



Sri Sarada College For Women

(An Autonomous Institution)

(Reaccredited with “A” grade by NAAC)

Institution included u/s 2(f) and 12(B) of UGC

Affiliated to Manonmaniam Sundaranar University

(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Tirunelveli Thoothukudi _High Road, Maharaja Nagar Post,

TIRUNELVELI- 627 011.



JOURNALS



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,
TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

SCHOLARLY RESEARCH JOURNAL FOR INTERDISCIPLINARY STUDIES

ISSN: 2319-4766

Smt. B. Supriya & R. Muthulakshmi (86,91)

E-MARKETING AND ONLINE BANKING

Smt. B. Supriya¹ & R. Muthulakshmi², Ph. D.

Research scholar, Department of Commerce, Sri Sarada College for women (Autonomous)
Affiliated to Manonmaniam Sundaranar University, Tirunelveli-627011
Head and Associate professor, Department of Commerce, Sri Sarada College for Women
(Autonomous) Affiliated to Manonmaniam Sundaranar University.

Abstract

Internet banking transacts and controls our bank account online through net banking service. We can do multiple things from the comforts of our home or take a wide range of transactions online. E-Banking service makes banking a lot more easy and effective. All the services that the bank has permitted on the internet are displayed in menu. Any service can be selected and further interaction is dictated by the nature of service. The traditional branch model of bank is now giving place to an alternative delivery channels with ATM network. Customers should never be provided with PIN numbers, passwords etc. It is important that the documents that contain confidential information are safeguarded. Internet banking is also used for online shopping 1000 to 1500 websites in the thought of India selling their own products to customers some other websites doing dealers functions. Maximum all age group of peoples of having awareness and experience of internet banking in this research particularly focused on youngsters awareness and experience about the Internet banking

Introduction: Computer has been launched into India on 1955 and internet connection was popularly known in 1995s but in the starting stage it is not popular due to its cost. This government of India took continuous and sincere effect to reduce the cost of computer and internet connections after the 2000 the computer and internet connection was famous to all field with effectively after 2005 both urban and rural areas got internet connection at a particular rate it is reduced after some years. Then internet connection quickly reached the youngsters and businessman. So Banking sectors, manufactures and all other merchandise correctly used the chance to advertising their product through the internet. The internet in India has become a viable source to do many things including transactions pertaining to payments. In today's fast moving world, people tend to transact on internet than triggering the traditional styled offline transaction. The explosive adoption of smart phone and mobile internet in India has fuelled the growth of digital payment industry further.

Objectives

- > To study the awareness of youngsters in Internet Banking.
- > To study the youngsters preference in internet banking in buying products.
- > To study the factors influencing to buy the products through the online
- > To study the satisfaction level of youngsters relate to online shopping.



J. Malavika
Principal
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Remkon



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

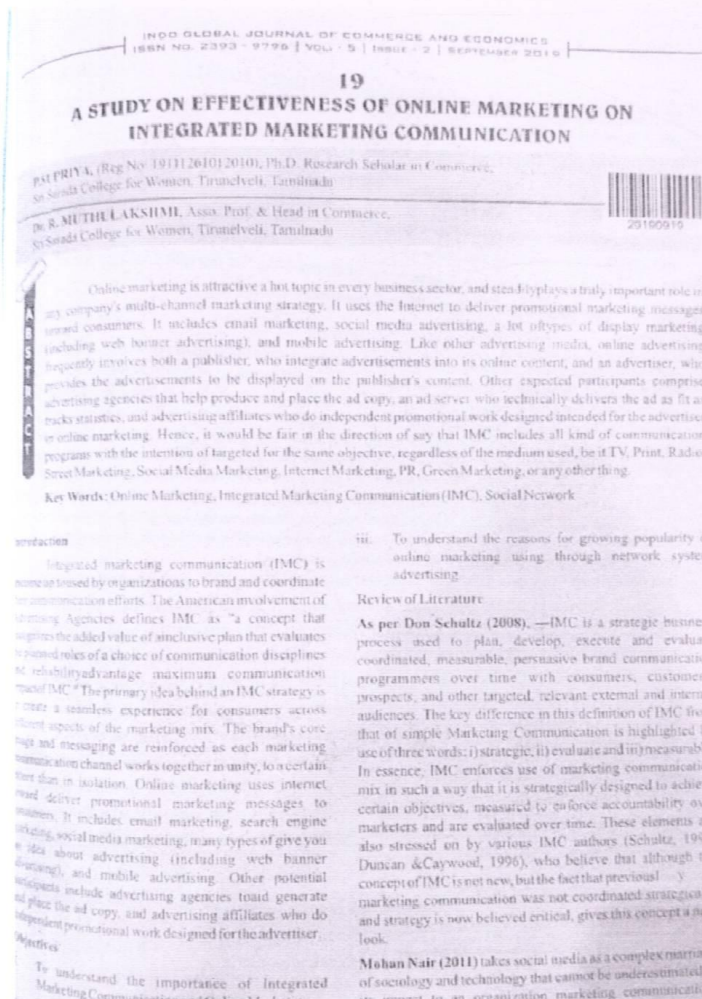
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

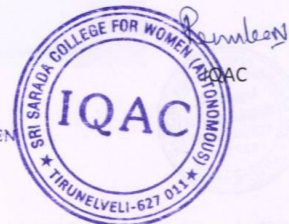
E-mail : srisaradatvl@gmail.com



M. Malavikha

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

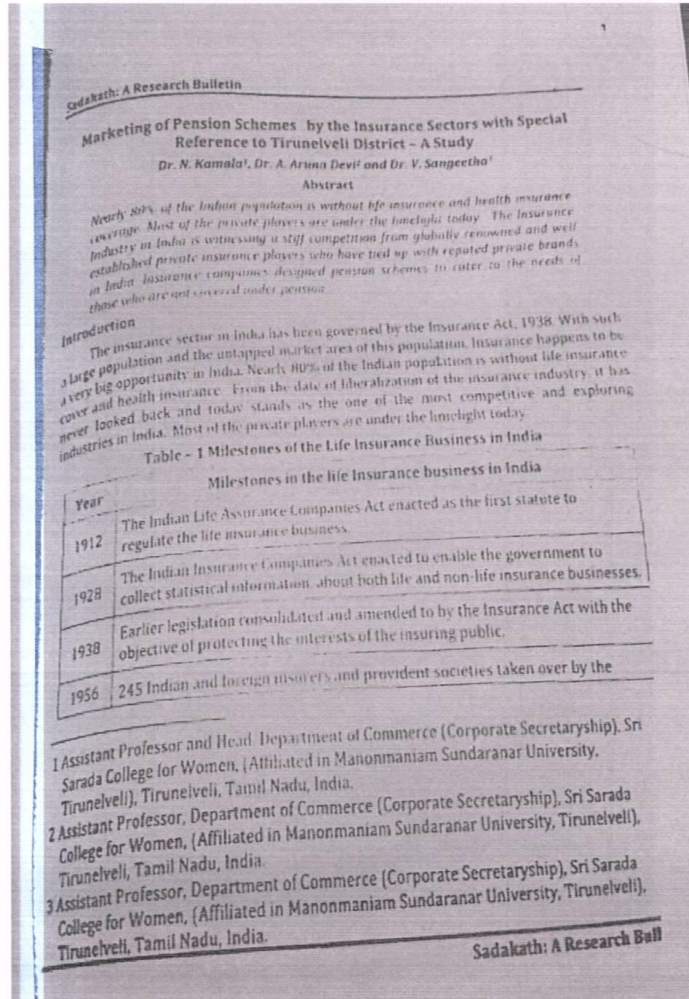
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

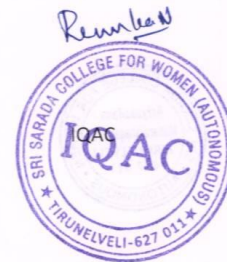
E-mail : srisaradatvl@gmail.com



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

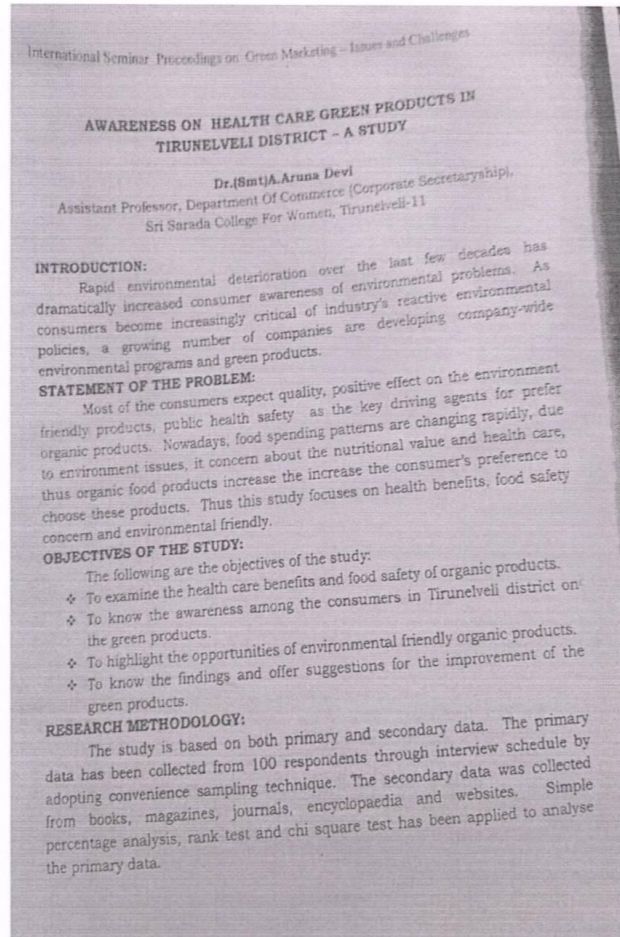
(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



M. Malavikha

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

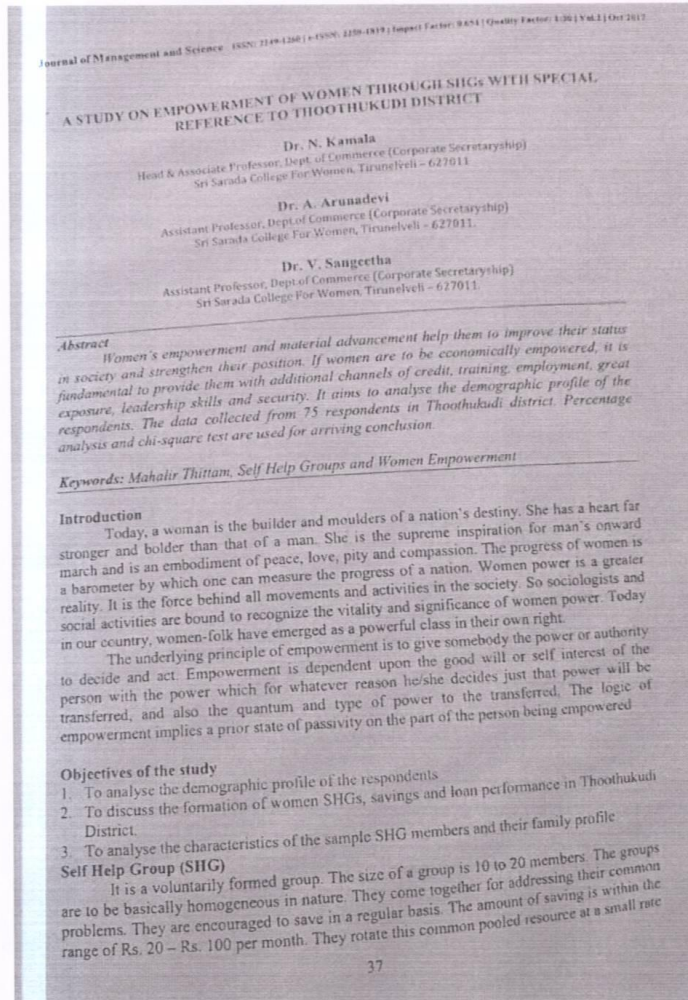
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

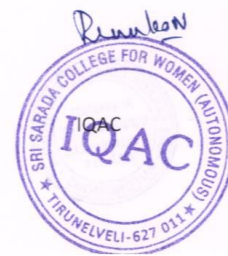
Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



M. Malavika
Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

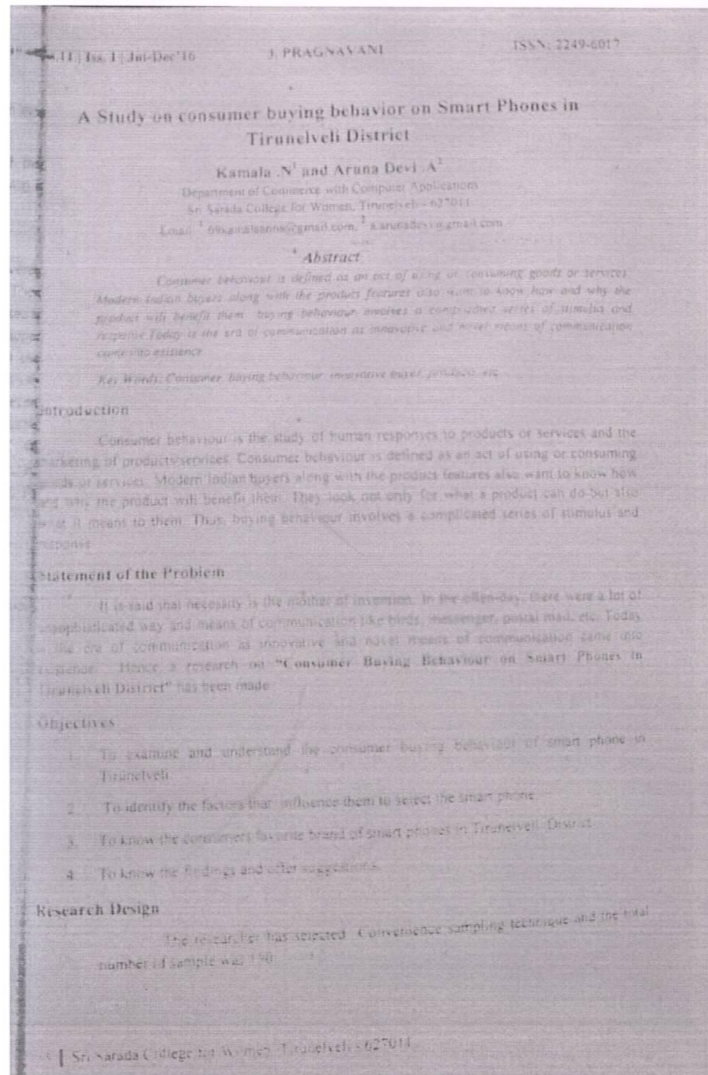
(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparairthurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



M. Malavizhi
Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011
Tel: 0264-239734/34517





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

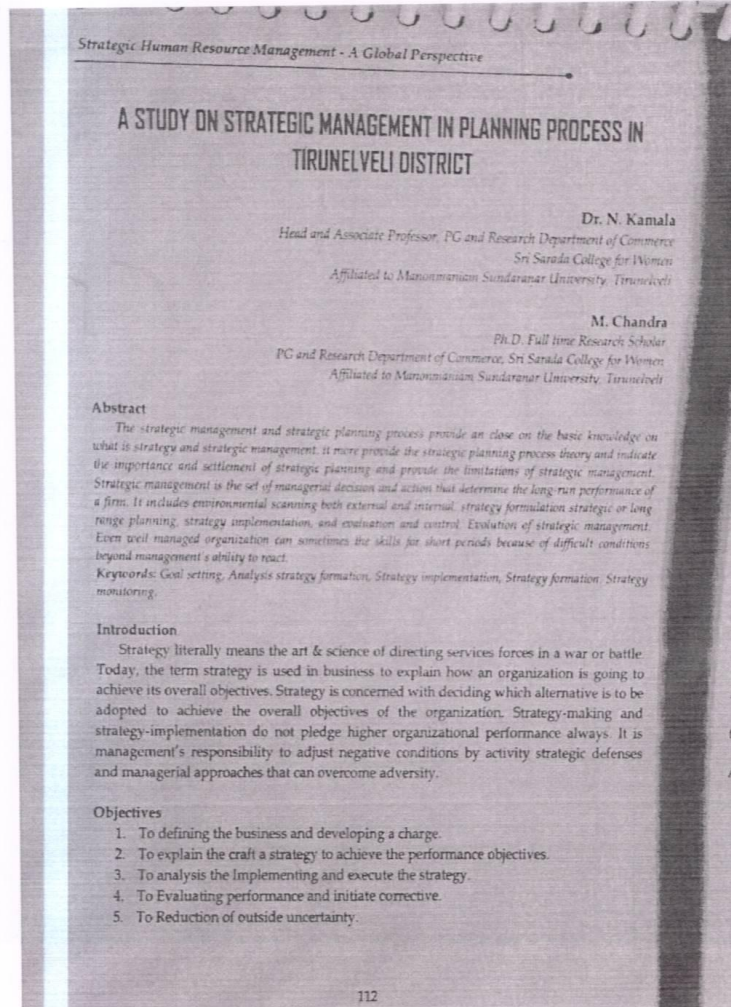
(A branch of Sri Ramakrishna Tapovanam, Tirupparithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

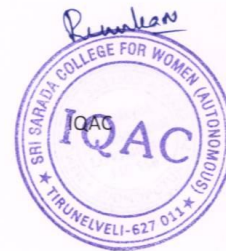
E-mail : srisaradatvl@gmail.com



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

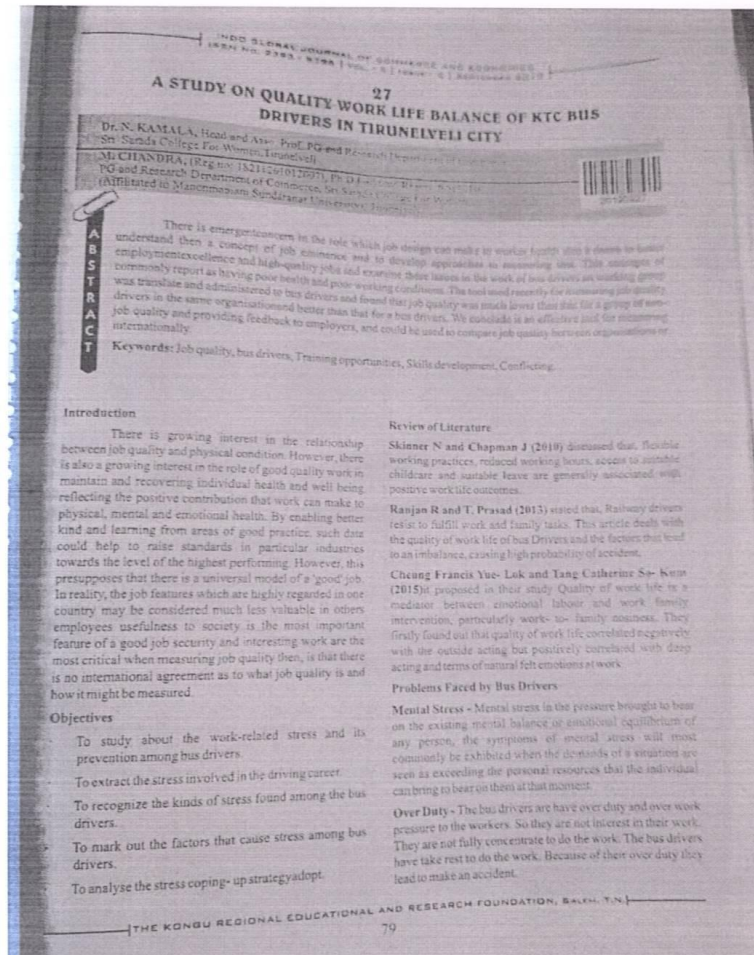
(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

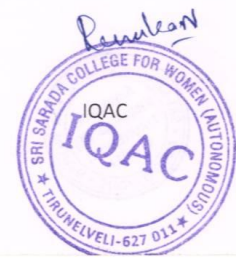
E-mail : srisaradatvl@gmail.com



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

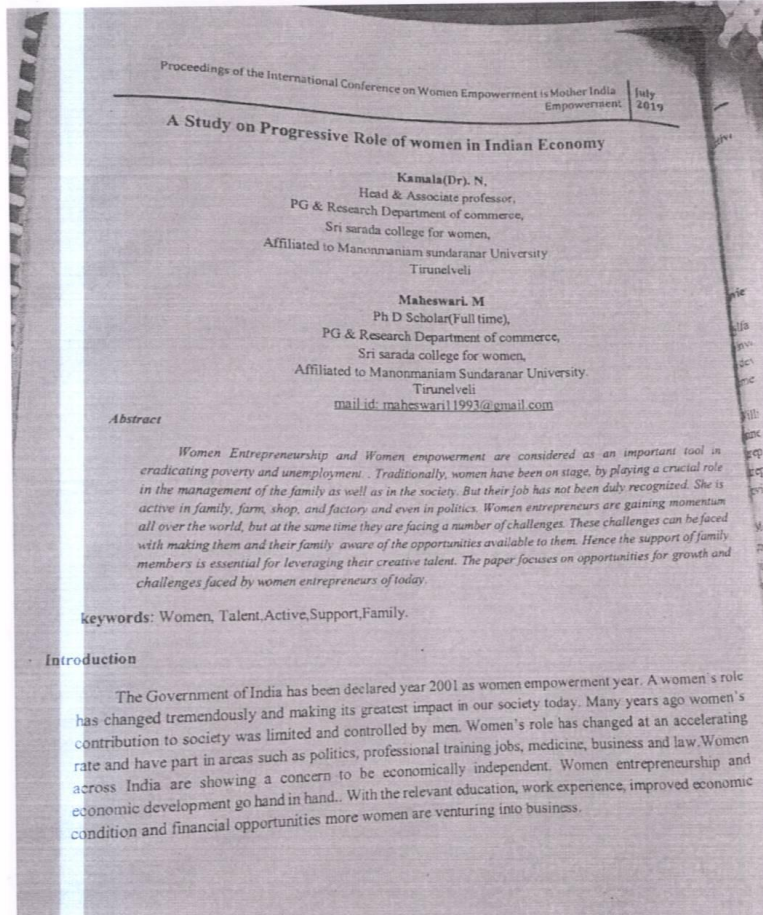
(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



M. Malavika

Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

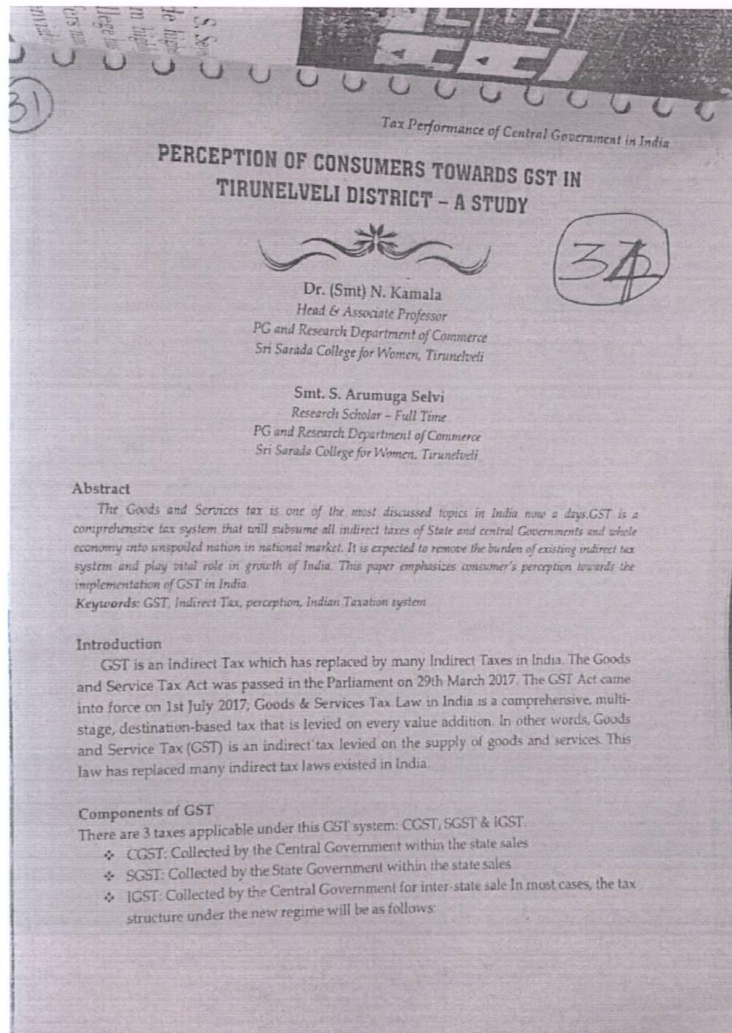
(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



M. Malavizhi

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

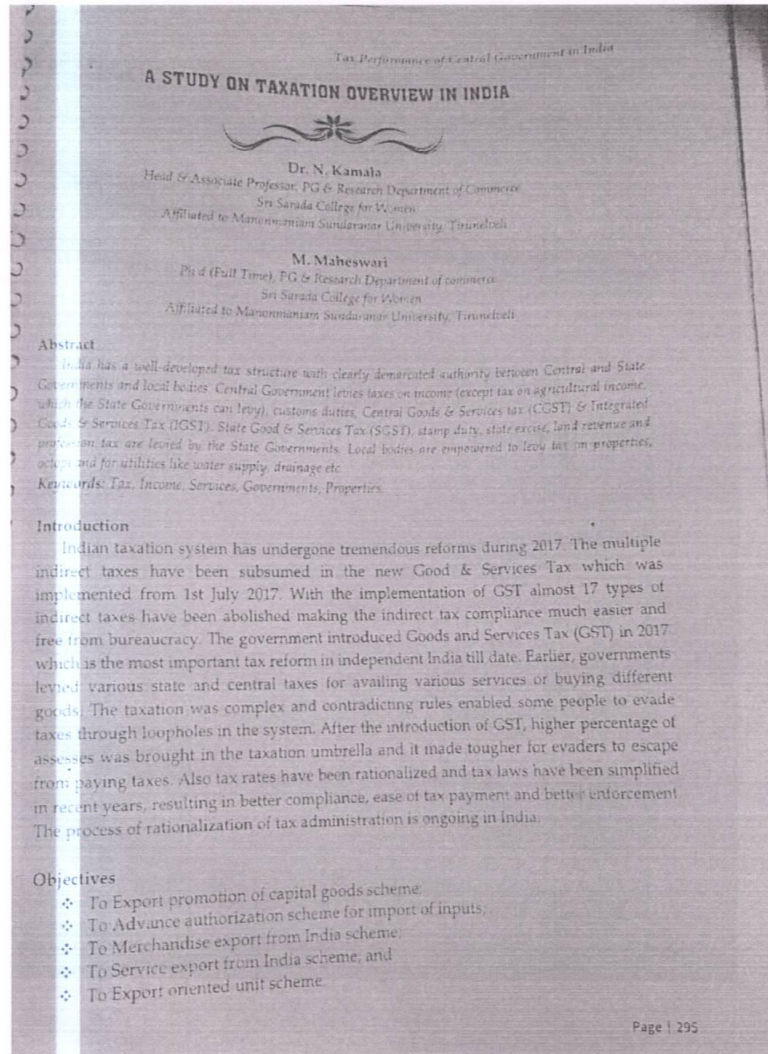
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

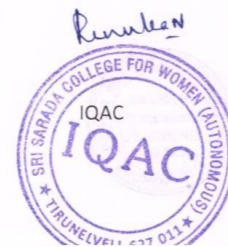
E-mail : srisaradatvl@gmail.com



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

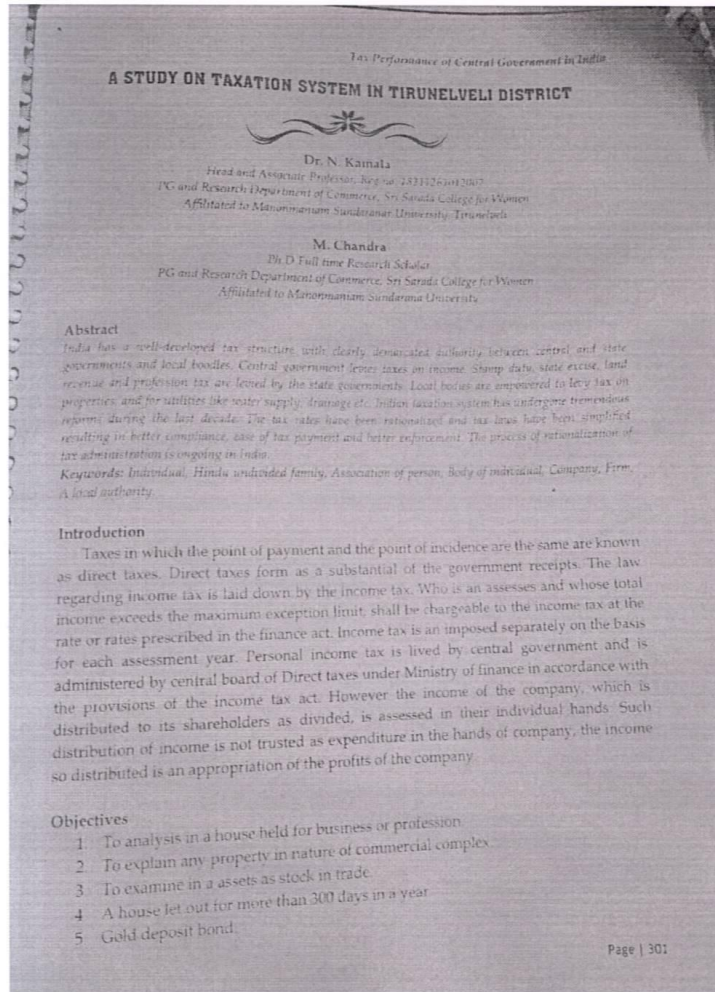
(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

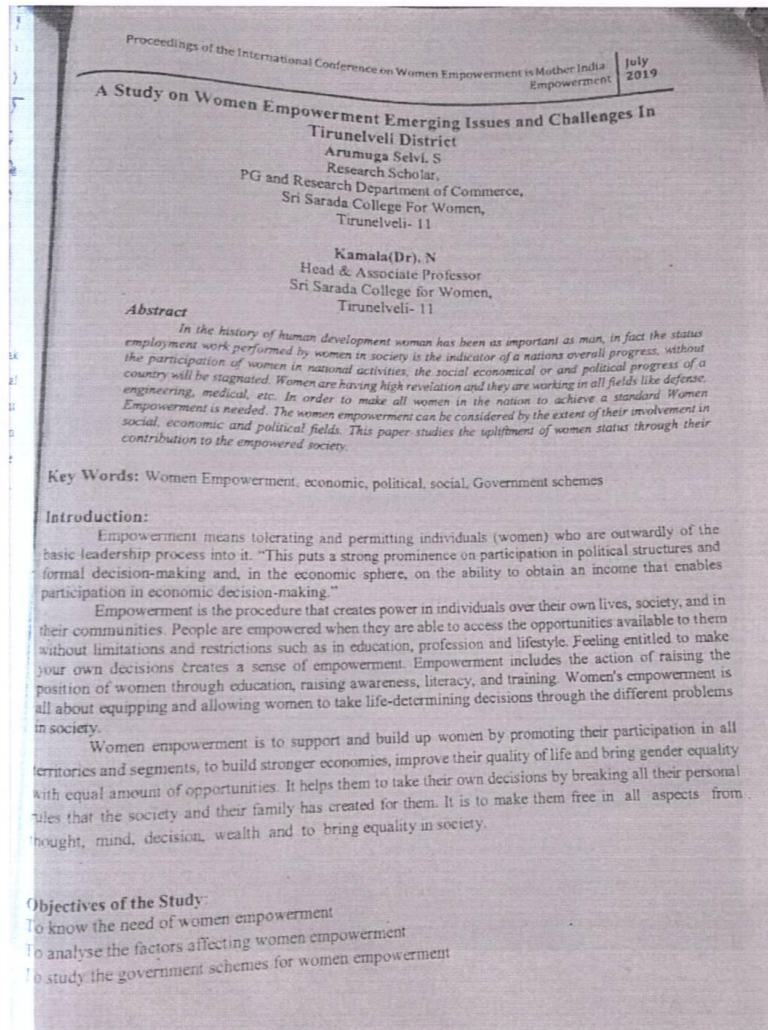
(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

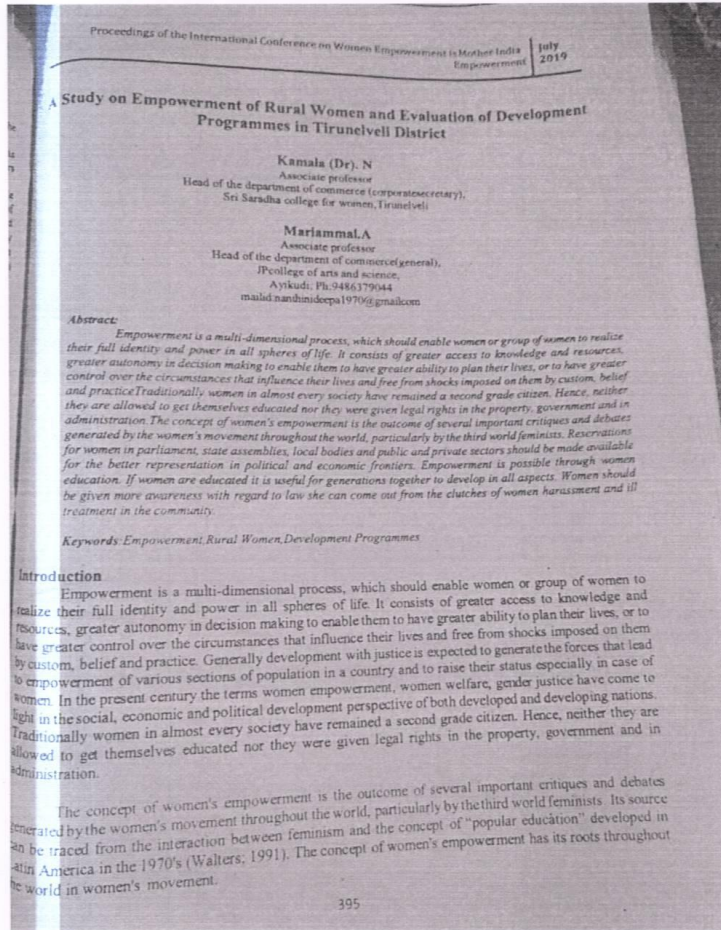
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail: srisaradatvl@gmail.com



M. Malavika
Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail: srisaradatvl@gmail.com

International Journal of Computer Sciences and Engineering - Open Access
Review Paper Vol-7, Special Issue-16, May 2019 E-ISSN: 2347-2693

Effectiveness of Security in Software Defined Networks

B. Parvathi Devi^{1*}, V. Vallisayagi²

¹Dept of Computer Applications, Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu
²Dept of Science, Ammal Engineering College, Tirunelveli, Tamil Nadu

*Corresponding author: parvathidevi22@gmail.com

DOI: <https://doi.org/10.24127/ijcses.v7i16.12111> Available online at: www.ijcses.org

Abstract - Software Defined Networks are the new standard in networking. Open Networking Foundation contributes a highly scalable architecture for SDN. In this architecture, there are Infrastructure layer, control layer and application layer [1]. From this architecture, we give a well-defined definition for SDN which is as follows. In the SDN architecture, the control and data planes are decoupled, network intelligence and some are logically centralized, and the underlying network infrastructure is abstracted from the applications [2]. The network security in the SDN architecture is improved by the centralized control over the network and controls the traffic in real time. This paper analyses and produces the importance and effectiveness of the SDN architecture for future networking.

Keywords - SDN, Open Network security.

1. INTRODUCTION

SDN is a new technique in networking architecture. Designing the SDN architecture is not the easiest task. In this architecture, a software program controls the overall network and it is responsible for decision making like transferring packets from source to destination system [3]. This controlling software is called Controller. This SDN contains three layers: Infrastructure layer, Control layer and Application layer.

Infrastructure Layer - This layer consists of physical switches and routers. These physical devices are accessible through an open interface to stretch and forward packets. These physical devices form underlying network to forward network traffic. This layer is also referred as Data plane.

Control Layer - In the SDN architecture, this layer is in the middle position. It contains Software based controllers which provide a control functionality through open interface. The Southbound, Northbound control word board are the three interfaces allow these controllers to interact among them. [4]

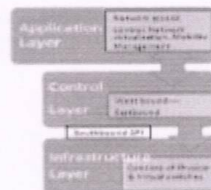


Fig. 1.1 Layers in the SDN



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

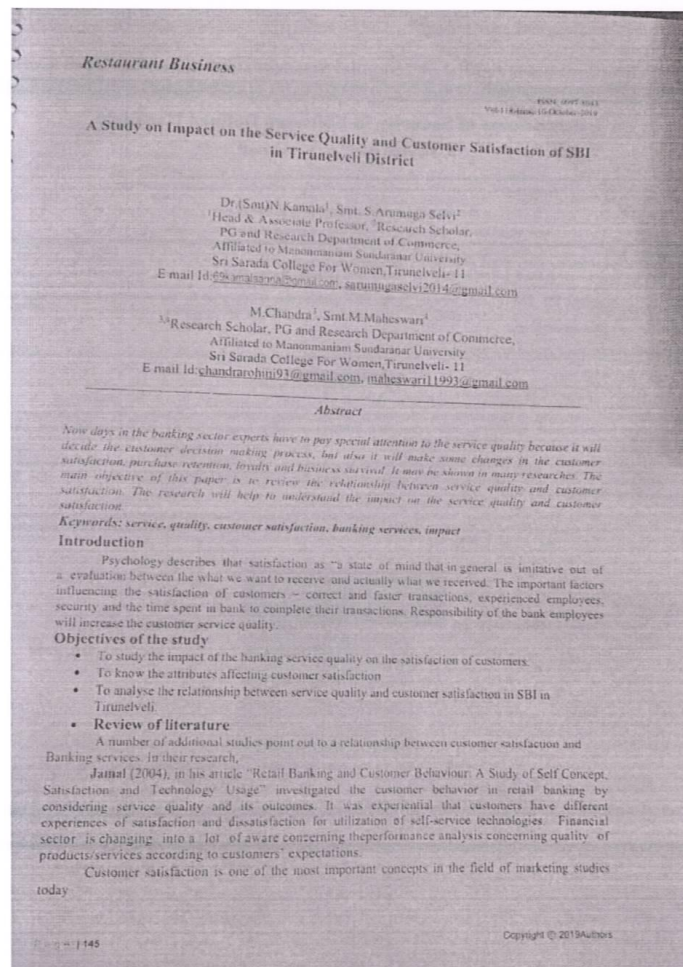
(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

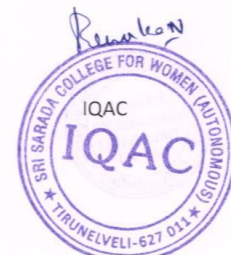
E-mail : srisaradatvl@gmail.com



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

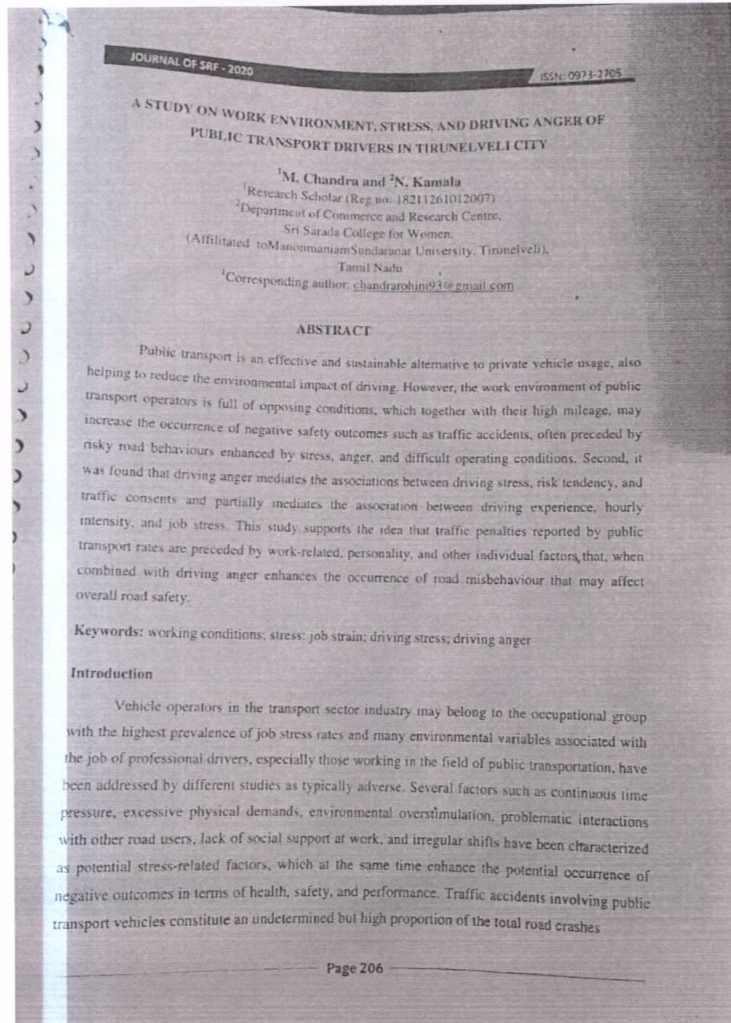
(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

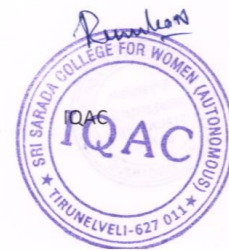
TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

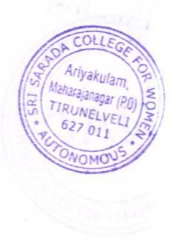
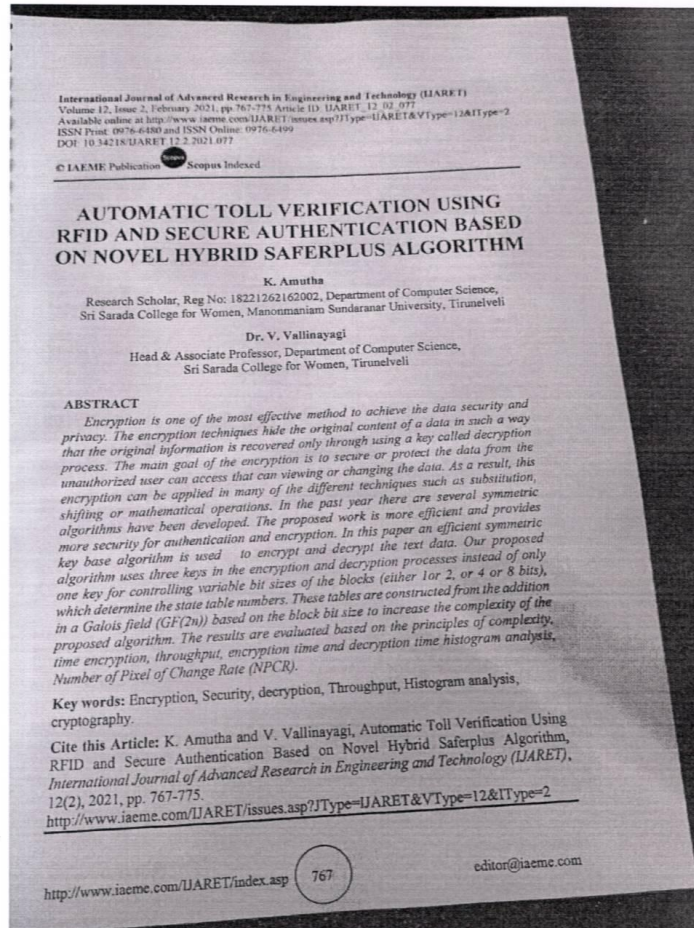
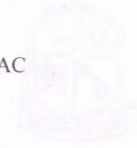
(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

International Journal of Mechanical and Production Engineering, Research and Development (IJMPRE)
ISSN (P): 2249-0890, ISSN (O): 2249-0907
Vol. 10, Issue 2, June 2020, IJMPRE-02020
© IJMPRE PVT. Ltd.



SENSING DDoS ATTACK IN EDGE COMPUTING WITH SOFTWARE DEFINED NETWORKING USING ENTROPY METHOD

R. PARVATHI DEVI¹ & Dr. V. VALLINAYAGI²

¹Research Scholar, Manonmaniam Sundaranar University, Tirunelveli, India

²Head and Assistant Professor, Sri Sarada College for Women, Tirunelveli, India

ABSTRACT

Distributed Denial of Service (DDoS) is one of the risky threats in the network architecture. Before the Software Defined Networking (SDN) architecture came to the field, Software Defined Networking the new paradigm, which differs from the traditional network architecture by centralizing the control over the network. It reduces the complexity and programmability of the network. SDN uses the OpenFlow protocol, which is commonly managed by the SDN switch and controller. This architecture is easily implemented with Edge computing. Edge computing is considered as the important version of cloud computing. Instead of processing the data in the cloud, the data are processed near the source of the data. In the edge devices (router, switch, phone etc) are connected to the SDN switch and the controller, controls the overall network. In this architecture the attacker targets the controller, because it has the overall control of the network. By attacking the controller, the attacker easily slow down the whole network and finally the controller fails to manage the data. Here, attacker use the DDoS attack to spoof the whole network. In this paper we proposed a new algorithm to detect and mitigate the DDoS attack in the SDN architecture. In this algorithm, the entropy value is calculated to detect DDoS attack. This paper also compares the proposed algorithm with another one. This paper also gives the new approach to detect the DDoS attack in the SDN architecture which controls the data in different format.

KEYWORDS: SDN, OpenFlow, DDoS, Entropy & Edge Computing

Received: Aug 10, 2020; Accepted: Aug 30, 2020; Published: Sep 03, 2020; Paper ID: IJMPREIRJN0210149

1. INTRODUCTION

Network is a broad term which consists number of systems, servers, machines etc with one another to transfer the data. While transferring the data, there may be a chance to stealing the data or, the original data can be changed by the attacker. So, when transferring the data, we must secure the type of attacking in the network. Malware, Phishing, Botnet, DoS, DDoS and Man-in-the-middle are some of the attacks which are familiar in the network. Normally these attacks are detected by the firewall programs in the application layer. The traditional network architecture has seven layers and each layer has to be suffered with the attacks. Detecting and preventing the attacks is the biggest challenge of the network builders. So, to overcome the challenge, the new paradigm emerged that is, Software Defined Networking (SDN), which is used to simulate the complex topologies with the use of efficient manner. Its architecture is different with our traditional network by decoupling the control and data plane.

The SDN architecture has the centralised control over the network, where in our traditional network has distributed network. In SDN, Controller is the component which has the overall control. In the following figure 1, we centralised and distributed architecture shown.

www.ijmpre.org

IJMPRE Peer-Review Journal

www.ijmpre.org

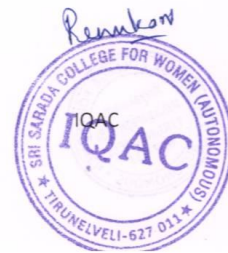
Original Article



M. Malavikha

Principal

PRINCIPAL, SARADA DEVI
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

International Journal of Future Generation Communications and Networking
Vol. 13, No. 2, 2020 pp 1880-1887

An Efficient Edge Server Deployment Technique In Edge Computing Using Graph Theory

¹ B.Pavathi Devi and ² D.V. Vallinayagi

¹ Research Scholar, Manonmaniam Sundaranar University, Tirunelveli.

² Vice Principal & Associate Professor, Dept. of Computer Science, Sri Sarada College for Women, Tirunelveli

Abstract

Cloud computing is a paradigm used to store and share the data in the data centers to the users through the Internet. It provides many services to the users like IaaS (Infrastructure as a Service), PaaS (Platform as a Service), SaaS (Software as a Service) etc. but distributing the centralized data over the world is a complex process, it takes insufficient time. To overcome this, a new paradigm Edge Computing was introduced. Here the data are processed in the edge of the network near the source of the data, so data processing speed is increased. In Edge computing there was no standard architecture followed but some accepted architectures were allowed to process the data. This paper focuses the three layered architecture (Edge nodes, Edge servers, clouds are the main components of this architecture). This paper proposes the placement of new Edge server in the distributed clustered Edge data servers in the middle layer. For placement of Edge server, here Dijkstra algorithm is used to find the minimum distance in the architecture and then place the new server. Placing the Edge server in that particular location will improve the performance of the distributed Edge servers, since data travelling distance is reduced and losing the data is also reduced to minimum level. Dijkstra is a famous graph theory algorithm which is mainly used to find the minimum distance between the nodes in graph theory concept. Its performance also analysed with Floyd-Warshall algorithm. Hope this paper leads to some other techniques to find the minimum distance to place the edge server.

Index Terms: Clustering, Edge Computing, Edge Servers, Dijkstra algorithm, graph based algorithm.

NOMENCLATURE

IaaS - Infrastructure as a Service, PaaS - Platform as a Service, SaaS - Software as a Service, SDN - Software Defined Networking
ESP - Edge Server Placement

1.0 INTRODUCTION

Ten years back the centralized cloud data centers used for processing and sharing the data among many users [1]. But it leads to single point of failure will reflect in the service drop out. So to avoid such circumstance some new paradigms were introduced, one among them is Edge computing [15]. The main benefit of this edge computing is its speed and reliability. Many researches going in this area, because of its computation speed and delivery of data in fraction of seconds. The objective of this paper is to minimize the edge server access delay, and the problem here is, how and where to place the edge servers. In this paper those devices are connected to the nearest edge server and request the data which they need and get the reply, they are not directly connected to the cloud data centers. Here the algorithm ESP (Edge Server Placement) do the placement of servers closer to the cloud. This algorithm calculates the shortest path from cloud to the edge using the graph theory concept. Using this algorithm many edge servers are placed according to the users need. So Quality as a Service (QoS) [1] performance increased, it is the main service of Cloud.

ISSN 2253-7857 IJFCGN
Copyright © 2020 IJFCGN

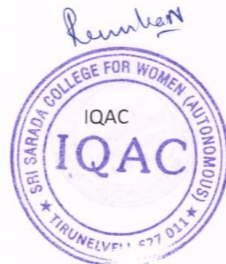
1881



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

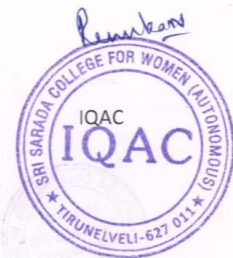
E-mail : srisaradatvl@gmail.com



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

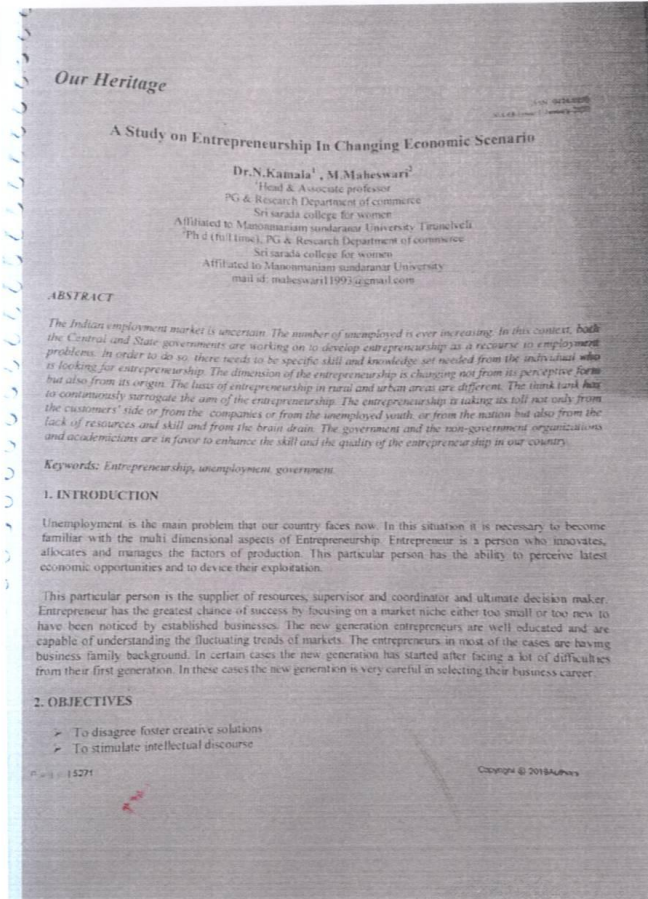
(A branch of Sri Ramakrishna Tapovanam, Tirupparathurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

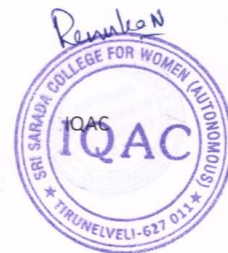
E-mail : srisaradatvl@gmail.com



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

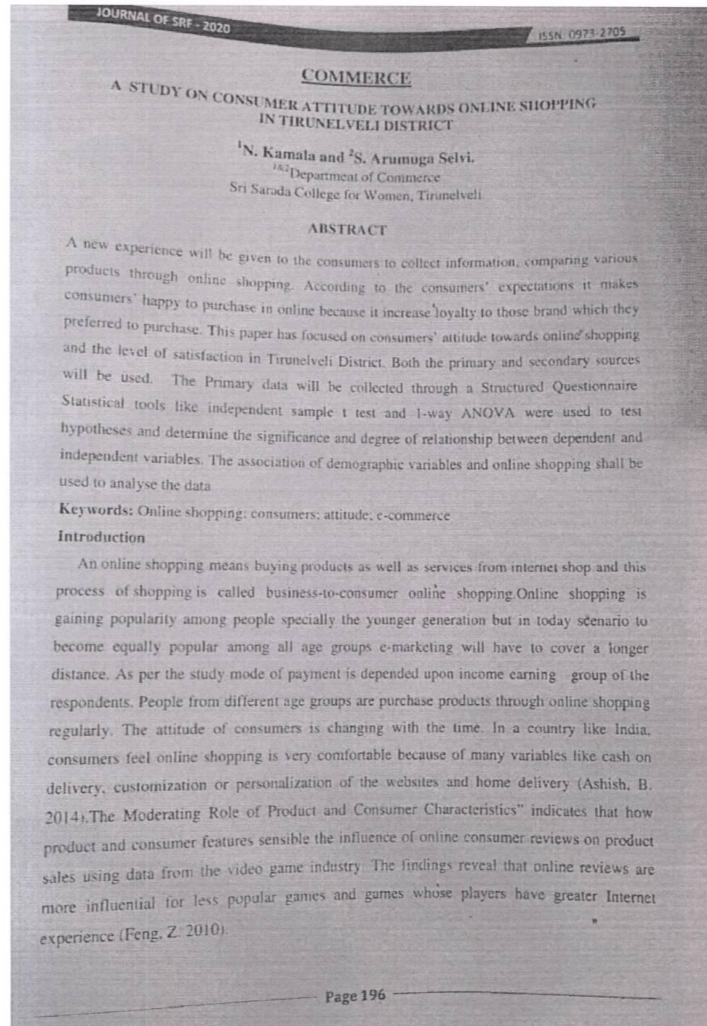
(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

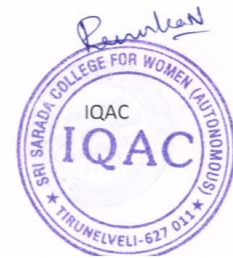
E-mail : srisaradatvl@gmail.com



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

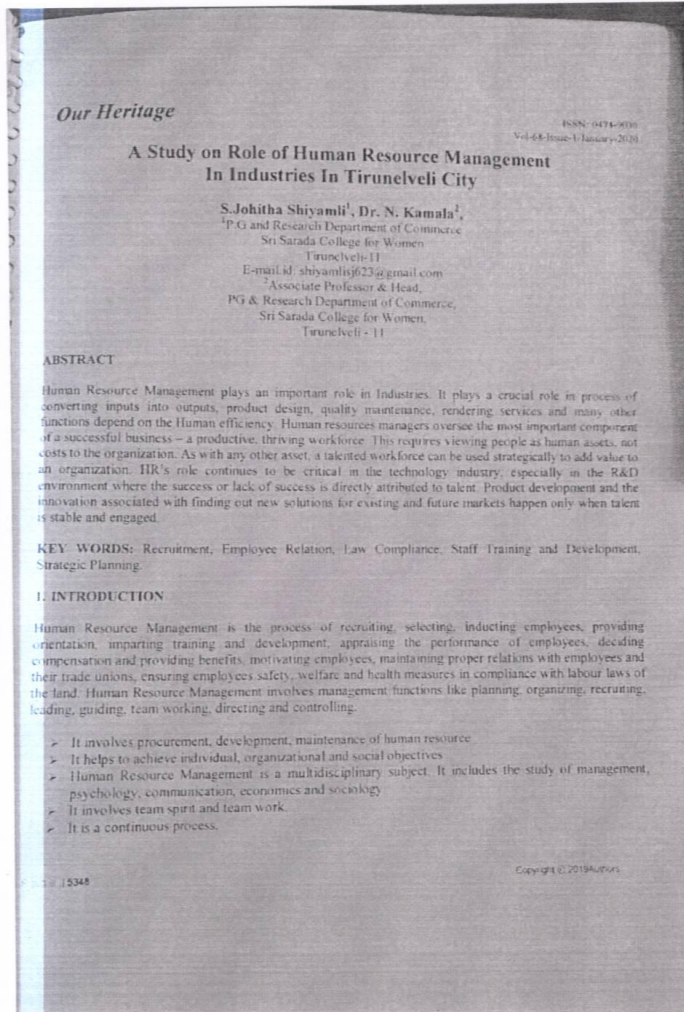
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparathurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



M. Malavizhi
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

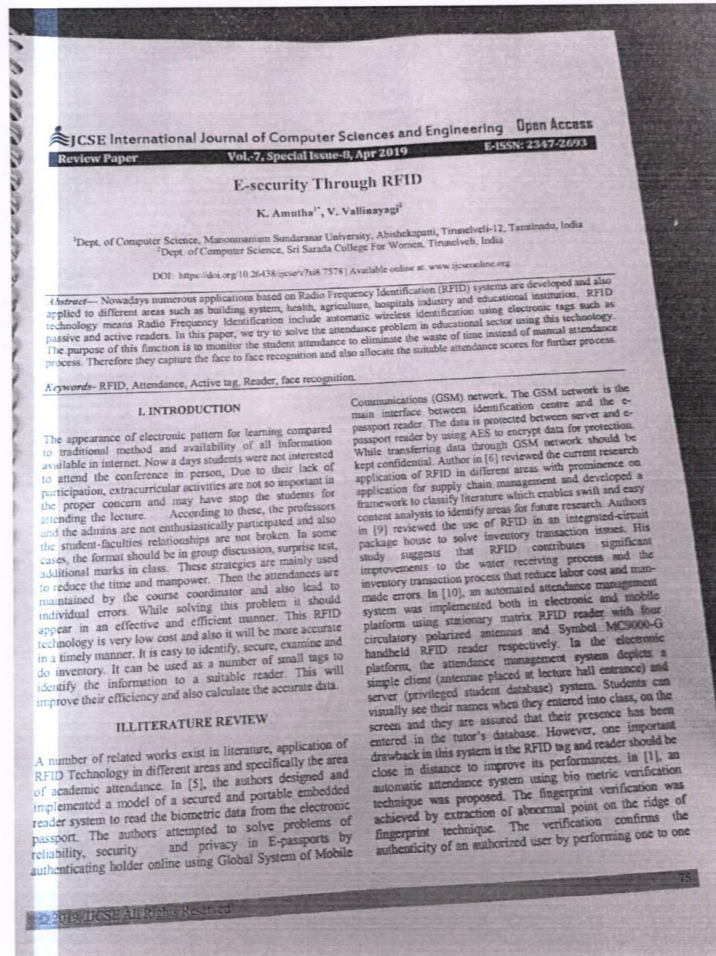
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatl@gmail.com



M. Malavika
Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

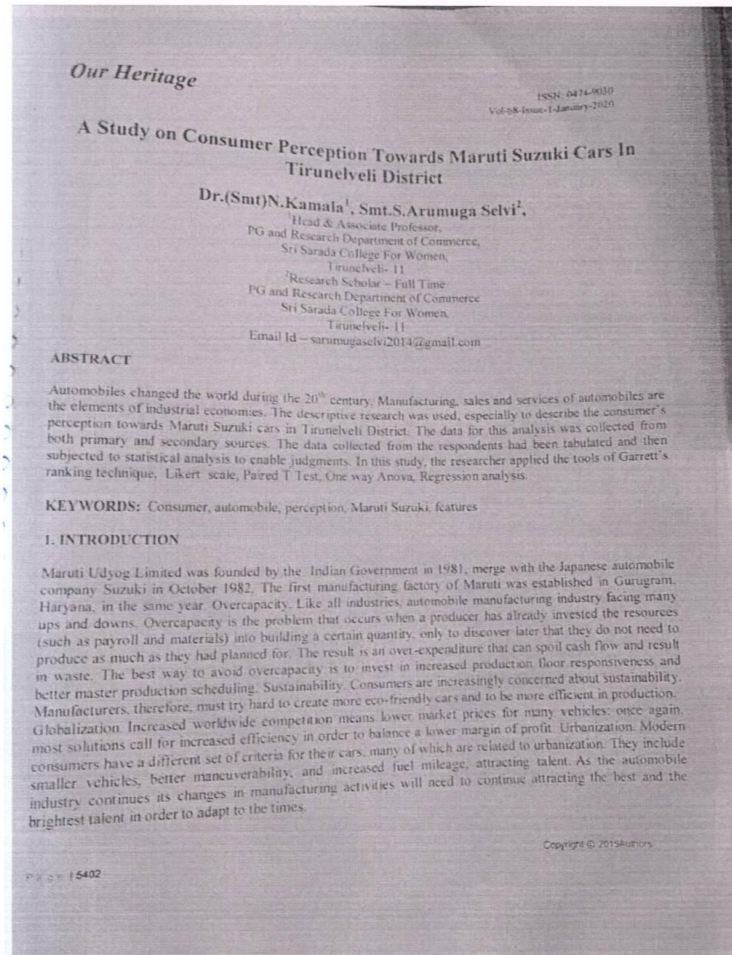
(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail: srisaradatvl@gmail.com



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

❖ A National Webinar on "Nanotechnology in Polymers"

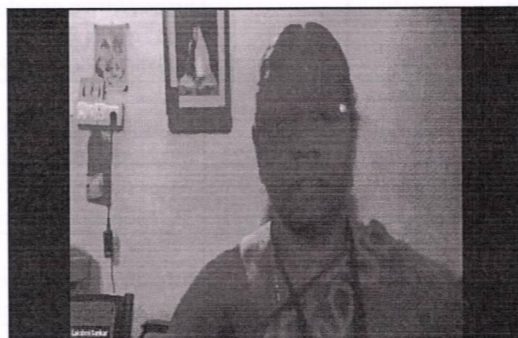
Sri Sarada College for Women(Autonomous),Tirunelveli

Department of Chemistry

Report of the Rasayan Vigyaan Forum

A National Webinar on "Nanotechnology in polymers" was organized by Department of Chemistry, Sri Sarada College for Women (Autonomous), Tirunelveli on 02.07.2020 through Zoom Platform.

Smt.K.Lakshmi, Assistant Professor welcomed the gathering. Our Secretary Yatiswari Saravanabhavapriya Amba blessed the gathering. Dr.(Smt). M.Malarvizhi, Principal felicitated the gathering. Smt.V.Raja Rajeswari, Associate Professor & Head, Department of Chemistry gave a lecture on the fundamentals of Nanoscience, Synthetic methods of nanocomposites and various applications of polymers in nano field. The vote of thanks was given by Smt .K. Lakshmi. The programme came to an end with Shanthi Prayer.



M. Malarvizhi

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

			8/edit?usp=sharing&oid=118106315264222494990&rtpof=true&sd=true
Financial Awareness and Consumer Training	215	12.03.2021	https://drive.google.com/file/d/1vvPg5QkKV6ivgK4MSzDjWKBkl-I3WBVI/view?usp=sharing
Workshop on "Microscale Experiments in Chemistry"	91	12.03.2021	https://drive.google.com/file/d/1f7RmYdhIYmkrcvQNZjV77vGMJdt_pOyM/view?usp=sharing
Workshop on "Microscale Experiments in Chemistry"	91	12.03.2021	https://www.srisaradacollege.org/download_department_report.php?id=NDg=
Faculty Enrichment Programme on Tarka Sangraha	3 Staff + 2 External Staff + 3 External Students	13.09.2020 to 25.10.2020	https://docs.google.com/presentation/d/1NYmDBCoSLHBagA8qaPaMw2M6FDfURLcr/edit?usp=sharing&oid=114690735332903569023&rtpof=true&sd=true
Paper Presentation on Current Trends and Technologies organised by Department of Computer Science	49	15.03.2021	https://drive.google.com/file/d/14Sefp2h1Pms12mWN_js-jK6zaOcuZkI/view?usp=sharing
Faculty Enrichment Programme on Artha Sangraha	3 Staff + 2 External Staff + 3 External Students	20.12.2020 to 02.04.2021	https://docs.google.com/presentation/d/1NYmDBCoSLHBagA8qaPaMw2M6FDfURLcr/edit?usp=sharing&oid=114690735332903569023&rtpof=true&sd=true
Workshop on "Empowering Rural Women with ICT Skills"	24	26.03.2021	https://drive.google.com/file/d/1hfaFiqS8y2o5cOf2H4W8S2H1LcstmiMB/view?usp=sharing
National Level Webinar on Serverless Computing in the Cloud	106	26.06.2020	https://drive.google.com/file/d/1zMT5ri4DqS3tuJHy8PcHHdxreZjOE7P/view?usp=sharing
Faculty Enrichment Programme on Sankhya	3 Staff + 2 External Staff + 3 External Students	27.10.2020 to 15.12.2020	https://docs.google.com/presentation/d/1NYmDBCoSLHBagA8qaPaMw2M6FDfURLcr/edit?usp=sharing&oid=114690735332903569023&rtpof=true&sd=true
Webinar on "Expeditious Outlook on Data Analytics"	72	29.10.2020	https://drive.google.com/file/d/1OxJgGMFoqc7MvlcxZqIWvHhYxtgBdMMN/view?usp=sharing



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Contents

Social Media Advertising: Opportunities and Challenges with Reference to Household Electronic Products in Thoothukudi District <i>Dr. A. Aruna Devi, M. Deena</i>	1-4
Effectiveness of Social Media Marketing Targeting Young Adults <i>S. Achaya, Dr. M.N. Mohamed Abusali Sheik</i>	5-12
Social Media Advertising: Key Issues and New Challenges <i>Dr. Aswini K</i>	13-18
A Study on Impact of Social Media Behavior Outlines <i>Dr. Ebinesan. A</i>	19-25
A Study on Impact of Advertisement of Social Media Advertisement on Mobile Phones in Tirunelveli <i>Dr. M. Syed Sulaiga Benazir, Dr. M. Esakkiammal</i>	26-30
Impact of Digital Marketing with Special Reference to Social Media Advertisement..... <i>Gourab Das</i>	31-38
Influence of Social Media Marketing on Online Shopping – A Study <i>Dr. D. Hepzibah Vinsyah Jaysceli</i>	39-44
A Study on Perception about Social Media with Special Reference to Face Book, Whatsapp and Twitter among Young Generation at Gudalur <i>Dr. A. Jaganathan,</i>	45-52
Social Media Advertising: An Amazing Technology of 21 st Century <i>K. Manimekalai, S. Abbirinda</i>	53-60
Effectiveness of Social Media Advertisement on Urban Youth <i>Rakesh N</i>	61-68
The Nuts & Bolts of Influencer Marketing <i>Sanjesh Boloor, Dr. N. Senthosh Kumar</i>	69-73



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,
TIRUNELVELI – 627011
Website: <http://www.srisaradacollege.org>
E-mail : srisaradatvl@gmail.com

Prospects & Challenges of Social Media Advertising

Social Media Advertising: Opportunities and Challenges with Reference to Household Electronic Products in Thoothukudi District

Dr. A. Aruna Devi

Assistant professor,
PG & Research Department of Commerce
Sri Sarada College for Women (Autonomous)
Tirunelveli-627011
arunadevi@gmail.com

M. Deena

Ph.D Research Scholar (Full Time)
Reg.No : 191212610/2002
PG & Research Department of Commerce
Sri Sarada College for Women (Autonomous)
Tirunelveli-627011
Ph.No : 8675174471

Abstract

Social Media Advertising is a boon for the marketers. It helps them to promote their products across the boundaries without incurring much cost. The main benefit of social media advertising is within short period it reaches not only the targeted audience but also to the ordinary customers. This study is going to analyze how effectively it reaches the targeted audience, and awareness of branded products through social media advertising. It also discusses about the future opportunities and challenges of social media advertising in Thoothukudi District.

Key words: Social media advertising, Branded household electronic products, Opportunities.

I. Introduction

Social Media advertising is a golden egg for all the marketers who correctly channel their products through social media advertising. Since Thoothukudi is famous for industrial sector, it's a very big challenge for the marketers to implement household electronic products through social media advertising. It's a well-known fact, most of the people's mind is adopted by the native products and they trust only the native owners. Easy accessibility of internet paves the way for social media advertising. The success of social media advertising lies in the hand of increase in sales. The easy accessibility of internet helps to change the minds of the customer. Social media advertising helps the marketer to reach not only in urban places and also the rural places where there is no road. The biggest opportunity in social media advertising is companies not only reach the target audience but also they reach the country people. This paper discusses how they change the minds of the native customers through social media advertising.



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Prospects & Challenges Of Social Media Advertising

Volume I

Editors:

Mr. J.S. Syed Mohamed Sadath

Dr. S. Shanmugasundaram

IIP

InSc International Publishers (IIP)



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Rimka
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparathurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post.

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Title of the Book: Prospects & Challenges of Social Media Advertising

Volume: First-2021

Copyright © Authors

Editors:

Mr. J.S. Syed Mohamed Sadath, Research Scholar at the Department of Business Administration, Annamalai University, Chidambaram

Dr. S. Shanmugasundaram, Assistant Professor and Head, Department of Business Administration, Government Arts & Science College, Gudalur

No part of this book may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the copyright owners.

Disclaimer

The authors are solely responsible for the contents published in this book. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

ISBN: 978-1-956102-40-6

MRP Rs.350/-

PUBLISHER & PRINTER: INSC International Publishers

Pushpagiri Complex, Beside SBI
Housing Board, K.M. Road
Chikkamagaluru Karnataka
Tel.: +91-8861518868
E-mail: iph@inse.in

IMPRINT: InSe International Publishers



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Reemba

IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Prospects & Challenges of Social Media Advertising

A Study on Influences and Buying Behaviour of Social Media Advertisement with Reference to Consumer Products in Tirunelveli District

S.Selvakumari

Reg no: 19111261012005

Ph.D Full time Research Scholar

PG and Research Department of Commerce,

Sri Sarada College For Women (Autonomous)

Affiliated to Manonmaniam Sundaranar University

kumariselva969@gmail.com

M.Deena

Ph.D Research Scholar (Full Time)

Reg.No : 19121261012002

PG & Research Department of Commerce,

Sri Sarada College for Women (Autonomous),

Tirunelveli-627011

Ph.No : 8675174471

Abstract

In recent day's social media advertisements highly influences to buy for the consumer merchandise. Currently varied apps are introduced for advertising and shopping for the merchandise easily and quickly for eg: Amazon, Flipkart, Snapdeal etc., and the article focuses the influences and buying behaviour of social media advertising with relevant to consumer products in Tirunelveli district. Throughout this study 233 respondents are taken. Statistical analysis tools like percentage analysis, chi-square test, Anova are used. The results indicate that online buying behaviour is increased in grocery items, and social media user level satisfaction is lower within the rural areas when put next to urban areas.

Key words: Social Media, Advertisements, Satisfaction, Consumer Products, Buying behaviour

I. Introduction

An advertisement is incredibly essential one to introduce the products within the market. Now a day's social media is extremely popularly in advertisements and spreads any information in speedily. In recent days people use the social media like facebook, twitter, whatsapp, instagram etc., so people know any details and knowledge in social media therein information people wants to shop for the patron products like food, cloth, electronic materials etc., the Social media in influence to shop for the buyer products and that they were change the buying behaviour of the buyer products.

II. Objectives of Study

- To study the influences of social media advertisement.
- To know the buying behaviour of social media advertisements with relevance to consumer products.
- To examine the user level satisfaction of social media
- To know the socio economic profile of the study.

- 141 -



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



P. Ramkumar
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

The Impact of Covid-19 on Consumer Behaviour in Relation To Social Media Advertising..... <i>Sweatha D</i>	79 – 83
Digital Media and Social Media Campaigns- Does it Capture the Audience Attention?..... <i>Dr Kulvinder Kaur Bath, Ms. Sana Parab</i>	84 – 94
Rise of Social Media Advertising in India..... <i>Dr. Navdeep Kumar</i>	95 – 99
A Study on Advertising on Electronic Media in Tuticorin District..... <i>Dr.N.Kamala, M.Maheswari</i>	100 – 103
How Meme Marketing Creates Brand Image by Influencing Teenagers..... <i>Rekha R</i>	104 – 110
Prospects and Challenges of Social Media Advertising..... <i>M.Shunmuga Sundari, Dr.A. Jafar Sathic, Dr.A.Seetharaman</i>	111 – 115
Digital marketing in New Age with New Trends..... <i>Prof. Dr. Maheshkumar Shankar Kedar</i>	116 – 127
Brand Communication and Social Media Advertising Engagement with Reference to Higher Education Institutions..... <i>S. Eramia, Dr. P. Abraham</i>	128 – 134
A Study on Social Media Challenges for Advertising Business In Tirunelveli District..... <i>Dr (Smt)N.Kamala, Smt. S.Arannaga Selvi</i>	135 – 140
A Study on Influences and Buying Behaviour of Social Media Advertisement with Reference to Consumer Products in Tirunelveli District..... <i>S.Selvakumari, M.Deena</i>	141 – 146
A Study on the Impact of Social Media Marketing Towards Online Shopping in Thoothukudi..... <i>Smt. R. Tiffany, Dr. (Smt) V. Sangeetha</i>	147 – 153
Impact of Covid-19 in Online Retailing in India – Opportunities and Challenges..... <i>Udayakumar N, Nagarajan S.K, Caillasse NSN</i>	154 – 159

vii



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Reemless

IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

CONTENTS

S. No.	Title	Page No.
1	Versatile Usage of Social Media During Covid-19 Saranya Sasidharan & Dr. Harmeet Matharu	1
2	Facebook Memes a New Stressbuster During Covid-19 Nepul Raj A & Dr. Jayaprakash D	11
3	A Study on Impact of Social Media on Youth with Reference to Tirunelveli District Dr. A. Aruna Devi & S. Selvakumari	23
4	The Role of Social Media in Education B.S. Kirutika	28
5	A Study on Social Media and Consumer Behaviour in Tirunelveli District Dr. M. Chandra & N. Kamala	36
6	Impact on Social Media in Health System Dr. G. Chelladurai	42
7	A Study of Social Media and Impact on Marketing in Business Dr. (Smt) A. Aruna Devi & Smt. P. Nandhini	46
8	Impact of Social Media on Marketing Shagirabanu. S	52
9	A Study on Impact of Social Media on Youth with Reference to Tirunelveli District Dr. A. Aruna Devi & A. Rooba	56
10	A Study on Impact of Social Media on Consumer Buying Behavior towards College Student at Thoothukudi District Dr. Ponceelia	61
11	Positive and Negative Effects of Social Media N. Sudha	67
12	Role of Media-Promotion of Tourism in Telangana Dr. K. Nageswar Rao	69
13	Impact of Social Media on Academic Performance a Study among College Students of Thoothukudi District A. Ponmani & Dr. J. Mohamed Ali	76
14	The Role of Social Media in Education P. Supriya & Dr. Muthulakshmi	85

Scanned by TapScanner



M. Malavika

Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Remkany
IQAC



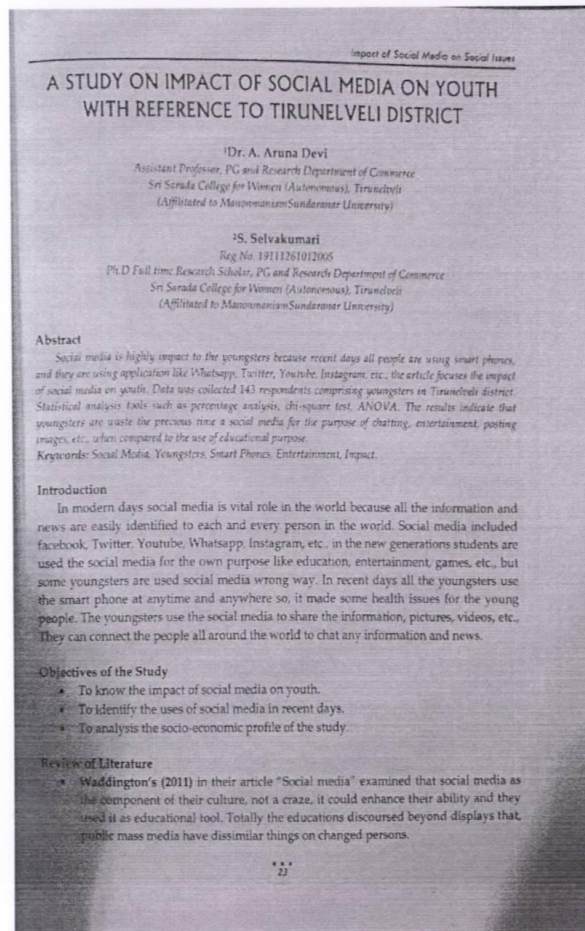
SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,
TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



Scanned by TapScanner



M. Malavika
Principal
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Renuka
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

IMPACT OF SOCIAL MEDIA ON SOCIAL ISSUES

© Dr. M. Murugeswari

ISBN: 978-93-5291-361-9

First Edition: February 2021

Price: ₹500/-

Copyright

All rights reserved. No part of this book may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, mechanical, photocopying, recording or otherwise, without prior written permission of the Editor.

Printed at
SHANLAX PUBLICATIONS
61, 66 T.P.K. Main Road
Vasanthi Nagar
Madurai - 625003
Tamil Nadu, India

Ph: 0452-4208765
Mobile: 7639303383
email: publisher@shanlaxpublications.com
web: www.shanlaxpublications.com

Scanned by TapScanner



M. Malavika
Principal
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Reem Khan
IQAC



SRI SARADA COLLEGE FOR WOMEN

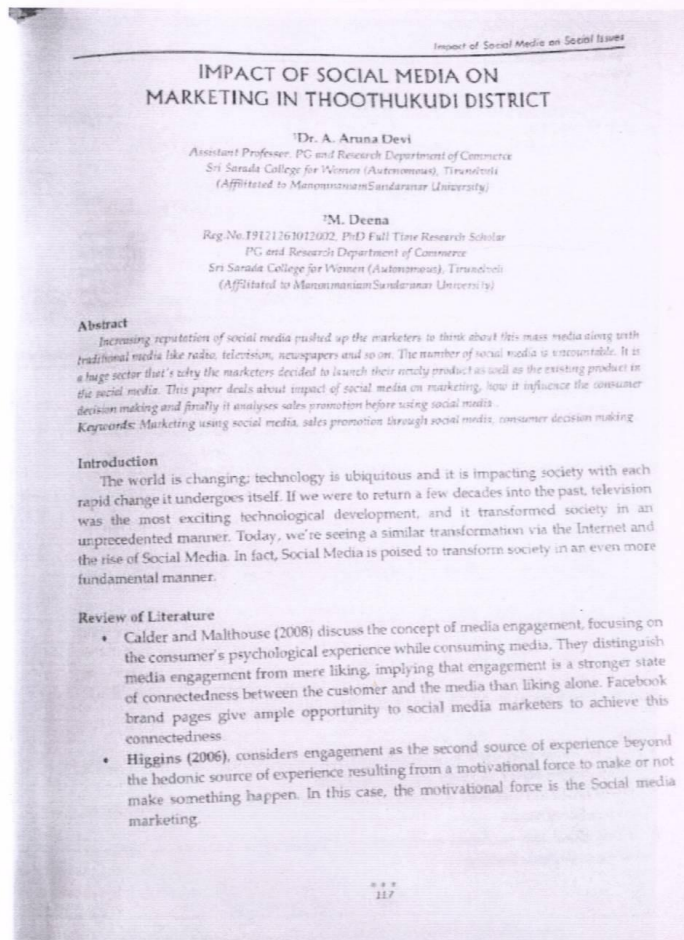
(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatl@gmail.com



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Rumika
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

IMPACT OF SOCIAL MEDIA ON SOCIAL ISSUES

© Dr. M. Murugeswari

ISBN: 978-93-5291-361-9

First Edition: February 2021

Price: ₹500/-

Copyright

All rights reserved. No part of this book may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, mechanical, photocopying, recording or otherwise, without prior written permission of the Editor.

Printed at

SHANLAX PUBLICATIONS
61, 66 T.P.K. Main Road
Vayantha Nagar
Madurai – 625003
Tamil Nadu, India

Ph: 0452-4208765
Mobile: 7639303383
email: publisher@shanlaxpublications.com
web: www.shanlaxpublications.com



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Penkkan
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

15	Role of Social Media in Exposing Custodial Deaths D. Rameshkumar & Dr. Jayaprakash	90
16	A Study on Impact of Social Media among Students in Tirunelveli District Dr. (Smt) N. Kamala & Smt. S. Arumuga Selvi	97
17	A Study on Impact of Social Media among College Students in Thoothukudi District Dr. V. Sangeetha	106
18	A Study on Impact of Social Media on Youth with Special Reference to Tuticorin District Dr. (Smt) N. Kamala & M. Maheswari	112
19	Impact of Social Media on Marketing in Thoothukudi District Dr. A. Aruna Devi & M. Deena	117
20	The Impact of Social Media for Library Service and Uses S. Mohan Kumar	120
21	Impact of Social Media on Youths A Comparison between the Consumption of Social Networking Sites (SNS) During and Before the Period of Lockdown among Students in India MS. Pinki	129
22	Effect of Social Media G. Muthulakshmi & S. Archana	133
23	Pros and Cons of Social Media on Youth in Different Sectors Dr. J. Elizabethvijaya & Dr. V.C. Jeyaratha	139
24	A Study on Usage of Social Media at Lockdown Period of Covid-19 in India G. Karthik	143
25	A Study on Impact of Positive and Negative Effects on Social Media M. Muthu Selvi	150
26	A Study on Impact of Social Media on Customer Satisfaction in Banking Industry with Special Reference to Thoothukudi District P. Rajeswari	154
27	Social Media its Impact with Positive and Negative Aspects P. Murugan	161



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Renulka
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,
TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

IMPACT OF SOCIAL MEDIA ON SOCIAL ISSUES

Editor

Dr. M. Murugeswari M.Com., M.Phil., Ph.D., SET
Assistant Professor of Commerce (U/A)
Sri Parasakthi College for Women
Courtallam - 627 802, Tenkasi District
Tamil Nadu, India



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Penulisan
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

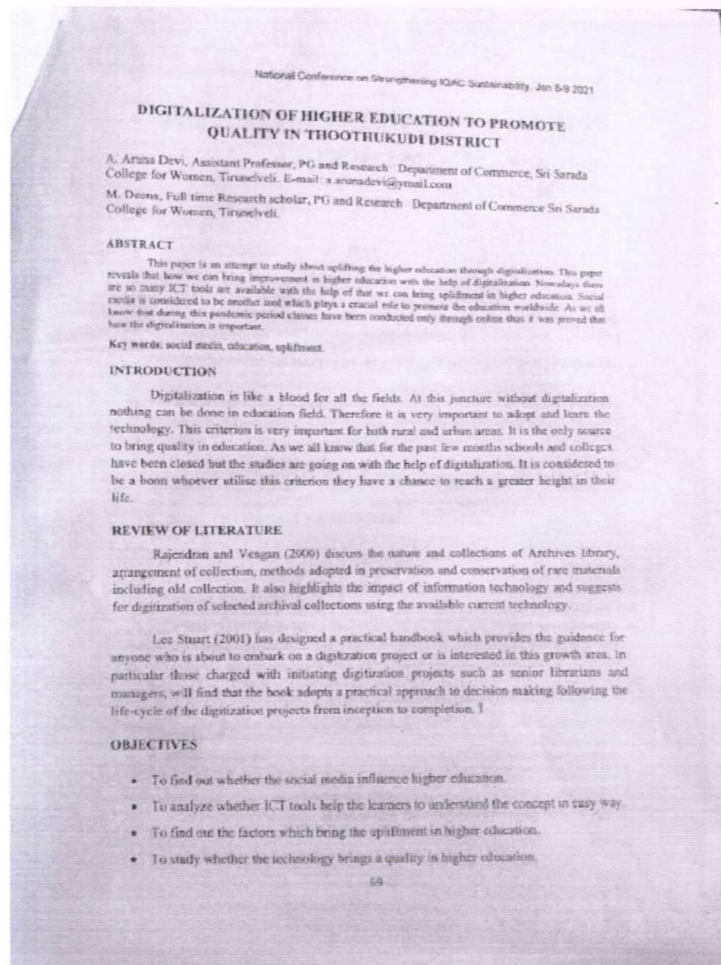
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Remban
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Proceedings of the
National Conference on
**Strengthening IQAC for Quality
Sustainability**

January 8-9, 2021

ISBN978-81-934352-2-9



Edited by
Natarajan, R.
Suganesh, R.
Sivakathi, E.

Organized by
Internal Quality Assurance Cell (IQAC),
Sri Sarada Niketan College for Women
Kodangopilly, Esaratham Road,
Karu 639005, Tamil Nadu



Sponsored by
National Assessment and Accreditation Council (NAAC)
Bangalore 560 074
Karnataka



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatl@gmail.com

THE ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION

V. Sangeetha, Assistant Professor, PG and Research Department of Commerce, Sri Sarada College for Women, (Autonomous), Tirunelveli-11. E-mail: vsangeetha01@gmail.com
S. Maheswari, M. Phil Scholar, PG and Research Department of Commerce, Sri Sarada College for Women (Autonomous), Tirunelveli-11. E-mail: Mageshmh808@gmail.com

ABSTRACT

This study explores the use of mobile phones among young adults. The study used the theoretical frameworks of uses and gratification approach from media studies, social cognitive domain theory from lifespan development literature and social construction of technology. The main objective of the study was to examine the use of mobile phone to fulfill communication, media and age-related needs by young people in India and to investigate regional and gender differences.

KEYWORDS: Mobile phone, uses, communication, media

INTRODUCTION

A Smartphone is a mobile device that combines cellular and mobile computing functions into one unit. They are distinguished from feature phones by their stronger hardware capabilities and extensive mobile operating systems, which facilitate wider software, internet and multimedia functionality alongside core phone functions such as voice calls and text messaging. Smart phones typically contain a number of metal-oxide-semiconductor (MOS) integrated circuit (IC) Chips, include various sensors that can be leveraged by their software magnetometer, proximity sensors, barometer, gyroscope, or support wireless communications protocols. Improved hardware and faster wireless communication have bolstered the growth of the smart phone industry. In the third quarter of 2012, one billion smart phones were in use worldwide. Data communication has become faster. Smart phones can send and receive data much faster than older phone. Many smart phones introduced after 2010 use 4G technology including LTE, later, even faster version. 5G was introduced in a few places in 2019.

OBJECTIVE

- To identify the usage of mobile phones, service providers and respective brand among college students
- To study the influence of smart phone among college student
- To identify the satisfactory level of college students in different aspects of mobile phones.

REVIEW OF LITERATURE

Nasr Azad; Ozhan Karimi; Maryam Safaei (2012) had presented an empirical study to investigate the effects of different marketing efforts on brand equity in mobile industry. The results show that there is a positive and meaningful relationship between marketing mix efforts and brand equity. In other words, more advertisements could help better market exposure, which means customers will have more awareness on market characteristics. Among all mixed efforts, guarantee influences more on brand equity, which means consumers care more on product services than other features. Finally, among different characteristics of



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Remba



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

A STUDY ON DIGITALIZATION OF HIGHER EDUCATION TO PROMOTE QUALITY & DIVERSITY AMONG COLLEGE STUDENTS IN TIRUNELVELI DISTRICT

Dr. (Smt) N. Kamala

Head & Associate Professor

PG and Research Department of Commerce

Sri Sarada College For Women (Autonomous)

Tirunelveli

Smt. S. Arumuga Selvi

Research Scholar,

Sri Sarada College for Women, (Autonomous)

PG and Research Department of Commerce

Sri Sarada College For Women (Autonomous)

Tirunelveli

Abstract

Nowadays in the Covid - 19 period people in India have no chance to go to their educational institutions to carry on their studies. So automatically all of us changed to the way of teaching and learning. They have no choice but to use these technologies for their children's learning processes, whether they feel comfortable or not. This paper includes the advantages and disadvantages of digitalisation in higher education. Various statistical tools like likert scale analysis, paired T test and chi square test used to analyse the data collected from college students. In this paper the researcher analyses various opinion towards using digitalised products in the point of view of college students and also it concludes with how students make their time in a valuable manner by using such technologies.

Key words: Education, technology, digitalisation, government policy, standard, safety

Introduction:

This is the right time to know about digitalisation in higher education. Nowadays all of us have an idea about digitalisation in higher education. Digitalisation means using computer, laptop, mobile or tab with internet facilities or with some other software applications for teaching and learning process. E- Book, study materials sent through online are some few examples of digitalisation in education. Following are the major objectives in digitalisation of higher education.

- To develop students experiences

This emphasizes the need for students to graduate and achieve success.

- To develop students experiences

This objective focuses on by differentiating their educational institution by various digital technologies. This will help them to stand them with individuality in front of their competitors.



M. Malavika



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Proceedings of the National Conference on Strengthening IQAC Sustainability

NAAC Sponsored Conference held on January 8-9, 2021, Sri Sarada Niketan College
for Women, Karur 639005, Tamil Nadu, India.

ISBN 978-81-934352-2-9

Editors:

Dr. R. Natarajan,
Research Director,
Sri Sarada Niketan College for Women, Karur 639005.

Dr. R. Suganthi,
Vice Principal & IQAC Coordinator,
Sri Sarada Niketan College for Women, Karur 639005.

E. Niraimathi
Head, Department of Mathematics,
Sri Sarada Niketan College for Women, Karur 639005.

Review Committee

Chairman:

Dr. N. Nagadeepa
Principal,
Sri Sarada Niketan College for Women,
Karur 639005, Tamil Nadu.

Members:

Dr. P. Shanmugavadivu
Professor & Head
Department of Computer Science and Applications
Director, Internal Quality Assurance Cell (IQAC)
The Gandhigram Rural Institute (Deemed to be University)
Dindigul - 624 302, Tamil Nadu.

Dr. S. Raja
Director SF Programmes
Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore 641108

Dr. A. ArunaDevi
Associate Professor
PG & Research Department of Commerce
Sri Sarada College for Women (Affiliated to Manonmaniam Sundaranar
University), Tirunelveli



U. Malavathi
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparathurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Contents

1	QUALITY IN HIGHER EDUCATION: A LONG WAY TO GO	4
2	INNOVATIONS AND BEST PRACTICES IN HIGHER EDUCATION	7
3	ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION	10
4	A STUDY ON TEACHING AND LEARNING PRACTICES IN HIGHER EDUCATION FOR SUSTAINING QUALITY	14
5	A STUDY ON BRIDGING THE QUALIFICATION GAP BETWEEN ACADEMIA AND INDUSTRY IN INDIA	19
6	A STUDY ON DIGITALIZATION OF HIGHER EDUCATION TO PROMOTE QUALITY DIVERSITY	24
7	A STUDY ON SKILL BASED HIGHER EDUCATION OPPORTUNITIES & CHALLENGES	29
8	DIGITALIZATION OF HIGHER EDUCATION TO PROMOTE QUALITY AND DIVERSITY	36
9	A STUDY ON ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION WITH SPECIAL REFERENCE TO TUTICORIN DISTRICT	41
10	A STUDY ON IMPORTANCE OF QUALITY IN HIGHER EDUCATION	45
11	USE OF E-COMMERCE FOR QUALITY ENHANCEMENT	50
12	A STUDY ON ISSUE AND CHALLENGES IN BRINGING ICT ENABLED EDUCATION IN TIRUNELVELI DISTRICT	55
13	INNOVATION AND BEST PRACTICES IN HIGHER EDUCATION	59
14	A STUDY ON DIGITAL TECHNOLOGY USED IN HIGHER EDUCATION WITH REFERENCE IN TIRUNELVELI CITY	64
15	DIGITALIZATION OF HIGHER EDUCATION TO PROMOTE QUALITY IN THOOTHUKUDI DISTRICT	69
16	A STUDY ON ROLE OF IQAC IN ACADEMIC AND ADMINISTRATIVE AUDIT	72
17	A STUDY ON ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION AMONG COLLEGE STUDENTS IN TIRUNELVELI DISTRICT	77
18	A STUDY ON USES OF E-LIBRARIES AMONG STUDENT	84
19	A STUDY ON IMPACT OF ONLINE LEARNING AMONG STUDENTS IN TIRUNELVELI CITY	88
20	ROLE OF IQAC IN HIGHER EDUCATION	92
21	ROLE OF IQAC IN HIGHER EDUCATION	96
22	THE ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION	99
23	HIGHER EDUCATION AND RESEARCH QUALITIES IN INDIA	103
24	ROLE OF ICT IN HIGHER EDUCATION	107
25	ROLE OF IQAC IN ACADEMIC AND ADMINISTRATIVE AUDIT	110
26	A STUDY ON AWARENESS AND ATTITUDE OF PRIMARY HEALTH CENTRES IN VEPPALODAI WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT	113
27	ROLE OF HIGHER EDUCATION IN SKILL DEVELOPMENT AND SUSTAINABILITY	121
28	NEW STRATEGIES FOR ENHANCEMENT OF QUALITY FOR BOTH TEACHING AND EVALUATION	124
29	IMPORTANCE OF QUALITY IN HIGHER EDUCATION	127



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Perumbar
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Prospects & Challenges Of Social Media Advertising

Volume I

Editors:

Mr. J.S. Syed Mohamed Sadath

Dr. S.Shanmugasundaram



InSc International Publishers (IIP)



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Rumelan

IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Title of the Book: Prospects & Challenges of Social Media Advertising

Volume: First-2021

Copyright © Authors

Editors:

Mr. J.S. Syed Mohamed Sadath, Research Scholar at the Department of Business Administration, Annamalai University, Chidambaram

Dr. S. Shanmugasundaram, Assistant Professor and Head, Department of Business Administration, Government Arts & Science College, Gudalur

No part of this book may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the copyright owners.

Disclaimer

The authors are solely responsible for the contents published in this book. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

ISBN: 978-1-956102-40-6

MRP Rs.350/-

PUBLISHER & PRINTER: INSC International Publishers

Pushpagri Complex, Beside SBI
Housing Board, K.M. Road
Chikkamagaluru Karnataka
Tel. : +91-8861518868
E-mail: iph@insc.in

IMPRINT: InSc International Publishers

ii



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Ramkumar

IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparathurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Prospects & Challenges of Social Media Advertising

A Study on Influences and Buying Behaviour of Social Media Advertisement with Reference to Consumer Products in Tirunelveli District

S.Selvakumari

Reg no: 19111261012005

Ph.D Full time Research Scholar

PG and Research Department of Commerce,

Sri Sarada College For Women (Autonomous)

Affiliated to Manonmaniam Sundaranar University

kumariselva969@gmail.com

M.Deena

Ph.D Research Scholar (Full Time)

Reg No : 19121261012002

PG & Research Department of Commerce,

Sri Sarada College for Women (Autonomous),

Tirunelveli-627011

Ph.No : 8675174471

Abstract

In recent day's social media advertisements highly influences to buy for the consumer merchandise. Currently varied apps are introduced for advertising and shopping for the merchandise easily and quickly for eg. Amazon, Flipkart, Snapdeal etc., and the article focuses the influences and buying behaviour of social media advertising with relevant to consumer products in Tirunelveli district. Throughout this study 233 respondents are taken. Statistical analysis tools like percentage analysis, chi-square test, Anova are used. The results indicate that online buying behaviour is increased in grocery items, and social media user level satisfaction is lower within the rural areas when put next to urban areas.

Key words: Social Media, Advertisements, Satisfaction, Consumer Products, Buying behaviour

I. Introduction

An advertisement is incredibly essential one to introduce the products within the market. Now a day's social media is extremely popularly in advertisements and spreads any information in speedily. In recent days people use the social media like facebook, twitter, whatsapp, instagram etc., so people know any details and knowledge in social media. therein information people wants to shop for the patron products like food, cloth, electronic materials etc., the Social media in influence to shop for the buyer products and that they were change the buying behaviour of the buyer products.

II. Objectives of Study

- To study the influences of social media advertisement.
- To know the buying behaviour of social media advertisements with relevance to consumer products.
- To examine the user level satisfaction of social media.
- To know the socio economic profile of the study.

- 141 -



M. Malavika
Principal
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Reemkav
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

The Impact of Covid-19 on Consumer Behaviour in Relation To Social Media Advertising..... <i>Sveatha D</i>	79 – 83
Digital Media and Social Media Campalngs- Does it Capture the Audience Attention?..... <i>Dr Kulvinder Kaur Bathi, Ms. Sama Parab</i>	84 – 94
Rise of Social Media Advertising in India..... <i>Dr. Navdeep Kumar</i>	95 – 99
A Study on Advertising on Electronic Media in Tuticorin District..... <i>Dr.N.Kamala, M.Maheswari</i>	100 – 103
How Meme Marketing Creates Brand Image by Influencing Teenagers..... <i>Rekha R</i>	104 – 110
Prospects and Challenges of Social Media Advertising..... <i>M.Shummuga Sundari, Dr.A. Jafar Sathic, Dr.A.Seetharaman</i>	111 – 115
Digital marketing in New Age with New Trends..... <i>Prof. Dr. Maheshkumar Shankar Kedar</i>	116 – 127
Brand Communication and Social Media Advertising Engagement with Reference to Higher Education Institutions..... <i>S. Eramia, Dr. P. Abraham</i>	128 – 134
A Study on Social Media Challenges for Advertising Business In Tirunelveli District..... <i>Dr.(Smt)N.Kamala, Smt. S.Arjunuga Selvi</i>	135 – 140
A Study on Influences and Buying Behaviour of Social Media Advertisement with Reference to Consumer Products in Tirunelveli District..... <i>S.Selvakumari, M.Deena</i>	141 – 146
A Study on the Impact of Social Media Marketing Towards Online Shopping in Thoothukudi..... <i>Smt. R. Tiffany, Dr. (Smt) V. Sangeetha</i>	147 – 153
Impact of Covid-19 in Online Retailing in India – Opportunities and Challenges..... <i>Udayakumar N, Nagarajan S.K, Cailassame NSN</i>	154 - 159

vii



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Renuban

IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparathurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Title of the Book: Prospects & Challenges of Social Media Advertising

Volume: First-2021

Copyright © Authors

Editors:

Mr. J.S. Syed Mohamed Sadath, Research Scholar at the Department of Business Administration, Annamalai University, Chidambaram

Dr. S. Shanmugasundaram, Assistant Professor and Head, Department of Business Administration, Government Arts & Science College, Gudalur

No part of this book may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the copyright owners.

Disclaimer

The authors are solely responsible for the contents published in this book. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

ISBN: 978-1-956102-40-6

MRP Rs.350/-

PUBLISHER & PRINTER: INSC International Publishers

Pushpagiri Complex, Beside SBI
Housing Board, K.M. Road
Chikkamagaluru Karnataka
Tel.: +91-8861518868
E-mail: iph@insc.in

IMPRINT: InSe International Publishers

ii



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Prospects & Challenges Of Social Media Advertising

Volume I

Editors:

Mr. J.S. Syed Mohamed Sadath

Dr. S. Shanmugasundaram



InSc International Publishers (IIP)



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

PROSPECTS & CHALLENGES OF

SOCIAL MEDIA ADVERTISING

J.S. SYED MOHAMED SADATH
DR. S. SHANMUGASUNDARAM



M. Malavika
Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Prospects & Challenges of Social Media Advertising

III. Review of Literature

- Taylor, Lewin, and Strutton (2011) Outlined social media advertising as "a general term capturing all type of advertising-whether express (e.g., banner advertising and business videos)
- Hadija, Z., Barnes, S. B., & Hair, N. (2012) online social network website is that location, wherever users will produce their personal profiles and connect with people so as to form their personal network. One among positive perception toward advertising found from even if, there square measure some positive perception toward advertising on social network website, foremost, it's crucial to stress that users not solely focus at the advertising offered by advertisers, as a result of pages website square measure full of such a lot content found that have been some users declared that they are doing not like manipulation that concerned in advertising which can create individuals obtain things they are doing not want simply because it's low-cost. Advertising in on-line networking sites additionally are avoided whereas it's perceived as not being relevant reportable that the complete recognition on on-line social networking sites was found to be abundant less than the one created through different media channels, like as television and magazines. Desire to visit to product website after being exposed to associate advertising on social networking site.
- Forbes, Kristin (2016) The increase of social media has spread out a new channel for brands to attach with customers additional directly and additional organically. If a product isn't overwhelming public mass media influencer promotion as a policy to expand charm the situation goal viewers, presently can be the stage for the enterprise to twitch evaluating their advertising strategy. Social media product influencers are on the increase, tuning into one among the largest promoting and public relations trends of contemporary days, particularly people who promote way brands.
- Tang and Chan (2017) regarding web advertising. They determined that the contemporaries fee additional care to those ads, which are in stripe with their INT as connected to the essential for a creation.

IV. Hypothesis

- H01- There is no significant association between gender and buying behaviour in online.
- H02- There is a significant association between age wise classification and hours spend in social media.
- H03 - There is significant association between area of living and user level satisfaction of social media.

V. Methodology

Primary data: Main statistics was collected from the respondents through methodically arranged survey done planned interview techniques.

Secondary data: The main basis of evidence for secondary facts was collected from ancient proceedings and the websites books, journals, newspaper etc.



M. Malavika
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Penulisan



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

CONTENTS

S. No	Title	Page. No
1	Organizing Committee	1
2	Theme of the Seminar	2
3	Programme Schedule	3
4	Keynote Address	5
5	Presentations of Resource Persons	8
6	CHANGING TRENDS IN HIGHER EDUCATIONAL INSTITUTIONS Dr. Amit Verma	8
7	ROLE OF IQAC IN QUALITY SUSTENANCE & ENHANCEMENT IN HIGHER EDUCATION Dr. Javid Ahmad Reshi	15
8	ALIGNING OUTCOMES IN HIGHER EDUCATION TO KEY PERFORMANCE INDICATORS Dr. D. Vijayachandran	38
9	INNOVATION AND BEST PRACTICES IN HIGHER EDUCATION Dr. N. Mari Anand	47
10	Contribution of the participants	63
11	ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION Dr. K.U. Pavitra Krishna & E. Siva Dhas	63
12	PROBLEMS FACED BY RESEARCH SCHOLARS IN USING INFORMATION AND COMMUNICATION TECHNOLOGY: A LITERATURE SURVEY Mrs. R. Anish Catherin & Dr. J. Elizabeth Vijaya	72
13	BRIDGING BETWEEN INDUSTRY AND ACADEMIA TO ENHANCE QUALITY OF EDUCATION E. SivaDhas & Dr. K.U. Pavitra Krishna	78
14	CHANGING PARADIGM FOR AIMING EXCELLENCE IN HIGHER EDUCATION IN INDIA Ms. Pratibha S. Katkar	86
15	A STUDY ON DIGITILIZATION ON HIGHER EDUCATION TO PROMOTE QUALITY AND DIVERSITY Dr. (Smt) A. Aruna Devi & A. Murugammal	92
16	ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION Dr. N. Kamala & M. Chandra	96
17	A STUDY ON TEACHING AND LEARNING PRACTICES IN HIGHER EDUCATION FOR SUSTAINING QUALITY Dr. V. Sangeetha & S. Maheswari	101
18	A STUDY ON DIGITALIZATION OF HIGHER EDUCATION TO PROMOTE QUALITY & DIVERSITY AMONG COLLEGE STUDENTS IN TIRUNELVELI	107

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

3



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Remley



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparaihurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

DISTRICT		
19	Dr. (Smt) N. Kamala & Smt. S. Arumuga Selvi A STUDY ON IMPACT OF DIGITALIZATION OF HIGHER EDUCATION TO PROMOTE QUALITY WITH REFERENCE TO TIRUNELVELI DISTRICT Dr. (smt) A. Aruna Devi & S. Selvakumari	114
20	INTEGRATING DESIGN THINKING IN HIGHER EDUCATION Sharmila JB & Babyrani AS	118
21	PRACTICE OF CORPORATE - CURRICULUM - CONSORTIUM (C-3) IN THE AUTONOMY Dr. A. Mahalakshmi, Dr. V. Sangeetha & Proj. (Major) P. Chandrasekaran	124
22	IMPACT ON ROLE OF ICT IN QUALITY ENHANCEMENT IN HIGHER EDUCATIONAL INSTITUTIONS - OPPORTUNITIES Dr. M. Veeralakshmi	128
23	NEW STRATEGIES IN TRADITIONAL AND DIGITAL EXAMINATION/EVALUATION FOR INVESTIGATING THE QUALITY AND INNATE CALIBER OF THE STUDENTS K. Ramalakshmi, T. Kalavathy & P.Chandrasekaran	132
24	IMPORTANCE OF FINANCIAL LITERACY IN HIGHER EDUCATION Mrs. A. Maria Bharathi & Dr. (Smt) R. Muthu Lakshmi	134
25	SELF-GOVERNANCE PRACTICES FOR TEACHING - LEARNING ACCOUNTABILITY AND SUSTAINABILITY R. Sathya, K. Niranjana Devi, P. Petchiammal & P. Chandrasekaran	142
26	THE SUBSTANTIAL ROLE OF ICT IN TEACHING IN THE DIGITAL ERA S. Abinaya	144
27	ICT IN HIGHER EDUCATION: CHALLENGES & OPPORTUNITIES S. Gomathy	148
28	A SURVEY TO ASSESS COLLEGE STUDENTS REGARDING THEIR VIEWS AND OPINION ABOUT ONLINE CLASSES DURING COVID-19 PANDEMIC S.M.Prasad & U.V.Sudha	151

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

4



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Penubon
QAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

PRACTICE OF CORPORATE - CURRICULUM – CONSORTIUM (C-3) IN THE AUTONOMY

Dr. A. Mahalakshmi

Internal Quality Assurance Cell

Sri Sarada College for Women (Autonomous)

Tirunelveli

Dr. V. Sangeetha

Autonomous Cell

Sri Sarada College for Women (Autonomous)

Tirunelveli

Proj. (Major) P. Chandrasekaran

Director

Sri Sarada College for Women (Autonomous),

Tirunelveli

ABSTRACT

The Value framework provided by the NAAC by way of core values to the higher educational institutions are: their Contribution to National Development, Fostering of Global Competencies among Students, Inculcation of Value System among Students, Promoting the Use of Technology with Quest for Excellence. This is the need of the hour. To achieve this one of the strategies to reach the expected value framework is by way of autonomous stream at the higher educational institutions. The Autonomous colleges are free to make use of the expertise of university departments and other institutions to frame their own need based curricula, devise methods of teaching, examination and evaluation. The parent university accept the methodologies of teaching, examination, evaluation and the course curriculum of its autonomous colleges. It also helps the colleges to develop their academic programmes, improve the faculty and to provide necessary guidance by participating in the deliberations of the different bodies of the colleges (UGC). The multi-faculty students from multidiscipline's of multifarious higher educational institutions with

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

5



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparathurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

multi-status and multifaceted knowledge come out after their graduation or post graduation with digressed differential expectations to settle in their life. This urge at this pandemic phase is hectic with multi sided stresses and challenges. Hence it is the pertinent of the time to provide a practice of integrating the C-3 optimally for the maximum outcome.

The institutions through their Curriculum Development Cell, Training and Development cell, Research, Innovation and Development cell and Cell for Extension and Development with Institutional Social Responsibility (ISR) activities have to motivate, mend and mould the students of different calibre to appropriate platforms namely towards NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education Teaching, Research, Administration, Entrepreneurship, Social Service, Defence and other services. To attempt and achieve this objective, the autonomous colleges have the liberty to have one representative from industry/corporate sector/allied area relating to placement in the board of Studies of the particular department, besides to have expertise from the University, Inter University and other levels of higher exposures for the all round development of the student, faculty, department and institution. Accordingly this institution has been emphatically practicing the integration of corporate people/expertise in all the disciplines with their valuable practical/field/onsite/industrial/institutional experiences/challenges to have the holistic content in the syllabi and towards achieving harmonious development of the academic children of the institution. In this practice, the students are subjected to obligatory projects (group or individual), field work, field services, field survey, field visit/industrial visit, internships etc., to have the applications of all theory they have studied to experience/practice appropriately. This type of integration of class room content (on catalysis) to harvest corporate placements by the young graduates may enhance and sustain the individual progress as well as family and community progression. This type of cascade initiatives and transformations, definitely pave way for the achievement of value framework as conceived and promulgate to the HEIs. Hence, this committed C-3 system in the autonomous institutions will be an added feature for the integration of Heart, Hand and Head of the students to have a sustained and homogeneous progression.

Keywords: HEIs, Research, Development, Curriculum, Autonomy.

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

6



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

3.4.4: BOOKS AND CHAPTERS IN EDITED VOLUMES/BOOKS PUBLISHED BY TEACHERS

- ❖ 2020- 21 (18+5+)
- ❖ 2019- 20 (9)
- ❖ 2018-2019 (3)
- ❖



M. Malavika

Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

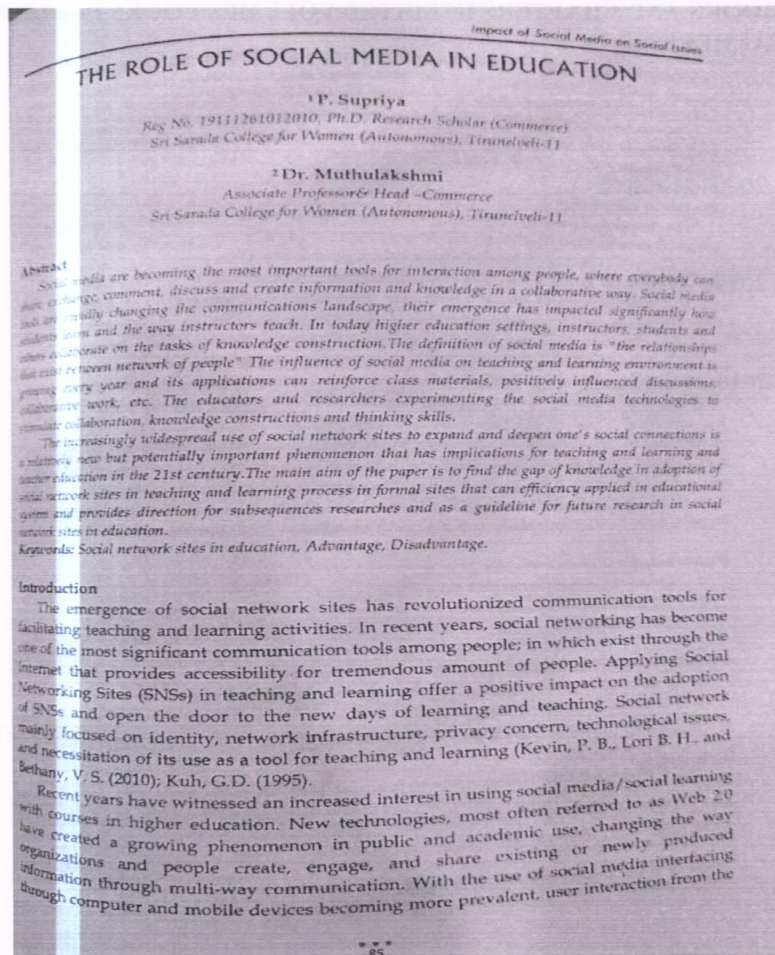
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



M. Malavikha

Principal.

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Renuka

IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

International Journal of Research and Analytical Reviews Print ISSN : 2349-5138

A STUDY ON CUSTOMERS AWARENESS ON GREEN BANKING INITIATIVES IN COMMERCIAL BANKS WITH SPECIAL REFERENCE TO SANKARANKOIL TOWN

S.Pushparani¹ Dr.R.Muthulakshmi²

Abstract

Today across the world the biggest problem is environment management and reducing the damage to the natural resources and global warming. It is the responsibility of every individual as well as institutions in the world to work in this direction. The concern for environmental sustainability by the banks has given rise to concept of Green Banking. The concept of "Green Banking" will be mutually beneficial to the banks, industries and the economy. Green financing is the part of green banking. Green banking means promoting environmental friendly practices and reducing your carbon footprints from your banking activities. Banking industry is also not an exception for this. Banking industries need to find out the ways to green through green banking this study attempt to check the awareness level of green banking among the general public and customers.

Keywords: Sustainable development, Green banking practices, GCCs.

Introduction

Sustainable development and preservation of environment are now recognized globally as overriding imperatives to protect our planet from the ravages inflicted on it by mankind. Change is the need of hour for survival in all spheres. The world has seen much focus on economic progress and mankind has made giant steps in its journey through time. The side effects of the development process have, however, also been equally enormous loss of biodiversity, climatic change, environmental damage, etc. Bank is also not the exception for this. The banking sector can play an outstanding role between economic growth and environmental protection for promoting environmentally sustainable and socially accountable institution. The banking of this type can be termed as "Green Banking". Green Banking is comparatively a new development in the financial world. It is a form of banking taking into account the social and environmental impacts and its main motive is to protect and preserve environment. Banking industries tries to find out the ways to green through green banking this study attempt to check the awareness level of green banking among the general public and customers.

Objectives of The Study

1. To know about the green banking products.
2. To investigate the customers' awareness about green banking practices and their adoption level in sankarankoil.

Research Methodology

The data required for this study were collected from primary data and secondary data. Primary data were collected from fifty respondents through questionnaire. Data were collected from the general customers of bank. Secondary data were collected from relevant books, journals, published reports and different websites.

What is Green Banking?

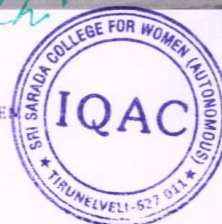
Green banking means promoting environmental-friendly practices and reducing carbon footprint from the banking activities. This comes in many forms, using online banking instead of branch banking, paying bills online instead of mailing them, opening up CDs and money market accounts at online banks. Instead of large multi-branch banks or finding the local bank in the area that is taking the biggest steps to support local green initiatives. Any combination of the stated personal banking practices can help the environment. Enterprises are now increasingly interested in establishing and implementing strategies that will help them to address environmental issues and also pursue new opportunities. The reasons for going green are manifold, and the key among them are: increasing energy consumption and energy prices, growing consumer interest in environmentally-friendly goods and services, higher expectations by the public. Green banking aims at improving the operations and technology along with making the clients habits environment friendly in the banking business. It is like normal banking along with the consideration for social as well as environmental factors for protecting the environment. It is the way of conducting the banking business along with considering the social and environmental impacts of its activities.

¹ Research Scholar, Department of Commerce, Sri Sarada College for Women, Tirunelveli.
² Associate Professor and Head, Department of Commerce, Sri Sarada college for woman, Tirunelveli

Special Issue February 2019 Page 122



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Renuka
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparathurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail: srisaradatvl@gmail.com

Environmental, Protection, Food Security & Precision Agriculture for Sustainability Impact Factor - 5.75

A STUDY ON IMPORTANCE OF GREEN BANKING AND SMALL SCALE SECTOR ON ENVIRONMENTAL ONDITION IN TIRUNELVELI DISTRICT

P.Supriya¹

Dr.R.Muthulakshmi²

Abstract

Environmental protection and awareness and sustainable, ecological measures have emerged as significant themes of age and an increasing number of "Green" technologies are also finding their way into the banking branch. An increasing number of financial institutes are deliberately turning to the sustainability theme and as studies demonstrate, not without good reason. This is because environmentally responsible behaviour on the part of a bank is acknowledged by customers and thus strengthens their loyalty. Sustainability along the entire value added chain already commences during sourcing, which takes place in line with ecological principles. Further, environmental impact might affect the quality of assets and also rate of return of banks in the long-run. Thus the banks should go green and play a pro-active role to take environmental and ecological aspects as part of their lending principle, which would force industries to go for mandated investment for environmental management, use of appropriate technologies and management systems. This paper explores the importance of Green Banking, sites International experiences and highlights important lessons for sustainable banking and development in India small scale industries too.

Keywords: Importance of green banking, Green banking in India, Small Scale Sector in India and Green Banking.

Introduction

The banking sector is major economic agent which influences the economic growth and development in terms of both quality and quantity, there by changing the nature of economic growth. This method of finance can be called as "Green Banking", an effort by the banks to make the industries grow green and in the process return the natural environment. This concept of "Green Banking" will be mutually beneficial to the banks, industries and the economy. Not only "Green Banking" will ensure the greening of the industries but it will also facilitate in improving the asset quality of the banks in future. It would certainly give the much needed impetus for the banking industry to expand the use of environmental information in their credit extension and investment decisions. In this background, the paper aims to discuss the issues of sustainability in banking and how banks can play a role for sustainable growth and development, particularly in the Indian context.

Objectives

- To study the importance of green banking for banks and economy.
- To study management of environmental risk and identifying opportunities for innovative environmentally oriented financial products.
- To study environmental and control regulations regarding green banking in India.

Review of Literature

Bahl (2012)¹ in his book entitled "highlights the means of creating awareness about Green Banking to ensure sustainable growth. Garrett's ranking technique is used to analyze the most significant strategies in respect of Green Banking. Among the internal sub systems emphasis should be given to publications, newsletters so as to create awareness and effective means for external sub systems are event meetings, media and websites. A proper formulated green policy guideline is needed for effective Green Banking.

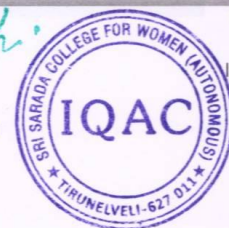
Yadav and Pathak (2013)² in his book entitled "Green Banking approaches opted by private and public bank for environment sustainability. Using case study approach they find that Indian banks have understood the relevance of taking positive steps towards the environment. Moreover results of the study conducted reveals that public sector banks have taken more initiatives as compared private sector with exception of ICICI bank. In private sector only ICICI bank's approach is a sustainable approach.

Sudhalakshmi and Chinnadorai (2014)³ in his book entitled "present the status of Indian Banks in respect of Green Banking and state that though goes green mantra is essential for emerging economies like India but significant efforts have not been taken. Banks are required to include their green aspect in the lending principle. Every step taken today will mean a better global environment in future. So a policy measure to promote Green Banking is needed in India.

¹ Research Scholar (Commerce), Sri Sarada College for Women, Tirunelveli.
² Associate professor & Head Of commerce, Sri Sarada College for Women, Tirunelveli



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Penuband
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



M. Malavikha

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Remission
RAC



SRI SARADA COLLEGE FOR WOMEN

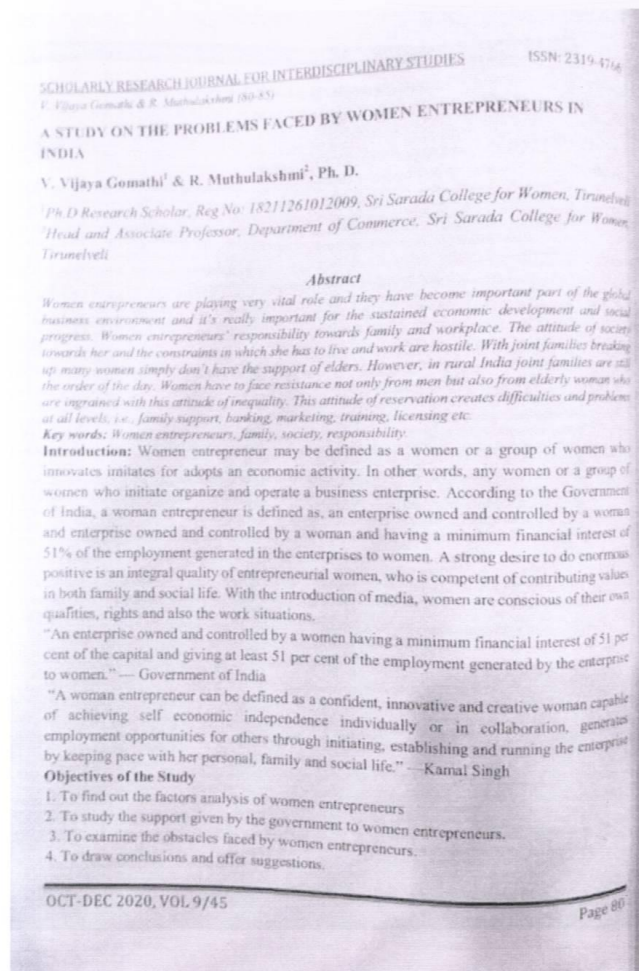
(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



M. Malavikha
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

National Conference on "ISSUES AND INITIATIVES TOWARDS VITAL, VIABLE AND
VALUE BOUND QUALITY HIGHER EDUCATION" - IQAC 2019

A STUDY ON EXAMINATION AND EVALUATION SYSTEMS IN INDIA

Vijaya Gomathi.V and Muthulakshmi.R
Department of Commerce

Sri Sarada College for Women, Tirunelveli-627011

E-mail id: muthulakshmisarada@gmail.com

Abstract: The examination system of India has remained unchanged for so many years. No doubt this system is full of stress that's why most of Newspaper and magazines publish articles on this topic during the examination session in the education system of India, ability of a student is decided by an examination. In this system, there is no place for the performance of a student in a full academic session. Scoring more and more marks in exams has become the only aim of a student. If this system is better then all those who scores good marks in these must be brilliant and successful life. But reality is different now a day most of the institutions do not give admission on marks basis. They have a separate test and this trend is growing rapidly because they have no faith in this examination system. The mindset of the society is also responsible for making the exam a source of stress.

Keywords: Reforms in Examination, Education System, examination system, examination system of India

Introduction

An examination (exam) is a test. It is an assessment to measure a test-taker's knowledge, skill, aptitude, physical fitness, or standing in some other topic. It is a set of question that finds out student's knowledge on various topics or fields. Examinations change and evolve

Evaluation

In educational context implies broader program than the examination in which achieving attitudes, interests, personality traits and skill factors take into consideration. Thus, cognitive, affective and psychometric learning outcomes are measured in the Evaluation process. The evaluation produces the data for cognitive, affective and psychomotor objective. The traditional examinations are confined to cognitive objectives' only. In this way the evaluation process ascertains the workability of learning experiences and change of behavior of the students. The evaluation is both qualitative as well as quantitative processes. The various types of techniques are used in it, which are as



M. Malavizh
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Recumbent
IQAC



SRI SARADA COLLEGE FOR WOMEN (An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparathurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,
TIRUNELVELI - 627011
Website: <http://www.srisaradacollege.org>
E-mail: srisaradatvl@gmail.com

Proceedings, Second International Conference on Applied Mathematics and Intellectual Property Rights, 183
A.P.C. Mahalaxmi College for Women, Thoothukudi, 09 & 10 March 2021

NEAR MEAN LABELING IN DIRECTED DOUBLE CYCLES

Palani K¹, Shunmugapriya A² & N Meenakumari³

¹PG & Research Department of Mathematics,
²Research scholar-1912012092005,
³A.P.C. Mahalaxmi College for Women, Thoothukudi-628 002.

^{1,2,3}A.P.C. Mahalaxmi College for Women, Thoothukudi-628 002.
³Department of Mathematics, Sri Sarada College for Women(Autonomous), Tirunelveli-627 011.
Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli - 627 012, Tamil Nadu,
India.
¹palani@apcmcollege.ac.in, ²privanarichandran@gmail.com, ³meenakumari.n124@gmail.com

Abstract:

Let $D(p, q)$ be a digraph. Let $f: V \rightarrow \{0, 1, 2, \dots, q\}$ be a 1-1 map. Define $f': A \rightarrow \{1, 2, \dots, q\}$ by $f'(e = uv) = \lfloor \frac{f(u)+f(v)}{2} \rfloor$. Let $f^*(v) = |\sum_{w \in V} f^*(vw) - \sum_{w \in V} f^*(wv)|$. If $f^*(v) \leq 2 \forall v \in A(D)$, then f is said to be a near mean labeling of D and D is said to be a near mean digraph. In this paper, we define double cycles in digraphs and investigated the existence of near mean labeling in them.

Keywords: Near mean labeling, Digraphs, Directed Double cycles

AMS Subject Classification: 05C78.

1. Introduction:

A graph labeling is an assignment of integers to the vertices or edges or both subject to certain conditions. The concept of graph labeling was introduced by Rosa in 1967 [6]. A useful survey on graph labeling by J.A. Gallian (2014) can be found in [1]. Somasundaram and Pouraj [5] have introduced the notion of mean labeling of graphs. A directed graph or digraph D consists of a finite set V of vertices and a collection of ordered pairs of distinct vertices. Any such pair (u, v) is called an arc or directed line and will usually be denoted by uv . The indegree $d^-(v)$ of a vertex v in a digraph D is the number of arcs having v as its terminal vertex. The outdegree $d^+(v)$ of v is the number of arcs having v as its initial vertex [2]. K. Palani et al. introduced the concepts of mean and near mean digraphs in [4]. In this paper, the definition of Directed double cycles is introduced and the existence of near mean labeling is investigated.

The following definition and theorem are from [3] and [4].

1.1 Definition: Let C_m and C_n be two disjoint cycles with $u \in V(C_m)$ and $v \in V(C_n)$. The double cycle $C(m, n)$ is the graph obtained by identifying u and v .

1.2 Theorem: The directed cycle C_n is a near mean digraph.

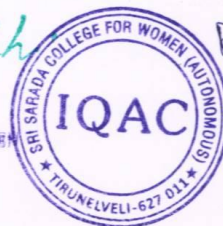
2. Main Results:

2.1 Definition: In double cycle $C(m, n)$, orient the edges of each cycle clockwise, the resulting graph is called *directed double cycle* and it is denoted as $\vec{C}(m, n)$. Any $\vec{C}(m, n)$ contains $m + n - 1$ vertices and $m + n$ edges.

2.2 Theorem: Directed double cycle $\vec{C}(m, n)$ is a near mean digraph for all $m \geq 3$ and $n \geq 3$.



S. S. Mahalingam
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Remleen
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

NAAC SPONSORED TWO DAYS NATIONAL LEVEL
ONLINE SEMINAR ON

NAAC ACCREDITATION IN NEW PARADIGM: A KEY TO
QUALITY ENHANCEMENT IN HIGHER EDUCATION

08th & 09th July, 2021

Sponsored by



NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL
Bengaluru

Organised by



INTERNAL QUALITY ASSURANCE CELL
HOLY CROSS HOME SCIENCE COLLEGE
(Affiliated to Manonmaniam Sundaranar University)
Re-Accredited with 'B' Grade by NAAC
Thoothukudi, Tamilnadu, India

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

1



M. Malavika

Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Renulca
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,
TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

NAAC SPONSORED TWO DAYS NATIONAL LEVEL
ONLINE SEMINAR ON

NAAC ACCREDITATION IN NEW PARADIGM: A KEY TO
QUALITY ENHANCEMENT IN HIGHER EDUCATION

08th & 09th July, 2021

Sponsored by



NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL
Bengaluru

Organised by



INTERNAL QUALITY ASSURANCE CELL
HOLY CROSS HOME SCIENCE COLLEGE
(Affiliated to Manonmaniam Sundaranar University)
Re-Accredited with 'B' Grade by NAAC
Thoothukudi, Tamilnadu, India

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

1



M. Malavika

Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Renulka

IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Proceedings of the National Conference on Strengthening IQAC Sustainability

NAAC Sponsored Conference held on January 8-9, 2021, Sri Sarada Niketan College
for Women, Karur 639005, Tamil Nadu, India.

ISBN 978-81-934352-2-9

Editors:

Dr. R. Natarajan,
Research Director,
Sri Sarada Niketan College for Women, Karur 639005.

Dr. R. Suganthi,
Vice Principal & IQAC Coordinator,
Sri Sarada Niketan College for Women, Karur 639005.

E. Niraimathi
Head, Department of Mathematics,
Sri Sarada Niketan College for Women, Karur 639005.

Review Committee

Chairman:

Dr. N. Nagadeepa
Principal,
Sri Sarada Niketan College for Women,
Karur 639005, Tamil Nadu.

Members:

Dr. P. Shanmugavathi
Professor & Head
Department of Computer Science and Applications
Director, Internal Quality Assurance Cell (IQAC)
The Gandhigram Rural Institute (Deemed to be University)
Dindigul - 624 302, Tamil Nadu.

Dr. S. Raja
Director SF Programmes
Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore 641108

Dr. A. Aruna Devi
Associate Professor
PG & Research Department of Commerce
Sri Sarada College for Women (Affiliated to Manonmaniam Sundaranar
University), Tirunelveli



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

NAAC SPONSORED TWO DAYS NATIONAL LEVEL
ONLINE SEMINAR ON

NAAC ACCREDITATION IN NEW PARADIGM: A KEY TO
QUALITY ENHANCEMENT IN HIGHER EDUCATION

08th & 09th July, 2021

Sponsored by



NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL
Bengaluru

Organised by



INTERNAL QUALITY ASSURANCE CELL
HOLY CROSS HOME SCIENCE COLLEGE
(Affiliated to Manonmaniam Sundaranar University)
Re-Accredited with 'B' Grade by NAAC
Thoothukudi, Tamilnadu, India

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

1



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

NAAC SPONSORED TWO DAYS NATIONAL LEVEL
ONLINE SEMINAR ON

NAAC ACCREDITATION IN NEW PARADIGM: A KEY TO
QUALITY ENHANCEMENT IN HIGHER EDUCATION

08th & 09th July, 2021

Sponsored by



NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL
Bengaluru

Organised by



INTERNAL QUALITY ASSURANCE CELL
HOLY CROSS HOME SCIENCE COLLEGE
(Affiliated to Manonmaniam Sundaranar University)
Re-Accredited with 'B' Grade by NAAC
Thoothukudi, Tamilnadu, India

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

1



M. Malavika
Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Rev. Mrs. S. S. S. S.
QAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Proceedings of the National Conference on Strengthening IQAC Sustainability

NAAC Sponsored Conference held on January 8-9, 2021, Sri Sarada Niketan College for Women, Karur 639005, Tamil Nadu, India.

ISBN 978-81-934352-2-9

Editors:

Dr. R. Natarajan,
Research Director,
Sri Sarada Niketan College for Women, Karur 639005.

Dr. R. Suganthi,
Vice Principal & IQAC Coordinator,
Sri Sarada Niketan College for Women, Karur 639005.

E. Niraimathi
Head, Department of Mathematics,
Sri Sarada Niketan College for Women, Karur 639005.

Review Committee

Chairman:

Dr. N. Nagadeepa
Principal,
Sri Sarada Niketan College for Women,
Karur 639005, Tamil Nadu.

Members:

Dr. P. Shanmugavadivu
Professor & Head
Department of Computer Science and Applications
Director, Internal Quality Assurance Cell (IQAC)
The Gandhigram Rural Institute (Deemed to be University)
Dindigul - 624 302, Tamil Nadu.

Dr. S. Raja
Director SF Programmes
Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore 641108

Dr. A. ArunaDevi
Associate Professor
PG & Research Department of Commerce
Sri Sarada College for Women (Affiliated to Manonmaniam Sundaranar
University), Tirunelveli



E. Niraimathi
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Remkora



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,
TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Contents

1	QUALITY IN HIGHER EDUCATION: A LONG WAY TO GO	4
2	INNOVATIONS AND BEST PRACTICES IN HIGHER EDUCATION	7
3	ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION	10
4	A STUDY ON TEACHING AND LEARNING PRACTICES IN HIGHER EDUCATION FOR SUSTAINING QUALITY	14
5	A STUDY ON BRIDGING THE QUALIFICATION GAP BETWEEN ACADEMIA AND INDUSTRY IN INDIA	19
6	A STUDY ON DIGITALIZATION OF HIGHER EDUCATION TO PROMOTE QUALITY DIVERSITY	24
7	A STUDY ON SKILL BASED HIGHER EDUCATION OPPORTUNITIES & CHALLENGES	29
8	DIGITALIZATION OF HIGHER EDUCATION TO PROMOTE QUALITY AND DIVERSITY	36
9	A STUDY ON ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION WITH SPECIAL REFERENCE TO TUTICORIN DISTRICT	41
10	A STUDY ON IMPORTANCE OF QUALITY IN HIGHER EDUCATION	45
11	USE OF E-COMMERCE FOR QUALITY ENHANCEMENT	50
12	A STUDY ON ISSUE AND CHALLENGES IN BRINGING ICT ENABLED EDUCATION IN TIRUNELVELI DISTRICT	55
13	INNOVATION AND BEST PRACTICES IN HIGHER EDUCATION	59
14	A STUDY ON DIGITAL TECHNOLOGY USED IN HIGHER EDUCATION WITH REFERENCE IN TIRUNELVELI CITY	64
15	DIGITALIZATION OF HIGHER EDUCATION TO PROMOTE QUALITY IN THOOTHUKUDI DISTRICT	69
16	A STUDY ON ROLE OF IQAC IN ACADEMIC AND ADMINISTRATIVE AUDIT	72
17	A STUDY ON ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION AMONG COLLEGE STUDENTS IN TIRUNELVELI DISTRICT	77
18	A STUDY ON USES OF E-LIBRARIES AMONG STUDENT	84
19	A STUDY ON IMPACT OF ONLINE LEARNING AMONG STUDENTS IN TIRUNELVELI CITY	88
20	ROLE OF IQAC IN HIGHER EDUCATION	92
21	ROLE OF IQAC IN HIGHER EDUCATION	96
22	THE ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION	99
23	HIGHER EDUCATION AND RESEARCH QUALITIES IN INDIA	103
24	ROLE OF ICT IN HIGHER EDUCATION	107
25	ROLE OF IQAC IN ACADEMIC AND ADMINISTRATIVE AUDIT	110
26	A STUDY ON AWARENESS AND ATTITUDE OF PRIMARY HEALTH CENTRES IN VEPPALODAI WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT	113
27	ROLE OF HIGHER EDUCATION IN SKILL DEVELOPMENT AND SUSTAINABILITY	121
28	NEW STRATEGIES FOR ENHANCEMENT OF QUALITY FOR BOTH TEACHING AND EVALUATION	124
29	IMPORTANCE OF QUALITY IN HIGHER EDUCATION	127



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Ramesh N
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

A STUDY ON AWARENESS AND ATTITUDE OF PRIMARY HEALTH CENTRES IN VEPPALODAI WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT

V. Sangeetha, Assistant Professor, Department of Commerce (Corporate Secretaryship), Sri Sarada College for Women (Autonomous), Tirunelveli – 627011 Affiliated to Manonmaniam Sundaranar University, Tirunelveli 627012, E-mail: vsangeetha01@gmail.com

ABSTRACT

This study examines the awareness and attitude of primary health centres in Veppalodai with special reference to Thoothukudi District. It aims to examine the awareness and attitude of the rural people in maintaining their health. The data collected from 110 respondents covering the rural area. The collected data analysed by using SPSS statistical tools like percentage, t-test, rank test and chi-square test for arriving conclusions. The findings of the study are the respondents report that the main reason for diseases is poor cleanliness, lack of nutrition food, adulterated food and casual handling of food.

KEYWORDS: Health Care Services, Preventive Measures, Primary Health Centres and Welfare Program

INTRODUCTION

All parts of the body which have a function of used in moderation and exercised in labor in which each one is accustomed, thereby, becomes healthy, well developed and age more slowly but if left alone, unused and idle, then becomes liable to disease, defective in growth and age quickly. The concept of development has shifted from economic improvement to improvement of human resources. Human development has been accepted as an important goal of the Eighth Five Year Plan. The economic survey also stresses the same and makes it crucial for the long-term success of the economic reforms. Sound long-term development of social sectors such as education and health is vital for sustaining higher rates of overall economic growth. Health not only affects welfare, it is an index of the inherent capacity of an individual to be able to do things. Besides commanding a premium in the labor market, good health widens the capabilities of the poor and raises their consumption standards by avoiding diversion of their meager incomes towards costly and unavoidable curative health care. But health status of a population is shaped by a variety of factors like food, water, sanitation, house income, education and availability and accessibility to health care facilities. Thus, a study of the health status of a population may provide another dimension to their socio-economic well-being. The developing countries are now seeking to spend more and more on health to be able to give a better quality of life to their people. As the World Bank report says, health conditions around the world improved more in the past forty years than in all of previous human history. In fact investment in health is the result of both compulsions and awareness that have increased in the recent decades. Preamble of the constitution of World Health Organization states that, the enjoyment health is one of the fundamental rights of every human being.

OBJECTIVES OF THE STUDY

For the purpose of analysis the following objectives are framed:

1. To analyze people's awareness and attitude of health-related aspects.
2. To analyze the demographic factors of the respondents.



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Renuka
QAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

Title : NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in
Higher

Education

Editor's Name:

Chief Editor:

Dr. N.N. Krishna Veni
Department of Computer Science,
Holy Cross Home Science College, Thoothukudi.

Co-Editors:

Mrs. R. Ame Rayan
Department of Computer Science,
Holy Cross Home Science College, Thoothukudi.

Mrs. R. Tiffany
PG & Research Department of Commerce,
Holy Cross Home Science College, Thoothukudi.

Published by : Mr. S. Lakshmanan, Shanlax Publications, Vasantha Nagar,
Madurai – 625003, Tamil Nadu India

Publisher's Address : 61, 66 T.P.K. Main Road, Vasantha Nagar, Madurai – 625003,
Tamil Nadu, India

Printer's Details : Shanlax Press, 66 T.P.K. Main Road, Vasantha Nagar, Madurai –
625003, Tamil Nadu, India

Edition Details (I,II,III) : I

ISBN : 978-93-91373-40-5

Copyright @ : Dr. N.N. Krishna Veni, Mrs. R. Ame Rayan & Mrs. R. Tiffany

Pages : 225

Prices: ₹.

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

2



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

CONTENTS

S. No	Title	Page No
1	Organizing Committee	1
2	Theme of the Seminar	2
3	Programme Schedule	3
4	Keynote Address	5
5	Presentations of Resource Persons	8
6	CHANGING TRENDS IN HIGHER EDUCATIONAL INSTITUTIONS Dr. Amit Verma	8
7	ROLE OF IQAC IN QUALITY SUSTENANCE & ENHANCEMENT IN HIGHER EDUCATION Dr. Javid Ahmad Reshi	15
8	ALIGNING OUTCOMES IN HIGHER EDUCATION TO KEY PERFORMANCE INDICATORS Dr. D. Vijayachandran	38
9	INNOVATION AND BEST PRACTICES IN HIGHER EDUCATION Dr. N. Mari Anand	47
10	Contribution of the participants	63
11	ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION Dr. K.U. Pavitra Krishna & E. Siva Dhas	63
12	PROBLEMS FACED BY RESEARCH SCHOLARS IN USING INFORMATION AND COMMUNICATION TECHNOLOGY: A LITERATURE SURVEY Mrs. R. Anshu Catherine & Dr. J. Elizabeth Vijaya	72
13	BRIDGING BETWEEN INDUSTRY AND ACADEMIA TO ENHANCE QUALITY OF EDUCATION E. SivaDhas & Dr. K.U. Pavitra Krishna	78
14	CHANGING PARADIGM FOR AIMING EXCELLENCE IN HIGHER EDUCATION IN INDIA Ms. Pratibha S. Katkar	86
15	A STUDY ON DIGITILIZATION ON HIGHER EDUCATION TO PROMOTE QUALITY AND DIVERSITY Dr. (Smt) A. Aruna Devi & A. Murugammal	92
16	ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION Dr. N. Kamala & M. Chandra	96
17	A STUDY ON TEACHING AND LEARNING PRACTICES IN HIGHER EDUCATION FOR SUSTAINING QUALITY Dr. V. Sangeetha & S. Maheswari	101
18	A STUDY ON DIGITALIZATION OF HIGHER EDUCATION TO PROMOTE QUALITY & DIVERSITY AMONG COLLEGE STUDENTS IN TIRUNELVELI	107

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

3



M. Malavika
Principal
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Remilan
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparathurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,
TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

	DISTRICT	
19	Dr. (Smt) N. Kamala & Smt. S. Arumuga Selvi A STUDY ON IMPACT OF DIGITALIZATION OF HIGHER EDUCATION TO PROMOTE QUALITY WITH REFERENCE TO TIRUNELVELI DISTRICT	114
20	Dr. (smt) A. Aruna Devi & S. Selvakumari INTEGRATING DESIGN THINKING IN HIGHER EDUCATION	118
21	Sharmila JB & Babyrani AS PRACTICE OF CORPORATE - CURRICULUM - CONSORTIUM (C-3) IN THE AUTONOMY	124
22	Dr. A. Mahalakshmi, Dr. V. Sangeetha & Proj. (Major) P. Chandrasekaran IMPACT ON ROLE OF ICT IN QUALITY ENHANCEMENT IN HIGHER EDUCATIONAL INSTITUTIONS - OPPORTUNITIES	128
23	Dr. M. Veeralakshmi NEW STRATEGIES IN TRADITIONAL AND DIGITAL EXAMINATION/EVALUATION FOR INVESTIGATING THE QUALITY AND INNATE CALIBER OF THE STUDENTS	132
24	K. Ramalakshmi, T. Kalavathy & P.Chandrasekaran IMPORTANCE OF FINANCIAL LITERACY IN HIGHER EDUCATION	134
25	Mrs. A. Maria Bharathi & Dr. (Smt) R. Muthu Lakshmi SELF-GOVERNANCE PRACTICES FOR TEACHING - LEARNING ACCOUNTABILITY AND SUSTAINABILITY	142
26	R. Sathya, K. Niranjana Devi, P. Petchiammal & P. Chandrasekaran THE SUBSTANTIAL ROLE OF ICT IN TEACHING IN THE DIGITAL ERA	144
27	S. Abinaya ICT IN HIGHER EDUCATION: CHALLENGES & OPPORTUNITIES	148
28	S. Gomathy A SURVEY TO ASSESS COLLEGE STUDENTS REGARDING THEIR VIEWS AND OPINION ABOUT ONLINE CLASSES DURING COVID-19 PANDEMIC	151
	S.M.Prasad & U.V.Sudha	

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

A STUDY ON TEACHING AND LEARNING PRACTICES IN HIGHER EDUCATION FOR SUSTAINING QUALITY

Dr. V. Sangeetha

Assistant Professor,

PG & Research Department of Commerce,

Sri Sarada College for Women, (Autonomous) Tirunelveli-11

vsangeetha01@gmail.com

S. Maheswari

Scholar, PG and Research Department of Commerce,

Sri Sarada college for women (Autonomous) Tirunelveli-11

Mail id- mageshwari0808@gmail.com

Abstract

Education for sustainable development (ESD) is regarded as a key element of high-quality education. Hence, the United Nations proposed the Sustainable Development Goals (SDGs) in 2015, in an attempt to achieve the harmony and shared prosperity between humans and the Earth, and advocate for fair and high-quality education. With the aim of exploring "high-quality sustainable teaching", this study intends to probe into the idea and meaning of the high-quality design education for sustainable development and elaborate on the teaching effectiveness and sustainable teaching activities by the teachers of higher design education. According to the research results, the effectiveness of high-quality teaching is introduced in seven categories, as follows: Faith in sustainability in teaching, the trend of talent demand, the teaching value of sustainability, curriculum mapping, teaching approach, teaching evaluation, the sustainable management of teaching development. The factors of high-quality teaching include: The teacher has passion for teaching, the teacher pays attention to the students independent learning ability, the teacher intrigues student's interest in learning, the teacher places emphasis on furnishing the student with professionalism and

NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education

5



M. Malavika
Principal
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Renuban
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Proceedings of the National Conference on Strengthening IQAC Sustainability

NAAC Sponsored Conference held on January 8-9, 2021, Sri Sarada Niketan College
for Women, Karur 639005, Tamil Nadu, India.

ISBN 978-81-934352-2-9

Editors:

Dr. R. Natarajan,
Research Director,
Sri Sarada Niketan College for Women, Karur 639005.

Dr. R. Suganthi,
Vice Principal & IQAC Coordinator,
Sri Sarada Niketan College for Women, Karur 639005.

E. Niraimathi
Head, Department of Mathematics,
Sri Sarada Niketan College for Women, Karur 639005.

Review Committee

Chairman:

Dr. N. Nagadeepa
Principal,
Sri Sarada Niketan College for Women,
Karur 639005, Tamil Nadu.

Members:

Dr. P. Shanmugavadivu
Professor & Head
Department of Computer Science and Applications
Director, Internal Quality Assurance Cell (IQAC)
The Gandhigram Rural Institute (Deemed to be University)
Dindigul - 624 302, Tamil Nadu.

Dr. S. Raja
Director SF Programmes
Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore 641108

Dr. A. ArunaDevi
Associate Professor
PG & Research Department of Commerce
Sri Sarada College for Women (Affiliated to Manonmaniam Sundaranar
University), Tirunelveli



D. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Proceedings of the
National Conference on
**Strengthening IQAC for Quality
Sustainability**

January 8-9, 2021

ISBN978-81-934352-2-9



Edited by
Natarajan, R.
Suganthi, R.
Niraimathi, E.

Organized by
Internal Quality Assurance Cell (IQAC)
Sri Sarada Niketan College for Women
Kodangipatty, Esanatham Road
Karur 639005, Tamil Nadu



Sponsored by
National Assessment and Accreditation Council (NAAC)
Bangalore 560 074
Karnataka



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Rumleem
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparathurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

National Conference on Strengthening IQAC Sustainability, Jan 8-9 2021

Proceedings of the National Conference on Strengthening IQAC Sustainability

NAAC Sponsored Conference held on January 8-9, 2021, Sri Sarada Niketan College for Women, Karur 639005, Tamil Nadu, India.

ISBN 978-81-934352-2-9

Editors:

Dr. R. Natarajan,
Research Director,
Sri Sarada Niketan College for Women, Karur 639005.

Dr. R. Suganthi,
Vice Principal & IQAC Coordinator,
Sri Sarada Niketan College for Women, Karur 639005.

E. Niraimathi
Head, Department of Mathematics,
Sri Sarada Niketan College for Women, Karur 639005.

Review Committee

Chairman:

Dr. N. Nagadeepa
Principal,
Sri Sarada Niketan College for Women,
Karur 639005, Tamil Nadu.

Members:

Dr. P. Shanmugavadivu
Professor & Head
Department of Computer Science and Applications
Director, Internal Quality Assurance Cell (IQAC)
The Gandhigram Rural Institute (Deemed to be University)
Dindigul - 624 302, Tamil Nadu.

Dr. S. Raja
Director SF Programmes
Avmasilingam Institute for Home Science and Higher Education for Women
Coimbatore 641108

Dr. A. ArunaDevi
Associate Professor
PG & Research Department of Commerce
Sri Sarada College for Women (Affiliated to Manonmaniam Sundaranar University), Tirunelveli

1



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Rembeas
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

National Conference on Strengthening IQAC Sustainability, Jan 8-9 2021

Contents

1	QUALITY IN HIGHER EDUCATION: A LONG WAY TO GO	4
2	INNOVATIONS AND BEST PRACTICES IN HIGHER EDUCATION	7
3	ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION	10
4	A STUDY ON TEACHING AND LEARNING PRACTICES IN HIGHER EDUCATION FOR SUSTAINING QUALITY	14
5	A STUDY ON BRIDGING THE QUALIFICATION GAP BETWEEN ACADEMIA AND INDUSTRY IN INDIA	19
6	A STUDY ON DIGITALIZATION OF HIGHER EDUCATION TO PROMOTE QUALITY DIVERSITY	24
7	A STUDY ON SKILL BASED HIGHER EDUCATION OPPORTUNITIES & CHALLENGES	29
8	DIGITALIZATION OF HIGHER EDUCATION TO PROMOTE QUALITY AND DIVERSITY	36
9	A STUDY ON ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION WITH SPECIAL REFERENCE TO TIRUCORIN DISTRICT	41
10	A STUDY ON IMPORTANCE OF QUALITY IN HIGHER EDUCATION	45
11	USE OF E-COMMERCE FOR QUALITY ENHANCEMENT	50
12	A STUDY ON ISSUE AND CHALLENGES IN BRINGING ICT ENABLED EDUCATION IN TIRUNELVELI DISTRICT	55
13	INNOVATION AND BEST PRACTICES IN HIGHER EDUCATION	59
14	A STUDY ON DIGITAL TECHNOLOGY USED IN HIGHER EDUCATION WITH REFERENCE IN TIRUNELVELI CITY	64
15	DIGITALIZATION OF HIGHER EDUCATION TO PROMOTE QUALITY IN THOOTHUKUDI DISTRICT	69
16	A STUDY ON ROLE OF IQAC IN ACADEMIC AND ADMINISTRATIVE AUDIT	72
17	A STUDY ON ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION AMONG COLLEGE STUDENTS IN TIRUNELVELI DISTRICT	77
18	A STUDY ON USES OF E-LIBRARIES AMONG STUDENT	84
19	A STUDY ON IMPACT OF ONLINE LEARNING AMONG STUDENTS IN TIRUNELVELI CITY	88
20	ROLE OF IQAC IN HIGHER EDUCATION	92
21	ROLE OF IQAC IN HIGHER EDUCATION	96
22	THE ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION	99
23	HIGHER EDUCATION AND RESEARCH QUALITIES IN INDIA	103
24	ROLE OF ICT IN HIGHER EDUCATION	107
25	ROLE OF IQAC IN ACADEMIC AND ADMINISTRATIVE AUDIT	110
26	A STUDY ON AWARENESS AND ATTITUDE OF PRIMARY HEALTH CENTRES IN VEPPALODAI WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT	113
27	ROLE OF HIGHER EDUCATION IN SKILL DEVELOPMENT AND SUSTAINABILITY	121
28	NEW STRATEGIES FOR ENHANCEMENT OF QUALITY FOR BOTH TEACHING AND EVALUATION	124
29	IMPORTANCE OF QUALITY IN HIGHER EDUCATION	127



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

National Conference on Strengthening IQAC Sustainability, Jan 8-9 2021

A STUDY ON DIGITAL TECHNOLOGY USED IN HIGHER EDUCATION WITH REFERENCE IN TIRUNELVELI CITY

A. Aruna Devi, Assistant Professor, PG and Research Department of Commerce, Sri Sarada College for Women, Tirunelveli-11. E-mail: aarunadevi@gmail.com

S. Selvakumari, Full time Research Scholar, PG and Research Department of Commerce, Sri Sarada College for Women, Tirunelveli-11. E-mail: kumariselva969@gmail.com

ABSTRACT

In modern days so many technologies used in higher education that is smart class rooms like with projector, audio- video class rooms, online education and online class. Students are currently using a laptop, mobile phone and tablets for education. Students are gain and learn information about internet. But in traditional days no digital technology are used by the students and teacher only black board system is used. It was digital technology world so computerized knowledge are important for the students. Nowadays online learning facilities are available students learn anything and any course in online class are taken by online. In this study we are all know about the digital technology used in higher education. In higher education used digital technology it is easy to understand by students.

Keywords: Digital Technology, Lap top, Online learning, Higher Education, Internet.

INTRODUCTION

Digital technology means new improved digitalized technology used in education that is internet based education, online learning, class are taken under online. In Traditional days competitive exam are come and write just like paper iron but nowadays competitive exam are comes under online for eg. NET, NEET, and bank exams etc. All the students are knowledge about internet so they find any information in online and get knowledge about their information. In class rooms projector are fixed and class are taken under power point presentation. Students are used educational app for their higher education and audio- video classes are available in internet. It was digital technology world so computerized knowledge are important for the students. Nowadays online learning facilities are available students learn anything and any course in online class are taken by online. In this study we are all know about the digital technology used in higher education.

OBJECTIVES OF THE STUDY

- To know about the digital technologies used by higher education.
- To identify the digital technology used by the students and teacher.
- To analyses the socio economic profile of the digital technology used by students.
- To know the E- book services of the higher education.
- To know the advantages and disadvantages of digital technology in higher education.

REVIEW OF LITERATURE

- Kanaan et al (2013) In his article "digital technology used in higher education" While web – based course have compensation, it is uniformly vital to note that there are disadvantages. These powers include little or no "in person" contact with the faculty

64



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Prospects & Challenges Of Social Media Advertising

Volume I

Editors:

Mr. J.S. Syed Mohamed Sadath

Dr. S.Shannugasundaram



InSc International Publishers (IIP)



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparathurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Title of the Book: Prospects & Challenges of Social Media Advertising

Volume: First-2021

Copyright © Authors

Editors:

Mr. J.S. Syed Mohamed Sadath, Research Scholar at the Department of Business Administration, Annamalai University, Chidambaram

Dr. S. Shanmugasundaram, Assistant Professor and Head, Department of Business Administration, Government Arts & Science College, Gudalur

No part of this book may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the copyright owners.

Disclaimer

The authors are solely responsible for the contents published in this book. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

ISBN: 978-1-956102-40-6

MIRP Rs.350/-

PUBLISHER & PRINTER: INSC International Publishers

Pushpagiri Complex, Beside SBI
Housing Board, K.M. Road
Chikkamagaluru Karnataka
Tel.: +91-8861518868
E-mail: iph@insc.in

IMPRINT: InSc International Publishers



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Prospect & Challenges of Social Media Advertising

A Study on Influences and Buying Behaviour of Social Media Advertisement with Reference to Consumer Products in Tirunelveli District

S.Selvakumari
Reg no: 1911261012005
Ph.D Full time Research Scholar
PG and Research Department of Commerce,
Sri Sarada College For Women (Autonomous)
Affiliated to Manonmaniam Sundaranar University
kumariselva969@gmail.com

M.Deena
Ph.D Research Scholar (Full Time)
Reg.No : 19121261012002
PG & Research Department of Commerce,
Sri Sarada College for Women (Autonomous),
Tirunelveli-627011
Ph.No - 8675174471

Abstract

In recent day's social media advertisements highly influences to buy for the consumer merchandise. Currently varied apps are introduced for advertising and shopping for the merchandise easily and quickly for eg: Amazon, Flipkart, Snapdeal etc., and the article focuses the influences and buying behaviour of social media advertising with relevant to consumer products in Tirunelveli district. Throughout this study 233 respondents are taken. Statistical analysis tools like percentage analysis, chi-square test, Anova are used. The results indicate that online buying behaviour is increased in grocery items, and social media user level satisfaction is lower within the rural areas when put next to urban areas.

Key words: Social Media, Advertisements, Satisfaction, Consumer Products, Buying behaviour

I. Introduction

An advertisement is incredibly essential one to introduce the products within the market. Now a day's social media is extremely popularly in advertisements and spreads any information in speedily. In recent days people use the social media like facebook, twitter, whatsapp, instagram etc., so people know any details and knowledge in social media. therein information people wants to shop for the patron products like food, cloth, electronic materials etc., the social media in influence to shop for the buyer products and that they were change the buying behaviour of the buyer products.

II. Objectives of Study

- To study the influences of social media advertisement.
- To know the buying behaviour of social media advertisements with relevance to consumer products.
- To examine the user level satisfaction of social media.
- To know the socio economic profile of the study.

-141-



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Ramkumar
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

The Impact of Covid-19 on Consumer Behaviour in Relation To Social Media Advertising..... <i>Sweatha D</i>	79 – 83
Digital Media and Social Media Campaigns- Does it Capture the Audience Attention?..... <i>Dr Kulvinder Kaur Bathi, Ms. Sana Parab</i>	84 – 94
Rise of Social Media Advertising in India..... <i>Dr. Navdeep Kumar</i>	95 – 99
A Study on Advertising on Electronic Media in Tuticorin District..... <i>Dr.N.Kamala, M.Maheswari</i>	100 – 103
How Meme Marketing Creates Brand Image by Influencing Teenagers..... <i>Rekha R</i>	104 – 110
Prospects and Challenges of Social Media Advertising..... <i>M.Shunmuga Sundari, Dr.A. Jafar Sathic, Dr.A.Seetharaman</i>	111 – 115
Digital marketing in New Age with New Trends..... <i>Prof. Dr. Maheshkumar Shankar Kedar</i>	116 – 127
Brand Communication and Social Media Advertising Engagement with Reference to Higher Education Institutions..... <i>S. Eramia, Dr. P. Abraham</i>	128 – 134
A Study on Social Media Challenges for Advertising Business In Tirunelveli District..... <i>Dr.(Smt)N.Kamala, Smt. S.Arjuniga Selvi</i>	135 – 140
A Study on Influences and Buying Behaviour of Social Media Advertisement with Reference to Consumer Products in Tirunelveli District..... <i>S.Selvakumari, M.Deena</i>	141 – 146
A Study on the Impact of Social Media Marketing Towards Online Shopping in Thoothukudi..... <i>Smt. R. Tiffany, Dr. (Smt) V. Sangeetha</i>	147 – 153
Impact of Covid-19 in Online Retailing in India – Opportunities and Challenges..... <i>Udayakumar N, Nagarajan S.K, Cailassame NSN</i>	154 - 159



Remban
IQAC

M. Malavika



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

EAT RIGHT INDIA – ISBN NO. 978-91-9344-000-0

A STUDY ON IMPACT OF FOOD ADULTERATION IN TIRUNELVELI CITY

Dr. A. ARUNA DEVI¹

Assistant Professor, PG and Research Department of Commerce,
Sri Sarada College for Women, Tirunelveli - 11.

(Affiliated to Manonmaniam Sundaranar University)

S. SELVAKUMARI (Reg. No: 19111261012005)²

Ph.D Full time Research Scholar,

PG and Research Department of Commerce, Sri Sarada College for Women, Tirunelveli.
(Affiliated to Manonmaniam Sundaranar University)

ABSTRACT

In modern days very important one is food adulteration. Food adulteration is very serious problem in the world. Nowadays every product there is adulteration and they affect diseases to the people. In human life daily usage items like groceries, medicine etc., one of the common practices adopted by unscrupulous traders and middle men is mixing palm oil or edible oils with food oils such as effortlessly available rice bran oil or waste vegetable. Besides, there have been occurrences of packages of sunflower, soybean and groundnuts containing cheap cotton seed oil.

Keywords: Food Adulteration, Groceries, Edible Oil, Vegetable Oil.

INTRODUCTION

Food is one of the basic needs for human's life. Unadulterated new and healthy food is most vital for the fitness of the people but modern day's food is contaminated in each item. For example milk, coffee and Tea powder, chicken, mustard etc., and it will affect some diseases like heart attack, blood pressure etc., Nowadays most of the children will not eat the healthy food items so it will affect some disease to the children. In traditional days children will drink original milk but now the milk is adulterated. In this generation kids are not to eat the healthy and original product of foods it will be adulterated. Types of food adulteration like food, medicine, milk etc.

OBJECTIVES OF THE STUDY

- To know the food adulteration in Tirunelveli.
- To reduce the food adulteration.
- To know what are the problems people affect in food adulteration.
- To analysis the socio economic profile of the study.

REVIEW OF LITERATURE

Perava (2016) did a laboratory analysis on food, quality, and contaminants. Identification and discovery of common contaminants in food. Edible oil, flour, ghee, pulses and ground spices are the most likely food elements to be targets for international or economically motivated adulteration of food.

Dhanvijay and Ambekar (2015) conducted a study on valuation of student's awareness about Food Adulteration. It was found that before the education programme. The milk adulterated with water and cereals with mud grits and stones. The aware about adulteration.

44



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Renuka
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

TABLE OF CONTENTS

Sl. No.	TITLE OF THE PAPER	Page No.
1.	Consumer Awareness and Buying Behaviour towards Organic Food Products with Special Reference to Tirunelveli City - Dr.M.ABDUL RAHUMAN	1-4
2.	Comparative Case study report on commercially available jelly and agar jelly: Focus to make an awareness among consumers - Ms.V. ANANTHA JOTHI and Dr.M. SELVI	5-15
3.	Commercial Processing of Mango Products - Dr.A.ARUNACHALA RAJAN	16-21
4.	Current Scenario In Consumer Protection Act - Dr.A.ARUNACHALA RAJAN and Ms.G.MABEL GRANAPU	22-26
5.	Customers Attitude towards Organic Products in Thoothukudi City - Dr.A.ARUNACHALA RAJAN and Ms.P.MARIA DELCIA	27-39
6.	Consumer Buying Behaviour towards Fast Food In Thoothukudi City - Dr.A.ARUNACHALA RAJAN and Ms.R.MOHANA	41-55
7.	A Study on consumer Buying Behaviour towards Ready to Cook Food Products in Thoothukudi District - Dr.A.ARUNA DEVI and M.BEENA	36-38
8.	Food Adulteration Affects the People in India - Dr.A.ARUNA DEVI and Ms.P.NANDBINI	39-43
9.	A Study on Impact of Food Adulteration in Tirunelveli City - Dr.A.ARUNA DEVI and Ms.S.SELVAKUMARI	44-48
10.	A Study on Consumers Awareness towards Organic Food Products in Tirunelveli District - Dr.A.ARUNA DEVI and Ms.A.ROORA	49-53
11.	A Study on Impact of Fast Food among Teenagers in Tirunelveli City - Dr.A.ARUNA DEVI and Ms.E.THIRU GNANA SUNDARI	54-57
12.	Food Adulteration - Ms.S.SAFIA	58-60

M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

COVID-19 An Invisible Enemy Or Eye-Opener

Published 2020
© Author

ISBN: 978-93-5419-610-2
Price: 1250/-

[All rights reserved. No part of this publication may be reproduced, copied or stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying or recording or otherwise without prior written permission from the author or publisher is unlawful.]

[Information contained in this work is obtained by the publishers from sources believed to be reliable. The publisher makes no warranties with respect to the representation, accuracy or views expressed in any of the articles and is not liable for errors, omission or damages arising out of the information, and specifically disclaim any implied warranties or merchantability or fitness for any particular purpose.]

Self-Published
Dr M Ignatius Joseph John
13/5 Homefinders Estate,
Ramapuram, Chennai,
Tamil-Nadu-600089
E-mail: mijohn@yahoo.in

Printed in India By
OnlinePrintingz.com
81, N Avani Moola St,
Madurai Main, Madurai,
Tamil Nadu 625001

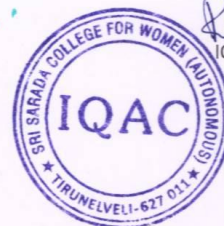
Scanned by TapScanner



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Rembha
IQAC



SRI SARADA COLLEGE FOR WOMEN (An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparathurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

S.No	Topic	Page No.
COMMERCIAL		
1	A Study on Factors Influencing Job Satisfaction of Private Hospital Employees in Tirunelveli District Ms S.Aravuga Devi & Dr. N.Kamala	1
2	COVID-19 Impact on Livelihoods of Small-scale Fishers in Thoothukudi District Dr. A. Aruna Devi & Ms. M.Dhana	11
3	A Study on Effectiveness of Media advertisements During COVID-19 period with reference to Consumer Products in Tirunelveli District Dr. A.Aruna Devi & Ms. S.Selvakumari	17
4	A Study on Impact on Cosmetic Products during COVID-19 Pandemic Dr. A. Aruna devi & Ms. P. Nandhini	25
5	Effect of COVID-19 on Hospitality industry & How to cope with Changing Demand Dr. Rashmi Singh	35
6	A Study on Job satisfaction of Transport Workers during COVID-19 in Tirunelveli Dr. N.Kamala & Ms. M. Dhanya	45
7	A Study on Passenger Transport by Railway in COVID-19 with reference to Tirunelveli District Dr. A. Aruna Devi & Ms. A.Rasbi	51
8	Opportunities & Challenges faced by MSME's during COVID-19 Ms. Mila Vijayan & Dr. R. Muthalakshmi	61

Scanned by TapScanner



S. Molavizhi

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Pembuan
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

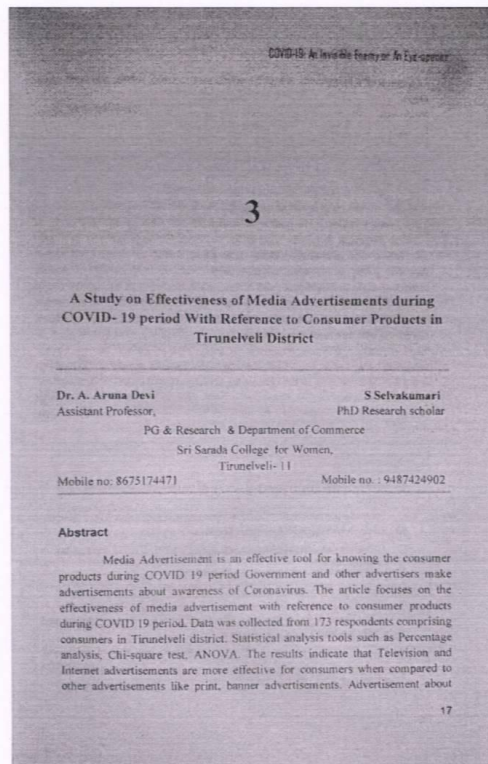
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



Scanned by TapScanner



M. Malavikha

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Remkany
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

TABLE OF CONTENTS	
TITLE OF THE PAPER	Page No
Consumer Awareness and Buying Behaviour towards Organic Food Products with special Reference to Tirunelveli City - Dr. M. ABDUL RAHIMAN	1-4
Comparative Case Study report on economically unstable girls and orphans to help to make an initiative in organic economics - MRS. ANANTHAJOTHI and Dr. M. SELVA	5-13
Consumer Perception of Mango Products - Dr. A. R. NACHALAKSHAN	16-21
Consumer Satisfaction in Economic Perception Act - Dr. A. R. NACHALAKSHAN and MRS. MABEL GRASAPI	22-26
Consumer Attitude towards Organic Products in Thoothukudi City - Dr. A. R. NACHALAKSHAN and MRS. MARIA DEEJA	27-30
Consumer Buying Behaviour towards Fast Food in Thoothukudi City - Dr. A. R. NACHALAKSHAN and MRS. MOHANA	31-35
A Study on consumer Buying Behaviour towards Ready to Cook Food Products in Thoothukudi District - Dr. A. R. NADEVI and MADHANA	36-38
Food Adulteration Affects the People in India - Dr. A. R. NADEVI and MRS. SANDHINI	39-43
A Study on Impact of Food Adulteration in Tirunelveli City - Dr. A. R. NADEVI and MRS. SEETHA KUMARI	44-48
A Study on Consumers Awareness towards Organic Food Products in Tirunelveli District - Dr. A. R. NADEVI and MRS. ROOBA	49-53
A Study on Impact of Fast Food among Teenagers in Tirunelveli City - Dr. A. R. NADEVI and MRS. JIBRIL GNANA SUNDARI	54-57
Food Adulteration - MRS. ASIFA	58-60



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Renuka
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail: srisaradatvl@gmail.com

STATE OF TAMIL NADU COMMISSION FOR PROTECTION OF CONSUMERS RIGHTS (SRI SARADA COLLEGE FOR WOMEN)

Assistant Director, Food and Nutrition Department, Government
No. 50/2014, Office for Women, Thoothukudi II

ABSTRACT

Ph.D. Research Scholar, P.G. and Research Department of Commerce,
No. 50/2014, Office for Women, Thoothukudi II

ABSTRACT

Organic food refers to food items that are prepared and processed without using any chemical. Organic livestock raised for meat, eggs, and dairy products must have access to the outdoors and be given organic feed. Organic foods have been proven to contain up to 80 per cent more vitamins, minerals, and nutrients than similar food that is produced in regular manner. To study the awareness for selecting organic food products and to assess the level of knowledge on the organic food products. Publicity is a much needed tool for promoting any product and the public that see through the product label addition which will fetch more positive organic food products.

Over the centuries, consumers have been concerned about the products that they consume every day. Because of their health issues with the effect of government to obtain fair regulatory mechanism for organic products. The present study reveals that the majority of the respondents are with moderate level of awareness on the organic food products. There exists a positive association between the select variable members in the family, working members in the family, and the level of awareness on the organic food products.

Keywords: Organic, Awareness, Attitude, Preference

INTRODUCTION

Organic food refers to food items that are prepared and processed without using any chemical. Organic livestock raised for meat, eggs, and dairy products must have access to the outdoors and be given organic feed. Organic foods have been proven to contain 80 per cent more vitamins, minerals and nutrients than similar food that is produced in regular manner. Organic food is healthier than conventional food in spite of being, and is the most popular for purchase. It is demand in its demand over the past few years. Organic food offers more beneficial nutrients, such as antioxidants, than their conventionally grown counterparts and people with allergies to foods, chemicals, or preservatives often find their symptoms lessen or go away when they eat only organic food. Organic food is better because it doesn't contain preservatives that make it last longer. Organic farming is better for the environment. Organic farming practices reduce pollution, conserve water, and soil erosion. Organic soil fertility and low energy. Organically raised animals are 100 per cent antibiotic, growth hormones, or fat animal products. Organic farmers are on the cutting edge of science as they are focused on finding ways to produce quality foods without



M. Malavizh

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Perinthen
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

EMERGING TRENDS IN COMMERCE AND MANAGEMENT

Dr.(Smt)A. Aruna devi,
Assistant Professor,
PG and Research Department of Commerce,
Sri Sarada College For Women (Autonomous),
Tirunelveli-11
Email Id - a.saradeti@ymail.com

Smt. P. Nandhini,
Research Scholar,
PG and Research Department of Commerce,
Sri Sarada College For women(Autonomous),
Tirunelveli- 11
Email Id - tandhinu7293@gmail.com

ABSTRACT

Management play a vital role in the contemporary industrial society. The act of getting the people collected to get done the desires to achieve a goal. Proper management is a precondition for an effective organization. A cost-effective organization can acquire into a non-paying concern as the lack of proper management. It is a method that is commonly used to express and appliance in operation goals. Traditionally, organizational goals are formulated by compliance. It mainly highlights the efforts to enlarge the organization together quantitatively and qualitatively. This research paper's data has been collected from the sources: annual reports, articles, magazines, related books and websites. The present paper is worked out theoretically.

Keywords: Management, Companies, Organizations.

INTRODUCTION

The primary objective of every management is planning before execution. The method of planning indicates the survival of goals and is used as a technique for reaching the objectives. It suggests that objectives should not be obligatory on assistants but should be absolute together by a fearful with the management. Management gives prevalent support to employee, customers, clients and etc and the achievement of such objectives becomes easy and quick. It is a challenging and satisfying arena of management. It thinks attention on the completion of objectives through partaking of all worried persons, i.e., through team spirit. It is a result-oriented viewpoint and offers many returns such as employee creativity, high morale, effective and purposeful leadership and clear objectives before all worried persons. Here, sufficient of range is provide to subordinates and is certain higher station and participative role.

OBJECTIVES

Management in entirely business and organizational events is the deed of attainment individuals together to undertake preferred goals and purposes using obtainable resources efficiently and effectively.

Moral leaders are required to retain their organizations on way by confirming that all done is decently geared toward provided that what customers want.

Good management is required to insert motivation, imagination, self-control, and interest into regions in whichever don't occur or they're not certainly required.

Individuals who work for leaders must understand that it is their work to make their managers.

AIMS AND SCOPE



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Perumal
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

TABLE OF CONTENTS

Sl. No.	TITLE OF THE PAPER	Page No.
1.	Consumer Awareness and Buying Behaviour towards Organic Food Products with Special Reference to Tirunelveli City - Dr.MABDUL RAHUMAN	1-4
2.	Comparative Case study report on commercially available jelly and agar jelly: Focus to make an awareness among consumers - Ms.V. ANANTHA JOTHI and Dr.M. SELVI	5-15
3.	Commercial Processing of Mango Products - Dr.A.ARUNACHALA RAJAN	16-21
4.	Current Scenario in Consumer Protection Act - Dr.A.ARUNACHALA RAJAN and Ms.G.MABEL GRANAPU	22-26
5.	Customers Attitude towards Organic Products in Thoothukudi City - Dr.A.ARUNACHALA RAJAN and Ms.P.MARIA DELCIA	27-30
6.	Consumer Buying Behaviour towards Fast Food In Thoothukudi City - Dr.A.ARUNACHALA RAJAN and Ms.R.MOHANA	31-35
7.	A Study on consumer Buying Behaviour towards Ready to Cook Food Products in Thoothukudi District - Dr.A.ARUNA DEVI and M.DEENA	36-38
8.	Food Adulteration Affects the People in India - Dr.A.ARUNA DEVI and Ms.P.NANDIINI	39-43
9.	A Study on Impact of Food Adulteration in Tirunelveli City - Dr.A.ARUNA DEVI and Ms.S. SELVAKUMARI	44-48
10.	A Study on Consumers Awareness towards Organic Food Products in Tirunelveli District - Dr.A.ARUNA DEVI and Ms.A.ROOBA	49-53
11.	A Study on Impact of Fast Food among Teenagers in Tirunelveli City - Dr.A.ARUNA DEVI and Ms.E.THIRU GNANA SUNDARI	54-57
12.	Food Adulteration - Ms.S.ASIFA	58-60

Scanned by CarbonKicker



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Rumkay
IQAC



SRI SARADA COLLEGE FOR WOMEN

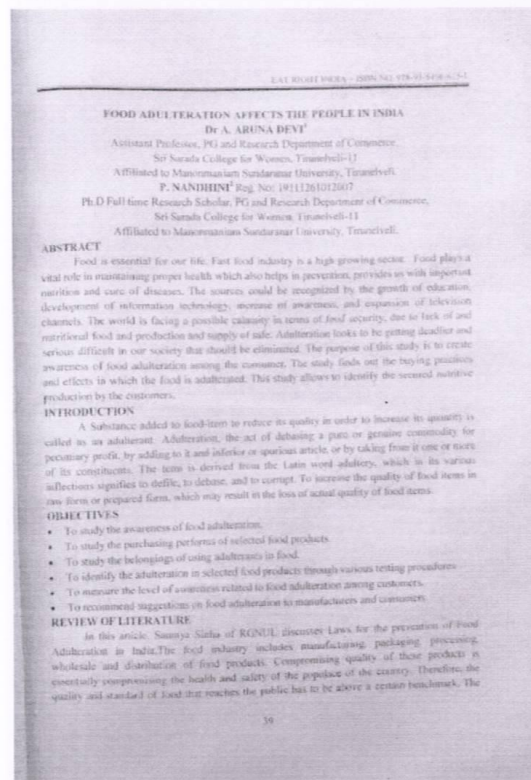
(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

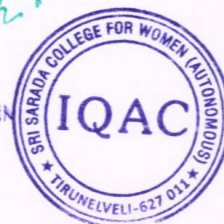
TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



M. Malavika
Principal
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Renuka
IQAC



SRI SARADA COLLEGE FOR WOMEN

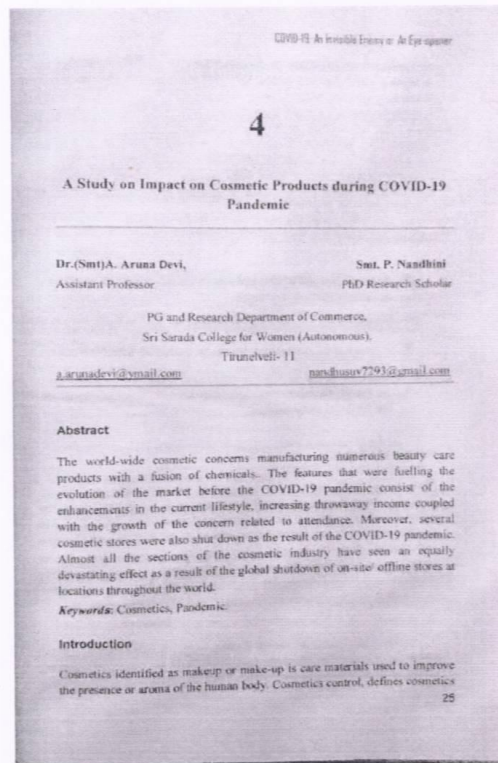
(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Reemlaan

IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Contents

S.No	Topic	Page No.
COMMERCIAL		
1.	A Study on Factors Influencing Job Satisfaction of Private Hospital Employees in Tirunelveli District Ms. S.Arumege Selvi & Dr. N.Kamala	1
2.	COVID-19 Impact on Livelihoods of Small-scale Fishers in Thoothukudi District Dr. A. Aruna Devi & Ms M.Deeena	11
3.	A Study on Effectiveness of Media advertisements During COVID-19 period with reference to Consumer Products in Tirunelveli District Dr. A.Aruna Devi & Ms. S.Selvakumari	17
4.	A Study on Impact on Cosmetic Products during COVID-19 Pandemic Dr. A. Aruna devi & Ms. P. Nandhini	25
5.	Effect of COVID-19 on Hospitality industry & How to cope with Changing Demand Dr. Rashmi Singh	35
6.	A Study on Job satisfaction of Transport Workers during COVID-19 in Tirunelveli Dr. N.Kamala & Ms. M. Chandra	45
7.	A Study on Passenger Transport by Railway in COVID-19 with reference to Tirunelveli District Dr. A. Aruna Devi & Ms. A. Rasba	51
8.	Opportunities & Challenges faced by MSME's during COVID-19 Ms. Mitha Vijayan & Dr. R. Mathulakshmi	61

Scanned by CamScanner



M. Malavika L.

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

20. Economic Impacts of COVID-19 Pandemic Dr. S. Sagar Uthi	157
21. Impact of E-Banking Services: Challenges & Opportunities During COVID-19 Ms. S. Suresha & Dr. R. Muthalakshmi	165
22. The Challenges of COVID-19 on Indian Agriculture Dr. J. Parthasarathya	175
23. The Opportunities on Global Economy Dr. J. Parthasarathya	181
24. The Behavioural Changes in the Society Dr. J. Parthasarathya	189
25. Economic Impact of COVID-19 Pandemic on Society Dr. Venchesa Mehta	197
26. COVID-19 Pandemic: Opportunities & Challenges Dr. Sathy Gopinath & Dr. P. Rajeswari	205
EDUCATION	
27. Challenges Faced by Students in E-learning during COVID-19 Period Dr. J. Shreevathi	215
28. A Study on E-Learning of Collegiates in the Period of Lockdown due to COVID-19 Dr. A. Sathya	229
29. Impact of COVID-19 among Students' Mental Health & Attitude towards Online Learning in Tuticorin District Dr. M. Kamala & Ms. M. Maheswari	237
30. COVID-19 Paradigm Shift in Teaching, Learning & Learner's Physical and Mental Well-being Dr. Sma Rani N	245
31. Blended Learning: A New Way to Learn during the COVID-19 Quarantine days Dr. V. Sathishkumar	251



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Reemban

IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

COVID-19 An Invisible Enemy Or Eye-Opener

Published 2020
© Author

ISBN: 978-93-5419-610-2
Price: 1250/-

[All rights reserved. No part of this publication may be reproduced, copied or stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying or recording or otherwise without prior written permission from the author or publisher is unlawful.]

[Information contained in this work is obtained by the publishers from sources believed to be reliable. The publisher makes no warranties with respect to the representation, accuracy or views expressed in any of the articles and is not liable for errors, omission or damages arising out of the information, and specifically disclaims any implied warranties or merchantability or fitness for any particular purpose.]

Self-Published

Dr M Ignatius Joseph John
13/5 Homefinders Estate,
Ramapuram, Chennai,
Tamil-Nadu-600069
E-mail: mijohn@yahoo.in

Printed in India By
OnlinePrinting.com
81, N Avani Moolla St,
Madurai Main, Madurai,
Tamil Nadu 625001



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Renuka

IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparathurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Est Right India

© Editors. All Rights Reserved

ISSN: 978-93-5406-635-1

First Published - December, 2020

Disclaimer

The authors are solely responsible for the contents of the papers in this proceedings. The editors do not take any responsibility for the same in any manner.

Published by

Department of Commerce (Self-Finance),
Sri Parasakthi College for Women, Courtallam - 627802.

Printed at

Yashica Computers & Printers,
Kadayanallur.



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Ramban

IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

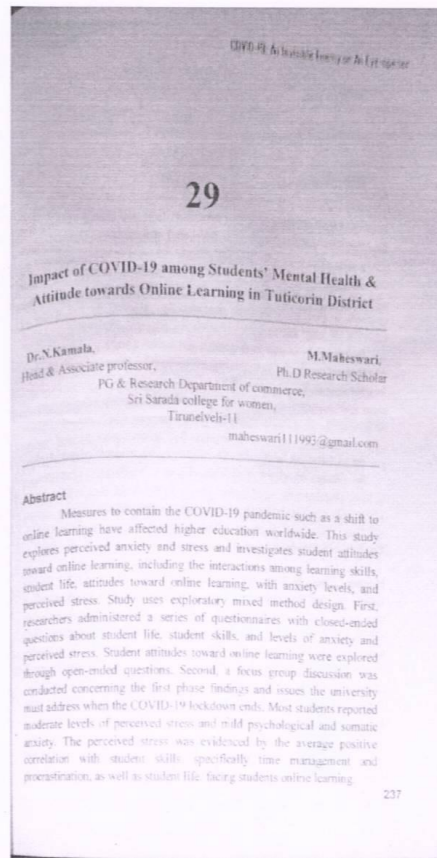
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com



M. Malavikha

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Penuband

IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI - 627011

Website: <http://www.srisaradacollege.org>

E-mail: srisaradatvl@gmail.com

13.	A Study on Consumer Attitude towards Processed Convenience Food in Tirunelveli District - Dr.S.DANIEL DAVID ANNARAJ and Ms.R.VALARMATHI
14.	Consumer's Perception towards Organic Food Products - Dr.S.DANI ROMAN SINGH and Mr.P.STANLEY DAVID PITCHAI
15.	A Study on Impact of Junk Food among Children's in Tirunelveli City - Ms.M.DHANA LAKSHMI and Dr.R.MUTHU LAKSHMI
16.	Food Adulteration - An Overview - Dr.J.ELIZABETH VIJAYA, Dr.V.C.JEYA RADHA and Dr.K.SUDHA
17.	Consumer Perception towards Junk Food - Ms.C.JEYA GOWRI and Dr.S.DANI ROMAN SINGH
18.	Knowledge and Practices of Food Handlers: It's Impact on Health of Consumers. A Study with Special Reference to Food Borne Diseases - Dr.V.C.JEYARATHA, Dr.J.ELIZABETH VIJAYA, Dr.K.SUDHA and Dr.S.RAMESH KUMAR
19.	A Study on Awareness of Food Adulteration among Consumers in Tirunelveli District - Dr.N.KAMALA and Ms.S.ARUMUGA SELVI
20.	A Study on Impact of Food Safety and Practices in Tirunelveli City - Dr.N.KAMALA and M. CHANDRA
21.	Consumer Attitude towards Organic Food Products in Tirunelveli City - Dr.N.KAMALA and Ms.S.JOHITHA SHIVAMLI
22.	A Study on Impact of Fast Food with Special Reference to Tutorin - Dr.N.KAMALA and Ms.M.MAHESWARI
23.	Role of Social Media Usage on Brand Choice - Mr.G.KARTHIK
24.	Attitude of the Customers towards Readymade Jewels in Sivakasi - Dr.B.MAHESWARI
25.	A Study on Agriculture Level in India and Natural Food and Present Status of Food Processing Industry in India - Mr.S.MANIKANDAN and R.THANGAMANI
26.	The Habitual Disease - Dental Caries: A Budding Issue - Ms.S.MOHAMED RAMLATH SABURA, Ms.S.MUTHALAGI and Ms.M.I.DELIGHTA MANO JOYCE

M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN (An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post.

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

EAT 86011 INDIA ISBN 978 93 5096 635 1

A STUDY ON IMPACT OF FOOD SAFETY AND PRACTICES IN TIRUNELVELI CITY

Dr. N. KAMALA¹

Head and Associate Professor, PG and Research Department of Commerce,
Sri Sarada College for Women, Tirunelveli-11

M. CHANDRA (REG NO: 18211261012007)²

Ph.D Full time Research Scholar, PG and Research Department of Commerce,
Sri Sarada College for Women, Tirunelveli-11

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

ABSTRACT

A successful food safety intervention must be based on can be consideration of all relevant variables. The purpose of is to examine the extent of improvement in food safety knowledge and practices of food trainers in canteens through food safety training. The training programme for the intervention for evaluating knowledge and practices were developed. On the observations were done to assess clean practices during the handling of raw food and cooking equipment. A significant within-group and between-group improvement was demonstrated for the observed behaviour of raw food handling and equipment sanitation. Provision of food safety training grounded by the idea of planned behaviour was associated with considerably improved food safety knowledge and behaviour amongst food trainers.

Keywords: Knowledge, Theory of Planned Behaviour, Practice, Food Safety Intervention

INTRODUCTION

Consumers today demand that the food they eat be safe and free from harmful contaminants that cause illness. They require growers, shippers, wholesalers, retailers, and restaurants to take appropriate actions to ensure a safe food supply. Consumers have also demonstrated that they will hold all these "food suppliers" indeed, all segments of the food supply chain accountable for foodborne illnesses. Aside from their potentially devastating public health effects, these illnesses are costly to the consumer and the food industry. For the food industry, the impact may last beyond the resolution of the food illness outbreak. Once consumer confidence is lost, it may take a long time before consumers return to buying the product. In addition, to addresses ways to manage these risks through using the Good Food Safety Practices and purchasing insurance

OBJECTIVES

- To understand consumer perception on street food and safety.
- To study the reason behind buying of street food
- To analyse the safety of street food.
- To understand the growth of street food industry.

REVIEW OF LITERATURE

Anderson *et al* (2004) concluded that cross-contamination due to badly washed hands, inappropriate procedures used for the preparation of raw and thermic ally processed food stuffs



M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Resubash

IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvt@gmail.com

COVID-19 An Invisible Enemy Or Eye-Opener

Published 2020
© Author

ISBN: 978-81-5419-610-2
Price: 1250/-

[All rights reserved. No part of this publication may be reproduced, copied or stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying or recording or otherwise without prior written permission from the author or publisher is unlawful.]

[Information contained in this work is obtained by the publishers from sources believed to be reliable. The publisher makes no warranties with respect to the representation, accuracy or views expressed in any of the articles and is not liable for errors, omission or damages arising out of the information, and specifically disclaim any implied warranties or merchantability or fitness for any particular purpose.]

Self-Published

Dr. M. Ignatius Joseph John
13/5 Homefinders Estate,
Ramapuram, Chennai,
Tamil-Nadu-600089
E-mail: mijohn@yahoo.in

Printed in India By

OnlinePrintingz.com
81, N. Avani Moola St,
Madurai Main, Madurai,
Tamil Nadu 625001

M. Malavika

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Contents

S.No	Topic	Page No.
COMMERCIAL		
1.	A Study on Factors Influencing Job Satisfaction of Private Hospital Employeess in Tirunelveli District Ms S Arumuga Selvi & Dr. N.Kamala	1
2.	COVID-19 Impact on Livelihoods of Small-scale Fishers in Thoothukudi District Dr. A. Aruna Devi & Ms M.Deena	11
3.	A Study on Effectiveness of Media advertisements During COVID-19 period with reference to Consumer Products in Tirunelveli District Dr.A.Aruna Devi & Ms S Selvakumari	17
4.	A Study on Impact on Cosmetic Products during COVID-19 Pandemic Dr. A. Aruna devi & Ms. P. Nandhini	25
5.	Effect of COVID-19 on Hospitality industry & How to cope with Changing Demand Dr. Rashmi Singh	35
6.	A Study on Job satisfaction of Transport Workers during COVID-19 in Tirunelveli Dr.N.Kamala & Ms M. Chandra	45
7.	A Study on Passenger Transport by Railway in COVID-19 with reference to Tirunelveli District Dr. A. Aruna Devi & Ms A.Rasba	51
8.	Opportunities & Challenges faced by MSME's during COVID-19 Ms Mita Vijayan & Dr. K. Muthiakshmi	61

iv



M. Malavika
Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Remless
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

COVID-19 An Invisible Enemy Or Eye-Opener

Published 2020
© Author

ISBN 978-81-5419-610-2
Price 1250/-

[All rights reserved. No part of this publication may be reproduced, copied or stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying or recording or otherwise without prior written permission from the author or publisher is unlawful.]

[Information contained in this work is obtained by the publishers from sources believed to be reliable. The publisher makes no warranties with respect to the representation, accuracy or views expressed in any of the articles and is not liable for errors, omission or damages arising out of the information, and specifically disclaim any implied warranties or merchantability or fitness for any particular purpose.]

Self-Published

Dr M Ignatius Joseph John
13/5 Hemefinders Estate,
Ramapuram, Chennai,
Tamil-Nadu-600089
E-mail: mijohn@yahoo.in

Printed in India By

OnlinePrintingz.com
81, N Avani Moola St,
Madurai Main, Madurai,
Tamil Nadu 625001



M. Malavikha

Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011





SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC

(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

Contents

S.No	Topic	Page No.
COMMERCIAL		
1.	A Study on Factors Influencing Job Satisfaction of Private Hospital Employees in Tirunelveli District Ms S Arumuga Selvi & Dr. N.Kamala	1
2.	COVID-19 Impact on Livelihoods of Small-scale Fishers in Thoothukudi District Dr. A. Aruna Devi & Ms M.Deena	11
3.	A Study on Effectiveness of Media advertisements During COVID-19 period with reference to Consumer Products in Tirunelveli District Dr.A.Aruna Devi & Ms S Selvakumari	17
4.	A Study on Impact on Cosmetic Products during COVID-19 Pandemic Dr. A. Aruna devi & Ms. P. Nandhini	25
5.	Effect of COVID-19 on Hospitality industry & How to cope with Changing Demand Dr. Rashmi Singh	35
6.	A Study on Job satisfaction of Transport Workers during COVID-19 in Tirunelveli Dr.N.Kamala & Ms M. Chandra	45
7.	A Study on Passenger Transport by Railway in COVID-19 with reference to Tirunelveli District Dr. A. Aruna Devi & Ms A Rooba	51
8.	Opportunities & Challenges faced by MSME's during COVID-19 Ms Mila Vijayan & Dr. R. Mathialakshmi	61

iv



M. Malavikha
Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Ramalakshmi
IQAC



SRI SARADA COLLEGE FOR WOMEN

(An Autonomous Institution)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Institution recognised u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC
(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Ariyakulam, Thoothukudi NH, Maharaja Nagar Post,

TIRUNELVELI – 627011

Website: <http://www.srisaradacollege.org>

E-mail : srisaradatvl@gmail.com

COVID 19 An Inevitable Enemy or An Escapee

6

A Study on Job Satisfaction of Transport Workers during COVID-19 In Tirunelveli

Dr. N. Kamala
Head and Associate Professor
PG & Research & Department of Commerce
Sri Sarada College for Women,
Tirunelveli- 11
69kallanna@gmail.com

M. Chandra
PhD Research Scholar
Department of Commerce
Sri Sarada College for Women,
Tirunelveli- 11
chandrarohini93@gmail.com

Abstract

Public transport has lost its good looks, the popularity of resident's business trip extent exceeds the set length, a measured communication speed which reduce more in the city centre, public transport means that have undergone wear and have grown superseded, public transport means are not ready or well equipped to the needs of the disabled, a poor economic condition of the public transport sector, lack of priority for public transport at intersections and crossings, limited public transport management system, the expansion of the public transfer network in many cases is not based on educational scientific research, an insufficient coordination in work has led to a system that does not meet the modern requirements.

Keywords: urban public transport, a trip, travel movement, technical research.

45



M. Malavika
Principal

PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011



Penn
IQAC