of time and makes marketing easier. The present paper investigates the differences among the individual based on the gender and socio economics status towards the perception related to technological and environmental factors related to the use of mobile marketing applications. For this a sample of 120 youth who uses mobile based technology for marketing purpose was selected using convenient sampling among which 60 were males and 60 were females were selected among which and 40 were from low economic status. The mean age of the sample was found to be 23.48 years. A Structured Questionnaire developed was used to measure consumer perception was used it measures two dimensions namely perception related to Technological factors which includes Interference, Convenience, Extent of Customization, Device Interference, and over all Technological Factor, and perception related to environmental factors includes Lifestyle, Outlook, Aspire Group, and over all Environmental Factor, related consumer perception. The calculated alpha reliability of the scale is found to be .906, and split half reliability is .947. The content validity was found to be high. The finding of the study shows that no gender difference exists on the perception of technological factors such as internet connectivity, images related to goods, payment options in mobile based applications, and to certain extent perception related to environmental factors associated with mobile marketing applications which differs among male and females. Whereas socioeconomic status related difference exists in the perception towards technological factors such as convenience of use, extent of customization, interference produced due the device while using mobile based application used for marketing, similar difference was observed for the environmental factor especially for perception related to life-style whereas no such difference was observed for outlook and aspire group related perception of mobile marketing applications. At the end the limitation, implication and suggestion for further study were discussed.

Keywords: Gender, socio-economic status, consumer perception, and mobile-app based marketing, technological factors, environmental factors.

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Sustainable Development: A Bridge between Needs of Past and Future Generations

Dr. Ruchi Jain¹, Juhi Mukherjee²

¹Associate Professor Department of Financial Studies, IIS University

²Research Scholar, Department of commerce, IIS University

Abstract:

As the economy and society depends depends on the ability of natural systems for providing ecosystem and natural resources. In this paper researcher discussed about the importance of

sustainable development for the needs of future generation without sacrificing the needs of present generation.

Keywords: Sustainable Development, sacrifice, economy.

Introduction:

Since the 1987 Brundtland report, the idea of maintainable improvement has entered the political field. Its most basic definition peruses: "improvement that addresses the issues of the present without bargaining the capacity of future ages to address their very own issues". In the EU banter, manageable advancement is frequently observed as incorporating three measurements: the natural, the financial and the social (the "triple main concern").

Criticism:

Supportable Development has moved toward becoming something of a "confidence" to lawmakers, business analysts and preservationists over the most recent 10 years. It appears to be barely politically right to set out to scrutinize its legitimacy. Regardless, feedback has been voiced over the logical inconsistencies and ramifications of the idea. Some less-created nations see feasible improvement as a belief system forced by the affluent industrialized nations to force stricter conditions and guidelines on help to creating nations. Different faultfinders propose that the idea does not give enough thoughtfulness regarding poor people, who experience the ill effects of ecological corruption. A noteworthy investigate of the idea has been that it does not scrutinize the belief system of monetary development. Some along these lines consider it to be another philosophy of neo-radicalism. For 'Profound Ecology' pundits, the worldview of maintainable improvement does not satisfactorily test the buyer culture. Profound scientists contend that the idea of maintainable advancement is excessively human-driven. There are likewise pundits who assault the reasonable improvement idea from a preservationist, free market point of view. They contend that characteristic assets are plentiful and man's creativity is great to the point that practical improvement approaches are superfluous and risky. They likewise keep up that the perfect of intergenerational value is indistinguishable and defective.

Results and Discussion:

The most significant issues for supportable advancement related with environmental change impacts regarding the matters of this section are: (a) dangers to helpless districts and territories from steady natural changes prompting sway edges and extraordinary occasions that could disturb the maintainability of social orders and societies, with specific thoughtfulness regarding beach front zones in current tempest tracks and to economies and social orders in polar zones, dry land regions and low-lying islands, and (b) dangers to delicate social and ecological frameworks, both from unexpected atmosphere changes and edges related with more continuous atmosphere changes that would surpass the versatile limits of influenced areas, areas and social orders. Precedents incorporate impacts on asset supply for urban and modern development and waste administration

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(e.g., flooding) As an extremely broad standard, sensitivities of more-created economies to the ramifications of environmental change are not exactly in creating economies; however impacts of intersection limits of supportability could be particularly vast in created economies whose structures are moderately inflexible instead of versatile.

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Role of Media in Sustainable Development

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Senior Assistant Professor, Department of Journalism and Mass Communication, IIS University

Abstract:

This paper explores the role that the media can play in contributing to a sustainable society. The role of mass media for sustainable democracy cannot be overemphasized. Although, the primary responsibilities of the media is to entertain without slander or libel, inform based on accurate facts and educate on current relevant issues. Apart from these roles, development scholars and professionals have widely recognized the utility of mass media in the sustenance of viable democracy. Democracy is the most popular form of government particularly because it guarantees popular participation. These should contribute to sustainable development and thus to Gross National Happiness. This change in behaviour will not be achieved by itself but needs conscious efforts on the part of the government and society as a whole. It is suggested that Education for Sustainable Development of all sections of society can contribute to this behavioural change. More than just finding and reporting stories for public consumption, the media has a myriad of functions that can further the cause of improving the quality of life. If sustainable development is about changing attitudes, adopting new policies and taking action, then the media has a major role to play.

Keywords- democracy, media, reporting, consumption

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Sustainable Development in Computing Technologies for Business World

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Development Education and Education for Sustainable Development Interventions

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Abstract:

Addressing issues like global justice and sustainability the deliberate educational interventions can definitely be stated as Development education, education for sustainable development and international citizenship. In this paper, the researchers provide a general idea of measures of assessment of learning used, review the evidence of the impact on learners, and deal with some methodological and educational questions which came to light from the review. The Sustainable Development Goals which are set out by the United Nations support and provide that all learners should have the knowledge and skills needed to promote sustainable development. Hence, the Development education, education for sustainable development and global citizenship education are deliberate educational interventions, which go along to address global justice and sustainability issues for the society.

This paper presents an amalgamation of the literature pertaining to the question of the 'impact' of deliberate development education 'interventions'. It is guided by the most pertinent research question: What is the impact of intentional advancement education interventions? The remainder of the paper is set out as follows; Development Education (DE), Education for Sustainable Development (ESD) and Global Citizenship Education (GCED) are introduced and discussed from this perspective of policies and practices. Current research continues to increase and enhance our appreciation of the field, but the researchers found no recent reviews of the literature addressing the impact of these educational interventions. The objective of this paper is, therefore, to examine what exactly is the impact of deliberate development education, education for sustainable development and global/International citizenship education. The researchers reviewed numerous abstracts (247 to be exact) against the specific inclusion criteria: from Scopus, ERIC, and also from EBSCO. The papers finally selected comprised of education for sustainable development and environmental themes and globally oriented in their content. The researchers also studied papers in Intercultural educational interventions. This paper provides a detailed overview of measurement of assessment of learning used, next step was studying the impact on learners and speaking on some methodological and informative questions that came out from the review.

Impact was hypothesised as: change in skills, knowledge, attitudes, ethics, and actions arising, including both hard and soft. It is indeed a promising perspective to reach supportable and



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DRUG TARGETING AND STIMULI SENSITIVE DRUG DELIVERY SYSTEMS

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Pharmaceutical Nanotechnology Series

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Polymeric nanocarriers for site-specific gene therapy **18**

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¹Central University of Rajasthan, Ajmer, Rajasthan, India ²The IIS University, Jaipur, Rajasthan, India ³University of Delhi, New Delhi, India

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18.1 INTRODUCTION

Gene therapy is rapidly growing as a promising strategy for the treatment of both inherited and acquired disorders. In general, the process involves modification or regulation of therapeutic gene expression (DNA or RNA). This is achieved either by replacing, knocking out, knocking down a mutational gene or by introducing a healthy copy of gene to resolve the disease. Gradually, this has emerged as a potential alternative strategy against drug treatment, surgical approach, and enzyme/protein therapy (Ramamoorth and Narvekar, 2015; Choi et al., 2014).

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Synthesis and evolution of polymeric nanoparticles: Development of an improved gene delivery system

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R. Mankamna Kumari¹, Nikita Sharma¹, Nidhi Gupta², Ramesh Chandra³ and Surendra Nimesh¹

¹Central University of Rajasthan, Ajmer, India ²The IIS University, Jaipur, India ³University of Delhi, Delhi, India

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Shivani Sahu, N.R. Sudhakar*, P.S. Maurya* and Shivya Rawat**

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Abstract—Increasing amount of solid waste and its disposal is an issue worldwide. As the rate of generation of solid waste is continuously increasing, the issues related to its environment friendly disposal are also growing. Problems related to the proper management of solid waste are more prominent in developing nations than in developed nations. Besides the general basic categories of solid waste like domestic waste, industrial waste, agricultural waste, etc. another important category which can be considered in India is temple waste. Many festivals and rituals are being celebrated round the year in temples, where people present different offerings to the deities. These offerings after fulfilling their purpose are dumped in some water body or are left untreated in open. This proportion of waste generally does not get any attention and contributes to deterioration of the environment. To find out sustainable ways to manage the solid waste, quantification of the total solid waste of ten popular temple of Jaipur city was done. In addition to this, general information about the waste and its management from the selected temple was collected through questionnaire, in order to attain the concept of "GREEN TEMPLE". It was found from the study that out of ten, four temples generated waste below 30 kg, four temples generated waste about 50 kg and two temples generated above 100 kg. It has been concluded from our study that a huge quantity of biodegradable waste is generated from temples. Further studies can be conducted to find sustainable methods to utilize this to develop some valuable products like biogas/vermicompost/perfume/scent sticks/handmade paper etc. so that the green temple concept can be implemented for sustainable waste management.

Keywords: solid waste, quantification, waste management, sustainable development and green temple.

1. INTRODUCTION

Degradation of environment is a major cause of concern for the world today and one of the major causes of degradation is the solid waste and issues related to its disposal. Every human activity causes the generation of solid waste, which is generally discarded as useless or unwanted (Bundela *et al.*, 2010). Solid wastes are those organic and inorganic waste materials produced by various activities of the society, which have lost their value to the first user. Solid waste can be categorized into different types based on the source such as residential waste, commercial waste, institutional waste, municipal waste, etc. (Das and Baishya, 2017).



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A trend of significant increase in solid waste generation has been recorded worldwide. India being a country of spirituality and temples offers a unique share of flower wastes into the total solid waste generated, although flower wastes are included into organic wastes which make up for over 70% (Rajput *et al.*, 2009) of the total solid wastes. Flower wastes vary from city to city, some cities in India are specially known for temples and pilgrimages, in such cases the flower waste content in the waste is increased, and over tenfold during special occasions like festivals, religious ceremonies, etc. Some of the major flowers offered in temples are: *Jasmine, Marigold, Chrysanthemum, China Rose, Rose* etc. these flowers are either discarded as waste or given for decoration and to devotees, whichever way it be they are finally thrown away and find their way into environment unless handled otherwise (Ravishankar *et al.*, 2014).

Jaipur is popularly known as a city of temples; local as well as people from all over the country visits the city for religious purposes and usually offers flowers to Gods and Goddesses (Jain, 2016). Improper disposal of floral waste leads to numerous environmental problems. Keeping in view this problem a study was conducted in the popular temples of Jaipur city with the aim to manage the waste. Objectives of the study were to quantify and segregate the total solid waste into biodegradable and non biodegradable components so that the flowers could be separated from total waste.

2. METHODOLOGY


2.1 Selection of popular temples of Jaipur

Jaipur is well known for its temples and heritage values. It is also known as "Chhoti Kashi" due to its religious significance. There are temples in almost every part of the city (Tiwari and Juneja, 2016). Since the study deals with the flower waste management, quantification of the solid waste generated from temples waste was done for which ten temples were selected on the basis of their popularity and regular availability of flowers. **Figure 1** shows the location of ten popular temples of the city most of them are concentrated into the walled city. *Shila Mata* temple in *Amer* is the only temple from the selected ones which is in the outskirts of the city.

Ecological Imaginations and Gender Studies

A South Asian Perspective

Dr. Manoj Kumar • Dr. Swati Kumari

 YKING BOOKS

Dr. Manoj Kumar

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Ecological Undertones in Cameron's Graphic Eye-opener *Avatar*

Aditi Bhardwaj

The aerial shot of the exotic world of Pandora marking the beginning of the film ends with the protagonist's words in the background: "...Sooner or later though you always have to wake up" and immediately his eyes open in a 'cryo' moving in space for five years, nine months and twenty two days. Right from the start, the viewers are expected to understand that this opening of the eyes is not only literal but symbolic of the director's intentions that it's high time to wake up and check our inhuman actions towards our own Mother Nature.

Cheryll Glotfelty has defined ecocriticism as the study of the relationship between literature and environment (viii). Ecocriticism emerged in the second half of the twentieth century as a theory about the 'representation of nature' in written as well as visual literary works. It has given us a new angle to study literature of all forms and ages in the times when saving Nature is the need of the hour.

The 21st century literature serves as a two-in-one pack, a philosophizing mode of entertainment in just a few hours. Also, apart from theatres, these can be accessed through TV, PC, laptop, DVD, CD and hi-tech mobiles anywhere through the internet facility which enhances the scope of spreading the message

across. The blind pursuit of scientific advancements for the sake of civilization makes man blind to the future side-effects of what has seemed to be progress till present. With the increasing frequency of all the mishaps and natural disasters like the climate change, cloud bursts, severe dust storms, tsunami, etc., man has finally understood that nature is all-powerful. He has realized that if it is not saved now then all the efforts towards advancements and modernization will turn futile as humanity will be swiped away due to the wrath of nature.

Avatar is a film talking about the year 2054 by which the whole Earth has become uninhabitable due to pollution. This is a sign for all those warnings that have been issued in the past years regarding environmental situation and climate change. This also goes in line with the repeated attempts of our visits to the moon and other planets to find traces of the possibility of life. After exploiting the Earth for all that could economically benefit them, the RDA Corporation group of humans has come to explore Pandora, another planet; to mine the precious mineral named 'Unobtainium' (worth 20 million a kilo) but Pandora's air is not breathable for 'civilized' humans. The scientists make Avatar, the hybrid blue frames similar to the physique of Na'vis, by mixing the DNA of the humans and that of the native species of the planet. Jake, the protagonist, is a paralyzed ex-marine who agrees to be uplinked to the Na'vi body. Initially he works for his ulterior motive to 'get a leg' as promised by his evil commander, Colonel Quaritch, in return for his services. He is asked to convince the Omaticaya tribe to move their abode so that the humans can exploit their planet for its resources but he falls in love with their princess Neytiri and eventually with the ways of their world. He starts realizing the importance of conserving the world of nature because he is able to walk and run like a normal human being in the Avatar form which emphasizes that only Nature can complete a human.

The Na'vis do not prefer to kill even the animals as brutally as the humans do so with their own kind these days. Even if they have to do so for their safety or survival, they pray for the soul of the being to be united with Goddess Eywa after the death of the body. This makes Jake think how easily the humans aim the armaments at others and destroy nature also in parallel in spite

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26. An Empirical Study on the Perception of Indian Housewives on E – Wallets as a tool for Self - Empowerment

Meha Saxena

Assistant Professor, Department of Management Studies, The IIS University, Jaipur

Introduction

India has recently emerged not only as the second largest mobile phone market but one of the fastest growing smart phone markets in the world with almost 300 million users. More and more people are switching towards smart phones these days. And with the reduction in internet package charges levied by the mobile networks and increase in the net disposable income of the common man, it has become more feasible for people of all income groups and age groups to use these smart phones intensively for various purposes. Smart phones have thus become almost indispensable in today's times. This has also led to new business models such as pay as you go, Micro top ups, low priced handsets etc. Thus smart phones are no longer restricted as a communication tool, but have their wide application as a socializing tool, entertainment tool, internet tool and payment tool as well.

Especially with the demonetizing drive initiated by the central government on November 8, 2016 which was followed by increased cash transaction fee levied by the RBI, mobiles have emerged as a smart tool to manage money transactions. Many people are moving towards EPS (Electronic Payment system) in order to manage the cash crunch. The various modes of EPS through smart phones include debit cards, credit cards, net banking, mobile banking and E wallets. All these modes of payments can be broadly categorized as mobile payments.



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understood

Social Media Marketing

Social Media is transforming all aspects of marketing from brand building, communications and advertising to customization and customer engagement. Researchers and marketers are grappling with the profound impact of the rapidly evolving social media on viral user-generated content, its impact in shaping consumer perceptions and constantly changing landscape for developing business cases to proactively engaging with stakeholders. Over the last few years, the use of online social networks has increased exponentially, with this boom in popularity has also come a rise in the need for marketing through social media. The focus of this book is to discuss various emerging issues in the field of social media marketing.



Rohit Bansal (Ed.)
Shafali Nagpal

Social Media Marketing-A Strategic Initiative


Bansal (Ed.), Nagpal

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Social Media: The New Promotional Tool

Dr. Chhavi Jain

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India

Abstract

Companies should go hand in hand with the technological changes. If any company fails to do so, it lacks in adaptation with the time, customers and competitors. The advent of internet in every one's life has forced companies to change their promotional strategies. By using social media for promotion companies can reach to mass in just a single click. Companies like Apple and Samsung are also tweeting for their latest innovations and products.

Keywords: Promotion, Social Media, Marketing Mix

Introduction

A few days back I was searching on the internet for the contact number of a particular bakery shop. The shop was neither very old nor very trendy, as it was popular more in just one ethnic group. Thus I was not very sure that I would be able to find out its number. But to my surprise I not only found its contact number but also its website. When I clicked on its link to the website I saw it was also able to attract its customers through social media like Facebook, Twitter and linkedIn too.

Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others. Mc Carthy classified marketing activities in four broad areas- Product, price, place and promotion. The Holistic view of marketing included four more activities to the marketing mix- people, processes, programmes and performance. The inclusion of people, process and performance created a new way of promotion- the Social Media Marketing.

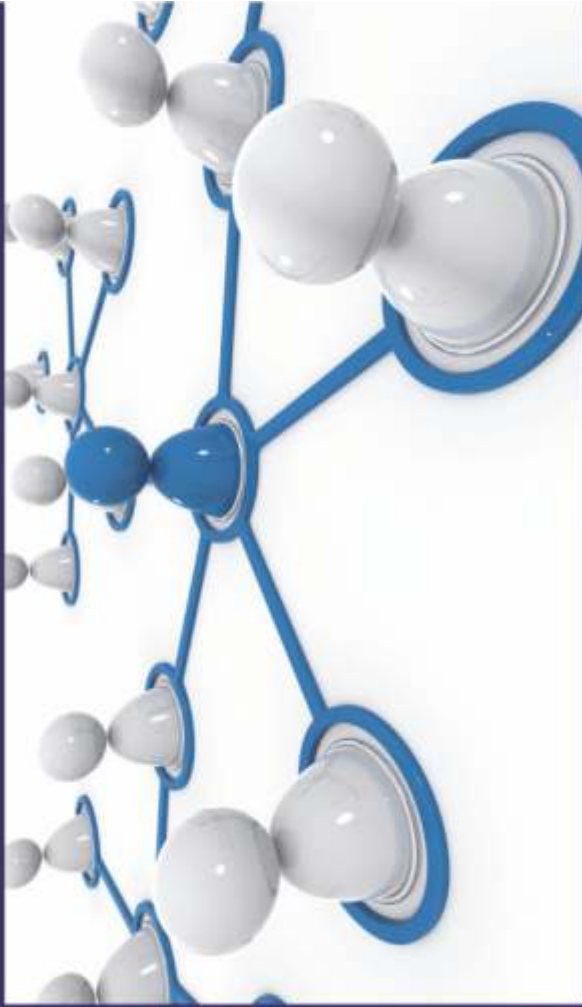
Social media is the platform where members share their ideas, opinion, interests, etc. with each other. Youth are the major users of internet in the world. Around 40 per cent of the world population has an internet connection today. The number of internet users in the world was two billion in 2010 and will reach to three billion by the end of 2014. The internet user base grew 42 per cent to 213 million in 2013 in India. Social media includes sites like Facebook, LinkedIn, Twitter, Orkut, Google+, etc.

Facebook has over100 million users in India, which makes it second largest market in the world. For linkedIn India is again, the second largest market with around 26 million users. With 18.1 million users by the end of 2014 on twitter, India accounts for third position in the world.

Currently 65 per cent of India's population is 35 or under it. By 2020, India's 64 per cent of population will come in the working age group. The increase in the number of youth and internet users in India, bring a call to the corporate entities to become active on the front of social media to maximize the benefits. Whenever a customer decides to buy any product, he undergoes a process which includes- problem recognition, information search and evaluation of alternatives, purchase decision and post purchase behavior. Each and every step of the buying decision process can be supported through social media in addition to the conventional methods of promoting a product. Problem recognition or the need for a product can be triggered through external as-well-as internal

Social Media is transforming all aspects of marketing from brand building, communications and advertising to customization and customer engagement. Researchers and marketers are grappling with the profound impact of the rapidly evolving social media on viral user-generated content, its impact in shaping consumer perceptions and constantly changing landscape for developing business cases to proactively engaging with stakeholders. Over the last few years, the use of online social networks has increased exponentially, with this boom in popularity has also come a rise in the need for marketing through social media. The focus of this book is to discuss various emerging issues in the field of social media marketing.

Social Media Marketing



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The Impact of Social Media on Consumer

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Dr. Chhavi Jain**

**Assistant Professor, Department of Management Studies, The IIS University, Jaipur, Rajasthan,
India

Abstract

The advent of social networking sites like facebook, twitter, linkedin and many others have created a different scenario of promotion amongst companies. In India promotion through social media is in its nascent stage, thus many problems are faced by the marketers. Marketers are still in a fix to decide which promotional tool will suit their organisation more. This research study is an attempt to identify the reasons causing behavioural changes in consumer, during buying decision making. People amongst age group of 19-35 are more active on social media platforms. Their decision to buy a particular product is affected with the reviews of other customers. But only digitization of promotion cannot help any company alone in winning the battle against competitors. A proper blend of traditional and social media platform may give any company the desired boom in brand identity amongst customers.

Keywords: Social Media, Social Media Marketing, Buying Behaviour, Brand association, Consumer

Introduction

**“The aim of marketing is to know and understand the customer so well
that the product or services fits him and sells itself.”**

Peter Drucker

Marketing is incomplete without reaching to the ultimate consumer. The consumer today is changing, thus change is required in the promotion techniques. The traditional promotional techniques include advertising, public relations and sponsorship, personal selling, direct marketing, sales promotion, etc. The new era is of digitalization. Communication through digital media is available 24x7x365. It helps customers to connect directly to corporate houses, consumers can feel themselves linked with other consumers, they can share their reviews with each other, and many other benefits can be accrued from digital communication in addition to the benefits from traditional promotion techniques.

Social media is a platform that allows internet users to share their experiences with other users. This sharing can be in the form of pictures, audio, video, words, etc. People believe more in what other common people say; instead of the brand ambassadors or spokespersons from the company. Social media includes Facebook, Twitter, LinkedIn, Pinterest, meetup, tumblr, youtube, Google+, etc.

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□□□

Sustainable Development and Media

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Abstract :

Sustainable development talks about the economic development without depleting natural resources. It includes the development which meets the needs of the present without compromising the ability of future generations. All the forms of media play a crucial role in ensuring the awareness of sustainability goals to all the people. Media should track the progress and share best practices to all regional and global levels. Countries should allocate some part of national budget to enhance sustainability. Issues like education, sustainable development, etc. are always well raised by media with a powerful impact. Thus media has important role to play in informing and educating people, providing platform for public discussions and debates, serving as a catalyst for empowering citizens and helping government and authorities.

Keywords: Media, Sustainable Development, Citizens

Introduction:

Sustainable development talks about the economic development without depleting natural resources. It includes the development which meets the needs of the present without compromising the ability of future generations. The concept of sustainable development started with conserving forests during 1987, but later economic development, environmental development and social development were added to it.

Effect of temperature on optical properties of PMMA/SiO₂ composite thin film

Gyanesh Soni, Subodh Srivastava, Purushottam Soni, Pankaj Kalotra, and Y. K. Vijay

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Effect of Temperature on Optical Properties of PMMA/SiO₂ Composite Thin Film

Gyanesh Soni^{1,2,a)}, Subodh Srivastava², Purushottam Soni³, Pankaj Kalotra² and Y.K.Vijay²

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Abstract. Effect of temperature on PMMA/SiO₂ composites thin films were investigated. Nanocomposite flexible thin films of 60 μm thicknesses with different loading of SiO₂ nanoparticles were prepared using solution casting method. SEM images show that SiO₂ nanoparticles are distributed uniformly in PMMA matrix without any lumps on the surface, and PMMA/SiO₂ nano composite thin films had a smoother and regular morphology. UV-Vis and optical band gap measurements revealed that both the concentration of SiO₂ nanoparticles and temperature affect the optical properties of the composite thin film in comparison to the pure PMMA film.

INTRODUCTION

Due to their advantageous and exciting optical, mechanical and electrical properties over bulk materials, composite thin films are being studied in last few decades extensively. The composite thin film finds relevance in optical coatings & antistatic coatings, electronic components, optical data storage devices, magnetic films for data storage, food and pharmaceutical packaging (ranging from non-permeable to semi-permeable membranes), etc. Due to the added advantages, optical thin film are used in integrated optical waveguides, antireflection coatings, band-pass & band-stop (notch) filters and rugate filters. In recent years, significant progress has been made in tailoring the optical properties of the thin films by addition of additives such as nanoparticles in the polymeric thin film [1, 2].

Several polymers are being used as base material for preparing the optical thin films, among them Polymethyl methacrylate (PMMA) was commonly used due to its high transmission and very low absorption characteristic in the visible region. Besides, it also filters ultraviolet (UV) light of wavelengths below 300nm, and its refractive index can be tailored by changing molecular weight. Oxide nanoparticles, especially silica nanoparticles (SiO₂) are known to have excellent mechanical, optical properties and physicochemical properties [3, 4], thus are widely incorporated as a modifier in composite thin films [5, 6, 7]. The addition of coatings or additives to PMMA films can improve its properties and therefore can be utilised for different applications ranging from optical sensors [8] to gas sensor [9, 10] and from electrical devices [11, 12] to medicine (due to non-toxicity) [13, 14].

Properties of the composite thin films depend on many interrelated parameters namely, depends on the size, shape, concentration of nanoparticles added, temperature and also depends on the techniques used to fabricate such films. Multiple methods are available for preparing thin films, among them the solution casting method seems to be one of the most attractive, offering the advantage of thin film preparation over a large area at a comparatively low cost.

In this proposed work our primary aim is to investigate the effect of SiO₂ nanoparticles concentration and temperature on the optical properties of the PMMA based composite thin films. To study this, we have adopted the solution casting method for preparing PMMA/SiO₂ composite thin films. Different characterization tools are used to measure the structural and optical properties of these films. The surface morphology was measured by STEM and optical band gap was measured by UV-Vis spectra recorded through Shimadzu UV-VIS Spectrophotometer model UV- 1800 Japanese.

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Characterization of aluminum selenide bi-layer thin film

Sarita Boolchandani, Gyanesh Soni, Subodh Srivastava, and Y. K. Vijay

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Characterization of Aluminum Selenide Bi-layer Thin Film

Sarita Boolchandani^{1*}, Gyanesh Soni, Subodh Srivastava, Y.K. Vijay

Vivekananda Global University, Jaipur

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Abstract. The Aluminum Selenide (Al₂Se₃) bi-layer thin films were grown on glass substrate using thermal evaporation method under high vacuum condition. The morphological characterization was done using SEM. Electrical measurement, with temperature variation shows that thin films exhibit the semiconductor nature. The optical properties of prepared thin films have also been characterized by UV-VIS spectroscopy measurements. The band gap of composite thin films has been calculated by Tauc's relation at different temperature ranging 35°C-100°C.

INTRODUCTION

The III-V semiconductors are of great importance because of their close lattice matching as well as promising optoelectronic properties[1]. The semiconductor compound, Al₂Sb, with an energy band gap of 1.62 eV is potentially a high efficiency solar material[2]. The thermal evaporation method in case of In₂Sb used[3] suggested that by annealing process intermixing is possible to prepare semiconductors. ZnSe is a semiconductor with a direct optical band gap of 2.7 eV at room temperature[4,5], which makes it suitable material for a variety of the optoelectronic applications. For deposition of ZnSe thin films several techniques have been reviewed: Electrodeposition[6], Photochemical deposition[7], Vacuum evaporation[8,9], and Pulsed laser deposition[10].

Aluminum selenide (Al₂Se₃) is the chemical compound Al₂Se₃ and has been used as a precursor to hydrogen selenide. The Al₂Se₃ films were prepared on glass substrate by evaporation involving Al and Se from individual sources and a bilayer structure was designed using a simple vacuum evaporation technique. The aim of this paper is to understand the mixing of materials of bilayer structure in control manner. The prepared films are studied for their structural, optical and electrical properties.

EXPERIMENTAL

Al₂Se₃ bi-layer thin films of same overall thickness and different thickness ratio (Al:Se 25:75, 50:50, 75:25) were deposited by thermal evaporation method on clean glass substrate under a vacuum of 10⁻⁶ mbar. The electrical and optical measurements of the films were carried on to investigate the effect of annealing and thickness ratio variation on the various optical properties (absorption co-efficient, optical band gap) in the photon wavelength range 300nm-700nm. Al₂Se₃ films of 250 nm thickness were annealed at temperatures 70 °C and 100 °C.

Pure Aluminum tablets (99.99%) & Selenium powder (99.99%) procured from Sigma Aldrich was used as a source material for the evaporation and. The material was placed into tungsten boat which was heated indirectly by passing high current through the electrodes. The simple glass slides were used and were cleaned with soap water, distilled water & then with acetone. After reaching high vacuum (10⁻⁶ mbar) in the vacuum chamber, slowly current was applied to the electrodes to heat the substance. A source shutter was used to control the deposition of the film on the substrate. When all the parameters (vacuum, rate of evaporation, substrate temperature, etc.) were optimized, then source shutter was removed and deposition of the film starts on the substrate. The rate of evaporation was maintained at ~6 Å/sec. The rate of evaporation and thickness of the as-deposited films were monitored using quartz crystal monitor attached with the unit. The thickness of all the films was 250 nm. The prepared layered film film & its schematic diagram is shown in figure 1.

Sarup Book

Literature

Nation, Identity and Culture

Rajshree Ranawat



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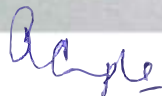
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Re (Reading) Nation and Identity Through The Lens of a Mughal Princess Jahanara

Sharad Rathore

Literature is influenced by history and history in a written form, assumes the diverse streams of literature, providing ample space, time, creativity and imagination. History provides comprehension and reference to validate and establish the literary works. The historical contexts provide a base to literature which manifests in the form of genre of literature such as poem, prose, play or fiction. The different genre of literature deal with information of real life subject, and on opinion, facts and realities, which placed in a definite time and context forms history. History in a major way is a basis for biographies, autobiographies and narratives, nonfiction and fiction. History and literature have a complimentary role to play, as both are indispensable to each other particularly in this era of interdisciplinary studies.

Autobiography is an uncharacteristic genre, which



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INDIAN ART, CRAFT AND CRAFTSMEN'S CURRENT CHALLENGES • MEENA

RPH

INDIAN ART, CRAFT AND CRAFTSMEN'S CURRENT CHALLENGES

Editor:
Dr. Ramavtar Meena



Indian Art, Craft and Craftsmen's: Current Challenges

The Present volume is an attempt to present a comprehensive account of a particular section of society by profession; that is the craftsmen. Sculpture is a fine art that has thrived through ages all over the world. India is no exception. Sculptors in India have strived to keep the art alive against all odds and hence it has made its mark in all its manifestations.

This volume is the outcome of intense deliberations by scholars and eminent artists at a UGC sponsored two-day National seminar held in Government College, Tonk. The text encompasses various facets of this art and attempts to delve into the problems faced by the present generation of sculptors and even tries to offer workable solutions in the wake of current global market values.

What makes the text content more valuable is the fact that it includes not just the point of view of just one but several distinguished scholars. In brief, this volume caters to the aesthetic demands of artists and promises to prove beneficial, particularly to Indian society at large.

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“Design Concept” on “Street Art”

Dr. Isha Bhatt*

Our application of human creative skill and imagination, typically in a visual form such as painting or sculpture, producing works to be appreciated primarily for their beauty or emotional power.

What is street art?

Street art is visual art created in public locations, usually unsanctioned artwork executed outside of the context of traditional art venues. The term gained popularity during the graffiti art boom of the early 1980s and continues to be applied to subsequent incarnations.


Street Art: An Introduction

In the early 1970s urban youth communicated their frustrations in the form of spray painted lines, curves and bubble letters that would soon engulf New York City's subway cars and stations. When the public encountered graffiti for the first time, it had no idea what it was seeing. Today graffiti and street art, almost always mistaken as synonymous terms, are instantly recognizable. From its inception, graffiti was declared vandalism by the government and transit authorities, but has managed to continually develop stylistically and in terms of the industry that has grown up around it. Various forms of mass media such as film, popular videos and magazines depicting graffiti, helped

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An Evaluative study on Wooden Craft of Ramgarh

Dr. Nirupama Singh*

Rajasthan is among the richest state in the country as far as the field of art and craft is concerned. In concept of quality and workmanship, the handicrafts of Rajasthan are incomparable from others. The entire Shekhawati region radiates with the wonderful wood carvings adorn in buildings which were constructed by the *marwaris* merchants, these buildings are *haveli*, temples, well, cenotaphs, etc.

Wood carving is a highly developed art form in Ramgarh. Ramgarh is a city and now municipality which comes under Sikar district of Shekhawati region in Rajasthan which is famous for its intricately carved wooden doors, windows and furniture. Creativity of wooden crafts is observed in the *havelis*, temples even in all buildings. These buildings are usually similar to *haveli* in respect to their architecture point of view, which are built mostly by the *Marwaris* of this area in the late 18th century. Buildings of Ramgarh range from a single courtyard house form to an assemblage of multiple courtyards. Majority of these have one or two courtyards. A higher status of the owner or an increase in family members resulted in an increase in either the scale of the building or the number of courtyards. These *Marwari* merchants attained a remarkable level of economic prosperity and were responsible for creating the bulk of the built heritage during the mid 18th century till 1830s. They employed artist very huge amount

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to decorate their buildings. Most of them were built for residential purposes.

Haveli is an ideal place to look of old worldly wooden doors and windows, wooden Jharokhas, table with cast iron jali, chairs, swings, benches and many household furniture sometimes fretted with brass and copper sheets for decoration. They can be lightly carved and embellished with tiles. All these are very finely carved by the wooden carvers through manual process which takes so much time. In one main door of the haveli, they took a year in full carving of the door. By this we can imagine that doors, windows and Jharokhas of one haveli were completed in how much duration. But they had a very long life even today they are stand in a good state. These wooden carving adds beauty and attraction spot in the haveli.

Ramgarh is famous centre for exquisitely carved wooden doors. It was extensively used to decorate doors and window shutters and frames as well as beams, brackets and wooden ceilings in the *havelis*. Door and window frames and shutters are carved with geometrical and floral patterns and plated with brass. These patterns carved in repeated patterns. These designs of doors are spread across the towns. The main doors of forts and of some of the *havelis* are massive with a small wicket gate and strengthened with metal plates, nails and spikes for safety purposes. The main door leading to the inner court of a *haveli* is usually the most beautiful and most intricately carved. It usually has a skillfully carved *rohida* wooden *chamkhat* (frame) to hold the doors. For *Chamkhat* and wooden carving, Kishna Lal Jangid was famous and he was basically belong to the village Sangirdwal Gaon. The *chamkhat* frames range between 8-9 inches to about 20-30 inches in width and 8-10 inches thick with skillfully carved varied patterns on the front. Beautifully carved floral patterns or anything like that can be seen there on the vertical frames, but on the horizontal upper frame, it is always Lord Ganesha's carved image in the centre and Riddhi and Siddhi, his wives standing beside, attending on him. This, they do because they consider of obstacles and the patron God of success. A painted image or mostly, a stone idol of Lord Ganesha is seen installed also on the wall just above the *chamkhat*.

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Kathputli Art –A Diminishing Art Form

Dr. Amita Raj Goyal*

In India, the tradition of crafts has grown around religious values, needs of the common people and also the needs of the ruling elites. Along with this foreign and domestic trade have also played an important role in the development of different craft forms in India.

Rajasthan is the riches states in the country as far as the field of arts and crafts is concerned. Rajasthan is well known all over the world for its hand-printed textiles, furniture, leatherwork, jewellery, painting, puppets, pottery and metal craft.

Puppets are painted wooden heads with painted expressions, arched eyebrows and mustache for men and nose ring for women and large expressive eyes on their face. They are draped with dresses made from sequined old fabrics. Hands made simply by stuffing rags or cotton into the sleeve of the dress.

The use of lively colors and flamboyant, fantasy designs is distinctive in all forms of arts and crafts of Rajasthan.

Today, Rajasthan has earned an immense popularity, due to its rich handicrafts, which is also a striking part of the Rajasthan culture. Keywords: Handicraft, Culture, Puppets, Diminishing Art, Livelihood.

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instigated development is that it leads to decadence-decadence being described as 'nothing more than the artificial embrace of what, once had been natural'.

Instead of strengthening and fortifying such institutions that serve the needs of a large community of people, 'development' concentrates on multi-storied marketing centers, corporate marketing, brand names, patents, supermarkets, and global trading priorities. In such transitions, old, traditional and even far better indigenous resources and institutions are lost. This would not matter if India had only a few hundred or even a few thousand craftspeople, but there are over ten million handloom weavers, certainly the same number of potters and blacksmiths, and leather workers. Thousands of women are engaged in embroidering cloth, while basket-makers and mat weavers are the mainstay of an agricultural economy. Physically scattered over the length and breadth of India, they are socially cloistered within the caste system that has not changed enough for the better. The upper castes link themselves with Euro-centered policies of development, while acting as impresarios rather than uplifters of the backward castes. Crafts are thus forced to remain quaint, traditional, aesthetic but static, while the world around the producers changes beyond control.

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Mat-Weaving - A Small Scale Grass Craft Sold on Road Sides of Big Cities (With special reference to Jaipur)

Ms.Ujjvala M. Tiwari*

Mat- weaving is done by strips of bamboo, dry monsoon grass, rice grass, date palm leaves, cane and sarkanda to make different things like baskets, pottery, umbrellas, hats, chairs, muddhas etc. which are used in daily life. As it is one of the oldest craft forms this was used by the ancient nomadic people to gather food in the utensils made by these streaks of grass. These were used for the domestic purposes. Later on the artisans of this craft developed various patterns and styles in making different things of daily household and for decorating homes. Such craft reflects art and culture of a particular area and tribes dwelling there. All over India, from East to West and North to South there are many kinds and types of mat-weaving done to make different articles. States like Bihar, Orissa, Tamil Nadu, Madhya Pradesh, Goa, North Eastern states, some parts of South India are well known for traditional mat - weaving. To run their families these craftsmen started selling the mat-woven articles in the local market and then came out in the urban areas for trading. Along with their art and artefacts, these craftsmen started making things of utility according to the desire of the urban man. They develop new patterns of stripes dyed in colours. These are appreciated due to beautiful and unique designs but negotiated by the urban people and to survive they have to compromise with heavy bargain. At times the urban people prefer to buy such things from

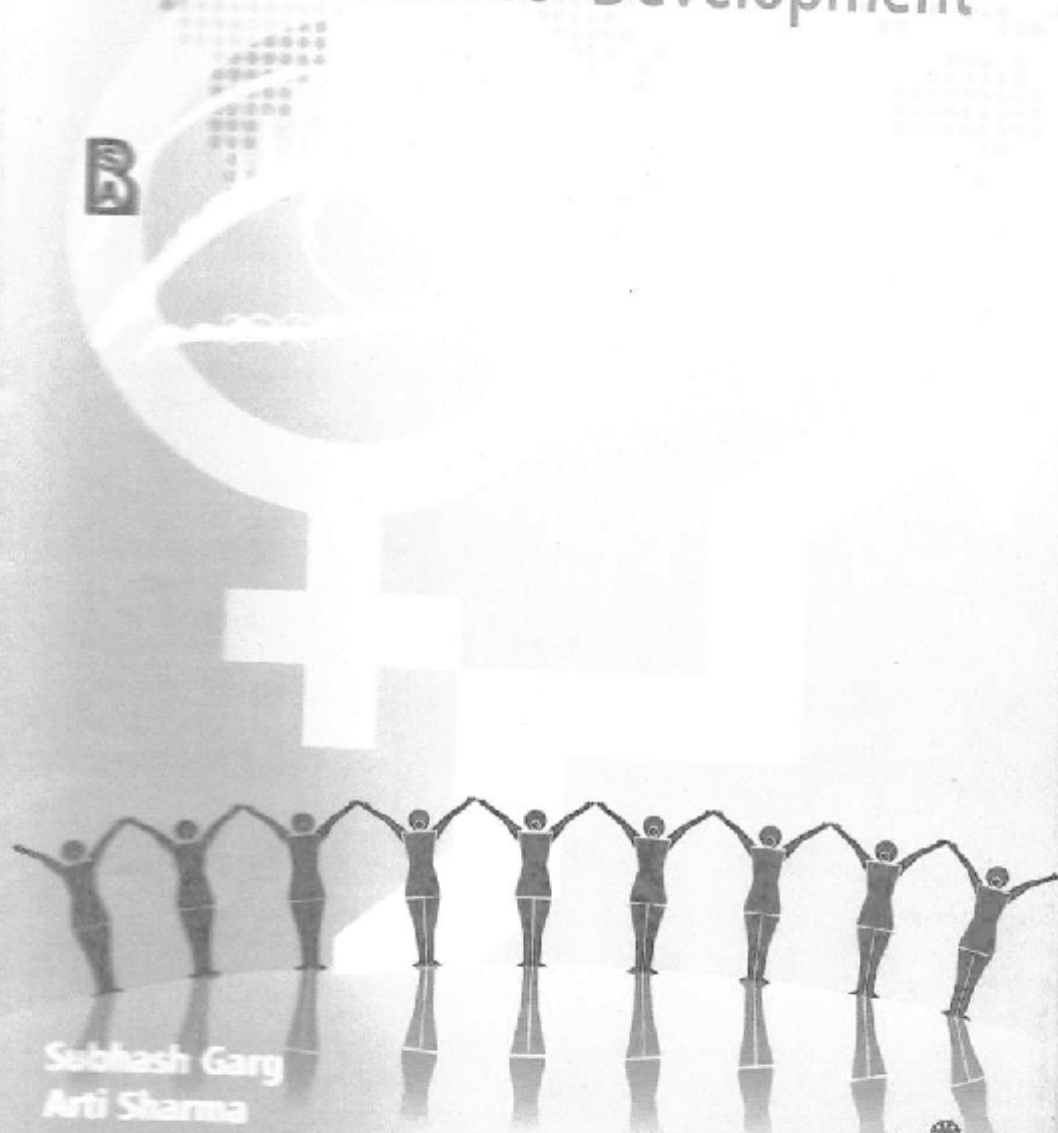
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Present Impact of Cloud Computing in Higher Education (HE) System

^{#1}Mamta Sharma, ^{#2}Dr.Navneet Sharma

¹Research Scholar

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Abstract : Higher education plays an important role in maintaining the financial growth of a country. Now a day the classroom coaching is altering and students are concerned more towards knowledge. Therefore in these ever-changing surroundings, it's vital that we expect regarding the newest technology which is able to facilitate the civilization with higher teaching and learning method. One among such trending technology is shade calculate. The requirement for education during this time has become an continuously growing and developing and rising E-learning vital solution therefore we want the e-learning systems to stay the speed with the information. The new means is to use cloud computing. Cloud computing is incredibly scalable and creates virtualized financial gain can that may be created on the market to users will have a serious impact on the tutorial setting within the future. It for the most part refer to technology that delivers nice computing resources that can be accessed over with an

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Present Impact of Cloud Computing in Higher Education (HE) System

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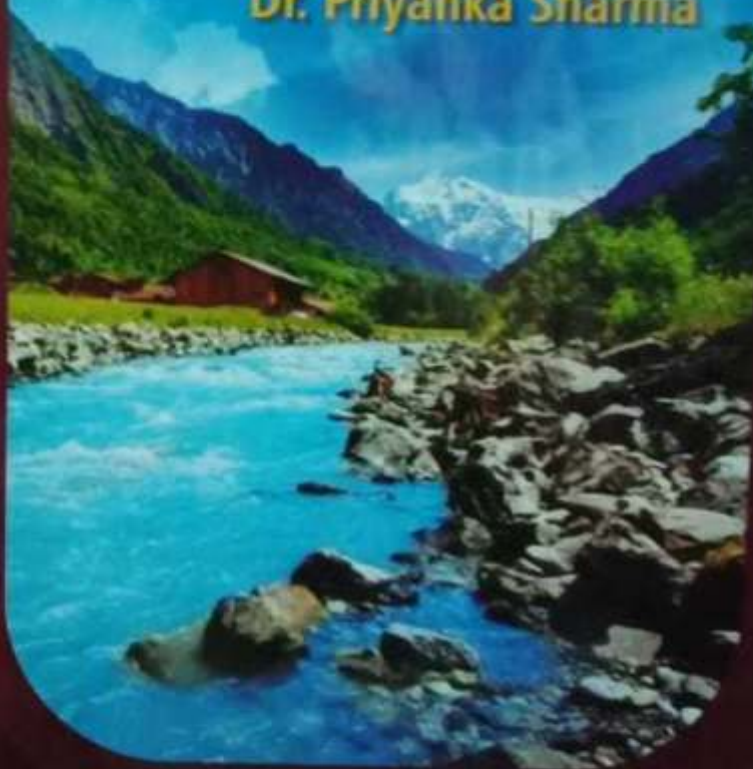
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It is hoped that the present edition of the book shall fulfil the requirement of the university students for a suitable text book on the subject.

The author will be thankful to the esteemed teachers and students for their valuable suggestions and comments, for further improvement of this book.

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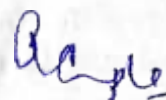
Environmental Toxicology

Edited by :
Dr. Jyotsna Jain


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CHAPTER - 2

Role of Microbial Diversity in Dye Degradation: Exploring the unexplored

Dr. Sreemoyee Chatterjee and Dr. Neha Sharma
Associate Professor, Department of Bio Technology
The IIS University, Jaipur

Microorganisms comprise of a huge and almost untapped reservoir of myriad forms of molecular and chemical diversity in nature, as they constitute the most diverse forms of life and are resourceful in terms of extrapolating some innovative applications for the mankind. They have been evolving for nearly 4 billion years and occupy almost every ecological niche on this planet and exhibit a tremendous potential in exploiting a vast range of energy sources. The literature suggests that it is the microbial protoplasm which constitutes for about 50% of the living protoplasm on this planet. Being highly adaptive in nature, microorganisms have shown their presence even in extremely diverse environments pertaining to which they have developed an extensive range of metabolic pathways (Jain et al., 2005). This exemplifies an excellent example of sustained presence in an environment. In natural environments, microorganisms are present in mixed populations (Flemming and Wingender, 2010). Different species with different characteristics live together, often in very complex communities. Microbial community can be described by separating the individual components. This segregation forms the basis for most techniques to study microbial communities in natural environments. The presence of microorganisms in extreme conditions of stress or contaminated environments facilitates their use in different biotechnological interventions as their enzymatic systems are coded by genes which could be exploited. Additionally, the use of such highly tolerant autochthonous strains in wastewater bioremediation is a focal point of research (Gomaa and Momtaz, 2007). Only a fraction of the culturable bacteria present in an environmental sample can be successfully isolated and cultivated (Hugenholz, 2002). To circumvent the problem of isolating the different species by growth condition preferences, DNA-based molecular techniques over the last few decades have been developed and had revealed an enormous reservoir of unexplored unculturable but viable microbes. Un-culturability is a condition that



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Nanotoxicology: evaluation of toxicity potential of nanoparticles

10

Sreemoyee Chatterjee¹, R. Mankamna Kumari², Surendra Nimesh²

¹The IIS University, Jaipur, India; ²Central University of Rajasthan, Ajmer, India

10.1 Introduction

Scientific progress and technical innovations are key factors not only to secure the present level of prosperity and raise the competitiveness of national economies, but also for further breakthrough in medicine and for sustainable development. Unintended side effects of technology, such as hazards of new technologies for the natural environment and human health or for our common social life, can influence the balance considerably. The alarming increase in CFCs, the ozone hole, long unrecognized carcinogenic effects of asbestos, and historical catastrophes like Bhopal tragedy or Chernobyl are well-known examples of environmental toxicity (Durodié, 2002).

Today, the advent of nanotechnology has created much hype and hope. The large surface area to volume ratio of nanoparticles leads to an alteration in biological activity compared to the parent bulk materials. Since 1995, the use of nanoparticles in experimental and clinical fields has risen exponentially due to their wide range of biomedical applications, for example, in drug delivery, imaging, and cell tracking (Cheng *et al.*, 2011; Huang *et al.*, 2011; Pan *et al.*, 2011; Thanh NTK, 2011). Nanoparticles can mimic or alter biological processes (e.g., infection, tissue engineering, de novo synthesis, etc.), and a wide spectrum of nanoscale technologies is beginning to change the scientific landscape in terms of disease diagnosis, treatment, and prevention. The use of nanoparticles as carrier systems for drugs, particularly chemotherapeutic drugs, is gaining in popularity due to the ability to specifically target cancer cells, enhance efficacy, and reduce systemic toxicity. These technological innovations, referred to as nanomedicines by the National Institutes of Health, have the potential to turn molecular discoveries arising from genomics and proteomics into widespread benefits for patients.

The nanomedicinal devices include, but are not limited to, functionalized carbon nanotubes (CNTs), nanomachines (e.g., constructed from interchangeable DNA parts and DNA scaffolds), nanofibers, self-assembling polymeric nanoconstructs, membranes, nanosized silicon chips, biosensors, and laboratory diagnostics. According to data collected by the National Nanotechnology Initiative, the quantity of manufactured nanoscale material is growing significantly every year. The Business Communications Company had projected a \$10 billion global demand for nanoscale materials, tools, and devices by 2010 (<http://www.nano.gov/>). This large increase in demand and production could lead to the enormous exposure of humans and other organisms to nanomaterials/nanoparticles.

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to high parental expectations and criticism. The present study aims to find the role of parents in procrastination among students. To fulfil the purpose, data was collected from the adolescents (N=200) with the help of simple random sampling technique. These findings suggest that there is permanent source of parents in procrastination among students.

Keywords: Procrastination in students; mental effects; physical effects; parenting style.

Experience of empathy and constraints felt: Exploring teacher experiences

Shama Shah

The Galaxy Education System, Rajkot, Gujarat, India

Empathy is not a prerequisite to be a teacher, but observations and research have found that an empathetic teacher contributes to a holistic growth for students. The aim of this study was to explore empathy as an experience and practice by the teachers within a given school system (IGES). Further, constraints on empathy were also explored. The responses collected from semi-structured, in-depth interviews of 12 teachers were analysed using the thematic analysis to elicit the common themes and patterns. Majority teachers reported a higher measure of experiencing empathy as compared to their observations of the same in their colleagues. Further, there was consensus on empathy primarily being associated with one's personality and less dependent on external training. A strong need to introduce relevant training programmes and other indirect activities was also observed. Commonly reported constraints on practicing empathy were found from three areas – personal pressures outside of school, feeling pressured to maintain student performances, and from being closed and rigid as a person. The study concluded that while empathy might be perceived as an intrinsic skill, it does require regular training and reminders. While the teachers are aware and understand the concept intellectually, a behavioural practice was missing. This study can be further strengthened exploring student success and measuring the correlation with the empathy levels found in teachers.

Keywords: Empathy; teacher empathy; empathy constraints; empathetic approach.

Having an intellectually disabled child: Coping strategies of mothers – The role of psychosocial factors

Dr. Sudha Rathore¹ & Prof. Roopa Mathur²

¹GD Goenka University, Gurgaon, India

²IIS University, Jaipur, Rajasthan, India.

Children are natural extensions of a marital relationship. The emotional preparation of expecting mothers is usually shaped by an ego ideal image of a baby. Discrepancies between the perfect child of their fantasy and the reality of having an intellectually disabled child may bring about dramatic changes in a mother's social life, expectations, work-life plans, marginalization, financial status as well as mother's psychological and emotional wellbeing. It becomes very challenging for mothers trying to look at this issue with a positive outlook and enhancing and



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were inculcated with the psychological intervention and applied to subjects undergoing current depressive episodes. Pre –Post Research design was applied to assess scores and t-test was calculated.

Keywords: Positive affect; positive mood; depression; children; psychological intervention

The role of perceived parenting style and academic stress in the levels of resilience in adolescents

Dr. Himangini Rathore Hooja & Priyanka Khanna

IIS University, Jaipur, India

The purpose of the study was to test the role of perceived Parenting Style and Academic Stress in the levels of Resilience in adolescents. For this purpose, a sample of 100 school students (boys and girls) aged between 10-19 years was selected on the basis of certain criteria of inclusion and exclusion. The measures used in the study were Parenting style scale (Bharadwaj, Sharma & Garg,1998), Brief resilience scale (Oshio, 2002) and Academic Expectation Stress Inventory (Ang and Huan,2006). Statistical analysis was done using SPSS. Results revealed no significant relationship between parenting style and academic stress. Out of the eight subscales of parenting style scale, Utopian Expectations vs Realism and Lenient standard vs Moralism show negative significant relationship with academic stress at 0.05 level. There was negative significant relationship between academic stress and resilience ($r = -0.198$ significant at 0.05 level). Further analysis reported significant contribution of academic stress in predicting resilience.

Keywords: parenting style; academic stress; resilience


Trauma-focused cognitive behavioural therapy in reducing symptoms of posttraumatic stress disorder in poly-victimized, institutionalized Ethiopian Children

Mastewal Abawa Bliew¹ and Dr. Gurvinder Ahluwalia²

¹University of Gondar, Gondar, Ethiopia

²Delhi University, New Delhi, India

Childhood trauma is a major worldwide public health problem. For many children, the unaddressed consequences of trauma adversely affected their entire lives. The present study designed to investigate the efficacy of Trauma-Focused Cognitive Behavioral Therapy (TF-CBT) in reducing symptoms of Posttraumatic Stress Disorder (PTSD) among Poly-victimized institutionalized Ethiopian children. The study employs quasi-experimental nonequivalent group's pre-test-post-test design with inter and intra-group comparison. Moreover, narrating individual cases of violence was undertaken. There are 83 Orphan and Vulnerable Children (OVC) who are gathered from the street life at Yenege Tesfa child care organization and comparable groups were formed from the general population. Then, thirty participants were purposely selected as a treatment group and the rest thirty participants as control group. The result revealed that there is a reduction in symptoms of PTSD among treatment group from pre-test ($M=24.96$, $SD=6.75$) to post-test measures ($M=16.70$, $SD= 6.41$); $t(29) = -5.11$, $p < 0.05$)


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Enhanced Removal of Cationic Dye Methylene Blue from Aqueous Solution Using Nanocellulose Prepared from Agricultural Waste Sugarcane Bagasse

Abhishek Kardam, Deepak Singh Rajawat, Sonal Kanwar and Madhubala

Abstract In the present communication nanocellulose was prepared from agricultural waste sugarcane bagasse and used for the removal of cationic dye methylene blue. Nanocellulose was prepared using bleaching treatment of agricultural waste followed by acid hydrolysis. SEM, TEM and TGA techniques were used to characterize prepared nanocellulose particles. Adsorption studies were optimized using simple batch experiments. Maximum sorption efficiency obtained for the removal of methylene blue using nanocellulose is 35 mg/g. The adsorption process fitted well for both Langmuir and Freundlich isotherms. Regeneration studies signify that nanocellulose can be used successively up to 6 cycles of adsorption/desorption.

1 Introduction

Water is the most valuable element of our universe. A considerable saving of potable water can be achieved through reuse of wastewater that, in turn, requires the development of materials and methods, which are efficient, cost effective, and reliable. Using better purification technologies can reduce problems of water

A. Kardam (✉)

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PERSPECTIVES ON BUSINESS AND MANAGEMENT



Dr. Naveen Sharma
Dr. Meghna Tandon
Dr. Shubha Meghwanshi


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CRITICAL ANALYSIS OF "MEGHRAJ": AN INITIATIVE FOR HARNESSING THE BENEFITS OF CLOUD COMPUTING

Anju Singh

Cloud Computing is a new paradigm in Information Technology (IT) and IT-enabled services (ITES) that transforms "computing as a resource" to "computing as a service". It is a disruptive technology with influence pervading across all aspects of a modern economy. While this has the potential of leapfrogging the economy of emerging markets like India, the adoption and deployment in such countries poses a unique set of technological, business, and regulatory challenges. In order to utilize and harness the benefits of Cloud Computing, Government of India has embarked upon a very ambitious and important initiative – "GI Cloud" which has been coined as 'Meghraj'. The present paper focuses on this initiative evolving a strategy and implements various components including governance mechanism to ensure proliferation of Cloud in government. Using a pragmatic approach an empirical study based on secondary source of information was carried out. The finding states that cloud computing environment through this project will facilitate in bringing expansion and advancement in all the infrastructural and policy implementation and operation of the country.

INTRODUCTION

Doing things "in the cloud" has become a common catch phrase these days. Essentially, cloud computing is a term which is used for any type of computing work which is hosted online via the Internet. It is based on cloud drawing which was first used for telephone network and later for internet. It means delivering computing things on the internet. If instead of saving pictures and documents on my computer they are saved on any website or servers, this is the use of cloud or if websites are hosted by a cloud server rather than maintaining an in-house IT staff and physical servers on the property in order to host your site, it is the use of cloud. So, an email client is similar to how cloud computing works with a difference. Figure 1 describes the networking of cloud computing. When we use cloud servers we can access all the information available in the cloud whereas in email client serves we can access the information only in our email ids. The US National Institute of Standards

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Volume - I

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The Influence of Positive Thinking at Workplace

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Abstract

The positive thinking itself sounds very useful terms. It's like everything seems to be in correct direction. It is very simple term to pronounce and to understand apart from some heavy words like persistence, ethics n so on.

Research is beginning to reveal that positive thinking is about much more than just being happy or displaying an upbeat attitude. Positive thoughts can actually create real value in your life and help you build skills that last much longer than a smile. Although it depends on person to person how they create that kind of attitude within themselves. It is simple, practical, heartfelt influence to enable each and everyone to enjoy sense of confidence, success and joy. To become positive thinker most important thing is to be confident. Feelings of confidence depend upon the type of the thoughts that habitually occupy our mind. Think defeat and you are bound to feel defeated. But practise thinking positive confident thoughts, make it a dominating habit and we will develop strong sense of capacity that regardless of what difficulties arise you will be able to overcome them.

Keywords: Positive attitude, workplace, Positive thoughts, Confidence, success, management, thinking, situations.

Introduction

Positive thinking is a mental attitude in which we expect good and favourable results. In other words, positive thinking is the process of creating thoughts that create and transform energy into reality. A positive mind waits for happiness, health and a happy ending in any situation.

More people become attracted to this notion, good evidence is the increasingly courses and books about it. Positive thinking is gaining popularity among us.

More and more successful people will tell you that they got where they are now because they made a lifestyle around positive thinking.



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Role of Emotional Intelligence in Restraining Occupational Stress

Dr. Anju Singh

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Abstract

Emotional intelligence is a potential to understand, recognize and successfully affect authority, information and expertise of emotions among human resource. In the present day work pressure and competition it is crucially find work and occupational stress among human resource at all levels. Stress arises when a worker meets pressure while completing his job or unable to complete his job. Emotional intelligence provides better understanding of work environment and hence reduces occupational stress. The present paper aims to examine the relationship between occupational stress and emotional intelligence. The paper reviews the empirical studies, evidences and the conceptualization on the role of emotional intelligence in curbing up the occupational stress. The review brings into light a number of practical guidelines for the development and implementation of EI measures within occupational settings.

Keywords: Emotional intelligence, Occupational Stress, Job stress

Introduction

The concept of emotional intelligence proposed by Salovey and Mayer (1990) was defined as “the ability to monitor one’s own and others’ feelings and emotions, to discriminate among them and to use this information to guide one’s thinking and actions (p. 189).” Mayer and Salovey (1997) identified four components of emotional intelligence, involving emotional perception, emotional facilitation, emotional understanding, and emotional management. emotional perception refers to the ability to perceive and to express feelings. Emotional facilitation refers to the ability to use emotion to facilitate cognitive activities. emotional understanding concerns the ability to label emotions with words and to understand how emotions can change. Emotional management refers to the ability to manage emotions for both emotional and personal growth (Mayer & Salovey, 1997). There is increasing interest in the associations of EI with health and well-being. EI covers individual differences in emotional capabilities, both intrapersonal (e.g. stress management) and interpersonal (e.g. perceiving emotions). Several ways in which EI might be associated with health behaviors can be identified. Interpersonal EI would be expected to lead to better interactions with health professionals and thus to a greater tendency to seek help and follow advice (Ciarrochi & Deane, 2001).

Volume

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Chapter 2

POLYMERIC NANO-VECTORS BASED siRNA DELIVERY: A BLOOMING FIELD TOWARDS BETTER THERAPEUTICS

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ABSTRACT

A plethora of encouraging studies have proposed siRNA based therapeutics as a potent and promising strategy towards treatment of various diseases, including, cancer. Several nanoparticle based vectors have been tailored in order to develop an effective delivery system. However, several barriers such as poor cellular uptake, instability and immunogenicity in physiological conditions needs to be resolved before successful clinical application. Hence, a clinically suitable and stable

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WOODHEAD PUBLISHING SERIES IN BIOMEDICINE

ADVANCES IN NANOMEDICINE FOR THE DELIVERY OF THERAPEUTIC NUCLEIC ACIDS

EDITED BY SURENDRA NIMESH, RAMESH CHANDRA, NIDHI GUPTA



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Nucleic acids have been widely explored for the treatment of cancer and infectious diseases or to block cell proliferation and thereby caused diseases. Nucleic acids-based therapeutics depends on the progress of safe and effective carriers for systemic administration. Nanomedicine has facilitated availability of vectors with diminished cytotoxicity and enhanced efficacy.

Advances in Nanomedicine for the Delivery of Therapeutic Nucleic Acids seeks to give a broad view of nanomedicine-assisted gene delivery, its toxicity, biodistribution, and clinical aspects. The initial chapters give a brief account of nanomedicine for nucleic acid delivery, followed by the discussion of nanoparticles' role as a vector that considers both passive and active delivery of nucleic acids. Polymer-based nanoparticles such as poly(lactic-co-glycolic) acid, polyethylenimine, poly-L-lysine, dendrimers, and chitosan that have been utilized for the delivery of different types of nucleic acids, such as DNA, siRNA, LNA, ribozymes, and DNAzymes, have later been detailed in the book. On the final note, biodistribution, pharmacokinetics, and toxicological issues of nanoparticles along with prevailing current approaches for regulating pharmaceutical nanoparticles have been discussed.

Key features include:

- Provides a complete overview of the applications of nanomedicine in the delivery of nucleic acids, from characterization of nanoparticles, to in vitro and in vivo studies
- Discusses delivery issues of less well explored nucleic acids, like LNAs, Ribozymes, DNAzymes, etc.
- Summarizes the current state of research in nucleic acid delivery and underscores the future of nanomedicine in this field

Surendra Nimesh is UGC Assistant Professor in Department of Biotechnology, Central University of Rajasthan, India. Prior to this appointment he was Postdoctoral Fellow at Health Canada, Clinical Research Institute of Montreal, Ecole Polytechnique of Montreal, Canada.

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Applications of Natural Products for Human Health and Bioremediation of Pollutants



Edited by
Prof. N.P. Singh • Prof. G.C. Jain
Dr. R.S. Gupta • Dr. I.P. Soni

**Department of Zoology
Centre for Advanced Studies
University of Rajasthan, JAIPUR**

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Behavioral toxicity of cyfluthrin in Swiss albino mice

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Abstract

Pesticides are widely used to protect crops against insects, weeds, fungi and rodents but these compounds are also toxic to non - target species including humans. Cyfluthrin is a relatively new insecticide that is classified as a synthetic type II pyrethroid. It is used against chewing and sucking insects on crops. This study was planned to evaluate the neurobehavioral toxicity of cyfluthrin in Swiss albino mice. Twenty one days old (PND 21) male mice were divided into three groups: Group – I received low dose of the cyfluthrin i.e. 16 mg/kg.b.wt., Group – II received high dose i.e. 32 mg/kg.b.wt. and Group – III received vehicle i.e. corn oil only (Control) orally till PND 60. The animals were observed daily for cholinergic signs. Learning was judged by using Hebb-Williams maze, exploration by Hole-Board apparatus and locomotor activity by open field apparatus. Observations were taken on every alternate day. Food consumption was decreased and overt cholinergic signs were noticed in animals which included excitability, salivation, tremors and lethargy. Learning and memory was affected in treated animals as indicated by increased number of errors. A significant decrease was found in open field activity and exploratory behaviour. Increased number of fecal boles and frequency of urination was observed in treated animals which is a sign of anxiety. It may thus be concluded that cyfluthrin cause neurotoxicity in mice.

Keywords: Cyfluthrin, Hebb-Williams maze, Acetylcholinesterase, Cholinergic signs, Exploratory behaviour.

Introduction

β -cyfluthrin is a synthetic pyrethroid which is active ingredient of many insecticide products (Meister, 1995). It is used for a wide array of pests in agriculture, in and around the home, and in food handling establishments (Adams *et al.*, 2002; Sorgan *et al.*, 2002; Mense *et al.*, 2006). It is sold under the brand name Baygon and Solfac (Syed, *et al.*, 2009). Its ISO approved common name is 3-(2,2 Dichloro-vinyl)-2,2-dimethyl-cyclo propane-carboxylic acid cyano-(4-fluoro-3-phenoxy-phenyl)-methyl ester, (FAO, 1999). In general, insecticide sprayers and industrial workers are rarely exposed to single insecticide in their day-to-day life. They are usually exposed to multiple classes of pesticides.

Several epidemiological and experimental studies have been performed to assess the health risks associated with pyrethroids exposure and measured pyrethroid levels in the blood and urine of the pesticides sprayers and exposed individuals (Choi *et al.*, 2006; Azmi *et al.*, 2009; Keenan *et al.*, 2009; Lin *et al.*, 2011). Brain is the most important organ in animal body which is a site of controlling and coordinating with other vital organs and their functions, it has all centers for controlling physiological activities going on in the body. In both active as well as steady state of the animal, it is always active however, its functioning can be affected by any xenobiotics (Singh *et al.*, 2009).

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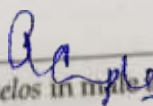
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Review of plants with male antifertility effect

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Abstract

Ever since the dawn of humankind on this earth, it has looked toward natural resources, plants in particular as sources of vital health. Fossil record dates human use of plants as medicines at least to the middle Paleolithic age some 60,000 years ago. A large corpus of information has been assimilated and passed on from generation. Some of this has found its way into the Ayurvedic, Unani, Homeopathic and Tibbi texts. Remedies mentioned in these are time tested and therefore, still enjoy the confidence of people, rural population in particular, as they limited access to modern medicinal system. Over the years, it has been realized that plants possess innumerable medicinal values and are free from side effects, something that plagues the allopathic system. As a result, a large number of plants have been, and are still being screened for their medicinal properties. It is therefore no surprise that in the modern medicine system almost one fourth of prescriptions is active principles derived from plants. In the last four decades, numerous plant species mentioned in old *Material Medica*, Ayurvedic literatures and folklore medicine have been screened and searched thoroughly for their possible antifertility effects. Most of the contribution in this field has come from Asian countries, India and China in particular. Even WHO realizing the prospects in this field formed a special task force, which devoted itself to this target and investigated folk medicine in South America and Asia. A vast series of substances could be identified to which contraceptive effects have been ascribed. To date several hundred plants have been reported to possess significant antifertility properties. It assumes all the more importance, when it comes to male contraception. To make the study more comprehensive we have also studied the compound reported to responsible for the contraceptive effect as well as its site of action. In the present study we have tried to review some of these plants which have been reported to have male antifertility effects like *Abrus precatorius*, *Acacia auriculiformis*, *Aegle marmelos*, *Andrographis paniculata*, *Azadirachta indica*, *Calotropis procera*, *Carica papaya*, *Cassia fistula*, *Gossypium harbeceum*, *Ocimum sanctum*, *Ricinus communis* and *Tripterygium wilfordi*.

Keywords: Medicinal plants, phytoconstituents, male antifertility, contraceptive efficacy

Introduction

Today population explosion is one of the greatest problems all over the world. Rising human population throughout the world may have detrimental effects on economic growth, human health and environment. Controlling the birth rate in India is the major problem. Though significant advancement has been made in the

development of highly effective, acceptable and reversible methods of contraception in females, the choice for male contraceptive is restricted to either condom or vasectomy.

However, despite the limited options the use of male based contraceptive methods account for approximately 14% of the contraceptive worldwide (Gupta and Sharma, 2006).

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EXTRACTION, ISOLATION AND IDENTIFICATION OF PHARMACEUTICALLY ACTIVE COMPOUND TETRAPENTACONTANE FROM N- HEXANE EXTRACT OF JASMINUM GRANDIFLORUM L. STEM THROUGH GC-MS

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Abstract

Jasminum grandiflorum L. commonly known as Chameli in hindi is an important medicinal plant of family Oleaceae. It is used as source of drug since ancient period and mentioned in Ayurveda and Unani system of medicines. Herbal medicines have gained importance in recent years because of their efficacy and cost effectiveness. A wide range of medicinal plant parts possessing varied medicinal properties are used for extraction of raw drugs and have been effectively proven for their utilization as source for antimicrobial compounds. The present study focus on effective phytochemicals isolated from n- Hexane extract of *Jasminum grandiflorum* stem through Gas chromatography Mass spectroscopy (GCMS) analysis and showed 44 peaks in which twenty-six new compounds have been identified. Some of these identified compounds are reported to possess significant medicinal applications. The highest percentage of peak area occupied by Tetrapentacontane (40.85%) with 29.772 RT. Tetrapentacontane showed diverse pharmacological activities which includes dermatological disorders, treating wounds, ulcers, burns, scars, baldness or alopecia, formulations of hair growth agents and hair conditioners. The results obtained in the present study suggest that the n- Hexane extract of *Jasminum grandiflorum* L. revealed a significant scope to develop novel broad spectrum drugs of herbal formulation.

Key words: *Jasminum grandiflorum* L., GC-MS analysis, Pharmacological activities

Introduction

Traditional herbal medicines are employed as crude drugs throughout the world within their own designed medical systems for e.g. in Asia, China follows Traditional Chinese medicine (TCM), Korea follows Korean-Chinese medicine, Japan follows Japanese Chinese medicine also known as Kampo, Indonesia follows Jamu and India follows Ayurveda. In Europe, this system is followed as Phytotherapy and Homeopathy. In America, these systems are named as alternative medicinal systems where they combine with different herbal therapies to cure some serious ailments. Integrative medicine

(Western medicine) has come in existence due to combination of Traditional medicines with Modern medicine (Fehrer and Schmidt, 2003; Piggott and Karuso, 2004; Clardy and Walsh, 2004; Koehn and Carter, 2005; Lee *et al.*, 2001). Western medicine is a very popular form of medicine in the present time, but simultaneously, this system has also created problems in the form of some side-effects like carcinogenicity caused by the synthetic drugs. So, Phytotherapy is considered as the best alternative tool to alleviate the side-effects of synthetic drugs (Sanchez-Lamar *et al.*, 1999). The plant based medicines which are used to combat various diseases are considered under

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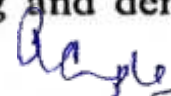
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Reading History Through Language in Literature

SUCHARITA SHARMA

“Africans uprooted from ancestral soil, stripped of material culture and victimized by brutal contact with various European nations were compelled not only to maintain their cultural heritage at a meta level, but also to apprehend the operative metaphysics of various alien cultures”(135, Baker Jr.) One of the biggest intellectual bugs in the process of reading Black literary texts is the interpretation of the hidden plea for a nationalist search for acceptance in cultural and political fields. The complexity of these texts originates while reading artificially created identity that is embodied through written words. Barbara Smith also made a poignant appeal in her path breaking work *Towards a Black Feminist Criticism* that the “politics of race and class are crucially interlocking factors in the works of Black women writers”(159).

If literature can be viewed as a lens to read a nation’s history, African- American literature can be canonized as a written document which posits the problem of interrogating and demanding the



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Nostalgic Representation of Nation A Study of Ahmed Ali's *Twilight in Delhi*

RANI RATHORE

Yet gone is its glory and departed are those from whom it got the breath of life... Where is Shah Jehan who built the city where it stands today? And where is Bahadur Shah, the tragic poet and the last of the noble line? Gone they are, gone and dead beneath the all embracing earth. Only some monuments remain to tell its sad story and to remind us of the glory and splendor. (2:1966)

These sentiments echo throughout in Ahmed Ali's (1908-94) much celebrated novel *Twilight in Delhi* (1940). A strongly period novel, highly nostalgic in representation and tone, *Twilight* almost covers the period from 1911 to 1919, which includes some notable incidents in the history of colonial India. Set in Delhi, one of the centres of Muslim culture, the novel depicts the decline and eventual death of Delhi, with the story of Mir Nihal the protagonist and his family, while depicting the old rituals and customs related to ceremonies and festivals. Round the novel one hears, smells and tastes the slice of muslim culture that has made Delhi rich. Salman

Rushdie rightly puts in "The broken pots of antiquity, from which the past can sometimes, but always provisionally be reconstructed, are exciting to discover, even though they are pieces of the most quotidian objects" (12:1992). The call of Azaan, the shouts of pigeon fliers, the twitter of birds, the cries of vendors, the songs of pigeons the nostalgic tone of beggars, scents of attar and aroma of rich food, the life *zama* and of courtisans, the sight of warm busy life in the lanes of Delhi all recreate the lost world and indicate that twilight has finally come, and the rich old period is about to come to a close. The displaced nostalgic novelist seems to portray once his 'left nation' in almost all his works. In his poem "On Being Asked by a Lady My Native Place" (1988) he writes:

Destroyed the many city walls,
Departed the glory of emperors,
Hated and loved the Great Capital,
Where places stood herds roam,
Where men lived, only tombs,
Ravaged by foreigners,
Denuded of all wealth,
In summer the hot winds moans,
In winter the cold wind howls,
Gone is the spring from my native place,
No flageolet sounds,
Gray, gray is the sky,
Sad, sad is my heart. (5-11, 14-17)

The above lines reflect the poet's feelings of pain and grief during the British rule in India. Similar fervour is being reflected in the novel *Twilight in Delhi* with an honest declaration of patriotic emotions by the novelist who takes his readers to the rich past taking memory lane. As Salman Rushdie puts in, "The past is a country which we have all emigrated, that its loss is part of our common humanity...but I suggest that the writer who is out-of-country and even out-of-language may experience this loss in an intensified form" (12:1992).

Divided in four parts, the each part begins with an epigraph

Rani

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INNOVATIVE STRATEGIES IN TRANSITIONAL ECONOMY



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INNOVATIVE STRATEGIES IN TRANSITIONAL ECONOMY

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Consumer Buying Behaviour Towards Flanker & Flagship Brands

(with Specific Reference to HUL)

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Ritu Sharma Research Scholar, The IIS University, Jaipur

Introduction

Introduction of Flanker Brands

A Flanker brand is a new brand introduced into the market by a company that already has an established brand in the same product category. The new brand is designed to compete in the category without damaging the existing item's market share by targeting a different group of consumers. This strategy, also called fighter branding or multi-branding, is used to achieve a larger total market share than one product could garner alone.

Companies with multiple brands in a single product category generally have the following types of products in their portfolios:-

- A premium brand that offers high quality at a higher price.
- One or more "value" brands offering a slightly lower quality or a different set of benefits for a lower price.

Need of Introducing Flanker Brands

Flanker branding is important because it allows a company to attract new customers from various market segments. The main brand of a company's portfolio should target the market segment containing the most consumers. Another brand can then be positioned to convert users from other market segments by using a different set of benefits or product characteristics.

A Flanking attack begins with identifying a consumer segment that's been underserved by the competition. The goal is not to create a demand, but to locate a market demand that's not being entirely met. Often- the consumer demand is simply for more options i.e., price, features, access, which is not offered because the businesses currently serving the demand have their focus in other areas.

Advantages to Developing a Flanker Brand

- Gain more shelf space for the company, which increases retailer dependence on the company's brands.
- Capture "brand switchers" by offering several brands.
- Companies with a high-quality existing product can introduce lower-quality brands without dilute their quality brand names.

Consumer Behaviour

Consumer behaviour is a complex pattern & sophisticated understanding for marketing research, but simply defined, study of psychological, social & physical actions who people buy, use & dispose products, service, ideas & practices. (Solomon 2006; Blackwell et al. 2001; Peter & Olson, 2008). Basic idea behind the consumer research was questioning of buying reasons, however researchers have to go deeper & also ask people how & in which circumstances they purchase and consume (Blackwell et al., 2001).

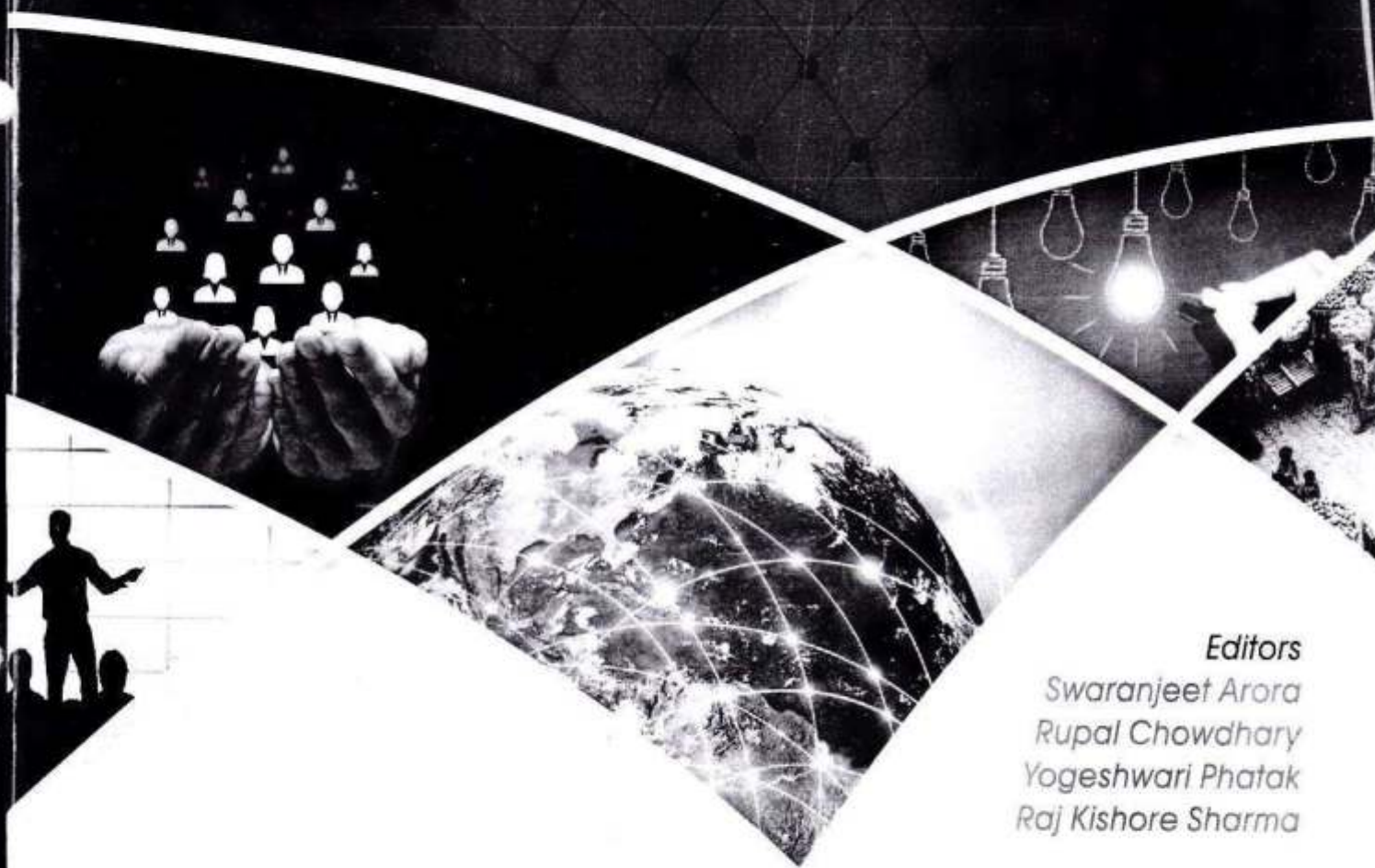
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Comparative Analysis of Consumer Buying Behaviour towards Packaged Fruit Juice Brand with Specific Reference to Real Juice and Tropicana

Ankita Jain*
Ritu Sharma**

Aim of this paper is to analyze the consumer buying behaviour towards fruit juice brand and also to conceptually identify the factors which mostly affect the consumer purchasing decision of packaged fruit juices. This study is specifically undertaken on the 100 consumers of Jaipur. Buying behaviour of consumers is taken into account with the help of primary data. This study specifically focuses on how consumers perceive the value for their preferred fruit juice brand. Findings of this paper suggest that Pepsico's Tropicana is most preferred brand by consumers of Jaipur.

Keywords: *Consumer Buying Behaviour, Packaged Fruit Juice Brand, Tropicana, Real Juice*

INTRODUCTION

Consumer behaviour is a complex pattern and is required for sophisticated understanding of marketing research. Basic idea behind the consumer research was questioning of buying reasons, however researchers have to go deeper and also ask people how & in which circumstances they purchase and consume (Blackwell *et al.*, 2001). Consumer behaviour can be defined as the behavior that consumer display in searching for, purchasing, using, evaluating and disposing of products, services and ideas which they expect will satisfy their needs. The study of consumer behaviour not only include reason for buying but also the consumption process of the consumer at large. In the entire process of buying consumer get driven by influences such as feelings, motivation, income, lifestyle, opinion, culture, personality etc.

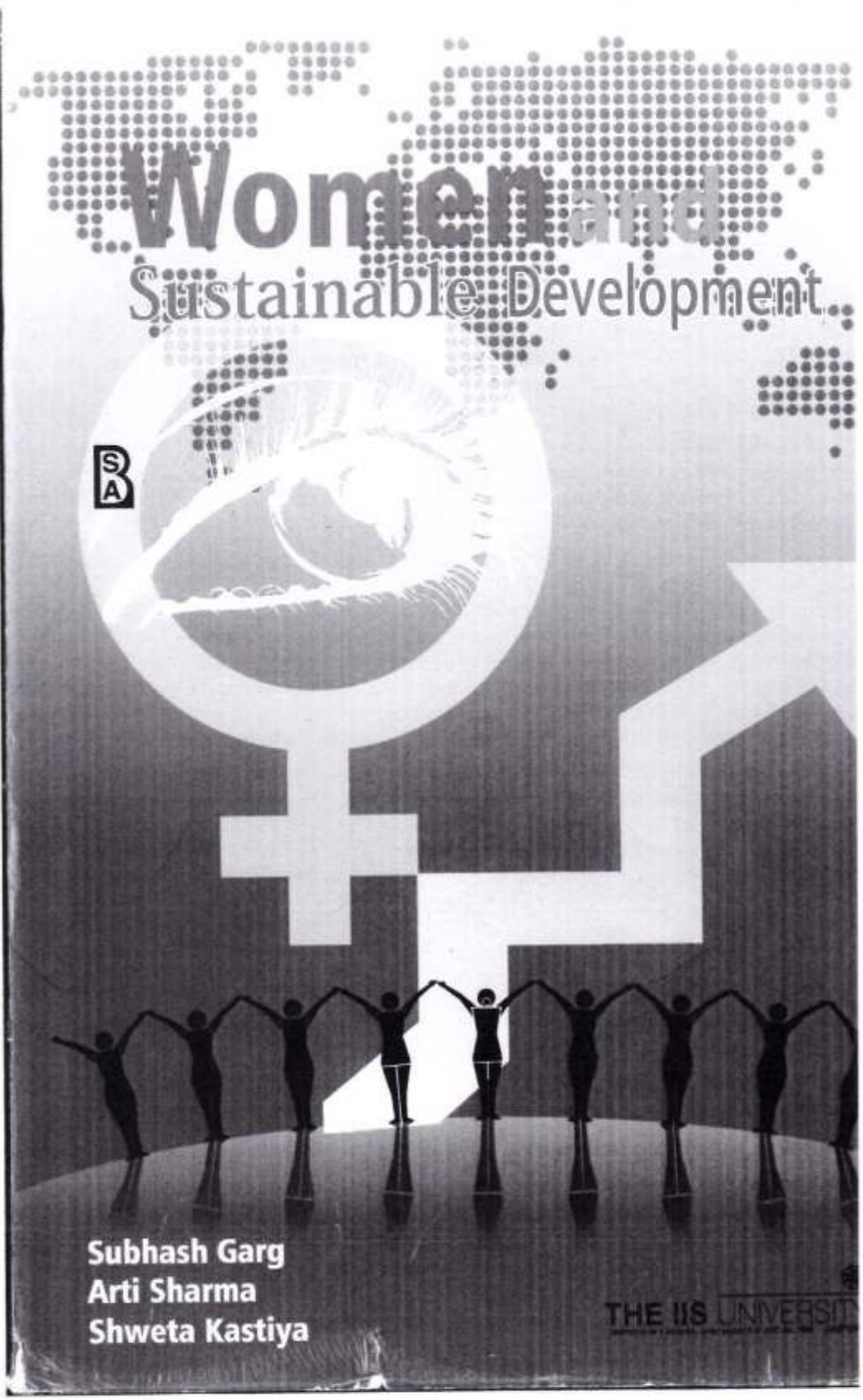
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A Study On Gender Disparities in Indian Railways

Ankita Jain & Shubhangi Kulshreshtha

CHAPTER 14

ABSTRACT

Gender disparities refer to unequal treatment or perceptions of individuals based on their gender. It arises from differences in socially constructed gender roles. Gender differences can be observed throughout the world, from public to private sector. Indian railways is a public sector enterprise. It is world's seventh largest commercial or utility employer, where gender inequalities can easily be found. The present study is based on the ongoing debate of gender disparities. For the purpose of study a sample of 50 Indian railway employees has been taken (50 percent males and 50 percent females) from two railway offices of Jaipur division. The aim of this study is to determine gender discrimination in Indian railways and its impact on empowerment of women. The collected data (through questionnaires) have been tabulated and analyzed. The findings of this study rejected the null hypotheses and concluded that there are significant gender disparities in favour of men in Indian railways. The study also concludes that there is significant impact of gender inequalities on development and empowerment of women in Indian railways. The paper puts forth some practical suggestions for reducing gender disparities in Indian Railways.

INTRODUCTION

The paper states the condition of being male or female. It is ordinarily utilized as a reference to social and cultural differences as opposed to biological ones. Despite the fact that the words gender and sex both are used with the same sense the condition of being male or female', they are conventionally used in different ways like gender is used when we refer to social or cultural inequalities and sex is used when we refer to biological or sexual differences. The word gender has been used since the fourteenth

century as a linguistic term for referring to categories of things assigned as masculine or feminine.

Gender socialization takes place from an early age. The social groups translate biological differences among men and women to make an arrangement of social desires that characterize the behaviors that are "fitting" for men and women and decide women's and men's distinctive access to rights, assets, control in the public arena and health practices. Despite the fact that the particular nature and level of these distinctions vary from one society to another yet they tend to commonly support men, making an irregularity in power and gender disparities within most societies.

Many societies have diverse frameworks of standards and convictions in view of gender, however there is no universal standard to a masculine or feminine role across all cultures. Social roles of men and women in connection to each other depend on the social standards of that society which construct gender frameworks. There are subjective examinations that investigate and present the representations of gender; in any case, women's activists challenge these predominant belief systems concerning gender roles and biological sex. One's biological sex is straight forwardly attached to particular social roles and desires. The gender differences lead to inequalities in society. These inequalities are visible in the domestic sphere as well as in the public domain.

INDIAN RAILWAYS

Rail transport is a method for movement of travelers and merchandise on wheeled vehicles running on rails. It is also frequently insinuated as get ready transport. As compared to street transport, where vehicles keep running on a readied level surface, rail vehicles ("moving stock") are directionally guided by the tracks on which they run. Track as a general rule includes steel rails, introduced on ties (sleepers) and counterbalance, on which the moving stock, normally fitted with metal wheels, moves.

Each nation has its own particular railroads transport. This study is based on north western piece of Indian railways. Indian Railroads (IR)



Women and Sustainable Development

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A

**Subhash Garg
Arti Sharma
Shweta Kastiya**

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WOMEN AND SUSTAINABLE DEVELOPMENT

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Public and Private Sector Initiatives for Women Entrepreneurs

Ankita Jain & Shravasti Jain

CHAPTER 19

ABSTRACT

From the field of sports to education, from science to fashion, women entrepreneurs have left an undelible mark. Women have been proving their innovative and leadership skills every time. It is essential that women are encouraged to enter into entrepreneurship in order to become financially independent. The women entrepreneurs have to face several additional social and economic problems. Hence they require financial support on easy terms and conditions. This research paper highlights various schemes launched by the government and banks for promotion of women entrepreneurship.

INTRODUCTION

"Entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or organize a profit oriented business unit for the production or distribution of economic goods and services." In a country like India, due to emphasis on culture, traditions and religious beliefs, there is prevalence of gender discrimination. It is very difficult for women in India to start something against the odds and enter the world of business. Although, under the Prime Minister's scheme of 'Beti Bachao, Beti Padhao; we can see improvement in female literacy and improvement in status of women yet a lot needs to be done for empowerment of women. In 1971, the women constituted only 2% of total entrepreneurs. Now, it has increased nearly 10% in the present modern world. Women entrepreneurs are recognized as powerful agents for economic development of any nation as well as the catalyst in bringing the changes in the society. In contemporary society, the women are educated and they cannot be stopped from being

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independent and stepping out in the world. They strive to make their own mark and live respectful life.

Women are considered as the weaker sex and their identity is made to be completely dependent upon males throughout their life. However, the world is able to see emerging women leaders and transformers. The Indian women are no less than anyone. They have abilities and potential to face challenges, learn from them and emerge victorious. The Indian women entrepreneurs have their own strength. The government and other agencies have undertaken various measures to for promotion of women entrepreneurship.

In India, the Micro, Small & Medium Enterprises Development Organizations, State Small Industries Development Corporations, the nationalised banks and NGOs are conducting various programmes including Entrepreneurship Development Programmes (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills. The Office of DC (MSME) has also opened a Women Cell to provide coordination and assistance to women entrepreneurs facing specific problems. Various government schemes for MSMEs also provide certain special incentives and concessions for women entrepreneurs like under Prime Minister's Rozgar Yojana (PMRY), MSE Cluster Development Programme by Ministry of MSME and the Credit Guarantee Fund Scheme for Micro and Small Enterprises.

The different schemes for promotion of women entrepreneurs in India are as follows:

- **Schemes of Ministry of MSME**
 - Trade related entrepreneurship assistance and development (TREAD) scheme for women
 - Mahila Coir Yojana
- **Schemes of Ministry of Women and Child Development**
 - Support to Training and Employment Programme for Women (STEP)
 - Swayam Siddha

Women and Sustainable Development



Subhash Garg
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Enhancing Women Empowerment through the Initiatives of Public and Private Sectors

Vandana Sachdeva & Jyoti Sharma

CHAPTER 15

ABSTRACT

The Indian economy is integrally related with the world economy. The first few plans focused on growth to strengthen the manufacturing and industrial sector to build the backbone of the Indian economy. Subsequently the plans focused on agricultural development, employment generation, women's education and empowerment. The empowerment of women makes possible for them to take their decisions for their individual and societal benefits. In public and private sector, an encouraging trend has been observed in women's economic empowerment. The earnings of women have increased, they have better access to employment, education and services, and have become more influential in their communities. This paper focuses on the initiatives taken by public and private sectors for empowerment of women along with challenges faced in economic development of women.

INTRODUCTION

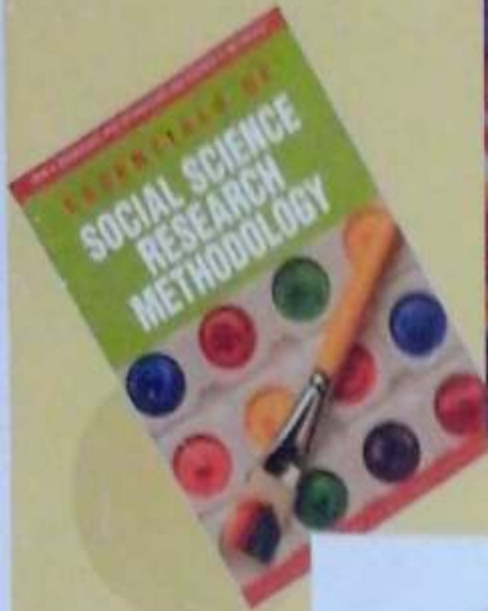
The essential conditions for empowerment of women are improved social, economic, political and legal environment which helps them to effectively control their life at home as well as at workplace. Empowerment of women is associated with equal rights for women in social, religious and public activities. It is related to giving equal opportunity to women for education, for equal employment prospects, safe and comfortable working environment along with social and economic justice. In the words of Pandit Jawahar Lal Nehru, "it is the women who must be awakened. Once she is on the move, the family, the village moves and the nation moves". Right to Equality should be ensured and must be implemented to remove gender discrimination. Empowerment of women

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Dr. Vandana Sachdeva, Asst. Prof, Management Studies - The BS University, Jaipur

ABSTRACT

The Indian economy has been increasingly integrated with the world economy since the reforms started in 1991. The importance of exports of goods, online services & E-business has been increased. There are increasing capital inflows as well as outward. Quick integration of financial markets has been proved as important implications to implement economic policy in India.

The behaviour of economic indicators shows that the Indian economy has been improving after the reforms, in terms of the level of some indicators and also it reduces variability & seems to be stable. E-commerce helps to increase the growth rate of the small & medium enterprises along with manufacturing and service sectors. Now India is leading with a planned economy. The first few plans focused on growth to strengthen the manufacturing and industrial sector to build the backbone of the Indian economy while Other focus on the planning of e- agriculture services, Employment generation, Woman Education.

Electronic Commerce (EC) has changed and is still changing the way business is conducted around the world. There is increasing evidence that e-commerce adoption among SMEs is expanding rapidly in spite of that, SMEs particularly in developing countries, have not been able to adequately benefit from the new opportunities offered by e-commerce technologies. The technology-related trust issues that need to be addressed while building e-commerce infrastructure for SMEs. E-business forms the relationship within the business processes. It can be in the form of electronic advertising, electronic payment system, electronic marketing, electronic customer support service and electronic order and delivery. In India, many small and medium enterprises are investing more and more in the Internet business.

In order to participate in current economic development, it is imperative that SMEs be competitive and resilient. In India, electronic commerce have created new cost effective means for both small and medium enterprises in order to enhance their customer relations, and Share information with competitors, customers and suppliers.

Keywords: Indian Economy, Electronic Commerce, Small and Medium Enterprise, Global Technology

Impact of Emerging Trends of Economic Reforms in Indian Economy Derived through Electronic Commerce among Small & Medium Enterprises

INTRODUCTION

In recent competitive environment it has been observed that small and medium enterprises have been actively looking for suitable solution and methods of adopting and integrating electronic commerce into their business process. Electronic commerce is not just another mechanism to sustain and enhance existing business practices, though it is a paradigm shift to radically change the traditional ways of doing business. Various organizations have been realized the core way of successful e-commerce requires a loud web presence. Existing business processes must be seamlessly integrated with the new, electronic form of interaction with suppliers and customers.

The purpose of the research chapter is to examine the impact of economic reforms in Indian Economy Derived through Electronic Commerce among Small & Medium Enterprises. The paper describes the drivers for e-commerce adoption and identifies the barriers and benefits faced from the enterprises. A qualitative research has been performed and Prototype approach has been used, where the research findings based on the process of analysis. This study shows that E-commerce in small & medium enterprises in India have relatively well-developed strategies. Since the gap between small and medium E-commerce enterprise has been identified. The decisions for e-commerce adoption are dependent on the competitive phase of e-commerce as a marketing tool. Major benefits of e-commerce adoption in economic growth are improved internal efficiency and increased information exchange. The results suggest that given enterprises provide less because the cost factor and the lack of knowledge as a main barrier. At the same time many enterprises were not motivated enough to make improvements, because of lack of customer demand.

This chapter focuses on small and medium Enterprises for two key reasons

1. E-commerce is essential for economic development in Small and Medium Enterprises for developing countries such as India
2. Small and Medium Enterprises are in a very good position to adapt to new technology like e-commerce

The E-commerce adoption among SMEs is expanding rapidly. Despite the SMEs, in developing countries have not been able to adequately benefits from the new opportunities offered by E-commerce technologies. This paper identifies the technology-related trust issues that need to be addressed while building e-commerce infrastructure for SMEs. There is

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A Study on Stress and its Coping Strategies among Employees

Dr. Chhavi Jain¹, Ms. Yogita Khatri²

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Abstract:

Globalization and cut-throat competition is increasing stress in all these days. Organizations are also suffering due to stress in terms of less productivity, depression amongst employees, job conflicts, etc. thus it is necessary for management to take care of the employee's health. Various organizations are helping to their employees to come up with stress. The purpose of this study is to review research articles on stress and its coping strategies and to identify gaps in existing studies for future research directions. The present study reviews 20 articles published in the referred journals. These articles were analyzed by way of using systematic literature review (SLR) method. The findings of the study show that most of the employees in workplace agreed that due to more work pressure and work life imbalance the organization should support to employees and encourage them. Stress is increasing more among employees with the advance technology taking place in the job and it is difficult for every employee to cope. Employer's health is affected by the stress and due to which they are performing less in the organization. Stress creates tension and decrease the work ability. Employees may not give much time to their family life which causes some serious social problems. To cope up with stress organizations are providing training to employees for the adoption of new technology, improving and creating positive work environment and motivating employees. Individual also are coping up with stress by performing meditation, yoga, establishing the network with friends, family, superior, peers and colleagues, keeping themselves busy, calming down the anger, developing positive attitude and organizing work and time.

Keywords: Stress, Coping Strategies, Employees, Workplace, Systematic Literature Review

Sub Theme: Work, Stress and Health

Introduction :

The word stress is formulated from Latin term 'stringens' which means to draw tight. Stress is a pressure or strain which applies or exerted on an actual object. Stress is mental, emotional or physical reaction from adverse or demanding circumstances. The pressure which people feel in their life is called stress. Stress is a spice of life and absence of stress is death.

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A Study on Stress Management and Coping Strategies with Reference to HDFC Bank

Preeti Sharma

Assistant Professor, Department of Management Studies, The IIS University, Jaipur

Abstract

Workplace stress has been shown to have a detrimental effect on the health and well-being of employees, as well as a negative impact on workplace productivity and profits. Some of the causes of occupational stress could be the inability to meet out the demands of the job, mismatch with job profile, job insecurity, relationship with colleagues and other organizational structural factors. In today's rapid pace scenario employees undergo high level of occupational stress, greater pressure and have higher job expectations. There are measures that individuals and organizations can take to alleviate the negative impact of stress, or to stop it from arising in the first place. An attempt has been made through this research paper to know the reasons of stress among the bank employees and the ways used by employees to cope with the stress generated at workplace. The aim of this paper is to provide insight that will help the reader further improve his/her management competencies in managing stress in the workplace.

Keywords: Job insecurity, Management Competencies, Job expectations

Introduction

Stress is inescapable part of modern life, work place is becoming a volatile stress factor for employees and it is rightly called as the Age of anxiety. Stress has becoming significantly a result of dynamic social factors and changing needs of life styles. Stress is man's adaptive reaction to an outward situation which would lead to physical mental and behavioral changes. Brain can create ideas, Stress may kills brain cells. The truth is that not all stresses are destructive in nature. Appropriate amount of stress can actually trigger your passion for work, tap your latent abilities and even ignite inspirations. Stress is the emotional and physical strain caused by our response to pressure from the outside world. Common stress reactions include tension, irritability, inability to concentrate, and a variety of physical symptoms that include headache and a fast heartbeat. The productivity of the work force is the most decisive factor as far as the success of an organization is concerned. The productivity in turn is dependent on the psychosocial well being of employees. The banking organization, have been facing greater challenges in terms of technological revolution, service diversification and global banking. Stress is unavoidable on the part

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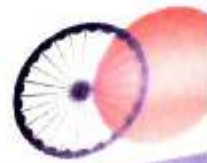
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Work, Stress and Health

Leading Innovations and Strategies towards Stress Management
Department of Commerce & Management and Information Technology



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A Study on " Stress Management at workplace"

Dr. Neha Mathur

Asst. Professor, The IIS University, JAIPUR

ABSTRACT

Stress is a kind of tension which is experienced by individuals by facing extraordinary demands, constraints or opportunities. Stress is of two types Eustress : the healthy, positive, constructive outcome of stressful events and stress response. Distress : the degree of physiological, physiological and behavioral deviation from healthy functioning. If individuals take things as Eustress definitely he can work in organization as an efficient worker and is motivated to do things in positive way.

Key Word : Stress, Eustress, Distress, efficient, motivated, workplace

Introduction:

Stress has been defined in different ways over the years. Originally, it was conceived of as pressure from the environment, then as strain within the person. The generally accepted definition today is one of interaction between the situation and the individual. It is the psychological and physical state that results when the resources of the individual are not sufficient to cope with the demands and pressures of the situation. Thus, stress is more likely in some situations than others and in some individuals than others. Stress can undermine the achievement of goals, both for individuals and for organizations. While some workplace stress is normal, excessive stress can interfere with your productivity and performance, impact your physical and emotional health, and affect your relationships and home life. It can even mean the difference between success and failure on the job. You can't control everything in your work environment, but that doesn't mean you're powerless—even when you're stuck in a difficult situation. Whatever your ambitions or work demands, there are steps you can take to protect yourself from the damaging effects of stress, improve your job satisfaction, and bolster your well-being in and out of the workplace.

Stress isn't always bad. A little bit of stress can help you stay focused, energetic, and able to meet new challenges in the workplace. It's what keeps you on your toes during a presentation or alert to prevent accidents or costly mistakes. But in today's hectic world, the workplace often seems like an emotional roller coaster. Long hours, tight deadlines, and ever-increasing

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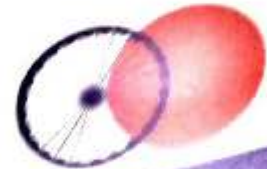
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A Study on Stress Management of Working Women

Dr Neha Sarin

Assistant Professor, The IIS University, Jaipur

ABSTRACT

Stress is the psychological and physiological reaction that takes place when one perceives an imbalance in the level of demand placed on the capacity to meet that demand. The following objectives of the study are (i) To study the kind and level of stress of working women in the study area (ii) To identify the sources of stress of working women (iii) To identify the impact of stress of working women (iv) To identify the physical reaction by the working women due to high level of stress. This study falls under descriptive secondary research. The data collected from the secondary sources. Finally, it is concluded that the information technology supported and fast growing work environment stress is an inevitable one. Working women population has also in the growth stage. Working women face stress in managing their personal life with work life.

KEYWORDS: Organization, Environment, Distress, Working women, Stress Cause, Experience, Education, Age.

INTRODUCTION

Stress is an inevitable concomitant of organizational life. Its source in an organization is role related. An organization being a network of roles performed in interconnected and dynamic in nature. The complex and dynamic environment in which organizations have to adapt themselves and grow, add to further stress at work. These environment forces rapid technological advancements, their adaptations in organizations consequent change in nature of jobs, the demands made on employee skills, increased employee expectations, the quality of work-life and in congruence perceived organizational outcomes. Organizational changes in organizations in terms of downsizing, mergers, expansions, closures, etc. affect employment security, social relations at work and upward mobility. Stress is the psychological and physiological reaction that takes place when one perceives an imbalance in the demand placed on the capacity to meet that demand on individuals.



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WOMEN EMPOWERMENT

The Global Scenario



Rashmi Jain

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Women's Political Empowerment in India: Issues and Challenges

PRAGYA SHARMA^{1*}

ABSTRACT

Women constitute almost half of the total population and thus are a significant segment of Indian society. They are an important instrument in the development of human resources. The active participation of women in all spheres is highly essential to ensure sustainable development. Moreover empowerment of women is needed for achieving goal of building a peaceful and powerful society but the irony is that women are not treated at par with men. Social development can't achieve its goal unless and until women are empowered at all dimensions-social, cultural, political, legal, health and so on. Empowerment consists of greater access to knowledge and resources and greater autonomy in decision making to enable them to have greater control over the circumstances that influence their lives and free them from obstacles imposed on them by customs and beliefs. It implies processes by which women's power of self organization is promoted and reinforced. It encompasses the ability to make choices, control resources and enjoy participatory relationship within the family and community. The present paper is an attempt to study issues and challenges regarding Political Empowerment of Women in India. It aims to concentrate upon their constitutional rights, political activism, collective organization and participation in political activities. The aim of coming together of women politically is to unify for seeking personal and combined political benefits and secure rights for themselves and for their kind.

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A STUDY OF STEADY LAMINAR BOUNDARY LAYER FLOW AND HEAT TRANSFER ALONG AN INFINITE, POROUS, HOT, VERTICAL CONTINUOUS MOVING PLATE IN THE PRESENCE OF HEAT SOURCE AND CONSTANT FREE STREAM .

Surendra Kumar Agarwal¹, Rachana Mathur² and Harsh Vardhan Harsh³

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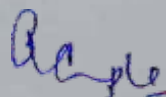
1.01 Abstract

An analysis is made for the study of two- dimensional laminar boundary layer flow of a viscous, incompressible fluid, along an infinite, porous, hot, vertical continuous moving plate. The governing partial differential equations are non-dimensionalized and are solved using Natural Transform Technique. The expressions for velocity field, temperature field, rate of heat transfer and skin-friction have been obtained. The influence of various physical parameters, such as Eckert number Ec , Prandtl number Pr , Grashoff number Gr , plate velocity a and heat source/sink parameters is extensively discussed with the help of graphs to show the physical aspects of the problem. It is found that these parameters significantly affect the flow and heat transfer.

Key Words: Incompressible fluid, Laminar flow, boundary layer, moving porous plate, heat transfer, natural transformation.

1.02 Introduction

A study of boundary layer (Sparrow [19], Schlichting [17], Bansal [13]) behavior on continuous solid surface has attracted the attention of researchers because such flows may find applications in different areas such as aerodynamic extrusion of plastic sheets, the boundary layer along material handling conveyers, the cooling of an infinite metallic plate in a cool bath etc. The classical problem was introduced by Blasius[5] by studying the boundary layer flow on a fixed flat plate. The flow field due to moving flat surface was developed by Sakiadis [16] where he took the constant velocity of plate. Crane [9] extended the work of Sakiadis[16] for two


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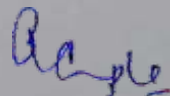
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A study of steady laminar boundary layer flow
and heat transfer along an infinite, porous, hot,
vertical continuous moving plate in the presence
of heat source and constant free stream

S. K. Agarwal, R. Mathur and H. V. Harsh

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According to the syllabus of 'University of Rajasthan, Jaipur'

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BCA 203: OPERATING SYSTEM

- 8 -

- Unit-I**
Necessity of Operating System: Operating System Terminology, Evolution of Operating Systems (multiprogramming systems, batch systems, Timesharing System, Process Control and Real-time systems), Factors in OS Design (Performance Protection and Security, Correctness, Maintainability Application Integration, Portability, and Interoperability).
- Device Management:** General Device Characteristics, I/O Programming Concepts, Device Controllers, Device Drivers Interrupts Driven I/O Memory Mapped I/O, Direct Memory Access Buffering, Device Management Scenarios (Serial Communications, Sequentially Accessed Storage Devices, Randomly Accessed devices).
- Unit-II**
Process Management: Process Definition, Process Control, Initialising Operating System, Process Address Spaces Process Abstraction, Resource Abstraction and Process Hierarchy, Scheduling Mechanisms, Partitioning a Process into Small Processes Non-preemptive Strategies (first come-first served, shortest job next, Priority Scheduling Deadline Scheduling), Preemptive Strategies (Round Robin, two queues, multiple level queues).
- Basic Synchronisation Principles:** Interactive Processes Coordinating Processes, Semaphores, Shared Memory Multiprocessors, AND Synchronisation, Inter Process Communication, Inter process Messages, Mailboxes.
- Deadlocks, Resource Status Modeling Handling Deadlocks, Deadlock Detection and Resolution Deadlock Avoidance.**
- Unit-III**
Memory Management: Requirements on the Primary Memory, Mapping the address space to primary memory, dynamic memory for data Structures, Memory allocation (Fixed partition Memory allocation strategy), Dynamic Address Relocation, Memory Manger Strategies (Swapping, Virtual Memory, Shared Memory/Multiprocessors), Virtual Memory: Address Translation Paging, Static and Dynamic Paging Algorithms.
- Unit-IV**
Information Management: Files (Low level Files, Structured files, Database management systems, multimedia storage), Low Level File Implementation, Storage Abstraction (Structure Sequential Files, Indexed sequential files, Database Management Systems, Multimedia documents), Memory Mapped files, Directories, directory implementation, File Sharing Information Across Network Remote Viruses and Worms, Security Design Principles, Authentications, Protection Mechanisms, Encryption, Protection of User Files.
- Unit-V**
Distributed Computing: Distributed Process Management, Message Passing, Remote Procedure Call, Distributed Memory Management, Security in Distributed Environment, Introduction of Parallel Processing.
- Protection an Security goals, Domain of Protections, Security Problems, Authentication, System Threats, Encryptions, Introduction of Different Operating Systems (Linux, Unix, Windows Server).

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Designing an optimal Neural Network architecture plays an important role in the performance of a neural network model. In the past few years, various bio-inspired optimization techniques have been applied to find the optimal architecture of a neural network model. In this paper Particle Swarm Optimization (PSO) technique has been applied with back propagation algorithm to find an optimal architecture for feed forward Neural Network. To optimize the architecture of neural network model Parameters considered are hidden neurons, learning rate and activation function. Fitness function applied for the selection of the optimal combination of the parameters is root mean square error (RMSE). Due to privatization of education number of private institutes and universities are increasing rapidly every year. This increase has resulted in huge number of data (NAAC reports) regarding the assessment and accreditation of higher education

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UNDERSTANDING OF THE TERM CONSPICUOUS CONSUMPTION: A LITERATURE REVIEW

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Abstract - This paper deals with the concept of Conspicuous Consumption to gain the theoretical knowledge regarding the same. Numerous articles have been reviewed in order to gain the clarity regarding the concept of Conspicuous Consumption and its association with other variables.

Keywords - Conspicuous Consumption, Materialism

I. INTRODUCTION

Conspicuous consumption is the spending of money on and the acquiring of luxury goods and services to publicly display economic power-of the income or of the accumulated wealth of the buyer. To the conspicuous consumer, such a public display of discretionary economic power is a means of either attaining or maintaining a given social status.

In the 19th century, the term conspicuous consumption was introduced by the economist and sociologist **Thorstein**

Veblen (1857-1929), in the book **The Theory of the Leisure Class: An Economic Study in the Evolution of Institutions (1899)**, to describe the behavioural characteristics of the *nouveau riche* (new rich) social class who emerged as a result of capital accumulation during the Second Industrial Revolution (c. 1860-1914). In that 19th-century social and historical context, the term "conspicuous consumption" was narrowly applied to describe the men, women, and families of the upper class who applied their great wealth as a means of publicly manifesting their social power and prestige, either real or perceived.

Veblen (1918) was the first to report and analyze the visible display of wealth, referring to this tendency as "Conspicuous Consumption". He defined conspicuous consumption as a "lavish" spending on goods and services that are acquired mainly for the purpose of displaying income or wealth. Also, in the mind of a conspicuous consumer, such displays serve as a means of attaining or maintaining social status.

In the theory of leisure class, Thorsten Veblen(1899) coined the phrase 'Consumption Consumption' to designate the act of purchasing certain goods and services not in order to survive but to identify oneself to others as having superior wealth and social standing.

Conspicuous Consumption generally refers to the consumption of luxury items (eg. jewellery, automobiles, Designer clothes, hand-bags, watches, perfumes etc.) targeted toward upmarket (i.e.,

upscale) and specific segments of consumers (e.g. those with high incomes); Schiffman and Kanuk 2004. However, more recently, conspicuous consumption has been seen in unusual territories. For instance, it has been observed among consumers with limited financial resources (Frank 1999).

This global trend is particularly observed in emerging countries (eg. Brazil, India, China etc.) where the luxury market growth rate ranges from 20% to 35%, boosted by affluent customers and social status seekers who purchase luxury brands (Krauss 2008).

Growing consumers' interest in luxury products may partially be explained by their intent to display wealth and social status and enhance the self-concept through the consumption of branded items.

II. REVIEW OF LITERATURE

Aastha V. Vohra (2016), explained that various authors have implicitly or explicitly defined materialism, impulse buying and conspicuous consumption as behavioural traits; such as demographics, globalization, family structure, store environment, usage of credit cards, fashion, social status, Artistic stimuli, culture, reference groups etc. Findings show that the important common factors that collectively affect all the three traits in a consumer are globalization, consumer demographics and culture.

P.S.Chacko, Hareesh N.Ramanathan (2015), examines the extent of materialism and conspicuous consumption in a consumption based economy like Kerala. This study explores the comparative prominence of the sub-traits of materialism. Results of the survey showed that though materialism was high among respondents, conspicuous consumption was just above average. The study also showed that possessiveness was the major materialistic trait that was found prominent among consumers followed by non-generosity and envy.

Nizar Souiden, Bouthaina M'Saad, Frank Pons(2011), attempts to demonstrate the purchase of branded fashion accessories which is motivated by consumers' desire to reflect their social status, convey

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IMPULSE BUYING BEHAVIOUR OF ADOLESCENTS TOWARDS PACKAGED FRUIT JUICE DRINKS

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²Associate Professor, Department of Management, The IIS University, Jaipur

Abstract - This paper contains the buying behaviour of adolescents of Pune towards the fruit juice drinks. Adolescence, transitional phase of growth and development between childhood and adulthood. The World Health Organization (WHO) defines an adolescent as any person between ages 10 & 19. This study has been carried out on 50 adolescents of Pune. The buying behaviour of adolescents is taken into account with the help of Primary data (Questionnaire) and in some spheres secondary data (Books, Journals, Magazines etc). The main purpose of this paper is to analyze the impulse behaviour of teenagers for the fruit juice drink and also identify the various factors which motivate them (adolescents) for buying the same.

Keywords - Impulse Buying Behaviour, Adolescents, Fruit juice brand.

I. INTRODUCTION

Impulse Buying Behaviour is defined as "unplanned buying plan of consumers", which he/she makes without evaluating product (Vohs & Faber 2003; Parboteeah 2005).

A planned purchase is characterized by deliberate, thoughtful search and evaluation that normally results in rational, accurate & better decisions. Contrary to a planned purchase, impulse buying is a spontaneous and immediate purchase where the consumer is not actively looking for a product and has no prior plan to purchase. Beyond spontaneity, impulse buying may also be described as an intense, exciting urge to buy without regard to the consequences of the purchase decision. Impulse buying is more emotional than rational.

India is the 11th largest most populous country in the world with population of over 1205.6 million. Adolescents (10-19 years) form a large section of population- about 236.5 million. They are living in diverse circumstances and have diverse needs. The population of youth (15-24 years) is 229.0 million. Total population of young people (10-24 years) is approximately 465.5 million comprising nearly 46% of the total population of India (Census 2011). Together, adolescents and youth are referred to as "Young People" encompassing the ages 10-24. Adolescents are full of energy, have significant drive and new ideas. They are a positive force for a nation and are responsible for its future productivity.

Impulse buying may be influenced by internal states or traits experienced by consumers, or by environmental factors. Internal factors include age, gender, education, reference group, income. Ambiences of store, visual merchandising, and window display are involved in external factors/environmental factors.

II. REVIEW OF LITERATURE

Parmer and Ahmed (2013), opined that impulse buying behaviour is pervasive & distinctive phenomenon which get influenced by various internal and external factors. Various factors are explored by them which motivated consumers to buy things/products impulsively. Factors are store environment, window display, visual merchandising, income level, credit card, impulsive buying nature etc.

Brici, Hodkinson, Sullivanmort (2013), states the impulse buying pattern of adolescents. Nowadays companies are segmenting the market on the behaviour pattern of adolescents. The findings of this study indicate that adolescents are the one who immediately responds towards impulse buying behaviour.

Rajesh Sharma (2011), in his study explained the effect of gender, age, income and idolatry behaviour on impulse buying in Indian adolescent consumers. Impulse buying behaviour of adolescents includes the personality traits, likings and disliking, beliefs, attitudes based on their early age experiences.

Usman Ghani & Farzand Ali Khan (2011), investigates the relationship of demographic factors with impulse buying tendency of urban adolescents.

Silvéra, Lavack & Kropp (2008), examine the predictors of impulse buying behaviour. Findings of this study indicates that moderate levels of impulse buying behaviour can be pleasant & gratifying, but theoretical aspects suggests that chronic high frequency impulse buying has a compulsive element and can function as a form of escape from negative affective states, depression and low self esteem.

III. OBJECTIVE OF THE STUDY

- To study the factors which influence the impulse buying behaviour of adolescents.

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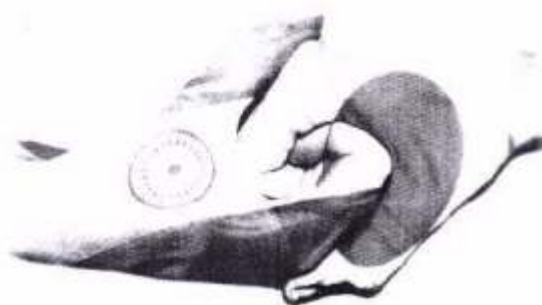


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A Study of Employee Welfare Activities and its Impact on Employee Efficiency in Hospital

(With Special Reference to Fortis Hospital, Jaipur, Rajasthan)

Dr. Ankita Jain¹, Dr Varsha Choudhary², Ms. Ritu Sharma³

¹Associate Professor, Department of Management, The IIS University, Jaipur

²Assistant Professor, Department of EAFM, Biyani Girls College, Jaipur

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Abstract

Health, safety and welfare are the measures of promoting the efficiency of employee. The various welfare measures provided by the employer will have immediate impact on the health, physical and mental efficiency, alertness, morale and overall efficiency of the worker and thereby contributing to the higher productivity. The basic propose of employee welfare is to enrich the life of employees and to keep them happy and conducted. Welfare measures may be both statutory and non-statutory; laws require the employer to extend certain benefits to employees in addition to wages or salaries. In the present study an attempt has been made to study the employee welfare activities and its impact on employee's efficiency at Fortis Hospital Jaipur. The study show the Employees welfare facilities and its impact on employees efficiency at Fortis Hospital Jaipur appear good. The average mean score and percentage score of the overall of 22 items has been computed at 3.64(66%).It can be conclude that the employee welfare facilities provided by the hospital to employees are satisfied and it is commendable, but still of scope is there for further improvement. So that efficiency, effectiveness and productivity can be enhanced to accomplish the organizational goals.

Keywords: Employee Welfare Facilities; Employee Efficiency; Statutory; Non-Statutory

Introduction

Employee welfare is an area of social welfare conceptually and operationally. It covers a broad field and connotes a state of well being, happiness, satisfaction, conservation and development of human resources and also helps to motivation of employee. The basic propose of employee welfare is to enrich the life of employees and to keep them happy and conducted. Welfare measures may be both statutory and non statutory laws require the employer to extend certain

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THE IIS UNIVERSITY, JAIPUR

Animal Physiology and Biochemistry

A TEXT BOOK
FOR UNDERGRADUATE STUDENTS

Based on UGC-CBCS Syllabus
and Syllabi of Various Indian Universities



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Preface

It is a matter of great pleasure to release thoroughly revised third edition of the book *Animal Physiology and Biochemistry*. Due to unavoidable reasons, the revised edition could not be published earlier.

Recently, UGC has circulated CBCS (Choice Based Credit System) syllabus. Present book has been revised keeping in view the requirement of the latest syllabus. Further, universities have also modified syllabi of the integrated course of Animal Physiology and Biochemistry. This is a sincere attempt to cater the requirement of this integrated course.

The book has been divided into two parts : *Animal Physiology* section contain 18 chapters and second part of *Biochemistry* comprises 9 chapters. As per the need of the new pattern of variety of questions : long/short/very short answer and objective type have been added at the end of each chapter.

We are grateful to the learned author Prof. P.K. Gupta FNA and Prof. Reema Mathur for their permission to use their matter, in the chapters of 'Protein Synthesis' and 'Pheromones' respectively.

The publisher is thankful to Dr. Priyanka Mathur, Associate Professor of Zoology, Jaipur University, Jaipur for updating/revising this book.

It is hoped that the present revised edition shall fulfill the requirement of the undergraduate students of various Indian universities.

We shall be grateful to receive the valuable suggestions from the learned teachers for further improvement of the book.

—11

R. Singh

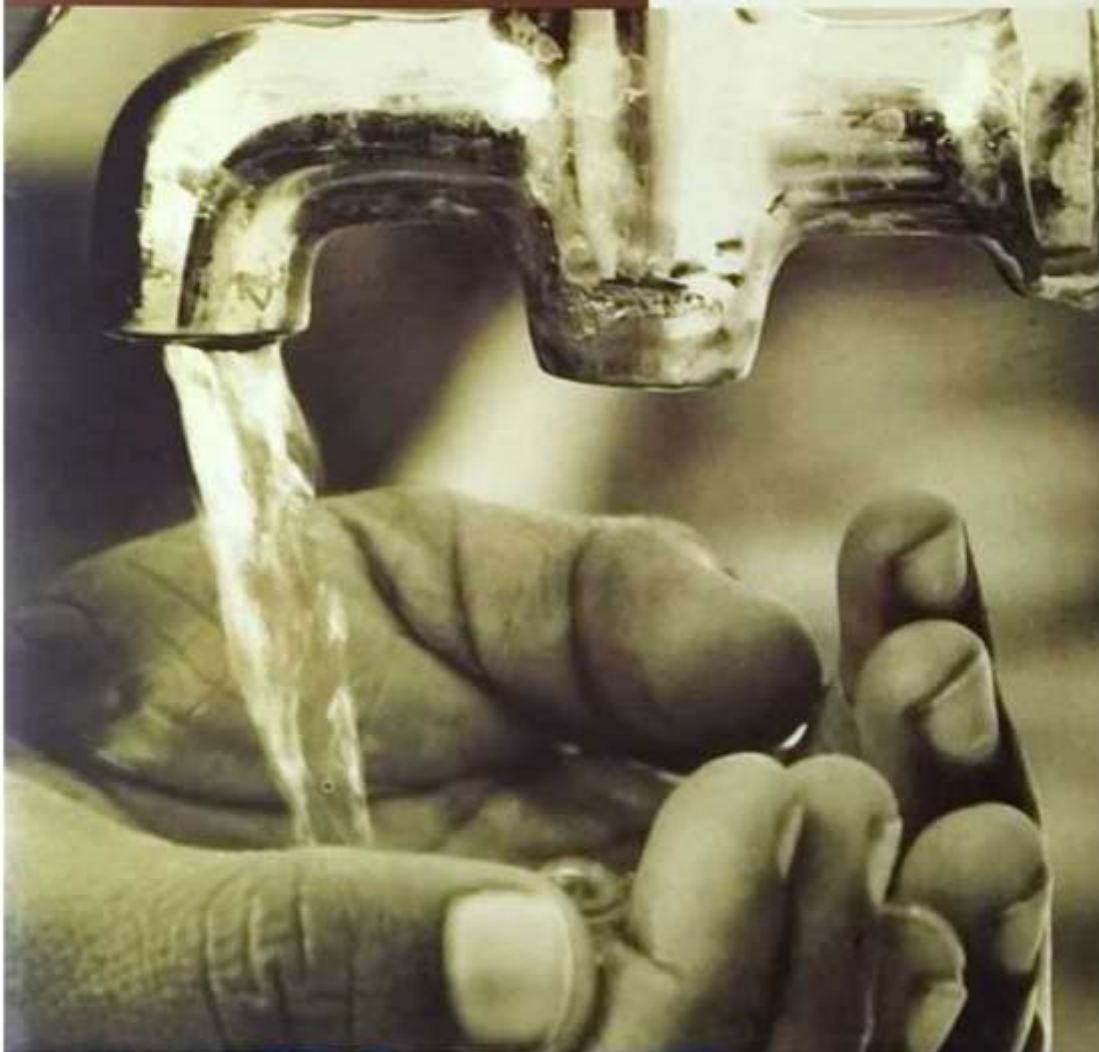
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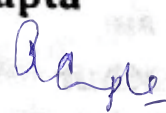
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Persistent Pollutants and Human Health

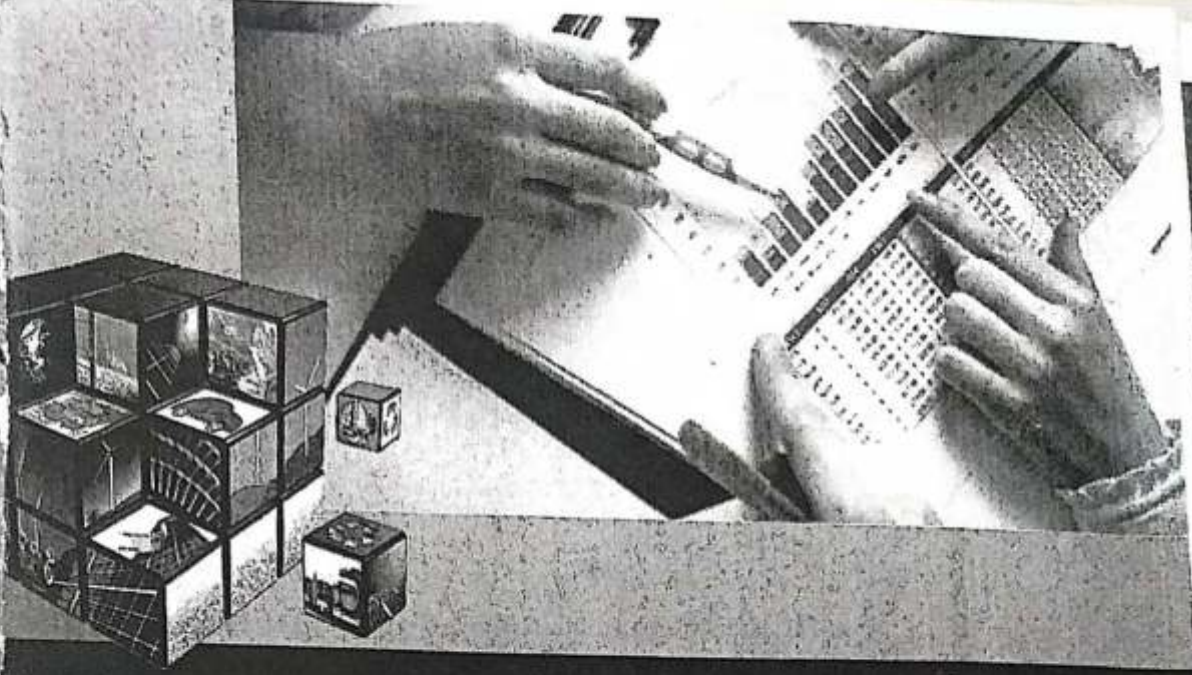
Pradeep Bhatnagar and Sreemoyee Chatterjee

Evidence demonstrates that certain chemicals are used in the production of many items that we use every day. Some of these organic chemicals are persistent, bioaccumulative and toxic, causing long-term harm to the health of human beings and the planet's environment. Throughout the world, people and their environment are exposed on a daily basis to Persistent Organic Pollutants (POPs). POPs and their effects on human health and the environment is an issue of global concern. POPs are characterized by their lipophilicity, persistence and semi-volatility. These organic compounds are resistant to photo-catalytic, biological and chemical degradation. Generally POPs are halogenated and show high solubility in fats and have very low solubility in water. These properties make POPs very potent environmental pollutants. Because of their lipophilic nature they are easily accumulated in the organism (bioaccumulation). Since the cell membrane (plasma membrane) contain 30 per cent dry weight of lipids, therefore, these pollutants easily enter in the cells and being hydrophobic in nature they cannot be excreted easily. The organism keeps accumulating these chemicals on every exposure.

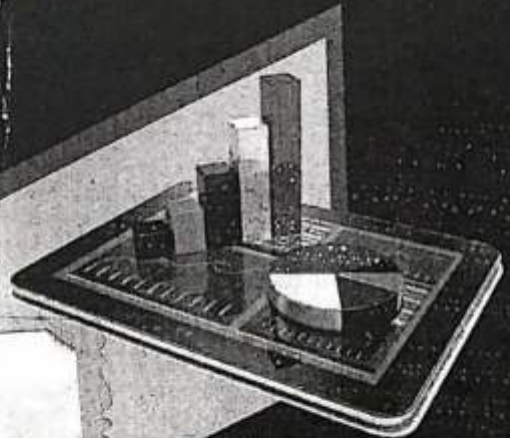
Toxins (POPs) that have a low concentration in the environment can reach dangerous levels inside the cells and tissues through this process of bioaccumulation. They are also semi-volatile, therefore,

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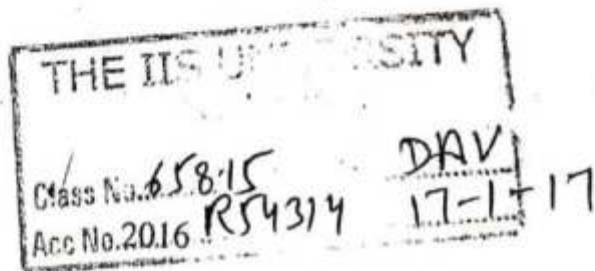
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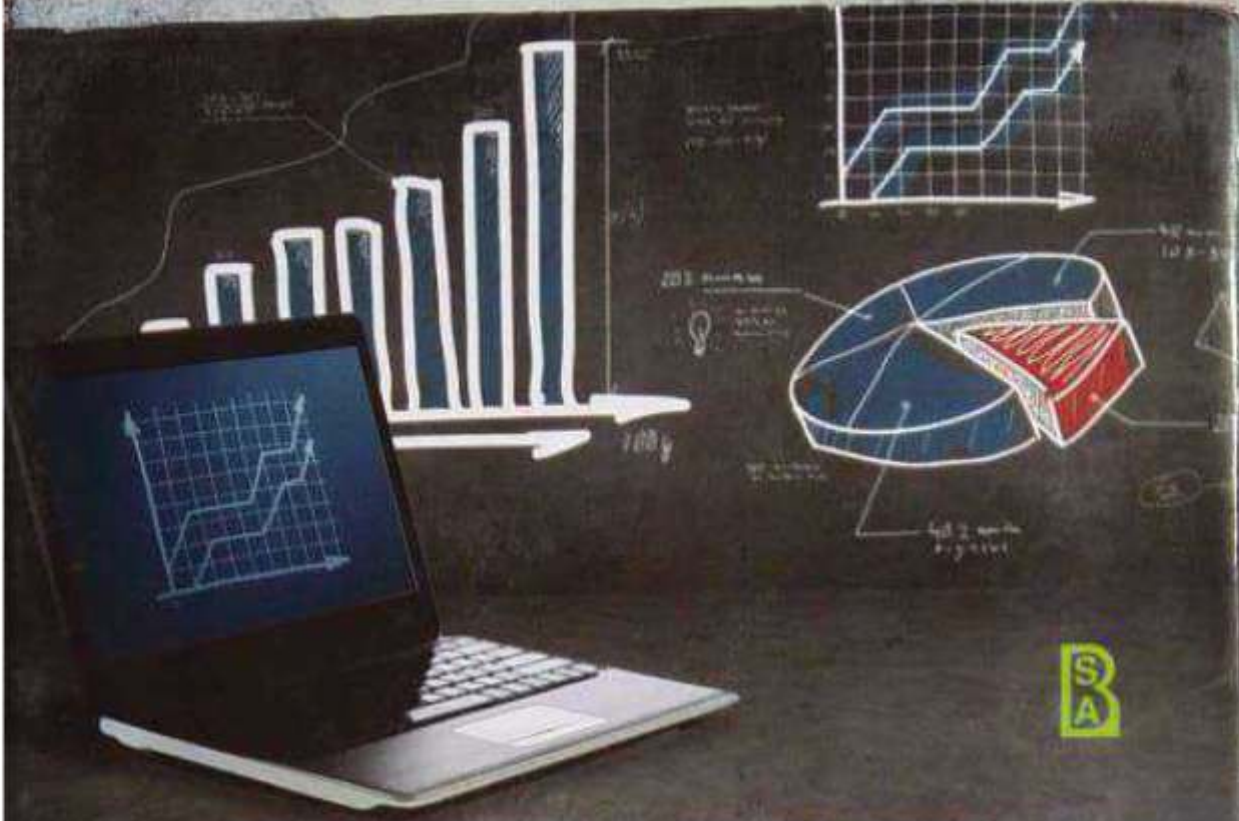
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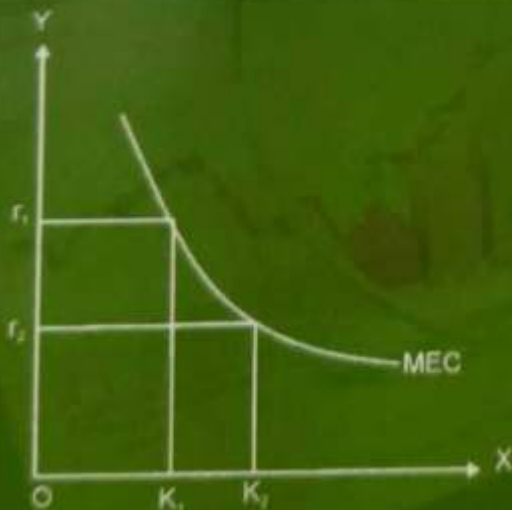
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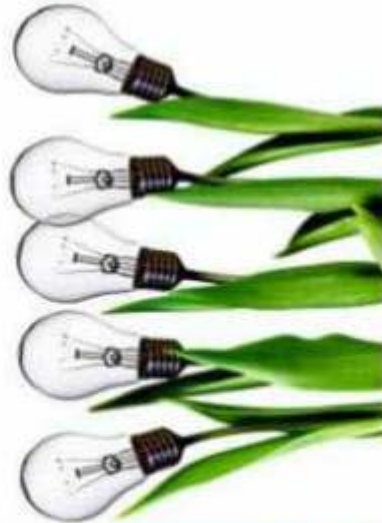


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EFFECT OF SUSTAINOPRENEURSHIP ON EMERGING ECONOMIES

Daksha Pathak and Neha Jain

INTRODUCTION

Environmental and social issues have been on the agenda of companies, governments and NGOs for some years now. As a consequence, much has been done to reduce environmental impact and improve the quality of life of people. It has been only recently that entrepreneurship is emerging as a new forum within which sustainability issues are being addressed. Sustainable entrepreneurship may seem odd as entrepreneurship is principally associated with accomplishing certain goals while maximizing profits in the most efficient way possible.

Entrepreneurship with sustainability as a main ingredient can be concluded to be less common by definition, but fortunately there have been several economists with the foresight to see how entrepreneurs with a sustainable mindset can help improve the economy while at the same time include social developments, help reduce consumption of the world's limited resources and possibly create new, optimal substitutions for them, who will be discussed in the following subsections. Entrepreneurship has the potential to create value within each of the three dimensions of sustainability while boosting innovation through new products, services, and business models.

The first part of the paper defines the terms like sustainable development, entrepreneurship and sustainopreneurship while the second section discusses the role played by the sustainopreneurs in the economic development of an emerging economy like India. In the final section the researcher has suggested few measures to increase the effectiveness of these social entrepreneurs.

WHAT IS SUSTAINABILITY

In the literal sense, sustainable refers to, "of relation to, or being a method of harvesting or using a resource so that the resource is not depleted or permanently damaged". Alternatively, it is "of relating to a lifestyle involving the use of sustainable methods", both according to the Webster's dictionary. The Chambers Concise Dictionary defines the root word of sustainability - sustain - among other things, as "to

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E-commerce: A tool to enhance travel & tourism industry in the new era

¹Dr. Ruchi Jain and ²Ms. Parul Singh**

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ABSTRACT:

Information is the major element in the tourism industry and so is e-commerce which is growing day by day. Due to change in information technology and emergence of e-commerce different websites, internet and online software are being used widely. Tourism industry is one of the fastest growing industries in the world. With this e-commerce opportunities are also growing for tourism industry. The use of ICT adds value to tourism services and products. Although e-commerce is growing in leaps and bounds, it has both advantages as well as disadvantages. The main aim of this paper is to examine the role of e-commerce in the field of travel and tourism. The paper focuses on how e-commerce has revolutionised the travel world. E-commerce has made it easier for the customers to customize their package themselves according to their taste.

KEYWORDS: E-commerce, travel and tourism, internet

INTRODUCTION:

The use of internet is growing day by day. Tourism products are highly intangible in nature which becomes all the more necessary to gather all the important information about a particular destination. "E-commerce is defined as the process of buying and selling or exchanging products, services and information via computer networks including the internet" (Turban et.al, 2000, Bishal, 2010). The selection procedure of each and every traveller is different from one another. It is essential to understand people's selection procedure of a destination. The purchasing pattern of customer has to be studied. Tourism and internet goes hand in hand. Now days when a person thinks about travel, the first things that come in mind is to browse the internet about the various packages available online and also various information available. Booking facilities are available to mass consumers at a very lower cost. They don't even have to visit the travel agency again and again, thus saving their time.

The new technology has changed the way consumers make planning, booking services and proceed for payments. "Agents need to adopt information technology to stay competitive and efficient" (Caroll, 2007, Amrita Thakre & Dr. I.C. Gupta, 2011). Many travel companies are



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NANOBIOMATERIALS IN CANCER THERAPY

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Chitosan nanoparticles for efficient and targeted delivery of anticancer drugs

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9.1 INTRODUCTION

With a million new cases being reported every year, cancer seems to be tightening its grip worldwide. An estimated 14 million new cases and 8.2 million deaths by cancer have been reported, making it the second most deadly disease, next only to cardiovascular disease. It is speculated that in the next two decades there will be a 70% increase in the number of new cases. More than 60% of the world's total new annual cases occur in Africa, Asia, and Central and South America (Stewart and Wild, 2014). These regions account for 70% of the world's cancer deaths. Tobacco use is the most important risk factor for cancer, causing around 20% of global cancer deaths and around 70% of global lung cancer deaths. According to a study conducted by WHO, nearly 1 million people are affected in India every year, out of them 700,000 die of cancer annually.

The causes of high incidence of cancer may be both internal, such as genetic, hormonal, or poor immune conditions, as well as external and environmental, such as food habits, industrialization, overgrowth of population and lifestyle. A study by Dinshaw et al has reported, about 70% of cancer cases that had been diagnosed and treated but only a few patients (Dinshaw et al., 1999).

As per the present trend, it is evident that in the near future the number of cancer patients will increase in developed and developing countries, and may rise by up to 70%; a serious issue. The magnitude of cancer problems in India is rising due to poor living conditions, lack of awareness about lifestyle choices, and regular consumption of tobacco products such as cigarettes, gutka, and pan masala. Moreover inadequate medical facilities worsen the present situation.

Most frequently observed cancers in the Indian population are lungs, breast, colon, rectum, stomach, and liver (Nandakumar, 2001). With the increasing



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WOMEN EMPOWERMENT AND INCLUSIVE GROWTH THROUGH INNOVATIONS

Pankaj Kumar

ABSTRACT

We are living in a transitional age, the transition being from farming society to current industrial society. Females constitute nearly half of the population of male dominant society and the inequalities based on gender seem unfair in India. It is a fact that women's participation is very poor in trade and commerce. It is very fundamental to have participation by women in activities strengthening their position in society. They can get empowered by creating innovations and commercializing them. They can organize some sort of self help groups or working as entrepreneurs. The empowerment of women may help them to enjoy their social, economical, civil and political rights. For overall empowerment and the inclusive growth, it is needed participation of women into economic too. Women proved themselves as good creators and innovators. Women participation in commerce certainly enhances the economic status of the nation. Research, development and innovations particularly in the field of science and technology are key drivers of the development of nation and overall empowerment and inclusive growth. Particularly, intellectual properties are crucial to stimulate economic growth by commercializing innovations and new technologies. The protection of research output and innovations and its technology transfer and commercialization attract investment including foreign direct investment. The commercialization of intellectual property helps in improving the quality of life of the creators and the innovators which including the women too. It is believe that women are good in creation and innovation but it is sad to see the figure of such intellectual property registration with the concerned authorities like copyright, patent and design offices. Creating intellectual property through innovations and technological change, protecting it by IP rights and its commercialization may be of immense value for achieving overall development. Various supports are being



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provided for the women empowerment, including skill development, projects, funding, technology, infrastructure etc by both government and non-government agencies. Women empowerment and the inclusive growth need to focus on increasing women's access to education, training, financing, technology, infrastructure etc. Such business opportunities efforts may help to fill the gender gap to some extent. Further, the empowerment of women may be promoted by their leadership, adequate jobs, developing entrepreneurship and capacity building. In view of various initiatives in the subject, now the time is reaped to implement such initiatives. This paper discusses some aspects of it.

INTRODUCTION

India needs to step up expenditure on innovation in a big way for the growth of the economy and lift the people out of poverty. President Pranab Mukherjee asked the private sector to increase their share of spending on research and development (R&D) to the levels prevalent in countries such as the US, Japan and South Korea.

"The future prosperity of India in the new knowledge economy will increasingly depend on its ability to generate new ideas, processes and solutions. The process of innovation shall convert knowledge into social good and economic wealth. In a globally competitive world, India has to unleash its innovation potential to increase capacity, productivity, efficiency and inclusive growth," Mukherjee said innovation is increasingly recognized as the currency of the future. "It lends a competitive edge to business and provides solution for effective governance. It is therefore not surprising that governments around the world are making a concerted effort to encourage innovation. The decade 2010-20, has been declared in India as the decade of innovation."

Talking about the Science, Technology and Innovation Policy, that was formulated this year aiming at an innovation-led development, the president said: "India's innovation bottom line is not very encouraging as the number of patent applications filed annually in leading countries like US and China is roughly 12 times more than that of India. India spends only 0.9 percent of GDP on research and development, which is much below that of China, UK and Israel."

With a strong R&D base and academic talent, India has the potential to become a leading innovation player in key sectors such as biotechnology, pharmaceuticals, automotive components, information technology, software, and IT-enabled services.

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WOMEN EMPOWERMENT AND INCLUSIVE GROWTH



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Dr. Roopam Kothari
Dr. Arti Sharma

WOMEN EMPOWERMENT &
INCLUSIVE GROWTH

Dr. Subhash Garg
Dr. Roopam Kothari
Dr. Arti Sharma



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The continuous & contemporary India of modifications as in the economy of women and inclus today and are area of legislations have gap between theory from discriminatio factors like patri responsible for low of modernization & the Indian economy imperative that st society which ensu the opportunity transformation in it will be incomplete gender justice, gen participation of wo and strategies for it need urgent attent

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WOMEN EMPOWERMENT AND INCLUSIVE GROWTH



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Dr. Roopam Kothari
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The continuous contemporary India of modifications and in the economy of women and inclusion today and are areas of legislations have gap between theory from discrimination factors like patri responsible for low of modernization the Indian economy imperative that of society which ensure the opportunity transformation in it will be incomplete gender justice, get participation of women and strategies for it need urgent attention

The objective of providing wider understanding social and economic changing world etc reviews the main components of social empowerment and dominate our society


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WOMEN EMPOWERMENT THROUGH POLITICAL PARTICIPATION: OPPORTUNITIES AND CHALLENGES

Garima Bhargava, Arti Sharma

ABSTRACT

Women empowerment assumes many dimensions in social, economic and political spheres and is the process through which upliftment of the economic, social and political status of women takes place. One of the major strategies put forward for political empowerment of women is through political participation. The principle of inclusion is based on active political participation of women. It is one of the pillars of empowerment of women. It is closely related to power which means exercising power to influence decision making process. Political participation by women reflects the nature and functioning of government as well as democracy. This paper highlights the need for political participation of women and the institutional and social barriers responsible for meaningful participation which needs urgent attention of the civil society as well as the government.

INTRODUCTION

In the contemporary Indian society, there is an increasing consciousness and realization that women empowerment is necessary for inclusive growth of the country. Women empowerment assumes many dimensions in social, economic and political spheres and is the process through which upliftment of the economic, social and political status of women takes place. One of the major strategies put forward for political empowerment of women is through political participation. It is a well known fact of Indian society that women in general remain out of political sphere. Although there has been a marked increase in female voter turnout but they are underrepresented in the legislative and decision making bodies. In 2013, women occupied only 12 out of 78 ministerial positions in the Central Council of Ministers. There were 2 women judges out of 26 judges in the Supreme Court and there were only 52 women

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EMPOWERMENT OF WIDOWS: ISSUES AND CONCERNS

Priya Sharma, Arti Sharma

Women in India do not form a homogenous group. There are certain sections of women like the widows who face common restrictions and disabilities. There are close links between the status of widows and the norms associated with patriarchy. The pathetic condition of widows is a just a part of the struggle against gender inequalities. There are extensive social and cultural barriers faced by the widows, which restricts their participation in the economy and are obstacles in the path of inclusive growth. This paper traces the historical background of widows in Indian society and puts forth the ideological construction of widowhood. An attempt has been made to analyze the deprivations faced by the widows in Indian society. This paper also gives several suggestive measures to be undertaken for empowerment of widows.

INTRODUCTION

Indian society consists of diverse groups with regards to religion, culture, race, class and caste where it becomes difficult to give generalizations for the entire society as a whole. The women in India also do not form a homogenous group. However, there are certain sections of women like the widows who face handicaps for their misfortune. There are certain common circumstances in which they live, restrict their participation in the economy and is an obstacle for inclusive growth. According to the Times of India report dated 3rd March, 2015 "there has been a huge increase in the number of widows in India since 2001 according to just released census 2011 data. As per the census department, India's population in 2011 was 121 crore and of this 4.6% or 5.6 crore are widowed with women outnumbering men by a long way. In 2001, only 18.5 lakhs or 0.7% of the then population of 102 crore were widowed. While census department officials are surprised by the magnitude of the increase, they say there has been no change in the census parameters for 2011. Experts feel the increase in life expectancy, particularly of women, is the main reason for the spurt in the widowed population.

Apart from the increasing life expectancy, there is most often an age gap between men and women during marriage and it is more than 5 years in some cases. As life expectancy for women increases, they live as widows for longer". In spite of the huge numbers very less attention has been given to the issues concerning widows. There is a lack of public concern regarding the socio-economic condition of widows. There are close links between the status of widows and the norms associated with patriarchy like gendered division of labour, patrilocal residence, patrilineal inheritance and discriminating remarriage norms. The pathetic condition of the widows is a just a part of the struggle against gender inequalities. There are certain social and cultural barriers faced by widows which restricts their participation in the economy and is an obstacle for inclusive growth. In India, the transition of women to widowhood is a very painful and humiliating experience because of psychological trauma abetted by with social and economic sanctions. The theoretical foundations of development have changed due to globalization and other orthogenetic and heterogenetic sources and lot of attention is now being paid to gender mainstreaming but a huge gap exists between theory and practice. Taking effective action to address the problems of the widows should include change in informal cultural norms, property rights for the women and protective policies on the part of the state. There is an urgent need to recognize widows as a separate marginalized group. This paper explores the ideological construction of widowhood, the problems of widows and suggests appropriate strategies which can be useful for the policy makers.

REVIEW OF LITERATURE

Kitchlu (1993) states that an average widow experiences a drastic change in the attitudes of people around her. Her own behaviour towards people also undergoes change. The widows have to undergo through a sense of insecurity and loneliness. She experiences considerable changes in her social relationships. According to him, in India widowhood represents the last and lowest stage in life for Hindu women, while in other major religions it is not considered a serious problem. In our country remarriage is not encouraged, though it is legalized. In social settings widows are physically, socially, economically and psychologically handicapped to fulfill their bio-social needs. Widowed women do not have the right to participate in any socio-religious function and her presence is considered inauspicious. Widowhood also brings about various social problems at the local level related to

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WOMEN EMPOWERMENT & INCLUSIVE GROWTH

Dr. Subhash Garg
Dr. Roopam Kothari
Dr. Arti Sharma



**WOMEN
EMPOWERMENT
AND INCLUSIVE
GROWTH**

Roopam
Registrar

**IIS (deemed to be University)
Mansarovar, Jaipur-302020**

Dr. Subhash Garg
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GENDER, PATRIARCHY AND WOMEN EMPOWERMENT: ISSUES & DEBATES

Nisha Yadav

Yes, I'm a Woman

I push doors that clearly say pull.

I walk into a room and forget why I was there.

I count on my fingers in Maths.

I hide the pain from my loved ones.

I cry a lot more than you think I do.

I care about people who don't care about me.

I try to do things before the microphone beeps.

I listen to you even when you don't listen to me.

And a hug will always help!

Yes, I'm a Woman! (Source unknown)

The above poem reinforces a number of gender stereotypes like: women are sensitive, submissive, kind, weak, conforming and dependent, against men who are stereotyped as tough, strong, non-conforming, aggressive and insensitive.

Gender is differentiated from sex which is a biological category. Gender is a socio-cultural category based on learned characteristics, cultural expectations and behavioural patterns that account for differences in the idea of 'masculinity' and 'femininity' in all societies.

There are a few questions that I would like to raise here:

1. Who decides the idea of 'masculinity' and 'femininity'?
2. What role does 'nurture' play in defining the idea of gender?
3. What is the role of 'gender' in defining roles and functions at home, workplace and larger society?
4. Is it the 'sexuality' or the 'gender roles' that have led to the origin of patriarchy?
5. How does patriarchy affect the women of a society?
6. Can imparting education and empowering women economically bring a change in the condition of women?

This paper attempts to answer the questions raised above.

DEFINING FEMININITY AND MASCULINITY

Being a 'male' or 'female' is a biological fact but being 'feminine' or 'masculine' is linked to the roles one plays by virtue of being a male or a female. It is the very nature of man that gives rise to masculinity and the nature of women that gives rise to femininity. Physically, the males are bigger, taller and more muscular than women. On the other hand, women are smaller, shorter and fragile. Their bodies are so designed as to be capable of child bearing. It is due to this basic difference in the bodily structures of males and females that the roles were assigned to the males and females of a society from times immemorial. For example, the women were expected to bring up children and do the domestic work while men had the role of the worker, the bread earner. These gender roles demanded specific gender related behavior i.e. men needed to be bold, aggressive, autonomous and dominating while women needed to be tender, suave, warm and submissive. These roles, over a period of time, became stereotyped! The role expectations and compliance of women labeled them as the weaker sex while that of males labeled them as the stronger sex.

However, the bodily makeup of men and women does not necessarily account for their femininity and masculinity. Margaret Mead¹ in her book 'Sex And Temperament in Three Primitive Societies' (1935) observed three different temperaments among men & women in three tribes which were opposed to the traditional stereotypes that led to rethink the root of femininity and masculinity as not the result of innate traits but an outcome of social learning and cultural expectations. On the basis of the above, it becomes relevant to examine the role of nurture in establishing the idea of gender.

ROLE OF NURTURE IN DEFINING THE IDEA OF GENDER

'Nurture' can be differentiated from 'Nature' on the basis of genetic makeup of a person and the environmental factors. 'Nature' refers to the biologically inherited tendencies, such as child bearing capacity of a woman. It simply differentiates a male from a female. On the other hand, gender is defined on the basis of environmental factors including both physical and social environment. Gender can therefore be called as a social construct created by the culture of a society and learnt through the process of socialization. The children of a society are introduced to certain roles fit for their sexes (gender-roles) from a very early age. They are taught culturally appropriate gender roles ranging from the choice of toys, colour of dress to gender, appropriate behavior. For example,



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बीना जैन

PROSPECTS OF WOMEN ENTREPRENEURSHIP IN INDIAN TEXTILES AND APPAREL INDUSTRY

Radha Kashyap

ABSTRACT

Textile and Apparel industry is one of the oldest industries in India and occupies a place of pride place in the economy of the country by virtue of its contribution to the industrial output, employment generation, and foreign exchange earnings. The textile sector in India is one of the world's largest. It has more spindles installed to make spun yarn than any other country except China and also has the most looms for weaving fabrics.

Three decades back, the textile industry was engaged only in the manufacture of yarns and fabrics such as spinning of cotton, wool, silk and rayon fabrics; weaving or knitting of yarn into fabrics and finishing the fabric by dyeing, bleaching or printing and other preparatory or finishing operations. Fabrics were considered as the finished products of the textile industry. Today readymade garment is a considered as the finished product of the textile industry which is manufactured by cutting and sewing the fabrics which is relatively a new outlet of textile industry. Apparel industry in India is poised for a tremendous potential for economic growth. The emergence of branded apparel outlets, shopping malls are also increasing rapidly all over India. The change in the lifestyle of the Indian consumer, increasing working class, higher disposable incomes, dual career families, and many other social and economic changes offer a wide array of opportunities, and contribute in accelerating the pace of growth of Apparel Industry in India. The major factors leading to a change in lifestyle are increasing per capita and household income, rapid urbanization, education and media.

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With an increase in women education there has been a considerable change in their attitude of society towards women. The society has realized that if women remain oppressed and exploited then there will

...perpetrated by terrorism has been in existence on this planet since the dawn of human race. However, its form, magnitude and intensity kept on changing with time. Media and literature are the two vital tools of the society which have always worked collaboratively and/or in isolation to spread peace, friendship, harmony and to check terrorism. This anthology is an attempt to bring together these endeavors in the form of a written compilation featuring creations of literature and media with central focus on the issue. The editors, through 13 articles contributed by the academicians and scholars from all over India, have tried to add to the understanding of role of media and literature in countering terrorism and their attempts towards building peaceful and secure world.



Dr. Divya Joshi has been teaching English for the last two decades and is presently a senior lecturer at Govt. Dungar College, Bikaner. For her doctoral degree she worked on Gender Concerns in 19th century Women Novelists. She has presented papers and delivered talks in International and National Conferences. Dr. Joshi has completed one Minor Project UGC and is presently working on a Major Project on Travel Writing. She has edited three books and has to her credit numerous papers in prominent journals and anthologies. Her areas of interest include Indian Philosophy and Indian Literature, Comparative and Travel Literature.



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Joshi - Wallia



Interrogating Terrorism

INTERROGATING TERRORISM

ROLE OF MEDIA AND LITERATURE



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DIVYA JOSHI - DIVYA WALLIA

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Introduction

The word terrorism for long has been giving rise to many discussions at local, national as well as international platforms. Today, it occupies topmost position in the list of agendas of almost all the countries across the globe. Among the various threats that a human body and soul is subjected to at different times in a life, terrorism can be rated as one of the most intense in terms of impact. Broadly, any kind of damage to physical and emotional well being of a living entity can be termed as a terrorist activity. However, there has been a lot of debate going on over a universally accepted definition of terrorism. A universal definition will define terrorism irrespective of the aims of the group. As stated by Louise Richardson "The legitimacy or otherwise of the goals being sought (by a group) should be irrelevant to whether a group is (defined as) a terrorist group" and "so a terrorist is not a freedom fighter and a terrorist is not a guerrilla. A terrorist is a terrorist, no matter whether or not you like the goal s/he is trying to achieve, no matter whether or not you like the government s/he is trying to change" (10). Despite varied interpretations of the word terrorism, the UN produced an interim draft definition in 2001. It down-plays political justification and lists acts of violence as terrorism if they are "resulting or likely to result in major economic loss, when the purpose of the conduct,



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not being in its so-called geographical limits. It becomes a way of living of the 'residents' of the city.

☆☆☆

Jhini re Jhini re Jhini chadariya, Jhini re Jhini re Jhini chadariya ke ram nam ras bhini chadariya, Jhini re Jhini re Jhini chadariya

In the history of human civilization, weaving can be approached, if not in terms of a landmark turning point, like the discovery of fire and wheel, but certainly as a developmental index. This is particularly true in terms of the trajectories which the human civilizations have taken, as we evolved through ages, from scattered settlements to organized nomadic living to societal settlements to present city settlements. The activity, the skill and the profession of weaving and its growth and development could be traced in empirical as well as metaphorical terms from the ancient humble beginning to the present.



Weaving is basically a textile art in which two distinct sets of yarns or threads, called the warp and the filling or weft are interlaced with each other to form a cloth. The cloth is woven on a loom as the threads of warp run lengthways of the piece of cloth, and the weft runs across from side to side. In general, the process of weaving involves the interlacing of two sets of threads at right angles to each other: the warp and the weft. The warp is held

Weaving a Way Out of Terrorism: A Case Study of Banaras

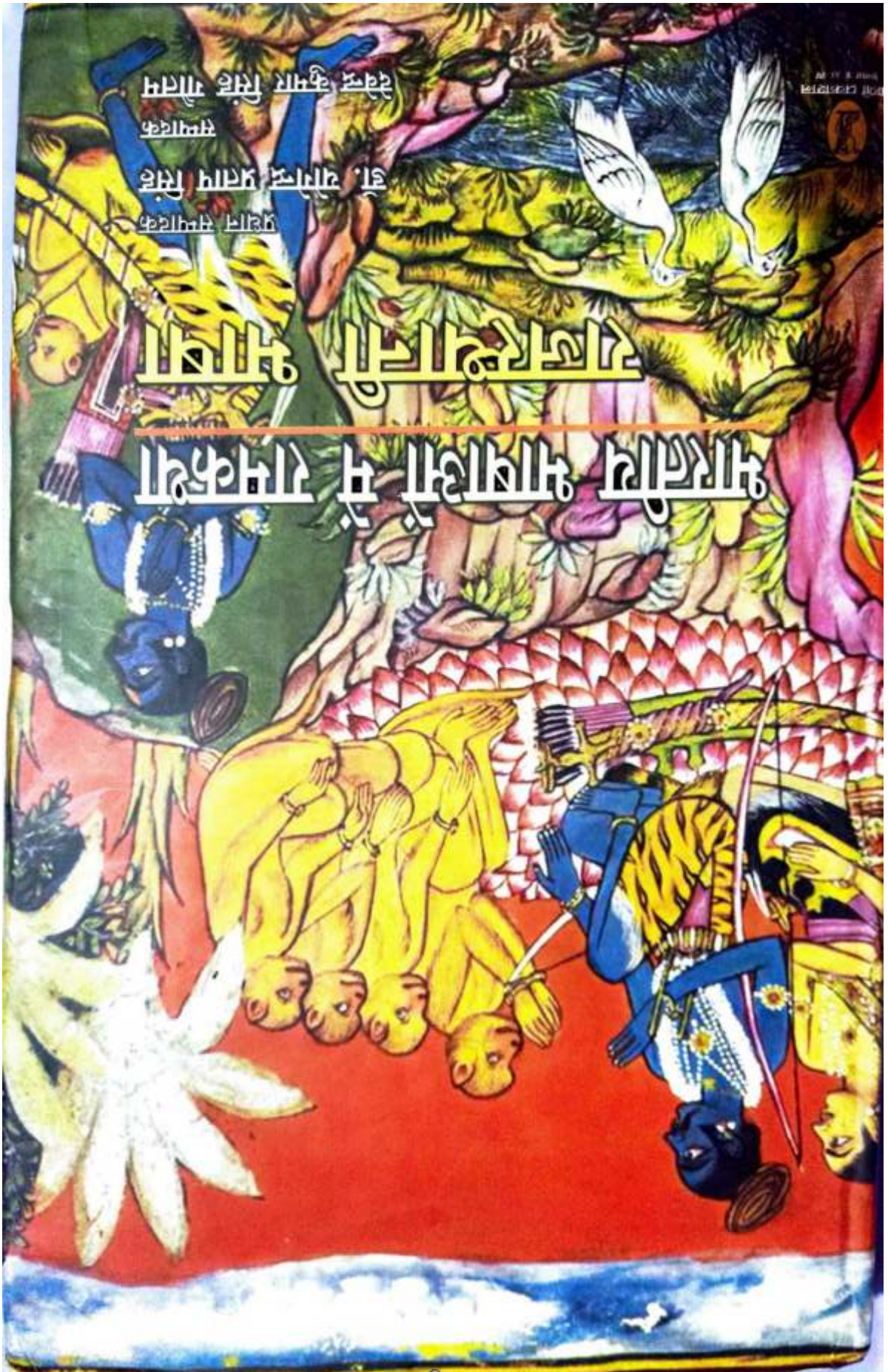
Shruti Rawal

Rawal
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Abstract: The paper attempts a case study of Banaras, a city that has considerable historical, religious and cultural significance in India. The article studies the significance of this city through essays and fictional work which have truly represented the spirit of this city. This is not about Banaras in specific, but any city with a character which has preserved its heritage and valued humanity over politics. The article uses the metaphor of 'weaving' to understand the harmony of Hindus and Muslims in the city of Banaras and the reason they have continued to live peacefully in the city. The solution lies not in some coded theories or religious books but is all around us. Amartya Sen's theory has also been used as it forwards the concept that the article believes in. The article forwards that if Hindus are warp then the Muslims are weft who work together to weave a beautiful pattern of communal harmony.

The paper attempts to understand the culture of Banaras through Nita Kumar's memoir *Friends, Brothers and Informants: Fieldwork Memoirs of Banaras* and Abdul Bismillah's *Jhini Bini Chadariya*. The paper endeavours to study the world of weavers of Banaras, who irrespective of their religion are defined by their profession, which is a way of life for them. City becomes a metaphor of place, a group of people, of collective temperament, not a geographical entity defined by latitudes or longitudes. People who have lived in cities like Banaras carry it within them, wherever they are. It becomes such an integral part of their being and character that they continue to live with it, even when



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भारतीय भाषाओं में रामकथा राजस्थानी भाषा

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राजस्थानी रामकाव्य-परम्परा

डॉ. नेहा वैद

भारतीय सभ्यता एवं संस्कृति में विष्णु के अवतारों में से जो सबसे अधिक लोक-मानस में अपने उदात्त चरित्र तथा शील, शक्ति एवं सौन्दर्य के कारण रचा-बसा रूप है, वह है- 'राम' का। इसका प्रत्यक्ष प्रमाण सभी भारतीय भाषाओं में अनगिनत मात्रा में रचा गया 'राम साहित्य' है। वेद भी राम के चारित्रिक गुणों का गान करते हैं। अप्रत्यक्ष ही सही लेकिन वेदों में सार्वकालिक महानायक का वर्णन करते हुए कहा गया है- 'भद्र तन आसुव' अर्थात् भद्र गुणों को धारण करने वाले राम से अनुप्राणित है भारतीय संस्कृति। इस प्रकार राम का दिव्य चारित्रिक गुणों से अनुप्राणित स्वरूप आदिकाल से लेकर आधुनिककाल तक भारतीय जन-मानस को अपनी ओर आकर्षित करता रहा है। राजस्थानी भाषा में भी पर्याप्त मात्रा में 'राम-साहित्य' प्राप्त होता है, जिसकी एक समृद्ध परम्परा है। इसका संक्षिप्त परिचय इस प्रकार है-

मेहोजी कृत रामायण

जाम्भोजी द्वारा राजस्थान में स्थापित विश्नोई सम्प्रदाय के प्रमुख कवि 'मेहोजी गोदारा' ने इस ग्रन्थ की रचना की थी। इनका समय विक्रम संवत् 1540-1601 माना जाता है। मेहोजी का जन्म राजस्थान के बीकानेर जिले की श्रीडूंगरगढ़ तहसील के गाँव भोजास के निवासी 'सेखोजी' के यहाँ हुआ था। मेहोजी के अन्य दो भाई थे-चैनो और चाहू। मेहोजी के रूणिया गाँव तथा जांगलू में रहने के उल्लेख भी प्राप्त होते हैं।

मेहोजी कृत 'रामायण' एक आख्यान काव्य है जिसकी रचना उन्होंने विक्रम संवत् 1575 के आसपास की थी। इस समय इनकी आयु पैंतीस साल के लगभग थी। मेहोजी की यह रचना तुलसीदास कृत 'रामचरितमानस' से भी पूर्ववर्ती है। इसे राजस्थानी का पहला रामकाव्य तथा आख्यान काव्य होने का गौरव प्राप्त है। मेहोजी को अपनी इस एकमात्र रचना से ही बहुत अधिक प्रसिद्धि प्राप्त हुई। इनकी यह रचना कुल 261 दोहे-चौपड़ियों में रचित है। इनकी विशेषता यह है कि ये उन्हीं राग-रागिनियों में गेय हैं जिनमें कि विश्नोई साखियाँ

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ENTREPRENEURSHIP, MANAGEMENT AND SUSTAINABLE DEVELOPMENT



DR. NAVEEN SHARMA
DR. RICHA YADAV
DR. VIJAY SHARMA



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Entrepreneurship, Management and Sustainable Development

Dr. Naveen Sharma

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ACHIEVING HIGH CUSTOMER VALUE WHILE REVEALING THE ENVIRONMENT AND CLIMATE ISSUES: A FUNCTIONAL APPROACH TOWARDS SUSTAINABLE DEVELOPMENT

Shubha Megwani

INTRODUCTION

Human Lives depend on a crucial relationship of people, environment and economic structures. The history of human development signifies the evidences of impact of environment on us. Environment is the universal and unique driver that affects everything. From day to night, winter to summers, breezes to storm, drought to flood and so forth. We are living in a developing and ever growing world without knowing the perfect dimensions of the development. Unfortunately, we have decided to cut same branch on which we are standing. It is the branch of materials and developing materialistic society. Although this is not a subject matter here but somewhere it is putting groove of grey matter. We live on this earth, we use all its natural resources and simultaneously spending these resources into vanishes just in the name and sake of development. We should remember if we lose earth and its elements that will be last day for all human beings. We are running to achieve higher growth rates

but how and what will be the scenario after consuming all the natural resources, we can visualise. The scene developed by LPG is sounding to put forward global economies particularly developing economies like India and China toward respectable positions on the world map.

Addressing climate change will create a need for rapid deployment of new, low-carbon, clean technologies at a scale of production the world has rarely, if ever, seen before. But, according to a new report released

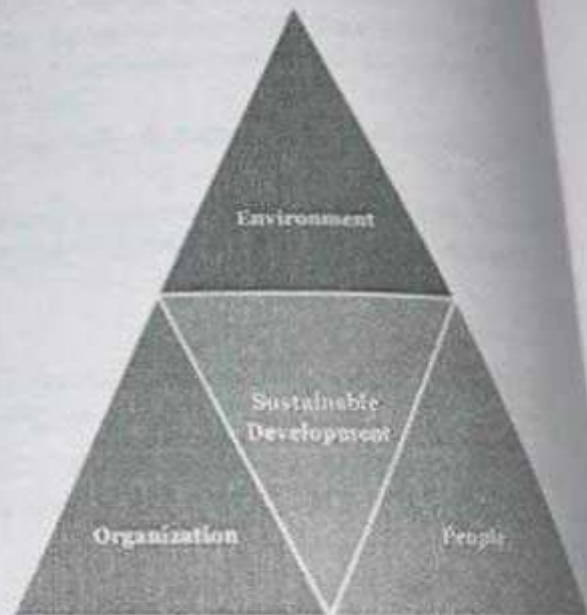


Figure 1: Major Dimensions of the Study

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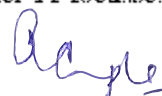
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Foreword

This book is a spectacular collection of essays related to the Promotional Strategies and Consumer Influence in the Service Sector. Service industry is a fast-developing industry it is closely related to many strategies. Promotional strategies can be seen a prominent example. Promotions, as promotional strategies, are attractive tools both for consumers and producers in introducing the product.

There are 25 chapters in this collection and all of them claim responsibility of handling their subjects in a remarkable and unique manner. I'm happy to introduce this marvelous collection to you. Through the book, you will have chance to find crucial and different insights in terms of service sector and other related issues. In the first chapter the author, Cecilia Silvestri, presents a case study and carries a twofold aim. The first one is understanding what are the main reasons that lead consumers to shopping centre and the second one is measuring the level of satisfaction and of the customers. The second chapter is an empirical one and in this study the author presents us a study about the quality of services offered by the private life insurers operating in West Bengal. In chapter 3, the author examines and compares the brand positioning practices in services sector with reference to banks. As a different issue, the author of the chapter 4 aims to study employees and customer's awareness about marketing communication tools adopted by Bharti Airtel and Idea Cellular in eastern Rajasthan. This study tries to contribute to the understanding of the influence of communication tools on customers by identifying the strategic issues that affect customer decisions. The next chapter, by Debasish Barabhyal, is about tourism marketing strategies in Sikkim. In the study, the author has dealt with the modern economic environment of tourism and its essential demand and supply parameters. In other words, this chapter tries to present how tourism phenomenon is influencing the community income and supply trends. Chapter 6, which is a case study, deals with a popular issue, the customer satisfaction. In India customers are now getting a choice of choosing their electricity supplier and because of this power distribution companies are face to face the threat of losing their customers. This situation is driving these companies towards ensuring customer satisfaction. The author of this chapter attempts to elaborate customers' expectations from the frontline managers in power distribution companies. In Onkar Nath Mishra's chapter, cyberspace, choice and welfare are studied in a detailed way. The main theme of this chapter written by Dr Sunita Sunita Dwivedi is to find out the mediating effect of sources on customer and its important act on consumers repurchase behavior. Chapter 9, by Dr. Hari Om Agrawal, introduces a new approach to business strategy to us. The author states that cost is the basic attribute in decision making process and ABC provides a better approach to understand business process in relation with cost incidence. The next chapter, written by Nidhi Phutela and Dr. Anubha Vashisht, aims to highlight the strategies of consumer engagement. In his praiseworthy work, the author advises that organizations should focus more on customers because it makes good business sense. Chapter 11 focusses on green marketing and sustainable issues in hotel



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industry. The authors Dr. Neeh Kasliwal and Ms. Srishu Agarwal interpret the green marketing concept, which means products that are presumed to be environmentally preferable to others, in a professional manner and give us a detailed point of view. In Mr. Saurabh Gupta's work, Chapter 12, green marketing is studied again but in the context of hotel industry. Mr. Nilanjan Ray and Dr. Dillip Kr Das, in Chapter 13, aim to analyze the growth, development and emergence of tourism potentials in Paro. Later on, Mr. Harasankar Adhikari's chapter provides us an insight about modern marketing strategies and consumerism. When it comes to the chapter of Dr. Kippokm Kasemsap, it argues that supporting service quality and customer satisfaction can provide increase the organizational performance. Chapter 16 is about current technological issues, it gives readers a detailed point of view about tourism-related information technologies. Prof. Meghdoot Ghosh presents the service quality perceptions of the customer insurance sector in West Bengal in Chapter 17. As in the previous chapter, the authors of this chapter, Dr. Alok Satishchandra Mittal and Prof. Sunita Jatav, also deals with service quality perceptions. In Chapter 19, the authors, Figen Öcal and Prof. Süphan Nasir, discuss promotional activities in the context of film marketing. They state that promotional activities are highly important for attracting moviegoers and gaining more box office revenue. Their aim is finding out the impact of marketing promotion activities on creating preference for moviegoers to watch the film as well as the opening weekend box office revenue of that film. Chapter 20 is titled *Analyzing Promotion and Visitor Expectations of Beach Tourism in Odisha with Special Reference to Puri Beach*. The writer, firstly, defines the beach tourism and goes on stating the importance of Puri Beach in the development of tourism in Odisha. One of the other works about service sector is written by Dr. Sushila Soniya and Mr. Amol Subhash Dhaigude. They define the status of online reporting in India and they acquired a novel approach to online reporting at the end of the study. The following study examines the impact of internet service quality on client satisfaction. The finding show that various dimensions of IS-QUAL are found to be effective on client satisfaction. Mr. Somnath Chaukhuri, the writer of the Chapter 23, deals with e-Business within the context of Application of Web-Based Geographical Information System (GIS). The writers of Chapter 24, Dr. Manoj Kumar and Dr. Anil Kumar, offer an inquiry in consumer/buyer receptivity, perception and behavioral reaction. As the final study, Abhijeet Biswas and Dr. Raj Kumar analyze innovative financing and its implications on MSME sector in India.

The importance of the study lies in the nature of service sector and diversity of the studies. The service sector is among the most powerful economic sectors. In service sector, there is not a concrete product but a "service" instead and maybe this makes the mentioned sector highly crucial. I strongly believe that all the works mentioned briefly above will add a new insight to the researchers, practitioners and the sector. They will also fill the gaps in the field in many ways. It is a splendid experience for me introducing this book to you.

I hope you'll like this book as much as I do,

Şefika Şule Erçetin
Hacettepe University, Turkey


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Preface

Service sector is the **lifeline for the social and economic growth** of a country. Today it is one of the fastest and largest growing sector globally contributing more to the global output and employing more people than any other sector. For most countries around the world, services are the largest part of their economy.

In the globalized economy, the development of a particular type of services becomes one of the marking trends in economic evolution. Promotion in service sector constitutes one of the characteristics of the contemporary economic, and become one of the most dynamic components of the services sector in most industrialized countries. With the increasing customer expectations, competition and speed of technological development, service firms must constantly look for new approaches to service design and delivery. The management of new service development has not only become an important competitive concern in many service industries, but also raised academic interest of researchers in innovation management, marketing management, and operation management.

Current book has been a lot of focus on service Promotional Strategies and Consumer Influence. As constant adaptation to a turbulent environment requires a continuous flow of new offers, the management of service requires Promotional Strategies to Influence Consumers. On the base of empirical research, this book aims to contribute to a better appreciation and understanding of the Promotional Strategies and Consumer Influence.

This volume will present a variety of practical application, application tools, models, approaches and strategies that are providing themselves in practice, demonstrating effectiveness with managing diversity and innovation. This volume will also present several visionary proposals for transforming societies, citizens and professionals so all concerned are better prepared to embrace diversity and do their part in creating valuable and necessary innovation that positively impact the global community. The overall objectives and mission of this proposal is to share a different pattern of research work that will provide a platform for new avenues in overall promotional tool for service sector of modern business.

ORGANIZATION OF THE BOOK

The book is organized in 25 chapters. A brief description is as follows:


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Chapter 1: Investigation between the Quality Factors and Consumer Behaviour through Customer Segmentation of a Shopping Centre: A Case Study

The phenomenon of experiential shopping develops concurrently with another important and interesting one, namely the birth of Shopping Centre. Shopping can significantly contribute to improve people's quality of life. The satisfaction of these needs plays an important role in the general welfare of people. However quality is the antecedent of satisfaction, and therefore of the welfare. Several studies have shown that a relationship of dependence between quality and customer satisfaction exists. The aim of this research is twofold: (1) understanding, through segmentation, what are the main reasons that lead consumers to shopping centre and (2) measuring the level of satisfaction and WOM in the different groups of customers. The results show that the quality factors of the shopping centre are essential to carry out the segmentation because the consumers' motivation and preferences are based on them.

Chapter 2: An Empirical Study on the Quality of Services Offered by the Private Life Insurers in Burdwan

Service quality has become as one of the most important ensuing factors in the service sector. Considering various needs and requirements of the customers, like any other service provider life insurers also always trying to provide better quality of services to their customers in order to satisfy them. In this chapter, researcher conducted a study on the quality of services offered by the private life insurers operating in the district of Burdwan, West Bengal, through proper investigation of the service quality structure in the present perspective. Here, accepted 661 usable responses with respect to the customers and 582 usable responses with respect to the insurers were considered as the sample size of the study and statistical package SPSS 16 as well as Bexley's Customer Retention Indicator Grid were used to perform the analyses.

Chapter 3: Brand Positioning Practices in Services Sector: A Study of Banking Brands

During 1980s the strategic relevance of brand positioning was recognized and service organisations are now identifying their key market segments and determining how they wish consumers to perceive their company and its products/services. Positioning is of particular significance for services as it places an intangible service within a more tangible frame of reference. This chapter examines and compares the brand positioning practices in services sector with reference to banks. It proposes a model for positioning of brands in services sector. The findings are based on an exploratory study; empirical data is collected from customer respondents (1800) and marketing executives of the banks. Six banks are studied, two each from public, private sectors and foreign banks. The study would help banks to acquire, retain and satisfy their customers by positioning their brand as it suggests a model that concentrates on internal and external facilitators, sources of growth, designing the service offer and differentiating it from competitors and delivering the service successfully.



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Chapter 4: Comparative Analysis of Marketing Communication Tools Adopted by Telecommunication Service Firms: Bharti Airtel and Idea Cellular with Special Reference

Main objective of this research is to comparatively study employees and customer's awareness regarding marketing communication tools adopted by Bharti Airtel and Idea Cellular in eastern Rajasthan. In the present study communication tools have been considered and analyzed. The study involves a sample of 250 existent customers and 25 employees for Bharti Airtel and Idea Cellular respectively and the methodology employed is structured questionnaire for customers and employees separately with reference to eastern Rajasthan. By identifying the strategic issues that affect customer decisions the present research will contribute to the understanding of the influence of communication tools on customers.

Chapter 5: Elitist Tag or Tool for Development: An Empirical Analysis for Tourism Marketing Strategy in Sikkim

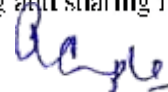
Since time immemorial tourism in hill areas were considered and confined to be leisure centric and recreation oriented. This demand led orientation was a mere perception of the tourists and supply means and ways were largely ignored. Tourism in hill areas is believed to have been a mean of spending from disposable and discretionary income mostly for non-essential activities. This old and stagnant idea has been changing drastically. Today's tourism is not only essential but imperative as well to provide new avenues for income and jobs. This article has dealt with the modern economic environment of tourism in the backdrop of its essential demand (or marketing) and supply (or destination) parameters. More specifically, this article has shown how tourism phenomenon is influencing the community income and thereby their dependency with important marketing and supply trends.

Chapter 6: Customers' Expectations from Frontline Managers in Utility Sector: Case Study of Power Distribution Companies in Central India

Consequent to power sector reforms, customers' satisfaction is gaining vital importance at power distribution companies. Customers are now getting a choice of choosing their electricity supplier as well as options of investing in their own power generating equipment. The threat of losing customers is driving power distribution companies towards ensuring customer satisfaction. Apart from availability of electricity supply on a 24/7 basis, electricity customers now expect ease in getting new electricity connection, advice on most suitable category of supply, timely meter reading, billing, and handling of grievance. To provide customers with great satisfaction, power distribution companies have to give quality attention to offering excellent services that attracts customers and clear up all customers' complaints. Frontline managers play a very significant role in the electric utility companies. They act as an inter-face between the customers/public and the company. This chapter attempts to elaborate customers' expectations from the frontline managers in power distribution companies.

Chapter 7: Cyberspace, Choice, and Consumer Welfare: Linking the Triad

Internet, especially through social Media these days have intruded into life of more than billion people over the globe and for youth it has become a vital tool for connecting and sharing information. It has a



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tremendous impact on how we think, feel and act and *notens-volens* we all are a part of this cyberspace. It is often said that the emergence of cyberspace has fuelled the growth of online retailing thereby providing customers with numerous choices, which in turn has improved their wellbeing. Now the emergence of cyberspace has crippled the control of consumers over their decisions and by making available too many choices confused the consumers is increasingly being debated. The freedom to choose certainly increases welfare, but there exists a threshold beyond which any expansion in choice instead of bringing satisfaction and welfare, brings misery. It is simply because, when there are endless choices either the decision is withheld or taken by other, meaning the consumer is compelled to choose.

Chapter 8: Effect of Mediating Factors on Customer Defection with Special Reference to Banking Industry in India

The challenges for marketers doesn't stops here, as market matured from national to international to global, customer retention and acquisition become more crucial and challenging for them. Multiple options broaden the path for consumer to get access over many products and services, creating a high probability of defection. Now they have new challenge to face that is "Defection". They are trying hard to understand what they are supposed to do so as to increase customer retention and decrease customer defection. This paper tries to understand the mediating effect of sources on customer defection (Objective knowledge versus Subjective Knowledge) and its important act on consumers repurchase behavior.

Chapter 9: An Approach to Business Strategy

This chapter introduces role of activity based costing system in the present business environment where businesses are under threat from corporate restructuring, technological innovations, customer expectations, de-regulations, and opportunities by way of collaboration, outsourcing and integration. Strategies of a business provide road map to organization and have multiple options. In a business, cost is the basic attribute in decision making process and drawing strategy. ABC provides a better approach to understand business process in relation with cost incidence. A business process is made up of activities which are performed by resources. These resources are responsible for expenditure and contain cost. ABC uses two stage cost assignment system for accurate and informative cost. ABC allows a better visualization of use of resources and explanation to understand where, why and how costs are being incurred. ABC is dynamic in nature, provide real cost and proactive in approach to simulate quantitative and qualitative measures of the process.

Chapter 10: Giving Personalized Treatment: Customer's Perception Is Your Reality

Healthy profits are critical to any organization's survival and must be factored into key business decisions, including the decision to hold the customers with the firm. Though these benefits extend beyond the financial realm, organizations should focus more on customers because it makes good business sense. Therefore, to achieve operational excellence, a firm must integrate its sales and service functions across multiple channels that provide personalized services to its customers. From face-to-face contact to self-service websites, they must capitalize on every communication opportunity. Improving customer satisfaction is not enough, to stay competitive; firms must also focus on achieving customer delight. The

Preface

aim of this chapter is to highlight the strategies of customer engagement in creating value satisfaction and thereby building customer loyalty leading to excellence in business, which is one of the key factors for excellence, with a special reference to online shopping.

Chapter 11: Green Marketing Initiatives and Sustainable Issues in Hotel Industry

With the fast degradation of the environment and changing lifestyle of the consumers, the companies as well as the service sectors has started moving towards the concept of green marketing. This chapter has focused on the several green initiatives that have been taken by the companies from different areas and then finally directs on green initiatives taken by hospitality sector to sustain in the competitive world. The increasing awareness among the consumers, the service sectors has also started in initiating the acceptance of green services. The hotel industries which are incorporating green services today are focusing on the consumer's preferences and their needs towards using the green products and services. This chapter has focused on sustainable issues in hotel industry and also identifying initiatives which are being taken by the companies.

Chapter 12: Green Practices in Restaurants: The Case of Eastern India

The prime purpose of this chapter is to identify and delve into the factors driving the adoption of environment friendly practices by the restaurants in eastern region of the country. It provides an introductory knowledge to the planner and policy makers regarding the status of eco-friendly practices by the restaurant in eastern India. Six factors were extracted using the principle component analysis. These factors are Legal compliance, Normative Pressure, Cost optimization, Growing awareness, Philanthropic Motive, Good image. Though slowly, but steadily the consciousness regarding the adoption of environment practices is increasing in the restaurant industry. This study can aid and abet the concerned authorities to devise a mechanism to turn the hospitality industry into a true musketeer of the environment, however, since the study area is confined to only a few selected cities of eastern India, the result may not hold true in general.

Chapter 13: Empirical Analysis of Tourism Factors Affecting in Tourists Satisfaction

Tourism is one of the fastest growing industries in the world. It has become one of the vital issues of economic and social benefits to the society. This paper identifies the impact of tourism in Paro, different motivational factors which may directly or indirectly influence the tourists' satisfaction. The primary objective of this study includes the growth, development and emergence of tourism potentials in Paro, in particular, as well as to analyze the tourist flow pattern and also examine the existing and future requirement in the motivational point of view. For the accomplishment of the purposed objective, data for the study were collected through pre-structured questionnaire. Information gathered about tourists' motivational factors depends on 20 components. In terms of the present scenario of the above components, how to attract more tourists and promoting infrastructural requirement for better tourism service to improve the level of tourists' motivation.



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Chapter 14: Limerence and Neuro-Marketing: Prime Weapon of Modern Marketing Strategy and Its Impact in Global India

In global India, the people in all layers suffer from Western Bound Cultural Syndrome and they usually imitate a highly consumerised life with changing life style and life choices.. Here, there are two tools/ weapon, limerence, an emotional state of being in love and neuro-marketing system are being used deliberately to promoting the market. To explore the implication of limerence and neuro-marketing system in business in service sector, and its impact, a study was conducted on 200 population of both rural and urban area of West Bengal, India. Data was collected through structured interview schedule to know effect consumerism in their daily survival with their happiness and unhappiness. It was revealed that people were submerged by want created, identity and status consumption. 28.5% of them who were students or unemployed or no earning were habituated to consume a handsome and they were managing it forcefully from their parents. Marketing strategies through limerence and neuro-marketing would be redefined for a safe and healthy society.

Chapter 15: Promoting Service Quality and Customer Satisfaction in Global Business

This chapter aims to promote service quality and customer satisfaction in global business, thus illustrating the theoretical and practical overviews of customer service, service quality, and customer satisfaction; the significance of service quality in global business; and the significance of customer satisfaction in global business. The promotion of service quality and customer satisfaction is necessary for modern organizations that seek to serve suppliers and customers, increase business performance, strengthen competitiveness, and achieve continuous success in global business. Therefore, it is essential for modern organizations to promote their service quality and customer satisfaction, develop a strategic plan to regularly check their practical advancements, and immediately respond to service quality and customer satisfaction needs of customers in modern organizations. The chapter argues that promoting service quality and customer satisfaction has the potential to enhance organizational performance and reach strategic goals in global business.

Chapter 16: Research Strategy for Studying User's Acceptance of Tourism-Related ITs: User's Acceptance of AR-VR Technological-Combo App

This chapter aims to guide future researchers on research strategy for studying user's acceptance of tourism-related Information Technologies (ITs). In a study on user's acceptance of the technological-combination of virtual reality and augmented reality application in the UNESCO World Heritage Site of Melaka, the author proposes 11 steps of research strategy which begin with developing the research framework (Step 1), proposing the research hypotheses (Step 2), determining research design (Step 3), designing sampling processes (Step 4), designing questionnaire (Step 5), conducting face validity (Step 6), developing the prototypes (Step 7), conducting pilot testing (Step 8), collecting data (Step 9), analyzing data (Step 10), as well as providing conclusion (Step 11).

Chapter 17: Service Quality Perceptions of the Customers in the Insurance Sector in West Bengal

The quality of the service is a pre-requisite for any service organization's market performance and subsequently, economic performance. Managers in any service sector are under increasing pressure to demonstrate that their services are customer-focused and that continuous performance improvement is being delivered. Given the financial and resource constraints under which service organizations must manage it is essential that customer expectations are properly understood and measured and that, from the customers' perspective, any gaps in service quality are identified. Measuring Service Quality becomes indispensable for any service organization to monitor and control the quality of service delivery and enjoy competitive advantage.

Chapter 18: Service Quality Significance in Banking Industry with Reference to India

This chapter tried to investigate consumer expectations and perceptions about elements of service quality of most used public, private and foreign banks in Indian context and actual services received by the customers. Apart from service quality this research tried to analyze the best bank in terms of benchmarking, which they follow because every time requirements of customers are changing but according to changing customer expectations what steps banks should take during services was also analyzed in research. Data was analyzed by taking expected – perceived/actual services and gap was determined between both of them. Impact of benchmarking and service quality towards expected and actual services was thus found out with regards to the service quality model concerning the influences of perceived service quality.

Chapter 19: Film Marketing: The Impact of Publicity Activities on Demand Generation

Since promotional activities are highly important for attracting moviegoers to a new movie, producer companies engage in marketing promotional activities to increase box office revenue. The main goal of this study is to identify and analyze impact of marketing promotion activities on creating preference for moviegoers to watch the film as well as the opening weekend box office revenue of that film. This paper starts with reviewing the literature about the film marketing and continues with outlining the facts about movie industry in Turkey. Finally, it ends up with analyzing the impact of publicity activities on attracting moviegoers' to watch a film and the opening weekend box office performance of the film in the context of Turkey. 41 Turkish movies that were released in 2010 – 2014 are analyzed with the purpose of revealing the relationship between the publicity activities and box office performance. As a result of regression analysis, media coverage (the number of publicity news) exhibited strong predicting power of tickets sold at the opening weekend (the number of audience).

Chapter 20: Analysing Promotion and Visitor Expectations of Beach Tourism in Odisha with Special Reference to Puri Beach

Efforts have been made in this study to analyse the promotion and Visitor expectations of beaches for the development of tourism in Odisha in general and Puri beach in particular, that influences the tourist

inflow in this destination. This article begins with the meaning of Beach Tourism and importance of Puri beach for the development of tourism in Odisha. Key issue of this paper is to find out whether the Puri beach and its local product can be an attraction while marketing a destination. If so, how these can be promoted to the potential tourists, what are the expectations of visitors and how those expectations can be fulfilled? Tourism products in the beaches are becoming important to the mass tourists. Tourism products related with beaches are one of the major factors shaping development patterns in the coastal areas of the state. Tourism stakeholders at all levels must assume appropriate proactive roles for the promotion of Beach Tourism in the state like Odisha.

Chapter 21: Corporate Online Reporting and Their Determinants in Indian Services Sector

The study examines the status of online reporting in service sector in India. It also explores the pattern and determinants affecting online reporting. The study uses content analysis for investigating the level and extent of online reporting. An index has been developed for the study, dividing the frame into three major headings namely, general, financial and presentation indexes. OLS regression is used for checking the determinants affecting web-based disclosure. The study found that only three determinants are associated with the online reporting in the service sector namely, profitability, growth and size of the company. Other determinants such as liquidity, leverage and age are not significantly associated with online reporting. The paper is built around the concept of transparency and reporting on the web that may facilitate the investors and stakeholders. The result is a novel approach to online reporting and transparency that contributes to other critical voices concerned about the value and effects of online reporting.

Chapter 22: Impact of Internet Service Quality (IS-QUAL) on Client Satisfaction: Case from Indian Banking Service

This chapter empirically observes the impact of internet banking service quality dimensions on Client Satisfaction (CS). This study explores the potential dimensions of Internet service quality (ISQUAL) dimensions and examines its impact on client satisfaction and client behavioral intentions in the banking context in India. This study is a cross-sectional survey that employed the use of pre-structured questionnaire to collect primary data from a sample of 120 respondents through personal contact, field survey and email. Collected data have been analyzed through SPSS 21 software by different statistical tools like Reliability test for judgment of internal consistency of collected data and simple regression analysis. The findings revealed impact of IS-QUAL dimensions are namely Trustworthiness, Awareness, Accessibility, Rigidity, Navigation, Communication and Web Customization/Personalization on client satisfaction.

Chapter 23: Application of Web-Based Geographical Information System (GIS) in E-Business

This chapter discusses about the application of Web-Based Geographical Information System (GIS), an ICT tool for electronic business; particularly through Internet, with a future plan to develop e-promotion and strategic marketing by implementing Web GIS tools for Geobusiness. In the context of e-business, present study penetrates the usage of GIS to disseminate maximum level of information to the customers. On the other hand, it depicts the growing incorporation of GIS in target marketing, business management

Preface


strategic decision-making processes. It discusses how this modern GIS tool is used for collecting and analyzing information for the efficient effective management and promotion of e-commerce. GIS is the fundamental science and technology for Geo Design a systematic methodology of Geographic planning and decision making. Web GIS is modern technology for capturing, storing, retrieving, mapping and analyzing spatial and non-spatial geographical data in the digital format over the internet.

Chapter 24: Consumer's Perception and Behavioural Reaction-Qualitative Analysis on Viral Marketing

This chapter deals study to conduct an inquiry into consumer/buyer receptivity, perception and behavioural reaction to the discussed moderately new promoting technique via VM. With the use of in-depth interviews conducted with 15 people and small interviews with other 27 people. The qualitative findings from the study show that VMC increases consumer's awareness but it does not have a vital impact on the buying decision. Consumers have different trust and credibility to five junctions of VM; "Forums" have highest trust and credibility among the discussed five junctions. Consumers do not take VM as spam messages. Service based VMC have higher impact than the product based VM. Negative VMC has a higher influence on consumer than the optimistic one, and Financial Benefit is not the strongest reason to spread the messages via VM.

Chapter 25: Innovative Financing and its Implications on MSME Sector in India

This chapter deals with the study of MSME. Micro, Small, and Medium Enterprises' (MSMEs) contribution in the development of world economy has been significant, both in terms of contribution to GDP and creation of employment opportunities. The present paper attempts to identify the role of innovative schemes offered by the banking sector in the upliftment of MSMEs in India. The researchers try to analyze the growth in Bank credit for the MSME sector over the last decade. This paper is based on extensive review of literatures on Banking sector and their contribution in encouraging MSMEs. The review showed that the Bank credit has increased significantly for the MSME sector since the priority sector lending norms were implemented but still there is a significant gap that needs to be fulfilled when it comes to the fulfilment of the credit needs of the MSME sector.


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Chapter 11

Green Marketing Initiatives and Sustainable Issues in Hotel Industry

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ABSTRACT

With the fast degradation of the environment and changing lifestyle of the consumers, the companies have started moving towards the concept of green marketing. Although green marketing has been able to address concerns of green consumers but as anticipated has not shown much expected results from companies as well as from mainstream consumers' acceptance level. This chapter is an attempt to draw attention towards sustainable issues in hotel industry, what are the opportunities' and challenges' the hotels are facing with respect to green initiatives and how successful the present companies are in incorporating the green practices. The authors conclude the chapter giving the focus on future research directions in green marketing and green practices to be followed by hotel industry.

INTRODUCTION

Green Marketing concept is emerged in the late 1980s. The term describes an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment. It has been defined as the management process that is responsible for identifying, anticipating and satisfying the requirements of customers and society in a profitable and sustainable way (Chan E.S.W 2013). Green marketing means the marketing of products and services which are environment friendly. The green marketing has originated under three phases according to Peattie (2001). First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products.

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STUDY OF τ -GENERALISE LAURICELLA FUNCTION WITH PROPERTIES

EKTA MITTAL, SUNIL JOSHI AND SHILPA

ABSTRACT. In this paper we define some new properties on τ -Generalized lauricella functions using the differentiations and integrations properties. Further we discuss some properties related to Euler (beta) transform, Laplace transform, Mellin transform, finally some special cases has been discussed.

1. Introduction and Preliminaries:

The Gauss hypergeometric function and generalized hypergeometric function is defined as follows:

$${}_2F_1(a, b, c; z) = \sum_{k=0}^{\infty} \frac{(a)_k (b)_k}{(c)_k} \frac{z^k}{k!}, \text{ where } \{|z| < 1, c \neq 0, -1, -2, \dots\} \quad (1)$$

$${}_pF_q(a_1, \dots, a_p; b_1, \dots, b_q; z) = \sum_{k=0}^{\infty} \frac{(a_1)_k \dots (a_p)_k}{(b_1)_k \dots (b_q)_k} \frac{z^k}{k!}, \text{ where } [p = q + 1, |z| < 1]. \quad (2)$$

and no denominator parameter equal to zero or negative integer.

The Generalisation of hypergeometric function involving double series with two variables given by Appell in (1880). Appell was the first author to treat this matter on a systemic basis, and he defined the four functions F_1, F_2, F_3, F_4 [4] in which F_1 function is defined as

$$F_1(a; b_1, b_2; c; x, y) = \sum_{n_1, n_2=0}^{\infty} \frac{(a)_{n_1+n_2} (b_1)_{n_1} (b_2)_{n_2}}{(c)_{n_1+n_2}} \frac{x^{n_1}}{n_1!} \frac{y^{n_2}}{n_2!}$$

where, $[|x| < 1, |y| < 1]$ (3)

Further Lauricella proceeded to define and studied the four important functions in multiple series representation [4] in which $F_D^{(n)}$ function is defined as,

$$F_D^{(n)}(a; b_1, \dots, b_n; c; x_1, \dots, x_n) = \sum_{k_1, \dots, k_n=0}^{\infty} \frac{(a)_{k_1+\dots+k_n} (b_1)_{k_1} \dots (b_n)_{k_n}}{(c)_{k_1+\dots+k_n}} \frac{(x_1)^{k_1}}{k_1!} \dots \frac{(x_n)^{k_n}}{k_n!}$$

where, $(|x_1| < 1, |x_2| < 1, |x_3| < 1, \dots, |x_n| < 1)$, (4)

Further M. Garg and R. Mishra [3] generalized Lauricella function $F_D^{(n)}$ involving τ , parameter such as,

Keyword. Hypergeometric function, Generalised hypergeometric function, Lauricella Hypergeometric function, Wright type hypergeometric function, Laplace transform, Mellin Transform, Euler Transform, τ -Generalized lauricella function.



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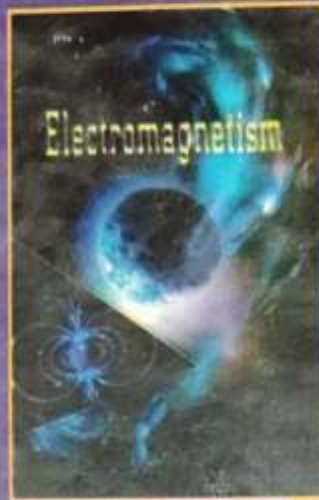
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Abstract

Big data refers to group of information that are so huge and bulky that ordinary database management tools have trouble capturing, storing, sharing and managing the information. With the arrival of big data arises the threat of superior security violations as data volume enlarges. Since many years cryptography has evolved to such an extent that breaking it through simple techniques is impossible. Neural and Quantum cryptography are the two emerging branches of cryptography. Neural cryptography incorporates the idea of artificial neural network with classical cryptographic algorithms; whereas quantum cryptography incorporates phenomenon of quantum physics for secure communications. This paper covers a brief introduction about big data, classical, quantum and neural cryptography and finally the comparative analysis between quantum and neural cryptography and conclusion based on the analysis. The comparison is based on the methodologies used in both the cryptographic techniques, use of these cryptographies in security of big data and their advantages and disadvantages.

Abstract:

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A Review on Quality Models to Analyse the Impact of Refactored Code on Maintainability with reference to Software Product Line

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Abstract – Code cloning is a major problem in object oriented methodology and advanced software methodologies like Software Product Line methodology (SPL). SPL Maintainability is a critical quality factor which is influenced by code cloning detection and correction. There are quality models to study and analyze such impacts. But existing quality models fall short in assessing the impact of code clones on them. Since SPL maintainability is one of the key factors when considering software quality, our study revolves around it. Also, the fact that not much experiments have been performed to assess and measure the impact of refactored code on SPL maintainability, we wish to divulge in that particular area. A review has been done which validates the need to quantify SPL maintainability before and after it has been refactored.

Keywords – Code Clones, Maintainability, Refactoring, Software Product Lines (SPL).

1. INTRODUCTION

The Software architecture is defined by Bass(1999) as follows, "The software architecture of a program or computing system is the structure or structures of the system, which comprise software components, the externally visible properties of those components, and the relationships among them." [1]. In the past few years, a new approach towards software reuse has gained popularity among the academicians and industries, known as **Software Product Line Development (SPL)**. The basic idea involves separating the common parts of a family of products from the differences between the products. The commonalities are used to create a product platform which can be used as a common baseline for all products within a product family [2]. As the source code develops, the probability of duplication of code becomes more prominent and can be found in many segment of the program. This is known as Code Clones or Code Smells. It is one of the crucial problems faced during evolution of Software Product Lines which unfavorably affects the software quality factors especially Maintainability which further leads to higher development costs and decreased performance. Thus it becomes essential to address the code clones from the beginning of software product line development. Refactoring is one popular and promising technique to eliminate the problem of Code Clones. Code Clones or Code Smells can aid the identification of SPL

Refactorings. Refactoring is the process of changing a software system in such a way that it does not alter the external behavior of the code yet improves its internal structure. As such, a Refactoring is usually a small change to the software, although one refactoring can involve others. Benefits of Refactoring are many, some of which includes - improvisation in the design of the software, software becomes easier to understand, faster programming by helping in finding bugs etc. [3] It becomes very evident that code clones effect the quality of SPLs in general which in turn greatly effects the quality factors of a software product and hence results in adverse effects like deterioration in performance, introduction of bugs and errors and high cost due to poor maintainability. The different parameters for assessing software product qualities [4] especially Maintainability are - Analysability, Changeability, Stability, Testability, Maintainability Conformance. In such a scenario, it becomes important to use Quality Models as they have become a widely-accepted means to describe and also manage software quality. There are five methods of quantifying software maintainability from software metrics [5]. They are.

Hierarchical multidimensional assessment models sees software maintainability as a hierarchical structure of the source code's attributes.

Polynomial regression models uses regression analysis as a tool to find out the relationship between software maintainability and software metrics.

An Aggregate complexity measure analyses software maintainability as a function of entropy.

Principal Component Analysis is a statistical technique to reduce collinearity between commonly used complexity metrics in order to identify and reduce the number of components used to construct regression models.

Factor Analysis is another statistical technique wherein metrics are orthogonalized into unobservable underlying factors, which are then used to model system maintainability.

Although many quality models alongwith the ones mentioned above are able to quantify maintainability aspect of software development but all of them clearly lack the ability to assess and establish the relationship between refactored code and Maintainability of SPLs. We specifically choose

Maintainability aspect of Software Quality since it is one of the crucial aspects and code clones in the source code would definitely affect the maintenance of the program in the long run. Thus we propose a model which would first assess the impact of code clones on the maintainability of SPLs and then after performing refactoring, the relationship and impact of modified code on the maintainability aspect of those SPLs would be analyzed, which in turn would help in drawing our conclusion.

In the remainder of this paper, we first review the literature related to SPL, Code Clones, Refactoring and some quality models. In Section 3, we state our motivation and significance of the work proposed, in Section 4, the effect of Code Clones on the maintainability of SPL has been discussed briefly. Finally, we conclude with a discussion and future work.

II. RELATED WORK

D. Simon et al [6], in their paper, have emphasized the significance of Software Product Line for managing the development of software in the industry its benefits over traditional approach have changed the mindset of software companies to adopt software product line approach for their existing products. Here they are proposing a lightweight iterative process supporting the incremental introduction of product line concepts for existing software products by analyzing the legacy code and the products, using feature analysis. However, their approach avoids the more costly architectural reconstruction of legacy system. R. Mitschke et al [2], states that the aim of Software Product Lines is reusability and evolution of features common to multiple products. For this reason, traceability is an important factor. To achieve this, authors have proposed that each version of an artifact be associated with a specific version of a feature and thus feature dependencies are also explicitly managed. However, an open challenge when developing SPL is to enable controlled evolution of Product Lines. J. Bosch et al [7] states that software product line is an approach which favors increased software reuse and reduced development cost. In this paradigm the architecture and a set of reusable components are shared among a family of products. The author arrives at a conclusion that evolution in software product lines is now more complex with regard to traditional software development process. The reason being new and (at times) contrasting requirements keep evolving from the existing products in the product line and also from new products that are to be integrated. The increase in requirements leads to addition of features and this increases the complexity of the product line. Cacek, C et al [8] states that since software product lines have numerous members, it becomes crucial that they support the description of the product line as a whole as well as its instantiation for the derivation of individual products. He thus concluded that scalability issues as well as supporting and combining various techniques should be addressed in proper and efficient manner. S. Apel et al [9] here discusses that Feature Oriented Software Development is not a single development method or technique but a combination of

different ideas, tools, methods and techniques. It is a product characteristic that is used in distinguishing programs with a family of related programs. The authors together have put forward an overview of FOSD. They have also been able to summarize different works in FOSD and establishing relations between different approaches to FOSD. C. Kastner et al [10] conducts an empirical study on some feature oriented software product lines with respect to code cloning and arrived at a conclusion that even though Feature Oriented Programming (FOP) paradigm aims at alleviating the problem of code clone in object-oriented mechanism, due to some limitations, there are still considerable amount of clones in feature oriented software product lines and majority of it are FOP related. Though the FOP related clones could be removed for an exemplary product line by applying refactoring technique, the causes which cause code clones could not be quantified. S. Schulze [11], in his thesis, has mainly focused on code clone analysis and removal and the reasons why code clones occur. A refactoring technique for variant preserving nature for compositional software product lines has also been proposed as a means of removing code clones. It has been concluded that there exists the problem of code clones in SPLs in general, but till now it hasn't been able to judge the harmfulness of code clones in software product lines. S. Thummalapenta et al [12] in their paper proposes an automatic approach to categorize the evolution of code clone fragments and inquires the reason as to what extent clones are consistently propagated or they evolve independently. T. Heitlager [4] et al puts forward the idea that the amount of effort needed to maintain a software system is directly related to the technical quality of the source code of that system. Also the vast literature shows no concrete ways of measuring software for assessing its quality. G. Aldenkova et al [13] measures the Maintainability Index of each feature using an SPL case.


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Alongwith that, improving feature Maintainability Index and Optimizing Maintainability Index has also been discussed. This work proposed the use of Maintainability Index to take design decisions that would enhance global maintainability. **O. Panchenko** et.al [14], in his thesis, aims at researching of metric-based quality indicators in order to be able to assess the most important maintainability aspects of the standard software. The quality model used is obtained from the Goal Question Metric approach. After literature research, the quality model was further expanded by standard metrics and some special newly invented metrics. Some selected metrics were validated to predict maintainability using experiments. He concluded that metrics are a very strong and powerful indicators of assessing maintainability. Some metrics need not show results but it is possible to describe the different aspects of maintainability using metric-based indicators. **D. Coleman** et al [5] discusses how automated software maintainability analysis can be used to guide software-related decision making and have applied metrics-based software maintainability models to 11 industrial software systems and used the results for fact-finding and process-selection decisions. *Maintainability* is defined as, "The ease with which a software system or component can be modified to correct faults, improve performance or other attributes, or adapt to a changed environment."

T. Thumm et al [15] proposes a variant-preserving for SPLs to ensure the validity of all SPL variants after refactoring and discussed the generalizability of this approach for annotative SPLs in general. **M. Kuhlemann** et. al [16] introduces the notion of refactoring feature modules (RFMs) that extend feature modules with refactorings and conclude how RFMs reduce incompatibilities and facilitates reuse based on case studies. An RFM automatically alters the structure of programs which are composed from feature modules. VAMPIRE is a tool used in decomposition and reuse for implementing refactoring. As of now, there is no single metric that can accurately capture the notion of maintainability of an application, but there exists compound metrics like Maintainability Index (MI) that help predict the maintainability of the application[17] using the Halstead Volume, Cyclomatic Complexity, Total SLOC (source lines of codes) and Comment Ratio

$$MI = \max \left[0, 100 \times \frac{171 - 5.2 \ln V - 0.23 G - 16.2 \ln L + 50 \sin \sqrt{(2.4 C)}}{171} \right]$$

Where: V is the average Halstead Volume per Module

G is the average Cyclomatic Complexity per module

L is the average Source Lines of Code per Module (SLOC)

C is the average lines of comment per module

III. MOTIVATION

As is stated, the essence of Software Product Lines(SPL) are its user satisfaction, reusability and maintainability. There are different methodologies for Software Product Lines such as *Feature Oriented Programming (FOP)* and *Delta Oriented Programming (DOP)*. Feature Oriented Programming is where features exist and represented by feature model. A particular software can be propagated further using various features. But the main limitation which was seen here in this approach was that new features can be added but they cannot be removed without disturbing the structure of product line. To overcome this limitation, another approach was developed called Delta Oriented Programming. Here the whole product line is developed using small delta modules and any changes can be added modified or removed just by changing these delta modules which in turn doesn't affect the structure of Software Product Lines. SPL has been developed to control variability and commonality among the system. Object Oriented paradigm suffers with the problem of Code Clones which adversely affects the software qualities especially Maintainability. Literature survey reveals that this problem persists in FOP too. As the Software Product Line expands, unknowingly lot of Code Clones are introduced in the source code. Code Clones are the codes which are repeated or duplicated in other parts of the source code as the functionality of program increases. Thus Code Clones deteriorates the performance and functionality and introduces errors which adversely affects the Software Product Lines. In the existent literature, we have found that Feature Oriented Programming was able to remove Object Oriented Code Clones but in effect it introduced Feature Oriented Programming related Code Clones. Till now, no such evidence has been found in the literature which have justified the occurrence of Code Clones in Delta Oriented Programming. Hence, the focus here is on the Code Clones in Feature Oriented Programming. Thus, the existence of Code Clones in Feature Oriented Programming effects Software Product Lines which in turn affects its various quality factors such as reliability, usability, flexibility, maintainability etc. *Maintainability* is an important factor which we are considering here since the more Code Clones are found in the source code for any Software Product Lines, the more difficult it becomes to maintain Software Product Lines which in turn leads to higher cost and increased lines of source code. Thus, it becomes crucial to address the code clones as the SPL evolves, since as the SPL grows, its maintainability also becomes important and cost factor can considerably be reduced if the clones are nipped at the early stages.

The following are the key motivation to study the impact of Code Clones on Maintainability of SPL

-In the long run, higher expenses would be incurred for maintenance, as the product line expands.



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-The number of lines of source code would considerably increase and unnecessarily result in larger and complex source code.

-Till now, no such study has been conducted which will quantify the effect of code clones on the maintainability factor of SPL, and establishes a relation between them.

Hence it becomes important to derive the conclusion about the extent to which the Maintainability of SPL is affected due to the presence of code clones. The most suitable remedial measure for the problem of Code Clones is Refactoring.

Our study focuses on ascertaining the relationship between the Maintainability as a prime factor for Software quality and Code Cloning in Software Product Lines using the proposed model and also reviewing the impact of Refactored code and Maintainability of Software Product Lines.

IV. EFFECT OF CODE CLONES ON SPL MAINTAINABILITY

The causes of code clones in FOP have not yet been quantified and there is still work going on to identify code clones in Delta Oriented Methodology too, but it is evident that code clones effect the quality of SPLs in general which in turn greatly effects the quality factors of a software product and hence results in adverse effects like deterioration in performance, introduction of bugs and errors, decrease in performance and high cost due to poor maintainability. The problem of code cloning can also be measured with a metric since cloning impacts on the maintainability of software quality and increases work. Various techniques for clone findings are token based, string based and parse tree based. Thus choosing of the technique should be made depending on the goal of measurement [14].

V. CONCLUSION

As the Software Product Line expands, unknowingly, lot of Code Clones are introduced in the source code resulting in deterioration of performance, introduction of errors and increase in Maintainability. In our work proposed for research, few cases of Feature Oriented Programming will be taken and studied upon and a new model shall be designed. After establishing the relationship between maintainability and effect of code clones, using the proposed model, next step will be to remove those code clones using Refactoring technique (with the help of existing refactoring methods) which is a known technique for removing code clones. And lastly, once the code has been refactored, the impact of maintainability and the refactored code will be assessed. Our work is mainly focused on establishing the relationship between software quality especially maintainability and code cloning in software product lines using the proposed model and also evaluate the impact of refactored code and maintainability of software product lines.

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Comparative Analysis of Algorithms for Identification of Session on the Basis of Threshold Value

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Abstract— Web logs are files created to store data about users and all accesses made to web pages by various users. It stores various details such as User Id, URL accessed. Increasing use of information search on web is leading to increase in size of web log files. Mining web is implementation of mining techniques to these log files stored on client or server. Types of mining are Web usage mining, Web structure mining and Web content mining. Web Usage mining(WUM) uses these log files to discover user patterns. These log files exist in various formats. Web Usage mining is mining of access patterns of users which can then be used to personalize web sites according to user needs. Three main phases of WUM are Preprocessing, Pattern discovery and Pattern analysis. In this paper we focus on Session identification phase of preprocessing. We have also done comparative analysis of various session identification algorithms. Methodology has been proposed for session identification. At the end number of sessions are identified for each IP address.

Keywords—User Id, Preprocessing, Personalize, Session

I. INTRODUCTION

Web log mining (WUM) is illuminating user's traversal interests by implementing various data mining techniques on log files stored on server, client or proxy. Knowing the access patterns of user's helps in better building of websites. The main source of data for performing usage mining consists of log files stored on web servers around the world. Usage data requires extensive preprocessing before the user's behavior can be analyzed. There are four stages in web usage mining. Preprocessing is opening and most essential step. Input to the first phase of Web usage mining is Log file which contains irrelevant entries and therefore cannot be directly used in mining process. Log files are plain text files created by servers and it contains information about user's requests made on a particular Web site.

II. WEB USAGE MINING

Web usage mining (WUM) or web log mining, is identifying user's behavior or interests by applying mining techniques on log files stored on server, client or proxy. The main source of data for web usage mining consists of various logs stored on web servers all around the world. WUM is also known as Clickstream Analysis. A clickstream is the

aggregate of sequence of page visits by a particular user navigating through a Web site.

A. Significance of Web Usage Mining

Web Usage mining is required as the user's demand to fetch correct or interesting information is increasing [25]. Data on web has following characteristics

- Data on web is bulky
- Web data is disseminated and heterogeneous
- Data on the web is unstructured
- Data on the web is dynamic

This web data has to be processed so that the user can be provided with right information. This is where Web Usage mining comes into existence.

B. Stages of Web Usage Mining

Given below are stages in web usage mining.

- Data Collection: During this phase users log data is collected from various sources like server side, client side, proxy servers and so on and stored in excel file.
- Preprocessing: During this phase a series of steps of processing of log files are performed which includes Data Cleaning, User Identification, Session Identification and Path Completion.
- Pattern discovery: This phase is application of various mining techniques like association, clustering to processed data obtained after preprocessing phase to discover various patterns.
- Pattern analysis: After discovery of patterns from log files analysis is done using various query mechanisms

C. Preprocessing stage of web Usage mining

"While loading a particular web page, all the objects embedded in that page, such as .gif or .jpg graphics files are also logged in log file." [35] Thus usage data requires preprocessing before the user's traversal behavior can be analyzed. Preprocessing is opening and most essential step. Input to the preprocessing phase of Web usage mining is Log

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Sample

file which "contains number of raw and irrelevant entries. Preprocessing of log file is a very complex job and it takes 80% of the total time of web usage mining process as whole." [35]

D. Source of data: Log Files

Log files are plain text files created by servers and it contains information about user's requests made on a particular Web site. For each request from a user's browser to a web server, a response is generated automatically, called a web log file or log file, or web log. Log files can either be Access logs, Agent logs, Error logs or Referrer logs [10]. We would focus on access logs as we have analyze access patterns followed by the user. Access log file may either be comma-delimited, space-delimited, or tab-delimited. These Log file gives information about [2]:

1. Requested pages in website?
2. Bytes transferred from server?
3. Type of error that occurred?

Web log file can be of three different types depending upon location.

- Web server logs
- Web proxy server
- Client browser:

A sample web log is shown below.

E. Basic Access Log Format

Access log files contains information as given by [27]

- o Client IP Address
- o User Identifier
- o Date - The format is DD-MM-YYYY
- o Time -The time format is HH:MM:SS
- o HTTP request field(URL accessed)
- o Protocol version
- o Status -Success (200 series), Redirect (300 series), Failure (400 series) and Server Error (500 series).
- o Transfer Volume (Bytes) Field
- o Referrer Field

F. Stages of Preprocessing

There are various preprocessing stages as proposed by [24] given in Fig 1.

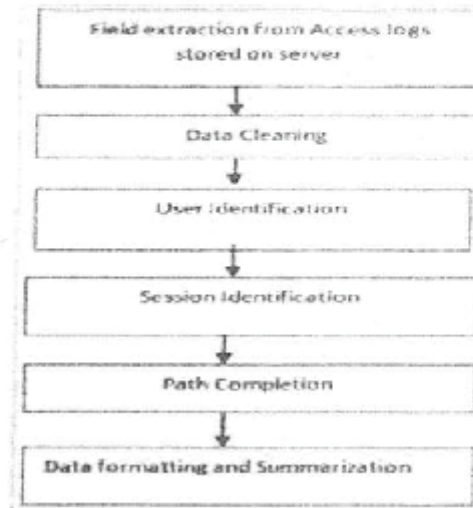


Fig 1. Stages of Preprocessing

• Field Extraction from Access Log Files and Storage in Table

There are various log files stored on various servers Field Extraction is extraction of numerous log files from various servers at the same time [10]. Extracting the log files and storing them in the table is the first step in preprocessing. The log entry contains various fields which have to be separated for the processing. The process of separating fields from the log file is known as Field Extraction. The server uses different characters as separators for fields. The most commonly used separator character is ',' or 'space' character. [16]

• Data Cleaning

Second stage after field extraction is Data cleaning This stage is performed to remove

- Requests for .gif, .css files.[26]
- Requests made by the crawlers(Robots.txt)
- Records with status code over 299 or under 200
- Records with POST or HEAD method
- Removing blank lines[27]
- Removing lines starting with #-comments[27]

• User Identification

Since user visits a site more than once, the server logs record multiple sessions of each user. Sequence of activities logged of same user is called as user activity record. Unique way of identifying user is through client side cookies which are sometimes disabled by the user. IP address alone is not enough to identify user due to proliferation of ISP proxy servers which assigns rotating IP address to clients when they browse web.

For identifying user we need to check [30]

- Users IP address
- Web site topology
- Browsers edition
- Operating system,
- Referrer page

Identifying individual users by using their IP address says

Effect of Analysis and Design Phase Factors on Testing of Object Oriented Software

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Abstract- The paper presents the results of analysis of different factors which affect testing techniques in Object Oriented (OO) system. The paper uses statistical methods to analyze these factors and identifies important factors of analysis and design phase in selecting the testing technique. Seven potential factors of analysis and design phase have been identified. In survey respondents are testers, programmers and managers.

Keywords –ANOVA, Factors of Object Oriented Software, Relative Weight Method, Testing.

I. INTRODUCTION

The software development consists of many phases [10]. According to Beizer [3], in all the phases of software development testing is the most costly process, and it should be done in all the phases of development [4].

In Object Oriented systems the majority of development is concerned with analysis, design, and coding phases. Each phase of development has its own importance in testing. Testing is a continuous process involved in each phase of software development, but development in testing could not speedup itself with advancement in object oriented paradigm. There are several factors in each phase which affect the software testing. In this paper we have considered only analysis and design phase and factors related to them. Object oriented concepts are an intention where people deliberate in terms of objects rather than operations or methods. Object oriented analysis and design is quicker way to develop software.

Although tester faces a problem every time he tests a system that "what are the factors which affect the testing". Form number of testing techniques some is rarely used but some of them are used frequently without considering their temperaments. There are mainly two reasons of not make good choices:

- i) The information about these techniques are scattered in secondary source of literature (books, journals etc.). So developers and testers do not have an idea about available testing techniques.
- ii) They have not having the prerequisite knowledge of using different testing techniques.

The paper address the problem of identify relevant factors and their rankings in analysis and design phase which affect the testing techniques in Object oriented software and to find the opinion of programmer and tester on significance of selected factors for Object oriented software testing. The objective of considering this problem is to help people to find factors which affect the testing in project for analysis and design phase and select the suitable testing technique.

II. RELATED WORK

Very less work has been done for the problem of identifying and analyzing the factors which affect the testing in analysis and design phase, there is little literature available which only compares testing techniques. Therefore, there are not solutions for the problem with which we are concerned here, although the knowledge they input can be used in analyzing the problem that we propose.

The key problem with testing of object oriented systems is that conventional methodologies could not be used for them. In [16], the authors opined that present IEEE testing definitions and guidelines cannot be applied unseeingly to OO testing. In [8], the authors presented a technique that takes advantage of the hierarchical nature of classes, utilizing information from the super classes to test related groups of classes. In [12] the authors discussed a high-level view of testing OO systems within the entire software development cycle. In [13], the authors opined on techniques for testing OO systems that is based entirely on generating test cases from the class implementation. Research on software process innovation found that factors, such as organization size, technological diversity, professionalism, and IS slack are related to the adoption process [7]. Characteristics of a software organization, such as IT infrastructure, staff, managers, and control systems, have an effect on identifying; adopting, testing and implementing an innovation [19]. These attributes and organizational characteristics comprise the basis for our research model and hypotheses.

In software analysis and design process, factors like Requirements, Amount of Design Documents, Design Method, Relationship between Design and Requirement, Frequency of Specification Change, Management Activities



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and Work Principles need to be considered and incorporated into selecting the software testing techniques.

Very less research has been conducted; to find the factors that may belong to testing in analysis and design phase, and to know how these factors are important in testing.

III. RESEARCH GOALS

In this study, data has been collected from programmers and testers. Seven factors of analysis and design phase which affects software testing techniques in object oriented software are identified on the basis of review of literature. These factors are summarized into following section. The paper emphasis on the hypothesis that:

H0: Respondents (tester, programmer and manager); have the similar view on importance of factors in testing techniques.

In hypothesis test the confidence-level is consider at 95% (at 5% level of significance) that means if the value of p is less than 0.05 ($p < 0.05$) we reject the null hypothesis.

Software development is a complex process which not only involved technical aspects but also incorporate human behavior. The process varies in different projects. Now days object oriented software play an important role in development and software failure terminate the functioning the whole system.

The factors considered in this study are Requirements, Amount of Design, Design Method, Relationship Between Design and Requirement, Frequency of Specification Change, Management Activities, Work Principles. The description of factors is as follows:

- 1. **Requirements:** Requirements usually come from customers. Requirements are the key leverage points for practitioners who want to develop sustainable software- intensive systems [15] Based on the requirements software developers generate specifications. The requirement s translates the ideas in the mind of clients into a formal document. Requirement analysis is an important activity for selecting testing technique [2].

2. **Amount of Design Documents:** This factor includes the amount of designing documents/files for the program. In the case of OO programs, designing amount may be higher as compared to conventional programs [18].

3. **Design Method:** There are different design methods applicable on the same software and the impact of these methods may differ, there are diverse types of design methods: structured design, functional design and Object Oriented Design Approaches [17].

4. **Relationship between Design and Requirement:** Requirement is the medium through which the client and user needs are accurately specified to the developer. Through requirement the developer clearly understands what capabilities to build or design in the software. In OO software, there are many designing approaches are available like UML, ERD and state transition diagrams. Changes can be done to eradicate the misunderstanding between clients and developer [22].

5. **Frequency of Specification Change:** As the specification changes the design, technique and also the logic of program. This also affects the testing technique of OO software [5].

6. **Management Activities:** Management activities include setting goals, monitoring work, studying results, applying remedial action and providing an environment that inspires and provokes. These activities keep all participants in touch and keep track of the development progress [14].

7. **Work Principles:** Work Principles is the standard that needs to be followed by the developing team, Work standard specifies the yields to be made at each phase, design document layout, design document depiction and content, testing technique, and the items to be tested in validating the design documents [6].

The result of the study may be used for identifying the factors which are important for testing techniques. The study also shows the ranks of these factors.

IV. STATISTICAL METHODOLOGY

Analysis of the factors belongs to analysis and design phase is a new area of research; Study uses questionnaire and Field examination for collecting the data. The considered factors of study have been shown in table I.

The ranking of factors is based on respondent's opinion, and for hypothesis testing parametric test ANOVA (Analysis of Variance) and mean values of opinion has been used. If the mean response value for a particular factor is more than 3, then that factor is considered to be important [21].

V. DATA COLLECTION

Data were collected using a questionnaire filled by programmer manager and tester in different software developing industries including focusqa.com, pure testing software Pvt. Ltd., TCS, Metacube Systems, etc. Detail data on the contributors are concise in Table II.

Table I. FACTORS OF ANALYSIS AND DESIGN PHASE

F1	Requirements
F2	Amount of Design documents
F3	Design Method
F4	Relationship Between Design and Requirement
F5	Frequency of Specification Change
F6	Management Activities
F7	Work Principles

Source: Secondary Data.

questionnaire used a 5-point Likert scale to detect the degree to which each factor impact on software testing in analysis and



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design phase. In the questionnaire, “1” indicates “not significant” and “5” stands for “most significant”.

Table II. DETAILED DATA OF SURVEY PARTICIPANTS

Detail Data	Mean Score	Sample Size
1. Current job Position	Manager (23): 13.6%	168
	Programmer (107): 63.6%	
	Tester (38): 22.6%	
2. Duration of experience (years)	4.67=5 Years	156
3. % of people agreed on importance of factors	82.85%	168

VI. HYPOTHESIS TEST AND ANALYSIS

A. Relative Weight Method

The relative weight method [20] is used to obtain the final ranking for the factors. Here r_{ij} be the original ranking of the i th factor on the j th questionnaire. these r_{ij} 's normalized with formulae:

$$w_{ij} = \frac{r_{ij}}{\sum_{i=1}^n r_{ij}} \quad (1)$$

Where n is the number of factors on the j th survey. Therefore $\sum_{i=1}^n w_{ij} = 1$ for all j .

Different people give different numbers on the basis of their opinion and some of them may give higher numbers for all factors. By normalizing the original ranking scores using Eq. (1), we can discard this bias. By taking average of these w_{ij} 's we find the final weight for the i th factor such that

$$w_i^* = \frac{\sum_{j=1}^l w_{ij}}{l} \quad (2)$$

Where l is the number of questionnaire.

From the results by the relative weight method, ranking of factors is given in Table III. The column named Normalized Priorities gives the impact of each factor. For example, Work Principles pays nearly 3.7% (its relative weight 0.0373498).

Table III. RANKING OF FACTORS

Rank	Rank Factor	Factor Name	Normalized Priorities
1	F7	Work Principles	0.0373498
2	F4	Relationship between Design and Requirement	0.0361343
3	F5	Frequency of Specification Change	0.0342354
4	F1	Requirements	0.0331668
5	F6	Management Activities	0.028847
6	F2	Amount of Design Documents	0.0255812
7	F3	Design Method	0.0204207

From the detail data in table II, it is observed that 83% participants agreed on the importance of impact of selected

factors on testing techniques. Table III indicates the ranking of factors according to their importance in testing technique.

B. Tables and Description of each Factor

We conducted ANOVA test on each factor, the resultant tables and implications are as follows:

Requirements (F1):

Table IV. DESCRIPTIVES

		N	Mean	Std. Deviation
F1	Programmer	72	3.1389	1.27053
	Tester	63	3.5714	1.43363
	Manager	33	4.2424	1.03169
	Total	168	3.5179	1.34909

Table V. ANOVA TEST FOR REQUIREMENTS

		Sum of Squares	df	Mean Square	F	Sig.
F1	Between Groups	27.846	2	13.92	8.321	0.00
	Within Groups	276.1	165	1.673		
	Total	303.946	167			

Table V evident that the p-value is less than 0.05 therefore the Null hypothesis is rejected at 5% level of significance for this factor. Therefore, it is concluded that the Requirements less significantly affect the testing technique.

Interpretation

Although the hypothesis has not been accepted for “Requirements” but it is observed from table IV that the mean value of programmer, tester and manager is greater than 3 which means, the factor is important for the testing techniques in object oriented software. The importance of this factor is also studied by [2]

Amount of Design Documents (F2):

Table VI. DESCRIPTIVES

		N	Mean	Std. Deviation
F2	Programmer	72	2.3472	1.05028
	Tester	63	2.9206	1.23526
	Manager	33	3.2424	1.47966
	Total	168	2.7381	1.25845

TABLE VII. ANOVA TEST FOR AMOUNT OF DESIGN DOCUMENTS

		Sum of Squares	df	Mean Square	F	Sig.
F2	Between Groups	21.493	2	10.75	7.297	0.001
	Within Groups	242.983	165	1.473		
	Total	264.476	167			

It is evident from table VII that p-value is 0.001, which is less than 0.05 at 95% level of confidence. So the testing hypothesis has not been accepted.

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Therefore, it is concluded that the Amount of Design Documents is less important for testing techniques.

Interpretation:

As for the factor "Amount of Design Documents" hypothesis has not been accepted, table 6 opined that the mean value for manager is greater than III, it implies that for manager the factor is important but other people don't agreed on the fact. M. Takahashi and Y.Kamayachi [18] has described that volume of program design documentation are significant for error prediction methods, but our analysis contradict to this result.

Design Method (F3)

Table VIII. DESCRIPTIVES

		N	Mean	Std. Deviation
F3	Programmer	72	1.8889	1.10766
	Tester	63	2.5714	1.42234
	Manager	33	2.3333	1.65202
	Total	168	2.2321	1.37546

TABLE IX. ANOVA TEST FOR DESIGN METHOD

		Sum of Squares	df	Mean Square	F	Sig.
F3	Between Groups	16.073	2	8.037	4.422	0.013
	Within Groups	299.873	165	1.817		
	Total	315.946	167			

Table IX evident that the hypothesis is rejected as p-value, which is 0.013 is less than 0.05.

Therefore, it is concluded that the Design Method less significantly affect the testing technique.

Interpretation:

Study interpreted "Design Methodos" as structured design, functional design and object oriented design approaches. Rejection of hypothesis shows that people have different opinion on the factor and all participants has interpreted the factor, as less important for testing of object oriented software.

Relationship between Design and Requirement (F4)

TABLE X. DESCRIPTIVES

		N	Mean	Std. Deviation
F4	Programmer	72	3.5417	1.32088
	Tester	63	4.0476	1.11339
	Manager	33	3.8788	1.2688
	Total	168	3.7976	1.25043

TABLE XI. ANOVA TEST FOR RELATIONSHIP BETWEEN DESIGN AND REQUIREMENT

		Sum of	df	Mean	F	Sig.
F4	Between Groups	8.872	2	4.436	2.902	0.058
	Within Groups	252.247	165	1.529		
	Total	261.119	167			

		Squares		Square		
F4	Between Groups	8.872	2	4.436	2.902	0.058
	Within Groups	252.247	165	1.529		
	Total	261.119	167			

It is evident from table XI that the hypothesis is not rejected as the p-value is more than 0.05 at 95% level of confidence.

Therefore, it is concluded that the Relationship between Design and Requirement significantly affect the testing techniques.

Interpretation:

According to the definition of the factor detailed design is compared with requirements. All the participants of study have same opinion on this factor. It is inferred by table X that the mean value of responses, given by programmer, tester and manager is greater than 3, so the factor is considered as important for object oriented software testing techniques. The result also supported by the study of Jeffery [9] who presented that good software design and proper requirement analysis is the key to consistent and comprehensible software. In table III, this factor also got 2nd rank.

Frequency of Specification Change (F5)

TABLE XII. DESCRIPTIVES

		N	Mean	Std. Deviation
F5	Programmer	72	3.125	1.51924
	Tester	63	3.7937	1.39306
	Manager	33	4.2727	1.15306
	Total	168	3.6012	1.4688

TABLE XIII. ANOVA TEST FOR FREQUENCY OF SPECIFICATION CHANGE

		Sum of Squares	df	Mean Square	F	Sig.
F5	Between Groups	33.542	2	16.77	8.469	0.00
	Within Groups	326.738	165	1.98		
	Total	360.28	167			

Table XIII represent that the hypothesis is rejected as the p-value is less than 0.05 at 95% level of confidence.

Therefore, it is concluded that the Frequency of Specification Change, less significantly affects the testing techniques.

Interpretation:

The hypothesis has not been accepted for "Frequency of Specification Change" implies the opinion of all the people of various positions is differ but if we observed the mean value of responses of programmer, tester and manager individually, it is greater than 3, so, we conclude that factor has its own importance in testing technique. The result is supported by Sang Chung et.al [5] who described the importance of testing technique in programs after specification changes.

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Management Activities (F6)

TABLE XIV. DESCRIPTIVES

		N	Mean	Std. deviation
F6	Programmer	72	2.6389	0.93907
	Tester	63	2.9365	0.96508
	Manager	33	3.7273	0.87581
	Total	168	2.9643	1.01423

TABLE XV. ANOVA TEST FOR MANAGEMENT ACTIVITIES

		Sum of Squares	df	Mean Square	F	Sig.
F6	Between Groups	26.883	2	13.44	15.31	0.00
	Within Groups	144.903	165	0.878		
	Total	171.786	167			

It is evident from table XV that the p-value is less than 0.05 at 95% level of confidence so hypothesis is rejected.

Therefore, it is concluded that the Management Activities less important for selecting testing techniques.

Interpretation:

“Management Activities” represents all the Management related functions of organization. This is observed by the analysis that only manager have mean value greater than 3, so for him this factor is significantly important but for others it is not so important in testing.

Work Principles (F7)

TABLE XVI. DESCRIPTIVES

		N	Mean	Std. Deviation
F7	Programmer	72	3.6111	1.23967
	Tester	63	4.0317	1.2696
	Manager	33	4.3636	1.16775
	Total	168	3.9167	1.26404

TABLE XVI. ANOVA TEST FOR WORK PRINCIPLES

		Sum of Squares	df	Mean Square	F	Sig.
F7	Between Groups	7.723	2	3.861	2.675	0.072
	Within Groups	238.182	165	1.444		
	Total	245.905	167			

It is evident from table XVI that the hypothesis is not rejected as p-value which is 0.072 is more than 0.05 at 95% level of confidence.

Therefore, it is concluded that the Work Principles significantly affect the testing techniques.

Interpretation:

It is inferred that for “Work Principles” the opinion of programmer, tester and manager is not same, but it is observed that the mean value of responses is more than III for all the respondents, it gives an interpretation that the factor is important for the testing technique. These results also

supported [11] and [2] which show the importance of work climate, within software development teams.

From above discussion it is evident that hypothesis has been accepted for two factors out of seven. The same two factors Work Principles and Relationship between Design and Requirement also has highest ranking according to relative weight method in table III.

VI. CONCLUSION AND RESULTS

The paper analyzed the factors of analysis and design phase involved in object oriented software development process. The ranks of the factors imply their impact on software testing. On the basis of result people can identify the important factors for their projects.

Hypothesis observed the importance of factors in testing techniques according to the respondents, the results has been found from the above analysis is presented in the subsequent table. In table XVIII ‘A’ represents that the respondents are agreed on the importance of factor in testing technique, while ‘N’ represents factors are not important according to respondents. The table is arranging according to the rank of factor presented in table III.

TABLE XVIII. IMPORTANCE OF FACTORS ACCORDING TO RESPONDENTS

Rank	Factor	Factor Name	Programmer	Tester	Manager
1	F7	Work Principles	A	A	A
2	F4	Relationship between Design and Requirement	A	A	A
3	F5	Frequency of Specification Change	A	A	A
4	F1	Requirements	A	A	A
5	F6	Management Activities	N	N	A
6	F2	Amount of Design Documents	N	N	A
7	F3	Design Method	N	N	N

From the above table XVIII, it has been found that the result of ranking table matches the responses of the respondents in the view of the importance of the factors in testing techniques. Results state that programmers, testers and managers have agreed that the factors “Work Principles, Relationship between Design and Requirement, Frequency of Specification Change, and Requirements” are important in analyzing and design phase for selecting the testing techniques. Our analysis is based on the respondents so while applying the results on the projects cautions must be taken.

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Human Resource Planning



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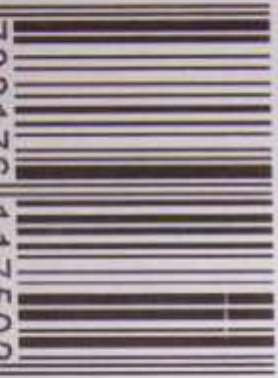
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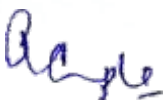
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Preface

We are extremely happy to present the book titled 'Operations and Information Technology'. This book is an attempt to provide a means of systematic study of the subject of Information Technology in operations management in simple and lucid style. The book has been written to meet the requirement of the subject matter. Efforts has been made to explain complicated methods and principles of 'Information Technology' in a logical and easy manner. The main focus of the book is on developing knowledge of basic concepts and practice of Operations and Information Technology in present business world. It is believed that the book will be useful to the teachers as well as to the students. Reders suggestions for the improvement of the book are most welcome and will be duly acknowledged.

We express our sincere thanks to Mr. S.K. Parmami, the Director of M/s RBSA Publishers, Jaipur for bringin out this book in a very short period of time. We are also thankful to Mr. Deepak Parmami who promoted us to write the book.

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WOMEN EMPOWERMENT AND INCLUSIVE GROWTH



Dr. Subhash Garg
Dr. Roopam Kothari
Dr. Arti Sharma

Arpita

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E-COMMERCE AND WOMEN EMPOWERMENT: STATUS AND STRATEGIES

Shilpi Saxena, Roopam Kothari

"You can tell the condition of a nation by looking at the status of its women."

-By Jawaharlal Nehru.

ABSTRACT

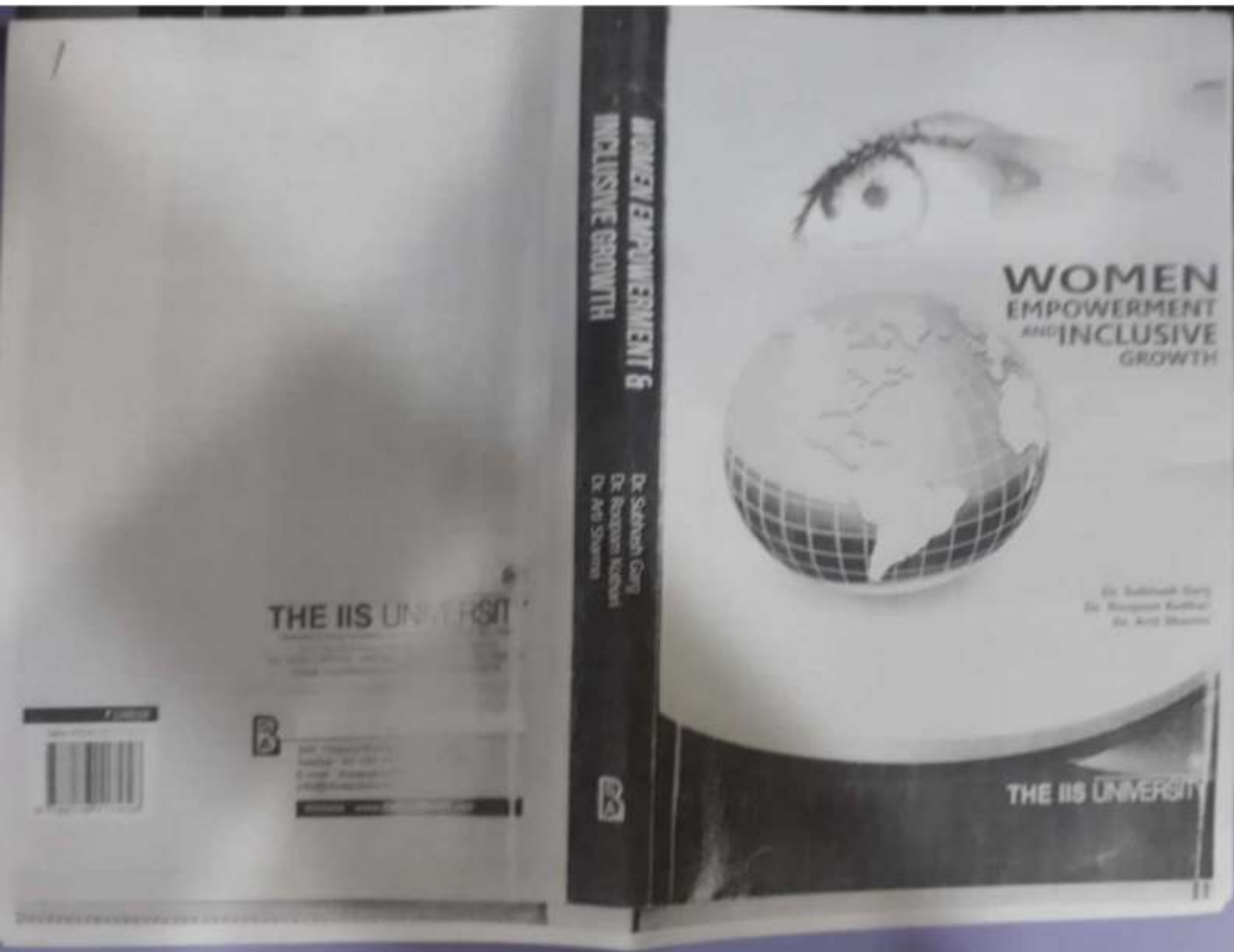
In 21st century women empowerment has become one of the most important area of concern across the globe. A nation's economy can sustain only when all its eligible members participate in the process of development. Women now have been identified as key agents in the process of sustainable development of a nation especially in developing countries. Nowadays, the role of women entrepreneur or business women has become very significant in various areas of business. In 21st century it is being observed that empowering women to participate in economic development is not only a daunting and challenging task but also paving path for future sustainable development. In developing countries like India the issue of women empowerment requires serious and immediate attention. With reference to this Indian government has made many efforts like Swayamsidha Programme, Rashtriya Mahila Kosh, Mahila Samridhi Yojana, Self help groups at Panchayat level, Swa- Shakti Project, Support to Training and Employment Programme for Women (STEP), Swalamban, Swadhar, Rashtriya Mahila Kosha (RMK), Self Help Groups (SHGs) hostels for working women, etc. Even Various projects have been launched by government to provide employment to women in different sectors. When talking about Indian economy, one sector which can't be left unnoticed is -e commerce sector. The e-commerce in last 10 years, is one of the biggest things that have taken the Indian business by storm. It is creating an entirely new economy, which has a huge potential and is fundamentally changing the way business is done. It has advantages for both buyers as well as sellers and this win-win situation is at the core of its phenomenal rise. It has allowed firms to capture a greater market share by providing a cheaper and more efficient distribution chain for their products or

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**SOCIO-ECONOMIC EMPOWERMENT THROUGH
INFORMATION AND COMMUNICATION
TECHNOLOGY
(A STUDY ON WORKING WOMEN OF JAIPUR)**

Mahima Rai, Shivangini Rathore

ABSTRACT

The advancement of Information and Communication Technology (ICT) has opened new opportunities for knowledge sharing and information gathering. This further gives unlimited opportunities for economic development and social engagement through various innovative tools and instruments. ICT incorporates different sources, for example, web, TV, media, and so forth which help in developing skills as well as aids in enhancing knowledge. Now-a-days, working women, whether from any field, or trying to use ICT in order to develop their skills and empower themselves to give tough competition to men. The government is also taking keen interest to empower the women workforce of the society through ICT. As a result working women, who are engaged in various sectors, are getting socially and economically empowered.

Many researches have studied the role of ICT in the socio-economic empowerment of women, but a majority of them have been in the rural sector. This paper is an attempt to assess the socio-economic empowerment of working women in Jaipur. The role of ICT in the socio-economic empowerment of working women is evaluated in the study in terms of its impact on their level of burden, level of knowledge and confidence, earnings and earning opportunities, employability skills, status in the society, social networking, independence and risk of violence etc.

The field research was limited to working women of Jaipur city. Primary data was collected through a structured questionnaire. A random sample of 100 working women was taken from different sectors. A comparison was also made among women working in different sectors regarding their perception about socio-economic empowerment through ICT.

It was concluded from the study that ICT is playing a significant role in the socio-economic empowerment of working women of Jaipur. However, some issues need to be addressed so as to improve the ability of women to utilize ICT effectively and become empowered. It is suggested that to make India a developed nation, government should focus more on empowering the socio-economic background of working women through ICT by providing various schemes and incentives to them.

INTRODUCTION

Information and communication technology (ICT) does not mean the Internet alone; it additionally incorporates radio, remote telephone, personal computer and a wide mixed bag of programming, equipment or instruments, for example, working frameworks, databases, messages or office benefit applications, systems, and so forth. They do not replace, but complement other tools that exist to achieve a goal, be it a better product distribution, health care access, e-learning or entertainment, etc. The most prevalent ICT device today is the mobile phone and its users are increasing day by day around the world.

Today, ICT and its services permeate every aspect of our lives, be it education, entertainment, job, security, etc. It provides unlimited opportunities for economic development and social engagement through new innovative thinking and tools. Its advancement has brought new opportunities for knowledge sharing and knowledge gathering for both women and men.

Over the last few years, rapid advancement of ICT has led to various changes in our society. There is a growing awareness of women's ability to use ICT to expand their work across regions and around the world. The landscape is slightly changing for women. Increased efforts are being made by government to reduce the gender salary gaps in ICT jobs and develop policies to attract women to science and technology careers and on the job training.

IT together with communication technologies has realized extraordinary changes in the way women convey, conduct business and social collaboration. Working women engagement in ICT is essential for different types of advancement, including social and political equity, and in addition financial improvement. ICTs open new employment sectors for women in new fields and in a wide range of self-employment possibilities. New employment models enabled through technology, including tele-working, gives women a wider range of employment options that can be combined with domestic responsibilities. The

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VISUAL ART FORMS OF MEDIEVAL INDIA



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Cupids Representation in Mughal Miniature Painting- With Special Reference to Jahangir School

Dr. Mahesh Singh
Jaipur

Mughal style of painting celebrated the profound illustrations which developed in India during the reigns of Mughal emperors of 16th century. Some influence of Safavid school of Persian paintings is noticeable in the early phase of this style but soon, a rapid sway can be seen from the Persian standards. Mughal was primarily the court art that emerged with the interest of the ruling Mughal emperors and declined when the rulers lost their curiosity in this particular art. Apart from Persian historical works or Indian texts and legends, portraits of the rulers, their court and the studies of natural world too came into vogue as the desired subjects for paintings.

Apparent are the two extraordinary chapters of Mughal painting which emerged during Akbar and Jahangir. It was during Akbar's reign that Mughal painting began to flourish where we find enjoyable blend of both Indian as well as Persian arts, whereas Jahangir was less interested in text production like his father. And he preferring miniature paintings displayed his fondness towards its growth which recorded history during his reign. He also showed concern toward nature study including animals and plants etc which is found throughout his kingdom. Mughal art under Jahangir acquired alluring charm, sophistication and dignity. It is generally acknowledged that during Jahangir's period, the art of painting reached its height soul of which departed

with him. The emperor Jahangir had a great fascination in getting his portraiture done which can be seen in a large number of visuals available today. Jahangir got attracted towards European art also and thus patronized the European and Persian arts and artists.

His approach towards religion in his province was tranquil yet diligent. And this outlook permitted recently arrived form of Christianity to have occasion to rise. Nothing appears claiming his lack of concern towards Christianity. His interest in all these diverse religions and regions added a lot to the miniature paintings and provided a large number of elements to the artists to experiment with. One painting displayed Jahangir's head at Jesus' feet and an old man communicating with Jesus and four others standing by. And many more like this one suggests that it was the commencement of European origin which evidences the transitional phase. Wherever it came from, and whatever it signified, but it was a European style that came to influence the Mughal art. Jahangir had keen eyes and interest in studying such artworks and judge them closely. He adapted early iconographic features and the picturesque realism for their imitation. Many visuals of the period comprise whole lot of components which were celebrated in European paintings associated to the Christianity like portrait of Virgin Mary

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facing the Mughal King Jahangir, the cupids, angels and demons possessing dreadful figure and much more. Depiction of cupid who is considered as the god of desire or love and affection is noticeable in Jahangir's period paintings. In visuals, cupid can be seen as a minor character that alone sets the plot with movement. Cupid constantly emerged as a popular figure in the Medieval period, when under Christian influence symbolically it referred to as a figure of Heavenly and Earthly love. And thus Mughal king Jahangir having keen interest in classical philosophy endowed cupids in art during his reign with multifaceted allegorical significance. A classic example of this is painting in which Jahangir is embracing Shah Abbas.

We can see, in many paintings, artist painted the dream of Jahangir, wherein he met and embraced Shah Abbas the Great of Persia. This extraordinary painting displays psychological efforts of Jahangir to overcome the worries he had with political dilemmas. And to relieve anxiety, this picture shows brotherhood, as painter portrayed both kings holding each other close in a massive halo composed of the sun, which is found in many of Jahangir period paintings. And cupids supporting the halo symbolize love bonding here. Peacefully seated lion and sheep together placed below the rulers suggest the wishful thinking of a strong relation between the both. Another painting where Jahangir is shown seated with Shah is a scene when Jahangir is trying to make him happy. This painting too possesses many elements that give a hint of friendly association of two

rulers. Here harmonious balance can be observed in two Mughal men standing in ovation offering certain things to make the king of far-off nation happy. Other useful utensils and urns are placed near throne and served trays of eatables are all suggesting the attempt of creating healthy relation amongst the two. In fact the gesture of Jahangir with his right hand near heart is signifying the warm greet to the bonding of the two. Again two cupids are placed above holding some band of motifs above in the clouds giving conformity of the friendship. In another visual of Jahangir seated on an hourglass throne, the sand represents the time that have nearly run out. And two cupids are trying to slow the sand of the time, so as to extend the span of king's life to be of thousand years. Again a big halo surrounding Jahangir's head connect and



equate him to the supreme power, god. Other identified figures in this visual are of Sufi saint, an Ottoman sultan, King James I of England and Bichitr, the artist himself who painted the illustration. This painting is an excellent example of the arrangement of naturalistic and abstract forms both together. Additionally, the cupids and hourglass are the two examples of Western influence in Mughal paintings. Cupids flying above too appear amazingly creative, one hiding his face and the other stretching his bow. Many such components seem interweaved together maintaining relationship with each other beyond the confined of the subject of the painting.

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Advances in Intelligent Systems and Computing 438

Suresh Chandra Satapathy
Yogesh Chandra Bhatt
Amit Joshi
Durgesh Kumar Mishra *Editors*

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ICICT 2015, Volume 1

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Examining Usability of Classes in Collaboration with SPL Feature Model

Geetika Vyas and Amita Sharma

Abstract Software product line engineering paradigm focuses on developing families of products keeping track of their common aspects and predicted variabilities. Feature models are often used for depicting the commonalities and variabilities existing in software product lines. Classes are used to program the features of the feature models and thus a significant relationship exists between the two. As software product line focuses on reuse, we have proposed a metric to measure the degree of usability of classes in context of features which are using them. Eclipse FeatureIDE is used to prove the proposed metrics. The aim of the research is to track usability of classes keeping in mind their planned reuse, efficient development and maintenance.

Keywords Software product line engineering · Features · Feature models · Degree of usability · Eclipse FeatureIDE

1 Introduction

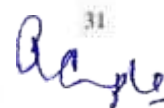
Software product lines engineering develops and maintains families of products keeping track of their common aspects and predicted variabilities [1]. It focuses on reusability [2]. It is structured into two main processes: domain engineering (also called engineering for reuse) and application engineering (engineering with reuse) [3]. Features are structures that extend and modify the structure of a given program in order to meet the user requirement. Feature models introduced by Kang are used to represent the features available in a product line. They portray all the configurations a product line can possibly have [4]. The concept of feature is useful for description of commonalities and variabilities not only in the analysis and design but also

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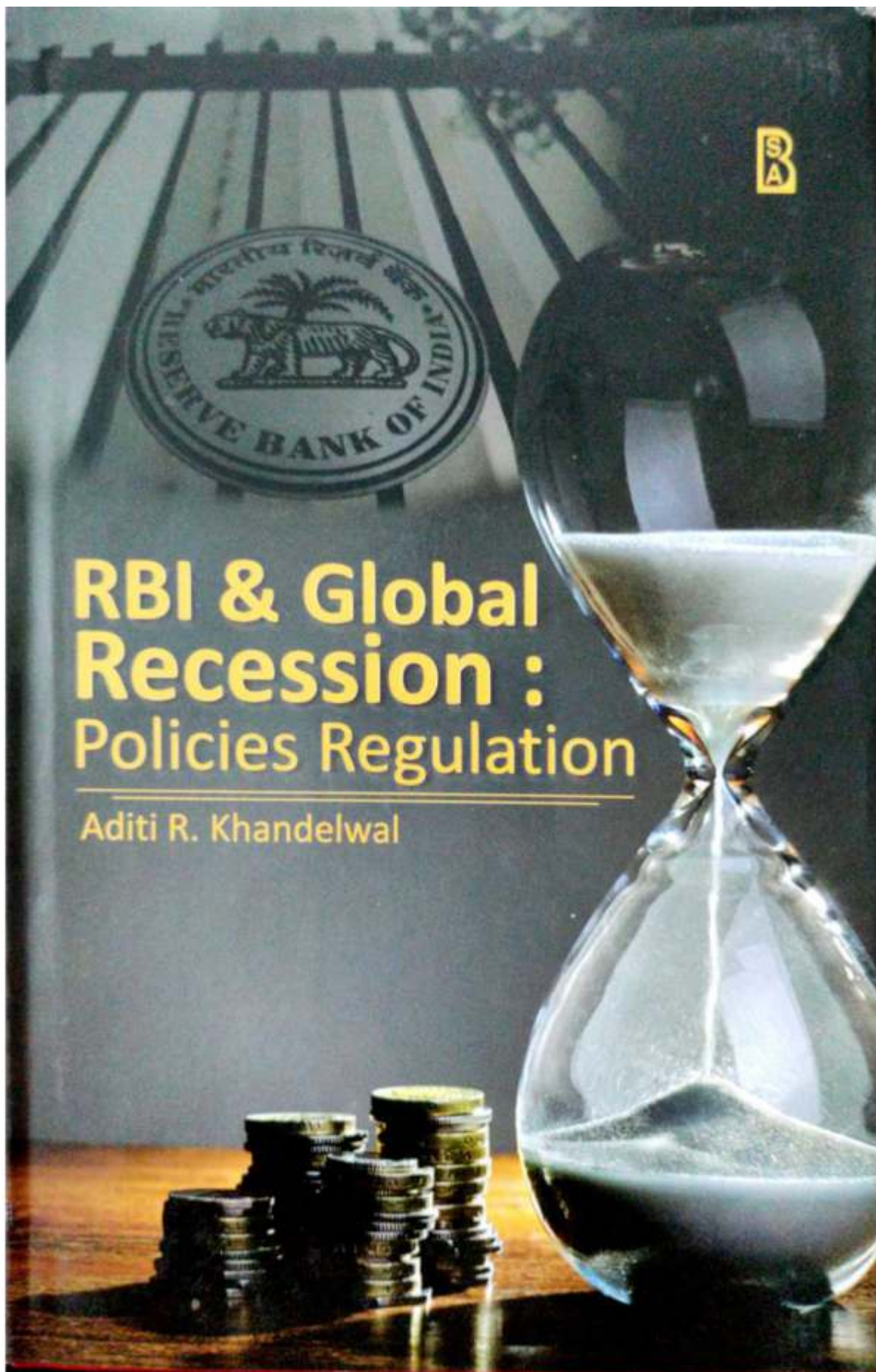
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Environmental Awareness among College Students for Achievement in Environmental Education

***Dr. Ruchi Jain**

*Sr. Assistant Professor, Dept. of Financial Studies, The IIS University, Jaipur

Introduction

According to all the ancient religion and Vedic philosophy nature sustains life. In ancient era there was a close and balanced relation between man and nature. The whole and sole aim of all religions was the close relations with nature. Gradually time changed, man has started running behind the development which includes urbanization and industrialization. The degradation of our environment is linked with the development process and the ignorance of people about retaining the ecological balance. Therefore, Environment has become the concern of all; the academicians, intellectuals, scientists, policy makers and government across the continents. Widespread and systematic concern for environmental issues has grown the world over particularly after the 1960s. The activities organized by the International NGO forum show that environment is on the agenda of the international community. People have become more concerned about the environment. The relationship between environment and humankind is indeed deep and has been recognized from the Vedic period. Furthermore, non-violence towards both animate and inanimate components of biosphere has been ingrained as a guiding principle in the Indian psyche. Therefore, awareness and education of the environment is the paramount concern of all the citizens of all society. Environment protection starts by creating awareness among the people so that it becomes part of their style. The key to achieving this goal lies in environmental education includes awareness, knowledge, attitudes, skills and participation of people in participation of people in protecting the environment.

Environment

We must know what environment is and why it needs our attention. All forms of life need a particular suitable environment for survival. Environment is made up of two words-"Environ" means the surrounding and "ment" means the actioning. Thus, environment means conditions of living. It can be understood as a system which includes all living and non-living things; i.e., air, water, soil, vegetation, flora, and fauna. Man is slave of environment. The child may have all kind of abilities but they cannot be developed fully without a proper environment.

Environmental Problems

Human tendency to exert a negative influence on ecology has resulted into rapid increase in the greenhouse gases in the atmosphere, large scale deforestation loss of diversity, severe land degradation and environmental pollution. The effects are global, so we call them global environmental problems. The overall impact of these problems has been observed as global warming and climatic changes, depletion of ozone layer, rise in sea level, changes in agricultural output, loss of biodiversity and acid rain, which are ultimately leading to an environmental crisis capable of affecting the entire life and life support systems existing in our Planet, the Earth.

Objectives of Environmental Education

Environment is a global concept today. Environmental education is an approach to learning. It endeavors to create a way of thinking requiring people to overcome prejudices. It helps in programming learning experiences ranging from the simple to complex. The objectives of environmental education are:-

- To make the pupil's education problem related to understanding the environment and hazards of its pollution.
- To increase scientific knowledge among people.
- To increase public awareness among people.

Environment Education and Awareness

As the earth's natural resources are rapidly dwindling and our environment is being increasingly degraded by human activities, it is evident that something needs to be done. We often feel that managing all this is something that the Government should do. But if we go on endangering our environment, there is no way in which the Government can perform all these clean up functions.



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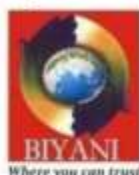
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Impact of 'Make in India' Efforts on Management of Business

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Impact of Make in India on Rural Tourism in Rajasthan

Dr. Ruchi Jain

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ABSTRACT

Rural Tourism is relatively a new form of tourism which takes place in the rural environment. Rural Tourism has become an important tool for not only for social inclusion but also an innovative avenue for the investment in India. Rural tourism can boost up the life of rural people both socially as well as economically. It is through Rural Tourism that they come in contact with different kinds of people and get exposure. Rural way of living, organic food, handicrafts, festivals etc are few things which are now a days attracting tourists from all over the world. The local people can thus get involved in various kinds of tourism related activities which would benefit them. The government, NGO's can take the responsibilities of introducing the concept of rural tourism within the community and provide them education for the same so that they can prepare themselves and benefit the society and economy as well from such activities thus improving their way of life. The State Government has adopted a multi-pronged approach for socio-economic development of scheduled tribes in the state. In this approach, Make in India campaign initiated by Hon'ble Prime Minister Shri Narendra Modi, will be proven a mile stone for the success of rural tourism in hand with opportunity to attract FDI in tourism sector. An attempt should be made to reach in the rural areas and villages and update the villagers about the concept of Tourism as most of them are unaware of this. In this paper, the opportunities and challenges of rural tourism for Boosting Rural Tourism for Make in India (MII) campaign; is discussed. Proper education and training programmes regarding the same can help the community to understand the concept of rural tourism in the better way and improve their living condition and make the success of this campaign.

KEYWORDS

Rural tourism, ethnic composition, diversification, upliftment, socio-economic development, Investment Avenue, Make in India (MII).

INTRODUCTION

Rural Tourism is relatively a new concept in the field of tourism which can bring great economic and social benefits to the local people. Rural Tourism is "a form of tourism which is located in rural areas is rural in its function and represents a complex pattern of rural environment, economy and history." It is a suitable way to enhance economic advantage and employment. There are a number of benefits frequently associated with rural tourism development. These include its ability to create employment opportunities, to increase incomes, to improve infrastructure and/or create new facilities, to diversify the economy providing a stable base for the local community, to foster pride in the local community, to foster conservation of natural, cultural and historic resources and to discourage the outmigration of youth. Rural tourism will bring people of different cultures, faiths, languages and life-styles close to one another and it will provide a broader outlook of life. It will not only generate employment for the people but it can also develop social, cultural and educational values. Today, after announcement of International marketing campaign slogan "Make in India" on 25th September 2014, rural tourism has become one of the opportunity for investment in India. As it has wide scope for investment having 6.8% of India's GDP, USD 18.13 Billion in foreign exchange earnings, 1 Billion domestic travellers, 30 world heritage sites, 6.97 Million foreign tourists in 2012-13, 21 hotel management institutes, 78 jobs with every USD 1 Million invested, 25 bio-geographical zones.

National Seminar on Special Economic Zones : Prospects and Challenges Dr. Indu Bala, Dr. Himanshu

A UGC Sponsored

National Seminar on

Special Economic Zones : Prospects and Challenges



edited by

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**Special Economic Zones:
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Edited By

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Special Economic Zones – ‘Prospects & Challenges

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PREFACE

Many local and national delegates contributed the research papers in UGC sponsored one day National seminar on “Special Economic Zone: Prospects and Challenges”. The objective of this seminar is to provide a platform for discussion on the prospects and challenges in the area of effectiveness of special economic zones in India. The research trends highlighted various challenges in the path of the success of special economic zones. The seminar explored the diverse aspects in utilizing special economic zone as engine for economic growth of the country.

The seminar provided a common forum for dialog between academicians across discipline from economics and commerce background to computer science and information technology over major issues of efficacy of special economic zone for growth of a country. It also brought together renowned resource persons to exchange new ideas and latest research results on the theme of the seminar.

We are glad to extend this opportunity to extend gratitude to UGC for sponsoring National seminar on “Special Economic Zone; Prospects and Challenges” for promoting research development in this area at such a splendid level at DAV College, Sector 10, Chandigarh. We are indebted to our supportive management and worthy Principal for motivating research prospects for nation growth. Also we are grateful to the resource persons who elaborated the prospects and challenges of special economic zones for the economic growth of India. Also the tireless and dedicated contribution of the organizing committee is applauded. We are thankful to the overwhelming response and contribution of the esteemed authors and sincerely wish that the dialog among the academicians, scholars and researchers must continue beyond the event.

We hope that the book must supplement our knowledge and inspire us to explore spectrum of trends that may lead to the economic growth of our country through special economic zones.


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XIV. SEZ and Indian Agriculture: Prospects and Challenges

*DR. Meenakshi Anand
**Ragini Shrimali

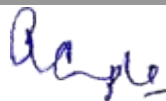
ABSTRACT

The Special economic zones (SEZ) play important role in Indian agriculture sector for assessing the promotion of exports, promotion of employment, promotion of foreign direct investment, domestic investment and promotion of infrastructure facilities in Indian agriculture. This paper try to find out the the gap between current and required support of SEZ in Indian agriculture for the preservation and sustainable development of agricultural land which will also help in increasing trade and investment, creation of job opportunity ,promoting effective administration of agriculture land and reducing the conflict which has begun between the farmers and the government. In this paper SWOT analysis technique has been used to find out the strength, weakness, opportunities and threats of SEZ in Indian agriculture sector.

Keywords: Indian Agriculture, Export Services, Investment, Infrastructure and Employment

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Chapter 8

Factors impacting gene uptake and expression

Surendra Nimesh, Nidhi Gupta & Ramesh Chandra

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Efficient and targeted gene delivery followed by expression is the foremost requirement of gene therapy. However, gene delivery is hampered due to the highly anionic nature and presence of nucleases in the biological milieu. Several delivery vectors have been proposed to resolve these issues. Nanoparticles are rapidly emerging as potential gene delivery vectors that offer diminished cytotoxicity and improved efficacy. Nanoparticles derived from polymers have been utilized in wide variety of applications owing to their ease of manipulation, high stability, low cost and high nucleic acid payload. These delivery vectors form condensed complexes with DNA or RNA which facilitates uptake by the cells, protect nucleic acids against enzymatic degradation and also can be modified for tissue and cellular targeting. The gene delivery efficacy may be dictated by one or conjunction of several parameters such as the chemical structure of polymers: shape, size and composition of nanoparticles as well as the interaction with cells. Herein, the factors affecting the biological aspects of gene delivery, such as uptake, transfection efficiency and expression are discussed.

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Environmental Conservation and Sustainable Development

Editors

Dr. Surendra S. Chauhan • Dr. T. L. Khan
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The book Environmental Conservation and Sustainable Development not only gives an idea about the distressing pollution problems but also throws light on the resolution of such problems. The remarks of experts on the current environmental issues and recent possible solutions are inscribed in this book so that many people are benefitted by their study and research.

Thus the central theme of this book revolves around the significance of environmental conservation and sustainable development. The book will prove to be a great facilitator to research scholars and students of M.Sc., M.Phil., Diploma and various dissertations and projects.

This book covers a wide range of topics like solid waste management, textile sustainability, water pollution due to fluoride, soil pollution and soil microbes, sustainable consumption practices, green building options, impacts of climate change, acid rain and its impacts, eco-tourism, biodiversity and its conservation, sustainable development, sustainable agriculture etc. Important and current issues like, sustainable tourism, sustainable agriculture, textile sustainability, sustainable eco-tourism and sustainable consumption find place in the book. The need for sustainability in the textile sector, construction sector and the tourism sector has been highlighted.


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CHAPTER 15

Sustainable Forestry and Livelihoods: Opportunities and Challenges

Neha Gheek Batra and Ameeta Sharma

15.1 Introduction

Theoretically NTFP (Non - Timber Forest Products) are all biological resources derived from forests, other than timber, which are extracted for human and animal use, e.g. plant derived products used for fiber, building material, medicine, edible leaves, roots, flowers, fruits, seeds, nuts, honey, resin, glue, lac, etc. They have income potentials providing employment opportunities. NTFPs is emerging globally for establishing sustainable forest communities and supporting forest-based livelihoods (Cavendish, 2000; Marshall, 2003; UNDP, 2004; Ahenkan and Boon, 2008). They promote natural resource conservation and ecosystem services (Ruiz Pérez *et al.*, 2005; Kamaljit *et al.*, 2007; Shahbaz *et al.*, 2007; IUCN 2008). About 80% of population in developing countries depends on NTFPs for their primary livelihoods (Shackleton and Shackleton, 2004; Ahenkan and Boon, 2008; Mbuvi and Boon, 2008). They are important in the socio-economic, ecological, and cultural development in tropical countries (Mbuvi and Boon, 2008). NTFP contribute to sustainable forest management because it provides monetary benefits to poor rural and tribal communities whilst simultaneously conserving biodiversity (Shahabuddin and Prasad, 2004; Kaushal and Melkani, 2005; Mahapatra *et al.*, 2005).

It is estimated that out of 275 million poor rural people in India- 27 percent of the total population depend- on NTFPs for livelihood (Malhotra and Bhattacharya, 2010; Bhattacharya and Hayat, 2009). In the face of ecological

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CHAPTER 8

Aspects and Management of Agro-biodiversity With Reference To Arbuscular Mycorrhizae for Sustainable Agriculture

Ameeta Sharma and Neha Gheek Batra

8.1 Introduction

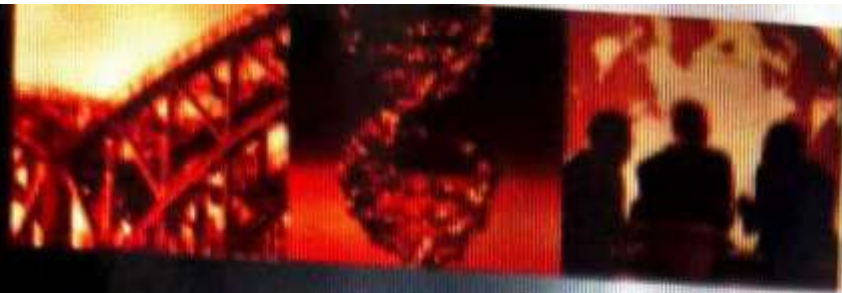
Biodiversity theaters a relevant role in the stipulation of ecosystem services, including those that are essential to Sustainable agricultural fabrication. Agro-biodiversity encompasses the diversity and variability of plants, animals and micro-organisms which are directly or indirectly used for food and agriculture, together with crops, forestry, livestock and fisheries. General knowledge and cultural diversity are essential parts of agro biodiversity as it is the human commotion of agriculture that conserves this biodiversity. It embraces every part of biological diversity of significance to food and agriculture, the range and inconsistency of plants, animals and microbes at genetic, species and ecosystem rank which are essential to maintain key functions in the agro-ecosystem, its organization and processes. Sustainable application of agro-biodiversity comprises the incorporation of agro-ecological approaches like: IPM, soil and biological management, diverse farming systems, community-based adaptive management, local knowledge systems - multiple uses of species, community strategies in managing livestock and crops and linking biodiversity and coping strategies. Ecosystem approach attends to all systems and components working and human administration.

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Optimization of Calcium Chloride for Efficient In Vitro Regeneration in *Cuminum cyminum* L: A Significant Seed Spice

[Smita Purohit]

Abstract— Protecting our environment, while stabilizing the population and adequately feeding the people who will share the Earth in the next generation, is the largest challenge facing human kind today. The preservation of biodiversity can be accomplished only as part of an overall strategy to promote global stability. India is one of the richest countries in the world in terms of biodiversity. It is known worldwide for its rich repository of spices and thus popularly known as the "land of spices". Among various spices, seed spices play a major role in Indian history and commerce as they are cultivated in India since ancient times; also India enjoys the position of being the largest producer, consumer and exporter of seed spices in the world. *Cuminum cyminum* L. is an important seed spice belonging to family Apiaceae. Production of cumin is limited due to several biotic stresses of which wilt diseases are the most serious. Efforts to improve cumin are limited due to the unavailability of broad genetic diversity. Therefore, the present study deals with in vitro tissue culture studies in *Cuminum cyminum* L. var. RZ 19 and to study the effect of calcium chloride on induction and proliferation of shoot buds from cotyledonary node explants. Shoot buds were induced on medium supplemented with 0.5 Kn mg/l. Proliferation of shoot buds was obtained on MS medium containing 0.5 Kn mg/l. Both shoot induction and proliferation media were supplemented with different levels of CaCl_2 (0–14.95mM). The levels of CaCl_2 in the induction as well as proliferation medium highly influenced the shoot regeneration. Highest number of shoot buds per explant was obtained when the concentration of CaCl_2 was increased 2 times the normal MS level. Shoot buds formation frequency i.e., the number of shoots formed per explant was increased 2 fold as compared to those formed on control cultures. Shoots upto 2 cm or more in length were excised and inoculated on rooting medium i.e., MS medium supplemented with 0.5 mg/l IBA. Rooted plantlets were transferred to field conditions. Peroxidase enzyme activity and the chlorophyll content of the shoots regenerated on calcium supplemented media was also studied.

Keywords— Cumin, Calcium, Regeneration, peroxidase, proliferation.

1. Introduction

Protecting our environment, while stabilizing the population and adequately feeding the people who will share the Earth in the next generation, is the largest challenge facing human kind today. The preservation of biodiversity can be

accomplished only as part of an overall strategy to promote global stability. This would necessarily involve social equity issues, improved agriculture and forestry practices. Biotechnology applications to increase crop productivity in ways that will lower costs, improve quality and abundance, and provide for protection of the environment are critically needed. Biotechnology offers new opportunities for significantly increasing the productivity of agriculture and decreasing the environmental damage of agricultural practices. The products of biotechnology, however, are much more predictable and controllable than existing species that are introduced into new habitats. Improved crops developed by biotechnology retain the same original characteristics as the original crop with one or two specific modifications that can readily be observed for changes in adaptive, competitive properties before release to the environment. Advances in plant biotechnology provide new options for collection, multiplication and short- to long-term conservation of plant biodiversity.

India is one of the richest countries in the world in terms of biodiversity. It is known worldwide for its rich repository of spices and thus popularly known as the "land of spices". Among various spices, seed spices constitute a major role in Indian history and commerce as they are cultivated in India since ancient times; also India enjoys the position of being the largest producer, consumer and exporter of seed spices in the world. The country is bestowed with immensely rich land races and diversity in seed spices crops. *Cuminum cyminum* L. is an important seed spice belonging to family Apiaceae. It is cultivated extensively in Rajasthan and Gujarat where it is grown as a Rabi crop. Because of its low water requirements cumin is cultivated in drought-affected areas where most of the other crop plants cannot be grown economically. However, production of cumin is limited due to several biotic stresses of which wilt diseases are the most serious [1,2]. The conventional breeding in cumin is very difficult, slow, laborious and time consuming [3]. In addition, potential genetic variability for root wilt resistance is also limited by conventional breeding. Therefore, we have to look forward for the new technologies that can be explored and applied to enhance the production. Conventional breeding techniques have been of immense value for cumin genetic improvement but utilize huge amounts of seeds, which results in the wastage of the crop significantly. Moreover, low seed-set, which is due to the presence of only male flowers, underdeveloped flowers and lack of proper pollination and fertilization [4], is also a major constraint to propagation of agronomic traits and for commercial seed production. Biotechnological techniques involving plant tissue culture and recombinant DNA technologies could be influential supplementary tools to

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Kriti sharma¹ Renu bist¹ Ekta singh chauhan²

Rajni Gupta

...(14)

$$8\pi p = \frac{M}{4\left(T^2 - \frac{M\ell^2}{4}\right)^2}$$

$$\theta = \frac{3}{2}\left[\frac{4}{\ell^2} + \frac{M}{T^2} - \frac{M\ell^2}{4}\right]$$

...(15)

...(16)

$$\sigma = 0$$

The spatial volume (R^3) and the deceleration parameter (q) are given by

$$R^3 = \ell\left(T^2 - \frac{M\ell^2}{4}\right)^{3/2}$$

...(17)

$$q = \frac{M\ell^2}{4T^2}$$

...(18)

DISCUSSION

The reality conditions (i) $\epsilon + p > 0$ and (ii) $\epsilon + 3p > 0$ lead to $M > 0$. The model (12) starts with a big-bang at $T = \frac{\ell\sqrt{M}}{2}$. When $T > \frac{\ell\sqrt{M}}{2}$ then the expansion in the model decreases as time increases. The model (12) represents a realistic universe and is isotropic universe. The spatial volume (R^3) increases when $T > \frac{\ell\sqrt{M}}{2}$. Since the deceleration parameter $q > 0$, hence the model represents a contracting universe. There is a singularity in the model at $T = \frac{\ell\sqrt{M}}{2}$.

□□□

Utilization & Management of Food Waste

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ABSTRACT

Rapid industrialization and population explosion in India has led to the generation of thousands of tons of municipal solid waste (MSW) daily. Loss and wastage occurs on all steps in the food supply chain. Large quantity of food waste is produced annually. These waste materials contain principally biodegradable organic matter and disposal of them creates serious environmental problems. Food waste has also a significant public health impact; it rots, smells bad, and attracts rodents and insects. As alternatives to landfill, food waste can be composted to produce soil and fertilizer, fed to animals, or used to produce energy or fuel. One way of dealing with food waste is to reduce its creation. Consumers can reduce spoilage by planning their food shopping, avoiding potentially wasteful spontaneous purchases, and storing foods properly.

KEYWORDS: Food waste composting, Municipal Solid Waste, Food waste, Management of solid waste.

INTRODUCTION

Food waste is any by-product or waste which generate during production, processing, distribution, and consumption of food. Household food waste is one of the major sources of municipal solid waste. Food waste or food loss is food that is discarded or lost uneaten. In India, domestic waste is mostly of organic nature and contributes 70% to 80% of urban solid wastes. Food waste has a significant public health impact. Food waste



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Performance Evaluation of Single-Stage Moving Bed Biofilm Reactor (MBBR) System for Municipal Waste Water Treatment in Warm Climates

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Abstract : Most of the MBBR system installed consists of "two aerobic reactors in series" configuration for BOD removal, phosphorus removal, nitrification and denitrification for municipal and industrial wastewater treatment. This research study was carried out to determine the suitability of single stage MBBR reactor instead of using two reactors in series for municipal wastewater treatment in tropical countries like India. In this research, single stage, continuously operated laboratory scale Moving Bed Biofilm Reactor (MBBR) was operated for 3 months at different HRTs and 40% fill fraction of the bio carriers. Proflex type biocarriers with an effective surface area of about $400 \text{ m}^2/\text{m}^3$ were used for growth of biomass in reactor.

It was found that the reactor achieved effective COD and BOD removal at 3 hour HRT, though for effective nutrient removal, 6 h HRT was found to be more suitable. The average BOD and COD removal were found to be 86.66 % (non-filtered) and 83.45 % respectively. The study demonstrated that single stage MBBR reactor can be used for treatment of municipal wastewater treatment in warmer climates for meeting the treatment requirements.

Key words: Moving bed biofilm reactor (MBBR), Biofilm carriers, municipal waste water treatment, BOD and COD removal

I. INTRODUCTION :

MBBR is a continuously operating biofilm reactor where the biomass is grown on small carrier elements that move along with the water in the reactor. About 30 to 70 % of the aeration basin volume is taken up by plastic carrier material that moves freely within the basin due to diffused bubble aeration and/or mechanical mixing [1]. Biodegradation of the waste water constituents is carried out by the bacterial biofilm which is attached to the carrier material.

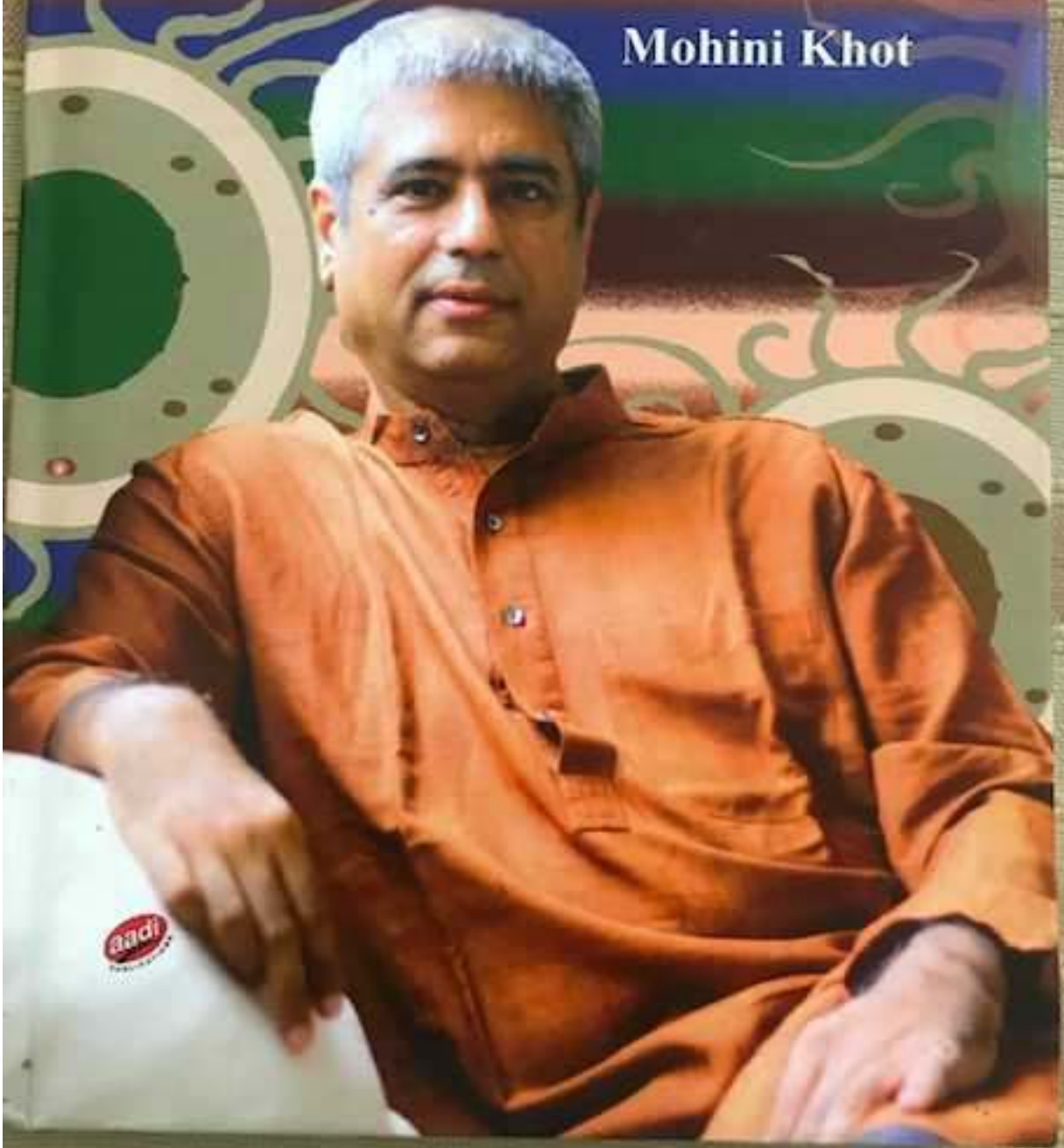
Carrier fill fraction and effective biofilm surface area (expressed as $\text{g}/\text{m}^2/\text{day}$) are important design parameter [2]. There are several different sizes and designs of carrier fraction elements used in the MBBR process. Carrier media geometry to promote attached growth has included smooth cylinders [3], cylinders with internal crosses and external fins [1], rectangle and cubes and spheres [4] various materials have been employed for biomass support including porous ceramic, reticulated foam, Polyvinyl Alcohol (PVA) [5], polyurethane, plastic foam [4] and high density polyethane [1]. The influence of carrier percent fill on the removal rate of contaminants, biomass and biofilm activity in a suspended carrier biofilm reactor had been investigated in various studies. However, the average biomass production on the carrier had a

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The Theatre of Mahesh Dattani

Mohini Khot



Mohini Khot

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Decoding Dattani: Social Construction of Gender Identity in *Dance Like a Man*

Kamika Singhvi

Madhub Dattani's play entitled *Dance Like a Man* (1989) raises questions on gender construction (masculinity, in this case). It is about the subjugation of the self, and the characters are forced to perform a gender to manufacture an identity. The play deals with people who are forced to the margin. The focus here is on masculinity or the lack of it in a heteronormative society. The following dialogue between Vivian and Lata in the play aptly expresses the idea:

Vivian - Your mother must be dominating the poor man!
Lata: I guess daddy is a bit more ... pliable than usual.

Vivian - No wonder her father is a world.

Contemporary theory suggests that gender is performative. Judith Butler - when theorising gender, sex and sexuality as performative - maintains that the natural seeming coherence is culturally constructed through the repetition of stylised acts in time. According to Butler, it is possible to make a choice since we become the gender we perform. In other words, gender identity is not fixed and permanent. It is a sequence of acts and utterances and there are ways of doing one's identity which may upset the conventional binary opposition of masculine/feminine.

Butler begins her seminal work entitled *Gender Trouble* with an attack on one of the central assumptions of feminist theory: the

supposition that there exists an identity and a subject that require representation in politics and language. For Butler, 'names' and 'number' are fraught categories, complicated by class, ethnicity, and actuality and other facets of identity. Moreover, the universal presumed by these terms parallels the assumed universality of the patriarchy, and erases the particularity of oppression in diverse times and places. Butler thus eschews identity politics in favour of a new, coalitional feminism that critiques the basis of identity and gender.

In her introduction to the central idea of the above-mentioned book, Butler argues that no identity exists behind the acts that supposedly 'express' gender, and these acts constitute - rather than express - the illusion of the stable gender identity. Furthermore, if the appearance of 'being' a gender is thus an effect of culturally influenced acts, then there exists no solid, universal gender constituted through the practice of performance; the gender 'woman' (like the gender 'man') remains contingent and open to interpretation and 're-signification'. In this way, Butler provides an opening for subversive action. She calls for 'gender trouble', for people to trouble the categories of gender through performance. Hence one may up a sense of crisis which leads to a kind of identity confusion. Chris Weedon in *Identity and Culture* thus places the issue of 'identity' in the wider context of postmodernism:

Just now everybody wants to talk about identity. As a key word in contemporary politics it has taken on so many different connotations that sometimes it is obvious that people are not even talking about the same thing. One thing at least is clear - identity only becomes an issue when it is in crisis, when something assumed to be fixed, coherent, and stable is disrupted by the experience of doubt and uncertainty. From this angle, the eagerness to talk about identity is symptomatic of the post-modern predicament of contemporary politics. (41)

What we can understand from Weedon's view is that to overcome the crisis of identity, an individual puts up different self-images which are nothing but social masks which he/she adjusts according to the need of the situation that he/she finds him/herself in. John Beynon, too, in *Masculinities and Culture* observes:

The [still] widely accepted view among the general public is that men and women fundamentally differ and that a distinct set of fixed traits characterises archetypal masculinity and femininity. This is reflected in popular sayings such as 'just like a man' or

Ranje

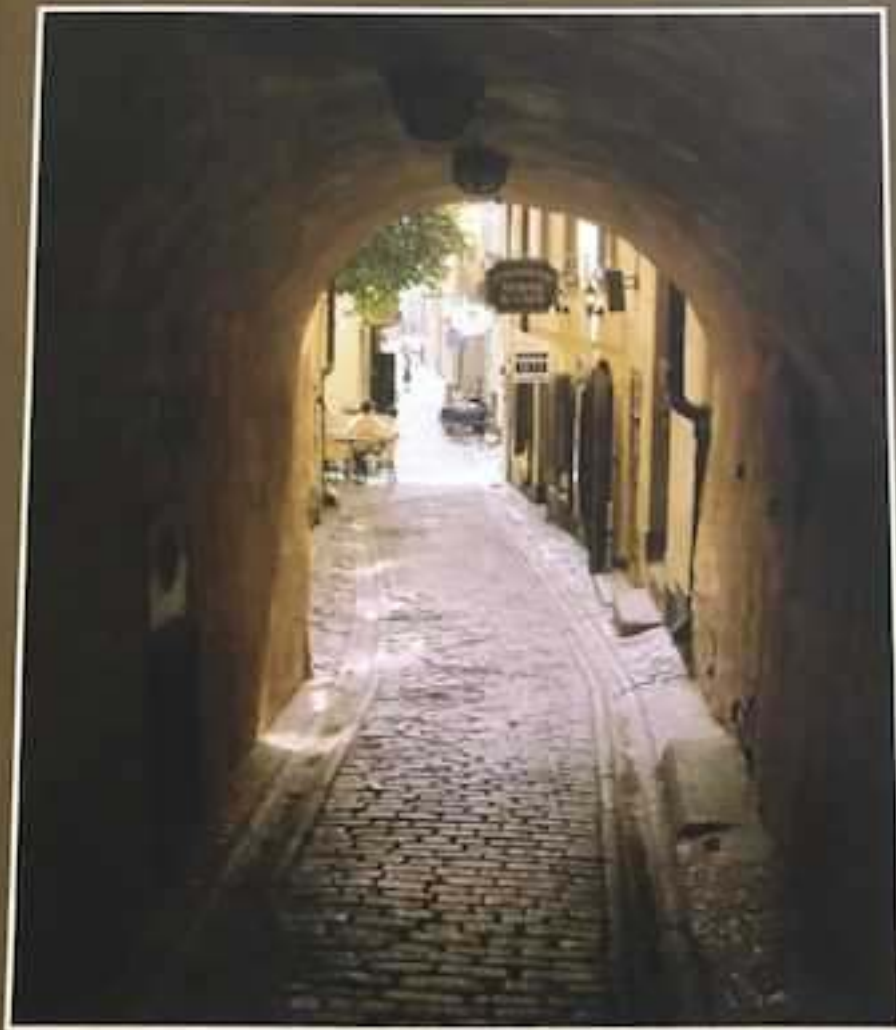
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Culture, Transformation and Identity

Travel, Fiction, Autobiography



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4. There are recurring references to Stonehenge across all her narratives, a constant reminder of the past, of the human struggle and the presence of solitary amidst ruins.
5. Foucault develops this argument with reference to Henry James's work *Fanshawe* and examines the effect of reading a virgin's confession of permanent virginity that ensures her sexual functioning of power. In effect it is a total denial of privacy. For more details see Foucault, 200-203.
6. Kenneth Grahame had spent his childhood in the countryside, but he worked in the Bank of England in London for many years. He is credited to the countryside and began writing his novel. *The Wind in the Willows* is a children's book and creates a magic world of hedgehogs and rabbits and innocence. E.H. Sheppard has provided the illustrations.

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From Behind the Veil and Beyond The Self in Transit in the Poetical Works of Imitiaz Dharker

Rimika Singhvi

Imtiaz Dharker, one of the major women poets writing today is a technically skilled poet, prize-winning documentary film-maker and an accomplished artist whose work has been widely exhibited in India and abroad. She has published five collections of poetry, all of which are self-illustrated. Born in Lahore, she grew up a Muslim in Glasgow and married a Hindu Indian. Dharker now lives between Mumbai, London and Wales. Her incessant travels across the globe and marrying outside her faith twice (she was also married to a Scottish national) have added to the commingling of religions, cultures and languages. Her various cultural experiences of Pakistan, England and India have opened up her mind into predominantly religious and cultural issues and belonging, as components of the self.

The poetic journey of Dharker is an interesting one to map, somewhat dislocated inner self through which explorations of the multiple resonances of the self and the gender-subordination inherent in the patriarchal system are made. Dharker powerfully interrogates, explores, and exposes the gender-specific subjectivity. In the politics of women's, *Gendering and their marginalisation*. In

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CHANGING CONSTRUCTION OF WOMEN CHARACTERS IN INDIAN CINEMA : POPULARITY, PORTRAYAL AND PERCEPTION

Dr. Ruchi Goswami
Asst. Prof.
The IIS University, Jaipur (Raj.)

Cinema is power, cinema is synonym, cinema is a metaphor and above all cinema is the reflection of society. Films are a major source of information, education and entertainment since decades. Portrayal of women characters in Indian cinema has come a long way. Women who educates a generation has potential to change societies and perceptions .The last decade of the Indian cinema has depicted the empowered image of women in all spheres of life.

Indian popular cinema works on a kind of formulae to keep its commercial risks to the minimum. Many of these formulas like sex and violence, song and dance, the romantic


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PORTRAYAL OF WOMEN IN INDIAN MEDIA

Ms Abhishika Sharma
Assistant Professor
The IIS University, Jaipur (Raj.)

Introduction

The Indian constitution ensures equality between men and women and has framed various laws to end the discrimination against women. The women in our country remains by and large deprived by her basic rights and have been oppressed by the age old traditions. Women in India are still illiterate, unemployed, uneducated and form the most oppressed section of the society.

Earlier when the media came into existence most of the focus was on the policies and programs of the government. However the scenario changed in 1975 when the government of India declared '1975' as the "Women's Year" and "Women Decade", the focus of the media gradually shifted to women issues. The contribution of the government of India was also

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Impact of Competency Mapping on Developing Leaders for the Future—A Study of Retail Sector Employees in Rajasthan

Shivi Saxena¹ and Poonam Madan²

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ABSTRACT

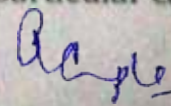
Competency mapping, the buzz word in any industry is not as complicated as it may appear. At the heart of any successful activity lies a competence or skill. In the recent years, various thought leaders in business strategy have emphasized the need to identify what competencies a business needs in order to compete in a specific environment. Competency mapping is a strategic HR framework for monitoring the performance and development of human resource in organizations. Retail is currently the flourishing sector of the Indian economy. The rationale of the study is twofold: first, to examine the nature of changes in the retail sector taking place due to organized form of retailing and implications of shift to this new form of retailing. Secondly, to analyze job competency expectations held by the retail sector for their employees, between the required competencies levels to the existing level of skill sets required for talent acquisition in the organized retail chains in Rajasthan. The broad objective of the study is to understand accurate job competencies need, to be communicated to all those employed in the retail sector. The study was carried in organized retail sector i.e. shopping malls of Rajasthan. A research was administered on 50 employees in the retail sector. The paper brings out the strategies the human resource should adopt to cultivate, train and develop the competent workforce of today

Keywords: Competency, Competency Mapping, Organized Retail, Unorganized Retail

INTRODUCTION

Retail is currently the booming sector of the Indian economy. This trend is expected to continue uninterrupted for at least the next two-three decades, attracting huge attention from all quarters of the economy—entrepreneurs, business heads, investors as well as real estate owners and builders. Retail sector is also expected to create huge employment as it will expand across the country at a massive scale. The reason for this expansion of retail is evidently related to the liberalization and opening up of the Indian economy which had immense effects on the consumer demand, tastes and preferences as well as the buying capacities of Indians (specially the growing middle class) over the past few years. Slowly and steadily retail has witnessed considerable growth while a new form of organized retail sector has emerged within the retail industry. Stated simply, it refers to the organized retail chains managed by big corporate houses such as the Pantaloons group, K. Raheja group, the Piramals and so on.

Retail market in India is expected to grow from US \$350 billion to US \$427 billion by 2010. Retail has traditionally been a major sector in India, employing millions of people. Retailing currently contributes 10% of India's GDP and 6-7% of employment (Kalhan, 2007). The popular traditional form of retail has been the so called unorganized form of retailing mostly represented by small family-owned stores, selling one particular category of product



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Kriti sharma¹ Renu bist² Ekta singh chauhan²



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Bianchi Type V Non-Static Barotropic Perfect Fluid Cosmological Model in General Relativity

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ABSTRACT

Bianchi Type V cosmological models are the richer structure both geometrically and physically than the standard perfect fluid Friedmann-Robertson-Walker (FRW) models. These models are simple generalization of the negative curvature of FRW models. Heckmann and Schucking have investigated Bianchi Type V cosmological model where matter moves orthogonally to the hypersurface of homogeneity. Exact tilted solutions for Bianchi Type V models are obtained by Ellis and MacCallum, Wainwright et al. Roy and Singh have investigated LRS (Locally Rotationally Symmetric) Bianchi Type V model with viscosity. Banerjee and Sanyal have investigated Bianchi Type V cosmological models with viscosity and heat flow both. Coley has investigated Bianchi Type V imperfect fluid cosmological models which contains both viscosity and heat flow for equation of state $p = (\gamma - 1)\rho$, $0 \leq \gamma \leq 2$. Bali and Sharma have investigated Bianchi type V tilted stiff perfect fluid cosmological model in General Relativity.

In this paper, we have investigated Bianchi Type V non-static barotropic perfect fluid cosmological model in GR. To get the deterministic model, we have assumed that (σ_i^j) is proportional to the expansion (θ) , where σ_i^j is the eigen-value of shear tensor (σ_i^j) . The stiff fluid model and disordered radiation model are also discussed. The physical and geometrical aspects of the model together with singularities in the model are also discussed.

KEYWORDS: Bianchi V, barotropic, perfect fluid, non-static.

The Metric and Field Equations

We consider the Bianchi type V metric in the form

$$ds^2 = -dt^2 + A^2 dx^2 + B^2 e^{2x} dy^2 + C^2 e^{2x} dz^2 \quad \dots(1)$$

where A, B and C are functions of t-alone.

Energy momentum tensor T_i^j for perfect fluid is given by

$$T_i^j = (\epsilon + p)v_i v^j + p g_i^j \quad \dots(2)$$

where ϵ is the energy density, p the isotropic pressure and v^i the flow velocity satisfying $g_{ij} v^i v^j = -1$.

Here we assume that coordinates to be comoving so that $v^1 = 0 = v^2 = v^3, v^4 = 1$.

The Einstein field equation

$$R_i^j - \frac{1}{2} R g_i^j = -8\pi T_i^j \quad \dots(3) \text{ leads to}$$

$$f = \left[\frac{4}{t^2} \mu + \frac{m^2}{3t^2} \frac{1}{\mu} + \frac{M}{\mu^{3/2-1/2}} \right]^{1/2} \quad \dots(4)$$

Where $\mu_2 = f(\mu)$, $\mu_{33} = f'$, $f'' = \frac{df}{d\mu}$ and M is a constant of integration.



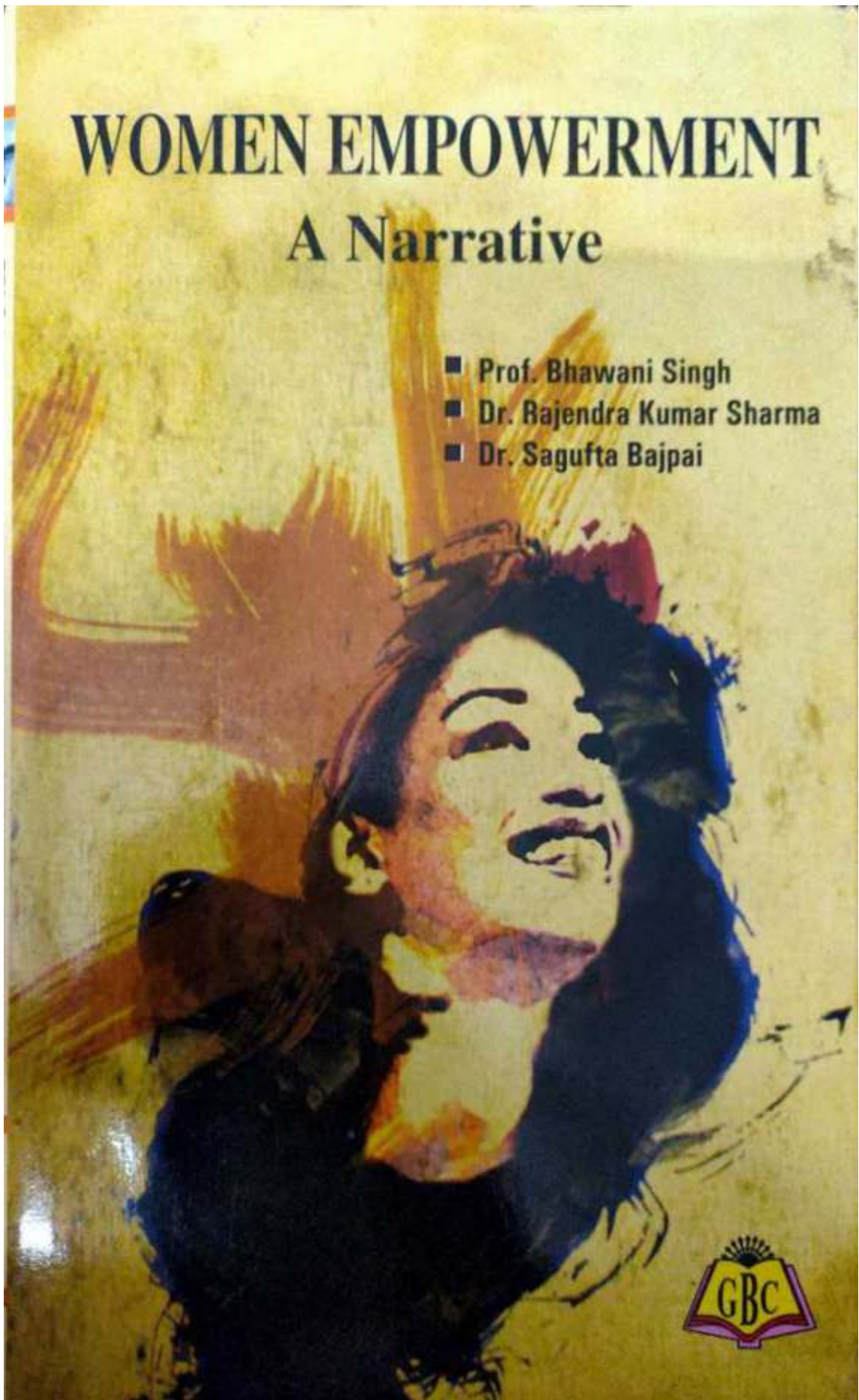
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WOMEN EMPOWERMENT

A Narrative

- Prof. Bhawani Singh
- Dr. Rajendra Kumar Sharma
- Dr. Sagufta Bajpai



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Religious Regionalism, Women And Politics of Communal Divide : A Study of Jammu and Kashmir

**Deepshikha Parashar*

Nature and Definitive Analysis of Regionalism : A region is an areal concept, a nucleus of social aggregation, on a well-demarcated and identifiable geographical expanse of territory which is to be understood in a time-space context. People living in a particular region, over a period of time are apt to develop an identity affiliation with it. Continued stay in that area creates a common new identity which provides a self-image. This image identification is a resultant of an interplay of several dependent variables such as religion, language, ethnicity, a common past rooted in history and a common desire to live together in future. Thus regionalism, apart from being a resultant of spatial and temporal factors, gets buttressed by the interplay of other contributing ancillary variables too. R.A. Seligman and Johnson equate regionalism with "a counter-movement to any exaggerated or oppressive form of centralization"¹. Jyotirindra Das Gupta identified it with a "search for an intermediate control system between the centre and periphery for competitive advantage in national arena."² Paul R. Brass calls it a resource-sharing aspiration of a coherent, political unit, in competition with other regions and Michael Hector designates it as a real or perceived sense of internal colonialism.⁴

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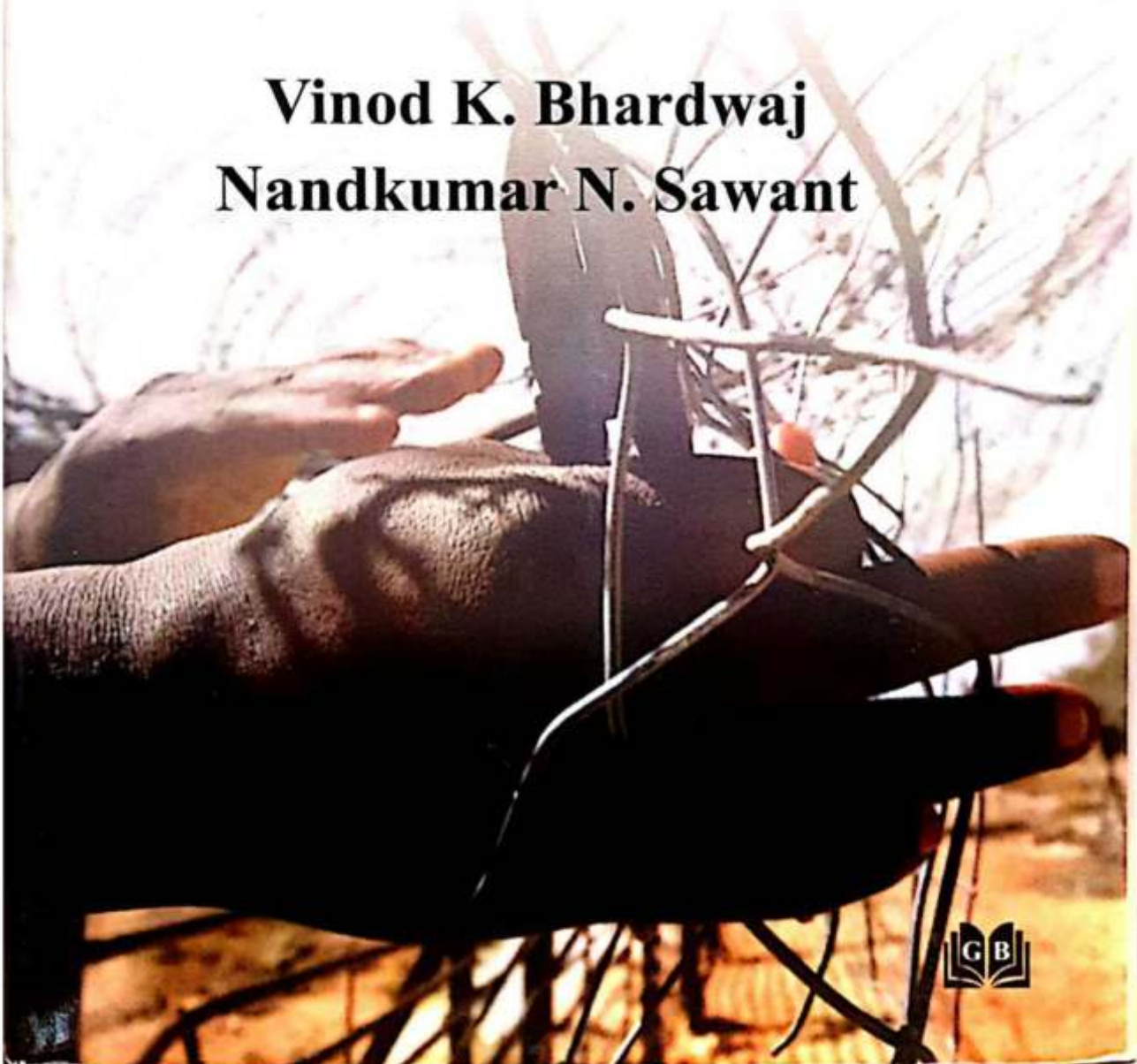
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Human Migration in South Asia

Prospects & Constraints

Vinod K. Bhardwaj

Nandkumar N. Sawant



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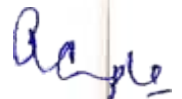
Environmental Migration: A Bangladeshi Experience

Archana Gupta

Background

Environmental migrants refer to people who are forced to migrate from or flee their home region due to sudden or long-term changes to their local environment which compromise their well being or secure livelihood, such changes are held to include increased droughts, desertification, sea level rise, and disruption of seasonal weather patterns such as monsoons. Environmental migrants may flee to or migrate to another country or they may migrate internally within their own country. The term 'environmental migrant' is used somewhat interchangeably with a range of similar terms, such as 'environmental refugee', 'climate refugee', 'climate migrant', although the distinction between these terms is contested. The International Organization for Migration formulated a working definition which encompasses the complexity of the topic. This working definition recognizes that

- Environmental migrants are not only those displaced by the environmental event but also those whose migration is triggered by deteriorating environmental conditions
- Environmentally- induced movement can take place within as well as across international borders;



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Nanomedicine for the Treatment of Breast Cancer

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9.1 Introduction

Breast cancer is one of the most common and lethal malignancies in women worldwide. Statistically, 1.5 million females were diagnosed with breast cancer in 2010. Breast cancer accounts for almost 33% of all incident cases of cancer in women [1]. Increase in global incidence, morbidity and mortality from breast cancer have led to intensified efforts in the search for etiological factors of the disease. While increasing age and the female sex are well-recognized risk factors, reproductive characteristics such as age at menarche and menopause, menstrual irregularity, age at first and last childbirth, parity and breastfeeding have also been linked to breast carcinogenesis [2]. However, the vast majority of women who develop breast cancer (75%) have no familial or hereditary/genetic risk for breast cancer [3].

Post-genomic Approaches in Cancer and Vaccine Development, 267–286.

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Heat and Drought adaptability in Genus *Cassia* L. in Rajasthan

Dr. Shilpi Rijhwani

The IIS University, Jaipur

Abstract: Plants have distinctive growth forms that have evolved in response to distinct selection pressure of nature. Environmental favourability does not only affect size but also results in higher rate of productivity. The extent of phenotypic plasticity for any character in an organism is another character that contributes to its fitness. By extending the environmental range over which an individual can survive it may increase its fitness by increasing adaptability. In many environments, fitness may be maximized not by a character which is most suited to a particular state of the environment but by the one that allows an organism to withstand environmental fluctuations. This is particularly true of plants because they are sessile and liable to experience greater temporal variations than mobile animals. In order to study this adaptive behavior against heat and drought tolerance, fresh leaves of the selected species of *Cassia* viz. *C. auriculata*, *C. fistula* and *C. obtusifolia* were subjected to various degrees of temperature for specified time and various other parameters such as efflux of biomolecules and proline content were also studied.

These studies have clearly revealed that the selected species of *Cassia* have a wide range of thermal tolerance and can be utilized for Afforestation and Eco restoration operations in the drylands.

K INTRODUCTION

Family Leguminosae (including sub-families Papilionatae, Caesalpinioideae and Mimosoideae) occupies the top position in the flora of Rajasthan (Shetty & Singh, 1989-91). Poaceae and Asteraceae families occupy second and third positions respectively from the view point of number of genera and species. In spite of its dominance in the flora of the State, not much work on systematics, quantitative microscopy, ecology, physiology, reproductive biology, seed biology of its taxa has been taken up. The present paper investigates the drought tolerance capacity of genus *Cassia* L. (Caesalpinioideae) occurring in Rajasthan. Genus *Cassia* is represented by 12 species throughout Rajasthan. For the present study three species viz. *C. fistula*, *C. auriculata* and *C. obtusifolia* have been considered. The parameters selected for assessing the same include: Moisture content; total bound water; proline content; effect of hyperthermia on photosynthetic pigments and efflux of soluble sugars and proteins.

II. REVIEW OF LITERATURE

Plants grow in a very distinctive way and plant growth follows some rules. The differences in growth form reflect different rules of growth and have evolved in response to distinct selection pressure of nature. Some environments contain abundant resources and offer few physical or chemical constraints on growth. In such favourable environments, tree species with widely ramifying root system obtain the largest share of the environmental cake. Over large areas of the earth, trees are the main growth form but their life cycle is long and they are at a disadvantage in the presence of intense human activity or other forms of disturbances. In such circumstances herbaceous vegetation is favoured.

Dr. Shilpi Rijhwani
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HR Models: Practical Implications

Ms. Nivedita Singh

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Abstract

Global competition, technological advancement and labor productivity require organizations to change the way in which they manage employment relationships to allow for the effective utilization of human resources. Effective utilization of human resources basically requires changes in three aspects of managerial control: organizational design, culture, and HR policies and practices. Since the last two decades the meaning of HRM is changing and the fundamental traits of HRM are being contrasted with the traditional personnel management. Scholars have postulated various polar and multipolar models to explain the new meaning of HRM and how traditional personnel management differs from today's human resource management.

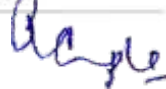
This paper aims to explore some influential models developed by HRM scholars that aim to define HRM by giving the complex description of HR objectives, HR capabilities, HR standards and HR processes. The paper examines four major models developed by Fombrun et al., 1984; Guest, 1987; Beer et al., 1984; and Storey, 1992. These models provide analytical framework for studying HRM and for explaining the nature and significance of key HR practices and outcomes. The paper examines rhetoric versus reality of HR models and how well they fit in today's competitive business environment. The paper also identifies the contribution made by HR models in the holistic growth of organization by linking HR strategies, business strategies and corporate strategies.

Keywords: HR Models, Human Resource Management, Harvard Model.

Introduction

The term 'Personnel Management' is replaced by another terms like 'Human Resource Management' and 'Human Resource' since last two decades. Human resource management involves a set description of processes involved in developing a reciprocal commitment and obligation between the employer and employee. In order to identify the meaning of 'Human Resource Management' and to infer the difference between human resource management and

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Effectiveness of Teamwork Based Activities: A Comparative Study of the Perception of Management Students

Meha Saxena* & Ankita Sharma*

ABSTRACT

In the words of Phil Jackson "The strength of the team is each individual member. The strength of each member is the team." Teams are replacing individuals as the basic building blocks of organizations. The importance of team work has been recognized by most organizations. This has resulted in formation of various permanent and temporary teams in the organizations. Thus all these aspects have made it important for the prospective employees to understand the concept of teams and have a positive attitude towards working in teams. For this purpose, it has become very important for academics to incorporate various aspects of teamwork in the curriculum by adding various teamwork activities. There has been a lot of research on the effectiveness of team based activities for students. Regardless of this, there is a lack of literature on the student's perception on the need of working in teams. This paper primarily focuses on understanding the student's perception on working in teams and how teamwork increases effectiveness of the overall learning process. Along with it the paper also emphasizes on studying the variation in the perception of the BBM and MBA students on the importance of team based activities to improve the effectiveness of their curriculum.

Introduction

In every organisation a great deal of work is performed by people working together in Teams. A Team is a small group of people with complementary skills who are committed to a common purpose, common performance goals and an approach for which they hold themselves mutually accountable. Organizations around the world have introduced teams because under the right conditions they make better decisions, work better products and services and create a more energized workforce than when people work alone. This is the reason why organizations carefully select people with

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Women Issues

Leap from
Silence to Awakening

Dr. Pankaj Gupta | Dr. Sanjay Kedia | Dr. Archana Bansal

Dr. Pankaj Gupta

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About the Book

It is extremely remarkable issue of constant behavior and attitude of society towards women from medieval period to 21st Century. The process of globalization has also acted as a catalyst for indirect crime and violence against women in some extent. After this now women are entering in various sphere of the society by breaking useless and medieval custom and tradition.

The book is an attempt to present the various issues and dimensions related to women rights in contemporary debates. This book analyse the progressive transmission of women from exploited, suppressed, victimised and sensate status to empowered and effective role at different stages of society.

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WOMEN'S ECONOMIC EMPOWERMENT @ WORK LIFE BALANCE (WLB) IN BANKING INDUSTRY IN INDIA

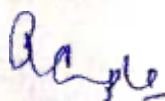
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The IIS University, Jaipur (Raj.)

"One motivation for women's empowerment is basic fairness and decency. Women should have the exact same opportunities that men do to lead full and productive lives."

President Robert Zoellick, World Bank Spring Meetings, April 2008.

Most Fortune 500 companies want diversity on their board. Diversity is not just about gender. It's also about nationality, ethnicity, academic background, professional expertise, etc.

Kalpana Morparia Ceo, Jpmorgan India



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Today smart economics requires the empowerment of women in India. Women's economic participation and empowerment are fundamental to strengthen the women's rights and enables women to have control over their lives and exert influence in society. The global exposure is not just giving a boost to these women's careers but is also beneficial to India. Despite rapid economic growth; gender disparities in women's economic participation have remained deep and persistent in India. Indian Banking system has made rapid stride out in technology expansion. Technology has indeed played a significant role in this rapid-change scenario. Nationalisation of banks in two fold in 1969 and 1980 was a watershed in the history of banking sector in India. In the present scenario of globalization and liberalization of the economy, now women are represented in workforce in greater numbers. In India, GDP could raise by 8% if the female/male ratio of employees lift by 10% with increasing ratio of women literacy and the burning desire to gain economic and social independence among women employees of banks in India. Now women are holding higher percentage of managerial and executive jobs than in the past. But these roles demand a fat slice of time of women executives. Hence, balancing personal and professional lives has been a challenging issue for women executives today. It may be seen that due to problems at workplace, personal life may get affected and vice-versa. Thus, one who is able to balance between the two is the winner. Banking and nationalization has provided new areas of development for women. Women managers, officers, and clerical groups in their banking career face some common problems. All these problems contribute to increasing stress among women executives in the banks. An urgent need was felt by the researcher to study about stress among corporate women at managerial level, particularly in banking sector in India. Today, all industries have realized the importance of the work life balance for better productivity of their employees.



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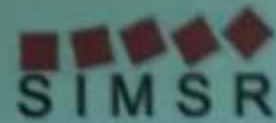
Study of Online Banking Security Mechanism in India : (With Special Reference to HDFC Bank)

*Vandana Sachdeva
Poonam Madan*

Introduction

Banking industry has undergone many a transitions. Internet banking is the latest and one of the important transformations. E banking has brought about a 360 degree transformation in the entire banking industry. Online banking provides 24 X 7 services to its consumers the latest fund transfer services governed by RBI. In 1960s information technology (IT) was primarily in use to automate the back-office process of bank. Enhanced technology was deployed to extend the back-office to the front office or integrated system. Today the Internet banking has been rapidly developing around the world, becoming one of strategic points for the Indian banking development. E banking has also made online account services, shopping and bill payment, loan payments very easy and convenient. Online banking or internet banking does not involve any physical exchange of money; instead of this it is done electronically, using internet any time anywhere.

Internet banking began in 1994 and has evolved tremendously with developments in technology. Net banking a combined term used to signify all banking transactions done over the web. Net Banking allows complete secure banking transactions over tele, mobile device that connects to the Internet. Customer can pay bills, transfer funds, review statements, check balances before making a major purchase, and virtually any other activity that customer could complete at the bank branch. On the other hand, now a day's customers are hesitating doing their banking transactions in spite of all the security measures; frauds do take place, even though **Registrar** However, customers don't need to worry, since banks across the world have learned to be alert against such attempts.



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An Empirical Analysis of Impact of Merger and Acquisitions on Operating Performance of Banks

Mahima Rai¹, M.C. Sharma²

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1. INTRODUCTION

The success of an economy of any country is very much dependent on a robust banking industry. The post liberalization era has seen hectic activity in the banking space with new age private sector banks being allowed to come up and plug the delivery gap which existed in this very critical service industry. The beginning of this century has seen 'scale' and 'balance sheet size' emerge as the key driving elements in the growth policy of the banks. While there has been an organic growth in form of increase in market penetration and opening of branches and distribution network, there also has been a wave of inorganic growth with mid sized banks merging into or acquiring smaller banks thus trying to achieve a critical mass.

The idea of creating bigger banks to take on competition appears attractive but it is well known that even the biggest among Indian banks are small by global standards. The lack of global scale for Indian banks came into sharp focus during the recent financial crisis when several international banks failed on their funding commitments to Indian companies and local banks could not step into the breach because of balance sheet limitations.

2. REVIEW OF LITERATURE

Jayadev and Sensarma analyzed some critical issues of consolidation in Indian banking with particular emphasis on the views of two important stake-holders viz. shareholders and managers. Kaur and Kaur (2010) empirically examined the impact of mergers on the cost efficiency of banks that have been merged during post liberalization period. Their findings suggest that to some extent merger programme has been successful in Indian banking sector. Bhan examined eight merger deals of the banks in India from 1999 to 2006 with the objective of identifying the motives and benefits of the mergers in Indian banking sector. He also studied the efficiencies or benefits achieved due to the merger and concluded that the mergers in the banking sector in the post reform period possessed considerable gains. Gourlay, Ravishankar, Jones (2006) in their paper offer an insight into the effectiveness of economic policy reforms in the Indian Banking System by examining the efficiency benefits of mergers among Scheduled Commercial Banks in India over the post-reform period 1991-92 to 2004-05. They

found that bank mergers in the post reform period possessed considerable potential efficiency gains arising from harmony gains. Mehta and Kakani (2006) in their study conclude that merger and acquisitions in Indian banking open up huge opportunities and are imperative in today's scenario. Beena (2000) analysed the significance of mergers and its characteristics in the post liberalization period. Her study concludes that the merger wave in the early 1990s was more a means of internal restructuring rather than an instrument to further product market or asset share.

Thus, review of various studies mentioned above further motivated the examination of impact of mergers on the basis of operational performance and efficiency of the bank.

3. OBJECTIVE OF STUDY

The study was designed with the main objective of evaluating the pre & post merger operating performance of the selected merged banks. This was achieved through following objectives in particular-

- To study the impact of merger on Profitability
- To study the impact of merger on Operational Parameters (Efficiency)
- To study the impact of merger on Asset Quality and Liquidity
- To study the impact of merger on Staff Productivity

4. SCOPE OF STUDY

For the purpose of this study, 5 cases of merger and acquisitions in the Indian banking have been considered, which took place in the 21st century. Only cases of M & A involving a Private sector bank and a Public sector bank have been considered. These are-

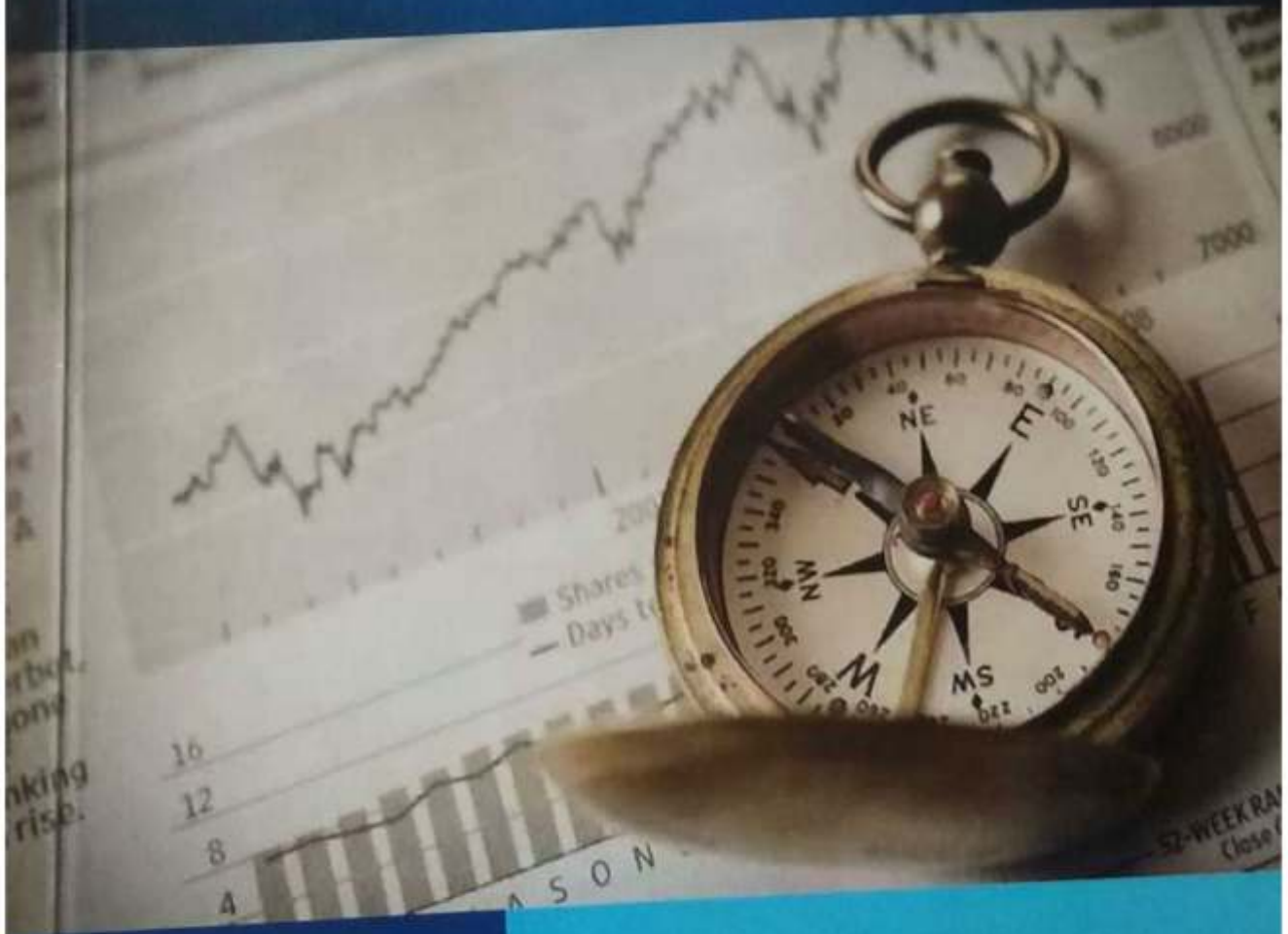
S. No	Name of banks	Year
1	Benaras State Bank & BoB	2002
2	Nedungadi Bank & PNB	2003
3	GTB & OBC	2004
4	United Western Bank & IDBI Bank	2006
5	Bharat Overseas Bank & Indian Overseas Bank	2007



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SMALL AND MEDIUM ENTERPRISES IN THE GLOBAL ECONOMY



Editors

Dr. Swati Jain, Dr. Ranu Sharma and Arpita Mehta
Poornima School of Management, Jaipur

Arpita

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Impact of Corporeal Work Environment on Employee Performance

Dr. Seema Singh Rathore*
Shikha Pareek**

The rationale of this study is to explore existing literature and theory in order to initially construct a theoretical framework of factors affecting job performance. Organizations may possibly be more resourceful if the employees had a devoted interest in the future of the company. Today many firms want their employees to be ready to do work, but do not recognize what actually inspire a person to work hard. It is an undeniable truth that the success of any company depends largely on the efficient working and performance of its personnel. The workplace environment plays a crucial role for the workforce. The level of human resource efficiency may simply be determined by the eminence of environment in workplace. The paper relates the workplace environment with the employee performance through the secondary data collection method with the help of journals and relevant researches available on internet.

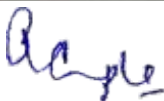
Keywords: Incentives, Job Performance, Recognition, Relationships, Work Environment

1. INTRODUCTION

The capability, skills, efficiency and the performance of the personnel decides the strength of any organization. The changes in various factors such as the social environment, information technology and the flexible ways of organizing work processes to some extent have changed the work environment also, and because of that, now, the HR executives require thinking about new stratagem for recruiting and retaining best fit talents for their institutions. Higher salaries and compensation benefits may appear the most likely means to draw human resources.

The working environment is possibly a main root causing employee's engagement or disengagement. According to Boles et al. (2004), when the employees' are physically and emotionally have the desire to work, then their performance

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[Modified as per Companies Act, 2013]

(For B.Com. Semester-II, As per Syllabus of The IIS University, Jaipur)

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CORPORATE ACCOUNTING

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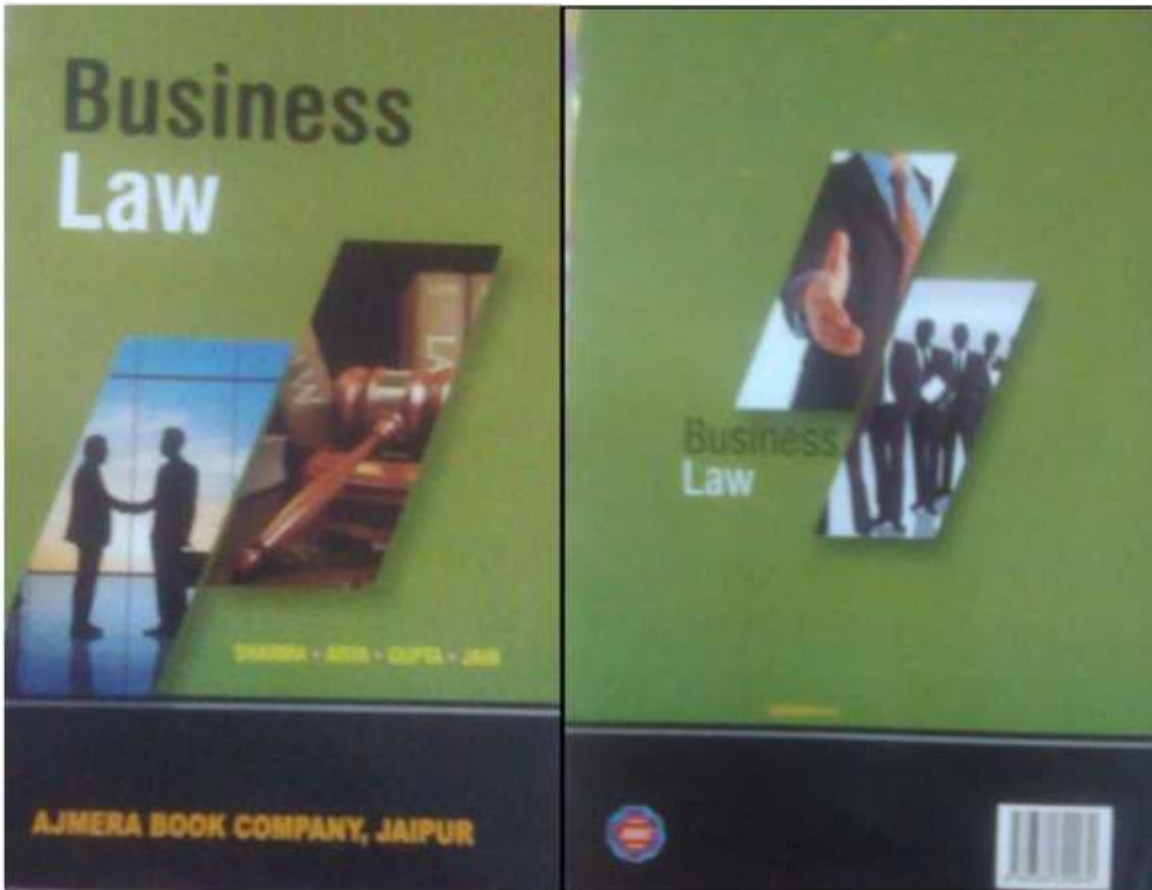
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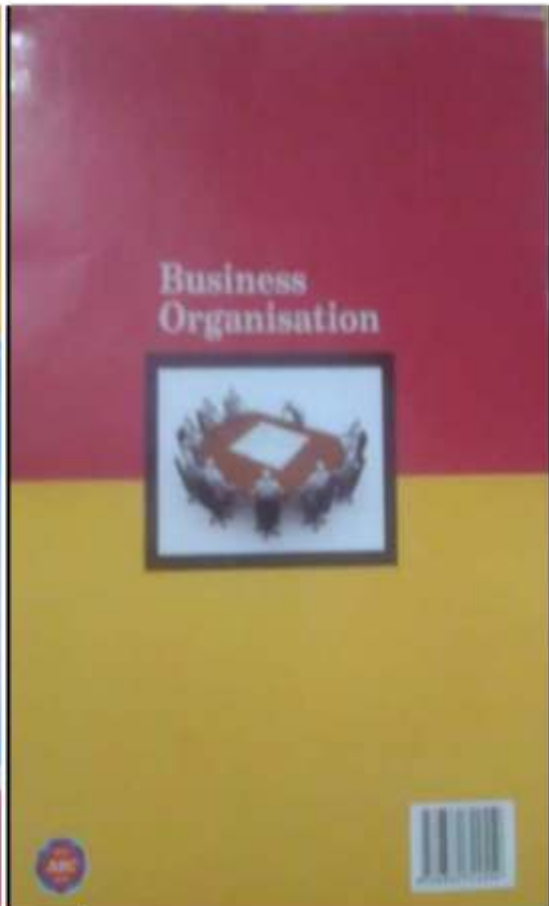
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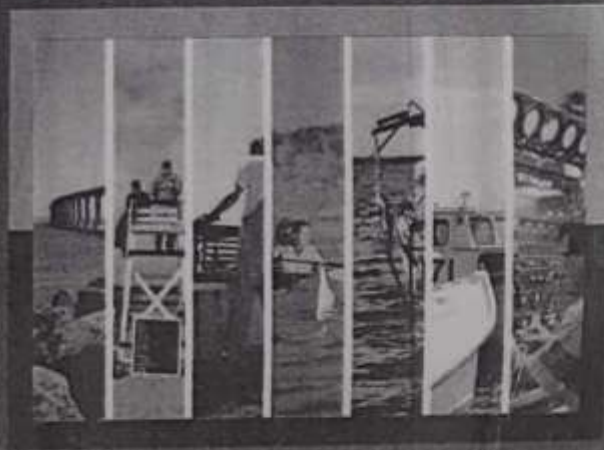


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Dr. Shubhra
Gupta

MICRO ECONOMIC THEORY

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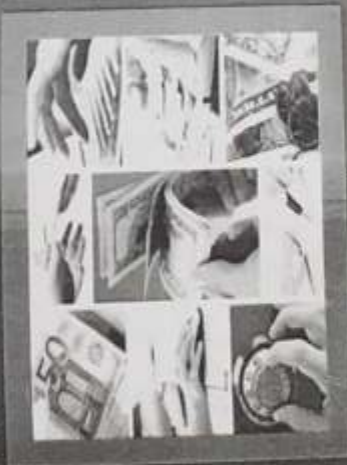
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133 Meenakshi Sharma

Meenakshi Sharma

Banking Law and Practice

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PREFACE

It is great pleasure for us to present the book 'Banking Law and Practice' for B.Com. students. Significance of credit cards, on-line banking A.T.M. facility, E-accounts, use of cheques, customer service, network etc. is on increase in the modern banking system. All these have been well explained in this book.

Salient features of this book :

- The reading material of the book is in systematic order and the language is simple and lucid.
- The information in this book has been given, by making use of the material and information incorporated in Economic Survey and India, the prominent publications of Government of India.
- Tables, graphs, diagrams and illustrations have been extensively used to explain various concepts, principles, model and subject matter, in the logical and simple manner.
- Very short answer type questions, short questions and essay type questions have also been given at the end of all the chapters. These include the questions from university question papers also.

We are sure, this book will prove useful for the students and readers. We express our gratitude to all those, who have made contribution in preparation of this book.

We appreciate the sincerity and enthusiasm shown by the dedicated team of M/s Ajmera Book Company, Jaipur for publication of this book, as also to S.S. Computers for making the book attractive.

No publication can be complete in itself. We cordially solicit suggestions for further improvement from our teaching fraternity, students and enlightened readers, to be incorporated in the next edition.

—Authors

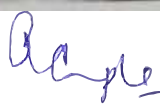
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Bank : Definition and Functions

Various functions accomplished by the modern banks or the commercial banks used to be accomplished by the indigenous bankers, goldsmiths, money-lenders and the businessmen, etc., ever since the ancient age. Even in 2000 B.C., credit used to be exchanged in the temples of Babiloniya and Greece. In the seventh century, letters of credit were written on the pieces of earthenwares. In India, the banking system was prevalent, even in vedic period. However, modern banks were established in 1357 in Italy. Bank of Geneva was established in 1407 and Bank of Emesidom was established in 1960. Only after that, actual development of modern banking system has taken place in various countries.

Meaning and Definitions of Bank

In general terms, the bank or commercial bank means such an institution which exchanges the public money. In other words, bank is such an institution, which collects the surplus money of the public, ensures it security and returns the deposit to the depositor, when he requires it, and lends the collected money to those persons, who can produce the security.

In modern age, banking system has also developed fast, alongwith overall development. Hence, now the banks perform the transactions not only of money, but their functions have increased manifold. Knowing these facts, the banks or the commercial banks can be defined, on following basis :

- (I) Definitions based on different dictionaries.
- (II) Definitions based on laws of different countries.
- (III) Definitions of different scholars.

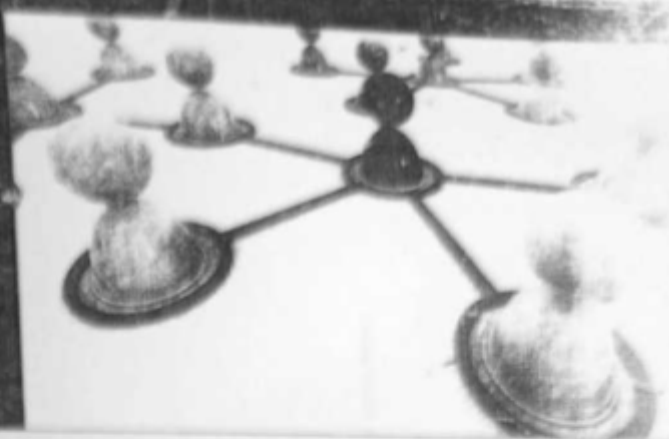
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...encompassing all aspects of marketing from brand...
...and marketers are grappling with the...
...social media on viral video...
...shaping consumer perceptions and...
...developing business cases to...
...the use of online social networks...
...popularity has also come a...
...through social media. The focus of this book is...
...emerging issues in the field of social media marketing.

Social Media Marketing



Rohit Bansal (Ed.)
Shafiq Hossain

Rohit Bansal is working as Assistant Professor in Department of Management Studies, Veish College of Engineering, Rohtak, Haryana (India). He has more than 7 years experience of teaching at Post Graduate Level. He has published more than 30 research papers in National as well as International Journals & presented papers in more than 20 Conferences.

Social Media Marketing-A Strategic Initiative



978-3-659-61857-4

Bansal (Ed.), Nagpal



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Social Media Marketing in Banks: An Emerging Way Ahead

Dr. Ruchi Jain

Sr. Asst. professor & Additional Head

Department of financial studies

The IIS University, Jaipur

Abstract

Social media marketing is in boom in each and every sector in the economy. The study of Social media marketing reports reveals that the gaining importance of social media marketing on the parameters of marketers give value to social media, you tube and video marketing. Benefits of social marketing basis on the increased exposure, increased webtraffic on the websites and increased search time spent for the social media 6 hrs. and 11 hrs. in a week. These marketers are the customers of banks also, so social media marketing have equal impact on bank's marketing strategies also. Social media marketing is increasing in leap and bounds in the new private banks. They have challenges of the reputation, infrastructure, legal implications etc. but still they have a way ahead in which social media have the ample opportunities to grow in the banking industry.

Key words-Social media marketing, webtraffic, exposure.

Introduction

Social media marketing is gaining momentum in each and every sector of business and economy today. Social media marketing stands for the process of gaining website traffic or attention through social media sites. In Social media marketing programs strategies are built in such a way that content of the programs or product attracts attention and inspires readers to share it across their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. Social Media is "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content".

Social media platforms are social networking websites, mobile phones etc. where individuals and companies can interact with each other and build relationship among themselves. As consumers can communicate directly in this kind of channel it is more powerful medium than traditional marketing and advertising.

Social networking sites and blogs gives facility to customers to "retweet" or "report" comments made by others about a product being promoted. More traffic is brought to the product-company by repeating the message; all of the users connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth.

Through social networking sites, companies can interact with individual followers and they can cater the needs of targeted loyal customer of their products and also find the potential user in the near future. Vast information included by these sites is helpful to know and analyze what to produce? how to produce? and for whom to produce?

SA



Sustainable Rural Development in India

Nisha Yadav
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Empowering Women through Training on Danka Work

Radha Kashyap

Introduction

Empowerment refers to imparting the ability. It is also known as the power, vivacity, strength, or the control over the rational thoughts and resources. The contribution of women should not just be as an isolated part but should be main stream in all aspect. Women living in the 21st century want to be free from poverty and discrimination, having equal access to leadership and opportunities. This emphasizes the need for women to be empowered. Empowerment enables women to not only be self-dependent but also have the choice of spending their money as per their wish. It enhances the self-esteem, dignity, and self-reliance of women and makes them realise their capabilities. A positive attitude towards life can also be imparted in women under the purview of women empowerment. Empowerment can be seen as a tool for emancipating, invigorating, and nurturing less powerful people in the world. It empowers women to take independent decisions with respect to family, community and humanity at large. Thus, it can be said that empowerment is a concept that is tough to be described in a nutshell and yet can be explained in numerous ways like social transformation, freedom, power, control, imparting knowledge etc. It can also be said that women empowerment is difficult especially in a country like India.

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Preserving the Traditional Art of Mukke-Ka-Kaam and Creating Sustainable Livelihood for Rural Developement

Sulekha Ojha and Radha Kashyap

Introduction

In India, craft is not merely an industry but a creation symbolising the inner desire and fulfilment of the community. Craft is not only an important source of livelihood; it is often connected to socio-cultural traditions, and elemental to the preservation of cultural diversity and identity. Indian handicrafts are, historically, part of a generation to generation learning, passed down along a line of inheritance, and the transfer of tacit knowledge (Wood, 2011). Embroidery has always been the form of self expression, brilliance and dedicated hard work for the women. It mirrors their lives, reflects their inner desires and aspirations and expresses the culture of traditions and religious beliefs of the society they belong to Indian embroidery has been synonymous with the traditional fabric ornamentation (Crill, 1999). Each state of India has its own style of embroidery with characteristics typical to that area. Kashida of Kashmir, Chamba rumal from Himachal Pradesh, Phulkari of Punjab, Kantha of Bengal, Chikankari of Uttar Pradesh, Kasuti work of Karnataka and embroidery of Rajasthan has their own characteristics, skill and artistic creation of art (Naik, 1997). Metal embroidery of Rajasthan is largely of four kinds- Zardozi, Gotawork, Danka work and Mukke-ka-kaam(Rai, 2008).

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Development of Innovative Products from Felt Industry Waste Providing Employment Opportunities

Vipin Kumari, Suman Pant, Pankaj Gill and Sarita Sharma

Introduction

The felt industry is unique in India. Felt making in India is still a household enterprise. Felt is a woolen or wool-blend fabric characterized by the densely matted condition of most or all of the fibers of which it is composed. The main advantage of felting over other fabric manufacturing techniques is that it gives a finished product in much less time and requires very little equipments. Handmade felt making is essentially a small scale cottage based industry located in rural, sub urban and urban areas.

Tonk in the east of Rajasthan has a well developed wool based industry and has emerged as the largest felt producing district in the state. Handmade felt industry is producing limited types of articles; as a result market is also very limited. Due to this very reason the felt industry of Tonk has not received the attention it deserves. So the industry should realize that product diversification is the key to its growth.

Whatever articles are being produced by the artisans, a substantial amount of felt waste is produced during the process, which includes the cutting waste and dyed wool waste. This waste is sold at very low prices for again mixing in the raw material for felt making which may be termed as adulteration because felt is an irreversible structure. The felted fibers cannot be used again for felting. This practice results in lowering the strength of felt made in this manner. Moreover,

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'रामसाहित्य कोश' अयोध्या शोध संस्थान, अयोध्या के आर्थिक सहयोग से प्रकाशित हुआ है। इस कोश की टिप्पणियों के सन्दर्भ लेखकों से सम्बद्ध हैं। अयोध्या शोध संस्थान से उसका कोई सरोकार नहीं।

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इस पुस्तक के सर्वाधिकार सुरक्षित हैं। प्रकाशक की लिखित अनुमति के बिना इसके किसी भी अंश की, फोटोकॉपी एवं रिकॉर्डिंग सहित इलेक्ट्रॉनिक अथवा मशीनी, किसी भी माध्यम से अथवा ज्ञान के संग्रहण एवं पुनरुपयोग की प्रणाली द्वारा, किसी भी रूप में, पुनरुत्पादित अथवा संचारित-प्रसारित नहीं किया जा सकता।

रघुवरजसप्रकास (राजस्थानी)

रघुवरजसप्रकास के रचनाकार किसनाजी आढ़ा राजस्थान के प्रसिद्ध राष्ट्रभक्त कवि दुरसा जी आढ़ा की वंश-परम्परा में थे। इनके पिता का नाम दूल्ह जी था। किसना जी उदयपुर के तत्कालीन महाराणा भीमसिंह के कृपापात्र थे। संस्कृत, प्राकृत, ब्रजभाषा तथा राजस्थानी भाषा के उद्भट विद्वान् किसना जी की इतिहास में विशेष रुचि थी। राजस्थान के इतिहास को जानने, समझने तथा लिखने में सहायक बहुत-सी ऐतिहासिक सामग्री कर्नल टॉड को इनके सहयोग से उपलब्ध हुई थी।

प्रो. देवेन्द्र तथा नेहा वैद्य

रघुवरजसप्रकास

वैसे तो एक रीतिग्रन्थ है, इसमें छन्दों का लक्षण-उदाहरण सहित निरूपण किया गया है, पर जैसा कि ग्रन्थ का नाम ही पुकार रहा है, इसकी रचना का एक प्रमुख उद्देश्य श्रीरामचन्द्र का यशोगान है। कर्ता ने छन्दों के लक्षण देने के पश्चात् उनके स्पष्टीकरण के लिए उदाहरणस्वरूप जो छन्द रचे हैं उनकी विषयवस्तु राम-माहात्म्य से सम्बन्धित है। छन्दःशास्त्रीय दृष्टि से रघुवरजसप्रकास पाँच भागों में विभाजित है। प्रथम प्रकरण में छन्दःशास्त्रीय प्रारम्भिक विषय-गण, देवता, फलाफल, गण मित्र-शत्रु, दग्धाक्षर, गुरु, लघु, प्रस्तार, सूची, उद्दिष्ट, नष्ट, मेरु, खण्डमेरु, पताका, मर्कटी आदि का विवेचन है। द्वितीय प्रकरण मात्रिक छन्दों से सम्बन्धित है। कुल २२४ छन्दों के लक्षण-उदाहरण दिये गये हैं। इसी प्रकरण में राजस्थानी की साहित्यिक गद्य रचनाओं-दवावैत, वचनिका, वारता आदि के नियम समझाये गये हैं। तृतीय प्रकरण में वर्ण-वृत्त विवेचित हुए हैं। चतुर्थ प्रकरण ग्रन्थ का महत्वपूर्ण भाग है। इसमें राजस्थानी (डिंगल)

गीतों का विस्तार से वर्णन है। कुल ९१ प्रकार के गीत निरूपित हुए हैं। गीतों के लक्षण-उदाहरण से पूर्व गीतों की भाषा, गीतों में वैणसगाई, वैणसगाई के नियम, वैणसगाई और अखरोट, गीतों में नौ उक्तियाँ, गीतों में प्रयुक्त होनेवाली जथाएँ, गीत रचना के ग्यारह दोष आदि का स्पष्ट और विशद वर्णन है। अन्तिम प्रकरण में ग्रन्थकार के नीसाणी छन्द का भेदोपभेदों सहित वर्णन किया है। एक मात्रिक छन्द कड़खा का भी निरूपण है।

छन्द-निरूपण के क्रम में कहीं-कहीं छन्द-विशेष का लक्षण-उदाहरण सम्बन्धित एक ही छन्द में कथित है-

छन्द मधुभार चव कळ जगांण, मधुभार जांण।

भजि औध भूप, रवि कोट रूप॥

श्री रामचन्द्र, बिबुधेस बन्द।

तन दीघ तास, जपि क्रीत जास॥

तो कहीं-कहीं लक्षण-उदाहरण अलग-

अलग छन्दों में-

अथ गीत रसावळ लक्षण (दूहौ)

प्रथम तीन तुक चवद मत, मोहरे रगण मिळाय।

चवथ ग्यार मत सगण मुख, रसावळौ खगराय॥

अथ गीत रसावळौ उदाहरण

सझ भुजां निज धानंख सरा, मझ अडै भूहौं
मौसरा।

रिण राम त्रप दसमाथरा, खित वेध लगा
खरा॥

उण दसा राखस आहुडै, भड़ भाल कपि
यण दस भडै।

लूथबथ अह धणसुर लडै गज धरा नभ
गडडै॥

कोमण्ड कीधां कुण्डलां, वरसाळ, झड़ नयण
आग झला॥

भड़ राम दससिर भंजिया, दत लंक
सरशणागत दिय

विभ अवध सिय ले आविया, कळ चन्दनामा
किया॥

रघुवरजसप्रकास के उदाहरण भाग में कवि ने रामकथा का क्रमबद्ध वर्णन न कर रामगुणगाथा का भावपूर्ण गान किया है। राम के यशोगान में कवि ने अपनी रामभक्ति का पूर्ण परिचय दिया है। यद्यपि कवि का उद्देश्य रामकथा का वर्णन करना नहीं रहा है तथापि भगवान् राम के भक्तिभावपूर्ण गुणानुवाद में कथा से सम्बन्धित अन्य पात्रों, घटनाओं आदि का समावेश हो गया है। राम की भक्तवत्सलता, दयालुता, पतितपावनता, शक्ति-सामर्थ्य का बहुत सुन्दर वर्णन काव्य में हुआ है। वस्तुतः ग्रन्थ का उदाहरण भाग रचनाकार की काव्यप्रतिभा का द्योतक है। भाव, भाषा, अभिव्यंजना आदि सभी दृष्टियों से रघुवरजसप्रकास सशक्त काव्य है। यथासंख्य अलंकार की शैली में सीता के सौन्दर्य का वर्णन द्रष्टव्य है—

सेस इंदु म्रग दीप जाण कोकिल म्रगपति
गज।

बेण बदन चख नाक बोल कटि जंघ चाल
सज॥

असित सकळ चळ सुधिर गुप्त अंगिरात
अक्रमत।

सुरत्रि ब्योम बन अयन नूत पब्बय सुव्यन्ध
थित॥

मण सरद चकित निस रितपतिह लंघमीक
मन्दह चलत।

मिथलेस कुवरि सीता सु तन कवि एती ओपम
कहत॥

रचना के अन्त में रचनाकाल का उल्लेख मिलता है—

अटारै सै समत बरस अऐसियौ माह सुद।
बुद्धवार तिथ चौथ हुवौ प्रारम्भ ग्रन्थ हद॥

अठारै अनै अकियासिये, सुद आसोज
सराहियौ।

सनि बिजैदसमी रघुवर सुजस 'किसन' सुकवि
सुभक्रत कियो॥

अर्थात्, रघुवरजसप्रकास की रचना विक्रम संवत् १८८० के माघ मास के शुक्ल पक्ष की चतुर्थी तिथि बुधवार को प्रारम्भ हुई थी और विक्रम संवत् १८८१ के आश्विन महीने के शुक्ल पक्ष की विजयादशमी शनिवार को यह पूर्ण हुई।

सन्दर्भ : ग्रन्थ—रघुवरजसप्रकास, सम्पादक—
सीताराम लालस, प्रकाशक—राजस्थान
प्राच्यविद्या प्रतिष्ठान, जोधपुर, प्रथम
संस्करण।

डॉ. देवेन्द्र, डॉ. नेहा बैद

रघुवीर विजयम् (संस्कृत)

यह रूपक के भेद समवकार के रूप में लिखा गया है और इसके रचनाकार श्री कस्तूरि रंगनाथ हैं। इस कृति का रचनाकाल १९वीं शती है। इस नाट्य-कृति की सम्पूर्ण कथा सीता स्वयंवर से ही सम्बद्ध है। स्वयंवर के अवसर पर ही रावण द्वारा सीता का अपहरण कर लिया जाता है ततश्च राम द्वारा उनका उद्धार किया जाता है और अग्नि-परीक्षा के बाद राम से सीता का विवाह हो जाता है।

सन्दर्भ : संस्कृत वाङ्मय कोश द्वितीय भाग,
डॉ. श्रीधर भास्कर वर्णेकर।

रण श्रीराम (कुम्भराम)

राम युद्ध का प्रारम्भ कवि इस कथा के अन्तर्गत करता है। राम द्वारा कुम्भकर्ण का वध इस कथा का मन्तव्य है किन्तु युद्ध में परस्पर आघात-प्रतिघात से सम्बद्ध अनेक प्रकरणों का चित्र यहाँ खींचा गया है। मेघनाद-हनुमान युद्ध, हनुमान-धूम्राक्ष युद्ध, अंगद-वज्रदंष्ट्र युद्ध, नील और प्रहस्त युद्ध और अन्त में राम एवं कुम्भकर्ण का युद्ध वर्णित है। रावण को **Register** के लिए यहाँ उसके

अपरिग्रह विश्वकोश

सम्पादक

डॉ. सुषमा सिंघवी

Angie

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अपरिग्रह-विश्वकोश



संपादक

डॉ. सुषमा सिंघवी



प्रकाशक

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Rajyale

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हरिरामदास निरंजनी : संतकवि हरिरामदास निरंजनी का सम्बन्ध राजस्थान के नागौर जिले के अन्तर्गत डीडवाना नामक स्थान पर प्रवर्तित निरंजनी सम्प्रदाय से है। इनका समय विक्रम की 18 वीं शताब्दी का उत्तरार्ध तथा 19 वीं शताब्दी का पूर्वार्ध है। हरिरामदास निरंजनी एक अध्यवसायी संत-साधक थे जिन्होंने अपने समय की प्रायः सभी काव्य प्रवृत्तियों को अपनी रचनाओं का विषय बनाया। इन्होंने आध्यात्मिक दर्शन एवं भक्ति से सम्बन्धित एक बृहद् ग्रन्थ परमार्थसतसई की रचना भी की। इसका प्रमुख विषय भक्ति है। भक्ति साधना के विवेचन के अन्तर्गत उन्होंने आत्मा-परमात्मा के पारस्परिक सम्बन्ध को स्पष्ट करने के साथ ही जगत्, माया, मोक्ष आदि को भी व्याख्यायित-विश्लेषित किया है। हरिरामदास की इसी रचना में अपरिग्रह से सम्बन्धित विचारों को भी देखा जा सकता है। इनकी यह रचना अद्यावधि अप्रकाशित है। इसकी एकमात्र हस्तलिखित प्रति प्राप्त हुई जो अभय जैन ग्रन्थालय, बीकानेर के हस्तलिखित ग्रन्थ संग्रहालय (ग्रन्थांक-516) में सुरक्षित है।

जैन धर्म के अन्तर्गत दो प्रकार के अपरिग्रह की बात कही गयी है- बाह्य अपरिग्रह और अन्तरंग अपरिग्रह। बाह्य धन-धान्यादि पदार्थों का संग्रह न करना बाह्य अपरिग्रह है तथा राग, द्वेष, क्रोध, मान, माया, लोभ आदि के त्यागपूर्वक पदार्थों पर ममत्व न रखना अन्तरंग अपरिग्रह है।

हरिरामदास निरंजनी के अनुसार बाह्य और आन्तरिक संग्रह की भावना में लिप्त व्यक्तियों को स्वप्न में भी सुख प्राप्त नहीं होता -

यावत् संग्रह मूँज कौ, है बाहरि अरु माँहि।

तावत् सबही जनन कूँ, सुपिनै हूँ सुख नाहिं॥

मनुष्य को अपनी जरूरत से अधिक किसी भी वस्तु का संग्रह नहीं करना चाहिए। हरिरामदास ने संग्रह करने से क्या-क्या हानि होती है उसका

वर्णन इस प्रकार किया है कि संग्रह करने से धर्म, दया, कोमलता और क्षमा की हानि और कलह, ईर्ष्या, क्रोध, व्यसन, लोभ और मोह की वृद्धि होती है-

मन रे संग्रह मति करै ये गुन ताके जानि।

धर्म घटै अरु हटे दया मिटै क्षमा सुख मानि।

मिटै क्षमा सुख मानि लोभ अरु मोह बधावै।

कलह ईर्षा क्रोध व्यसन बधतो ही जावै।

कोमलता मिटि जाइ बहुत दुखिया है तन रे।

यूँ हरिराम सुबानि मानि संग्रह तजि मन रे

जब तक मन धन में अनुरक्त है तब तक शरीर को कसना अर्थात् साधना आदि में लगाना व्यर्थ है। अतः हरिरामदास के अनुसार धन से प्रेम नहीं करना चाहिए-

जब लग मन धन में वसै, तन को कसै निकाम।

यातै मन धन प्रीति तजि, भजिलै रमता राम॥

यह देह अचेतन नश्वर, भूतों का घर, रोगों की खान तथा मैल का खेत है। अतः इसके प्रति ममत्व का त्याग कर शारीरिक इच्छाओं की आसक्ति नहीं रखनी चाहिए-

देह अचेत प्रेत घर, व्याधि खानि मल खेत।

व्याधि खानि मल खेत, जानि तजि याकी यारी॥

हरिरामदास निरंजनी के अन्तरंग अपरिग्रह सम्बन्धी विचार कामना और इच्छाओं के त्याग पर बल देते हैं। कामादिक विकार मोह के अनुचर हैं। अतः मुक्ति प्राप्ति हेतु मोह का नष्ट होना आवश्यक है-

कामादिक सब मोह के, निजि अनुचर प्रमानि।

राज जमायो चहत जौ, मोह मैवासौ भानि॥

जब तक हृदय काम से युक्त रहता है तब तक मनुष्य का कोई भी कार्य सफल नहीं होता है। इसलिए हरिरामदास कहते हैं कि व्यक्ति को काम भावना पर विजय प्राप्त करनी चाहिए-

काम धाम उर में फुरै, सरै न तावत काम।

यातै मनरे काम हित, मति राचै लखि वाम॥

संतकवि के अनुसार कामना की पूर्ति नहीं होने पर व्यक्ति क्रोध के वशीभूत हो विनय-विवेकशून्य हो जाता है और क्रोध दुःख, संताप, उद्वेग और नरकादि को देने वाला तथा विनय, सुहृदता, कीर्ति आदि का नाश करने वाला है अतः त्याज्य है—

सेवै मन मति क्रोध कूँ क्रोध महा दुखदानि ।

हरिरामदास कहते हैं कि मनुष्य को लोभ नहीं करना चाहिए, क्योंकि लोभ अनेक दूसरी बुराइयों को उत्पन्न करने वाला है। लोभ से मोह, मोह से द्रोह, द्रोह से अविवेक, अविवेक से पाप, पाप से अशुभ, अशुभ से अपार ईर्ष्या और ईर्ष्या से क्षोभ उत्पन्न होता है। उसे उसी प्रकार क्षोभ रहित रहना चाहिए जिस प्रकार दुष्टों के दुर्वचन सुनकर मुनियों के मन में कोई क्षोभ उत्पन्न नहीं होता—

“लोभ न करिये मन कबै”

संत कवि ने जहां लोभ है वहां तृष्णा है, इस यथार्थ सत्य के बहुत सन्दर प्रतीक देते हुए कहा कि तृष्णा लोभ की पत्नी तथा क्षोभ को उत्पन्न करने वाली है। ऐसी तृष्णा से दूर रहने में ही भलाई है—

तृष्णा नारी लोभ की, क्षोभ उपावन हार ।

सुनि मन ताके गुन कहूँ दुस्त्यजि जगत मंझार ॥

तृष्णा वैराग्य से जीती जाती है। वैराग्य से शरीर मन आदि की सच्ची सुरक्षा सम्भव है। बाह्य धन सम्पत्ति का वितरण कर तथा आन्तरिक रगादिक का क्षय करके तथा मन में उठने वाले संकल्प विकल्पों पर संयम करके राम और कृष्ण के नाम जपने की सार्थकता हो सकती है—

कवच धारि बैराग, खरचि रगादिक धनरे ।

नाम रहै हरिराम, मुवा कै मार्या मनरे ॥

इस प्रकार धन, स्त्री, परिवार, कामादिक विकार रूपी माया-मोह से मुक्त होने के लिए हरिरामदास निरंजनी ने आचरण की शुद्धता तथा

सत्य, अहिंसा आदि के साथ ही अपरिग्रह को धारण करने पर बल दिया है। उनकी दृष्टि में शरीर के निर्वाह मात में उपयोगी वस्त्र, सहज प्राप्त अन्न-भोजन स्वीकार करना अपरिग्रह है। अपरिग्रही जीवनवृत्ति से व्यक्ति स्वयं भी दुःखी नहीं होता तथा दूसरों को भी दुःखी नहीं करता है।

तनु निरबाहक वसन, अन्न सहजा यो लीजै ।

सजि यहै हरिराम, दुःख किस ही नहीं दीजै ॥

— डॉ० नेहा वैद

हिंसा और कामना का मूल परिग्रह : आचारांग में जहाँ भी परिग्रह-अपरिग्रह का वर्णन आया है वहाँ हिंसा-अहिंसा का भी संयुक्त वर्णन आया है। परिग्रह और हिंसा की व्याप्ति रही है। यह माना जा सकता है कि अहिंसा वृक्ष के फूल हैं तो अपरिग्रह वृक्ष की जड़ें हैं। इसके अतिरिक्त यह भी निर्देश है कि जो किसी एक अव्रत का स्पर्श करता है, वह सभी अव्रतों हिंसा, असत्य, स्तेय, अब्रह्मचर्य और परिग्रह और रात्रि भोजन में से किसी का भी स्पर्श कर सकता है अथवा सभी का भी स्पर्श करता है।

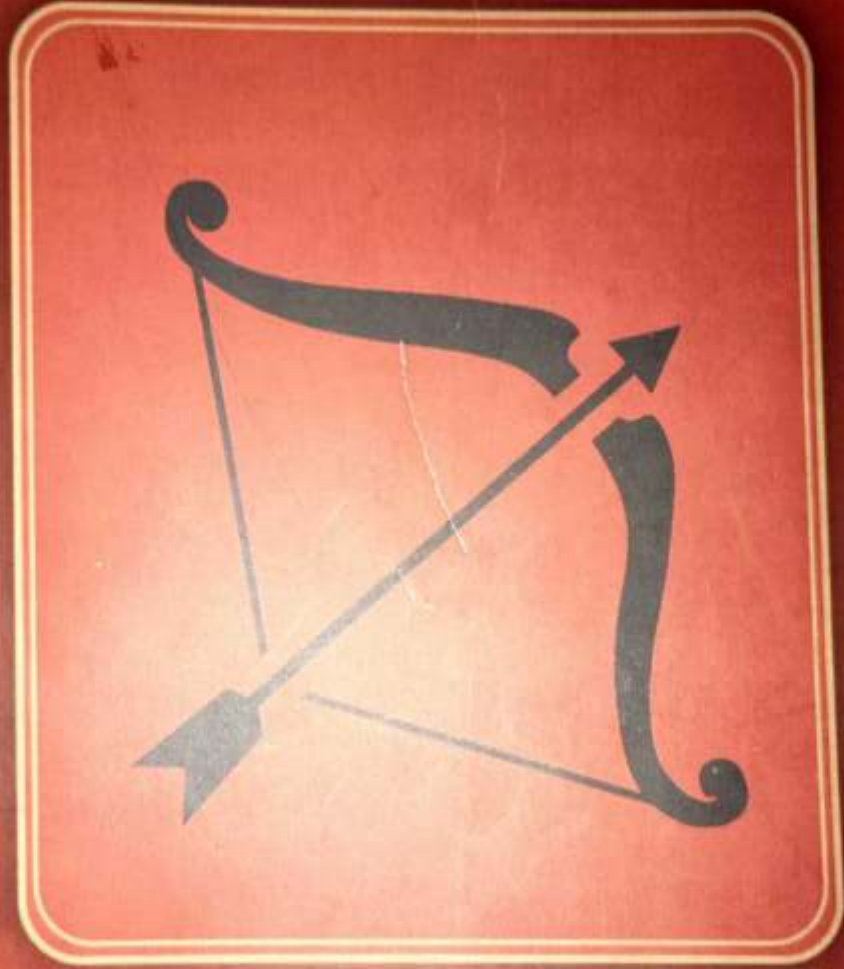
परिग्रह को अव्रत कहा है तथा अपरिग्रह को महाव्रत। मुनि के पाँच महाव्रत होते हैं। अहिंसा, सत्य, अस्तेय, ब्रह्मचर्य, अपरिग्रह। ये सब एक दूसरे को प्रभावित करते हैं। भगवान महावीर ने कहा - मूल दोष दो हैं - राग और द्वेष। हिंसा, परिग्रह आदि दोष उनके पर्याय हैं। राग द्वेष से प्रेरित होकर जो पुरुष परिग्रह का स्पर्श करता है वह हिंसा आदि का भी स्पर्श करता है। कोई मुनि अहिंसा का पालन करे और अपरिग्रह का पालन न करे, अपरिग्रह का पालन करे और अहिंसा का पालन न करे - ऐसा नहीं हो सकता।

परिग्रह और क्रूरता में कोई आंतरिक संबंध है। जैसे-जैसे परिग्रह बढ़ता है, वैसे-वैसे मृदुता की कमी होती है और क्रूरता बढ़ती जाती है। इसका

Rajendra

Registrar

राम साहित्य कोश



प्रधान सम्पादक
योगेन्द्र प्रताप सिंह

Raye
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रामसाहित्य कोश

(द्वितीय खण्ड)

प्रधान सम्पादक

डॉ० योगेन्द्र प्रताप सिंह

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सम्पादक मण्डल

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डॉ० एन०जी० देवकी

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श्रीमती अरुण कुमारी कोरी

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परामर्शदाता

डॉ० योगेन्द्र प्रताप सिंह

निदेशक, अयोध्या शोध संस्थान, अयोध्या, फैजाबाद



राजकमल प्रकाशन

नयाँ दिल्ली पटना इलाहाबाद कोलकाता

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RAM SAHITYA KOSH (Vol. II)

Edited by Dr. Yogendra Pratap Singh


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इस पुस्तक के सर्वाधिकार सुरक्षित हैं। प्रकाशक की लिखित अनुमति के बिना इसके किसी भी अंश की, फोटोकॉपी एवं रिकॉर्डिंग सहित इलेक्ट्रॉनिक अथवा मशीनी, किसी भी माध्यम से अथवा ज्ञान के संग्रहण एवं पुनःप्रयोग की प्रणाली द्वारा, किसी भी रूप में, पुनरुत्पादित अथवा संचारित-प्रसारित नहीं किया जा सकता।

रामरासो

यह सुन्दर नामक कवि की कृति बतायी गयी है। इस कृति का रचनाकाल संवत् १०४३ है यह हस्तलिखित प्रति के रूप में है और इसका प्राप्ति स्थल विनय चन्द्र सूरि भण्डार, जयपुर है।

सन्दर्भ : रासो काव्यधारा : डॉ. विजय कुलश्रेष्ठ।

डॉ. कीर्ति कुमार सिंह

रामरासौ (राजस्थानी)

रामरासौ राजस्थानी (डिंगल) भाषा का एक उत्कृष्ट प्रबन्धकाव्य है। रामरासौ के रचयिता माधवदास दधवाड़िया विद्वान् कवि होने के साथ ही वीर योद्धा भी थे। इनका जन्म विक्रम संवत् १६१५ के आसपास माना जाता है। बन्धक बनाये गये मारवाड़ के ब्राह्मणों को मुगल सैनिकों से मुक्त कराने के लिए विक्रम संवत् १६७९ में हुए युद्ध में इन्हें वीरगति प्राप्त हुई। उस समय मारवाड़ राज्य के शासक गजसिंह (प्रथम) थे।

माधवदास जी के पिता का नाम चूंडा दधवाड़िया तथा माता का नाम चन्द्रावल वरसरड़ा था। माधवदास के पिता मेड़तिया चान्दा वीरमोत के राजकवि थे। माधवदास जी ने दो विवाह किये थे। उनकी पहली पत्नी का नाम यशोदा सिंढायच तथा दूसरी का नाम रोहड़िया था जिनसे उन्हें सुन्दरदास, सूरदास, श्यामदास, मोहनदास नामक चार पुत्र हुए।

रामरासौ महाकाव्य के अतिरिक्त माधवदास जी की गजमोष (निसांणी नामक छन्द में), हंणवन्त-स्तवन (दोहा, सोरठा व चित्त-इलौळ गीत में) रचनाएँ तथा कुछ फुटकल पद और गीत भी प्राप्त होते हैं। इनके द्वारा रचित फुटकल पद विरचित जनक भवन रघुराई तथा भारत सब या रघुनाथ बड़ाई क्रमशः केवट-राम संवाद तथा राम के उदात्त चरित्र और भक्त के प्रति उनकी आत्मीयता को प्रकट करनेवाले हैं।

फुटकल गीत उवंग सावझड़ौ वीर रस से परिपूर्ण है। इसमें लंका-युद्ध का वर्णन कवि ने किया है।

माधवदास जी की अन्य रचनाओं की अपेक्षा रामरासौ प्रसिद्ध और महत्त्वपूर्ण रचना मानी जाती है। यह लगभग १६०० छन्दों में रचित महाकाव्य है जो मर्यादा पुरुषोत्तम श्रीराम की जीवनगाथा पर आधारित है। इसका प्रारम्भ मंगलाचरण से होता है। इसके पश्चात् कवि ने अपनी रचना को भाव, लक्षण एवं छन्द-आदि दृष्टियों से सुदृढ़ करने के लिए जिन कवियों के ग्रन्थों का अनुसरण किया उन कवियों का नामोल्लेख इस प्रकार किया है—

किसन व्यास, जयदेव कवि, वाल्मीकि, सुकदेव॥

ईनि कवि गुरु सिख अहं, भाव छन्द गुण भेव॥

रामरासौ महाकाव्य में ७ काण्ड हैं—

(१) बालकाण्ड, (२) अयोध्याकाण्ड, (३) अरण्य-काण्ड, (४) किष्किन्धाकाण्ड, (५) सुन्दरकाण्ड, (६) लंकाकाण्ड, (७) उत्तरकाण्ड। प्रत्येक काण्ड के अन्त में आगामी काण्ड के विषय का संकेत प्राप्त हो जाता है। मर्यादा पुरुषोत्तम श्रीराम के माता-पिता, बन्धु-बान्धव, पत्नी-पुत्र, मित्र-सेवक, प्रजा एवं शत्रु के प्रति आदर्श कर्तव्य के निर्वाह के वर्णन में विविधता और यथार्थता का समावेश कवि ने किया है। राम-सीता के वनवास प्रसंगों में प्रकृति के विविध रूपों का चित्रण आकर्षक बन पड़ा है। परिस्थितियों के अनुकूल विविध भावों का समावेश भी इसमें स्वतः ही हो गया है।

यज्ञादि अनुष्ठान, पुत्र-जन्म, विवाह आदि सांस्कृतिक एवं सामाजिक संस्कार तथा नगर शोभा आदि स्थापत्य कला के साथ ही प्राकृतिक परिवेश के परिचायक हैं। आदर्श जीवनमूल्यों की रक्षा के लिए त्याग, बलिदान, कष्टमहिष्णुता,

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स्वामिभक्ति एवं पराक्रम आदि गुण युद्ध-जैसे वर्णनों में उभरकर सामने आते हैं।

रामरासौ में राम के उदात्त चरित्र को ही उजागर किया गया है। कवि ने राम राज्याभिषेक के बाद राम-राज्य तक का ही वर्णन किया है। वाल्मीकि रामायण के उत्तरकाण्ड में राम द्वारा गर्भवती सीता को लोकापवाद से विचलित होकर वनवास देने का प्रसंग आया है लेकिन माधवदास ने इस घटना का उल्लेख अपने काव्य में नहीं किया है।

माधवदास जी ने वर्ग, वर्ण और लिंग के आधार पर समाज में कोई भेद नहीं किया है और न ही गोस्वामी तुलसीदास की इस मान्यता को बल दिया है—ढोल गवाँ सूद्र पसु नारी। सकल ताड़ना के अधिकारी। उनके अनुसार फलप्राप्ति में कर्ता की भावना प्रधान होती है, उसका बाहरी स्वरूप नहीं।

देवेन्द्र तथा नेहा वैद्य

राम-लक्ष्मण प्रश्नोत्तर शतक रामायण (तेलुगु)

श्री देवुलपल्लि सीताराम शास्त्री ने शतक पद्यों में इस रामायण को रचा है। श्रीराम के जीवन से सम्बन्धित धर्म की सूक्ष्मताओं की समीक्षात्मक व्याख्या करने के लिए कवि ने इस शतक रामायण को रचा है। इसका रचनाकाल सन् १९५३ है। वस्तु विविधता इसमें दिखायी देती है। पट्टाभिषिक्त राम ने लक्ष्मण के सन्देशों का निवारण किया, ऐसा सन्दर्भ बनाकर यह रामायण रचा गया है। लक्ष्मण दरबार में ही अपने सन्देशों को राम के सामने प्रस्तुत करते हैं। तब राम उन सन्देशों का निवारण करते हुए रामकथा को पुनः एक बार प्रस्तुत करते हैं। लक्ष्मण के द्वारा व्यक्त सन्देशों में निम्नांकित मुख्य हैं—१. स्त्री हत्या महापाप है, ऐसा धर्मशास्त्र घोषित करते हैं, ऐसे में ताड़का वध

क्यों किया गया है। २. उत्सवादि में सगे-सम्बन्धियों को सबको बुलाने की परम्परा है। ऐसे में भरत-शत्रुघ्न को बुलाये बगैर गद्दी पर बैठना गलत है। ३. कैकेयी के द्वारा भरत के लिए राज्य माँगना न्यायसम्मत है, फिर भी राम के लिए वनवास माँगना तथा राम के द्वारा उसे स्वीकार करना क्या न्यायसम्मत व धर्मसम्मत है? ४. परस्त्रियों के साथ हास-परिहास करना ठीक नहीं है, यह जानते हुए भी शूर्पणखा के साथ परिहास करना क्या सही है? ५. मायामृग की सूचना लक्ष्मण के द्वारा बताने पर भी उसे लाने के लिए जाना। ६. सीतान्वेषण के लिए निकलकर आतिथ्य को स्वीकार करना। ७. शत्रु के नगरवासी को जानबूझकर आश्रय देना। ८. पक्षी जाति का दाह संस्कार नहीं किया जाता है, यह जानकर भी जटायु का दाह संस्कार करना। ९. सीता के पातिव्रत्य के बारे में जानते हुए भी अग्नि-परीक्षा करवाना। लक्ष्मण के इन सभी सन्देशों का निवारण राम यथोचित ढंग से करते हैं। कथासूत्र के साथ इनका निवारण राम इस रूप में करते हैं। १. मुनि की आज्ञा से ताड़का का वध करना धर्मसम्मत है। २. जैसे दशरथ ने आत्मगति काल धर्म के अनुसार भरत के बाहर रहने पर भी पट्टाभिषेक करने का निर्णय किया वैसे पट्टाभिषेक निर्णय राम ने किया। इसमें अधर्म नहीं है। ३. बड़ों के सामने छोटों का गद्दी पर बैठना आयु क्षीण का कारण बनेगा समझकर राम ने वनवास को स्वीकार किया है। ४. कामिनी स्त्री का पराभव करना ब्रह्मचारी का धर्म है। ५. अपनी स्त्री की इच्छा की पूर्ति करना पति का धर्म है। ५. अपनी स्त्री के लिए प्राण देनेवाले जटायु पितृ धर्मान हैं इसलिए दहन संस्कार करना सही है। ६. भक्तिपूर्ण

राम साहित्य कोश



प्रधान सम्पादक
योगेन्द्र प्रताप सिंह

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प्रधान सम्पादक

डॉ० योगेन्द्र प्रताप सिंह

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सम्पादक मण्डल

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इस पुस्तक के सर्वाधिकार सुरक्षित हैं। प्रकाशक की लिखित अनुमति के बिना इसके किसी भी अंश की फोटोकॉपी एवं रिकॉर्डिंग सहित इलेक्ट्रॉनिक अथवा मशीनी, किसी भी माध्यम से अथवा ज्ञान के संग्रहण एवं पुनरुत्पादन की प्रणाली द्वारा, किसी भी रूप में, पुनरुत्पादित अथवा संचारित-प्रसारित नहीं किया जा सकता।

अपने जड़मय प्राणों में आत्महर्ष का अनुभव करती है। राम उसके अछूत हाथों से भोजन स्वीकार करके उसके अभिशप्त जीवन को पवित्र बनाते हैं। विश्वामित्र और राम गौतम को उसके पुनीत कर्त्तव्य का स्मरण दिलाकर पति-पत्नी के स्नेह सम्बन्ध को दृढ़ करते हैं। इस उपदेश में नर-नारी समानता-विषयक मिथकीय दृष्टि का स्पष्ट प्रभाव है।

डॉ. पुष्पा रानी

पाषाणी

जानकीवल्लभ शास्त्रीकृत काव्यनाट्य 'पाषाणी' लोकभारती प्रकाशन, इलाहाबाद द्वारा द्वितीय संस्करण सन् १९६७ में प्रकाशित हुई।

'पाषाणी' काव्य नाट्य में अहल्या का अतृप्त मन स्वप्न में इन्द्र का समागम प्राप्त कर गौतम के प्रति एक विशिष्ट रागाकुलता (राजस-ऐन्द्रियभाव) से अविष्ट होकर भी समर्पित नहीं हो पाता। इसके विपरीत ऋषि का अतृप्तिमूलक तृप्त हृदय काम को धर्म-विरुद्ध मानकर भी अनासक्त नहीं है। फलतः अपनी अनावृत आत्मा लेकर भी अहल्या विफल रहती है। उसकी यह अतृप्ति एवं भावुकता गौतम द्वारा अभिधानित पाषाणी नाम का विडम्बनामूलक साक्ष्य प्रस्तुत करती है। इन्द्र के प्रति समर्पित होकर भी वह गौतम के प्रति समर्पित ही रहती है। उसे देहमात्र का ही समझती है।

"मैं मरूँ, तो देह पर अधिकार हो।

मृतक मन को उचित-शव पर प्यार हो।।"

"नारी हूँ, यह बात प्रथम,
हारी हूँ स्वीकृति घात चरम,
अन्तर्द्वन्द्वों में जले-बुझे,

जीवन की तृषित कहानी हूँ।

कैसे कहते-पाषाणी हूँ।।"

Registrar

डॉ. पुष्पा रानी

पिंगल रामायण

ज्ञामदास (ज्ञामराम) ने रीवा नरेश महाराज रघुराजसिंह के निदेशानुसार पिंगल रामायण ग्रन्थ की रचना की थी। इस ग्रन्थ का रचनाकाल अज्ञात है। इस ग्रन्थ में विविध छन्दों के लक्षण के साथ उनके उदाहरण रामायण की कथा को लेकर दिये गये हैं। ग्रन्थ की भाषा संस्कृतनिष्ठ है।

- सन्दर्भ : १. हस्तलिखित हिन्दी पुस्तकों का संक्षिप्त विवरण, प्रथम खण्ड, पृ. ३७८ एवं ५७०, ना.प्र. सभा, काशी, संवत् २०२१ वि.।
२. हस्तलिखित हिन्दी ग्रन्थों का त्रयोदश त्रैवार्षिक विवरण (सन् १९२६-१९२८ ई.) सम्पादक-डॉ. हीरालाल, श्री बटेकृष्ण द्वारा अंग्रेजी से हिन्दी में रूपान्तरित, संख्या २०८, पृष्ठ ५० एवं ३४०, ना.प्र. सभा -काशी, संवत् २०१० वि.।

उदयशंकर दुबे

पिंगल सिरमणि (राजस्थानी)

राजस्थानी (डिंगल) भाषा के सबसे प्राचीन छन्दशास्त्रीय ग्रन्थ पिंगल सिरमणि के कर्त्ता के सम्बन्ध में विद्वानों की अलग-अलग राय है। कुछ विद्वान् जैसलमेर के रावल हरराज को, कुछ कुशललाभ को तो कुछ इन दोनों को ही इसका रचयिता मानते हैं क्योंकि दोनों का ही नाम ग्रन्थ में किसी-न-किसी रूप में प्राप्त होता है। लेकिन प्रकरणों की समाप्ति पर कुँवर सिरमणि श्री हरराज लिखा होने और अनेक छन्दों के अन्त में भी रचयिता के रूप में हरराज का नाम लिखा मिलने के कारण कुँवर हरराज को ग्रन्थ का कर्त्ता माना जा सकता है।

हरराज के जन्मकाल, माता-पिता आदि के सम्बन्ध में जानकारी प्राप्त नहीं होती है, इतिहास ग्रन्थों में केवल इतना ही लिखा मिलता है कि यह विक्रम संवत् १६१८ में राजगद्दी पर बैठे और १६३४ में इनका स्वर्गवास हो गया था। हरराजकृत पिंगल सिरमणि के

रचनाकाल के सम्बन्ध में डॉ. नारायण सिंह भाटी का मत है कि यह लगभग विक्रम संवत् १६१० और १६१८ के बीच की रचना है।

आठ प्रकरणों में विभक्त पिंगल सिरोमणि के पाँच प्रकरण छन्दःशास्त्र सम्बन्धी हैं। अन्तिम तीन प्रकरण अलंकार, पर्याय कोश तथा डिंगल गीतों से सम्बन्धित हैं। प्रथम प्रकरण में लघु, गुरु, गण आदि का १६ छन्दों में वर्णन किया गया है। द्वितीय प्रकरण में संस्कृत की परम्परा के ५६ छन्दों का निरूपण है। तृतीय प्रकरण में कवि ने संकर छन्दों के दस विविध भेदों को उदाहरण सहित समझाया है। चतुर्थ प्रकरण में २३ प्रकार के दोहों, २८ प्रकार की गाथाओं और ७१ प्रकार के छप्पय छन्दों के लक्षण और उदाहरण हैं। पंचम प्रकरण में वर्ण प्रस्तार और मात्रा प्रस्तार सोदाहरण दिये गये हैं। षष्ठम प्रकरण अलंकारों से सम्बन्धित है जिसमें ७५ प्रकार के अलंकारों के संक्षेप में लक्षण-उदाहरण दिये गये हैं। सप्तम प्रकरण में चित्रालंकारों के अतिरिक्त डिंगल-नम माला शीर्षक से पर्यायवाची शब्दों का छन्दोबद्ध संकलन है। अन्तिम प्रकरण में ४० डिंगल गीतों के लक्षण तथा उदाहरण प्रस्तुत किये गये हैं। उदाहरण प्रायः अन्य कवियों की रचनाओं से लिए गये हैं।

तृतीय एवं चतुर्थ प्रकरण में निरूपित छन्दों के उदाहरणों का वर्ण्य-विषय रामकथा है। रामकथा का आधार वाल्मीकि रामायण है लेकिन इसमें कथा का विभाजन काण्डों में न होकर अनियमित है। तृतीय प्रकरण में राम के अवतार का प्रयोजन बताते हुए कवि द्वारा कथा प्रारम्भ की गयी है। चतुर्थ प्रकरण में सीता के पूर्वजन्म की कथा, कौशल्या द्वारा राम की गर्भ स्तुति तथा राम-जन्म से लंकाविजय के पश्चात् राम

का सीता और लक्ष्मण सहित अयोध्या लौटने तक की घटनाओं का संक्षेप में वर्णन किया गया है। इस प्रकार ग्रन्थ के तृतीय और चतुर्थ प्रकरण रामकथा से सम्बन्धित हैं।

इसमें कवि ने अनेक मार्मिक एवं महत्त्वपूर्ण प्रसंगों जैसे-राम-निषाद मिलन, भरत-कैकेयी संवाद, राम-भरत मिलन आदि को छोड़ दिया है जिससे कथा का प्रवाह बाधित हुआ है। छन्दों के लक्षण और पद-पद पर छन्द-परिवर्तन भी कथा प्रवाह में बाधक बने हैं लेकिन इससे यह नहीं समझा जाना चाहिए कि काव्यात्मक दृष्टि से रचना उत्कृष्ट कोटि की नहीं है। कवि ने युद्धों के चित्रण में अपूर्व कौशल का परिचय देते हुए वीर, भयानक, रौद्र आदि रसों के चित्रण में पूर्ण सफलता प्राप्त की है। योद्धाओं के अन्तरंग भावों एवं बाह्य चेष्टाओं की सुन्दर अभिव्यक्ति से सम्बन्धित निम्नलिखित छन्द द्रष्टव्य है—

उरड़ रांण ऊठीयौ चरड़ अधरा चाबंतौ।
करड़ करड़ कर कोप फरड़ सायक फाबंतौ।।
धरड़ धरड़ दे धीक दरड़ वानर कर दट्टै।
खरड़ खँगर खाड सरड़ कर भालां सट्टै।।
हड़ हड़ै दसां वदनां हँसै मरड़ मारदिय मच्छरां।
लखण रांम सनमुख लड़ै वैकुण्ठ वसि वर
अच्छरां।।

कुम्भकर्ण के सम्बन्ध में प्रसिद्ध है कि वह छह महीने सोता था और छह महीने जागता था। युद्ध में आवश्यकता पड़ने पर बीच नींद उसे जगाया गया। जागने पर वह किस प्रकार भोजन पर टूट पड़ा, इसका वर्णन देखिये—

लौही लिद्धों भान्त सोय कालैवौ कीधौ।
पूरै लागौ पौत एम प्रधानां लीधौ।।
काची निद्रा कांई केम जगायी कथं।
सो धोवां मांसेल सोंध मांहे सो सुथं।।

लक्ष्मण को शक्ति बाण लगने पर राम के करुण हृदय का चित्रण भी मार्मिक बन पड़ा है।

करि राजा रघु कथ बहुत लखमण गुण बाँधव।
वार वार तिण वदन रोर जुत देखत राघव।।
जिम पंखी पंख हीण भ्रात विण मरकट भालै।
अबल थया दल मुझ तुझ विण तवां विसालै।।

इस प्रकार हरराज ने छन्दःशास्त्रीय गूढ़ विषय के साथ रामकथा को जोड़कर छन्दःशास्त्र के रूप में राजस्थानी में राम की महिमा का विभिन्न छन्दों और शैलियों में अच्छा वर्णन किया है और अपने छन्दःशास्त्रीय ज्ञान को राजस्थान के लोगों के लिए इस रूप में सुलभ कर दिया है। यही परम्परा हम परवर्ती राजस्थानी भाषा के छन्दःशास्त्रीय ग्रन्थों—रघुनाथरूपक, रघुवरजसप्रकास, गुण-पिंगल-प्रकास, हरिपिंगल आदि ग्रन्थों में भी देख सकते हैं।

सन्दर्भ ग्रन्थ : परम्परा (भाग-१३), सम्पादक—
नारायण सिंह भाटी, प्रकाशक—राजस्थानी
शोध संस्थान, जोधपुर
डॉ. देवेन्द्र, डॉ. नेहा बँद

पुतु रामायण (मलयालम)

श्रीमती सारा का कहानी संकलन 'पुतुरामायणम' की एक कहानी है, भूमिराक्षसम। जंगली और राक्षस के रूप में नीचे दिखाए गये और अपमानित आदिवासी अपने को परिष्कृत माननेवाले कुटिल नीति के निर्माता और नियामक उच्चवर्ग के बीच के असम युद्ध का चित्र इस कहानी में है। न्याय से वंचित स्त्रियाँ और बच्चे इतिहास रचने के लिए तैयार होते समय मूक बने लोग, अपने महाकाव्य की रचना करते समय स्थिति व्यवस्था की नीति-न्याय कल्पनाएँ और धर्माधर्म कल्पनाएँ किस प्रकार बदलती हैं—इन प्रश्नों के उत्तर इस कहानी द्वारा मिलते हैं।

अरजा शुक्राचार्य की बेटी है। वह पिता से घोर वन देखने की अपनी इच्छा प्रकट करती है।

पिता अपने एक शिष्य को उसके साथ भेजता है। वह राक्षस युवक था। अरजा को अकेले जंगल के घोर अन्धकार में लाने की इच्छा है।

नहाकर लौटते समय अरजा अपने भविष्य के पति के बारे में सोचती है। पीछेवाली झाड़ी की छाया में कोई उसे देख रहा था। वह शुक्राचार्य का शिष्य दण्डक था। वह अयोध्या के शासक इक्ष्वाकु का सौवाँ बेटा था। वह विन्ध्या और शैवाल के बीचवाली भूमि पर साम्राज्य स्थापित करके शासन कर रहा था। घोर वन में 'मध्यमत' नामक नगर की स्थापना करके आचार्य के रूप में उसने असुर गुरु इक्ष्वाकु को स्वीकार किया। दण्डक अरजा से बलात्कार करने का प्रयत्न करता है।

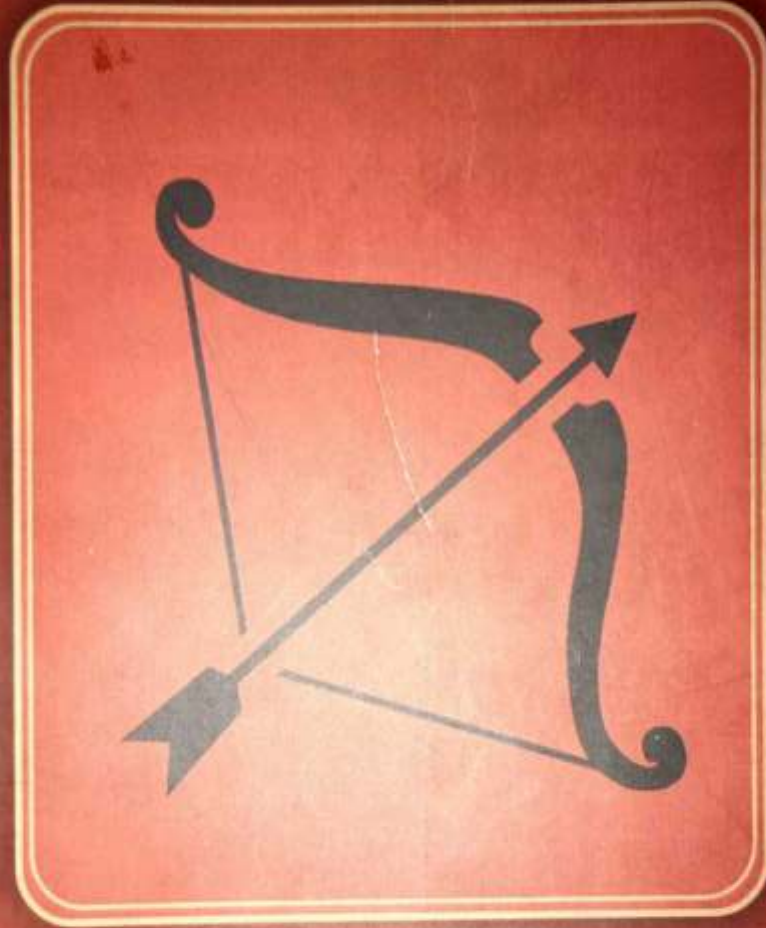
राजा होने के कारण वह अहंकार से भर जाता है। स्वेच्छाचारी राजा दण्डक के शब्द— "मैं अधिकारी हूँ। मेरे अधिकार में जो मिट्टी और लड़की है, वह मेरी अपनी है। मैं ही नीति हूँ। न्याय और न्यायाधीश मेरी तलवार है। मैं किसी से क्यों डरूँ?"

शुक्राचार्य शिष्यों के साथ जंगल में भटकते हैं। अन्त में एक नदी देखते हैं। नदी पार करके उन्होंने देखा वसन्त काल में झुलसे हुए पत्ते और फूल। पत्ते झड़े हुए पेड़, मुरझाए हुए फल, झुलसी हुई घास... घर पर वर्षा नहीं, हिम नहीं, हवा नहीं... जन अस्वस्थ हुए... साम्राज्यत्व पर सुगन्ध नहीं।

मुनि के शाप से बड़ी दुर्घटना हुई। चित्र देखिये— "पैर फैलाकर गिरे हुए लोग क्षण भर में मिट्टी के नीचे गिर पड़े। घर के अन्दर रहे लोग घर समेत गये। कोई बच नहीं सका। दण्डक के साम्राज्य पर सात दिन घनघोर वर्षा हुई।"

अरजा ने अपमान को सहन करने में असमर्थ होकर भूमि पर कान लगाकर वसन्त नष्ट की आवाज को लेटकर सुना था। अनेक वर्षों तक ऊसर भूमि के रूप में पड़े दण्डक के साम्राज्य

राम साहित्य कोश



प्रधान सम्पादक
योगेन्द्र प्रताप सिंह

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इस पुस्तक के सर्वाधिकार सुरक्षित हैं। प्रकाशक की लिखित अनुमति के बिना इसके किसी भी अंश की, फोटोकॉपी एवं रिकॉर्डिंग सहित इलेक्ट्रॉनिक अथवा मशीनी, किसी भी माध्यम से अथवा ज्ञान के संग्रहण एवं पुनरुत्पादन की प्रणाली द्वारा, किसी भी रूप में, पुनरुत्पादित अथवा संचारित-प्रसारित नहीं किया जा सकता।

४५. विभीषण राजतिलक, ४६. सीता की परीक्षा, ४७. श्रीराम जी की वापसी और ४८. श्री रामराज तिलक।

प्रत्येक भाग के मुख पृष्ठ पर विषयानुसार रंगीन चित्र भी छपे हैं। सुन्दर रामायण का आधार प्रमुख रूप से वाल्मीकि रामायण और तुलसीदासकृत रामचरितमानस ग्रन्थ हैं किन्तु कवि 'चक्रधारी बेजर' ने रामकथा को अपने ढंग से प्रस्तुत किया है। कहते हैं कि सुन्दर रामायण की प्रतियाँ सिक्ख रेजीमेण्ट के जवानों में पठनार्थ वितरित की गयी थीं।

बेजर जी का जीवनवृत्त प्राप्त नहीं हो सका है।

सन्दर्भ : १. सुन्दर रामायण पं. चक्रधारी 'बेजर', प्रकाशक-भक्त दुर्गादास, मालिक दुर्गादास प्रेस, पुस्तकालय, चौक पासियाँ, अमृतसर सन् १९३६ ई. सुन्दर रामायण की कुल पृष्ठ संख्या ७६८

२. ग्रन्थ-प्राप्ति स्थान-सुन्दर रामायण की नागरी लिपि और गुरुमुखी लिपि में प्रकाशित दोनों प्रतियाँ-उदयशंकर दुबे, ग्राम करेरुआ, पो. खमरिया, जिला-मिर्जापुर (उ.प्र.)।

उदयशंकर दुबे

सूरजप्रकास (राजस्थानी)

कवि करणीदान राजस्थानी भाषा के प्रख्यात महाकाव्य सूरजप्रकास के रचनाकार हैं। करणीदान जी चारण-कुल-भूषण महाकवि होने के साथ ही अपने समय के कुशल राजनीतिज्ञ, ज्योतिषी, संगीतज्ञ और इतिहास के मर्मज्ञ थे तथा संस्कृत, प्राकृत, अपभ्रंश और राजस्थानी भाषा के विद्वान् थे। यह मेवाड़ राज्य के सुलवाड़ा नामक गाँव के रहनेवाले थे। इनके पिता का नाम विजयराज था। ये जोधपुर के महाराजा अभयसिंह के आश्रित कवि थे।

करणीदान जी कृत सूरजप्रकास के अतिरिक्त विरदसिणगार, जतीरासा और अभयभूषण ग्रन्थ

तथा भिन्न-भिन्न विषयों से सम्बद्ध अनेक गीत भी उपलब्ध होते हैं।

विरदसिणगार सूरजप्रकास ग्रन्थ का सारांश है। इस ग्रन्थ के सम्बन्ध में कहा जाता है कि इसे सुनकर महाराजा अभयसिंह बहुत प्रसन्न हुए थे और करणीदान जी को अत्यधिक सम्मान दिया था। इसके सम्बन्ध में निम्नलिखित दोहा प्रसिद्ध है-

अस चढ़ियौ राजा अभौ, करि चाढ़े कविराज।
पौहर हेक जव्ठेब में, मौहर हले महाराज॥

विरदसिणगार में रामभक्ति से सम्बन्धित कुछ छन्द भी प्राप्त होते हैं।

चारण-काव्यपरम्परा का प्रतिनिधित्व करनेवाला सूरजप्रकास ग्रन्थ करणीदान जी का उत्कृष्ट महाकाव्य है। इसमें मुख्यतः जोधपुर के महाराजा अभयसिंह द्वारा गुजरात के सूबेदार शेरविलन्द खाँ को अहमदाबाद के युद्ध में पराजित करने की घटना का वर्णन हुआ है और प्रसंगवश तथा इतिहास की दृष्टि से ग्रन्थ को महत्त्वपूर्ण बनाने के उद्देश्य से ग्रन्थारम्भ से लेकर ग्रन्थ के अर्द्ध भागपर्यन्त महाराजा अभयसिंह के पूर्वजों का संक्षिप्त वर्णन है। यह सम्पूर्ण ग्रन्थ ७५०० छन्दों में रचित है। रचनाकाल संवत् १८८७ है। इसे पूर्ण करने में कवि को एक वर्ष का समय लगा था। इन सबका उल्लेख स्वयं कवि ने ग्रन्थान्त में इस प्रकार किया है-

सत्रैत्रै समत सत्यासियै, विजै दसमि सनि
जीत।

वदि कातिक गुण वरणियौ, दसमी वार
अदीत।

वणियौ गुण इक वरस विच, उकति अरथ
अणपार।

छन्द अनुस्टुप करिब जन, सत पंच सात
हजार॥

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करणीदान जी ने सूरजप्रकास ग्रन्थ के नायक तथा स्वयं के आश्रयदाता महाराजा अभयसिंह जी को राम का वंशज माना है। इस प्रकार इसमें श्रीराम की वंशावली का वर्णन भी किया गया है। सूरजप्रकास के प्रथम प्रकरण में मंगलाचरण के पश्चात् मर्यादा पुरुषोत्तम श्रीराम के पूर्वजों का वर्णन है। तत्पश्चात् १९८ छन्दों में रामायण की कथा का संक्षिप्त वर्णन श्रीरामावतारवरणण, जन्मोच्छाहवरणण, राजा दशरथ-वाक्य, विश्वामित्ररी स्तुति, श्रीरामचरित्र आदि शीर्षकों में किया गया है।

करणीदान जी ने भगवान् विष्णु के राम के रूप में अवतार लेने की घटना से लेकर राम के जन्म, विवाह, वनवास और वनवास से वापस आने तक के सम्पूर्ण घटनाक्रम को बहुत ही सुन्दर और संक्षिप्त रूप से सूरजप्रकास में वर्णित किया है। इसमें कवि की श्रीराम के प्रति दास्य भाव की भक्ति के दर्शन होते हैं। काव्य में ऐश्वर्य-बोध की प्रबलता तथा संक्षेप में कथा का वर्णन होने के कारण आराध्य श्रीराम की ऐहिक लीलाओं का प्राधान्य नहीं हो सका है, लेकिन इसमें राम के उदात्त चरित्र के साथ ही भक्त के प्रति उनकी वत्सलता का वर्णन कवि ने प्रभावशाली रूप में प्रस्तुत किया है।

सूरजप्रकास के अन्तर्गत वर्णित रामचरित्र (रामायण) प्रसंग में यों तो कोई भी रस अंगी नहीं बन पाया है, यथास्थान शृंगार, वीर, वीभत्स, भयानक आदि रसों का संयोजन सफलता के साथ हो गया है। चूँकि यह ग्रन्थ राठोड़ वंश के वर्णन से सम्बन्धित है इस कारण वीर रस का चित्रण प्रमुख रहा है। वीर रस के सहयोगी रौद्र, वीभत्स आदि रसों का भी सुन्दर चित्रण मिलता है। उदाहरण के लिए

धनुष भंग के पश्चात् परशुराम के रौद्र रूप का वर्णन द्रष्टव्य है—

चखां झाव्ठ तूटै मुखां झाव्ठ चण्डा।
परस्यौ फरस्सी भ्रमावै प्रचण्डा।
वदै रांमहूँ रांम वायक विक्खं।
तिकै रांमरा बांण जाणै सतिक्खं॥

इसी प्रकार राम-रावण युद्ध-सम्बन्धी निम्नलिखित छन्द में वीभत्स रस की सफल व्यंजना हुई है—

झड़ अनड़ उड़ रव बांणि बहिझड़।
उरड़ अपहड़ दुजड़ औझड़।
कर डमर गड़ बरड़ कर धड़।
लुड़त लड़फड़ जुटत लड़थड़।
फरड़ फिंफरड़ कळिज फड़फड़।
फील घड़ पड़ ग्रझड़ झड़फड़।
हुय दड़ड़ रत मुनन्त हड़हड़।
हुयच दड़ड़ रत मुनन्द हड़हड़॥

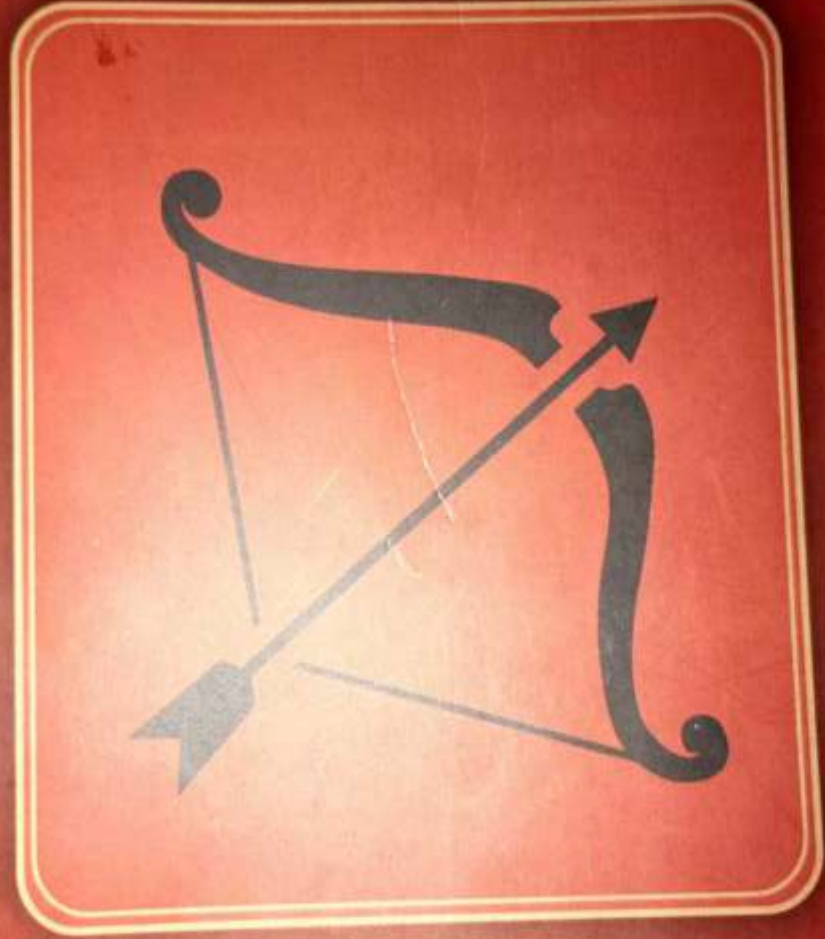
कवि ने रामकथा के वर्णन में—दोहा, छप्पय, अर्द्धनाराच, नाराच, भुजंगी, नीसाणी छन्दों का तथा एक गीत त्रकुटबन्ध का प्रयोग किया है।

सन्दर्भ : सूरजप्रकास, सम्पादक—सीताराम लालरस, प्रकाशक—राजस्थान प्राच्य विद्या प्रतिष्ठान, जोधपुर, प्रथम संस्करण
डॉ. देवेन्द्र, डॉ. नेहा बैद

सूरसागर में रामकथा

कृष्णभक्ति शाखा के सर्वश्रेष्ठ कवि भक्त सूरदास ने कृष्णभक्ति से सम्बन्धित अनेक काव्यों की रचना की। कृष्ण के अनन्य भक्त सूरदास ने कृष्ण के अतिरिक्त राम की भक्ति से सम्बन्धित पदों का भी प्रणयन किया। ऐसे में, इस शंका का सहज ही जन्म होता है कि सूरदास वल्लभ सम्प्रदाय में दीक्षित थे। उसमें श्रीकृष्ण को उपास्य देव माना जाता है, ऐसे में राम की भक्ति से सम्बन्धित पदों की रचना करने का उद्देश्य था। स्पष्ट है कि सूरदास भक्तिपरम्परा से

राम साहित्य कोश



प्रधान सम्पादक
योगेन्द्र प्रताप सिंह

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सम्पादक मण्डल

डॉ० सूर्यप्रसाद दीक्षित

पूर्व प्रोफेसर तथा अध्यक्ष, लखनऊ विश्वविद्यालय,
लखनऊ

डॉ० रामकिशोर शर्मा

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डॉ० एम० शेषन्

प्रोफेसर, हिन्दी विभाग
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डॉ० एन०जी० देवकी

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अयोध्या, फैजाबाद

परामर्शदाता

डॉ० योगेन्द्र प्रताप सिंह

निदेशक, अयोध्या शोध संस्थान, अयोध्या, फैजाबाद



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RAM SAHITYA KOSH (Vol. II)

Edited by Dr. Yogendra Pratap Singh



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इस पुस्तक के सर्वाधिकार सुरक्षित हैं। प्रकाशक की लिखित अनुमति के बिना इसके किसी भी अंश की, फोटोकॉपी एवं रिकॉर्डिंग सहित इलेक्ट्रॉनिक अथवा मशीनी, किसी भी माध्यम से अथवा ज्ञान के संग्रहण एवं पुनरुपयोग की प्रणाली द्वारा, किसी भी रूप में, पुनरुत्पादित अथवा संचारित-प्रसारित नहीं किया जा सकता।

रघुनाथ रूपक-रघुनाथ लीला

का भी कवि ने वर्णन किया है। रघुनाथ कवि ने अपने प्रिय कवि श्रीनाथ कवि के कई भावों का अनुसरण किया है। यह भी माना जाता है कि रघुनाथ नायक की दरबारी विदुषी मधुरवाणी ने इसका संस्कृत भाषा में अनुवाद भी किया है। इस काव्य के श्वेत द्वीप वर्णन से सम्बन्धित भाव प्रवरसेन के 'सेतुबन्ध' के भावों से मिलते-जुलते हैं।

प्रो. आई.एन. चन्द्रशेखर रेड्डी

रघुनाथ रूपक (राजस्थानी)

मंछ कवि कृत रघुनाथ रूपक राजस्थानी भाषा का महत्त्वपूर्ण रीतिग्रन्थ है। मंछ या मंछाराम का जन्म संवत् १८२७ में तथा स्वर्गवास संवत् १८९७ में हुआ। बगसीराम के पुत्र मंछ सेवग जाति के ब्राह्मण थे। यह मारवाड़ राज्य के साहित्यानुरागी शासक मानसिंह (शासनकाल संवत् १८६०-१९००) के दरबार में थे।

रघुनाथ रूपक की रचना जोधपुर (मारवाड़ राज्य) में हुई थी-

रूपक यह रघुनाथ रो पिंगल गीत प्रमाण।
कहियो मंछाराम कवि जोधनगर जग जाण।।

इसका रचनाकाल कृति में इस प्रकार उल्लिखित है-

संवत् ठारै सतक वरस तेसठो बचाणों।
सुकल भादवी दसम वार ससि हर वरताणों।।

अर्थात्, यह रचना संवत् १८६३ के भादों महीने के शुक्ल पक्ष की दसवीं तिथि सोमवार को सम्पन्न हुई थी।

रघुनाथरूपक छन्दःशास्त्रीय ग्रन्थ है। इसकी एक मुख्य विशेषता यह है कि छन्दों के लक्षणों के साथ जो स्वरचित उदाहरण दिये गये हैं उनमें भगवान् श्रीराम की कथा कही गयी है। इसीलिए ग्रन्थ का नाम रघुनाथ रूपक रखा गया है-



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इण ग्रन्थ में रघुनाथ गुण अत भेद कविता
भाखियो। इण हीज कारण नाम ओ रघुनाथ
रूपक राखियो।।

रामकथा क्रमबद्ध रूप में वर्णित हुई है। कृति में कुल ८ अध्याय हैं, जिन्हें विलास कहा गया है। प्रथम २ विलास ग्रन्थ की पीठिका स्वरूप हैं, जिनमें वर्ण गण, दग्धाक्षर द्विगण, फलाफल, वयणसगाई, दोष, उक्ति के लक्षण-भेद वर्णित हुए हैं। आगे ७ विलासों में छन्दों के लक्षणों के साथ उदाहरणों में रामकथा संक्षेप में वर्णित है। प्रत्येक विलास का एक शीर्षक भी दिया गया है जो रामकथा पर आधारित है-(१) बालकाण्ड, (२) अयोध्याकाण्ड, (३) वनकाण्ड, (४) केकिंघा (किष्किन्धा) काण्ड, (५) सुन्दरकाण्ड, (६) लंकाकाण्ड, (७) उत्तरकाण्ड।

प्रो. देवेन्द्र तथा नेहा वैद्य

रघुनाथ लीला

रघुनाथ लीला ग्रन्थ के रचयिता गुसाई माधवदास हैं। ग्रन्थ का रचनाकाल ज्ञात नहीं है। उनके गुरु जगन्नाथ नामक कोई सज्जन थे। इस ग्रन्थ में कुल २८९ छन्द हैं। गुसाई माधवदास ने अत्यन्त सरल ब्रजभाषा में संक्षेप में रामजन्म से लेकर उनके राज्याभिषेक तक की कथा का वर्णन किया है।

कवि द्वारा वर्णित रामकथा के कुछ प्रसंग बड़े रोचक हैं। विश्वामित्र यज्ञ की रक्षा के लिए पहले भरत-शत्रुघ्न को साथ लिवा जाते हैं। यह जानकर कि भरत-शत्रुघ्न से यज्ञ की रक्षा सम्भव नहीं है वे पुनः अयोध्या लौट आते हैं और राम-लक्ष्मण को साथ लेकर अपने आश्रम पर जाते हैं। इसी प्रकार तमसा तट पर राम अवधवासियों से अपना संग छुड़ाने के लिए सुमन्त से रथ को इस प्रकार चलाने को कहते हैं जिससे अयोध्यावासियों को पता न



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Human Rights and Media

Right to Information: Media's Role and Responsibility

*Ruchi Goswami, Aastha Saxena**

Article 19 has described 'information' as the 'oxygen of democracy'. The right to information has indeed been recognized as a fundamental human right, intimately linked to the respect for the inherent dignity of all human beings, and as being crucial to participatory democracy. Without information, citizens cannot possibly make informed choices, electoral or participate in the decision making process.

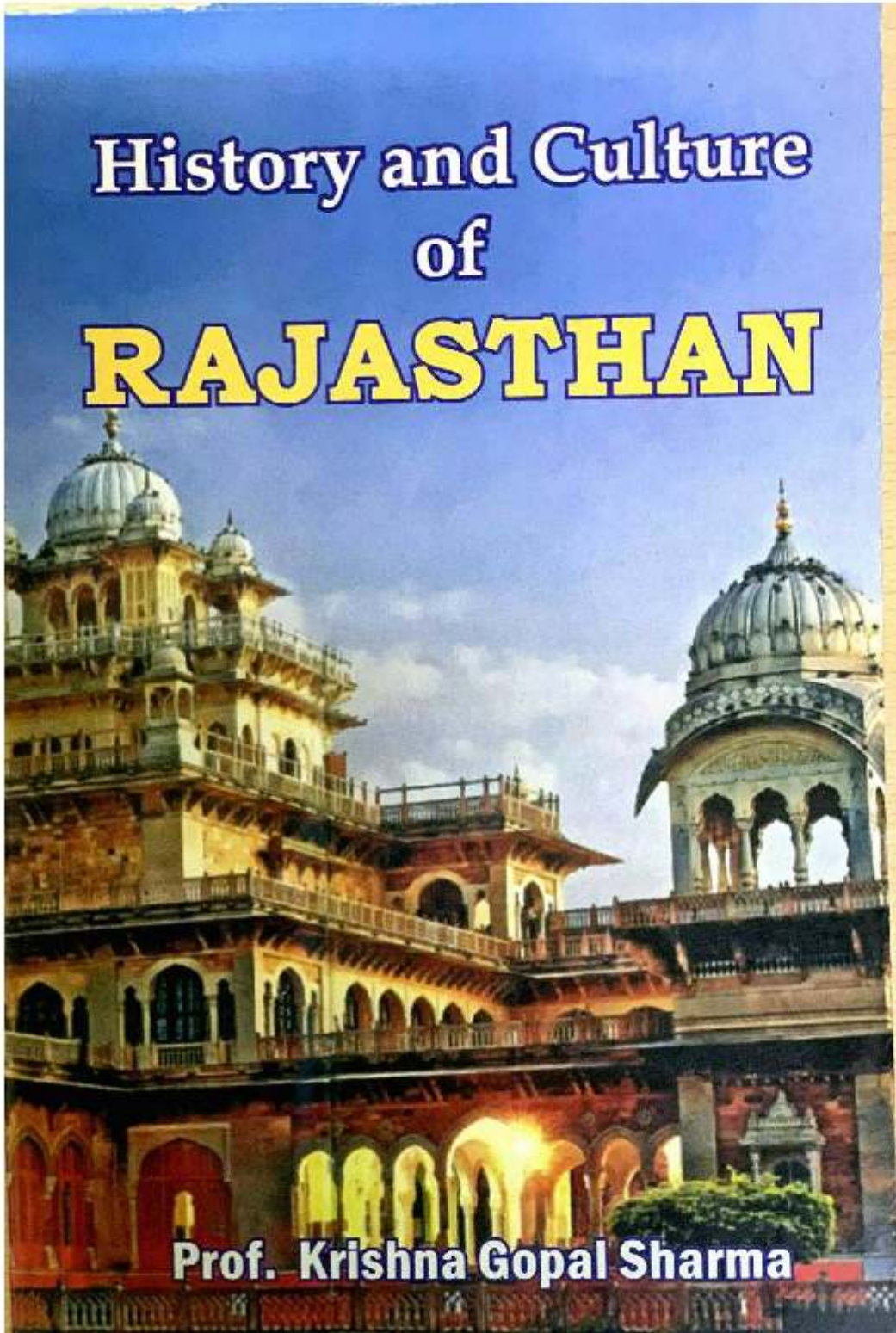
There is now a global trend towards the recognition of the right to information as a fundamental as well as human right by states, intergovernmental organizations, civil society and the people, supported by a growing body of authoritative statements, international declarations, and individual State laws, guaranteeing it as a very important right.

Despite this global recognition of the right to information, however, it is unfortunate that in several States in South Asia still maintain the Official Secrets Act, as also other secrecy legislation, a legacy from the colonial era. It is here that the media can play a salutary

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* The IIS University, Jaipur, Rajasthan.

History and Culture of **RAJASTHAN**



Prof. Krishna Gopal Sharma

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Chapter - 7

Origin of the Rajputs

Prof. Sharad Rathore

Professor of History
International college for Girls, IIS University, Jaipur

The rise of the Rajputs and the establishment of their Kingdoms is an important event in the History of India. After the fall of the Vardhana Dynesty, there was a prolonged absence of a strong central power & the centripetal tendencies dominated the political horizon.

Many republics, nobles foreign tribes like Indo-Greek, Sakas, Kushans, Pahlavas, Huans, Kshatriyas and Brahmanas got involved in the process of carrying small independent kingdoms. The one that proved victorious in this political gamble were the Rajputs — who captured power and politically dominated different parts of the country from the 7th-12th century A.D. Hence this period is known as the Rajput period in the Indian History.

The word Rajput is a derivative of sanskrit word 'Rajputra' meaning the son of the King. Its extensive usage can be found in the ancient texts. References of Rajputra can be traced back to the Vedas—Rgveda, Yajurveda where it is used as a synonym for Rajan, Rajanya Kshatriya—those associated with chivalarous tasks, battles, defence and administration. This term is also used in Arthasastra of Chanakya, Dramas of Kalidas, Harshcharita and Kadambari of Banbhatt. Even Hieun-Tsang the Chinese traveller who visited India at the time of Harsh Vardhana, refers to the Kings as Kshatriya and Rajputra.

Gauri Shankar Hirachand Ojha believes that the term Rajanya and Rajputra is used in different connotations in some reliable ancient texts like Arthasastra of Kautilya (4th century B.C.),

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Domestic Violence in India : A Pitfall in Human Rights

*Ms. Deepshikha Parashar**

India faces a very ironical situation when it comes to the status that women enjoy in our society. The men and women both are created equal by the nature. Indian mythology places women on a very high pedestal and they are worshipped and honoured, but when it comes to the protection of their rights the situation is totally different. It proves to be a utopian concept as discrimination against women is manifested very vividly. Violence against women on the basis of gender constitutes the serious concern as half of the population of world is bound to sub optional standards of existence. In the Indian mindset there is vast gender discrimination. Crimes against women are enhancing. Violence against women is often the cycle of abuses that discern it in many forms throughout their lives. (Table 1)

At the very beginning of life a girl may become the target of sex selective abortions in a culture where son preference is prevalent. During childhood violence against women may include lack of proper nutrition,

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SA



Sustainable Rural Development in India

Nisha Yadav
Arti Sharma



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Available Defluoridation Methods: Significant for Rural Areas

*Sanjoli Mobar, Tanushree Saxena, Neha Rawat, Megha Mathur,
Pallavi Kaushik and Pradeep Bhatnagar*

Introduction

Water in India will no longer be unlimited as it is facing critical water supply and quality related problems. Water pollution is a serious problem in almost 70% of India's surface water resources, whereas, groundwater which contributes 80% of the total drinking water requirements is getting polluted by biological, organic and inorganic pollutants. Pollution is caused by point sources like effluents from industries, sewage treatment and untreated domestic sewage. Other source for water pollution are diffused sources including anthropogenic activities, agricultural applications of fertilizers and pesticides, natural contamination of groundwater by fluoride, arsenic and dissolved salts has also been an important factor for pollution. Pollution from above sources can be controlled by using treatment, recycling, engineered facilities, minimizing the use of fertilizers and pesticides; check on hazardous contaminants like fluoride, arsenic, nitrate, sulphate, pesticides and other heavy metals.

In India, fluoride is the major inorganic pollutant of drinking water. On the other hand, fluoride in minute quantity is essential for normal mineralization and formation of dental enamel. It is therefore supplemented to many drinking waters in small quantities to prevent dental caries. A fluoride concentration of approximately 1.0 mg/l (WHO) in drinking water reduces dental caries. The consumption 3mg F/day by humans should not be exceeded because

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Water Borne Diseases : A Threat to Health

*Tanusbree Saxena, Neha Rawat, Megha Mathur,
Sanjoli Mobar and Pallavi Kausbik*

Introduction

Water is the most essential and non-substitutable molecular medium for survival and perpetuation of every life form on earth. As safe drinking water is essential to humans and other life forms, water quality continues to be a major health concern in both developed and developing countries. Access to safe drinking water has improved over the last decades in almost every part of the world, but approximately one billion people still lack access to safe drinking water and over 2.5 billion lack access to adequate sanitation (MDG Report, 2008).

Environmental waters that are used as sources of drinking water may be contaminated with a wide range of pathogenic micro-organisms including enteric pathogens intermixed with a dominant background of naturally occurring non-pathogenic microbial populations that can lead to water related diseases. The World Bank estimates that 21% of communicable diseases in India are water related; of these diseases, diarrhea alone killed over 70,000 Indians in 1999 (estimated) over 1,600 deaths each day (WHO, 2002).

Waterborne diseases are caused by pathogenic micro-organisms which are directly transmitted when contaminated fresh water is consumed. There are over 100 different types of bacteria, protozoa and viruses that can be found in contaminated water (groundwater and surface waters). The developing countries with poor sanitation

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Evolution and Sustainability of Life on Earth

*P. Kaushik, M. Mathur, N. Rawat, T. Saxena,
S. Mobar and P. Bhatnagar*

Introduction

Scientists estimate that our planet, Earth, formed around 4600 million years ago. Since then, our mother earth has undergone a number of geological changes. The atmosphere gradually formed and turned from reducing to oxidizing. During the course life forms originated on earth, the first life forms were primitive bacteria. The history of earth with gradual atmospheric changes and evolution of new life forms is divided into periods.

The whole history of our mother earth is summarized in the table 1 giving an idea about the origin and evolution of life forms.

The history of earth is divided into 4 eras namely :

1. Pre-Cambrian
2. Palaeozoic
3. Mesozoic
4. Cenozoic

Pre-Cambrian: Includes Three Eons : the Hadean, the Archean and the Proterozoic

Hadean Period (4600-3800 million years ago): This was the time when the earth was a hot ball. The heavier molten matter sank to the middle and formed the core and lighter material rose to the surface forming crust on the surface. The atmosphere at that time was formed by outgassing of volatile molecules as hydrogen, nitrogen, *Sample*
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Biopesticides: Role in Sustainable Development

Lata Shahani and Nitu Bhaskar

Introduction

The goal during the Green Revolution was to achieve high crop yield. But now the emphasis is on increasing yields without harming the environment which is sustainable agriculture. Biopesticides is a vital component of sustainable agriculture. It is an ecofriendly alternative to chemical pesticide which has a broad array of microbial pesticides, biochemicals derived from micro-organisms and other natural sources and processes involving the genetic incorporation of DNA into agricultural commodities that confer protection against pest damage (Gupta and Dikshit 2007). Biopesticides are usually applied to control rather than to eradicate pests, and are more selective than chemical pesticides.

What are Biopesticides?

“Biopesticides are certain types of pesticides derived from such natural materials as bacteria, plants, animals, and certain minerals” (US Environmental Protection Agency Pesticides, 2008). Biopesticides may be microbial, with a beneficial microorganism as the active ingredient; or biochemical, where the active ingredient is based on a naturally-occurring substance which typically controls pests in a different (generally less toxic) manner than a conventional pesticide.

Demand for Biopesticides has increased due to

1. Restrictions in the development of Chemical Pesticides

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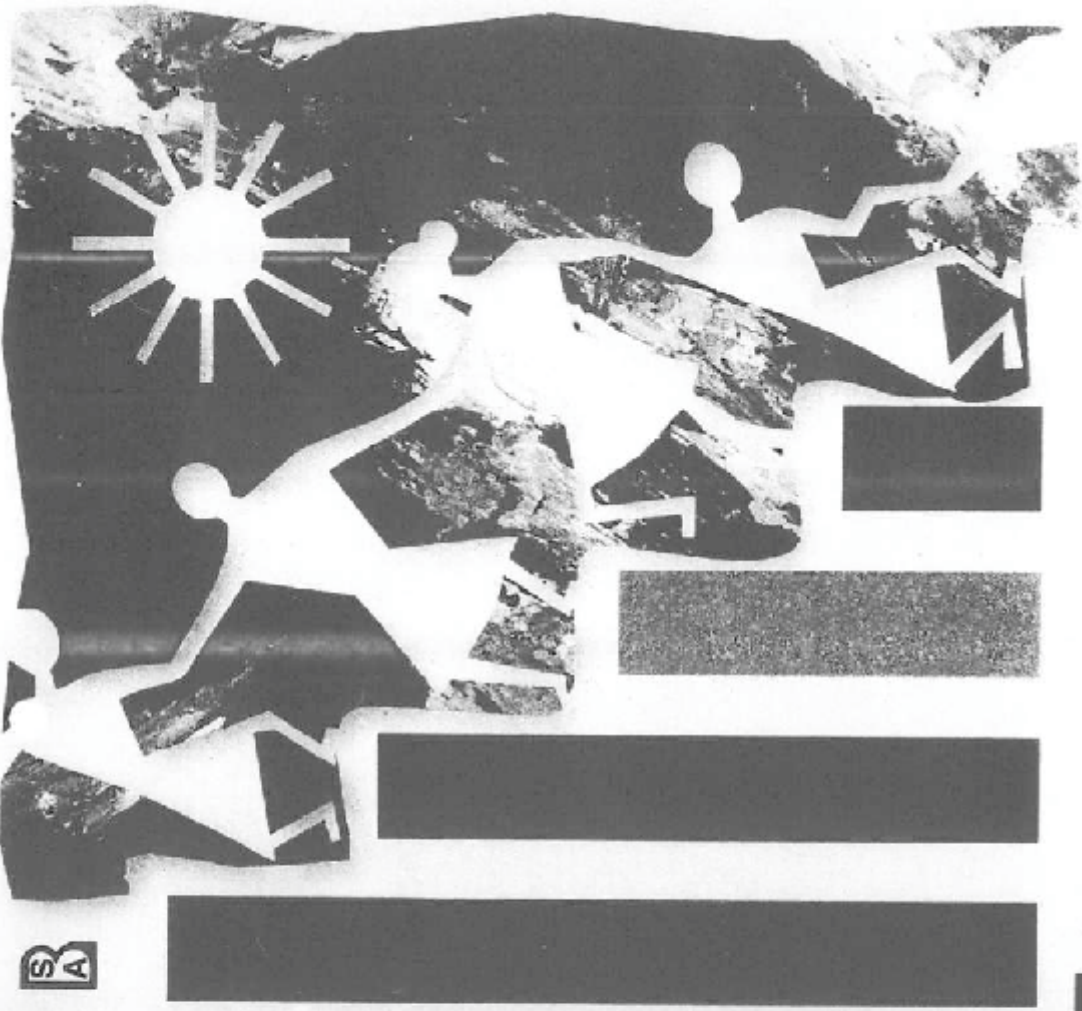
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Nisha Yadav
Arti Sharma



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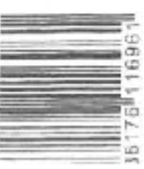
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Sustainable Rural Development in India: Need for a Holistic Approach

Nisba Yadav

Introduction

The end of the Second World War ushered a change in the social setting of humanity. The people of the British colonies, including India, who were till now exploited and oppressed under the British colonialism exhibited a new dynamism by reshaping their economy, some by following the non-capitalist path of modernization, while others by following a mixed economy model, fundamentally on capitalist lines. Thus the world, according to Horowitz witnessed three worlds of development (Desai 1978 : 819)

1. The development in highly industrialist neo-capitalist western countries headed by the U.S.A. giant.
2. The development in the countries, which have taken to non-capitalist path and which are attempting to reshape the economies and societies on the postulates of central planning, based on nationalization of major and key means of production and production basically oriented to the assessed needs of the people rather than geared to the profit-need of the private owners of the means of production.
3. The 'Third World' as it is now popularly described comprised of underdeveloped and developing ex-colonial and semi-colonial countries of Asia, Africa and Latin America which are reshaping their economy and society on the basis of mixed economy postulates fundamentally on capitalist lines.

In India, even though the Planning Commission was set up as late as 1950 to prepare the blueprint of development, it had started making preparations for it even before independence when the governments were formed in various provinces in 1937 under the Government of India Act 1935. In post independence era, a number of plans had been launched keeping in mind the needs and resources of the country. However the development process has not revealed encouraging results for India. The pace of development is so slow that India lags far behind the advanced countries, especially in the rural areas. The efforts to reconstruct the agrarian economy and social structure are facing serious challenges. Hence there is a need to review the existing approaches of rural development and to develop a holistic approach to sustain rural development.

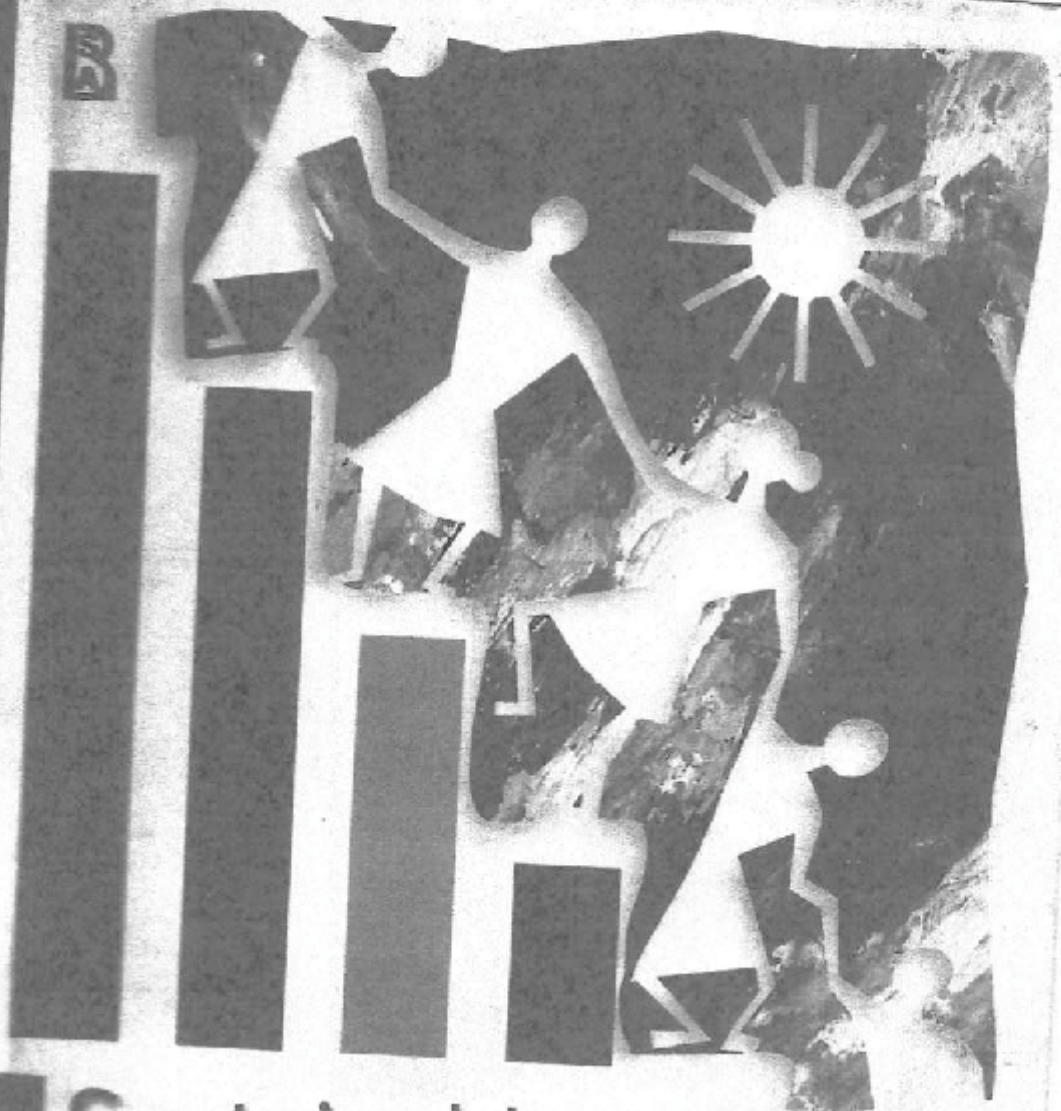
Rural Development: A Brief Historical Overview

Desai has listed some features exhibited by India and other third world countries in the colonial period: (Desai : 1978 : 884-886)

1. These countries were kept as appendages of the western powers, operating as agrarian, raw material producing areas serving the interests of the colonial masters. India produced a wide variety of crops (food crops), and operated on the basis of non-mechanised, primitive, inefficient family farm methods.
2. The second feature of these countries lay in the fact that they were deliberately kept agrarian and under-developed by the European rulers. Industrial development was not only 'not permitted' in these countries, but was deliberately hampered. Development was permitted only in those sectors which either fulfilled the requirements of the foreign rulers or did not challenge their commercial monopoly.
3. The third feature is summed up in the statement that in many non-western countries, the protracted colonics or semi-colonial expansion had not furthered but retarded economic development by not permitting industrial growth. Besides, by introducing money-economy and exchanges, it had also disrupted traditional bonds and values. It transformed land into a commodity, thereby initiating a new stratification system by 'mobilising landed property', thus destroying the traditional protection and security

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Social Dimension of Sustainable Rural Development

Arti Sharma

The concept of sustainable development includes the notions of environmental sustainability, economic sustainability and social sustainability. The environmental and economic dimensions have been well recognized but social dimension has been given secondary importance. Social dimension focuses on personal assets like education, health, income, employment, distributional and gender equity. Social equity is linked to sustainability, because highly skewed distributions of income and social benefits are less likely to be sustainable or lasting in the long run. Equity will be strengthened by increasing pluralism and grass-root participation in decision making, as well as by empowering disadvantaged groups (defined by gender, caste, ethnicity, religion, caste, etc.) (Rayner, 1998). Social inequalities due to unequal income and opportunities are major obstacles in the path of sustainable development. Sustainable development requires a strong human resource capable of working together effectively in an eco-friendly manner. The social dimension of sustainable development is concerned primarily with Eradication of Poverty, Health and Education and Local Community empowerment and empowerment resulting in building of healthy, vibrant and self-reliant communities. The concept of social dimension of sustainable development is used in a positive sense to denote the processes of advancement of human society. It stresses that social things should be the core of development. It focuses on

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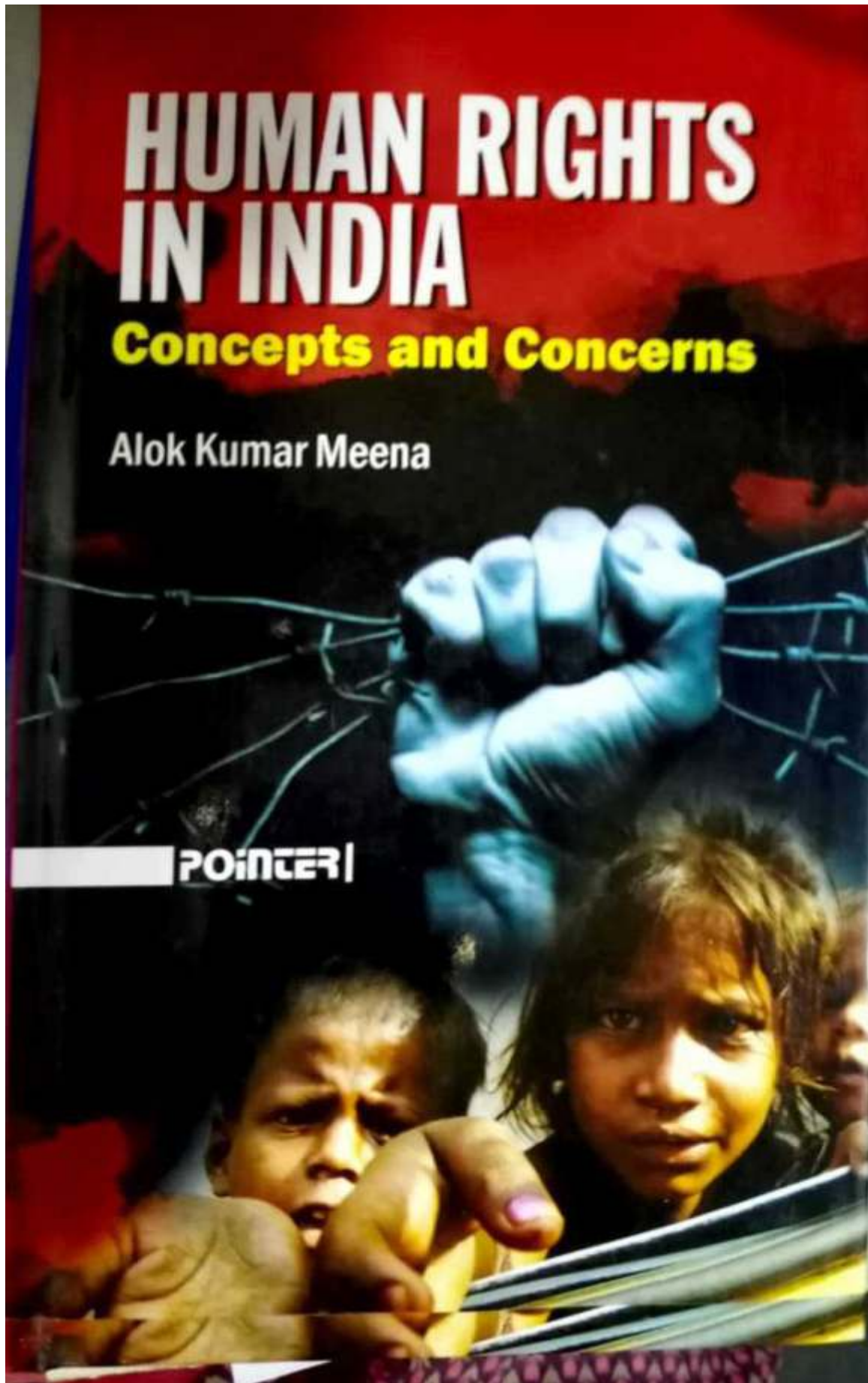
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Concepts and Concerns

Alok Kumar Meena

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Human Rights and Dalits

Pragya Sharma

"Educate, agitate and organize...with justice on our side I do not see how we can lose our battle....it is a battle for freedom"

- Dr. B.R. Ambedkar

The Dalits (also known as Untouchables, Harijans, or Scheduled Castes) have historically been poor, deprived of basic human rights, and treated as social inferiors in India. After so many years of independence, they still face economic, social, cultural, and political discrimination in the name of caste. "Centuries of this 'hidden apartheid' that has perpetuated discrimination and denial of their human rights, has resulted not only in Dalits representing a disproportionate amount of the poor in India, but also in the creation of numerous other obstacles that hinder Dalit's ability to change their situation" (Artis, Doobay, & Lyons, 2003, p. 9). Gandhi first recognized the Dalits' struggles and brought them to the attention of the Indian national.

The concern for Dalits led to a more radical movement headed by Dr. B. R. Ambedkar.

Gandhi viewed "the Dalits problem" as a social one, whereas Dr. Ambedkar saw it as a political and economic problem created by upper castes. When Dr. Ambedkar became the first law minister, he



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Case Study on Classification of Soil Data using Back Propagation Algorithm in Absence of Momentum

Devika Chhachhiya¹ and Amita Sharma²

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Abstract. The aim of this paper is to design a neural network model that classifies the soil dataset and determines its suitability for the different structures, embankments, sub-grades and wearing surfaces. Sample size of the soil data set taken for this study is 15. This paper discusses the application of the neural network classification technique on the soil dataset and finds the effect of the different parameters on the training of neural network model. Soil dataset is applied on a simple back propagation program developed in Java without momentum parameter. In this Experiment correlation between activation function, learning rate, hidden layers and root mean square error (RMSE) for soil dataset is analyzed. By the result analysis suitable values of all the parameters listed above is obtained such that RMSE is minimum. Final results infer that number of hidden layers and the learning rate are inversely related to the error (RMSE).

Keywords: Neural network, Back propagation, Activation functions, learning rate, momentum.

1. Introduction

Back propagation algorithm is one of the most primitive and efficient algorithm used to train feed forward artificial neural network. It has been successfully applied on the wide range of practical problems in different disciplines for better classification and pattern recognition.

In this paper we have used soil dataset for our study because accurate classification of the soil for construction of the different structures is very important. Accuracy of the results obtained by the BP Algorithm depends on different parameters. In our study, we have deliberated three parameters Activation Function, hidden layers and Learning rate. Learning rate is an imperative parameter determines the size of the weight adjustment made at each iteration i.e. control the rate of convergence.

Analogy has been drawn between number of hidden layers, learning rate, activation function and the RMSE. By the result analysis and detailed study of each parameter full power of BP algorithm can be demonstrated for classification and future forecasting.

In this paper, section 2 describes neural network classification technique and back propagation algorithm used in data mining. Section 3 and section 4 discusses the dataset and experimental model designed. Section 5 and section 6 illustrates the result analysis and conclusion finally section 7 focuses on future work.

2. Historical Background

Lot of research is done for the classification of the soil which is an interdisciplinary research area. Precised classification of soil influences land use and management. The Soil texture is an important property it persuade fertility, water holding capacity, suitability in construction of different compositions.

(S. Nagarasud *et al.*, 2010) performed comparative analysis between three most important algorithms BPN, ART1 and Simplified Fuzzy ARTMAP for soil classification as well as spatial image recognition. (P. Bhargavi *et al.*, 2011) compared the effectiveness of the classification algorithms Genetic algorithm, Fuzzy Classification and Fuzzy clustering. Classification based on Fuzzy rules performed better than GATree. (Shweta Taneja *et al.*, 2012)



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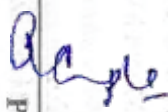
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Behavioral analysis of the Playout Buffer of VoIP Based Applications from client perspective

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Abstract-Internet has had offered plethora of services availed by the users either free of cost or at unimaginable price. Voice over Internet Protocol (VoIP) is also one of such boons provided by the net. It is a technique for transferring Voice (analog signals) over the Internet (packet switched based) using Internet Protocol (IP). Voice transmission through a non-circuit switched network rather than a dedicated path brings many impairments in its implementation like Delay, Jitter, Spiky delay, Echo and Packet loss. These factors contribute a lot to the quality of service (QoS) and quality of experience (QoE) delivered to the user. The playout buffer at the receivers end apart from buffering of the packets, performs the reordering and setting the playout time of voice packets that reach the destination through different routes. Researches have been made that aims in modifying the playout buffer algorithms so as to convey the best QoS or QoE to the user. This paper discusses the fact that rather than considering, calculating and altering the buffer algorithms against the factors contributing to VoIP impairments, it must be adjusted according to the bandwidth and components used for VoIP implementation.

Keywords- VoIP; VoIP impairments; delay; jitter; packet loss; playout buffer; playout buffer algorithms

I. INTRODUCTION

Internet Telephony has revolutionized the way Internet facilities have been used and looked upon. Transferring of voice over the freely available Web offers a variety of benefits apart from the huge cost cutting of telephone bills, especially of overseas calls, made through the conventional PSTN (Public Switched Telephone Network). The user has to pay only for monthly Internet Service Provider (ISP) charges rather than per minute charges of the Plain Old Telephone System (POTS). Apart from this there are several other services and benefits which have fuelled the popularity of IP Telephony. The implementation of this technology is quite typical because The Internet was primarily not developed for transferring voice but data. Contrary to PSTN which dedicates the entire bandwidth to a particular call using Time Division Multiplexing (TDM) even if the channels are idle, the IP networks use the bandwidth more efficiently as a number of calls are multiplexed over the same link during times of silence in the conversation. This results in better network bandwidth utilization but brings one major drawback along with it due to the basic construct of the IP networks. Flow of data when fragmented into its units takes a different route during its journey from source to destination in Internet. Packets reach at the receivers end in different order and at different time which is not considered to be good in case of real time or time bound applications. To compensate for the delay incurred and unordered arrival of the packets, the host employs a buffer which holds the incoming packets, reorders

them and plays them back as a single stream. This buffer called as the "playout buffer" or the "jitter buffer". The buffer also helps in maintaining a trade-off for jitter (variable delay) and packet loss which have a direct correlation with voice quality and user interactivity. A small sized playout buffer would increase user interactivity but would definitely compromise with the kind of quality of voice offered to the user and vice versa. Depending on the way of buffer size adjustment during the communication, these buffers can be categorized in two types "Fixed" and "Adaptive". Regulation of the buffer size is done by the algorithms associated with them and further categorized as fixed and adaptive respectively.

II. IP TELEPHONY

Voice over IP (VoIP) technology involves making calls through Internet using soft-phone or hard phones and is popularly called as "IP Telephony" or "Internet Telephony". This technique transfers real-time voice data over any Internet Protocol (IP) network. During conversion, the clients send and receive voice signals in the form of packets or frames in a bidirectional mode i.e. each client works as a receiver or sender depending on the direction of the flow [2] [3] [4].

A voice conversation can be considered to be as two unidirectional flows; one is in uplink direction from station to Access Point (AP) and one in downlink from Access Point to station. As we know that the web is comprised of variety of software and hardware, VoIP too uses different ways and components to place a call depending on the kind of equipment being used at the end points. There can be three possible combinations – PC to PC, phone to PC or PC to phone and phone to phone. Thus according to the combinations we can have three categories of equipments viz.

1. Computer: that requires same software at the ends, speakers, microphone, sound card and a fast internet connection.
2. Analog Telephone Adapter (ATA): that helps a standard telephone to get connected to a computer or Internet connection to place a call.
3. IP phones: commonly called as VoIP phones, SIP phones or soft-phones have RJ-45 Ethernet connector that helps them in connecting directly to the Internet.

In our simulation for creating network we have used a system with multiple instances of Virtual Machines (VMs) connected using Network Address Translation (NAT) technology. The network comprises of a 3cx soft-phone server and a VoIP server and to connect with these a few client configurations. A PC-PC call is the most simplest once since both the computers are part of the same network whereas the rest two

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Abstract

Stem cells are totipotent progenitor cells which are capable of self-renewal and differentiation into multilineage cell types. The stem cells divide unlimitedly; therefore these are ideal targets for *in vitro* manipulation. Researchers have been studying the biology of stem cells to find new ways of treating various diseases. They provide nearly limitless potential for medical applications due to having ability of producing multilineage cell types. Although early researches have focused on hematopoietic stem cells (HSCs), these have also been found to be present in various other tissues. This chapter focuses on the stem cell technology and the potential of stem cells in treating various diseases. Also, the current researches and the clinical status of treatments based on stem cells are discussed.

9.1 Introduction

In the new millennium, biological and biotechnological approaches have been extensively explored to find out “biological solutions to biological problems.” With the extraordinary advances taking place in the field of cellular and molecular biology, we are on the verge of

finding simple mechanical care to consider biological solutions to health promotion, risk assessment, diagnosis, treatment, and prognosis. It is only in the last decade that an information explosion occurred in the area of stem cell research. Stem cells are likely to revolutionize the entire health care delivery. This is a high time to familiarize ourselves with stem cells, their characteristics, potential applications, current research and therapy, and possible barriers of their applications.

Stem cells, found mostly in multicellular organisms, can be defined as *primitive, generic, and undifferentiated form of cells* which are located in fetus, embryo, and adult body and are characterized by their ability to renew themselves through mitotic cell division and differentiate into a diverse range of specialized cell types. They can also build special tissues in the

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Abstract

In the current scenario of environmental friendliness, need of sustainable development, globalization, and fast technological developments, biotechnology which has been used in a crude manner by mankind since thousands of years, has become quite relevant especially in its most modern form. Out of the three forms viz. white, red, and green biotechnology, white or industrial biotechnology has become the technology of the day. The present chapter briefs about the global and regional drivers of its developments all over the world. With an overview of the global biotechnology clusters, challenges involved in setting biotechnological companies are discussed. Finally, the great market potential involved for biotechnological companies has been highlighted with a suggestion of three groups of companies (<http://www.oecd.org/sti/biotech/44776744.pdf>) that can be set up for harnessing the vast potential involved in biotech products all over the world.

14.1 Introduction

The survival and well-being of any country depends on sustainable development. The sustainable development is a process of social and economic betterment that satisfies the needs and values of all interest groups without foreclosing

future options. For this, we must ensure that the demand on the environment from which we derive our sustenance, does not exceed its carrying capacity for the present as well as future generations.

The Chemistry Nobel Laureate of 2000, Alan G. MacDiarmid during his lecture on "The World is Becoming Smaller" at the Fifth APEC Research and Development (R&D) Leaders' Forum on March 11, 2004 at New Zealand, brought out the fact that the world population in 2003 was 6.3 billion, and by 2050, it would be 10 billion. Further the humanity's top ten challenges for the next 50 years have been listed as: (1) Energy, (2) Water, (3) Food, (4) Environment, (5) Poverty, (6) Terrorism, (7) Disease, (8) Education (9) Democracy and

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Personal Web Usage Mining: New Mining Approach to Mine Both Local and Remote Activities

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Abstract. Web mining as the name suggests is the application of various mining techniques to discover useful patterns from the web. Web mining is needed as with growth of Internet, data has to be mined to discover interesting patterns to better serve needs of users. Web mining is of three different types Web usage mining, Web content mining and Web structure mining. Web usage mining is discovering usage patterns followed by users from data stored in server logs. It is the process of finding out what users are looking for on the Internet. Through web Usage mining we can better serve the needs of various Web based applications. Usage data stored inside logs captures the identity of Web users which includes their IP address used along with their browsing behavior. In personal web usage mining two types of activities local and remote are recorded. Both the activities recorded are then put together in common log file which stores activity along with timestamp for which that activity is performed. Local activities include activities performed on client side such as saving a page, printing a page, minimizing, maximizing a window, clicking back, and forward button on browser etc. These activities can be recorded at client side by installing activity recorder. On the other hand remote activities include accessing of various URL'S by the user. In this paper we will understand what are personal web usage mining, stages of personal web usage mining, various data mining techniques to discover patterns and proposed method to perform personal web usage mining.

Keywords: Web, Personal, Log, Usage.

1. Introduction

Web usage mining is mining of usage patterns followed. It is required as with growth of Internet more and more sites are being accessed. It is required to better serve needs of users. Data captured is stored inside log files. These log files can be of different types depending upon location where they are stored (Client, Server, Proxy). Personal web usage mining is mining of both local as well as remote data. Local data includes activities performed by the user such as clicking forward, back button, closing window etc. These local activities can be recorded by activity recorder on client side and stored in log files. Both data local as well as remote stored in log files is combined and is preprocessed and then patterns followed by the user are discovered and analyzed.

2. Personal Web Usage Mining

In personal Web usage mining, two kinds of user Web activities are recorded for analysis: remote activities and local activities. The remote activities include requests sent by a client to a Web server. The local activities include actions performed by the user at his or her desktop. Local activities include:

- Saving a page
- Printing a page
- Clicking Back button on browser
- Clicking Refresh button on browser

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A Study on the Factors Affecting Consumer Buying Behaviour for Mobile Handsets

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ABSTRACT

Mobiles have now come up with a big impact in India. Consumer's today want their handsets to be loaded with multiple functions, entertainment being the most important among them. They want their mobile to be fully loaded with top end features, but at the same time they want all these at affordable costs. Consumer behaviour is an integral part of human behaviour and cannot be separated from it but different from person to person. In this study, we mainly focused on identifying the factors which influence the consumer behaviour while they intend to make their purchase decision of mobile handsets. The data was collected through questionnaire and the collected data were coded, calculated and analyzed with the help of statistical tools like chi-square.

In the study demographic variables such as age groups, gender, occupation, income and education have been conceptualised into an integrated framework to investigate the factors which can affect the purchase decision of mobile handsets. Demographic variables such as income, age and type of occupation majorly affect the selection process of mobile handsets.

KEYWORDS: *Mobile handsets, Consumer Behaviour, Demographic Variables, Purchase Decision.*

INTRODUCTION

In the present Indian scenario Telecommunication industry is known as the fastest growing market in the world. There is a rapid growth and development in the mobile handsets which has made the Indian mobile service markets more and more competitive day by day. Today the mobile handsets are not considered as luxury as it has become the necessity of all human beings. Mobile handsets have become one of the major sources in the process of communication across the universe. It is the consumer who is playing the major role in using the different variety of mobile handsets.

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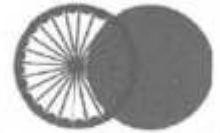
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CONCLUSION

This paper audits the advancement of IT utilization in the tourism and cordiality commercial enterprises in the recent years. It empowers perusers as a rule, and tourism and friendliness supervisors in specific, to better comprehend the most recent examination discoveries and a portion of the best managerial applications of IT in the field. By custom, the client arranged nature of the tourism and accommodation businesses has headed directors to see IT and administration as two inconsequential and inconsistent ideas. Thus, IT has assumed an auxiliary part, particularly in the tourism industry. In spite of the expanding attention on IT usage, numerous directors are still hesitant, if not safe, to fusing IT in their abnormal state choice making techniques. There is little, if any, commonly reasonable correspondence in the middle of directors and IT experts, and it is impossible that directors have sufficient learning to direct any reasonable appraisal of the profits and downsides of utilizing IT at work. Managers can, and ought to, manage future IT-related issues by coordinating IT into the organization's vital administration and business mission. An approach to accomplish this objective is to continually overhaul the IT information and abilities of staff, as along these lines general specialized capability might be guaranteed. Furthermore, administrators ought to keep up close, contact with the IT business so they will have the capacity to acknowledge innovative patterns and improvements. After cautious investigation, the right IT can then be fused into the business and be a piece of a business procedure reengineering practice that can help the business to expand its maximum capacity.


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Transforming Features into Web Pages in Feature Driven Development Methodology

Dr. Amita Sharma, Dr. Navneet Sharma and Dr. Mini Mathur

The IIS University, Jaipur, India

ABSTRACT

Additional methodology fall short in fulfilling customer centric software and on time delivery of the product. Agile methodology overcomes the limitations by supporting iterative processes and involving customer all through the phases of the product life cycle. Agile methodology is manifest of one of process models and Feature Driven Development is one of them. FDD works on feature model involving product on the bases of features. It has been used in development of different small desktop applications, but not been worked with web based systems. This paper proposes a model to transform features into web documents and discuss the relative aspects.

KEYWORDS: Agile process, Feature Model, Feature Driven Development, Web application.

INTRODUCTION

Feature-Driven Development (FDD) is a client centric, architecture-centric, and pragmatic software process. Its main purpose is to deliver tangible, working software repeatedly in a timely manner. FDD development comprises of the two core phases: identifying a list of features to implement and feature by feature implementation. Discovering a list of features is a critical process. The outcome of this step is the UML diagram of problem domain. The list of features is derived from the UML diagrams. The features are expressed in a language that is clear to both development community and customers.

In current scenario the web based project are highly in demand. The excellent web project must cover customer's business which supposed to be stable. But with the time user requirements for the application may change, while business usually stays the same. For example banking early was the desktop application and now it is online. Since project requirement are dynamic thus web process model should be flexible from the beginning of development phase. FDD process model provides a significant environment for such projects. It not only fulfill the user goal but also promises on time delivery of the product. But there

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Rain Water Harvesting: Solution to Water Crisis and Sustainable Future

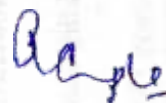
Varsba Goyal, Priyanka Matbur and Priyanka

Introduction

Water is essential for all life forms and used in many different ways. It is also a part of larger ecosystem. Fresh water scarcity is not limited to the arid climate regions only but in areas with good supply, the access if safe water is becoming critical problem. Lack of water is caused by low water storage capacity, low infiltration, annual fluctuations of precipitation and high evaporation demand. (A. Agarwal, 2001)

The term water harvesting was probably used first by the Geddes(1960) of the University of Sydney. He defined water harvesting as the collection and storage of any form of water either runoff or creek flow for irrigation use. In India, water harvesting means utilizing the erratic monsoon rain for raising good crops in dry tracks and conserve the excess runoff water for drinking and recharging purposes. Water harvesting was practiced more than 1000 years back in South India by construction of irrigation tank, ooranis, temple tanks etc. but the research in India on this topic is recent. (A. Nilson, 1988)

In various countries, where land is abundant, water harvesting involves reaping the entire rain water, storing it and utilizing it for various purposes. However, in India it is not possible to use the land area only to harvest water and therefore water harvesting means using the rain water at the place where it falls the most collecting the excess



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21

Role of Science in the Pursuit of Sustainable Development

Priyanka, Priyanka Matbur and Pradeep Bhatnagar

Introduction

According to Merkel (1998) the ecological problems like climate change, ozone -layer depletion and loss of forest cover caused by human economic activity are worsening and taking on global dimensions. She further added that social conditions continue to worsen in many developing countries. It is estimated that more than 1 billion people now live in poverty without sufficient food, adequate educational opportunities, or any possibility of political participation. Although financial and economic markets are becoming more and more interconnected and we like to think in terms of a "global village," our efforts to enshrine environmental protection and development as the common task and responsibility of all countries have just begun to make headway.

Sustainable Development is the main aim of the 21st century. The idea of sustainable development was embraced by international community at the 1992 UN Conference on Environment and Development. The concept of sustainable development has emerged as a new paradigm during the last decade. The definition most frequently referred to is the one provided by the Brundtland Commission's (officially the WCED World Commission on Environment and Development), characterizing it as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" Sustainable

method to benefit environment. According to US Department of Agriculture it is defined as "a system that is designed and maintained to produce agricultural products by the use of methods and substances that maintain the integrity of organic agricultural products until they reach the consumer." It relies on crop rotation, green manure, compost and biological pest control. Organic farmers emphasize upon using only organic fertilizers for fertility maintenance. The application of soluble manufactured fertilizers is prohibited in organic farming systems. Organic farming delivers an ever growing market background for producers in rural areas.

The potentials that organic farming bear in the developing countries include the areas of awareness rising and dissemination of knowledge of the population. Peasants have started thinking over the ecological aspect and rely more on analytical abilities in contrast to use of conventional chemical farming under Green Revolution (Johannsen *et al.*, 2005). This change has happened due to the ill effects like infertile land, pest becoming immunized to pesticides, degraded crop quality etc. Other adverse effects of agrochemicals are Fertilizer Pollution, Nitrate Pollution, Accumulation of Heavy Metals, Eutrophication of Water, Stratospheric Changes, Pesticide and Insecticide Pollution, Bad Effect on Farmer's Health, Soil Water and Environment Effect (Ghimire, 2002).

Save and Sanghavi (1991) established the economic profitability of organic farming with that of conventional farming of banana. The yield was found to be higher in organic farming. Geier (1999) described that there is no other farming method so clearly regulated by standard and rules as organic culture. Organic farming is an holistic approach of farming and this movement is an ecologically sound agriculture establishing the fact to give consumers guarantee and confidence.

Singh, 2001 recorded the rice chick pea cropping sequence using organic manure. Results indicated high yield as compared to the control. Similar results were obtained for rice, ginger, sunflower, soybean and sesame. On the contrary, Seufert *et al.*, 2012 analyzed that overall organic yields are typically lower than conventional yields. But these yield differences are highly contextual, depending on system and site characteristics, and range from 5% lower organic

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Organic Farming : An Approach Towards Sustainable Development

Vinod K. Sharma, Priyanka Matbur and Megha Matbur

Introduction

Sustainable development attains the needs of present world without compromising the potential to fulfil the needs of future generations. The word sustainable is derived from the Latin word, *sustinere* meaning to keep in-existence, implying permanence or long term support. For the developing countries like India, agriculture remains the key sector for the economic development. Agriculture ensures food security, mitigates poverty and helps conserve the vital natural resources for sustainable future. Ikerd (1993) defined Sustainable Agriculture as "capable of maintaining its productivity and usefulness to society over the long run, it must be environmentally sound, resource conserving, economically viable, socially support and commercially competitive."

Sustainable agriculture follows certain principles and practices that benefits farmers and their farms, their community and environment. It satisfies human food and fiber needs, enriches and maintains the ecosystem, makes efficient use of non-renewable resources. Besides this, in economic terms, sustainable agriculture helps the viability of farm operations and enhances life of farmers and society as well. From this point of view, Organic Farming can be considered to be the most sustainable form of land cultivation.

Organic Farming is Sustainable Agriculture

Organic farming can be defined as the production system which sustains soil properties and ecosystem by traditional and scientific

Public Health Initiative: An Innovative Approach to Sustainable Future in Rural Areas

*Priyanka Mathur, Priyanka Ragbhwansbi, Varsba Goyal
and Vinod Kumar Sharma*

Introduction

Sustainable development has become a politicized catchword these days. It has emerged as a broad framework to debate and decide on desirable direction of change in social and economic systems, policies, programmes and actions at the national, community and individual levels. Thus, sustainable development is indicative of 'planning from below' in contrast to 'planning from top' in which grass-root ecosystems are driven away by technological systems. The two terms, 'sustainability' and 'development' indicate the pattern of growth which strengthens both the national capabilities to care for their people in relation to their total relationship with the resources of the earth. In a nutshell, sustainable development can be best interpreted as, improving the quality of human life while living within the carrying capacity of supporting ecosystems.

Sustainable development and public health are, to a greater extent linked together, as improved health and well being leads to economically sound living standard and healthy environment; thus contributing in sustaining the environment for future generation. Health does not simply mean a perfect genetic makeup, outcome of age and healthy life style and behaviour; instead it is influenced by physical and social environment. The physical environment includes biological, chemical and physical hazards that are found in air, water,

soil and food. The social environment encompasses the social, cultural and economic aspects of our lives. When these factors are compromised, added stress is placed on the ability of the human body to maintain its well-being.

In our country, over population, changing socio-political demographic and morbidity patterns have drawn global attention in recent years. Despite several growth orientated policies adopted by the government, the ever increasing economic, regional and gender disparities are posing challenges for the health sector. About 70% of health infrastructure, medical man power and other health resources are concentrated in urban areas where around 30% of the population lives. Contagious, infectious and waterborne diseases such as diarrhoea, amoebiasis, typhoid, hepatitis, worm infestations, measles, malaria, tuberculosis, whooping cough, respiratory infections, pneumonia and reproductive tract infections dominate the morbidity pattern, especially in rural areas. However, non-communicable diseases such as cancer, blindness, mental illness, hypertension, diabetes, HIV/AIDS, accidents and injuries are also on the rise. The health status of Indians, is still a cause of grave concern, especially that of the rural population. This is reflected in the life expectancy, infant mortality rate, maternal mortality rate etc. However, over a period of time, some progress has been made to improve upon the health condition in rural areas.

The rural populations, who are the prime victims of the policies, work in the most hazardous atmosphere and live in abysmal living conditions. Unsafe and unhygienic birth practices, unclean water, poor nutrition, subhuman habitats, and degraded and unsanitary environments are challenges to the public health system. A majority of the rural population is smallholders, artisans and laborers, with limited resources that they spend chiefly on food and necessities such as clothing and shelter. They have no money left to spend on health.

A time has come when it has become essential to revise and implement National Health Policy to remove the prevailing inequalities, and work towards promoting a long-term perspective rural health plan. Therefore, in the present paper, attempt has been made to review critically the current health status of India, with special reference to the vast rural population of the twenty-first century.



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A Review on Software Code Clones and Tools and Techniques Available to Handle Them

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Abstract

Code duplication or code fragment copying and using it again by either pasting it through modification or without modification is a known form of code smell in the maintenance of software. This is known as code clones and is a factor which makes maintenance of software much difficult. A noteworthy drawback which is major, is of this duplicated fragment, if searching of a bug is done in a fragment of code, several former alike type of fragments to it should then be investigated so as to verify possible form of existence as the similar bug in same fragments. Refactoring of code of duplicated form is some other prime problem in maintenance of software although many kind of studies claim that few clones refactoring aren't advantageous also there is a risk present. In this paper, we survey the state of art in research for detection of clone, various ideas, ways, tools for clone detection, research related to it on the case study of code clone.

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A Review on Software Code Clones and Tools and Techniques Available To Handle Them

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ABSTRACT

Code duplication or code fragment copying and using it again by either pasting it through modification or without modification is a known form of code smell in the maintenance of software . This is known as code clones and is a factor which makes maintenance of software much difficult. A noteworthy drawback which is major, is of this duplicated fragment, if searching of a bug is done in a fragment of code , several former alike type of fragments to it should then be investigated so as to verify possible form of existence as the similar bug in same fragments. Refactoring of code of duplicated form is some other prime problem in maintenance of software although many kind of studies claim that few clones refactoring aren't advantageous also there is a risk present. In this paper, we survey the state of art in research for detection of clone, various ideas, ways , tools for clone detection, research related to it on the case study of code clone .

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Introduction

Copying the code fragments and after that using it again by just pasting it with minor or without minor changes are common activity adaptations in the development of software. This kind of the reuse method of the existing code is called code cloning. Code clone is only one among all factors which make maintenance of software much complex [1]. A clone of code is the block of code in the files of source code that is also same to some other block of code. If faults being found in one block of code then overall cloned form of blocks require modification as well and it becomes much difficult task to preserve if system becomes huge.

However, in a phase of post-development, it is tough to state which piece is unique and which one is replicated and along these lines, parts of code which are actually equivalent to or like new are then called as clone of codes, that is, occasions of copied or comparative code sections are called the code clones or also clones. A few investigations demonstrate that product frameworks with more hard code clones those are to keep up than ones of those without them [2, 3]. The propensity of cloning not just creates code that is hard to keep up, yet may likewise present unpretentious blunders [4,5,6]. Code clones those are being considered as the terrible stenches of product framework [7] and it is broadly trusted that is cloned code has a few unfavorable effects on upkeep life-cycles of programming frameworks. Hence, it's advantageous to expel clones as well as keep their presentation by always observing the source code amid its advancement [8]. To estimate the quality of water the physical, chemical & biological features of water, that can be considered as WQ. WQ is helpful to determine the concentration of chemicals existing in the water. In the field of WQ several instances have been studied. In the urban region, to eliminate the harmful contaminants from the water before being disseminated for the usage of homes & other activities the water purification technologies are used.

Code clones are the cause of debates which are heated between researchers of software maintenance [9]. Numerous scientists believe clones to be destructive [10], because of the conviction which are conflicting the changes increment both support exertion and the probability of the presenting abandons. However, different analysts don't discover experimental proof of mischief [11,12], or even build up cloning as a profitable programming designing technique to defeat language confinements or to practice normal pieces of the code [13,14]. It isn't yet clear which of these two dreams wins, or



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Chapter 3

Organochlorine Pesticides: A Threat to Aquatic Ecosystems

Garima Harit
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ABSTRACT

Indiscriminate use of different pesticides in agriculture has increased over the years, especially in the developing countries. This influences the aquatic environment to a great extent. This also poses a great danger to freshwater organisms, including fish, which constitute a major share in the aquatic environment and contribute to the economy of the nation. Water pollution is posing intricate problems that need immediate redress. Organo-chlorine pesticides (OCPs) are a major contributor to aquatic pollution and are amongst the most serious global contaminants. In addition, organochlorine pesticides have a tendency to accumulate in aquatic biota; they also undergo food chain amplification. Lipophilic pollutants are chemically very stable and resistant to microbial, photochemical, chemical, and thermal degradation. The chemical stability of these compounds, their high lipid solubility, and their toxicity to human beings and animals has led government and researchers to feel concerned about their presence in the environment.

INTRODUCTION

Aquatic Ecosystem

An ecosystem in a water body where communities of various organisms depend on each other as well as on their environment is referred as aquatic ecosystem. Organisms which depend on water for their life activities such as feeding, breeding, shelter, etc. in order to survive are called as aquatic organisms. It is of three types namely freshwater, marine and estuarine. Freshwater covers only 8% of the earth and involves lakes, ponds and pools (lentic) and rivers and streams (lotic) habitats. Marine water bodies cover largest surface area and constitute oceans, seas, reefs, sea beds, intertidal zones, etc. Estuarine areas are those which experience the flux of both freshwater and marine water depending on tide and water currents. Animals living in these water bodies have adapted themselves according to their habitats.

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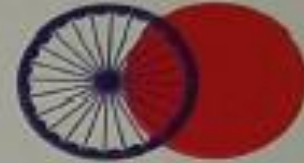
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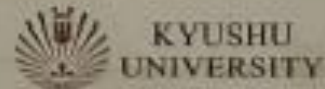
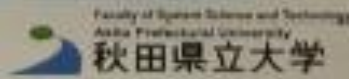
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CP-18

Stress Management and Control Techniques for it Employees

CA Priya Jain

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Abstract

Stress management refers to the wide spectrum of techniques and psychotherapies aimed at controlling a person's levels of stress, especially chronic stress, usually for the purpose of improving everyday functioning. In this context, the term 'stress' refers only to a stress with significant negative consequences, or distress in the terminology advocated by Hans Selye, rather than what he calls eu-stress, a stress whose consequences are helpful or otherwise. Stress produces numerous physical and mental symptoms which vary according to each individual's situational factors. These can include physical health decline as well as depression.

The focus of the paper is to study the stress level among IT employees and to suggest the coping strategies. A survey of 50 IT employees in the IT companies situated in and around Jaipur is done. Some of the stress coping strategies identified by this study includes stress management programs, physical activities planned in job design, life style modification programs, finding triggers and stressors, supportive organization culture, stress counseling programs, and spiritual programs.

Keywords: Stress, adaptive reaction, behavioral change, eu-stress, IT employees; and coping strategies.

Introduction

Tired faces, embittered looks, unwillingness to communicate with the colleagues, constant dissatisfaction and in the end the decreasing of the overall working results and poor performance could possibly be such a phenomenon as stress, which is no more something new or seldom meeting. In the time of economical crises, high competition, continuous broadcastings of negative news from the whole world and appearance of new incurable and fast spreading illnesses, people run the risk of having stress more and more frequently.

Types of Stress

- Acute stress



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Nanomedicine for delivery of therapeutic molecules

1

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1.1 Introduction

Specificity and accuracy are two important aspects in the design and development of drug delivery strategies. In the initial stages, Paul Ehrlich had led a vision of designing “magic bullets” that would deliver drugs with the utmost specificity to the target tissue or cells. Nanotechnology is one step closer to the reality of this vision that was initiated in the beginning of the 20th century (Kayser *et al.*, 2005). As a beginner, the best way to develop a drug delivery system (DDS) is to understand the mechanism of targeting. One simple, chemical approach for designing DDS is the use of modified forms of active drugs, also known as prodrugs, that can be cleaved enzymatically or chemically to release an active drug. The prodrugs could more easily access the target sites (Higuchi, 1975). Bioconjugate systems are also being developed that employ the use of monoclonal antibodies, polyclonal antibodies, sugars or lectins as targeting moieties, coupled chemically with drug moiety to increase target specificity of the latter. The ligand conjugated to the drug decides the fate of the coupled molecule and underlines its importance in site-specific delivery of a drug.

A number of delivery or carrier systems for drugs have found place in research since 1996, including strategies based on liposomes, nanoparticles, microparticles, and microemulsions (Aynic *et al.*, 1999; Fattal *et al.*, 1998; Forssen and Tokes, 1983a,b; Gregoriadis, 1990; Landfester 2001, 2009; Lee *et al.*, 2003; Rahman *et al.*, 1990; Tan and Gregoriadis, 1990; Zou *et al.*, 1993a,b,c). The purpose of developing all these systems is to maximally avoid interactions with nontarget sites. Several advantages are linked with the usage of carrier-conjugated drug delivery systems, such as

1. prevention of the drug molecule from immunogenic attack and minimal exposure of the drug to normal milieu;
2. minimal renal excretion that increases the half-life of the drug;
3. the drug can be maintained in its active form;
4. at the target site, the required therapeutic concentration can be prevailed;
5. at the disease site, the drug moiety can be activated; and
6. several physiological barriers could be overcome to finally ensure cell-specific interaction.

The foremost goal of controlled drug delivery is to deliver a particular drug to a target site or a specific population of cells within a particular organ or tissue. For



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Nanoparticles for locked nucleic acid delivery

6

R. Mankamna Kumari¹, Nidhi Gupta², Surendra Nimesh¹

¹Central University of Rajasthan, Ajmer, India; ²The IIS University, Jaipur, India

6.1 Introduction

Antisense technology has gained considerable attention due to its applicability in the treatment and diagnosis of diseases. While a multitude of work has already been done, the main key objective is to find an efficient nucleic acid analogue for *in vivo* and *in vitro* delivery. Since 1995, intensified efforts have been dedicated toward the development of modified oligonucleotides with efficient therapeutic properties and minimal toxicity. Modified nucleotides are of three types, viz., analogues with unnatural bases, those with modified sugars (especially at 2' position) and those with an altered phosphodiester backbone. Phosphorothioates (PS) have been one of the most widely used oligonucleotide analogues, which are categorized as first generation antisense (AS) molecules. The modification involves substitution of non-bridging oxygen in the phosphodiester linkage with a sulfur atom. This could cause some destabilization in the base pairing, but at the same time, it imparts resistance against nuclease digestion. The polyanionic backbone renders interaction with proteins that contribute in an increase in their half-life in biological fluids, with a concomitant role in cellular toxicity (Eckstein, 2000). The second generation oligonucleotide molecules mainly involve nucleotides with an alkyl modification at 2' position of ribose, such as 2'-O-methyl and 2'-O-methoxy ethyl RNA. These are generally nontoxic and imbibe the property of binding with a target sequence with a greater affinity and meditative antisense effects (Sierakowska *et al.*, 1996). The third generation of modified oligonucleotides comprised of morpholino oligonucleotides, N3'-P5'-phosphoroamides (NPs), 2'-deoxy, 2'-fluoro- β -D-arabino (FANA) nucleic acid, and peptide nucleic acids. Among these, NPs display high binding affinity and exhibit nuclease resistance toward a complementary RNA strand (Gryaznov and Chen, 1994). These NPs also exhibited their antisense effects by steric blockade of translation analogous to 2'-O-methyl RNA. Indeed, the NPs exhibited properties superior to PS in downregulating the expression of the c-myc gene (Skorski *et al.*, 1997). Morpholino oligonucleotides (MF) have morpholino moieties and they do not activate RNase H, but block translation by preventing ribosome binding. MFs could circumvent unwanted interaction due to their uncharged backbone. On the other hand, FANA, a 2' epimer of RNA, is known to induce RNase H cleavage of the bound RNA molecule (Damha *et al.*, 1998). The peptide nucleic acids (PNAs) are another type of modified DNA analogue, which possesses a peptide backbone consisting of *N*-(2-aminoethyl)-glycine unit that make it uncharged and achiral in nature. In accordance with the uncharged backbone, these PNAs exhibit poor

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Nanoparticles for ribozymes delivery

7

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7.1 Introduction

In the initial era, RNA was regarded as one of the entities of the central dogma which was translated into a functional unit called protein. The change in the pristine perspective occurred after Kruger *et al.* (1982) acquainted the world with their unique discovery of RNA with the enzymatic properties. These RNA-based nucleic acid enzymes were capable of conducting catalytic activities like protein enzymes without undergoing any structural change and thus were called ribozymes. These ribozymes catalyzed chemical reactions without the presence of the protein component (Schubert and Kurreck, 2004). Naturally occurring ribozymes are seven in number, all of which carry out the same reactions, i.e., either splicing or ligating the phosphodiester backbone of RNA using trans-esterification or hydrolysis of the phosphate group (Doherty and Doudna, 2001).

On the basis of size and reaction mechanisms there are two kinds of catalytic RNA: small and large ribozymes. Small ribozymes are comprised of hammerhead, hairpin, hepatitis delta ribozymes, and varkud satellite (VS) RNA as well as artificially selected nucleic acids, whereas large ribozymes include self-splicing group I and group II introns and the RNA part of RNase P. With the exception of ribonuclease P and ribosomes, all the other naturally occurring ribozymes catalyze intramolecular reactions while the intermolecular reactions can be carried out by artificially made ribozymes. The synthetic ribozymes are produced by exploiting the properties of catalytic centers of the already existing natural ribozymes. The main function of all these reactions is to inactivate or silence the other RNA molecule while the other processes in which they play their role are RNA splicing, the processing of RNA, and the formation of peptide bonds during translation (Nissen *et al.*, 2000). These RNA catalytic functions show high sequence specificity between the RNA molecule and the target molecule. All the genetic information for recognizing, binding, and cleavage of the substrate molecule lies in the ribozymes. Due to this hidden genetic information and sequence specificity, ribozymes can be exploited in different therapeutic areas. The use of ribozymes as therapeutic agent has already begun in areas such as in the treatment of viral diseases and diseases such as cancer, diabetes, and rheumatoid arthritis (Puerta-Fernandez *et al.*, 2003). The rate of success in using ribozymes to fight diseases depends upon various factors such as its efficiency, stability of both the ribozymes as well as its target molecule, localization of target RNA with its complementary ribozyme, etc. These factors have been improved by either using small ribozymes (examples mentioned earlier)

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Nanoparticles for DNAzymes delivery

8

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8.1 Introduction

It has long been observed that various debilitating diseases have been prevalent in society for a very long time. Fatal diseases could be exemplified as cancer, atherosclerosis, Huntington's, Alzheimer's, Parkinson's, etc. Several different kinds of pathways that led to such infectious diseases were targeted in order to manage the critical conditions. However, the root cause of any chronic disease boils down to the abnormality at the genetic level. With the development in science and technology, traditional measures of treatment are at an impasse. Thus to keep the pace with newer technologies, scientists have developed deep into genetic accounts with an aim to discover newer possibilities in the era of drug discovery. Contemporary notions by the scientists in the field of molecular genetics have revealed new tools for selective gene silencing. With the progress in the field of research, the invention of catalytic nucleic acids provides an opportunity to work at the genetic level. These catalytic nucleic acids are complementary to a unique molecular target by manifesting its sequence-specific binding properties. Such a property holds an advantage in medicine and chemical biology. Vitravene (fomivirsen), manufactured by Isis Pharmaceuticals, got an approval by the Food and Drug Administration in 1998 for the treatment of cytomegalovirus retinitis in immunocompromised patients, such as those with AIDS (Marwick, 1998). Yet another drug, Genasense (Obli-cersen), was manufactured with an intent to treat patients suffering from relapsed or refractory chronic lymphocytic leukemia. This was manufactured by Genta, Inc., and it was prescribed to be given in combination with fludarabine and cyclophosphamide. Bcl-2, an oncogene, was selected as a target for Genasense.

The ability of nucleic acids as biological catalysts has become well established. Formerly, biochemical dogma dictated that proteins performed all biological chemical reactions, and nucleic acids merely carried the genetic information that encoded the proteins. In particular, significant advances in genomics have led to a substantial shift away from conventional perceptions and dogma to focus on intricate molecular and cellular pathways regulated by an array of key genes. This change has come with the discovery of certain RNA strands that were capable of catalyzing ligation reactions, analogous to that of RNA-dependent RNA polymerase. It is at this interface that nucleic acid molecules emerged as a potent force in further characterizing important molecular pathways and in defining themselves as a sustainable therapeutic class of agents. The ability to selectively attenuate the expression of specifically targeted genes represents an appealing method of therapy and a means of dissecting molecular function.

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A BigData approach for sentiment analysis of twitter data using Naive Bayes and SVM Algorithm

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ABSTRACT

Data mining and sentiment analysis are two most versatile research areas in field of real time knowledge extraction. Real time twitter data analysis can play very crucial role to observe the thinking and view point of people and users. Nowadays, social networking sites have become central points to share your thoughts and viewpoints. Analysis of social networking data can help a lot to observe trend of society. It can also help to derive user interest and hidden activities. Sentiment analysis is the approach to determine whether piece of writing is positive, negative or neutral. It also help to derive user opinion and attitude of writer. Sentiment analysis of twitter user can help to track eventual view point of user. Country wise accumulative view point can help to derive overall opinion of country citizens and their thinking criteria. This work has proposed sentiment analysis model to observe positive and negative view point of different countries based on sentiment analysis approach. The complete work will be implemented using Hadoop Ecosystem to perform parallel processing on large data.

Keywords: Sentiment Analysis, Twitter dataset, Support Vector Machine [SVM], Naive Bayes

analysis and computational linguistics to identify and extract subjective information in source materials. Sentiment analysis is widely applied to reviews and social media for a variety of applications, ranging from marketing to customer service.

Generally speaking, sentiment analysis aims to determine the attitude of a speaker or a writer with respect to some topic or the overall contextual polarity of a document. The attitude may be his or her judgment or evaluation, affective state (the emotional state of the author when writing), or the intended emotional communication (that is to say, the emotional effect the author wishes to have on the reader). A basic task in sentiment analysis is classifying the polarity of a given text at the document, sentence, or feature/aspect level—whether the expressed opinion in a document, a sentence or an entity feature/aspect is positive, negative, or neutral. Advanced, "beyond polarity" sentiment classification looks, for instance, at emotional states such as "angry", "sad", and "happy".

Twitter data or social networking sites are to know about behavior and opinion of users. It may helps to track the interest and connectivity of users


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A Specified Security Comparison for Various Encryption Techniques In Cloud Computing

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Abstract CC is getting to be noticeably worldwide as it offers quick and effective on-request services for storage, system, software, and hardware through the Internet. CC offers most recent offices to undertakings, organizations, and the general, open and gives ease registering framework to IT-based arrangements. Load balancing (LB) in clouds is a strategy that conveys the overabundance dynamic local workload equally over every one of the nodes. It is utilized for accomplishing a better service provisioning and resource utilization ratio, thus enhancing the general execution of the framework. Incoming undertakings are originating from various area are gotten by the load balancer and after that appropriated to the server farm, for the best possible load distribution. In this paper, we performed detailed analysis on execution time for different encryption algorithm for different data size.

Index Terms—Cloud Computing, Virtual Machine, CPU, Load balancing, Encryption, Decryption.

1. Introduction

CC is an internet based computing service in which user can access the application and computing resources via internet. The management of demanded resources is known as load balancing mechanism in which workload is computing among the VMs. Load Balancing mechanism is a key component of the hypervisor, which dynamically or static manage the load imbalance in computing manner on the available VMs. CPU, memory and system segments are virtualized to maximize the usage of resources. Our research objective maximizes the CPU utilization of VMs with efficient result in load balancing metrics [1].

Availability of physical and logical components in physical computing machine is known as resources. Cloud computing uses physical (i.e. CPU, memory, secondary Storage, Work Station) and Logical resources (i.e. operating system, energy, network throughput, load balancing mechanism). Figure-1 showed the type of physical and logical resources of Cloud computing.

Cloud Computing is technology which provides "IT resources" and online storage over the internet to the users [1]. Internet plays the most important role in a cloud. In Cloud Computing users can get to assets all the time through web without agonizing over the equipment required. In today's the business surroundings contends to discovering approaches to cut cost and expand benefit. Cloud Computing comes up as one of the clear innovation. Another picture of preparing. Cloud Computing has appeared to change the old strategies for figuring. This development allows the data innovation world to use PC resource effectively and more capably. Cloud computing give business chances to officials who can put resources into getting servers and additionally data

storage computers to give cloud services [1]. The main motivation of the paper is to improve the security of the data by encrypting it. Different encryption methods such as DES, AES and RSA are used for the comparison of the techniques. By this, the basic

understanding enhanced to learn about various encryption techniques and which technique is much better than the other.

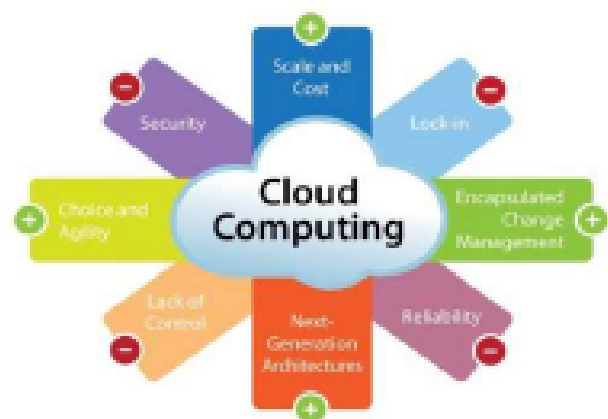


Figure. 1 Cloud computing architecture [2]

A Study on Benefits and Classification of Load Balancing in Cloud Computing Environment

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Abstract: Cloud computing is a blend of conveyed, parallel, multi-tenant computing model established on various advancements, for example, virtualization, network, benefit and autonomic computing. Cloud computing innovation enables clients to get solid computing and memory assets and in the meantime, user isn't keen on area and settings of these assets. A cloud computing is emerged as a very important answer providing enterprises a price effective model to ease their computing wants. Due to this emergence technologies, cloud computing has placed several challenges in several aspects. LB in CC gives a productive determination to an assortment of issues residing in CC condition set-up and utilize LB must consider two principle undertakings, one resource provisioning or asset task and other is errand getting ready for coursed condition. This paper provides details of the proposed work on AMO based approach in this chapter for load balancing in cloud computing.

Index Terms:—Cloud Computing, Security Issues, Load Balancing, Static and Dynamic algorithms.

1. Introduction

CC is getting to be noticeably worldwide as it offers quick and effective on-request services for storage, system, software, and hardware through the Internet CC offers most recent offices to undertakings, organizations, and the general, open and gives ease registering framework to IT-based arrangements [1].

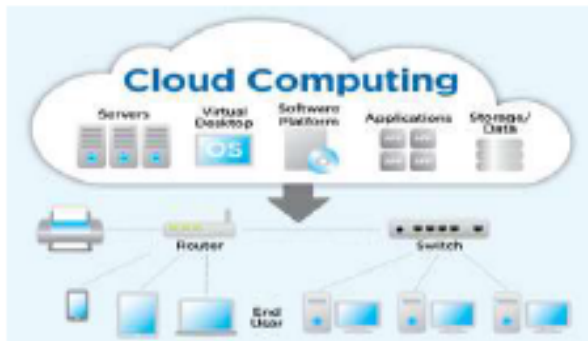


Figure. 1 Cloud Computing

CC isn't latest associations, for instance, foundations, investigate inquire

time ago utilized systems for report, yet the condition's cloud is later. It's presently utilized by countless to store sensitive data on outsider servers, either for cost saving or for effortlessness of sharing [1].

2. Cloud Computing security issues

2.1 Privileged user access: An inherent level of risk is expedited once delicate learning handled outside the undertaking as outsourced organizations avoid the physical, predictable and work constrain controls IT shops apply more in house programs.

2.2 Data location: Users don't know precisely where their data is facilitated while utilizing the cloud [2].

2.3 Data segregation: Data inside the cloud is regularly inside the mutual environment on board data from various clients. encryption is compelling however isn't a proficient cure [2].

3. Load balancing

Load balancing in clouds is a strategy that conveys the overabundance dynamic local workload equally over every one of the nodes. It is utilized for accomplishing a better service provisioning and resource utilization ratio, thus enhancing the general execution of the framework Incoming undertakings are originating from various area are gotten by the load

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