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CHOLARLY RESEARCH JOURNAL FOR INTERDISCIPLINARY STUDIES ont B. Supriya & P. Atahula

E-MARKETING AND ONLINE BANKING

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

Research scholar, Department of Commerce, Sri Sarada College for women (Autom (filliated to Manonmarian Sundaranar University, Tirunelveli-627011 Head and Associate professor, Department of Commerce, Sri Sarada College for Wamer Autonomous) Affilated to Manonmanian Sundaranar University,

Abstract

sets and controls our bank account online through net banking service. We can $_{\rm de}$ Internet banking transacts and controls our bank account on the thingenet banking service. We can a nultiple things from the comforts of our home or take a wide range of transactions online. E-Barking service makes banking a lot more easy and effective. All the services that the bank has permitted in the internet are displayed in menu. Any service can be selected and further interaction is dictated by be nierret are asplayed in menu. Any service can be selected and jurner interaction is actiled by 6-nature of service. The traditional branch model of hank is now giving place to an alternative deliver channels with ATM network. Customers should never are provided with PIN numbers, passwork etc.) is important is that the documents that contain confidential information are safeguariled. Internet backing is also used for values documents that contain confidential information are safeguariled. Internet backing is also used for values documents that contain confidential information are safeguariled. is also used for online shopping 1000ta 1500 websites in the thought of India selling their own pridace to customers some other websites doing dealers functions. Maximum all age group of peoples of have awareness and experience of internet bonking in this research particularly focused an younging wareness 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. The 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 visible source to do many things including transactions pertaining to payments. In today's fast maving 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 d 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-

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A STUDY ON EFFECTIVENESS OF ONLINE MARKETING ON INTEGRATED MARKETING COMMUNICATION

pst ("RIVA, (Reg Nov 1911) 26101 2010), Ph.D. Research Scholar at Const-at College for Women, Tirunelveli, Tamihiadu

R. MUTHELAKSHMI, Assoc Prof. & Head in Commerce is College for Women, Tirunélveli, Tamilnadu



Online marketing is attractive a hot topic in every business sector, and stendilyplays a traty im Employ mutter-brannel marketing strategies [1] used the finemest action, and sterar/privy a tracy momentant role in company's multi-channel marketing strategies. [1] used the finement to deriver promotional marketing measages ad consumers. It includes email marketing, social media advertising, a lot oflypes of display marketing toding web borner advertising), and mobile advertising. Like other advertising madia, online advertising cently involves both a publisher, who integrate advertisements into its online content, and an advertiser, who uses the advertisements to be displayed on the publisher's content. Other expected participants comprise ground agencies that help produce and place the ad copy, an ad server who technically delivers the ad as fit as abortiong agencies that net produce and prace the ad copy, an ad server who technically derives the ad as it that racks statistics, and advertising affiliates who do independent promotional work designed intended for the advertiser or othne marketing. Hence, it would be fair in the direction of say that IMC includes all kind of communication programs with the intention of largeted for the same objective, regardless of the medium used, be it TV, Print, Radoo, Street Marketing, Social Media Marketing, Internet Marketing, PR, Green Marketing, or any other thing.

Key Words: Online Marketing, Integrated Marketing Communication (IMC), Social Network

togetted marketing communication (IMC) is used by organizations to brand and coordinate meation efforts. The American involvement of Agencies defines IMC as "a concept that he added value of ainclusive plan that evaluates ned roles of a choice of communication disciplines elisbilityadvantage maximum communication of IMC #The primary idea behind an IMC strategy is the a teamless experience for consumers across and messaging are reinforced as each marketing marketing train channel works together in unity, to ocertain ten in isolation. Online marketing uses internet deliver promotional marketing messages to m. It includes email marketing, search engine thing social media marketing, many types of give you dea about advertising (including web banner mang), and mobile advertising. Other potential Socials includes. specia include advertising agencies total generate place the ad copy, and advertising affiliates who do rendent promotional work designed for the advertiser.

stand the importance of Integrated

To understand the reasons for growing popularity of onlino marketing using through network system advertising

Review of Literature

As per Don Schultz (2008), --IMC is a strategie bi process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programmers over time with consumers, customers. programmers over this with constitution and internal prospects, and other targeted, relevant external and internal audiences. The key difference in this definition of IMC from that of simple Marketing Communication is highlighted by use of three words: () strategie, ii) evaluate and iii) measurable In essence, IMC enforces use of marketing communication mix in such a way that it is strategically designed to achieve mix in such a way that it is stangedurily some accountability over marketers and are evaluated to enforce accountability over marketers and are evaluated over time. These elements are also stressed on by various IMC authors (Schulz, 1996, Duncan & Caywood, 1996), who believe that although the conceptorTMC is net new, but the fact that previously a better or the stress stresses and the stresses and the stresses and the conceptorTMC is net new, but the fact that previously a stresses and the stresses and the stress stresses and the stresses and the conceptorTMC is net new, but the fact that previously a stresses and the stress

marketing communication was not coordinated strategically and strategy is now believed entited, gives this concept a new

Mohan Nair (2011) takes social media as a complex mart of sociology and technology that earnor be underestimate

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	unting of Pension Schemes by the Insurance Sectors with Special
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	Dr. N. Kamala', Dr. A. Aruna Devi ⁴ and Dr. V. Sangeetha'
	Abstract why says of the hubben proposition is without ble insurance and health insurance show at the insure placers are index the himelight today. The Insurance
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The	insurance sector in india has been governed by the Insurance AC, 1950. "The population and the untapped market area of this population. Insurance happens to be publicly in hida. Nearly R0% of the Indian population is without life insurance opportunity in hida. Nearly R0% of the Indian population of the insurance industry, it has the hild insurance. From the date of liferalization of the insurance industry, it has the hild in the total of liferalization of the insurance industry, it has the date of liferalization of the insurance industry.
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-	Milestones in the life Insurance business in India
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International Seminar Proceedings on Green Marketing - Lanues and Challenges

AWARENESS ON HEALTH CARE GREEN PRODUCTS IN TIRUNELVELI DISTRICT - A STUDY

Dr.(Smt)A.Arina Devi Assistant Professor, Department Of Commerce (Corporate Secretaryship), Sri Sarada College For Womett, Tirunelveli-11

Rapid environmental deterioration over the last few decades has dramatically increased consumer awareness of environmental problems. As consumers become increasingly critical of industry's reactive environmental policies, a growing number of companies are developing company-wide environmental programs and green products. STATEMENT OF THE PROBLEM:

Most of the consumers expect quality, positive effect on the environment STATEMENT OF THE PROBLEM: friendly products, public health safety as the key driving agents for prefer organic products. Nowadays, food spending patterns are changing rapidly, due to environment issues, it concern about the nutritional value and health care, thus organic food products increase the increase the consumer's preference to choose these products increase the increase the consumer's preference to choose these products. Thus this study focuses on health benefits, food safety concern and environmental friendly.

OBJECTIVES OF THE STUDY:

The following are the objectives of the study: To examine the health care benefits and food safety of organic products.

To know the awareness among the consumers in Tirunelveli district on

- To highlight the opportunities of environmental friendly organic products. * To know the findings and offer suggestions for the improvement of the

green products.

The study is based on both primary and secondary data. The primary RESEARCH METHODOLOGY: data has been collected from 100 respondents through interview schedule by adopting convenience sampling technique. The secondary data was collected from books, magazines, journals, encyclopaedia and websites. Simple percentage analysis, rank test and chi square test has been applied to analyse

the primary data.



M. Malarsich

Principal

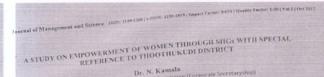




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Dr: A. Arunadevi tesser. Deptof Commerce (Corporate Secretaryship) na College For Women, Tirunelveli - 627011.

Dr. V. Sangeetha Assistant Professor, Dept of Commerce [Corporate Secretarythip] Sri Sarada College For Women, Tirunelveli – 627011.

Abstract Women's empowerment and material advancement help them to improve their status in tociety and strengthen their position. If women are to be economically empowered, it is fundamental to provide them with additional channels of credit, training, employment, great exposure, leadership skills and security. It aims to analyse the demographic profile of the respondents. The data collected from 75 respondents in Thoothukudi district. Percentage analysis and chi-square test are used for arriving conclusion.

Keywords: Mahalir Thittam, Self Help Groups and Women Empowerment

Introduction Today, a woman is the builder and moulders of a nation's destiny. She has a heart far stronger and bolder than that of a man. She is the supreme inspiration for man's owner build and is an embodiment of peace, love, pity and compassion. The progress of woman's a barometer by which one can measure the progress of a nation. Women power is a greater is a first the force behind all movements and activities in the society. So sociologists and social activities are bound to recognize the vitality and significance of women power. Today in our country, women-folk have emerged as a powerful class in their own right. The underlying principle of empowerment is to give somebody the power or automy to decide and act. Empowerment is dependent upon the good will or self interest of the person with the power which for whatever reason he/she decides just that power will be transferred, and also the quantum and type of power to the transferred. The logic of empowerment implies a prior state of passivity on the part of the person being empowered

Objectives of the study

To analyse the demographic profile of the respondents To discuss the formation of women SHGs, savings and loan performance in Thoothukudi

To analyse the characteristics of the sample SHG members and their family profile

It is a voluntarily formed group. The size of a group is 10 to 20 members. The groups are to be basically homogeneous in nature. They come together for addressing their common problems. They are encouraged to save in a regular basis. The amount of saving is within the range of Rs. 20 - Rs. 100 per month. They rotate this common pooled resource at a small rate



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<text><text><text><text><text><text><text><list-item><list-item></list-item></list-item></text></text></text></text></text></text></text>		* Abstract	
 Attroduction Consumer behaviour is the study of human responses to products or services and the format is now how any me product version. This having behaviour is defined as an act of using or consuming the using mean to them. This having behaviour involves a complicated series of normality and normali	Atodern Lodion Digaro pyodost wili benglit m response Today is the science vito esistence	along with the product features 0.30 em two ng behaviour modres a co ra ai communication as innavative of	aum to 600m nam and ong one ngrading series of stimulia and id never neons of communication
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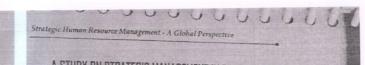




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A STUDY DN STRATEGIC MANAGEMENT IN PLANNING PROCESS IN **TIRUNELVELI DISTRICT**

Dr. N. Kamala

Head and Associate Professor, PG and Research Depart Sri Sarada College for Women Affiliated to Manonmaniam Sundaranar University. Trunclock

M. Chandra

Ph.D. Full time Research Scholar PG and Research Department of Commerce, Sri Sarada College for Women Affiliated to Manomianiam Sundaranar University. Tirunebelt

Abstract

Abstract The strategic management and strategic planning process provide an close on the basic knowledge on what its strategy and strategic management, it more provide the strategic planning process theory and indicate the importance and settlement of strategic planning and provide the limitations of strategic management. Strategic management is the set of managerial decision and action that determine the long run performance of a firm. It includes emironmental scanning both external and internal, strategy formulation strategic or long range planning, strategy implementation, and evaluation and cutture. Evaluation of strategic management Even well management a utility to react. Keyroorks: Coni setting. Analysis strategy formation. Strategy implementation, Strategy formation. Strategy monitoring.

Introduction

Strategy literally means the art & science of directing services forces in a war or battle Today, the term strategy is used in business to explain how an organization is going to achieve its overall objectives. Strategy is concerned with deciding which alternative is to be adopted to achieve the overall objectives of the organization. Strategy-making and strategy-implementation do not pledge higher organizational performance always. It is management's responsibility to adjust negative conditions by activity strategic defenses and managerial approaches that can overcome adversity.

Objectives

- To defining the business and developing a charge.
- To explain the craft a strategy to achieve the performance objectives. 3.
- To analysis the Implementing and execute the strategy. 4. To Evaluating performance and initiate corrective.
- To Reduction of outside uncertainty. 5



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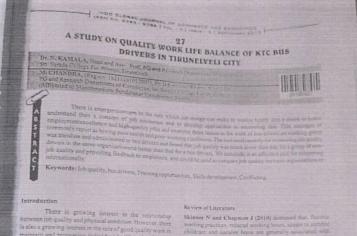


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Introduction There is proving interest in the relationship ratio of painty and physical condition. However, there is also a growing interest in the relation of a single interest in the role of growing and interesting inflacting the positive combination that were the and inflacting the positive combination that were the inflacting the the highest performing. However, this presuppose that there is a subversal model of a good job presuppose that there is a nuiversal model of a good job information of a good job security and interesting werk are the post entitical when measuring job quality the subtained in the measuring from the sub-ing the measuring in the quality is the instance of a good job security and interesting werk are the post entitical when measuring job quality the sub-ity of the measuring in the quality is and in the measure of a good job security and interesting in the measure in the measure of a good job security and interesting in the measure in the measure of a good job security and interesting in the measure in the measure of a good job security and interesting in the measure in the measure of a good job security and interesting in the measure in the measure of a good phase in the security of the security in the measure in the measure of the security of the securit

Objectives

To study about the work-related stress and prevention among bus drivers.

To extract the stress involved in the driving career

To recognize the kinds of stress found among the b drivers

To mark out the factors that cause str es among but

drivers. To analyse the stress coping- up strategy

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Change Francis Yac-Luke and Lang Calabram So-Ki (2015)it proposed in their study Quality of work the mediator between ensotional labour and work from intervention, pentoularly works as handy manness. T firstly found out that pasity of work the correlated negrity with the outside acting the positively correlated work acting and terms of nammal felt emotions at work.

Problems Faced by Bus Drivers

Mental Stress - Mental stress in the pressure brough on the existing mental balance or emotional equili-any person, the symptoms of mental stress we commonly be exhibited when the demands of a stre-

converge to even you dread at data filteriber. Over Duty - The bus drivers are base ever duty and over work pressure to the workers. So they are not interest in their work. They are not fully concentrate to do the work. The bas drivers have take rest to do the work. Because of their over duty they lead to make an accident.

AND RESEARCH FOUNDATION



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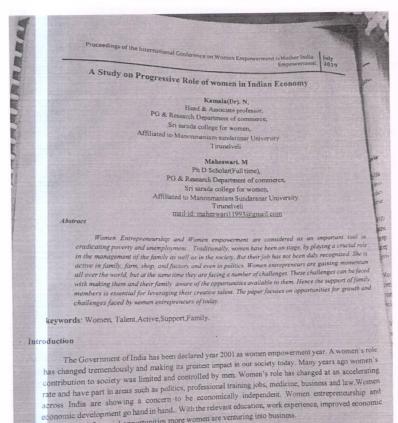




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condition and financial opportunities more women are venturing into business.



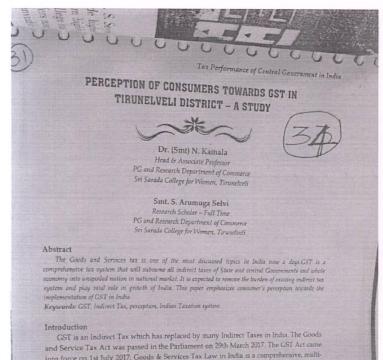


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into force on 1st July 2017; Goods & Services Tax Law in India is a comprehensive, multi-stage, destination-based tax that is levied on every value addition. In other words, Goods and Service Tax (GST) is an indirect tax levied on the supply of goods and services. This law has replaced many indirect tax laws existed in India.

Components of GST

- There are 3 taxes applicable under this CST system: CGST, SGST & IGST. CGST: Collected by the Central Government within the state sales
 - SGST: Collected by the State Government within the state sales
 - IGST: Collected by the Central Government for inter-state sale In most cases, the tax structure under the new regime will be as follows:



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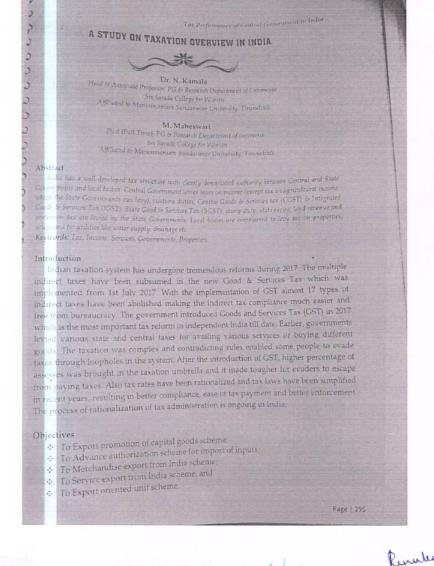




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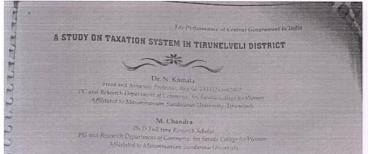


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tax administration (s ongoing in india. Keywords: Individual, Hindu undivided family, Association of person

Introduction

Taxes in which the point of payment and the point of incidence are the same are known as direct taxes. Direct taxes form as a substantial of the government receipts. The law regarding income tax is laid down by the income tax. Who is an assesses and whose total income exceeds the maximum exception limit, shall be chargeable to the income tax at the rate or rates prescribed in the finance act. Income tax is an imposed separately on the basis for each assessment year. Personal income tax is lived by central government and is administered by central board of Direct taxes under Ministry of finance in accordance with the provisions of the income tax act. However the income of the company, which is distributed to its shareholders as divided, is assessed in their individual hands. Such distribution of income is not trusted as expenditure in the hands of company, the income so distributed is an appropriation of the profits of the company

- 1. To analysis in a house held for business or profession

- 4 A house let out for more than 300 days in a year

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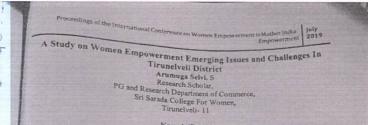


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Kamala(Dr), N Head & Associate Professor Sri Sarada College for Women, Tirunelveli- 11

If the history of human development soman has been as important as man, in fact the statue employment work performed by somen in society is the indicator of a nations overall progress, withou the participation of women in national activities, the social economical or and political progress of country will be staganted. Women are having high revitation and they are working in all fields like defease engineering, medical, etc. In order to make all women in the nation to achieve a stendard Wome Empowerment is needed. The women empowerment can be considered by the extent of heir involvement worked, economic and political fields. This paper studies the uplitment of women status through the contribution to the empowered society.

Key Words: Women Empowerment, economic, political, social, Government schemes

Introduction:

Abstract

Empowerment means tolerating and permitting individuals (women) who are outwardly of the basic leadership process into it. "This puts a strong prominence on participation in political structures and formal decision-making and, in the economic sphere, on the ability to obtain an income that enables

tormal decision-making and, in the economic sphere, on the ability to outain an income appreciation in economic decision-making." Empowerment is the procedure that creates power in individuals over their own lives, society, and in their communities. People are empowered when they are able to access the opportunities available to them without limitations and restrictions such as in education, profession and lifestyle. Feeling entitled to make your own decisions creates a sense of empowerment. Empowerment includes the action of raising the position of women through education, raising awareness, literacy, and training. Women's empowerment is all about equipping and allowing women to take life-determining decisions through the different problems

in society. Women empowerment is to support and build up women by promoting their participation in all erritories and segments, to build stronger economies, improve their quality of life and bring gender equality with equal amount of opportunities. It helps them to take their own decisions by breaking all their personal ules that the society and their family has created for them. It is to make them free in all aspects from bought, mind, decision, wealth and to bring equality in society.

Dijectives of the Study

know the need of women empowerment analyse the factors affecting women empowerment study the government schemes for women empowerment



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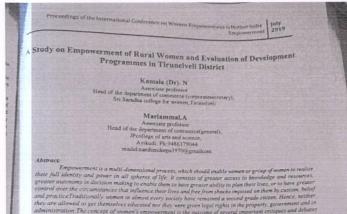




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llowed to get ation. The con concept of we ation. The concept of winen's evolutions nor inter, were given regain reprise in the proof by the women's movement throughout the world, particularly by the third worl in parliament, state assemblies, local badies and public and provide sectors is there representation in political and economic frontiers. Empowerment is 1/3 women are educated it is useful for generations together to develop in a 1/3 women are educated in the state of the sector of the other of world assets of the sectors of the sectors of the asset of the regard to law she can come out from the clutches of w n If we

Keywords: Empowerment, Rural Women, Development Programmes

Empowerment is a multi-dimensional process, which should enable women or group of women to zee their full identity and power in all spheres of life. It consists of greater access to knowledge and urcs, greater autonomy in decision making to enable them to have greater ability to plan their lives, or to greater control over the circumstances that influence their lives and free from shocks imposed on them storm, belief and practice. Generally development with justice is expected to generate the forces that lead repowerment of various sections of population in a country and to raise their status especially in case of en. In the present century the terms women empowerment, women welfare, greater justice have come to in the social, economic and political development perspective of both developed and developing nations in a social, economic and political development perspective of both developed and developing nations is thought the mean in almost every society have remained a second grade citzen. Hence, neither they are red to get themselves educated nor they were given legal rights in the property, government and in nistration. fesos have light Trad illos idm

The concept of women's empowerment is the outcome of several important critiques and debates and by the women's movement throughout the world, particularly by the third world feminists. Its source is traced from the interaction between feminism and the concept of "popular education" developed in America in the 1970's (Walters, 1991). The concept of women's empowerment has its roots throughout fif in women's movement. d in women's movement.

395

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Effectiveness of Security in Software Defined Networks

E. Parvathi Devi¹⁰, V. Vallinayagi²

Dept. of Computer Applications, Manoensanian Sandarasar University, Econologi, Lond Nada "Dept. of Science, American Professor, Sri Sanda College for Wormer, Trenetwell, Tanal Nade

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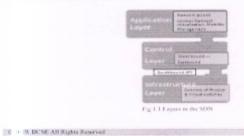
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Revender MDN , ONF, Network sourcely,

I. INTRODUCTION

- i.e. new technique in serimitéing architecture. Designing the SDN andritecture is not the easeest task. In this tare a obtaine program costrols the owned network and it is proposable for decision making like transforming grackets once on the series of advantation operating. This exercising a series is valid. Controller, This SDN communities there is you occure logor, Control layer and Application keyer.
- some Layer. This layer consists of physical switches and numer. These physical devices are accurable time or too to switch and forward packets. These physical devices forms underlying network to forward network staffi-also referred as Dum phase. Ind ops Las

Layer In the SDN architecture, this layer is in the middle position. It contains Software built controllers whit ig a control functionality through open Interface. The SonthFound, NorthFound entitional needs for the times much is controllers to interest around them. [4]





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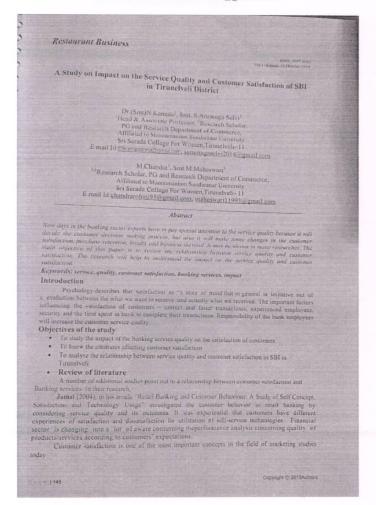


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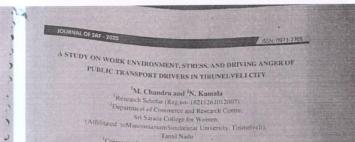




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ABSTRACT

Public transport is an effective and sustainable alternative to private vehicle usage, also helping to reduce the environmental impact of driving. However, the work environment of public transport operators is full of opposing conditions, which together with their high mileage, may increase the occurrence of negative safety outcomes such as traffic accidents, often preceded by risky road behaviours enhanced by stress, anger, and difficult operating conditions. Second, it was found that driving anger mediates the associations between driving stress, risk tendency, and traffic consents and partially mediates the association between driving experience, hourly intensity, and job stress. This study supports the idea that traffic penalties reported by public transport rates are preceded by work-related, personality, and other individual factors that, when combined with driving anger enhances the occurrence of road misbehaviour that may affect overall road safety.

Keywords: working conditions; stress; job strain; driving stress; driving anger

Introduction

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Vehicle operators in the transport sector industry may belong to the occupational group with the highest prevalence of job stress rates and many environmental variables associated with he job of professional drivers, especially those working in the field of public transportation, have een addressed by different studies as typically adverse. Several factors such as continuous time ressure, excessive physical demands, environmental overstimulation, problematic interactions ith other road users, lack of social support at work, and irregular shifts have been characterized potential stress-related factors, which at the same time enhance the potential occurrence of gative outcomes in terms of health, safety, and performance. Traffic accidents involving public transport vehicles constitute an undetermined but high proportion of the total road crashes

Page 206

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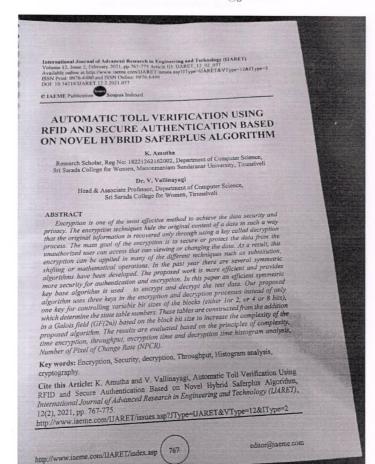


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TRANS

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

B. PARVATHI DEVT & Dr. V. VALLINAVAGI

Research Scholer, Manamatian Residenance Otherety, Trunchell, M ¹Read and American Professor, 2rt Sanada Callege for Women, Thundhall, Judia

eel of service (BBeS) is use of the visite threat in the sameric projections. Lefter the Settimore Define Combanat D mpe came to the field Setburne Defined Naturalings the new possibles. au (523) and an national names archiver by coording the coord run to namest, it relates the congr preparately of the namest, 2011 nam the Openfers pressed, which is converse ranged by the 2014 and consultant. This confidences is early inglamental with Edge congruing. Edge congruing is consider तेह कार्य and contain of cloud comparing. Instead of processing the date in the cloud, the date are yet a. Sa, the adjor do ----ne ma) are assessmed to the SDN redacket a al nerverit. In this excluterates the exection target the controller, because it has the e нк. Бу столёну для стородон, гал столёнт гатур бань бана гда чанай натного санд балабу бал гат Го зан бана. Шань, столёнт чан ган Дабей атаха за сунай ган нанай натнать. Эн гана зараж не зу namit. In citiz papar wa prop algorithms to determ and mitigate the DDaS attack to the SDN architecture. In this algorithm, the enough i na kenam Dilandi antark. Tinin yagan akaa ananjarin nka pengenaat algarininin nahi nardari ana. Tinin peng ngenaank na damam tina Diladi antark itu ihai IDN arakheamara nahink cementina tina data itu shfirinini fin SI NO STR

ATTWORDS: 121% Openflow, Difed, Larsey & Ligs Congustag

Received: Am 10, 2020. Accepted: Am 30, 2020. Published: Sep 63, 2020. Paper 14: UMPERDENO1201044 INTRODUCTION

or shirth more beauty and a strange or of constants, is While transforming the data, there may be a chance to stealing the data or, the original data on be agod by the anadoary. So, when mmekering the data, we must aware the types of attacking in the network Artsere. Photong, Bonet, DoS, DDoS and Man-in-the-middle are some of the attacks which are familiar in the Normally these attacks are descend by the freshell programs in the application layer. The moltronal etwork architecture has seven layers and each layer has to be suffered with the attacks. Detecting and preventing is analis, is the higgest challenge of the network builders, so to evencente the challenge, the new periodigm e-ested hat is, Self-sure Defined Networking (SDN), which is used is similare for complex topologies with - cor is efficient memory by antimicrate is different with our traditional service's by decoupling the centrol and

The SIPA such as the contributed control over the network, where as our miditional network his dand as work. In SDN, Conneiller is the component which has the overall control. In the following figure a contrational and day entrological inclusion is a sur-

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ARSTRACT

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sational Journal of Future Gone ¹ Communication and Networking Vol. 13, No. 2, 2020 pp 980-987

An Efficient Edge Server Deployment Technique In Edge Computing Using Graph Theory ¹ It Barvalli Dev and ¹ Dr. V. Vallinnyagi ²Reserch Schelar, Manomunian Surdaranar University, Firundivall. ¹ Yee Principal & Associate Professor, Depl of Computer Science, Sci Sarada College for-Honon, Tirundvell.

Woman, Trivnetveli Absense Cloud computing is a garadigm used in some advise the data ministrate and using for the Internet. It provide many services in the and there the data concerns in the users through the Internet. It provide many services in the and the service and the provident data of the data or a forward. The forward is not an enternet of the analytic provident data of the data of the data the Internet. It provide many services in the add of the network was the server of the data, in data oranging process, it inter mentilismum time. The averageme these is new paradigm. Edge Compound was proveduced. Here the data one processes in the add of the network was the server of the data, in data processing speed to increased in Edge compound there was no standard architectures (Edge ander, Edge server, limits are the main components of the architecture). This page progress the placement of net Edge server, including the Edge server in the paraticle location will improve the proformance of the distributed Edge server, in the garanticle location will improve the and the place the saw server. Flassing the Edge server in the planeticle location will improve the and the place the saw server. The server is data in graph theory algorithm which is also also the data in the regulated to ministrum deal. Different as formating philosophic thread and location the analy used to find the ministrum distances between the made in graph theory algorithm which is also also also also also in many the edge server. In this regulated to ministrum Edge parts in the garanticular location will improve the and the also advised to ministrum in the flass also provide the ministrum distances and location of the distributed Edge server, sime data investing distances to reduced and location the data in the flass data in graph theory algorithm which is anality used to find the ministrum distances between the mades in graph history algorithm which is anality as alo find the data intereduced on ministrum (Edge server). Inde

Index Terms: Clustering, Edge Computing, Edge Servers, Differenalgerith, graph based algoridum

NOMENCLATURE Just - Infrastructure as a Service, Parts - Platform as a Service, SanS -Software as a Service, SDN -Software Defined Networking JESP = Edge Server Placement

LOINTRODUCTION

LA INTRODUCTION
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Keywords: Entrepreneurship, unemployment, government.

1. INTRODUCTION

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Unemployment is the main problem that our country faces now. In this situation it is necessary to become familiar with the multi dimensional aspects of Entrepreneurshy. Entrepreneurs is a person who innovates, adjucates and munages the factors of production. This particular person has the ability to perceive latest economic opportunities and to device their exploration.

This particular person is the supplier of resources, supervisor and coordinator and ultimate decision maker. Entrepreneur has the greatest chance of success by focusing on a market niche either toos small or too new to have been noticed by established bosinasses. The new generation entrepreneurs are well educated and are capable of understanding the fluctuating trends of markets. The entrepreneurs in most of the cases are basing business family background. In certain cases the new generation bas started after facing a lot of difficult as from their first generation. In these cates the new generation is very careful in selecting their business career.

2. OBJECTIVES

To disagree foster creative solution
 To stimulate intellectual discourse

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JOURNAL OF SRF - 2020 <u>COMMERCE</u> A STUDY ON CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING IN TIRUNELVELI DISTRICT

¹N. Kamala and ²S. Arumuga Selvi.

¹⁸²Department of Commerce Sri Sarada College for Women, Tirunelveli

ABSTRACT

A new experience will be given to the consumers to collect information, comparing various products through online shopping. According to the consumers' expectations it makes consumers' happy to purchase in online because it increase logally to those brand which they preferred to purchase. This paper has focused on consumers' attitude towards online shopping and the level of satisfaction in Tirunelveli District. Both the primary and secondary sources will be used. The Primary data will be collected through a Structured Questionnaire Statistical tools like independent sample t test and 1-way ANOVA were used to test hypotheses and determine the significance and degree of relationship between dependent and independent variables. The association of demographic variables and online shopping shall be used to analyse the data

Keywords: Online shopping: consumers; attitude; e-commerce

Introduction

An online shopping means buying products as well as services from internet shop and this process of shopping is called business-to-consumer online shopping. Online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. As per the study mode of payment is depended upon income earning group of the respondents. People from different age groups are purchase products through online shopping regularly. The attitude of consumers is changing with the time. In a country like India, consumers feel online shopping is very comfortable because of many variables like cash on delivery, customization or personalization of the websites and home delivery (Ashish, B. 2014). The Moderating Role of Product and Consumer Characteristics" indicates that how product and consumer features sensible the influence of online consumer reviews on product sales using data from the video game industry. The findings reveal that online reviews are more influential tor less popular games and gumes whose players have greater Internet experience (Feng, Z 2010).

Page 196



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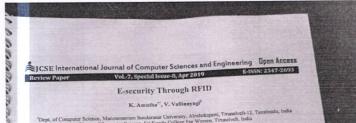




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DOI: https://doi.org/1 struct. Nowadays numerous applications based on Radio Freque siled to different areas such as building system, health, agricult haology means Radio. Frequency identification include astorna vice and active or and the bis paper, we try to solve the attenda purpose of fills function is in sometime the states are metadance to cess. Therefore they capture the face to face recognition and also on (RFID) syste

Keywords- RFID, Attendance, Active tag, Reader, face recognit Com main passt

L INTRODUCTION

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ILLITERATURE REVIEW

number of related works exist in literature, application of FID Technology in different areas and specifically the area (academic attendance. In [3], the authors designed and adjentented a model of a secured and portable embedded addressistem to read the biometric data from the electronou-sizoff, The authors attempted to solve problems of inbility, security and privacy in E-passports by thenticating holder online using Global System of Mobile

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Our Heritage

ISSN-0474-9030

A Study on Consumer Perception Towards Maruti Suzuki Cars In Tirunelveli District

Dr.(Smt)N.Kamala¹, Smt.S.Arumuga Selvi², HALVA KAIMAHA , SIMLSA KIMAgai Hada & Associate Professor. PG and Research Department of Commerce, Sti Sanda College For Wonen, Transleviel. Transleviel Time PG and Research Department of Commerce, Sri Sanda College For Wonen, Sri Sanda College For Wonen, Transleviel. Transleviel. Transleviel. Email Id – sarumugaselv2014/2gmail.com

ABSTRACT

Automobiles changed the world during the 20th century, Manufacturing, sales and services of automobiles are the elements of industrial economies. The descriptive research was used, especially to describe the consumer's perception towards Marut Suzuki cars in Tirunelvelt District. The data for this analysis was collected from both primary and secondary sources. The data collected from the respondents had been tabulated and then subjected to statistical analysis to enable judgments. In this study, the researcher applied the tools of Garrett's ranking technique, Likert seale, Paired T Test, One way Anova, Regression analysis.

KEYWORDS: Consumer, automobile, perception, Maruti Suzuki, features

I. INTRODUCTION

Maruti Udyog Limited was founded by the Indian Government in 1981, merge with the Japanese automobile company Suzuki in October 1982. The first manificationg factory of Maruti was established in Gurugran. Haryana, in the same year. Overcapacity. Like all industries, automobile manufacturing industry facing many ups and downs. Overcapacity is the problem that occurs when a producer has already invested the resources (such as payroll and materials) into building a certain quantity, only to discover later that they do not need to produce as much as they had planned for. The result is an over-expenditure that can spoil cash flow and result in waste. The best way to avoid overcapacity is to invest in increased production floor responsiveness and better master production scheduling. Sustainability. Consumes are increasingly concerned about sustainability. Manufacturers, therefore, must try hard to create more exo-friendly cars and to be more efficient in production. Globalization. Increased worldwide competition means lower market prices for nany vehicles once again most solutions call for increased of criteria for them cars, many of which are related to urbanization. Modern most solutions call for encreased of criteria for them cars, many of which are related to urbanization. Have industed smaller vehicles, better manuverability, and mcreased field mileage, attracting takent. As the automobile industry continues its changes in manufacturing activities will need to continue attracting the best and the brightest talient in order to adapt to the times.

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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.



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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/1NY mDBCoSLHBagA8qaPaWw2M6FDfURLcr/edit ?usp=sharing&ouid=11469073533290356902 3&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/14Sefp2h1P ms12mWN_js- jJK6zaOcuZkJ/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/1NY mDBCoSLHBagA8qaPaWw2M6FDfURLcr/edit ?usp=sharing&ouid=11469073533290356902 3&rtpof=true&sd=true
Workshop on "Empowering Rural Women with ICT Skills"	24	26.03.2021	https://drive.google.com/file/d/1hfaFiqS8y2o 5cOf2H4W8S2H1LcstmiMB/view?usp=sharing
National Level Webinar on Serverless Computing in the Cloud	106	26.06.2020	https://drive.google.com/file/d/1zMT5rl4DqS 3tuJHy8PcHHdjxreZjOE7P/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/1NY mDBCoSLHBagA8qaPaWw2M6FDfURLcr/edit ?usp=sharing&ouid=11469073533290356902 3&rtpof=true&sd=true
Webinar on "Expeditious Outlook on Data Analytics"	72	29.10.2020	https://drive.google.com/file/d/10xJgGMFoq c7MvIcxZqIWvHhYxtgBdMMN/view?usp=shar ing



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Social Media Advertising: Opportunities and Challenges with Reference o Household Electronic Products in Thoothukudi District	1-4
Dr. A. Aruna Devi, M.Deena	
Rectiveness of Social Media Marketing Targeting Young Adults	5-12
Atchaya, Dr. M.N. Mohamed Abusali Sheik	
ocial Media Advertising: Key Issues and New Challenges	13 ~ 18
)r. Aswini .K	
Study on Impact of Social Media Behavior Outlines	19 - 25
r. Ebinesan. A	
Study on Impact of Advertisement of Social Media Advertisement on tobile Phones in Tirunelveli	26-30
r. M. Syed Sulaiga Benazir, Dr. M. Esakkiammal	
npact of Digital Marketing with Special Reference to Social Media dvertisement	31 - 3
fluence of Social Media Marketing on Online Shopping - A Study	39 - 4
r. D.Hepzibah Vinsyah Jeyaseeli	
Study on Perception about Social Media with Special Reference to Face ook, Whatsapp and Twitter among Young Generation at Gudalur	45 - 5
r, A. Jaganathan,	
ocial Media Advertising: An Amazing Technology of 21" Century	53 - 1
Manimekalai, S.Abbibrinda	
ffectiveness of Social Media Advertisement on Urban Youth	61 -
Rakesh N	



M. Malarsich.

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Prospects & Challenges of Social Media Advertising-

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

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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 Doothlowfth District 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 intermet 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 orban 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 customer through social media advertising. through social media advertising



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Prospects & Challenges Of Social Media Advertising

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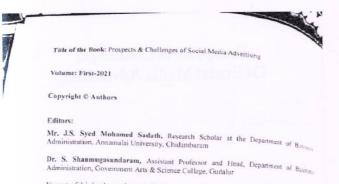


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Prospects & Challenges of Social Media Adver

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

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Reg no: 19111261012005 Ph.D Full time Research Scholar Ph.D Full time Kesearch Schown PG and Research Department of Commerce, Sri Sarada College For Women (Autonomous) Affilitated to ManonmaniamSundaranar University kumariselva969@gmail.com

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M. Deena Ph.D. Research Scholar (Full Time) Reg.No : 19121261012002 PG & Research Department of Commerce. Sri Sarada College for Women (Autonomous), Tirumelveli-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 tocus a the initiation of the production of secar means that the product in Terrent events of the secarate products and Trunelvelt district. Throughout this study 233 respondents are taken. Statistical analysis tools like percentage analysis, chi-square test, Anova are used. The results indicate that no nhine 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.

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141



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



M. Malars? Principal

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	CONTENTS	
5. 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
n	Impact of Social Media on Academic Performance a Study among College Students of Thoothukudi District A. Ponmani & Dr. J. Mohamed Ali	76
la	The Role of Social Media in Education P. Supriya & Dr. Muthulakshmi	85

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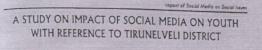
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Abstract

Abstract Social molia is highly impact to the youngsters because recent days all people are using smart phones, and they are using application like Whitespay. Earlier, Younbel, Instagram, etc., the aerlief, because the impact of social molia on youth. Data was collected 143 respondents comparing youngsters in Transbreid distreer. Statistical mainster statis such as percentage analysis, dissparse test. ANOVA. The results indicate that youngsceter are usite the precoms now a social media for the partyses of obstitution, entertainment, posting marges, etc., units compared to the use of docutional purpose. Keyworks: Social Molia, Youngsters, Smart Phones, Entertainment, Impact.

Introduction

In modern days social media is vital role in the world because all the information and In modern usys second neuron was not an one work occases an me mormation and news are easily identified to each and every person in the world. Social media included facebook, Twitter, Youtube, Whatsapp, Instagram, etc., in the new generations students are used the social media for the own purpose like education, entertainment games, etc., but some youngsters are used social media wrong way. In recent days all the youngsters use the smart phone at anytime and anywhere so, it made some health issues for the young people. The youngsters use the social media to share the information, pictures, videos, etc. They can connect the people all around the world to chat any information and news.

Objectives of the Study

- To know the impact of social media on youth.
 To identify the uses of social media in recent days.
 To analysis the socio-economic profile of the study.

of Literature

Waddington's (2011) in their article "Social media" examined that social media as component of their culture, not a craze, it could enhance their ability and they sed it as educational tool. Totally the educations discoursed beyond displays that, ss media have dissimilar things on changed persons



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IMPACT OF SOCIAL MEDIA ON SOCIAL ISSUES

© Dr. M. Murugeswari

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post of Social Medie on Social Issues

IMPACT OF SOCIAL MEDIA ON MARKETING IN THOOTHUKUDI DISTRICT

'Dr. A. Aruna Devi Assistant Professer. PG and Research Department of Comme Sri Sarada College for Wester (Autenomous), Tiranototi (Affilitated to ManominantamSandaranar University)

⁷M. Deena Reg.No.19121161012002, PhD Full Time Research Scholar PG and Research Department of Commerce Seri Sanada College for Winner (Automanou), Transcheil (AffSilated to MananimaniamSundaranon University)

Abstract Increasing reputation of social media pushed up the marketers to think about this mass media along urth readitional media take realise, television, neuspapers and so on. The number of social modia is uncountable. It is a large sector that's stirly the marketers decided to issued their merely product as and as the existing product in the acidit modia. This paper deals about impact of social media on marketing, how it influence the consumer decision making and firmily it analyses sales promotion form using social media. Represents: Marketing using social media, sales promotion farwagh social media, consumer decision making

Introduction

Introduction The world is changing: technology is ubiquitous and it is impacting society with each rapid change it undergoes itself. If we were to return a few decades into the past, television was the most exciting technological development, and it transformed society in an unprecedented manner. Today, we're seeing a similar transformation via the Internet and the rise of Social Media. In fact, Social Media is poised to transform society in an even more fundamental manner.

Review of Literature

- Calder and Malthouse (2008) discuss the concept of media engagement, focusing on Calder and Maitnouse (2008) discuss the concept of media engagement, rocusing on the consumer's psychological experience while consuming media. They distinguish media engagement from mere liking, implying that engagement is a stronger state of connectedness between the customer and the media than liking alone. Facebook brand pages give ample opportunity to social media marketers to achieve this engagement from
- Higgins (2006), considers engagement as the second source of experience beyond the hedonic source of experience resulting from a motivational force to make or not make something happen. In this case, the motivational force is the Social media marketing

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IMPACT OF SOCIAL MEDIA ON SOCIAL ISSUES

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15	Role of Social Media in Exposing Custodial Deaths D. Rameshkumar & Dr. Jayaprakash	90
	A Study on Impact of Social Media among Students in	
16	Tirunelveli District	97
10	Dr. (Smt) N. Kamala & Smt. S. Arumuga Selvi	
	A Study on Impact of Social Media among College Students	
17	in Thoothukudi District	106
	Dr. V. Sangeetha	100
	A Study on Impact of Social Media on Youth with Special	
18	Reference to Tuticorin District	112
10	Dr. (Smt) N. Kamala & M. Maheswari	-12
	Impact of Social Media on Marketing in Thoothukudi District	-
19	Dr. A. Aruna Devi & M. Deena	117
	The Impact of Social Media for Library Service and Uses	
20	S. Mohan Kumar	120
	Impact of Social Media on Youths	129
	A Comparison between the Consumption of Social	
21	Networking Sites (SNSS) During and Before the Period of	
	Lockdown among Students in India	123
	MS. Pinki	
	Effect of Social Media	-
22	G. Muthulakshmi & S. Archana	133
	Pros and Cons of Social Media on Youth in Different Sectors	-
23	Dr. J. Elizabethvijaya & Dr. V.C. Jevaratha	13
	A Study on Usage of Social Media at Lockdown Period of	-
24	Covid-19 in India	
	G. Karthik	14
		-
25	A Study on Impact of Positive and Negative Effects on Social Media	1.
	M. Muthu Selvi	15
- 1	A Study on Impact of Social Media on Customer Satisfaction	
26	in Banking Industry with Special Reference to Thoothukudi	15
	Cistilit	13
-	P. Rajeswari	
27	Social Media its Impact with Positive and Negative Aspects P. Murugan	
	P. Murugan	10



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IMPACT OF SOCIAL MEDIA ON SOCIAL ISSUES

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ity. Jan 5-9 2021

DIGITALIZATION OF HIGHER EDUCATION TO PROMOTE QUALITY IN THOOTHUKUDI DISTRICT

A: Artina Devi, Assistant Professor, PG and Research: Department of Contracts, Sri Serada College for Women, Tirunelveti, E-mail: a aronadevi@ymail.com M. Deena, Full inte Research acholart, PG and Research: Department of Commerce Sn Sorada College for Women, Tirunelveti.

ABSTRACT

This paper is an sitempt to study shows optimize the higher education through digitalization. This pape reveals that how we can bring improvement in higher threation with the help of digitalization. Newslaps from the iso many ICL tools are available with the help of that we can keing splittment in higher education. See how to be dueing the panelsmin period clauses have been conducted only through other keins it worksholes is on how the dueing the panelsmin period clauses have been conducted only through other keins it was proved th how the digitalization is important. Key words social ma

INTRODUCTION

Digitalization is like a blood for all the fields. At this juncture without digitalization nothing can be done in education field. Therefore it is very important to adopt and learn the technology. This criterion is very important for but reard and urban areas. It is the only source to bring quality in education. As we all knew that for the part lew months schools and colleges have been closed but the studies are going on with the help of digitalization. It is considered to be a boon whoever utilise this criterion they have a chance to reach a greater height in their life.

REVIEW OF LITERATURE

Rajendran and Vengan (2009) discuss the statuse and collections of Archives library, arrangement of collection, methods adopted in preservation and conservation of rare materials including old collection. It also highlights the impact of information technology and suggests for digitization of solected archival collectors using the available current technology.

Lee Stuart (2001) has designed a practical handbook which provides the guidance for anyone who is about to embark on a digitization project or is interested in this growth area. In particular those charged with initiating digitization projects such as senior librarians and managers, will find that the book adopts a practical approach to decision making following the life-cycle of the digitization projects from inception to completion. I

OBJECTIVES

- · To find out whether the social media influence higher education.
- . To analyze whether ICT tools help the learners to understand the concept in cusy way

69

- . To find out the factors which bring the upliftment in higher education.
- · To study whether the technology brings a quality in higher education



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THE ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION

V. Sangeetha, Assistant Professor, PG and Research Department of Commerce, Sri Sanda College for Women, (Autonomous), Tinuelveli-11. E-mail: ssangeethalp@gmail.com S. Mabesvari, M. Phil Scholar, PG and Research Department of Commerce, Sri Sarada College for Women (Autonomous), Tinuelveli-11. E-mail: Mageshmahi0508@gmail.com ABSTRACT

This study explores the use of mabile phones among young adults. The study used the theoretical frameworks of uses and gratification approach from media studies, social cognitive demain theory from human development iterature 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 bardware and faster wireless communication have bolstered the growth of the smurt phone industry. In the third quarter of 2012, one billion smurt phones were in use worldwide. Data communication has become faster. Smurt 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 ad 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) hand 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. mance exposure, which means consolit's van mere more availables of mance consequences of mance efforts, market influences more on brand equity, which means consumers care more on product services than other features. Finally, among different characteristics of



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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

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Abstract

Notiondays 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.





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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 ENABLEDEDUCATION 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 TIRUNELVELICITY	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	124

EVALUATION 29 IMPORTANCE OF QUALITY IN HIGHER EDUCATION



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> Prospects & Challenges Of Social Media Advertising

> > Volume I

Editors: Mr. J.S. Syed Mohamed Sadath Dr. S.Shanmugasundaram



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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

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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 hehaviou

I. Introduction

An advertisement is incredibly essential one to introduce the products within the An advertisement is increably 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 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



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



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Prospects & Challenges Of Social Media Advertising

Volume I

Editors: Mr. J.S. Syed Mohamed Sadath Dr. S.Shanmugasundaram



InSc International Publishers (IIP)

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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) ٠
- Justiness videosy in the second se 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 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 whereasit'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 customersadditional 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, turning into one among the largestpromoting and public relations trends of contemporary days, particularly people who promote way brands.
- 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
- H02-There is a significant association between age wise classification and hours end 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 et



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

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 LITERATURESURVEY 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

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	DISTRICT	
	Dr. (Smt) N. Kamala & Smt. S. Arumuga Selvi	
19	A STUDY ON IMPACT OF DIGITALIZATION OF	114
	HIGHER EDUCATION TO PROMOTE QUALITY WITH	
	REFERENCE TO TIRUNELVELI DISTRICT	
	Dr. (smt) A. Aruna Devi & S. Selvakumari	
20	INTEGRATING DESIGN THINKING IN	118
	HIGHER EDUCATION	
	Sharmila JB & Babyrani AS	
21	PRACTICE OF CORPORATE - CURRICULUM -	12-
	CONSORTIUM (C-3) IN THE AUTONOMY	
	Dr. A. Mahalakshmi, Dr. V. Sangeetha &	
	Proj. (Major) P. Chandrasekaran	
22	IMPACT ON ROLE OF ICT IN QUALITY	12
	ENHANCEMENT IN HIGHER EDUCATIONAL	
	INSTITUTIONS - OPPORTUNITIES	
	Dr. M. Veeralakshmi	
23	NEW STRATEGIES IN TRADITIONAL AND DIGITAL	13
	EXAMINATION/EVALUATION FOR INVESTIGATING	
	THE QUALITY AND INNATE CALIBER OF THE	
	STUDENTS	
	K. Ramalakshmi, T. Kalavathy & P.Chandrasekaran	
24	IMPORTANCE OF FINANCIAL LITERACY IN	13
	HIGHER EDUCATION	
25	Mrs. A. Maria Bharathi & Dr. (Smt) R. Muthu Lakshmi SELF-GOVERNANCE PRACTICES FOR TEACHING -	14
25	LEARNING ACCOUNTABILITY AND SUSTAINABILITY	14
	R. Sathya, K. Niranjana Devi, P. Petchiammal &	
	P. Chandrasekaran	
26	THE SUBSTANTIAL ROLE OF ICT IN TEACHING IN THE	14
20	DIGITAL ERA	
	S. Abinava	
27	ICT IN HIGHER EDUCATION: CHALLENGES &	14
-	OPPORTUNITIES	
	S. Gomathy	
28	A SURVEY TO ASSESS COLLEGE STUDENTS	15
-	REGARDING THEIR VIEWS AND OPINION ABOUT	
	ONLINE CLASSES DURING COVID-19 PANDEMIC	
	S.M.Prasad & U.V.Sudha	

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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 multifaculty students from multidiscipline's of multifarious higher educational institutions with

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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.

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Medio on Social Issues THE ROLE OF SOCIAL MEDIA IN EDUCATION

¹ P. Supriya Reg No. 19111261012010, Ph.D. Research Scholar (Commerce Sri Sarada College for Women (Autonomous), Tiruneloeli-11

²Dr. Muthulakshmi

Associate Professorer Head -Commerce Srt Sarada College for Women (Autonomous), Tiruneiveli-11

edia are becoming the most important tools for interaction among people, where everybody con-inge comment, discuss and create information and knowledge in a collaborative way. Social media adily changing the communications landscape, their emergence has impacted significantly how in and the way instructors teach. In today higher education settings, instructors, students and orate on the tasks of knowledge construction. The definition of social media is "the relationships of and of spende". orate on the tasks of knowledge construction, the adjuitton of social media is "the relationships meren network of people" The influence of social media on teaching and learning environment is ry year and its applications can reinforce class materials, positively influenced discussione, work, etc. The educators and researchers experimenting the social media technologies to taboration, knowledge constructions and thinking skills. reasingly utidespread use of social network sites to expand and deepen one's social connections is not be setting the imperation thermore in the tas implications for teaching and learning and fearments of the social network is a better setting the imperation of the social media and the setting the social connections is a social connection of the social network sites to expand and deepen one's social connections is a social connection of the social network sites to expand and deepen one's social connections is a social connection of the social network sites to expand and the social media technologies to a social social network sites to expand and the social media technologies to a social social network sites to expand and the social media technologies to a social social network sites to expand and technologies to the social social network sites to expand and technologies to a social social network sites to expand and technologies to the social network social network sites to expand and technologies to a social social network sites to expand and technologies to the social network social network and technologies to a social network sites to expand and technologies to the social network social network and technologies to a social network social network sites to expand and technologies to the social network social network and technologies to the social network social net

reasing a unitally important phenomenon that has implications for teaching and learning and see but potentially important phenomenon that has implications for teaching and learning and stein in the 21st century. The main aim of the paper is to find the gap of knowledge in adoption of a sites in teaching and learning process in formal sites that can efficiency applied in educational revoldes direction for subsequences researches and as a guideline for future research in social in education

ds: Social network sites in education, Advantage, Disadvantage. Kenn

The emergence of social network sites has revolutionized communication tools for ng teaching and learning activities. In recent years, social networking has become one of the most significant communication tools among people; in which exist through the memet that provides accessibility for tremendous amount of people. Applying Social Networking Sites (SNSs) in teaching and learning offer a positive impact on the adoption of SNSs and open the door to the new days of learning and teaching. Social network minly formation to the new days of learning and teaching. Social network Tainly focused on identity, network infrastructure, privacy concern, technological issues resilitation of its use as a tool for teaching and learning (Kevin, P. B., Lori B. H., and nd ne ethany, V. S. (2010); Kuh, G.D. (1995).

ent years have witnessed an increased interest in using social media/social learning urses in higher education. New technologies, most often referred to as Web 20 reled a reated a growing phenomenon in public and academic use, changing the way rations and people create, engage, and share existing or newly produced ation through multi-way communication. With the use of social media interfacing the computer and metric. the ave crea computer and mobile devices becoming more prevalent, user interaction from the

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

S.Pushparani

Abstract

Dr.R.Muthulakshmi²

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Abstract access the world the biggest problem is environment management and reducing the damage to the nature unces and global warming. It is the responsibility of every individual as well as institutions in the world to work is direction. The concern for environmental sustainability by the banks has given rise to concept of Green Banking concert of Green Banking. Will be mutually beneficial to the banks, initiatives and the economy Green financing e part of green banking. Green banking means promoting environmental freedby practices and reducing you on footprints from your banking activities.Banking industry is also not an exception for this. Banking industries to find out the ways to green through green banking this study attempt to check the awareness level of green and green and green public and customers.

words: Sustainable development, Green banking practices, GCCs.

oduction

stainable development and preservation of environment SL inable development and preservation of environment ow recognized globally as overriding imperatives to ot our planet from the ravages inflicted on it by and Change is the need of hour for survival in all res. The world has seen much focus on economic ess and mankind has made giant steps in its journey gh time. The side effects of the development ces have, however, also been equally enormous loss diversity, climatic change, environmental damage, Bank is also not the exception for this. The banking chan ban outstanding role between economic Bank is also not the exception for this. The banking or can play an outstanding role between economic th and environmental protection for promoting commentally sustainable and socially accountable ubon. The banking of this type can be termed as en Banking. Green Banking is comparatively a new opment in the financial world. It is a form of banking g into account the social and environmental impacts its main motive is to protect and preserve romment. Banking industries tries to find out the ways even through green banking this study attempt to k the awareness level of green banking among the eral public and customers

Objectivies of The Study

know about the green banking products, o investigate the customers' awareness about green anking practices and their adoption level in ankarankoil

arch Methodology

data required for this study were collected from ary 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?

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 banking instead of branch banking, paying bills online worket 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 environment. I sues and also pursue new opportunities. The reasons for going green are manifold, and the key among them are increasing energy consumption and energy proces growing consumer interest in environmentally- friendly goods and services, higher expectations by the public. Green banking aims at improving the operations and 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.



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

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

P.Supriya

Abstract

connental protection and awareness and sustainable, ecological measures have emerged as significant themas e and an increasing number of "Green" technologies are also finding their way into the banking branch. An asing number of financial institutes are deliberately turning to the sustainability theme and as studies demonstrate, without good reason. This is because environmentally responsible behaviour on the part of a bank is acknowledged submers and this strengthens their loyally. Sustainability along the entire value added chain already cominences or sourching, which takes place in line with ecological principles. Further, environmental impact might affect the to fake environmental and ecological aspects as part of their lending principle, which would force industries to go nandated investment for environmental management, use of appropriate technologies and havaragement systems, paper explores the importance of Green Banking, sites Informational experiences and highlights important cits for sustainable banking and development in India small scele industries to co.

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

Review of Literature

duction

oduction b banking sector is major economic agent which is of both quality and quantity, there by changing nature of economic growth. This method of finance be called as "Green Banking", an effort by the banks make the industries grow green and in the process in the natural environment. This concept of "Green pring" will be mutually beneficial to the banks, ustries and the economy. Not only "Green Banking" ensure the greening of the industries built will also litate in improving the asset quality of the banks in are. It would certainly give the much needed impelus the banking industry to expand the use of aromental information in their credit extension and estment decisions. In this background, the paper aims siscuss the issues of sustainability in banking and w banks can play a role for sustainable growth and velopment. particularly in the Indian context. Bioctives

Objectives

٩.

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 Bahi (2012)' in his book entitled 'highlights the means of creating awareness about Green Banking to ensure sustainable growth. Garretts 'ranking technique is used to analyze the most significant strategies in respect of Green Banking. Among the internal sub systems so as to create awareness and effective means for external sub systems are event meetings media and websites. A proper forwallated green policy guideline is needed for effective Green Banking

Yaday and Pathak (2013)² in his book entitled "Gre Yadav and Pathak (2013)' 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 on ICICI bank's approach is a sustainable approach.

Dr.R.Muthulakshmi²

Sudhalakshmi and Chinnadorai (2014)³ in his boo Sudhalakshmi and Chinnadorai (2014)⁵ 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 globe environment in future. So a policy measure to promote Green Banking is needed in India

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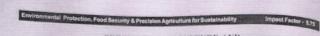
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PRECISION AGRICULTURE AND NEW TECHNOLOGIES

Abstract

Milka Vijayan'

Dr.R.Muthulakshmi

Processon Agriculture is normatly defined as information and incremology based form organization structure to anamine and bandle and segmental versionidally within fields for best output and fertility, normality and and resources by minimizing the manufacturing costs. Mounting ecological awareness of the common reconsultances for anomaly forming managing processors for sudahiable preservation of matural renor as watter, are and assi excending damage the correct normers. In the use of inputs (i.e., chermatic the pesticides) based on the exact quantity at the correct normers, and in the security place. This kind of the pesticides) based on the exact quantity at the correct normers, and in the security place. This kind of the instantism of the structure to the second structure of the second field of the world's flood renormalized and the second structure of the second short the miled on growth of inspacements when many there are based and decage ments were described which can be innoverthe agriculture reforms. Alcogeting, mathe-based investal trivity in faming goods is designed innoverthe agriculture reforms, and requires the gravith of the second and the prescription parameters. Earlies decades with and earling with the and based prescription for manufacturing. The resource and the gravity of the usual faming goods is designed to an and an and a ming goods is a designed on the gravite of the additione systems. Keywords: Precision agriculture. Earling Seconds at the gravite of the second second second and the second se

Keywords: Precision agriculture, Farming, Ecological, etc. Introduction :

Introduction : Precision Agriculture is a production scheme that employs full, spot exact information to specifically manage manufacturing inputs. This formation is called precision agriculture, prescription farming, or spot-and yield quality unique to each part of the field and to optimize the manufacturing inputs within small portions of the pasture. The attrude behind precision agriculture is that manufacturing inputs (seed, manure, chemicals, etc.) should be applied only when it is needed and where needed for the most economic manufacturing.

The should be applied only when its needed on where needed for the most economic manufacturing. Precision egriculture is an advance where inputs are utilised in exact amounts to get better common yields compared to usual farming techniques. Hence it is a wide-ranging system considered to optimize formation by means of key elements of information, skill, and organization, so as to increase invention efficiency of yield chemical use, preserve energy and look after situation. Thus, precision agriculture is an attractive model and its ethics are quite obvious to lead the hope that farming inputs can be used more efficiently, with succeeding improvements in proceeds and environmentally less traublesome manufacturing. The precision agriculture developments of these days can developing countries, precision agriculture holds the assume of considerable yield enhancement with least external input use: nput use

Significance of Precision Agriculture

Significance of Precision Agriculture: Precision agriculture lechniques can progress the faca and ecological sustainability of yield production. New a day in farming, producers have a tendency to fam each parture as a solicary part. Even though they obtain each in-field unpredictability. As an effect producer have based managing decisions on regular environment, hoping that the inputs would be sufficient for most offle field. Precision agriculture uses intermation technologies to esparate a field into smaller untils and decide and ind's individual kind. In this way, the producer can be relevant in using manufacturing inputs in the each plase and capacity they are needed for ceiling fascilyies. The real completely about precision agriculture users, one must become recognizable with the tools and technicage the produce the infrastructure of this present appearant of agricultural business: **Review of Literature:**

Review of Literature:

Review of Literature: Naushad Khan et al (2011) stated that the ored only solve the problems of food crisis but also more the economic growth, saving, employment, industrise set or in the country. The follow recommendations are made. Short term and long loans problems solutions is required for the motowore of the farmer. A special quota of credit for small term necessary. Farmer schooling is needed in the pri-ares. Short run and long unb benefit cost analy sho loan provision is compulsary. Farness among thes and resourceful farmer is essential for pri-

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A STUDY ON THE PROBLEMS FACED BY WOMEN ENTREPRENEURS IN

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Ph D Research Scholar, Reg No: 18211261012009, Sri Sarada College for Women, Tirunelan Head and Associate Professor, Department of Commerce, Sri Sarada College for Women

Abstract

Abstract Women entropreneurs are playing very vital role and they have become important part of the plotal business entropreneurs are playing very vital role and they have become important part of seen progress. Women entropreneurs' responsibility towards family and workplace. The attitude of scene progress. Women entropreneurs' responsibility towards family and workplace. The attitude of scene progress. Women entropreneurs' responsibility towards family and workplace. The attitude of scene progress. However, in rural India Joint families breaking up many women simply don't have the support of elders. However, in rural India Joint families are still the order of the day. Women have to face resistance not only from men but also from elderly woman who are ingrained with this attitude of imeguality. This attitude of reservation creates difficulties and problem at all levels, the , family support, banking, marketing, training, licensing etc. Key words: Women entrepreneurs, family, society, responsibility: Introduction: Women entrepreneur may be defined as a women or a group of women who improve the initiates for addet an economic actiony. In a the words, any women or 3 group of

innovates imitates for adopts an economic activity. In other words, any women or a group of women who initiate organize and operate a business enterprise. According to the Government of India, a woman entrepreneur is defined as, an enterprise owned and controlled by a woman and enterprise owned and controlled by a woman and having a minimum financial interest of 51% of the employment generated in the enterprises to women. A strong desire to do enormous positive is an integral quality of entrepreneurial women, who is competent of contributing value in both family and social life. With the introduction of media, women are conscious of their own qualities, rights and also the work situations.

An enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated by the enterprise to women." --- Government of India

"A woman entrepreneur can be defined as a confident, innovative and creative woman capable of achieving self economic independence individually or in collaboration, generated employment opportunities for others through initiating, establishing and running the entorpris employment opportunities personal, family and social life." - Karnal Singh Objectives of the Study

- 1. To find out the factors analysis of women entrepreneurs
- To study the support given by the government to women entrepreneurs.
 To examine the obstacles faced by women entrepreneurs.

4. To draw conclusions and offer suggestions.





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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 Vijaya Gomatin, v and Nuthenaksinu.k 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 brillint and successful life. But reality is different now a day most of the institutions do not give admission on marks baiss. 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. making the exam a source of stress.

Keywords: Reforms in Examination, Education System, examination system, nation 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 anytic and evolve

Evaluation

In educational context implies broader program than the nation in which achieving attitudes, interests, personality traits exan 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 constitutions and the second se Payenomotor objective. The traditional examinations are confine up 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









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183

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NEAR MEAN LABELING IN DIRECTED DOUBLE CYCLES

Palani K¹, Shunmugapriya A² & N.Meenakumart² ¹²PG & Research Department of Mathematics, ¹²²A, P.C. Mahalarani College for Women, Thooduskali-028 002. ¹²³Department of Mathematics, N° Stranda College for Women/Lincomanus, Tirmelveli-627 011. liated to Manomaniam Sundaranar University, diskitekapatti, Tirunelveli - 627 012, Tanuil Nadu, India. ¹palani@apemcollege.ac.in, ²permatrichandran@gmail.com. ¹meenakumart.n.123@gmail.com Affi

Abstract: Let D(p, q) be a digraph. Let $f: V \rightarrow \{0, 1, 2, ..., q\}$ be a 1-1 map. Define $f^{*}: A \rightarrow \{(q+1), (q)\}$ f(q+1) f(q) $f(q) \rightarrow \{(q, 1), \dots, q\}$ be a 1-1 map. Define $f^{*}: A \rightarrow \{(q, q), \dots, q\}$ be a 1-1 map. Define $f^{*}: A \rightarrow \{(q, q), \dots, q\}$ Let O(p, q) be a labelation $(p, q) \in V$. So the set $(q) \in V$ is the set $(q) \in V$ is the set $(w) = [\frac{f(u) + f(v)}{2}]$. Let $f'(v) = [\sum_{w \in V} f'(vw) - \sum_{w \in V} f'(wv)]$. If $f'(v) \le 2 \forall v \in A(D)$, then f is said to be a near mean labeling of D and D is said to be a near mean labeling of D and D is said to be a near mean labeling of D and D is said to be a set of mean mean labeling in them.

Keywords: Near mean labeling, Digraphs, DirectedDouble cycles

AMS Subject Classification: 05C78.

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]. Somasundrama and Pouraj [5] have introduced the notion of unean 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 UT. The indegreed $^{-}(v)$ 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 its 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].

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 $\overrightarrow{C_n}$ 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 $\overline{C(m,n)}$. Any C(m.n)er ontains m + n - 1 vertices and m + n edges.

2.2 Theorem: Directed double cycle $\overline{C(m,n)}$ is a near mean digraph forall $m \ge 3$ and $n \ge 3$.



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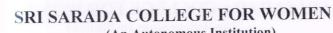
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Contents

	TO CO	4
1	QUALITY IN HIGHER EDUCATION: A LONG WAY TO GO	7
2	INNOVATIONS AND BEST PRACTICES IN HIGHER EDUCATION	10
3	ROLE OF ICT IN QUALITY ENHANCEMENT OF HIGHER EDUCATION	14
4	A STUDY ON TEACHING AND LEARNING PRACTICES IN HIGHER EDUCATION FOR SUSTAINING QUALITY	
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 ENABLEDEDUCATION 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 TIRUNELVELICITY	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	95
23	HIGHER EDUCATION AND RESEARCH QUALITIES IN INDIA	10
24	ROLE OF ICT IN HIGHER EDUCATION	10
25	ROLE OF IQAC IN ACADEMIC AND ADMINISTRATIVE AUDIT	11
26	A STUDY ON AWARENESS AND ATTITUDE OF PRIMARY HEALTH CENTRES IN VEPPALODAI WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT	11
27	ROLE OF HIGHER EDUCATION IN SKILL DEVELOPMENT AND SUSTAINABILITY	12
28	NEW STRATEGIES FOR ENHANCEMENT OF QUALITY FOR BOTH TEACHING AND EVALUATION	12

29 IMPORTANCE OF QUALITY IN HIGHER EDUCATION



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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 Sanda College for Women (Autonomous), Tirunelveli – 627011 Affiliated to Manomanianu Sundaranar University, Tirunelveli 627012, E-mail: vsangeetha01@gunail.com

ABSTRACT

ADSTRACT. This study examines the avareness and attitude of primary health centres in Veppalodai with reference to Thoothickoli Diritei. It sams to examine the avareness and attitude of the rulag peeple in mark their hashli. The deta collected from 110 respendents covering the rural area. The collected data manhyed SPS5 statistical tooks like percentage, tests, track test and dis-square test for arriving conclusions. The fine the study are far to expondants teoper that the man reason for diseases is poor clamineas, hack of numb advantage of the test of the statistical test and the square test of the statistic of the disease is poor distribution. The statistical conclusion of the statistical test and the square test of the statistical conclusion. The first distribution of the statistical test of the statistical test and the statistical test of the sta ted data analysed by using inclusions. The findings of rss, lack of nutrition for

INTRODUCTION

NTRODUCTION All parts of the body which have a function of used in moderation and exercised in how in which each one is accustomed, thereby, becomes healthy, well developed and ge fore slowly but of left alone, unused and side, then becomes liable to disease, defective in your showly but of left alone, unused and side, then becomes liable to disease, defective in on growth and age quickly. The concept of development has shifted from economic improvement of unprovement of human resources. Human development has been accepted as an important or control for the long-term success of the economic survey also stresses the same and makes it visual for the long-term success of the economic reforms. Sound long-term development of local ascetors such as charaction and health is vital for sustaining lugher traces of overall health when the capabilities of the poor and raises their consumption standards by avoiding diversion of their menger incomes towards costly and unavoidable curative health acts and provide a bette to appulsation is shaped by a variety of factors the food, water, sumitation, house thealth status of appulsation is shaped by a variety of factors the food, water, sumitation, house individual to be able to their people. As the World Bank report says, health containeds provide a better quality of life to their people. As the World Bank report says, health or how and sound the world improved more in the past forty years than in al of previous human history, in fact investment in health is the result of both compulsions and awareness that have increased in the ecent decades. Preamble of the constitution of World Health Organization states that, the enjowner health as the ore of the fundamental rights or every luman 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.



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S. No	Title	
1	Organizing Committee	No 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 Resh!	15
8	ALIGNING OUTCOMES IN HIGHER EDUCATION TO KEY PERFORMANCE INDICATORS Dr. D. Vijavachandran	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. Siya Dhas	63
12	PROBLEMS FACED BY RESEARCH SCHOLARS IN USING INFORMATION AND COMMUNICATION TECHNOLOGY: A LITERATURESURVEY 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

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

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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

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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 activery the harmony and shared prosperity between humans and the Earth, and advocate for fair and hence the harmony and shared prosperity between humans and the Earth, and advocate for fair intends with the aim of exploring 'high-quality sustainable teaching,' this study 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 high-quality teaching is introduced in sustainability in teaching, the effectiveness of high-quality teaching is introduced in sustainability in teaching, the tread of talent demand, the teaching value of evelopment. The factors of high-quality teaching is even calculated the teaching activity, curriculum angular, teaching of development. The factors of high-quality teaching is the teaching the sustainability, the teaching the teaching to the teaching the sustainability in teaching and the teaching second to the teaching teaching is a second of the sustainable development. The factors of high-quality teaching is the teacher places emphasis on furnishing the student with professionalism and in learning, the teacher places emphasis on furnishing the student with professionalism and

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Contents

I	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	15
6	A STUDY ON DIGITALIZATION OF HIGHER EDUCATION TO PROMOTE QUALITY DIVERSITY	24
7	A STUDY ON SKILL BASED HIGHER EDUCATION OPPORTUNITIES & CHALLENGES	25
8	DIGITALIZATION OF HIGHER EDUCATION TO PROMOTE QUALITY AND DIVERSITY	30
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 ENABLEDEDUCATION IN TIRUNELVELI DISTRICT	51
13	INNOVATION AND BEST PRACTICES IN HIGHER EDUCATION	55
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	65
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 TIRUNELVELICITY	SS
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	95
23	HIGHER EDUCATION AND RESEARCH QUALITIES IN INDIA	10
24	ROLE OF ICT IN HIGHER EDUCATION	10
25	ROLE OF IQAC IN ACADEMIC AND ADMINISTRATIVE AUDIT	11
26	A STUDY ON AWARENESS AND ATTITUDE OF PRIMARY HEALTH CENTRES IN VEPPALODAI WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT	11
27	ROLE OF HIGHER EDUCATION IN SKILL DEVELOPMENT AND SUSTAINABILITY	12
28	NEW STRATEGIES FOR ENHANCEMENT OF QUALITY FOR BOTH TEACHING AND EVALUATION	12

29 IMPORTANCEOF QUALITY IN HIGHER EDUCATION

2



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

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ABSTRACT

In modern days so many technologies used in higher education that is smart class rooms like with projector, mida- 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 malfitoal days no digital technology are used by the students and teacher only black board systems in sued. 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 nowadys competitive exam are comes under online for eg. NET, NET, and bank exams etc. All the students are knowledge about miernet 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 lingher education and andio-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 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.

ORIFCTIVES 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



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> Prospects & Challenges Of Social Media Advertising

> > Volume I

Editors: Mr. J.S. Syed Mohamed Sadath Dr. S.Shanmugasundaram





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Prospects & Challenges of Social Media Advert

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

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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. Anazon. Flipfart, Stapdeal etc., and the article focuses the influences and buying behaviour of social media advertising with relevant to consumer products in Tirumelveh district. Throughout this study 233 respondents are taken. Statistical analysis tools like percentage analysis, chi-square test, Anava 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

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 speedby. 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 patton products like food, cloh, decitorium inaterials 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 -



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



18 IQAC BE + TRUMELVELI-BIT BIT

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(An Autonomous Institution)

(Affiliated to ManonmaniamSundaranar 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

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A STUDY ON IMPACT OF FOOD ADULTERATION IN TIRUNELVELI Assistant Professor, PG and Research Department of Commerce, stant Protessor, PO and research regarding of Com Sri Sarada College for Women, Tirunelveli - 11. (Affiliated to Manonmaniam Sundaranar University) (Allineared to Market (Reg. No: 19111261012005)² Ph.D Full time Research Scholar, PG and Research Department of Commerce, Sri Sarada College for Women, Tirunelucii, (Affiliated to Manonmaniam Sundaranar University)

ABSTRACT

RACT In modern days very important one is food adulteration. Food adulteration is very as 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., he or diseases to the people. In numan the daily usage while the generative measure etc., the or common practices adopted by unscrupulous traders and middle men is mixing palm oil α_{rel} 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 ground 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 health ${\rm fr}_{\rm c}$ most vital for the fitness of the people but modern day's food is contaminated in each items example milk, coffee and Tea powder, chicken, mustard etc., and it will affect some disease example mink concerning terms of the children will not ear the heathy i items so it will affect some disease to the children. In traditional days children will dria original milk but now the milk is adulterated. In this generation kids are not to eat the helt and original product of foods it will be adulterated. Types of food adulteration like to e, 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

REVIEW OF LIFERATURE. Perava (2016) did a laboratory analysis on food, quality, and contaminat-identification and discovery of common contaminants in food. Edible oil, flour, ghec, puberar ground spices are the most likely food elements to be targets for international or economia motivated adulteration of freed.

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

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TABLE OF CONTENTS

Sl. No.	TITLE OF THE PAPER	Page No.	
L	Consumer Awareness and Buying Behaviour towards Organic Food Products with		
	Special Reference to Tinmelvisii City	1-4	
	- Dr.M.ABDUL RAHUMAN		
2	Comparative Case study report on commercially available july and agar jelly:		
	Focus to make an awareness among constimers	5-15	
	Ms.V. ANANTHA JOTHI and Dr.M. SELVI		
3.	Commercial Processing of Mango Products		
	- Dr.A.ARUNACHALA RAJAN	16-21	
4.	Current Scenario In Consumer Protection Act		
	- Dr.A.ARUNACHALA RAJAN and Mc.G.MABEL GRANAPU	22-26	
\$,	Customers Attritude towards Organic Products in Thoothulaidi City		
	· DEA.ARUNACHALA RAJAN and MS.P.MARIA DELCIA	27-39	
6	Consumer Buying Behaviour towards Fast Food In Theothukudi City		
	- Dr.A. ARUNACHALA RAJAN and Ms.R.MOHANA	31:35	
7.	A Study on consumer Boying Behaviour towards Ready to Crock Food Products in		
	Thoothukudi District	36-38	
	- Dr.A.ARUNA DEVI and M.DEENA		
8.	Food Adulteration Affects the People in India		
	- Dr.A.ARUNA DEVI and Ms.P.NANDHINI	39-43	
9.	A Study on Impact of Food Adulteration in Tiranciveli City		
	- Dr.A.ARUNA DEVI and Ms.S. SELVAKUMARI	41-5	
10.	A Study on Consumers Awareness towards Organic Food Products in Tirungivel		
	District		
	- Dr.A.ARUNA DEVI and Ms.A.ROORA	49.5	
H.	A Study on Impact of Fast Food among Teeragers in Tirunelveli (Inv		
	 Dr.A.ARUNA DEVI and Ms.E.THIRU GNANA SUNDARI 	54.5	
12	Feed Adulteration		
	· Ms.S ASIFA	52-	
	· PROADLA	1	

M. Malarsich. GE FOR W Principal

SAP

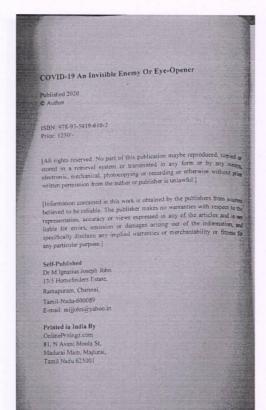
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	Contents	
SNO	Topic	Page N
	COMMERCIAL	
-1	A Study on Factors InBuencing Job Satisfaction of Private Hospital	1
	Employees in Termelveli District Me S.Arumuga Selvi & Dr. N.Kamala	
2	COVID-19 Impact on Uvalihoods of Small-scale Fishers in	11
	Thuethukudi District Dr. A. Aruna Devi. 5 Ma M.Deena	
3	A Study on Effectiveness of Media advertisements During COVID-19	17
	period with reference to Consumer Products in Tirunelveli District. Dr.A.Aruna Devi & His S Selvakumari	
4	A Study on Impact on Cosmetic Products during COVID-19	25
	Pandamic Dr. A. Aruna devi E.Ms. P. Nandhini	
5.		35
	Dhanging Demand Dr. Restors: Singh	
£.	and a second of the second of	45
	in Thrunelveli Dr N.Xamalo S Hc. M. Dtandra	
7.	A Study on Passenger Transport by Railway in COVID-19 with	51
	reference to Tirunelvell District Dr. A. Aruna Devi & Ms. A Rooba	
8.	Opportunities & Challenges faced by NSME's during COVID-19	61
	Hs Mika Vijayan S Dr. R. Nuthulaishmi	

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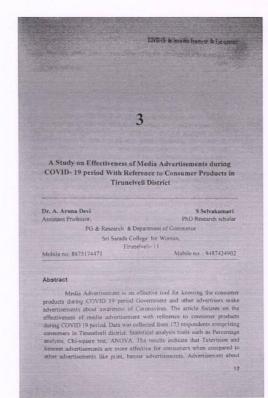
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TABLE OF LONGING

	UILL OF THE EVEL	Page No.	
	a property Assumption and Baying Relice and Recard, Organic Lond Products with	1.201.00	
	special Reference to Fromelycler at	1.4	
	DEM MEDI I RAHLMAN	1.4	
	a paper street user study report on commencially readable gells and apprichts		
	Form to make an availances among constraints.		
	MSA, ANANTHA JOTHL and BrAL SETAL		
	Commeteral Presidenty of Manyo Product.		
	DEAL MEL VACIENTA RADAN	11- 11	
	concert Sectorio In Consumer Protection Act		
	Dr.A. ARUNACHALA RAJAN and MSG, MABEL GRANAPI	12.76	
	Circlemets: Mittale towards Organic Products in the siliad odd City		
	DEA, MRUNACHALA RAIAN and MS.P.MARIA DELCIA	27.30	
	Construct Baying Behaviour towards Last Food In Theothyloidi City		
	Dr.A. ARUNACHALA RAJAN and M&RAIOHANA	11-22	
	A Study on continuous Baying Behavious towards Ready to Cook Food Products in	in -	
	Hasofinicali District	36-38	
	- Dr.A. ARUNA DEVI and M.DLENA		
8	Food Adulteration Affects the People in India	39-13	
	 Dr.A. ARUNA DEVE and Ms.P.NANDHENI 	1.1-4.5	
· a.	A Study en Dupact of Food Adulteration in Firmelych City	11.18	
	- Dr.A. ARUNA DEVE and MS.S. SEEVAKUMARI		
10	A Study on Consumers Awareness towards Organic Food Products in Finincheli		
	District	49-53	
	- Dr.A.ARUNA DEVI and MS.A.ROORA		
11.	A Study on Impact of Fast Food among Leonagers in Trunch efi City	\$4.57	
	- Dr.A. ARUNA DEVLand MS.E. HIRRU GNANA SUNDARI		
12	Food Adulteration	-8-50	
	- Ms.S.ASIFA		



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EMERGING TRENDS IN COMMERCE AND MANAGEMENT

st)A. Aruna devi, Dr.(S

Assistant Professor, PG and Research Departin Sri Sarada College For We Turunelveli- 11 Email Id -a artunadevision

Smt. P. Nandhini, Research Scholar, PG and Research D. Sri Sarada College F Tirunelveli-11 Email Id -nandhisu

ABSTRACT

ABSTRACT Management play a vial 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 procondition for an effective enginization. A covel-feftcive engination can acquire into a non-quoting concern in the lack of proper management. It is a method that is commonly used to express and appliance in operations goals. Tacking the organization of the second Keywords: Manag nent Com ues. Ore

INTRODUCTION

LY AROUTE FILON The primary depictive of every management is plasming before execution, planning indicates the survey of a foods and is used as a technique for eaching the suggests that objective solubul into the obligatory on sustain that should be by a formal with the management. Management groups provident support constances, clients and et and the solution end of the solution of the objectives from plant and estimation of management. It funks attention on the objective should not be worked by solution plants, and and objectives from plants, of a full sourced persons, i.e., from the team sup-oriented viscopient and offices many returns such as employee creativity, high and purpossfil leadenshap and exe on placetrus for form all sourcide persons. It range a provoke to subordanates and is certain lingher statuon and participative OBJECTIVES

Management in entirely business and organizational events is the du-individuals together to undertake preferred goals and purposes using ob-efficiently and effectively.

Moral leaders are required to retain their organizations decently geared toward provided that what customers w

Good management is required to insert motivation, imagination, s regions in whichever don't occur or they're not certainly required on, self-c Individuals who work for leaders must understand that it is their work to make the

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TABLE OF CONTENTS

SI, No.	TITLE OF THE PAPER	Page No
1	Consumer Awareness and Buying Behaviour towards Organic Food Products with	
-	Special Reference to Tironelveli City	14
	Dr.M.ABDUL RAHUMAN	
2	Comparative Case study report on commercially available jelly, and agar jeffy:	
-	Focus to make an awareness among consumers	5-15
	Ms.V. ANANTHA JOTHI and Dr.M. SELVI	
3.	Commercial Processing of Mango Products	16-21
3.	Dr.A.ARUNACHALA RAJAN	
	Current Scenario In Consumer Protection Act	22.26
4,	A DELTA MARTINE C MAREL GRANAPU	
	Dr.A.ARUNACHALA RAJAN asi and Ostoniani Customers Attitude towards Organic Products in Theothukudi City	27-30
5.	Customers Attitude towards Organic Fridarda in Dr.A.ARUNACHALA RAJAN and Ms.P.MARIA DELCIA	
	Dr.A.ARUNACHALA RADAS and Ster Provide Comparison of the Compariso	
a	Consumer Buying Behaviour towards Fast Food in Fiber	
	- Dr.A.ARUNACHALA RAJAN and Ms.R.MOHANA A Study on constinuer Buying Behaviour towards Ready to Cook Food Products in	
7.		36-3
	Thoothukudi District	
	Dr.A.ARUNA DEVI and M.DEENA	38
8	Food Adulteration Affects the People in India	39-4
	Dr.A.ARUNA DEVI and Ms.P.NANDHINI	
9.	A Study on Impact of Food Adulteration in Tirunelveli City	44-4
	 Dr.A.ARUNA DEVI and Ms.S. SELVAKUMARI Dr.A.ARUNA DEVI and Ms.S. SELVAKUMARI 	-
HO.	 Dr.A.ARUNA DEVENSION and Products in Truppelveli A Study on Consumers Awareness towards Organic Food Products in Truppelveli 	49.5
	District	1255
	- Dr.A.ARUNA DEVI and Ms.A.ROOBA	1
11.	A Study on Impact of Fast Food among Tecnagers in Tiranelveli City	54-5
1	Dr.A.ARUNA DEVI and Ms.E.THIRU GNANA SUNDARI	1
12	Food Adulteration	58-6
	- MSSASIFA	1

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FOOD ADULTERATION AFFECTS THE PEOPLE IN ISBN Dr A. ARUNA DEVI[®] Assistant Professes, ¹⁹G and Research Department of Commerce. Sof Narada College for Worsen, Trainebell[®]-13 P. NANDHINI Research Scholar, PG and Sei Samata College for Wi d to Manomine Ph D Full time B

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INTRODUCTION A Substance illed us un adulte commary profit, by

OBJECTIVES.

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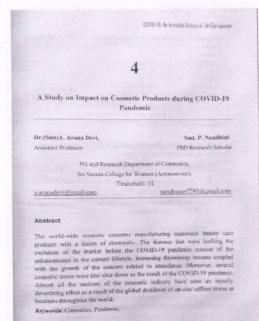
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Introduction

Cosmetics identified as makeup or make-up is care materials used to im the presence or aroma of the human body. Cosmetics control, defines cost



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> Contents Topic Page No. SNO COMMERCIAL 1. A Study on Factors Influencing Job Satisfaction of Private Hospital 1 Employees in Tirunelveli District Ms S.Arumoge Selvi & Dr. N.Kemale COVID-19 Impact on Livelihoods of Small-scale Fishers in Theothokodi District 11 2 Dr. A. Aruna Devil & Ms M.Deena A Study on Effectiveness of Media advantisements During CDVID-19 period with reference to Consumer Products in Tirunelveli District Dr. Advase Devi & Ms S Selvakamari 17 25 A Study on Impact on Cosmetic Products during COVID-19 4. Pandemic Dr. A. Arsna devi B.Ms. P. Nandhini 35 5. Effect of COVID-IS on Hospitality industry & How to cope with Changing Demand Dr. Rashmi Singh 6. A Study on Job satisfaction of Transport Warkers during COVID-19 45 in Tirunelveli Gr.N.Kamala & Ms.M. Chandra 7. A Study on Passangue Transport by Railway in COVID-19 with reference to Tirunalveli District Dr. A. Arona Davi & Mo A Racba 51 Upportunities & Challenges faced by NSME's during COVID-19 Ms Nilkz Vjayan & Or. R. Nothulaishmi g. 61



M. Malawich.

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-	Economic Impacts of COVID-15 Pandomic	157
70.	Economic Impacts in Control Dr. S. Sugaya Data	
	a d main and	107
	Impact of E-Busking Services: Challenges & Oppertunities During	165
a	PARA R	
	Mr. B.Sapriya & Dr. R. Muttulekatini	
		175
77	The Challenges of COVIO-IS on Indian Agriculture	1/5
	()- I Possburmugaraja	
	an entering a	101
23	The Opportunities on Global Economy	181
	D-I Ponshunnugaraja	
		100
75	The Behavioural Changes in the Society	189
-	Dr. T. Panshusnagaraja	
25	Economic Impact of COVID-IS Pandemic on Society	197
	Dr. Vanshrae Mehta	
25	COVID-IS Pandemic: Opportunities & Challenges	205
	Dr. Baby Guinas & Dr. P. Rajasimman	
	EDUCATION	
-	LUELATION	
27.	Challenges Faced by Students in E-learning during COVID-19 Pariod	215
	Gr.I.Barati	
28	A Study on E-Learning of Collegiates in the Period of Lockstown due	
		229
20	to COVID-IS	229
		229
	ta COVIC-IS	229
29.	ta COVIC-IS	229 237
	ta COVID-19 Or A.Sixdarvizh	
	ta COVID-19 Dr. A.Sadarvah Impact of COVID-19 emong Students' Mental Health & Attitude	
29.	to CDVID-IB Br A Schartch Impact of CDVID-IB enoug Studients' Mental Health E Attitude towards Delive Learning in Future in District Dr.K.Kanala & No Mahesson	
29.	to COVID-18 Gr. A Sindaruch Impact of COVID-18 among Students' Montal Health & Attitude towards Oakna Learning in Fattorrin District Dr.K.Kanala & Mc Michessen COVID-18 Paradiges Skift in Tesching, Learning & Learner's	
29.	to CDVID-B Or A Schartch Impact of CDVID-B enong Students' Mental Houlth & Attitude towards Deline Laureing in Toticorin District DR:Kanala & He Mahasaeri CDVID-B Paradige Stillt in Tosching, Laureing & Laureir's Physical and Mental Well-bring	
29.	to COVID-18 Gr. A Sindaruch Impact of COVID-18 among Students' Montal Health & Attitude towards Oakna Learning in Fattorrin District Dr.K.Kanala & Mc Michessen COVID-18 Paradiges Skift in Tesching, Learning & Learner's	
29.	to CDVD-B Dr A Schartch Impact of CDVD-B among Students' Mental Health & Athlade towards Dalka Laurwing in Tatasrin District Dr Klanala & He Mahesann CDVD-B Paralign Skit in Tesching, Learning & Learner's Physical ad Mental Well-being Dr Una Essi.	237 245
29.	to CDVID-B Or A Scienceth Impact of CDVID-B enong Studiens' Mental Health & Attitude towards Delive Learning in Toticoarin District DEVID-B Paradige Statik in Teaching, Learning & Learnin's Physical and Mental Well-bring Or Jima Ram.N Biosedid Learning: A New Way to Learn during the CDVID-B	
29.	to CDVD-B Dr A Schartch Impact of CDVD-B among Students' Mental Health & Athlade towards Dalka Laurwing in Tatasrin District Dr Klanala & He Mahesann CDVD-B Paralign Skit in Tesching, Learning & Learner's Physical ad Mental Well-being Dr Una Essi.	237 245

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	29
Impact of COVID-19 an Attitude towards Online	ong Students' Mental Health & e Learning in Tuticorin District
Sti Sarada	M.Maheswari Ph.D Research Scholar college for women, nucleyeh-11 maheswari 11993 @gmail.com
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В.	A Study on Consumer Attitude towards Processed Consenience Food in Tribate 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 PITCHAL
15,	A Study on Impact of Junk Food among Children's in Tirunelyeli City
	 Ms.M.DHANA LAKSHMI and Dr.R.MUTHU LAKSHMI
16.	Food Adulteration - An Overview
17.	Dr.J.ELIZABETH VIJAYA, Dr.V.C.JEYA RADHA and Dr.K.SUDHA Commune R
	consumer reception towards Junk Food
	Ms.C.JEYA GOWRI and Dr.S.DANI ROMAN SINGH
18,	Knowledge and Practices of Fred Handt
	Study with Special Reference to Food Borne Diseases
	 Dr.V.C.JEYARATHA, Dr.J.E.IZABETH VIJAYA, Dr.K.SUDHA Dr.S.RAMESH KUMAR
19.	A Study on Awareness of Food Adulteration among Consumers in Tirunch District
	District Dis
20	- Dr.N.KAMALA and Ms.S.ARUMUGA SELVI
20.	A Study on Impact of Food Safety and Practices in Tirunelveli City
21.	CHANDRALA and M. CHANDRA
21.	Consumer Attitude towards Organic Food Products in Tirunelveli City
	 Dr.N.KAMALA and Ms.S.JOHITHA SHIYAMLI
22.	A Study on Impact of Fast Food with Special Reference to Tuticorin
	 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
	Processing Industry in India
26.	Mr.S.MANIKANDAN and R.THANGAMANI
20.	The Habitual Disease - Dental Caries: A Budding Issue - Ms.S.MOHAMED RAMLATH SABURA, Ms.S.MUTHALAG
	MS.M.I.DELIGHTA MANO JOYCE



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A STUDY ON IMPACT OF FOOD SAFETY AND PRACTICES IN THRUNELVELL

(DV ON IMPACT OF FOOD SAFETY AND PRACTICES IN THEIN CTIV DRNKAMALA' Itead and Associate Professor, PG and Research Department of Commer Sri Saraka College for Women, Timmbedi-11 M. CHANDRA (REG NO): IRT1261012007² Ph.D Full time Research Schaue, PG and Research Department of Comm Sri Saraka College for Women, Timmbedi-11 (Atfiliated to Manomeniatiam Sundatanar University, Tirunebeli)

ABSTRACT

AINSTRACT 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 invaledge and practices of food trainers in cancens through food safety training. The training programme for the intervention for examining knowledge and practices were developed. On the observations were due to assess clean practices during the handling of raw food and cooking cupilment. 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 mining gounded by the idea of planned behaviour was associated with considerably improved food safety knowledge and behaviour amongst food trainers. Keywork K knowledge. Theory of Planned Behaviour, Practice, Food Safety Intervention NTRODUCTION

INTRODUCTION

NOTRODUCTION Consumers today domand that the food they eat be safe and free from harmful consumers today domand that the food they eat be safe and free from harmful contaminants that cause illness. They require growers, shippers, wholesafers, relaters, 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 apply chain accountable for foodborne illnesses. Askie from their potentially de-assiming 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 consumer return to buying the product. In addition, to addresses ways to manage these risks through using the Good Food Safety Practices and euchasing instructor. 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

95



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*31

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Contents

S.No		Topic	
		COMMERCIAL	Page No
	L	A Study on Factors Influencing Job Satisfaction of Private Hospital Employees in Tirunaleeli District Ms S Arumuga Selvi & Dr. Il Kamala	1
	2	CDVID-13 Impact on Uvelihoods of Small-scale Fishers in Thoothukudi District Dr. A. Aruna Devi 6 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 & Ma S Selvalumari	17
	4.	A Study on Impact on Cosmetic Products during COVID-19 Pandemic Dr. A. Aruna devi 6.Ms. P. Nandhini	25
	5.	Effect of COVID-13 on Hospitality industry & How to cope with Changing Demand Dr. Rashmi Singh	35
	6.	A Study on Jeb satisfaction of Transport Warkers during CDVID-19 In Tirunelveli Dr.N Kanala 6 Ma M. Chandra	45
	7.	A Study on Pessenger Transport by Railway in COVID-19 with reference to Tirunelveli District Dr. A. Aruna Davië Mis A Rocba	51

8. Opportunities & Challenges faced by MSME's during COVID-19 61 Ms Milia Vijayan & Dr. R. Muthulakshmi



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Contents

S.No		Topic COMMERCIAL	Page No.	
	L	A Study on Factors Influencing Job Satisfaction of Private Hospital Employees in Tirunolvell District Ms S Arumago Selvi B Dr. N.Komala	1	
	2	CDVID-19 Impact on Uvellboods of Small-scale Fishers in Thoothukudi District Dr. A. Aruna Devi 6 Ms K.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 & Ma S Selvalumari	17	
	4.	A Study on Impact on Cosmetic Products during CDVID-19 Pandemic Dr. A. Aruna devi 6.Ms. P. Nandhini	25	
	5.	Effect of COVID-19 on Hospitality industry & How to cope with Changing Demaad Dr. Rashmi Singh	35	
	Б.	A Study on Job satisfaction of Transport Workers during COVID-13 In Tirunelveli Dr.N Kamala & Ma M. Chandra	45	
	7.	A Study on Passenger Transport by Rašway in COVID-13 with reference to Tirunelveli District Dr. A. Aruna Devi 5 Ma A Rocha	51	
	8	. Opportunities & Challenges faced by MSME's during COVID-19 Hs Milia Vijayan & Or. R. Muthulakshmi	61	



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

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Abstract

Public transport has lost is good looks, the popularity of resident's Public transport has lost is 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 superscled, 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 docursional 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



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