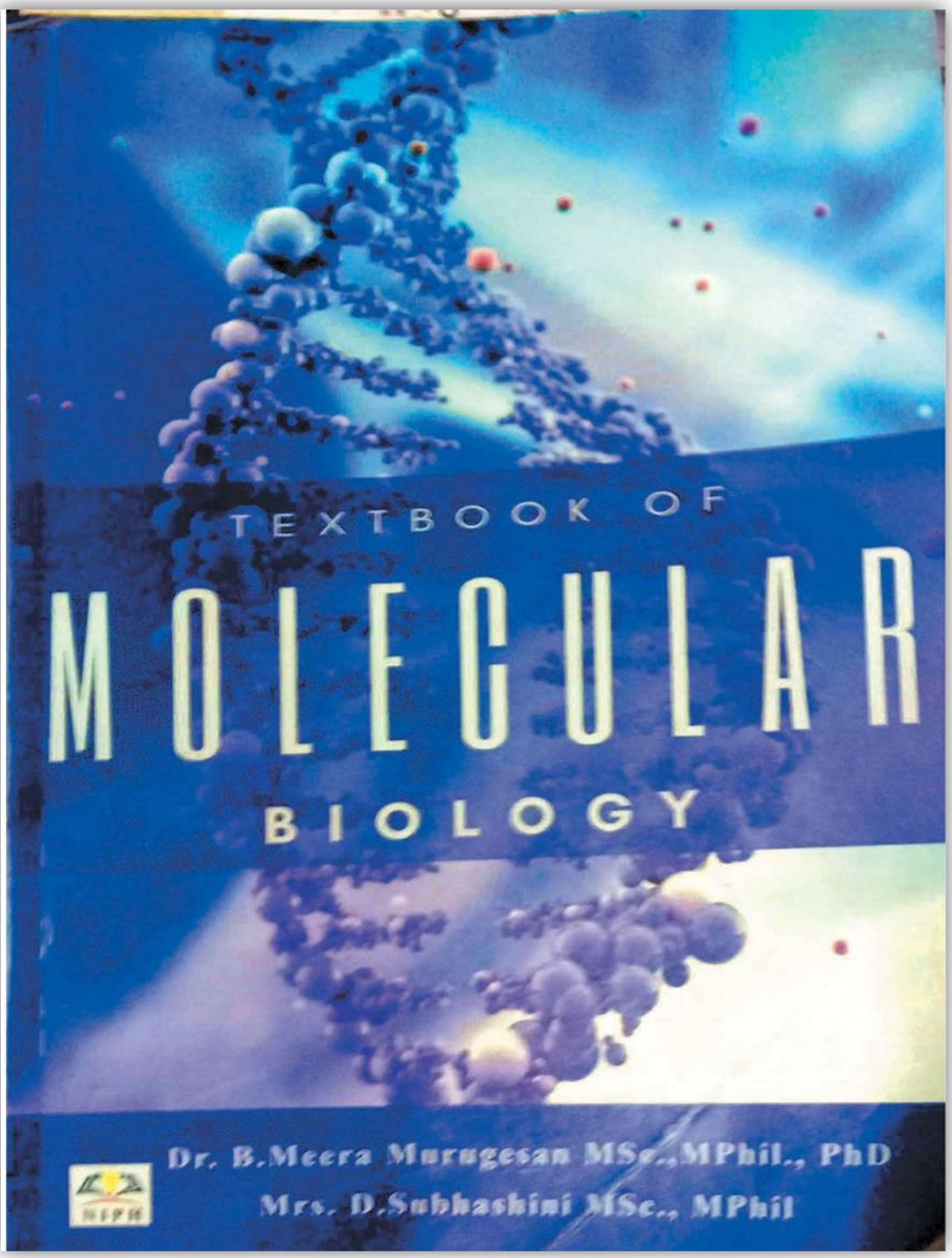


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Title : Text Book of Molecular Biology

Authors : Dr. MEERA MURUGESAN, Mrs.D.SUBHASHINI

N.I.P.H. First Edition : January, 2022

Pages : 248

Book Size : 1/8 Demy

Font Size : 12 Point

Design by : NSBH Designs

Published by :

₹ 250 /-

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New India Publishing House

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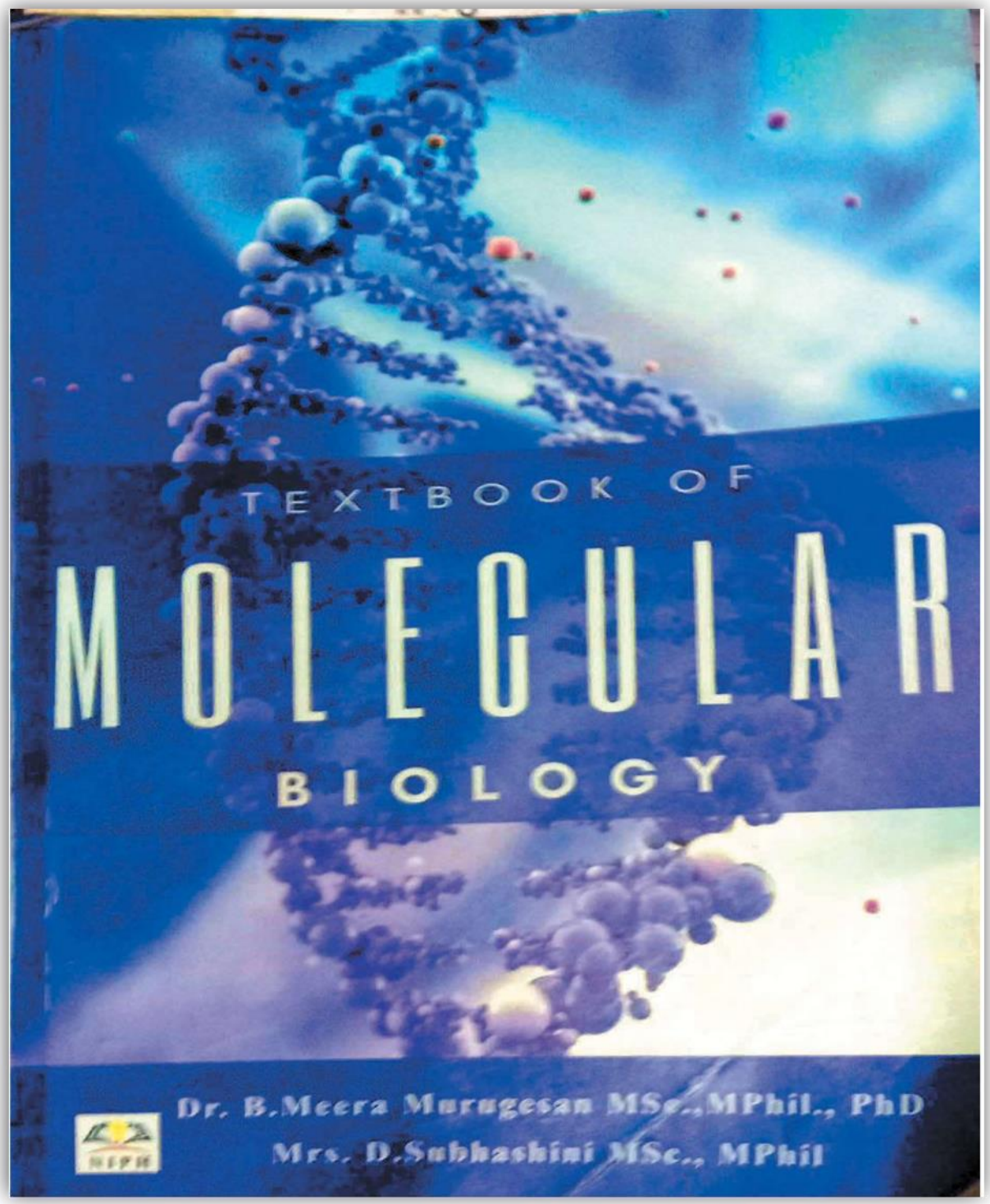
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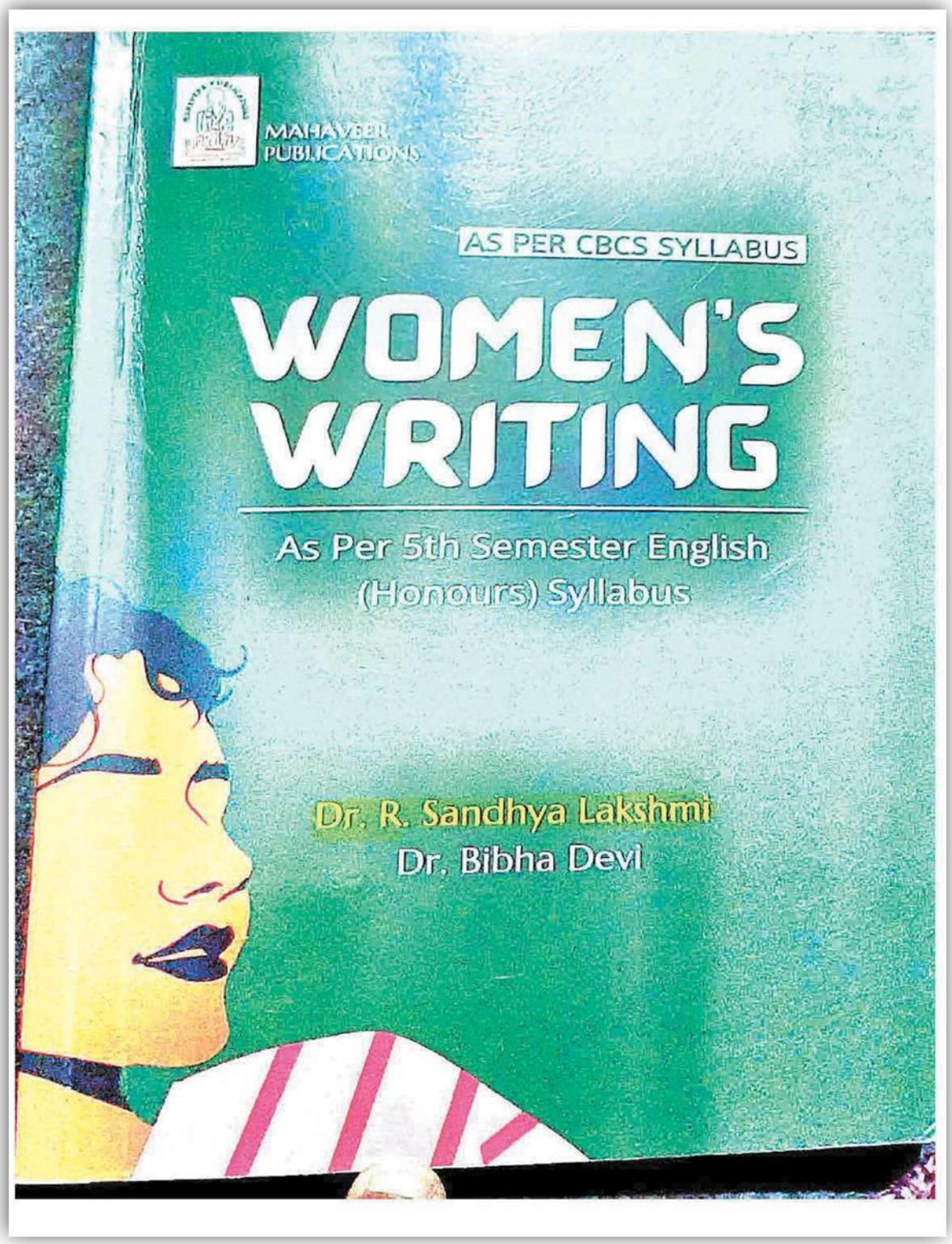
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WOMEN'S WRITING : A reference book for English Honours of CBCS course written by Dr. R. Sandhyalaksmi, Dr. Bibha Dev and published by Mr. Amit Jain, on behalf of Mahaveer Publications, Dibrugarh, Assam.

First Published : 2022 **Price: ₹ 200/-**

Published by:

MAHAVEER PUBLICATIONS
Jain Mandir Road, Graham Bazar
Dibrugarth-786001
E-mail: kanganbooks@gmail.com
Mobile: 98644-30084
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Stockiesh:

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First Edition: 2022

ISBN: 978-93-91064-59-4

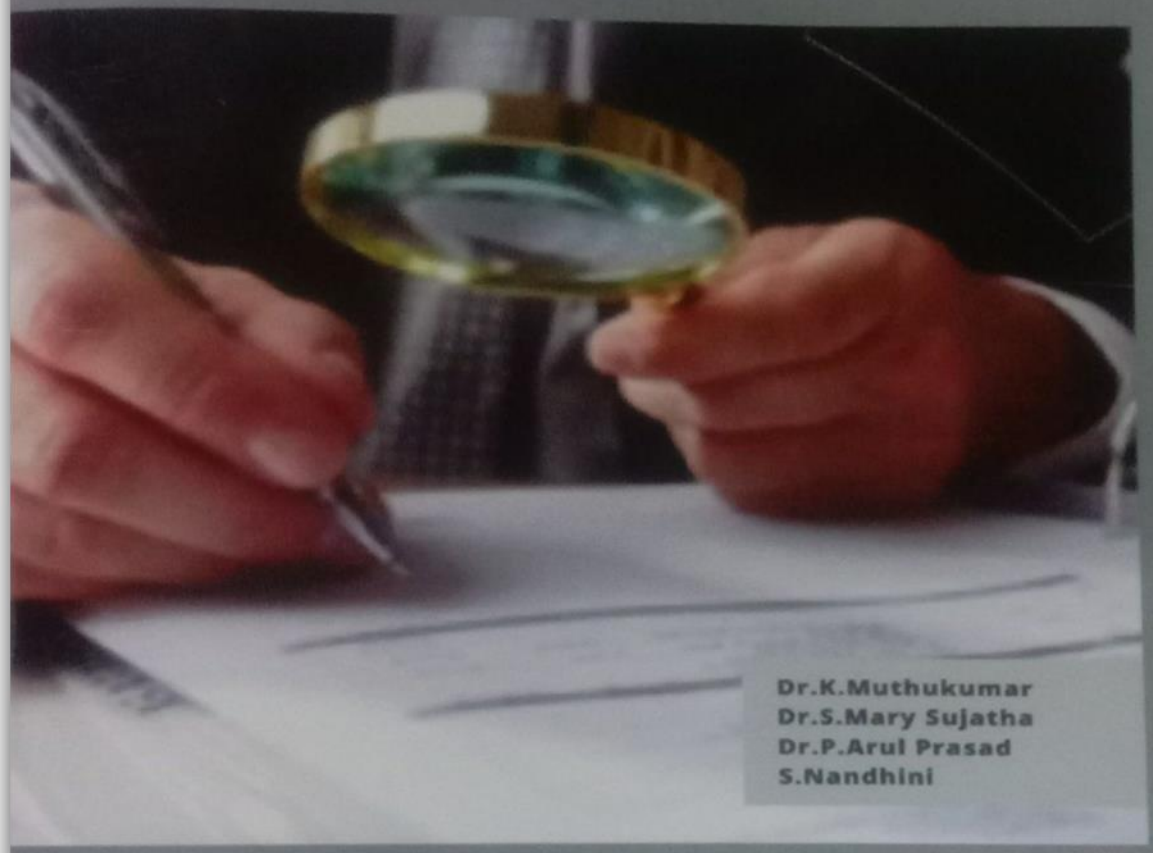
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Dr. S. MARY SUJATHA

Assistant Professor and Head,
Department of Commerce,
Soka Ikeda College of Arts and Science for Women,
Chennai, Tamilnadu, India.

Dr. P. ARUL PRASAD

Assistant Professor,
PG& Research Department of Commerce,
St. Joseph's College of Arts & Science (Autonomous),
Cuddalore, Tamilnadu, India

S. NANDHINI

Full-Time Research Scholar
Department of Management Studies
Periyar University, Salem, Tamilnadu, India

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First Edition: November **2022**

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ISBN: 978-81-958752-9-0

Price: Rs. 800

Published by and copies can be had from:

Wisdom India Publication
No. 8, EWS, KHB Colony,
K Narayanapura, Kothanur Post,
Bangalore-560 077, Karnataka, India.
Email- wisdomindiapublication@gmail.com
Mobile No. +91 96260 74240 / +91 89250 25947

www.wisdomindiapublications.com

Printed in India

Wisdom India Publication, Bangalore-77

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About the Authors



Dr. Muthukumar K Principal-in-Charge of State Institute of Commerce Education (Government Polytechnic college) and Department Head of Commercial Practice who served in various higher educational institution for more than 22 years. He authored two textbook and published 8 research articles in various national and international level journals. He was a state top rank holder in 2006 Govt Polytechnic teachers' recruitment in Tamil Nadu. He also completed his masters in the disciplines of Business Administration and Psychology.



Dr. S. Mary Sujatha working as Assistant Professor and Head, Department of Commerce, Soka Ikeda College of Arts and Science for Women, Chennai. She has 22 years of rich experience in teaching UG and PG courses and has produced 15 M.Phil in Commerce during her service. She has interest in various areas of Commerce and Management. She has participated in various National and International seminars, conferences and workshops, and has attended several faculty development programmes.



Dr. P. Arul Prasad, Assistant Professor, PG & Research Department of Commerce, St. Joseph's College of Arts & Science (Autonomous) Cuddalore, he has more than 18 years of experience in teaching at Undergraduate and Postgraduate levels. His area of interest are Corporate Accounting, Investment management, Practical Auditing, Capital market, Innovation Management, Research Methodology. He is visiting Faculty at Pondicherry university and Bharathidasan University DDE. He Has wide experience in coaching students for CA, ICWA and CS courses.



Mrs. S Nandhini is a full-time research scholar in the Department of Management Studies at Periyar University, Salem, India. Her areas of specialisation are marketing and finance. She awarded her an undergraduate degree in Bachelors of Engineering in Computer Science and a postgraduate degree in Master of Business Administration from Anna University. In addition to, she published many research article in Scopus-indexed and Sci-E journals , she has presented papers in many forums, participated in various national and international seminars and conferences, and attended various faculty development programs.

ISBN: 978-81-958752-9-0

9 788195 875290

Price: Rs. 800

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Message from President's Desk



It gives me great pleasure that Department of Human Resource Management is releasing a Book on **EMPOWERING WOMEN** on 8th March 2022.

The objective of "EMPOWERING WOMEN" is Roles of women, Women's Rights & Law, Employment Opportunities for women, Gender equity etc. to promote healthy interaction and enthusiastic participation amongst educators and also to enable the attendees to reach their full potential which is a marking priority in all educational institutions across the nation. This Publication will create awareness on Women's empowerment and can be defined to promoting women's sense of self-worth. The Articles/ Chapters Proceedings will be published as a special issue.

I am also happy to note that this publication has attracted a large number of papers from researchers and students from across the Nation. I wish all success for a grand release of the "EMPOWERING WOMEN".

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ROLE OF WOMEN IN SPORTS

MS. S.SIVAKALAI,
Assistant professor,
Department of corporate secretaryship,
Soka ikeda college of arts and science for women.

ABSTRACT:

This world will always exert its dominance over women. We agree with everyone should have an equal chance to participate in sports activities- regardless of gender, race, age, religious beliefs and beyond. Throughout human records, the role of women in sports has pondered the concerting status of women in society. Gender inequality, as mentioned, has many negative consequences for female athletes. In addition to the unequal kind of media coverage that female athletes obtain, they also receive less overall coverage. Women's sports are also perceived as much less thrilling and slower than men's sports. It is a fact that despite all such obstacles, women are still not properly recognized no matter how much they achieve in sports. Women nowadays have the maximum opportunities ever on the subject of sports. More and more organizations are help women to attain achievements in the sporting world. Women should have the equal rights as men when it relation to the sporting world. Together, this coalition will speed up efforts to promote women's leadership and equality in governance fashions, prevent and reply to gender-based violence, close the gap in investment in women's sport and develop equal economic opportunities, stimulate women's equal participation and bias-free representation in media, and provide equal opportunities for women in sport, physical activity and physical education.

***Keywords**: Women Sports; Sports Achievers; Gender discrimination; Sports Media*

INTRODUTION:

In sports all the more frequently individuals don't recognize Women's sports as much as men's games. From the time of early Olympics the role of women in sports and games was neglected. The finish of the nineteenth century and turn of the twentieth century saw the rising interest of women in sports both as participants and spectators.However compared to men's participation in sports, women sports are newer and is the reason for them not getting the recognition they

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Published by: Dr.MGR Educational & Research Institute

Maduravoyal, Chennai.

ISBN: 978-93-5593-750-6

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Published by

Department of Human Resource Management
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Adayalampattu Phase II Campus,
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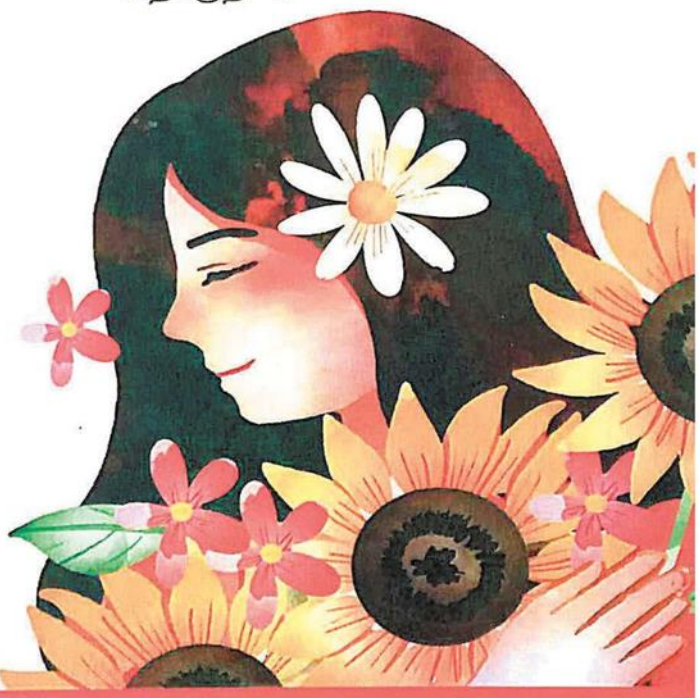
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♦ Tamil Naveena Ilakiyangalil Pengal (International Symposium Research Articles Volume-I) ♦ Publishers: Prof. Dr. K. Athinarayanan, Prof. Dr. D. Mohandoss, Prof. Dr. C. Kumar ♦ First Edition: 2022 ♦ Pages: 800 ♦ Copyright: Dept. of Tamil ♦ Published by : Nila Suriyan Pathippagam, No. 27/2, South Sivan Koil Street, Kodambakkam, Chennai - 600 024. ✆ : 94444 73553, 9444143686 ♦Typeset: Anandhi Computer.

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அம்பையின் பார்வையில் பெண்கள்

முனைவர் தே. இராணி எலிசபெத்
தமிழ்த்துறைத் தலைவர்
சோகா இகெதா கலை மற்றும் அறிவியல் மகளிர் கல்லூரி
சென்னை 600 099
7904503920
raanipargunan2020@gmail.com

முன்னுரை

அம்பை தமிழ்ச்சிறுகதை பெண் படைப்பாளர்களுள் ஒருவர். படைப்புகளின் வழி பெண்ணியச் சிந்தனைகளைச் சமுதாயத்தில் விதைப்பவர். எழுத்தையே வாழ்க்கையாகக் கொண்டவர். தமிழ், ஆங்கிலம், இந்தி, கன்னடம் ஆகிய மொழிகளில் புலமை பெற்றவர். தொடர்ந்து ஆங்கிலத்திலும் எழுதி வருபவர். அவருடைய படைப்புகளில் ப்ளாஸ்டிக் டப்பாவில் பராசக்தி முதலியோர் என்ற சிறுகதையின் பெண் பாத்திரப்படைப்புகளை எடுத்துக்காட்டுவதே இவ்வாய்வுக் கட்டுரையின் நோக்கமாகும்.

பெண்கள் குடும்பத்தின் உயிர்நாடி. அந்தவகையில் அம்பை, ப்ளாஸ்டிக் டப்பாவில் பராசக்தி முதலியோர் என்ற சிறுகதையில் படைத்திருக்கும் கதைமாந்தர்களில் பெரும்பான்மையோர் பெண்கள். நம் வீட்டின் அக்கா, தங்கை அம்மா என்ற நிலையில் கதையில் அவர்கள் பயணப்பட்டிருக்கிறார்கள். இச்சிறுகதை தன்னுடைய இயல்பிலிருந்து மாறாது, மற்றவரை மகிழ்ச்சிப்படுத்துவதைக் கொள்கையாகக் கொண்டு, கிடைத்ததை வைத்து தன்நிறைவு அடைந்து, மற்றவர்கள் எப்படி இருக்கிறார்களோ அப்படியே அவர்களை ஏற்றுக்கொண்டு மனநிம்மதியுடன் வாழும் பெண்ணின் மன உணர்வுகளைக் காட்டியிருக்கிறது.

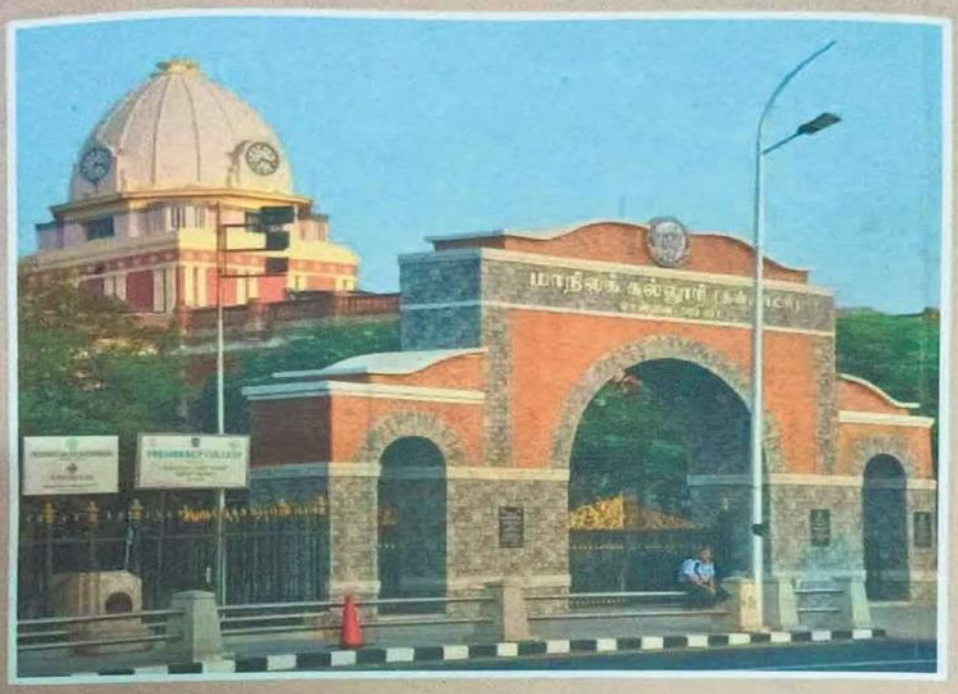
கதையின் மாந்தர்கள்

முதன்மை மாந்தர்களாக, குமுதா, தனம், பாரதி ஆகியோர் கதைக்கு வலு சேர்க்கிறார்கள். இக்கதைமாந்தர்களுக்குத் துணைபுரிந்து, கதையின் கருவினைத் தெளிவுபடுத்த துணைநின்றவர்கள் சுதாகர், தினகரன், சிவநேசன், திருமதி. திலகம் சிவநேசன், விளாத்திக்குளம் சென்பகம், குமாரசாமி, சந்தியா ஆவர்.

தன்னம்பிக்கை பெண்களின் கவசம்

பெண்கள் இயல்பாகவே இரக்க குணம் கொண்டவர்கள். மற்றவருக்கு, குறிப்பாகக் குடும்ப உறவுகளுக்கு என்றும் உதவிகரமாக இருப்பவர்கள். குமுதா இச்சிறுகதையின் தலைமை மாந்தர். இவர் எல்லோருக்கும் ஏதோ

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இரா.விஜயலட்சுமி: அவர்கள் தமிழில் 2006 ஆம் ஆண்டு இளங்கலை பட்டத்தைத் தாம்பரத்திலுள்ள சென்னைக் கிறித்துவக் கல்லூரியிலும், 2009 ஆம் ஆண்டு கல்வியியல் பட்டத்தைத் திருவண்ணாமலையில் உள்ள வெங்கடேஸ்வரா கல்வியியல் கல்லூரியிலும், 2012 ஆம் ஆண்டு முதுகலை பட்டத்தைச் சிதம்பரம் அண்ணாமலைப் பல்கலைக்கழகத்திலும் பயின்றார். மேலும் திருவண்ணாமலை அரசு கலைக் கல்லூரியில் 2018 ஆம் ஆண்டு 'ஆழ்வியல் நோக்கில் காடோடி நாவல்' எனும் தலைப்பில் ஆய்வியல் நிறைஞர் பட்டத்தைப் பெற்று தற்போது திருப்பத்தூர் தூய நெஞ்சக் கல்லூரியில் 'தமிழ்ப் படைப்புகளில் சூழலியல் ஒர்மையும் திணைச் சூழல் மீட்புப்' எனும் தலைப்பில் முனைவர் பட்ட ஆய்வினைச் செய்து வருகிறார். 1996 ஆம் ஆண்டு அறிவொளி இயக்கத்தில் பங்கு பெற்றுள்ளார். மாநில அரசின் SET தேர்விலும், மத்திய அரசின் UGC-NET தேர்விலும் தேர்ச்சிப் பெற்றுள்ளார்.



ப.ஈஸ்வரி: தமிழில் எம்.ஏ., எம்.பில் பட்டங்களையும், கல்வியியலில் பி.எட் பட்டமும் பெற்றவர். பல தொலைக்காட்சிகள் பேச்சரங்க மேடைகளில் பங்கேற்று சிறப்பான பேச்சாற்றலை வெளிப்படுத்தியவர். திருப்பத்தூர் மாவட்டம், வாணியம்பாடி கொத்தக்கொட்டை அரசு உயர்நிலைப் பள்ளியில் தமிழாசிரியராக பணிபுரிந்து வேலூர் விஜய் கல்லூரியின் சிறந்த ஆசிரியருக்கான விருது பெற்றவர். 2013 ஆம் ஆண்டு "பெண் கவிஞர்களின் கவிதைகளில் காதல் வெளிப்பாடுகள் (2001-2010)" எனும் தலைப்பில் ஆய்வியல் நிறைஞர் பட்டத்தைப் பெற்று தற்போது தூய நெஞ்சக் கல்லூரியின் தமிழ்த்துறையில் "பெண்கவிஞர்களின் கவிதைகளில் பொருண்மையும் வடிவமும் (2001-2015)" எனும் தலைப்பில் பகுதி நேர முனைவர் பட்ட ஆய்வினை செய்துவருகிறார்.



கு.அன்பரசி: பி.லிட்., எம்.ஏ., பி.எட்., பட்டப்படிப்புகளை நிறைவு செய்த கு.அன்பரசி, ஆய்வியல் நிறைஞர் பட்டத்தை (2013) பெரியார் பல்கலைக்கழகத்தில் "ஈரச்சிப்பாளையம் ஒன்றிய நாட்டுப்புறப்பாடல்கள்" என்னும் தலைப்பில் நிறைவு செய்தார். மேலும் 2012ஆம் ஆண்டு உதவிப்போராசிரியர் பணிக்கான UGC-NET தேர்வில் தேர்ச்சி பெற்றார். 2011ஆம் ஆண்டு பல்கலைப்பன் முதல்கட்டமைன்கீழ் இயங்கிவரும், சிதம்பரானர் நாயகி மகளிர் கல்லூரியில் நிர்தூப்பணியில் தமிழ்த்துறையில் உதவிப்போராசிரியராகப் பணியாற்றிக் கொண்டிருக்கிறார். அக்கல்லூரியில் இயங்கும் பல்கலைக்கழக ஆசிரியர் சங்கத்தின் கிளை (AUT) பொறுப்பாளராகவும் செயல்படுகிறார். தற்போது தூய நெஞ்சக் கல்லூரியில் முதுகலை தமிழ் மற்றும் ஆய்வுத்துறையில் உதவிபோராசிரியர் முனைவர். கி.பார்த்திபராஜா, அவர்களின் நெறியாளுகையில் 'மக்கள் நாடக இயக்கங்களும் க.செல்லாரனின் நாடக ஆக்கங்களும்' என்ற தலைப்பில் பகுதி நேர முனைவர் பட்ட ஆய்வினைச் செய்து வருகிறார்.

ISBN 978-93-941-87-21-4



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(பன்னாட்டுக் கருத்தரங்கக் கட்டுரைகளின் தொகுப்பு)



பதிப்பாசிரியர்கள்

திருமதி. இரா.விஜயலட்சுமி
திருமதி. ப.ஈஸ்வரி
திருமதி. கு.அன்பரசி

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பெண் எழுத்தும்

பதிப்பாசிரியர்கள்
இரா. விஜயலட்சுமி
ப. ஈஸ்வரி
கு. அன்பரசி

முதல் பதிப்பு : மார்ச் 2022

வெளியீடு : பரிதி பதிப்பகம்
56சி/128, பாரத கோயில் அருகில், ஜோலார்பேட்டை,
திருப்பத்தூர் மாவட்டம் - 635 851.
மின்னஞ்சல் : parithijpt@gmail.com

அச்சாக்கம் : ரத்னா ஆப்செட், சென்னை.
ஒளி அச்சு : தங்கம் கிரபிக்ஸ்

பக்கங்கள் : XII + 522
விலை : ரூ. 500

Thamizh Marapil Pen padaippalarkalum
Pen Eluttum

Published by :
R. Vijayalakshmi
P. Eswari
K. Anbarasi

First Edition : March' 2022

Published by Parithi Pathippagam
56C/128, Near Bharatha Kovil, Jolarpettai,
Tiruppattur District – 635 851.
Email : parithijpt@gmail.com

Printed at Rathna Offset, Chennai
Layout : Thangam Graphics, Chennai
Pages : XII + 522
Price : Rs. 500

ISBN : 978-93-941-87-21-4

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பெண் படைப்பாளர்களின் படைப்புகளில் சமூகப் பண்பாட்டு மானிடவியல் பதிவுகள்

முனைவர் தே. இராணி எலிசபெத்
துறைத்தலைவர்,
தமிழ்த்துறை,
சோகா இகெதா கலை மற்றும் அறிவியல் மகளிர் கல்லூரி,
சென்னை 600 099.
raanipargunan2020@gmail.com

இறைவனது படைப்பில் மிகவும் உயரிய படைப்பு, பெண்ணினமாகும். மற்றொரு உயிரைப் படைக்கும் மிகப் பெரிய பொறுப்பைத் தன் பிறப்பிலே பெற்றிருப்பது மாதவம் பெற்ற தாய்மையினம். இவ்வுலகம் தோன்றிய காலத்திலிருந்து இன்றைய காலகட்டம் வரை பெண்கள் தனக்கான கடமையைச் செவ்வனேயாற்றிவருகின்றனர். ஒரு குறிப்பிட்ட மக்கள் குழு, சமூகம் எனப்படுகிறது. மக்கள் அனைவரும் முழுவதுமாகக் கூடி வாழும் சமூகம், பண்பட்டநெறியில் செல்ல வேண்டும். பண்பாடு என்பது, மக்கள் குழுவின் பண்புகள், வாழ்வியல் வழிமுறைகள், சமய நம்பிக்கைகள், பழக்கவழக்கங்கள். மொழி, சமூகக் கட்டமைப்பு, ஆகியவற்றை உள்ளடக்கியது. மானுடவியலாளர்கள் பண்பாடு என்பது கலை, அறிவியல், நெறிமுறைகள் போன்ற அனைத்தையும் உள்ளடக்கியது என்கின்றனர்.

நற்சமூகம் அமைப்பதில், பெண்களின் பங்கு அளவிடற்கரிது. இல்லறத்தில் தாயாய், தாரமாய், உடன்பிறப்பாய், மகளாய் பல நிலைகளில் அன்பை விடவும் உயர்ந்த ஒன்று இல்லை என்பதைப் புகட்டி, நற்பாதையில் குடும்பத்தை வழிநடத்துகின்றனர். வாழ்க்கையின் பல்வேறு நிலைகளில் கற்றோராய் இருந்த பெண்கள், இல்லத்தைக் கடந்து, பரந்து விரிந்த மானுடச் சமூகத்திற்குப் பயன்படும் வகையில் பலவகையான இலக்கியங்களை உருவாக்கி இருக்கின்றனர். வாழ்வியலைப் படம் பிடித்துக் காட்டும் காலக் கண்ணாடிகளான இலக்கியங்களில் சமூக, பண்பாட்டு மானிடவியல் பதிவுகள் மிகுந்து காணக்கிடைக்கின்றன.

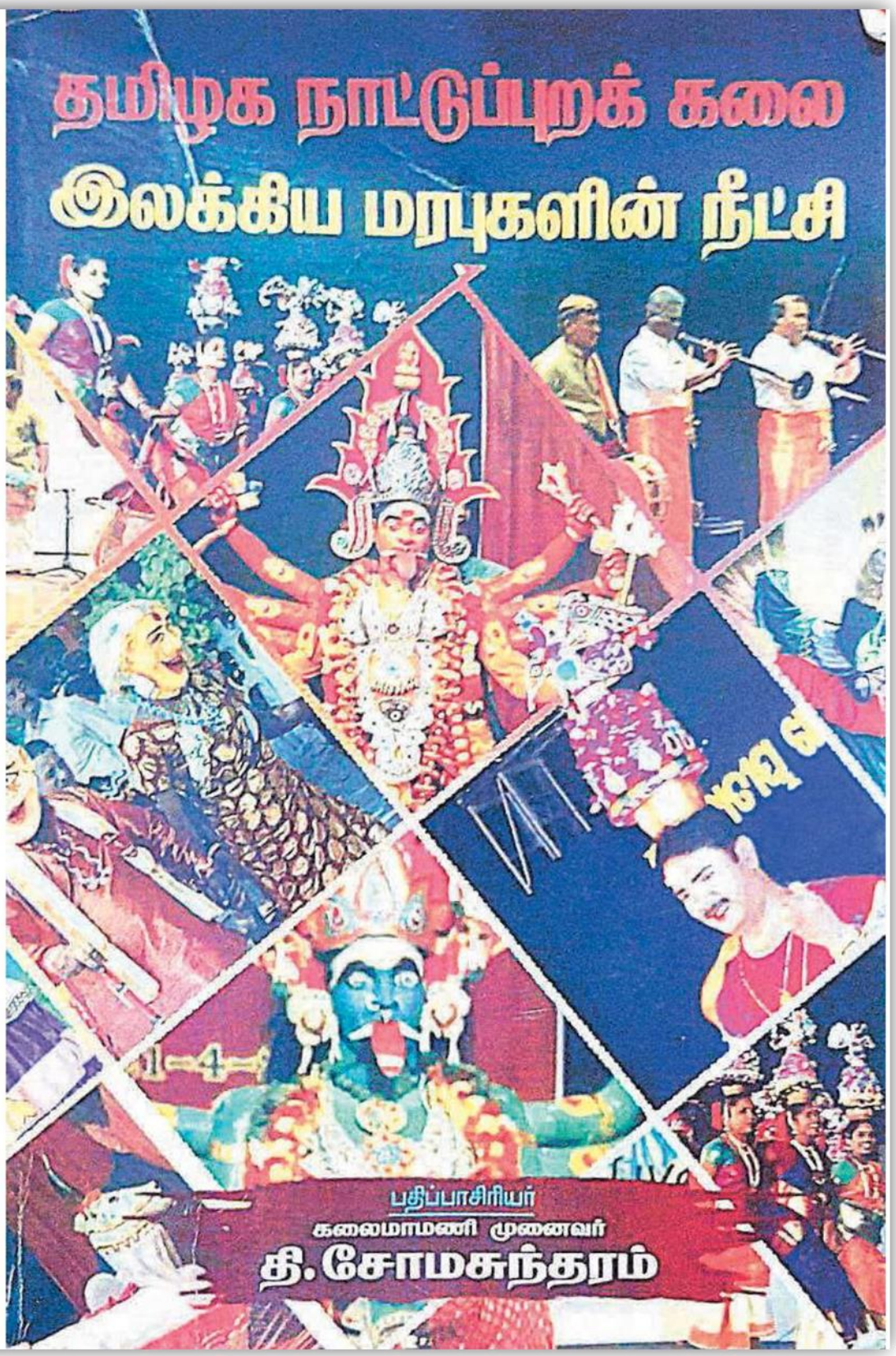
மறக்குல மகளின் வீரத்தைப் பதிவு செய்யும் பெண்பாற் புலவர்கள்

சங்க காலப் பெண்கள், குறிப்பாகத் தாய்மார்கள் குழந்தையைப் பெரும் வீரனாக வளர்க்க வேண்டும் என்பதில் மிகுந்த கவனம் செலுத்தியிருக்கின்றனர். பிறந்த வீட்டிற்கும் வாழும் நாட்டிற்கும் என்றும் பெருமை சேர்க்க வேண்டும் என்பதே அவர்களுடைய எண்ணமாக இருந்திருக்கின்றது.

நரம்புஎழுந்து உலறிய நிரம்பா மென்தோள்
முளரி மருங்கின், முதியோள் சிறுவன்
படைஅழிந்து மாறினன் என்று பலர் கூற,
மண்டுஅமர்க்கு உடைந்தனன் ஆயின், உண்டஎன்
முலைஅறுத் திடுவென், யான் எனச் சினைஇக்

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இயக்குநர், தமிழ்நாடு கிராமியக் கலைகள்
வளர்ச்சி மையம், மதுரை.

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26, குறுக்குத் தெரு, ஜோசப் காலனி,
ஆதம்பாக்கம், சென்னை - 600 088.
பேச: 93804 17307
மின்னஞ்சல்: amrcts18@gmail.com

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நூற் பெயர் : தமிழக நாட்டுப்புறக் கலை இலக்கிய மரபுகளின் நீட்சி

பதிப்பாசிரியர்கள் : முனைவர் கலைமாமணி தி. சோமசுந்தரம்

பொருள் : நாட்டுப்புறவியல்

முதற்பதிப்பு : 2022

நூல் அளவு : டெம்மி

காகிதம் : 80 ஜி.எஸ்.எம். நேச்சுரல் ஷேட்

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26, குறுக்குத் தெரு, ஜோசப் காலனி,
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சென்னை - 600 088.

ஒளியச்சு : நந்தா கணினியகம்,
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சென்னை - 600 088.

அச்சிட்டோர் : ஸ்ரீஅய்யனார் ஆப்செட்,
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விலை : ரூ. 250

ISSN No. 2394-2428

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முனைவர் தி.வ. சந்திரிகா
தமிழ்த்துறை உதவிப்பேராசிரியர்
சோகா இகெதா கலை மற்றும் அறிவியல் மகளிர் கல்லூரி
சென்னை.

முன்னுரை

மனிதன் பிறப்பு முதல் இறப்பு வரையில் உள்ள வாழ்வின் ஒவ்வொரு கட்டத்திலும் நாட்டுப்புறப் பாடல்கள் பாடப்பட்டுள்ளன. இப் பாடல்கள் மக்கள் வாழ்வோடு பின்னிப் பிணைந்தவை. நாட்டுப்புறப் பாடல்களின் இசையானது எல்லா மக்களாலும் கவரப்பட்டுள்ளது. இதனால்தான் பாரதியாரும்

ஏற்றநீர் பாட்டின் இசையினிலும்
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ஓலியினிலும்
சுண்ணம் இடிப்பார்தம் சுவைமிகுந்த
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தாமொலிக்க
கொட்டி இசைத்திடுமோர் கூட்டமுதப்
பாட்டினிலும்[1]

நெஞ்சைப் பறிகொடுத்ததாகப் பாடுகின்றார்.

இவ்வாறான நாட்டுப்புறப்பாடல்களில் மக்கள் மனதில் இன்றும் நெஞ்சை அள்ளுவது தாலாட்டுப் பாடல்களாகும்.

தாலாட்டின் அளவும் பண்ணும்

தாலாட்டின் பண் நீலாம்பரி எள்று கூறுவார்கள். தாலாட்டுப் பாடும் பெண்கள் ஒரே பண்ணிலே பாடுவது இல்லை. பேச்சு ஒலிக்கு ஏற்ப தாலாட்டின் அளவும் பண்ணும் அமைந்துள்ளன. தாலாட்டு என்பது அன்பு

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Published In First

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mayapublication@gmail.com
www.mayaspublication.com | www.mayas.info

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

Edition: First, 2022

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கேடில் விழுச்செல்வம்

முனைவர் ச. பாரதி
உதவிப்பேராசிரியர், தமிழ்த்துறை
சோகா இகெதா கலை மற்றும அறிவியல் மகளிர் கல்லூரி
சென்னை.

ஆய்வுச் சுருக்கம்

மனித வாழ்வின் மாண்பினை உயர்த்தும் உன்னத செல்வம் கல்வி. தெய்வப்புலவர் திருவள்ளுவர் கல்வியைக் 'கேடில் விழுச்செல்வம்' என்கின்றார். பொருட்செல்வங்கள் யாவும் இயற்கையாகவோ அல்லது செயற்கையாகவோ அழிந்துவிடும் தன்மை கொண்டவை. ஆனால் கல்வி என்னும் அரிய செல்வம் எச்சூழலிலும் அழிதல் இல்லா ஆற்றலைக் கொண்டது.

"வெள்ளத்தால் அழியாது வெந்தழலில் வேகாது வேந்தராலும்
கொள்ளத்தான் இயலாது கொடுத்தாலும் நிறையொழியக்
குறைபடாது
கள்ளத்தார் எவராலும் களவாட முடியாது"

எனக் கல்வியின் சிறப்பினைத் தனிப்பாடல் ஒன்று பறைசாற்றுகின்றது.

வாழ்வில் மேன்மையும் மனதில் வலிமையும் செயலில் திறமையும் விளைவிக்கும் ஆற்றல் கல்வி ஒன்றிற்கே உண்டு. இத்தகு ஆற்றல் மிக்கக் கல்வியின் வாயிலாக உலகியலில் பெண்கள் பல்வேறு வாய்ப்புகளையும் பெருமைகளையும் சிறப்புகளையும் பெற்றிருக்கின்றனர்.

கல்வியும் மொழியும் ஒன்றோடொன்று தொடர்புடையது. மொழி என்பது கருத்துப் பரிமாற்றக் கருவி மட்டுமல்ல. சமூகத்தைக் கட்டமைக்கும் இன்றியமையாக் காரணியும் அதுவே. உயர்கல்வியில் தமிழைக் கற்ற பெண்கள் உலகில் அடைந்த மேன்மைகளை விளக்குவதாக இக்கட்டுரை அமைகின்றது.

கல்தோன்றி மண் தோன்றா காலத்தே முன்தோன்றிய மூத்த மொழியான தமிழைக் கற்றதன் வாயிலாகப் பெண்கள் சங்ககாலம் தொட்டே உயரிய நிலையினை அடைந்திருப்பதைக் காணமுடிகின்றது. ஒதலும் தூதும் ஆண்களுக்குரிய செயல்களாக மட்டுமே இலக்கணம் எழுதப்பட்டக் காலத்தில், கல்வியிற் சிறந்து, அரசர்களையே வழி நடத்தும் ஆற்றல் மிக்கவர்களாகப் பெண்கள் இருந்திருக்கின்றனர். ஔவை முதலாக எண்ணற்ற பெண்புலவர்கள் எழுதிய சங்க இலக்கியப் பாடல்களில் அவர்களின் மொழியறிவும் அரசியல் அறிவும் தெளிவும் புலப்படுகிறது. இலக்கியங்களைப் படைப்பதில் மட்டுமின்றி இலக்கணங்களை வகுப்பதிலும் தமிழ் கற்ற பெண்களின் சாலச்சிறந்தவர்களாய் இருந்திருக்கின்றனர். இதற்குக் காக்கை

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4th MAY 2022 – 6th MAY 2022

Mayas Publication

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Published In First

Published by Mayas Publication®
mayapublication@gmail.com
www.mayaspublication.com | www.mayas.info

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 ISBN NO: 978-93-91286-06-4

மாற்றத்தை உருவாக்கும் சக்தி பெண் கல்வி

முனைவர் ஞா. டெய்சி மரிய பாக்கியம்
உதவிப்பேராசிரியர், தமிழ்த்துறை
சோகா இகெதா கலை மற்றும அறிவியல் மகளிர் கல்லூரி
சென்னை.

ஆய்வுச் சுருக்கம்

'கற்றதனால் ஆய பயனென்கொல்' எனத் தொடங்கும் வள்ளுவரின் குறள், கற்றலின் பயன் என்னவென்று உணர்த்துகிறது. ஒரு மனிதன் கல்வி கற்பதினால் அவனது குடும்பத்திற்கும், நாட்டிற்கும் நன்மை பயக்கும். பெண்களால் இந்தச் சமுதாயத்தை மாற்ற முடியும் என்ற நம்பிக்கை கொண்டதால்தான் பாரதியார் பெண்களுக்குக் கல்வி கற்கும் உரிமை வேண்டும் என்று போராடினார். பாரதிதாசனின் பார்வையில் பெண்கள் கல்வி கற்றால் ஒரு குடும்பமே பல்கலைக் கழகமாகும் என்பதுதான்.

பெண்களுக்குக் கல்வி வேண்டும்
குடித்தனம் பேணுவதற்கே
பெண்களுக்குக் கல்வி வேண்டும்
உலகினைப் பேணுவதற்கே
பெண்களுக்குக் கல்வி வேண்டும்
கல்வியைப் பேணுவதற்கே

என்று பாடினார். பாரதிதாசனின் இக்கருத்துக்களை முன்வைத்து இன்றைய காலகட்டத்தில் பெண்களுக்கு உயர்கல்வி எவ்வளவு இன்றியமையாதது என்பதை வலியுறுத்திக் காட்டுவதே இவ்வாய்வின் நோக்கமாகும்.

கல்வி என்பது நம் வாழ்க்கையை நல்வழிப்படுத்துவதற்கான கருவியாகும். இதனால் குடும்பம் மேன்மை அடைகிறது. இன்றைய இளைய தலைமுறையை முறையாக வழிநடத்துவதற்கும் அவர்களைச் சமுதாயத்தில் பங்கடையச் செய்வதற்கும் கல்வி மிகவும் முக்கியம். ஒரு பெண் கல்வி கற்றிருந்தால் ஒரு சமுதாயத்தை மாற்ற இயலும் என்பதற்குச் சான்றாக, அமெரிக்காவில் விருதுபெற்ற தமிழக மீனவப்பெண் லட்சுமி விளங்குகின்றார்.

பாரதிதாசன் இரண்டாவதாக வலியுறுத்துவது பெண்களால் உலகினை மாற்ற முடியும் என்பது. அதற்கு பல்துறை சார்ந்த கல்வி அறிவு தேவை என்கின்றார். தொழில்நுட்ப வளர்ச்சியில் ஒவ்வொரு நாடுகளும் போட்டிப் போட்டுக் கொண்டிருக்கின்றன. இந்தச் சூழலில் தொழில்நுட்பம், மருத்துவம், அரசியல் போன்ற அனைத்து துறைகளிலும் தகுந்த கல்வி அறிவினைப் பெற்று, உலகை திரும்பி பார்க்க வைத்த சாதனைனப் பெண்கள் உலகில் நிறைந்திருப்பதைக் காண முடிகின்றது.

மூன்றாவதாகப் பெண்களுக்குக் கல்வி வேண்டும் கல்வியைப் பேணுவதற்கு என்கின்றார். இன்று ஆண்களைவிடப் பெண்கள்தான்

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அளவு	: டெம்மி
எழுத்து	: 12 புள்ளி
பக்கங்கள்	: 350
விலை	: ரூ. 225/-
படிகள்	: 1000
அச்சிட்டோர்	: இராஜன் பிரிண்டர்ஸ், சிவகாசி 9442521883
ISBN எண்	: 978-93-85508-13-4

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தமிழில் ஒரு பழமொழி உண்டு "நாலும் இரண்டும் சொல்லுக்கு உறுதி" நாலும் என்பது நாலடியாரைக் குறிக்கும் இரண்டு என்பது திருக்குறளைக் குறிக்கும்.

நூல் குறிப்பு

நாலடியார் என்பது அடியால் பெயர் பெற்ற நூல். இந்நூலின் பாடல்கள் நான்கு அடிகளால் ஆனது. எனவே இப்பெயர் பெற்றது. இந்நூலின் பாடல்கள் வெண்பா யாப்பினால் ஆனது. பெரும் பிரிவு பால் என்று அழைக்கப்படுகிறது 1. அறத்துப்பால் 2.பொருட்பால் 3.காமத்துப்பால். உட்பிரிவு இயல் என்று அழைக்கப்படுகிறது அறத்துப்பாலில் 2 இயல்கள் உள்ளன அவை 1.துறவறவியல் 2. இல்லற இயல் . பொருட்பாலில் 7 இயல்கள் உள்ளன் அவை 1. அரசியல் 2.நட்பியல் 3. இன்ப இயல் 4.துன்ப இயல் 5. பொது இயல் 6. பகை இயல் 7. பன்னெறி இயல். காமத்துப்பாலில் 2 இயல்கள் உள்ளன அவை 1.இன்ப துன்ப இயல் 2. இன்ப இயல். இயலின் உட்பிரிவு அதிகாரம் என்று கூறப்படுகிறது. 40 அதிகாரங்களைக் கொண்டுள்ளது. அதிகாரத்திற்கு 10 பாடல்கள் என்று பகுக்கப்பட்டுள்ளது. எனவே 400 பாடல்களைக் கொண்டுள்ளது.

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பொருள் : நாட்டுப்புறவியல்

முதற்பதிப்பு : 2022

நூல் அளவு : டெம்மி

காகிதம் : 80 ஜி.எஸ்.எம். நேச்சுரல் ஷேட்

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பி. பரமேஸ்வரி
தமிழ்த்துறை, உதவிப்பேராசிரியர்,
சோகா இகெதா கலை மற்றும் அறிவியல் மகளிர் கல்லூரி
சென்னை.

முன்னுரை

நாட்டுப்புற இலக்கியமானது தமிழ் இலக்கிய உலகில் வளர்ந்து வரும் துறையாகவும் பாதுகாக்கப்பட வேண்டிய இலக்கியமாகவும் இருந்து வருகின்றது. நாட்டுப்புறப் பாடல்கள் பல வகையாக இருந்தாலும் திருமணங்களில் பாடப்படும் ஏசல் பாடல்களைப் பற்றி எடுத்துரைப்பதே இக்கட்டுரையின் நோக்கமாகும்.

ஏசல் பாடல்களின் தோற்றம்

ஏசல் என்பது நாட்டுப்புற மக்கள் தங்களது உணர்வுகளை ஜாடையாகப் பேசுவதாகும். ஏசல் பாடல்களின் நோக்கம் மணமக்களையும் அவர் சுற்றாத்தாரையும் இகழ்ந்து எள்ளி நகையாடி பாடுவதாகும்.

ஏசல் பற்றிய சொல் வழக்கு

ஏசல் என்ற சொல்லுக்குக் குற்றம் சாட்டுதல் என்ற பொருளாகும். திருஞான சம்பந்தர் தேவாரம் பாடலில் திருவீழிமிழலைப் பதிகத்தில்,

வாசி தீரவே காசு நல்கவீர்
மாசில் மிழலையீர் ஏசல் இல்லையே[1]

என்ற வரிகள் இடம்பெற்றுள்ளன. பள்ளு, குறவஞ்சி நூல்களில் ஏசல்கள் இடம்பெறுகின்றன. உழவனாகிய தேவந்திரக் குடும்பனின் மூத்த தாரமும் இளையதாரமும் ஒருவருக்கொருவர் சண்டையில் ஈடுபடுவது பள்ளு நூல்களில் இடம் பெறுகின்ற ஏசல் ஆகும்.

கல்யாண ஏசலுக்குக் கனக்குண்டோ அத்தானே
ஏசத் தெரியலையோ எங்களைத்தான் அத்தானே

எனப் பேச்சு வழக்கில் ஏராளமாக ஏசல் என்ற சொல்லானது இருப்பதைக் காணலாம்.

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பேராசிரியர் முனைவர் த. மோகன்தாஸ்

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விலை : ₹750/-

ISBN: 978-81-907904-2-0 (Volume-I)

நூல் கிடைக்குமிடம் : தமிழ்த்துறை
தொடர்புக்கு: 9884467446, 9840064700

♦ Tamil Naveena Ilakiyangalil Pengal (International Symposium Research Articles Volume-I) ♦ Publishers: Prof. Dr. K. Athinarayanan, Prof. Dr. D. Mohandoss, Prof. Dr. C. Kumar ♦ First Edition: 2022 ♦ Pages: 800 ♦ Copyright: Dept. of Tamil ♦ Published by : Nila Suriyan Pathippagam, No. 27/2, South Sivan Koil Street, Kodambakkam, Chennai - 600 024. ✆ : 94444 73553, 9444143686 ♦Typeset: Anandhi Computer.

Price : ₹750/-

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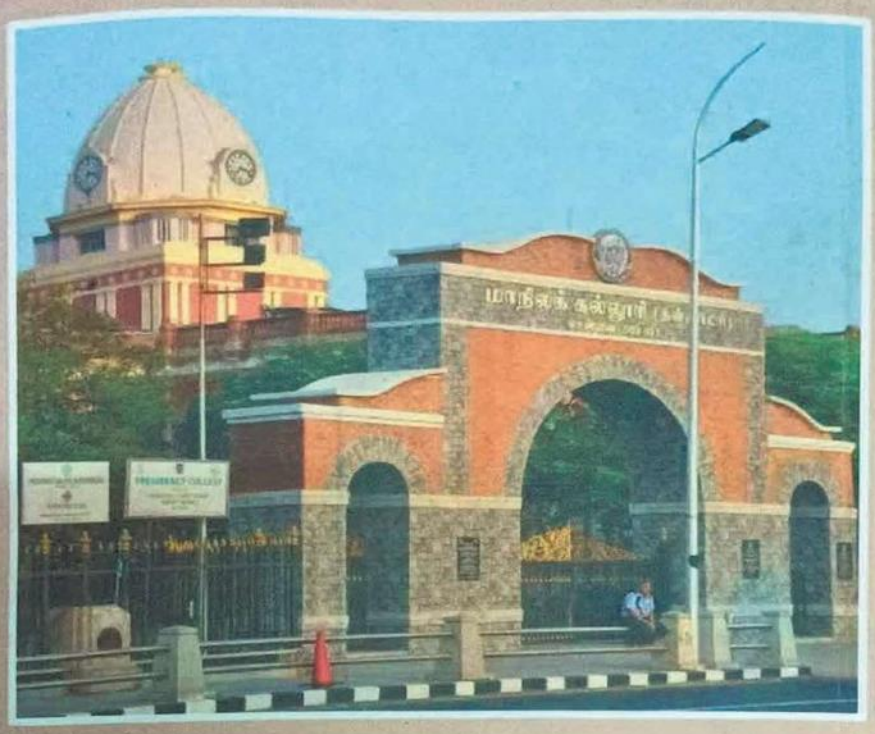
எழுத்தாளர் சிவசங்கரி அவர்கள் சிறுகதை இலக்கியத்துறையில் தமக்கெனத் தனி அடையாளத்துடன் இருப்பவர். சமுதாயத்தை நேசிப்பவர், தன்னைப் பாதித்த செய்திகளை ஆக்கப்பூர்வமாகப் பகிர்ந்துக் கொள்ள எழுத்துக்களைக் கருவியாகப் பயன்படுத்திக் கொண்டார். தனது சிறுகதையின் மூலமாகப் படிப்போரின் உணர்வில் பாதிப்பை ஏற்படுத்துவதையே தனது நோக்கமாகக் கொண்டு கதைகளை இயற்றி வருகிறார்.

ஒரு வார்த்தை எனும் சிறுகதையும் ஒரு வார்த்தை யினால் பெண்ணின் வாழ்வில் ஏற்ப்பட்ட மாற்றம், ஒரு வார்த்தையினால் தந்தையின் மகிழ்ச்சி என ஒரு வார்த்தையில் நிகழ்ந்த செய்திகளை இக்கதைக் கூறுகிறது. பெண்ணின் உளவியலும், ஆணினின் ஒழுக்கக்கேடும் இரு முனைகளில் ஆராயத்தக்க வகையில் இக்கதை அமைந்துள்ளது.

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

Edition: First, 2022

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 ISBN NO: 978-93-91286-06-4

EMANCIPATION THROUGH EDUCATION- A REVIEW OF INDIAN SCENARIO

Dr. R. Sandhya Lakshmi
Asst.Prof of English,
Soka Ikeda College of Arts & Science for Women
Mrs. R. Suganthi
Asst.Prof of English,
Soka Ikeda College of Arts & Science for Women

ABSTRACT

Women were (are) suppressed into domestic spaces subjecting them to do mundane household works for the family and limiting them from moving on to public spaces for a long time. Though many factors are thought to emancipate women, it is education that has to some extent a redeeming factor in emancipating women, across the world. During the medieval times, women's education was not given much importance by the social architects. But in modern times, more specifically, the new millennium has witnessed the mammoth increase of women's education and empowerment. This surge in women's education has opened up new career prospects for them in their own country and in global spaces. The main drift of this paper is to analyse Indian women's education with reference to the GER (Gross Enrolment Ratio) which has resulted in the increased career prospects.

Key Words: Emancipation, Redeeming, Empowerment

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LangLit
An International Peer-Reviewed Open Access Journal
ISSN 2349-5189
Langlit Latur (MS) India AIPROAJ

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Editor

Dr. Prashant Mothe
Majage Nagar, Nadanvan

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Majage Nagar, Nadanvan Colony,
Kava Road, Latur-413512
Maharashtra, India.
E.Mail:
prashantmothe14@gmail.com

Colony,
Kava Road, Latur-413512
Maharashtra, India.
Mob.No.09890290602
E.Mail:
drprashantlanglit@gmail.com

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An International Peer-Reviewed Open Access Journal

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POST POST-COLONIAL DYSTOPIA IN MANJULA PADMANABHAN'S *HARVEST*

DR. R. SANDHYA LAKSHMI,
Assistant Professor of English,
Soka Ikeda College of Arts & Science for Women

ABSTRACT

Dystopian world projected by Manjula Padmanabhan in Harvest is replete with poverty, prostitution, organ trade, oppression of Third World countries and suppression of women. While the economic globalization improved the living standards of the people in the Global North, the Global South was exploited in several ways. A new type of colonization gripped the developing countries that struggled to rise after the colonial rule and this new colonization was very harmful and surreptitious. This is the context of the play, Harvest. The poor family of Om, his wife, Jaya, Om's brother, Jeetu and Om's mother struggle for their existence in Bombay. The conditions become worse when Om loses his job. He agrees to donate his body to a corporate company. Jeetu, who lives by prostitution, is unable to support the family. Through the live of Om and Jaya, Manjula Padnamabhan shows how the poor are lured into organ trade and how they live under the surveillance of a corporate company, Interplanta Services Inc. The physical fitness of the donor, Om, is tested. Om hides the truth that he gets married and joins the company. He is even monitored carefully through a videotape inside his own house. The company has the complete authority over his body and whenever a person in the First World is in need of an organ, then it will be taken from his body. The donors are not even aware of which organ will be removed from them. The play shows the dystopian world in the developing countries in the post-colonial period.

The period after de-colonization compelled the colonised countries to look for the effects of colonial rule in social, political and economic realms. The post-colonial studies analysed and debated the issues regarding colonization, more specifically the Euro-Centric colonization. The colonization had a strong blow upon these countries and they struggled to stabilize on their own. New strategies and plans had to be made to alleviate their social condition and these countries again turned towards developed countries and international agencies for funds. International Monetary Fund (IMF) and World Bank offered huge amounts to these nations with conditions attached. The developing countriesagreed to join the competitive market-driven economic globalization as per the directive of these funding agencies and made structural adjustments.By the end of twentieth century, the developing countries, most of which were the former colonies, faced a new kind of challenge. Unable to pay the foreign debt and the crisis that followed, these countries accepted interventions in political and economic realms. With the changes in the capitalist world system and the rise of economic globalization, a new kind of colonization gripped these countries, which were

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978-93-91286-06-4

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Mayas Publication

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Published In First

Published by Mayas Publication®
mayapublication@gmail.com
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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

Edition: First, 2022

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INSIGHTS OF DANGER AND PASSION IN BAMA'S HALF-SARI

D. DEEPA, *Assistant Professor, Dept. of English, Soka Ikeda College of Arts and Science for Women, Chennai-99*

ABSTRACT

This research paper aims to explore the psychological traumas concerning the chief characters in Bama's short story Half-Sari due to the effects and impacts of the color symbols. Color in the modern world is understood as Nature's own powerful signaling system and the color ''Red'' which is perceived as danger and passion is used vividly to explain the insights that dealt with the death of vibrant young girl Chellakkili. Bama's short stories explain the harsh realities of the underprivileged lives in the rural Tamil Nadu through the color symbols as the impact of color in literature is immeasurable as the shades of color expertise the working of the mind. Like other stories of Bama'sHalf-Sari also deals with the lives of the underprivileged, who dream to prosper in their future using education as a tool leaving behind the differences created by the society. Chellakkili, who desires to have a very high education, dies all of a sudden throwing back the entire family's dream to thrive. The reason of her death is portrayed through the ''red thavani'' which stands as a forceful image in bringing out the agony and power in the furious perception of the readers. The color of ''thavani'' allows the readers to dive into the world of imagination to comprehend things accordingly.

Bama Faustina Soosairaj popularly known as Bama is a renowned figure in Dalit Literature. She rose to fame with the publication of her novels *Karukku* in 1992, *Sangati*in 1994 and *Vanmam*in 2002. Her novels depict the real life and experience of Bama in the hands of the Non-Dalit. Bama is also widely known for her collection of 10 short stories named *Harum - Scarum and other stories.* The collection became a universal spread with the English translation of N. Ravi Shankar. The translator has owed is recognition to Bama with *Harum-Scarum and other stories* by a careful introspection of the content and context. The title *Harum- Scarum and other stories*mean acting quickly without any thought and care. (Oxford English Online Dictionary). In*Harum- Scarum and other stories*Bama exploded her happiness and sorrow as a Dalit Christian women writer and she injects the society on the basis of the constructed social structure and manmade evils as she was the victim of untouchability and caste system. The title *Harum- Scarum and other stories* signify that Bama was acting quickly on injustice, discrimination and untouchability without any thought about the criticism. She has highlighted the evils faced by the Dalit community such as discrimination oppression, suppression and brutality.

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Published by Mayas Publication®
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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

Edition: First, 2022

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 ISBN NO: 978-93-91286-06-4

SEXUAL HARASSMENT- A HINDRANCE TO WOMEN'S EMANICIPATION

Mrs. K. Kanthimathi
Assistant Professor,Department of English,
Soka Ikeda College of arts and science for women

Mrs. P. Kaviprabha
Assistant Professor, Department of English,
Soka Ikeda College of arts and science for women

ABSTRACT

Gross Enrolment Ratio is calculated as the ratio of students between 18-23 in age enrolls for higher education. This GER (Gross Enrolment Ratio) has increased steadily for the past seven years surpassing male enrolment. Women unlike the olden times, have largely come out of the moulds created for them breaking the shackles. Women Education has improved, in some cases higher than men. With increased education and the plethora of opportunity available to them, they have risen to good positions in various fields both in their country and abroad. Inspite of their growth in education and career, they suffer due to the sexual harassment in their work atmosphere.

KEYWORDS: Women, Higher Education, Empowerment, Sexual harassment

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MARGINALIZATION OF THE CHARACTER AMMU IN ARUNDHATI ROY'S *THE GOD OF SMALL THINGS*

B. HEMAVATHY, *Assistant Professor, Department of English, Soka Ikeda College of Arts and Science for Women, Chennai*

"The risks of the conflict never overwhelmed me, only the fear of marginalization."

-Marie Benedict, *Lady Clementine*

ABSTRACT

This paper aims on an overview of the concept of marginality in literature. Marginality is commonly applied to analyse and understand the underprivileged people's struggle for the equal participation in social life. It deals with the marginalized people of the world who are leading their life without any fundamental rights to engage in the social, cultural, religious, educational and economic contexts. The marginalized people often feels isolated and face serious poverty problems at societal margins. Social, economic and political inequality is a global phenomenon produces the dreadful humiliation. The paper points out the marginalization of Ammu in Arundhati Roy's The God of Small Things. Cultural marginality is defined by the Choi as "situations and feelings of passive betweeness when people exist between two different cultures and do not yet perceive themselves as centrally belonging to either one." Marginalization can impact ones' psychological, physical and emotional state which causes the feelings of anger, fear, sadness, grief, isolation and stress. The marginalized people have no opportunities, choices and the development of personal competences. They are ignored from all the growths including the social development which indicates their poverty and ignorance. According to Choi, "Theories contributing to the development of the Theory of Cultural Marginality were acculturation, acculturative stress, and marginality". Marginality is a multi-dimensional perception which can be addressed with the concepts of poverty, discrimination, social segregation and social changes.

Keywords: Marginality, Literature, Global Phenomenon, Multi-Dimensional Perception and Poverty

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CHENNAI - 600 099

Published In First

Published by Mayas Publication®
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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

Edition: First, 2022

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 ISBN NO: 978-93-91286-06-4

SEXUAL HARASSMENT- A HINDRANCE TO WOMEN'S EMANICIPATION

Mrs. K. Kanthimathi
Assistant Professor,Department of English,
Soka Ikeda College of arts and science for women

Mrs. P. Kaviprabha
Assistant Professor, Department of English,
Soka Ikeda College of arts and science for women

ABSTRACT

Gross Enrolment Ratio is calculated as the ratio of students between 18-23 in age enrolls for higher education. This GER (Gross Enrolment Ratio) has increased steadily for the past seven years surpassing male enrolment. Women unlike the olden times, have largely come out of the moulds created for them breaking the shackles. Women Education has improved, in some cases higher than men. With increased education and the plethora of opportunity available to them, they have risen to good positions in various fields both in their country and abroad. Inspite of their growth in education and career, they suffer due to the sexual harassment in their work atmosphere.

KEYWORDS: Women, Higher Education, Empowerment, Sexual harassment

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Kava Road, Latur-413512
Maharashtra, India.
E.Mail:
prashantmothe14@gmail.com

Colony,
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An International Peer-Reviewed Open Access Journal

ISSN 2349-5189

PSYCHOLOGICAL LEGACY OF SLAVERY IN TONY MORRISON'S '*BELOVED*'

MS. E. JIJITHA MARY, *Assistant Professor of English, Soka Ikeda College of Arts and Science for Women, Chennai.*

ABSTRACT

Aside from a diverse collection of historical slave narratives Morrison's 'Beloved' presents a unique narrative structure. It argues the multifaceted trauma, displayed by a loss of time. Sethe is a real person in the story haunted by her terrible past but trying to get by in the world that is a little better, but still keeps her trapped by her previous life. The damage done to Sethe and the other slaves did not end just because they escaped or were later freed. It continued to affect them spiritually, physically and psychologically. Morrison shows this through Sethe's magical connection to her baby and to her connection to her daughter Denver. This paper adopts psychological approach, by focusing the character of mother and daughter and some incidents that occurred in a great part of the novel.

Keywords: Psychoanalysis, Possession, Displacement, Uncanny

Women of African descent have struggled with the reality of gender, racial and economic oppression. Though each and every woman in this world is different and their sufferings are also different. Likewise, African women experience a different and more intense kind of oppression. They are always considered as sexual animal, there only means of protection from sexual exploitation is only through accepting the roles of wife and mother. But for slaves the condition is even worse, they were forced into being sex slaves and bore the children of their white master without their consent.

The novel, *Beloved* has the powersof memory and history. For the former captives in the novel, the past is a strain that they harmfully and willfully try to dismiss. Yet for Sethe, the protagonist of the novel, recollection of slavery is inevitable. They extend to annoy her, literally, in the spirit of her lost daughter. Eighteen years earlier, Sethe murdered this daughter in order to free her from a life of enslavement. Morrison acquired this crisis from the real story of Margaret Garner, who like Sethe, escaped from slavery and murdered her infant in Ohio. *Beloved* ride the line between fiction and history; from the experiences of a single family, Morrison creates a strong commentary on the emotional and historical inheritance of slavery.

Morrison used this setting in order to introduce the reader to the murdered baby. Sethe is a real person in the story haunted by her awful past but trying to get by in the world that is a little better, but still keeps her rapt by her earlier life. The damage done to Sethe and the

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Majage Nagar, Nadanvan
Colony,
Kava Road, Latur-413512
Maharashtra, India.
E.Mail:
prashantmothe14@gmail.com

Colony,
Kava Road, Latur-413512
Maharashtra, India.
Mob.No.09890290602
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ISSN 2349-5189

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"THE PROCESS OF BECOMING" IN VIKAS SWARUP'S NOVEL *THE ACCIDENTAL APPRENTICE*

JERRY ELKHA K., *Assistant Professor, Soka Ikeda College of Arts and Science for Women*

ABSTRACT

Problem is a hindrance, atension, an impediment and a source of disharmony. It creates disharmony and tension in social relation. A society without problem is sociologically a myth. Every society has its own social problems and some problems are common to all society. The title chosen is "Process of Becoming" in The Accidental Apprentice written by Vikas Swarup. The novel talks about literature in general and highlights the real sufferings of the suburban Delhi and Dharavi slum community. The novel observes various sections of life in the Indian society. It also portrays the life of Sapna, an ordinary girl, who has given up her dream of becoming a writer but works in an electrical home appliances store and supports her mother and younger sister. She gets a chance to become a CEO of a billionaire's company. For that she has to overcome seven tests. The novel describes how she has faced the interview with confidence and succeeded in her life. This study examines the continuous crisis that moulds her into the process of becoming a refined personality.

Keywords: Social Problems, women and Decision Making.

Horton and Leslie have defined social problem as "a condition affecting significant number of people in ways considered undesirable about which is felt that something can be done through the collective social action" (qtd. In Purushothama 2). Social problems are related to one another and some complex social problems gives rise to other problems. For example, population explosion has given rise to other problems such as unemployment, food shortage, ill health, low standard of living, poverty, malnutrition, frustration, suicide and family dysfunction and thus social problems are interrelated and interdependent.Like population explosion, unemployment is another major problem that brings about sickness, suffering in personal, family and community dysfunction.

Vikas Swarup born in the year 1963 is one of the most prominent writers of Indian English. His novels *Q&A, Six Suspects* and *The Accidental Apprentice* are universally recognized as the landmark in the genre of adaptation. Swarup's novels encompass humour, fantasy and sentiment with the gift of observation of life in a highly personal style. He possesses a distinctive place among the recent writers of Indian novels. He discloses his heart's desire to his readers through his writings.He takes his readers into confidence and talks to them like a dear friends.He also gives the colour of mystification to the characters. His novels are filled with a strange mixture of sweet and sour, smiles and tears as well as wisdom and sweet humanity. There is an exquisite mingling of pain and pathos.

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Published In First

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

Edition: First, 2022

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ISBN NO: 978-93-91286-06-4

HEADING UP TO FEMINISM THROUGH EDUCATION

D. SUBHASHINI,
Head, Department of Biochemistry
Soka Ikeda College of Arts & Science for Women, Chennai.

ABSTRACT

Women continue to face inequity and vulnerability in all sectors, and women are oppressed in all spheres of life; they must be empowered in all aspects of life. To combat socially constructed gender biases, women must swim against a system that requires more strength. Education can alter how women perceive themselves as well as how society perceives women. It enables them to recognize their inherent potential, gain self-confidence, and improve their analytical abilities, allowing them to forge a new path to success.

Keywords: Women, Feminism, Education, women empowerment, Social Inclusion of women

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VEDIC WOMEN : AN EPITOME OF WOMAN EMPOWERMENT

Dr S Sarada,
Assistant Professor, Department of Biochemistry,
Soka Ikeda College of Arts & Science for Women,

Abstract:

The present study deals with Vedic women as an example of Woman empowerment. The aim of this study is to find out women education in the Vedic period and also the forms of empowerment of women, women rights, legal protection of women in that era. It is observed that the historical background of women education in Indian society in Vedic era women education was good & in the ancient Vedic period they enjoyed equal rights. They were given their all due respects and they played a very active and important role in running the family to manage and maintain the social order. Education was from top to bottom for all women was equally required irrespective to any kind of discrimination as during the instruction for women in Veda no evidence found which indicate for any particular Varna or class. In the paper, evidences from the Veda, Mahabharata and Manu smriti have been taken to analyse the situation. Also, it is found that because of their individual freedom they had their social position as high as men, and this was all through equally at all levels. This study also shows that women empowerment refers to increasing and improving the social, economic, political and legal strength of the women, to ensure equal-right to women and to make them confident enough to claim their rights. So, by making the Vedic Women the epitome of Woman Empowerment present day woman should become powerful so that country's all-round development is possible.

Keywords: Vedic Age, Epitome, Women Education, Women Empowerment, Women Rights.

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WOMEN'S EMANCIPATION VIA A WEAPON EDUCATION

N.S.Kiruthika
Head, Department of Computer Science
Soka Ikeda College of arts and science for women

ABSTRACT

The emancipation of women exactly refers to the liberation from religious, economic, their access to education, and their escape from narrow gender roles. But these are not achieved easily. Emancipation of women involves much effort and activities that empower women to achieve great things in life. The struggle for women's emancipation has a long history which is still likely to continue. There are various factors from which women could be liberated. Some of those factors are the political participation of women. Specific measures may be required to overcome the barriers of gender discrimination but this could be supported only by a weapon called education. The more we make women to be educated the more we would see the growth of the economy. This growth may lead to equality among the genders. This also gives an opportunity for all women to come out, rise, and speak up without any fear. In our country, many people have a major obsession with sons. Besides, we live in a patriarchal society where sons will always be preferred over girls as they are seen as lesser prized objects and weaker than men. They have the view that a girl child is a cause of an economic drain as her marriage and dowry will crush the family under a huge burden of debts. Expressly in rural areas, men are believed to take care of the family heritage and pass on the family ancestry while protecting the family name. This attests that even though women's empowerment is an imperative subject in this era, people still do not believe in equality, due to the backward thinking of certain people around the world.

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MILESTONES AND PIONEERS IN WOMEN EDUCATION

Mrs S. Gunachithra,
Head, Department of Mathematics,
Soka Ikeda College of Arts and Science for Women
Ms. M. Ramya Devi,
Assistant Professor, Department of Mathematics,
Soka Ikeda College of Arts and Science for Women

Abstract:

For the past many decades, a boy child is always welcomed with bouquet of smiles and promises but a girl child is considered as a bundle of burden. The cost associated in raising a boy child is considered as an investment while the cost of a girl child is considered as expenditure. Particularly education was totally rejected for girl child since it was considered as a most powerful weapon for liberalization. "An educated girl will, Stay Healthy, Save Money, build a Business, empower her Community, lift her Country and finally Change the world". In their journey for liberalization through education women have passed several milestones and some pioneers of our society have helped them to attain it. Now with their patience and determination women have achieved pinnacle of success in various fields of their interest. This paper concentrates on the milestones crossed and the pioneers who helped them to achieve what they are today.

Keywords: investment, expenditure, liberalization, milestones, pioneers

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

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MAY 2022 ISBN NO: 978-93-91286-06-4

MILESTONES AND PIONEERS IN WOMEN EDUCATION

Mrs S. Gunachithra,
Head, Department of Mathematics,
Soka Ikeda College of Arts and Science for Women
Ms. M. Ramya Devi,
Assistant Professor, Department of Mathematics,
Soka Ikeda College of Arts and Science for Women

Abstract:

For the past many decades, a boy child is always welcomed with bouquet of smiles and promises but a girl child is considered as a bundle of burden. The cost associated in raising a boy child is considered as an investment while the cost of a girl child is considered as expenditure. Particularly education was totally rejected for girl child since it was considered as a most powerful weapon for liberalization. "An educated girl will, Stay Healthy, Save Money, build a Business, empower her Community, lift her Country and finally Change the world". In their journey for liberalization through education women have passed several milestones and some pioneers of our society have helped them to attain it. Now with their patience and determination women have achieved pinnacle of success in various fields of their interest. This paper concentrates on the milestones crossed and the pioneers who helped them to achieve what they are today.

Keywords: investment, expenditure, liberalization, milestones, pioneers

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Published In First

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

Edition: First, 2022

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WOMEN'S EMANCIPATION IS A MYTH OR A REALITY

1.Mrs. P.DHANALAKSHMI, Assistant Professor,
Soka Ikeda College of Arts and Science for Women,
Chennai – 99
2. Mrs. S.ANITHA, Assistant Professor,
Soka Ikeda College of Arts and Science for Women,
Chennai – 99

ABSTRACT

Empowering women is an essential to the health and social development of families, communities and countries. When women are living safe, fulfilled and productive lives, they can reach their success with full potential. To empower a woman the important necessary thing is female emancipation. From 18th century many social reformers like Raja Ram Mohan Roy, Bharathiaretc struggled for women emancipation. Although now a day's women are empowered in all fields and can do what they want, they can't enjoy their freedom completely.The study is an attempt to analyze that "Women's Emancipation is a Myth or a Reality"A questionnaire consisting of ten questions was given to women of different age groups such as 20-30, 30-40, 40-50 and above 50 years old. This questionnaire deals with the level of freedom to choose their higher education, job, location of job and future life. It also deals with the freedom in decision making and economic status. A study was conducted to gather responses from housewives, employees and employers. Then the findings are presented for further research.

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J.Jacklin Dyana
Assistant Professor, Department of Mathematics,
Soka Ikeda College of Arts &Science for Women,
J.Chella Manorathi
Assistant Professor, Department of Mathematics,
Soka Ikeda College of Arts &Science for Women,

Abstract:

The term "Women Emancipation" is generally used to refer to the process by which women in general and poor women in particular are made to gain access and control of all forms of resources in a nation. Improving education for women helps raise their levels of health and nutrition and reduces fertility rates. Education increases "people's self-confidence and enable them to find better jobs and they can work shoulder to shoulder with men. Education empowers women to make choices that improve their own and their children's health and chances of survival. Education also increases women's awareness of their human rights, their confidence and their actual ability to assert those rights. Higher education is one of the most important means of empowering women with the knowledge, skills and self-confidence necessary to participate fully in the development process. Higher education provides opportunities to women to fulfil their needs. Reasons for the empowerment of women today we have noticed different Acts and Schemes of the central government as well as state government to empower the women of India. To sum up, women emancipation cannot be possible unless women come with and help to self-empower themselves. The higher education increases the women to take independent decisions, to reduce violence, women's ability to claim legal rights, participation in civil society, economic independence and many more.

Keywords: Emancipation, Education, Empowerment, Development and Opportunity.

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Mayas Publication

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EMPOWERING WOMEN IN THE FIELD OF MATHEMATICS

R. Anitha and R. Sathya
Assistant Professors, Department of Mathematics
Soka Ikeda College of Arts and Science for Women

Abstract:

In this paper we are to discuss about the career opportunities for women learning mathematics. Mathematics is relevant to many fields and disciplines, so the purpose of this paper is about how women can develop their skills through their knowledge in mathematics. The mathematics program offers many specializations, women can choose a specific field and gain access to various opportunities in that field. A Mathematics major can look forward to work in various fields like, banking & insurance, academia, business analytics and research. If Mathematics is pursued with other major subjects like economics, computer science, applied mathematics, engineering, you can greatly improve your job prospects. Many women of past and present have achieved excellence in mathematics. They have written papers, discovered formulas and researched various fields of mathematics. By studying STEM, a woman can create an excellent career. She can become a researcher, professor, data analyst, auditor, statistician and perform many other well-respected roles. It brings a good status within the family and society. Thus, educating women in the field of mathematics is the most powerful tool for her to achieve great victories in her life.

Key Words: Knowledge, Mathematics, career, research, STEM.

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

Edition: First, 2022

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WOMEN'S EMANCIPATION IN VARIOUS FIELDS THROUGH HIGHER EDUCATION

E.Praveena and R.Puspalatha
Assistant professors, Department of mathematics,
Soka Ikeda College of Arts and Science for Women

ABSTRACT:

To give higher education to women is equivalent to provide freedom and it's the way to develop the quality of civilian's life. Education is considered as a milestone for women's emancipation. Social economic development of women has been done by higher education. It plays a vital role for women's emancipation. To provide a chance to women to develop themselves in various fields that leads to make a scientific genius, social leaders, political leaders and also it helps to solve the societal problems. In earlier days, the opportunities were given only to men for earning and look after the needs of the family. But they never involved in household works. In such cases, women were treated as a full-time homemaker. Now a days, women can solve a family economic problem, as well as they do all the household works. They should manage their children, workplace, society and so on. From the 20th century women got a chance to involve in politics also. They have to face men who neither supports nor honor them. Giving higher education to them can make global career opportunities to them. If the women get a chance to develop their knowledge through higher education, then the level of their family has been developed. So, the entire nation's progress has been increased. Always the emancipation of women has been bounded closely with the nation. Thus, the paper is going to discuss about the emancipation of women in various fields.

KEYWORDS: Women, emancipation, higher education, society, career.

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MAY 2022 ISBN NO: 978-93-91286-06-4

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T. Sophia beatrice & R. Narmadha devi
Soka Ikeda College of Arts &Science for Women,

Abstract:

In the recent years, higher education has made women realise how important it is to improve their rights, advantages and status. There can be no progress for women unless women's education is widely available. Nowadays women's position in India's labour market is becoming more prominent. They are notably engaged in all economic activities including agriculture and industry, transportation and communication, banking and insurance, education and health and all organized and unorganized sectors of the economy, according to occupational structure study. They are developing, progressing and advancing through higher education and marching into numerous fields of work all around the world. Higher education in India is hampered by the people's socio-economic circumstances as well as their attitudes, values and culture. Higher education was tied to socio-religious institutions throughout the pre-British era, strengthening the patriarchal social system. In this paper, we have discussed about the Emancipation of women and their career opportunities all around the world obtained through higher education in different phases of development.

Keywords: Higher Education, Career, Phases of development, Emancipation and Knowledge.

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Keywords: Higher Education, Career, Phases of development, Emancipation and Knowledge.

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EMPOWERING WOMEN IN THE FIELD OF MATHEMATICS

R. Anitha and R. Sathya
Assistant Professors, Department of Mathematics
Soka Ikeda College of Arts and Science for Women

Abstract:

In this paper we are to discuss about the career opportunities for women learning mathematics. Mathematics is relevant to many fields and disciplines, so the purpose of this paper is about how women can develop their skills through their knowledge in mathematics. The mathematics program offers many specializations, women can choose a specific field and gain access to various opportunities in that field. A Mathematics major can look forward to work in various fields like, banking & insurance, academia, business analytics and research. If Mathematics is pursued with other major subjects like economics, computer science, applied mathematics, engineering, you can greatly improve your job prospects. Many women of past and present have achieved excellence in mathematics. They have written papers, discovered formulas and researched various fields of mathematics. By studying STEM, a woman can create an excellent career. She can become a researcher, professor, data analyst, auditor, statistician and perform many other well-respected roles. It brings a good status within the family and society. Thus, educating women in the field of mathematics is the most powerful tool for her to achieve great victories in her life.

Key Words: Knowledge, Mathematics, career, research, STEM.

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

Edition: First, 2022

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MAY 2022 ISBN NO: 978-93-91286-06-4

WOMEN'S EMANCIPATION IS A MYTH OR A REALITY

1.Mrs. P.DHANALAKSHMI, Assistant Professor,
Soka Ikeda College of Arts and Science for Women,
Chennai – 99
2. Mrs. S.ANITHA, Assistant Professor,
Soka Ikeda College of Arts and Science for Women,
Chennai – 99

ABSTRACT

Empowering women is an essential to the health and social development of families, communities and countries. When women are living safe, fulfilled and productive lives, they can reach their success with full potential. To empower a woman the important necessary thing is female emancipation. From 18th century many social reformers like Raja Ram Mohan Roy, Bharathiaretc struggled for women emancipation. Although now a day's women are empowered in all fields and can do what they want, they can't enjoy their freedom completely.The study is an attempt to analyze that "Women's Emancipation is a Myth or a Reality"A questionnaire consisting of ten questions was given to women of different age groups such as 20-30, 30-40, 40-50 and above 50 years old. This questionnaire deals with the level of freedom to choose their higher education, job, location of job and future life. It also deals with the freedom in decision making and economic status. A study was conducted to gather responses from housewives, employees and employers. Then the findings are presented for further research.

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HIGHER EDUCATION AND WOMEN EMPOWERMENT

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Head & Assistant Professor,
Soka Ikeda College of Arts and Science for Women, Chennai.
Mrs.M.KAVITHA,
Assistant Professor,
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ABSTRACT

Women's education is a major concern for both the government and civil society in India, as educated women may play a critical role in the country's growth. Women's empowerment begins with education, which helps them to adapt to problems, confront their established roles, and change. Their way of life as a result, we must not overlook the relevance of education in terms of women's empowerment and India. In recent years, it has been on the verge of becoming a superpower. Women's education is the most powerful tool for social transformation. In the social hierarchy In India, women's education has become a pressing issue, as education is the cornerstone of success. The term "women's empowerment" refers to the process by which a woman gains more power. The current research focuses on the empowerment of women through higher education. The objectives of the study are to study about the need of higher education in women's life. To analyse the relationship between women empowerment and higher education. To focus on women's role in building up of nation and its economy. The current research is based on secondary data that has been provided in a descriptive manner. The conclusion of the study is, In India, the proportion of women pursuing higher education is raising in comparison to previous years. When women are able to develop their identity and contribute to the national economy as a result of their empowerment, the government should create more higher education-related schemes, scholarships, and awareness programmes.

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WOMEN EMANCIPATION – ARE YOU REALLY FREE?

Dr.S.Mary Sujatha
Assistant Professor and Head, Department of Commerce,
Soka Ikeda College of Arts and Science for Women
Mrs.P.Kalpana
Assistant Professor, Department of Business Administration
Soka Ikeda College of Arts and Science for Women

ABSTRACT:

Women in today's scenario engage themselves in various fields of activity other than engaging themselves in the household work. Every now and then they prove themselves better when compared to men either at work or at home. They participate, engage themselves, lead and initiate, earn and also save for the up-liftment of family as well as work. They play a variety of role both at home and at work place. They are enthusiastic, creative and innovative in their desired field of work. They are responsible, patience and adaptable in all types of situation. Though women have ample potential and strength, they are considered as a weaker sex both at home and work place. They are often exposed to criticism for one reason or the other. The ultimate responsibility towards family lies only in the hands of women. There is no substitute for women with regard to household activities.

In this research work, the authors focus on the present-day situation of working women and the freedom they have to take decisions independently towards family, finance and self-improvement. A survey was conducted to gather responses from 54 working women from various fields and the findings are presented for further research.

Key words: Women, Family, Emancipation, Self-improvement

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On 24th September 2022

ISBN Number - 978-93-5593-713-1

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This is to certify that the Research Paper submitted by **Mrs. V.Nagavalli, Titled "A Conceptual Study On Acquiring Human Resources"** is accepted for Conference Proceedings of International Conference on Sustainable and Innovative Business Practices held at **Lexicon Management Institute of Leadership and Excellence, Pune, Maharashtra**. The book will have E- ISBN Number - 978-93-5593-713-1 Allotted By RRRNA. The conference was organized on 24th Sep. 2022.

Thanks & Regards.

Jitender Sharma

Dr. Jitender Kumar

Director
Lexicon Management Institute of Leadership and Excellence, Pune

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A CONCEPTUAL STUDY ON ACQUIRING HUMAN RESOURCES

Mrs. V.Nagavalli
Assistant Professor
Soka Ikeda College of Arts & Science for Women, Chennai

Abstract

Human Resource is the most important asset for any organization and it is the resource of achieving competitive advantage. Managing human resources is very challenging as compared to managing technology or capital and for its effective management. Organization requires an effective Human Resource Management system. Human Resource Management practices refer to organizational activities directed at managing the group of human resources and ensuring that the resources are employed towards the fulfilment of organizational goals. The purpose of this study is to analyse the different opportunities to procure human resources which include human resource planning, job analysis, job description, recruitment, selection and training and development, In the present world of work environment, whether it may be an Information Technology, marketing, finance or any other field, the acquiring of human resources places a vital role. It was not just a simple requirement and hiring the employee. But it's a huge process to find and select the suitable and best talented candidate through Human Resource activities.

Keywords: Human Resources, Planning, Job Analysis, Recruitment, Selection, Training and Development

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

Edition: First, 2022

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WOMEN IN HIGHER EDUCATION: AN EMPERICAL STUDY AMONG COLLEGE STUDENTS IN SOKA IKEDA COLLEGE FOR WOMEN

Mrs. V. Nagavalli
Assistant Professor in Department of Bachelor of Business Administration
Soka Ikeda College of Arts and Science for Women

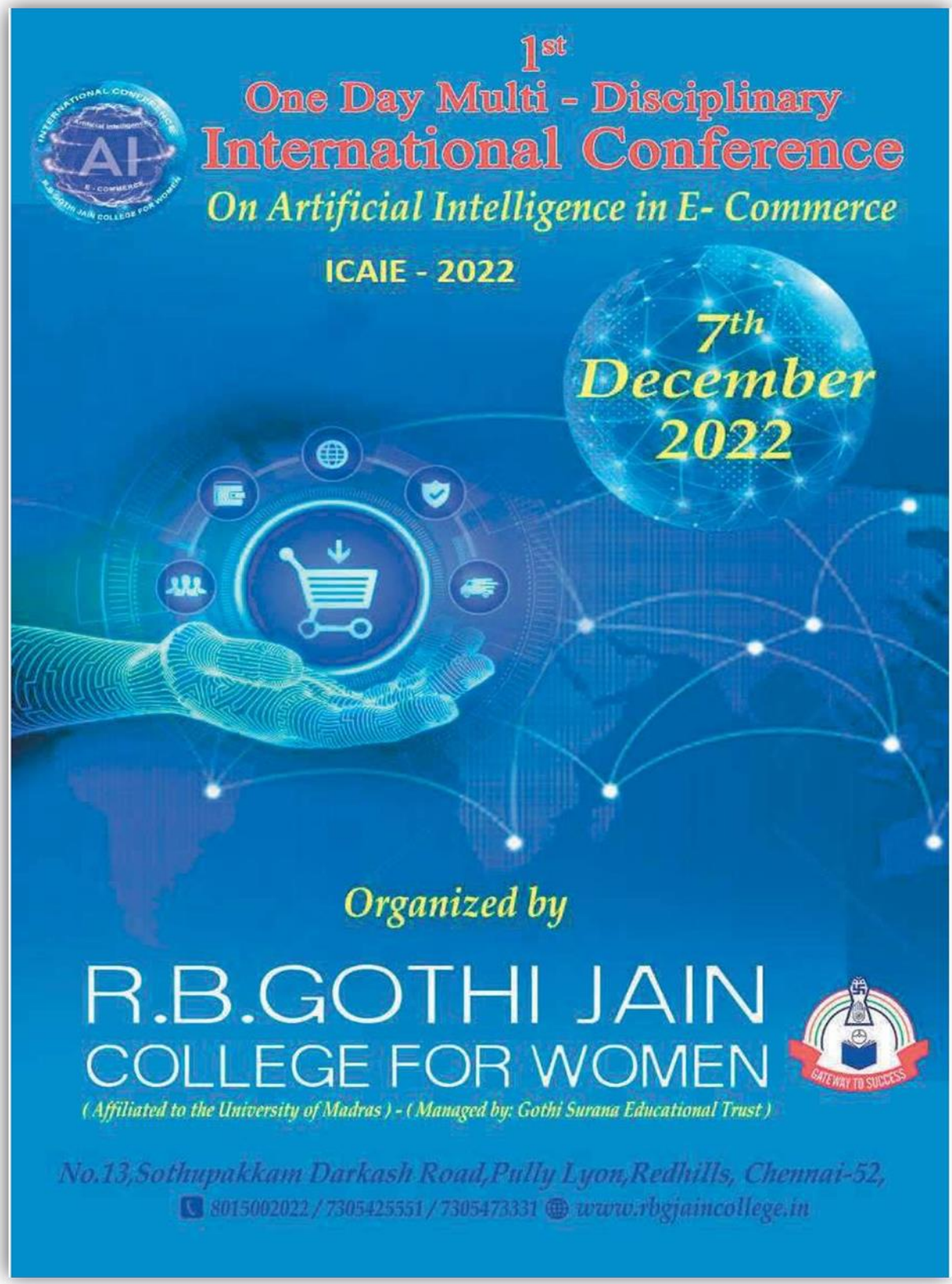
Abstract:

Education given to a woman leads to build up a new educated society in future. When women are educated through higher education they are capable to take concern of wellbeing for their family and society, nourishment to all the family members, education to her children and becomes an active resource to the society. The main objective is to analyse their problems in pursuing the higher education and to give the knowledge about career opportunities. This study was done only to a particular department of students with a sample size of 70. From the analysis we can analyse that problems in higher education is derived due to unfamiliarity of course details with 30% and with a fear of failure in higher study with 29% becomes their hurdles towards moving for higher education. Family's economic position also makes the students to think about pursuing higher education. To conclude all students should be made conscious about their need for higher education and should develop their talent in upcoming environment. Hence pursuing higher education leads a woman to become a social and economic reformer who can guide and develop our country for its growth.

Keywords: Higher education, Women, Students, Environment, knowledge.

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First Impression: December 2022

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This book is Printed in 70 gsm Papers.

Note: The Contents of this edited volume are expressed by the authors and they are responsible for same.

Published By

R.B.GOTHI JAIN COLLEGE FOR WOMEN.

Redhills, Chennai-52
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India





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Proceedings for the Multi-Disciplinary International Conference on Artificial Intelligence in E-Commerce,
ISBN: 978-93-91977-04-7

DIGITAL MARKETING – A SCENARIO IN CURRENT ERA

Mrs.V.Nagavalli,
Assistant Professor,
Department of BBA,
Soka Ikeda College of Arts & Science for Women

Abstract

The term digital marketing refers to the use of digital channels to market products and services in order to reach consumers.Digital marketing involves some of the same principles as traditional marketing and is often considered a new way for companies to approach consumers and understand their behaviour. Companies often combine traditional and digital marketing techniques in their strategies. Ecommerce operates in different types of market segments and can be conducted over computers, tablets, smartphones, and other smart devices. Nearly every imaginable product and service is available through ecommerce transactions, including books, music, plane tickets, and financial services such as stock investing and online banking.

Keywords: Digital Marketing, e-commerce, Social media, Amazon

1 Introduction

Digital marketing is an all-encompassing term that consists of digital channels, such as content marketing, SEO, Email marketing, social media marketing, mobile marketing and so on, to create elaborate strategies to reach and connect with prospects and customers. Digital marketing is the current trend where we can find more information about the recent development towards marketing.

2. Objective of the study

To identify the digital marketing strategies used in E-commerce field.

To learn about the tools which help to promote digital marketing

To ascertain the growth of e-commerce in digital marketing

3. Review of literature

Nitin Joshi (2017) Digital Marketing Strategy highlight on how the digital technologies make marketing more effective because they allow for individual attention, better campaign management, better product, marketing design, and execution. It is easy to understand the flow diagram for developing the marketing strategies: understand customer needs, formulate a strategy, implement the strategy, and build trust with customers.

Yusuf Kamal (2016) This era of business is about innovative and technology based products and services, here technology and systems consist of one way and reverse journey, which is visible when a bank launches a mobile app and at the same time other company is involved in inventing new apps for banks and other simplified ways of living life. This paper is an attempt to examine the aspect of Digital Marketing and tries to quantify the value and space of need identification habit of a company, in order to examine the future shape of the Digital Marketing in business world we have analysed the trend with which the Digital Marketing is occupying the space in market, this study concludes two major industry specific Marketing Strategies with special reference to Digital Marketing.

Manjula Bai. H,(2020) This paper is designed to study the perception of the consumer about online shopping, to know the optimistic and pessimistic influence of online shopping on the consumers and to study the consumer behaviour towards online shopping. For the study, the researcher has selected 50 respondents who are familiar with Amazon. It particularly focused on the problems or the benefits availed from online shopping. A common problem faced by the customer while shopping online is quality service .the biggest problem while buying things online is that there is no guarantee of 37 product quality, digital payments failure, unclear returns and guarantee policies etc. A small attempt has been made to understand the benefits of online shopping, and also

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

Edition: First, 2022

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WOMEN EMANCIPATION – ARE YOU REALLY FREE?

Dr.S.Mary Sujatha
Assistant Professor and Head, Department of Commerce,
Soka Ikeda College of Arts and Science for Women
Mrs.P.Kalpana
Assistant Professor, Department of Business Administration
Soka Ikeda College of Arts and Science for Women

ABSTRACT:

Women in today's scenario engage themselves in various fields of activity other than engaging themselves in the household work. Every now and then they prove themselves better when compared to men either at work or at home. They participate, engage themselves, lead and initiate, earn and also save for the up-liftment of family as well as work. They play a variety of role both at home and at work place. They are enthusiastic, creative and innovative in their desired field of work. They are responsible, patience and adaptable in all types of situation. Though women have ample potential and strength, they are considered as a weaker sex both at home and work place. They are often exposed to criticism for one reason or the other. The ultimate responsibility towards family lies only in the hands of women. There is no substitute for women with regard to household activities.

In this research work, the authors focus on the present-day situation of working women and the freedom they have to take decisions independently towards family, finance and self-improvement. A survey was conducted to gather responses from 54 working women from various fields and the findings are presented for further research.

Key words: Women, Family, Emancipation, Self-improvement

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 ISBN NO: 978-93-91286-06-4

MAPPING EDUCATION AND EMPLOYMENT AT GLOBE - CSR INITIATIVES TOWARDS STEM AND VOCATIONAL EDUCATION IN INDIA

Dr.N.Unnamalai Sangeetha,
Assistant Professor, Department of Commerce,
Soka Ikeda College of Arts &Science for Women,
Dr. M.Rajarajeswari,
Assistant Professor, Department of Commerce,
Soka Ikeda College of Arts &Science for Women,
Mrs T.Jeeva
Assistant Professor, Department of Commerce,
Soka Ikeda College of Arts &Science for Women,

Abstract

Women in India in recent times participate in areas such as education, sports, politics, media, art and culture, service sector and science and technology .Women Education in STEM includes child and adult female represented in the fields of science, technology, engineering, and mathematics (STEM). Equipping women and girls with digital skills helps put them on equal footing with digital India opens up countless opportunities for increased agency and choice. As per schedule – VII of company bill 2012, promotion of education is considered as CSR policy of company. The Act provides mandatory contribution towards CSR with education being specified as an eligible activity the paper addresses CSR in higher education and Vocational Education to avail Global opportunities for women. The topic under consideration is purely descriptive and therefore only secondary sources of data are used. The Objective of the study is to throw light in STEM Education, Vocational Education and the CSR initiatives for women to gain more Global opportunities in their career.

Key words: Women Emancipation, CSR, STEM Education, Vocational Education, Global opportunities.

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

Edition: First, 2022

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Soka Ikeda College of Arts &Science for Women,
Dr. M.Rajarajeswari,
Assistant Professor, Department of Commerce,
Soka Ikeda College of Arts &Science for Women,
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Key words: Women Emancipation, CSR, STEM Education, Vocational Education, Global opportunities.

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Assistant Professor, Department of Commerce ,

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ABSTRACT:

Pandit Jawaharlal Nehru once said: "If you educate a man, you educate an individual, however, if you educate a woman, you educate a whole family" .To confront the traditional role and to bring changes in women's life, education is considered as an important factor. Education is the key to unlock the golden door of freedom for development because it enables then to respond to the challenges, rights, dignity and security.

The present paper is an attempt to study the importance of higher education for advancement of women through ages. Women in India have been undergoing different status since the inception of the civilization. Human society is changing constantly with adaptations and exclusions from within and outside. Half of the population is constituted by women but the position of women was not uniform in all periods and this is imperative to have a historical understanding of the status of women through ages. Women should go hand by hand and shoulder to shoulder with men for harmonious development of a country and to ensure holistic and long development.

Keywords: Higher Education, advancement of women, status of women progression.

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A STUDY ON THE SOCIO PSYCHOLOGICAL FACTORS THAT INFLUENCE THE WOMEN CAREER DEVELOPMENT

S. USHADEVI

Assistant Professor, Department of Commerce
Soka Ikeda college of arts and science for women

Dr. P.T. Vijayshree
Principal,
Kumararani Meena Muthaiah college of arts and science

Abstract:

The slow progress of the women in career development is a universal issue. There are many factors contributes for the slow progress. This study aims to focus on the social and psychological factors that influence the career development of women. Results from different journal sources were taken for better understanding of the concept and give proper solution to encourage the women to take part in career development. The core work is to identify the socio-psychological factors that influence the women career development and also to provide suggestions to overcome the socio-psychological factors.

Keywords: women's career development-socio-psychological factors, career orientation

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Proceedings of the

First One Day Multi-Disciplinary International Conference on Artificial Intelligence in E-Commerce

ICAIE - 2022

7th December 2022

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First Impression: December 2022

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ISBN: 978-93-91977-04-7

A STUDY ON CUSTOMER PREFERENCES TOWARDS COUPON CODE PROMOTIONAL ACTIVITIES IN DIGITAL MARKETING

Dr.R.krishnaveni
Assistant Professor
Department of Commerce
Soka Ikeda College of arts and science for women

Introduction

Coupon marketing is about the use of coupon codes, vouchers and discounts to attract and hold the customers. Coupon marketing helps everyone to understand the benefits of customers' interest in saving money on every purchase. Coupons can take various forms; they can be common codes, specific target group will be used or tailored, When comes to the case of unique coupon codes, it is unique and it will be assigned to definite customers. They can be distributed online or offline in many forms. They can be used in digital marketing. Furthermore, coupons can be custom-made or have specific redemption rules that define required redemption conditions. Coupons are very flexible marketing tool, which is used effectively in customers' journey.

Coupons are considered as a classy marketing tool. Coupons are not only considered as a tool for increasing the sales but it is a better tool for building brand image and customer loyalty. Coupon campaigns are also considered as a good source of tracking data for Customer Relationship Management. Coupon promotion can be used to build goodwill and it will continuously improve the market share in the overall market. During the time of customer complaints, marketers can offer sorry coupons for replacing the value of product or for the service which was given to them. This can be considered as one of the best marketing strategy in the digital marketing, with this strategy they can retain the customer and they can easily make them to purchase the products again.

Review of literature

M.Bala and D.Verma (2018) acknowledged that business can be benefitted from Digital marketing. Consumers can face a radical change in their buying behaviour. Consumers used to search in the internet to find the best deal from the marketers. Afrina Yasmin, Sadia Tasneem, Kaniz Fatema (2015) revealed that Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. Dholakia, R. and Kshetri, N., (2004), The Internet can extend market reach and operational efficiency of small and medium enterprises (SMEs) and enhance their contributions to the U.S. economy. Internal and external variables such as firm size, self-efficacy, prior technology use, etc., are used to predict the level of Internet involvement.

Benefits of Coupon code promotion

- Coupons can act as a sophisticated tool which helps in achieving break even in a very short time and higher sales.
- Coupons can be used to impact the loyalty of the customers and it also serves as a versatile promotional tool. Customers, who are practised with the coupons in the time of purchases, can refer the particular brand to their friends and family members. Those ideas will definitely build positive associations.
- Coupon marketing is considered as a great way to attract more customers in the competitive retail market environment.
- Marketer can easily track their success rate by offering coupons. It can be easily identified in online with the number of customers and also with the process of redeeming their coupons.

Down sides of coupon marketing strategy

- Excessive coupon discounting may lead to damage the good will of the business. Consumers those who are having an intention of purchasing low cost product, can choose the brand according to their wish and with this process one time purchasers will be increased. This will lead to reduce the brand loyalty.
- If a marketer issues coupon at regular intervals, the consumer will predict the marketing strategy and they may wait for next discount. This may lead to loss of profit.

Objectives of the study

- To analyze the respondents opinion towards coupon code based promotional activities in online purchasing.

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Published In First

Published by Mayas Publication®
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www.mayaspublication.com | www.mayas.info

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

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Key words Women empowerment, gender stereotypes, higher education.

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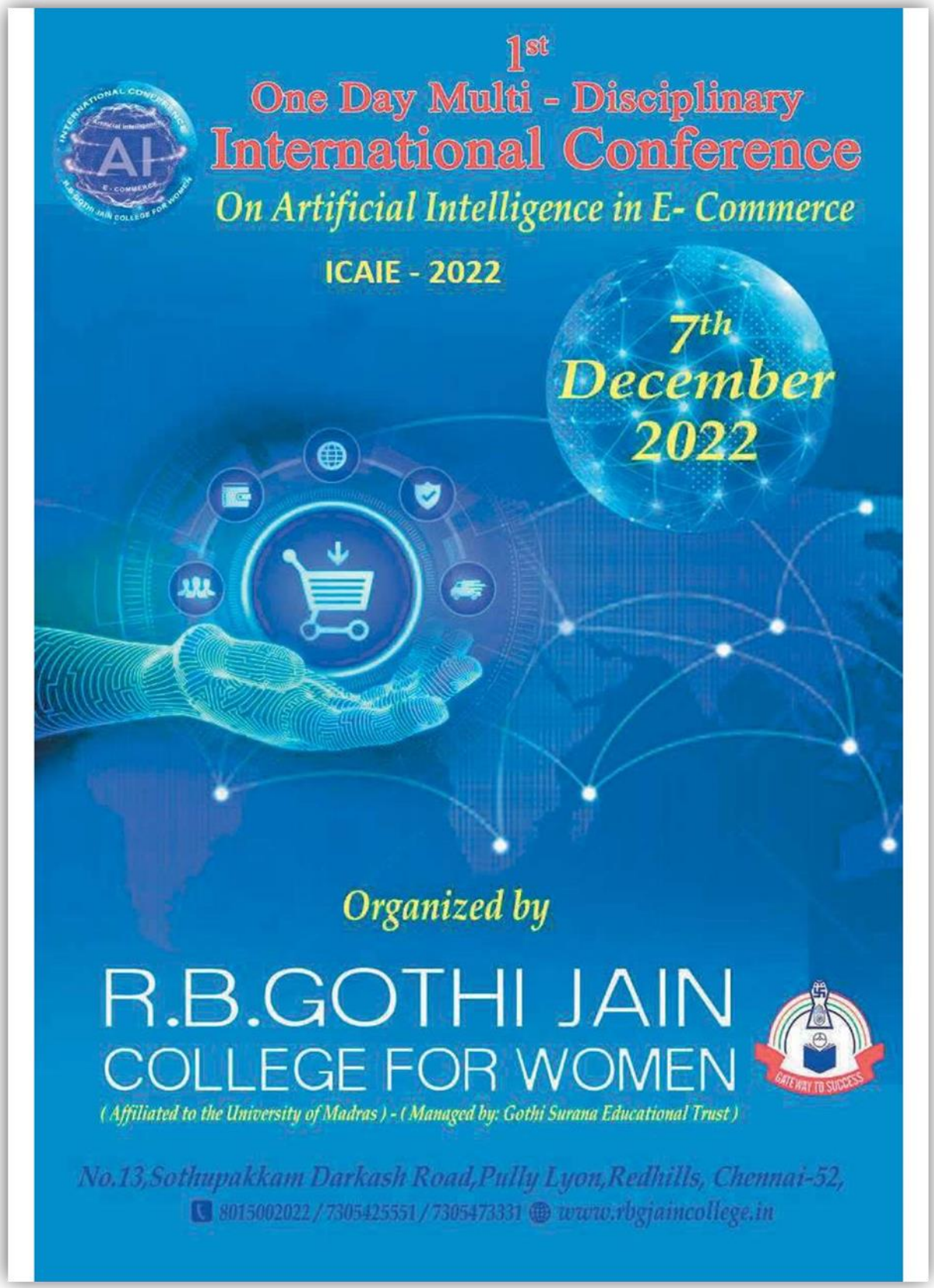
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INTERNET OF THINGS: CHALLENGES AND FUTURE SCOPE

T. Tamilarasi
Assistant professor department of commerce, Soka Ikeda College of Arts and Science for Women , Chennai- 53
E. - Mail: thangatamilarasi@gmail.com

ABSTRACT

Internet of Things (IoT) is a new paradigm that has changed the traditional way of living into a high tech life style. Internet of Things (IoT) represents connecting of devices with the help of internet that can be wired or wireless. IoTmeans communication or transferring of information between devices without human interface. Rather than people to people communication, IoTemphasis on machine to machine communication. In today's time demand of IoTis increasing day by day. IoTis used in different fields like automation of homes and buildings, security systems, home appliances, healthcares, smart cities, smart agriculture, smart living etc. It should be highlighted that there is no doubt in what IoTtechnologies would bring to the table, such as various useful benefits to society and an overall improvement in life quality. However, there are still a lot of challenges and issues that need to be addressed to achieve the full potential of IoT. IoTis useful in every sector but there are security and privacy issues that are major concerns of IoT. In this paper we will analyze overview of current IoTand the challenges and security issues, and future scope.

Keywords—Internet of Things (IoT), Smart home, Smart Cities, Smart Living, Healthcare, Security issues, Challenge Internet of things.

1. INTRODUCTION

Internet of Things (IoT) represents connecting of devices with the help of internet that can be wired orwireless. IoTmeans communication or transferring of information between devices without human interface. It is basically Machine-to-Machine communication. In today's time demand of IoTis increasing day by day. IoTis used in different fields like automation of homes and buildings, security systems, home appliances, healthcare's, smart cities, smart agriculture, smart living etc. A typical IoTsystem works through the real-time collection and exchange of data. An IoTsystem has three components:

1.1SmartDevices

This is a device like a television, security camera or equipment they have the capability to connect to the internet, gather information and exchange data with other devices.

1.2 IoTApplication

An IoTapplication is a collection of services and software that integrates data received from various IoTdevices. It uses machine learning or artificial intelligence (AI) technology to analyze this data and make informed decisions. These decisions are communicated back to the IoTdevice and the IoTdevice then responds intelligently to inputs.

1.3 AGraphicalUserInterface

The device or fleet of devices can be managed through a graphiical user interface. Common examples include a mobile application or website that can be used to register and control smart devices.

2. EXAMPLES OF IoT SYSTEMS

2.1 ConnectedCars

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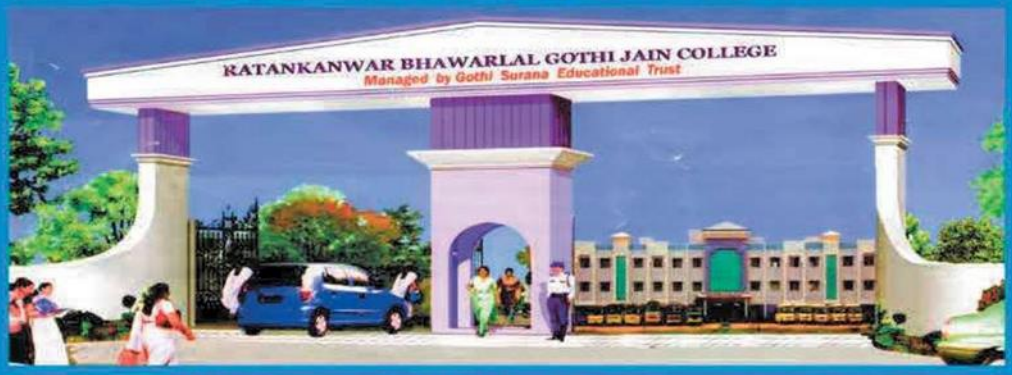
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Proceedings of the

First One Day Multi-Disciplinary International Conference on Artificial Intelligence in E-Commerce

ICAIE - 2022

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First Impression: December 2022

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This book is Printed in 70 gsm Papers.

Note: The Contents of this edited volume are expressed by the authors and they are responsible for same.

Published By

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Tamilnadu
India





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Proceedings for the Multi-Disciplinary International Conference on Artificial Intelligence in E-Commerce,
ISBN: 978-93-91977-04-7

REVOLUTIONARY EFFECT OF INTERNET OF THINGS (IOT) IN E-COMMERCE LOGISTICS INDUSTRY

Mutyala Sridurga, Assistant Professor, Department of Commerce, Soka Ikeda College of Arts and Science for Women, Madhanangkuppam, Chennai-600099, sridrg2009@gmail.com

Abstract: One of the most district characteristics of today's world is technological Advancement. Basically the form of communication over the internet is human-human, human-things and now we are focusing on the communication between things-things. With the advent of this technology, it will transform the internet to become the Internet of Things (IoT). As revolutionary technology Internet of Things in the global infrastructure of e-commerce business that provides extreme control and transparency to Logistics and supply chain management. IoT application will introduce different promising concept and design for innovation in supply chain and logistics industry. The IoT in Logistics with greater accuracy of execution can be achieved with minimal efforts and new possible roles will be opened for logistics operators to deliver the goods with less time and effective cost manner. The IoT will have greater impact on various areas such as operational efficiency, safety and security, customer experience, monitoring Real-time data sharing, device-to-device communication, assist in streamlining deliveries and new business models in logistics. This paper highlights the Impacts of Internet of Things in E-commerce Logistics. Also, this study talks of various uses of IoT technology has brought to the e-commerce Logistics industry, then talking of challenges in E-logistics enterprises which includes both technical and personal perspectives. This study also considers the working of IoT in inventory tracking and warehousing logistics which are crucial for any type of supply chain work. Moreover, this paper will describe the applications of IoT in Logistics for efficiency gains in their field. Finally, I will conclude this paper with next steps and future works planned for IoT to become a reality.

Keywords: Internet of Things, E-Logistics, Supply chain management, Fleet management, Warehousing, Radio Frequency Identification

1. Introduction

IoT is a thing which has the capacity to convert anything physical into internet-based data. Don't forget, we are in the digital era. Physical things associated with the internet are the surface meaning. These "things" have been connected to a network using sensors, software, and other advanced technical devices through an internet system or through a Bluetooth system. Smart watches, medical sensors, and security systems are examples of embedded Internet of Things. Your buddy "Siri", the digital assistant of Apple devices and "Alexa", the home assistant of Amazon line, are famous examples of IoT usage. Ecommerce logistics, sometimes referred to as ***E-logistics***, is the process an ecommerce brand uses to get an order out the door and into the hands of the customer. After shoppers make an online purchase, the order is packed, shipped, delivered, and, in some cases, returned. The Internet of Things is revolutionising the Logistics and Supply Chain industry. And it promotes innovations and creative solutions to the bottlenecks of Logistics and Supply Chain. The complexity of the Logistics could lead to frictions like poor visibility in inventory, lack of transport coordination and fraudulent activities. IoT helps to improve the supply chain process by mitigating the impact of frictional points. Further, the IoT practices during the last couple of years are proven evidence of improved efficiency in Logistics and Supply chain activities.

2. Literature review

To provide a broad Literature Review for the research paper on the topic "Revolutionary effect of IoT in E-commerce Logistics industry, I collected related data form various sources like Web of Science, Research Gate , Different Books, articles, journals and Web sites etc. The main purpose of this paper is to examine the effect of Internet of Things on E-Commerce Logistics by reviewing the current state of IoT on E-commerce from recent studies.

3. Impact of IoT in Logistics Industry

Real-time tracking, monitoring and coordination are significant mysteries of IoT, which were introduced to the Logistics industry to make the process productive and reliable. Tracking, monitoring, and coordination are underlined reasons for many discrepancies in the Logistics and supply chain industry.For example, consider the shelf life of dairy products which is generally very low. Therefore, the inventory should be managed on a First In, First Out (FIFO) basis. Failing to do so could make a customer to procure an obsolete product from the market or to make you lose due to expired inventory.A proper inventory management system/vendor management system could avoid such misfortunes in the supply chain and logistics process. **RFIDtags** are a

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

Edition: First, 2022

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EMANCIPATION AND GLOBAL CAREER OPPORTUNITIES IN PSYCHOLOGY

Dr.Lydia Eric,
Assistant Professor & Head, Department of Psychology.
Soka Ikeda College of arts and science for women

Mrs.M.Grace,
Assistant Professor & Head, Department of Computer Applications
Soka Ikeda College of arts and science for women

Abstract

Emancipation is being the fact or process of being set free from legal, social or political restrictions. This study explores emancipation of women psychologically and career prospects of women in the field of psychology. Psychological empowerment includes autonomy, decision making, capacities and positive self-evaluation as well as having capacity to regulate her own life as a person and not as a constructed feminine identity of subservient. It has been long since women empowerment is in our conversations, and we are busy trying to empower women in the fields of society economy, politics, education etc, but we forget how important it is for us to empower women psychologically. We forget to empower the brains and minds of women first in order to make them fully self-sufficient and in literal terms of empowerment. We all know that empowerment takes place where there is disempowerment. Therefore, as women are always seen as species who are disempowered in front of men, it becomes our duty to make women realize on their own that they are worth so much more. This can be done by providing appropriate external support and intervention.

Key words: Mind, self-sufficient, support, intervention, self-worth.

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

Edition: First, 2022

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CHALLENGES AND ISSUES FACED BY WORKING WOMENS IN INDIA

Mrs.G.Vijayagirija
HOD & Assistant Professor
Department of Information System Management
Soka Ikeda College of Arts and Science for Women, Chennai.

ABSTRACT

The emancipation refers to the process of being set free from legal, social or political restrictions. While women emancipation concerns critically analyzing, resisting and challenging structures of power. Role, of the women in India mostly is household and limited to domestic issues. Working women i.e., those who are in paid employment, face problems at the workplace just by virtue of their beings. Social attitude to the role of women lags much behind the law. Imbalance between work and family leads to occupational stressful factors given below: Indian women still face blatant discrimination at their workplaces. A majority of working women remuneration are under paid in comparison to their male colleagues. Today almost all working women are prone to sexual harassment irrespective of their status, personal characteristics and type of their employment. Lack of family support is another issue that working women suffers. Insufficient maternity leave is another major issue that is faced by a working mother. Now a day's women workers are improved and promote in their workplace and in technological work. Therefore, fundamental changes required in attitude of employees, family members and public.

Key words: Discrimination, Lack of family support, harassment, maternity,Job insecurity.

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

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Women Emancipation & Global Career Opportunities through Higher Education

By

1. **Ms.K.NIRMALADEVI**Assistant Professor,
Soka Ikeda College of Arts and Science for Women,
Chennai – 99
2. **Mrs.J.PARVATHY**, Assistant Professor,
Soka Ikeda College of Arts and Science for Women,
Chennai – 99

ABSTRACT

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Keywords: empowerment, higher education, education system, global career

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D. Sasikala M.A.,M.Phil
Assistant professor, Department of Economics
Soka Ikeda College of Arts and Science for Women
Ph.D Scholar in Loyola College

ABSTRACT

Today, transport disadvantage is much outspread phenomenon which can influence individual's need and opportunities. According to scientific literature, youth are often considered transport important part of the society. Their dependence on other people in the aspect of transportation greatly influences their everyday life. In many ways benefited of youth's life is education. The research was based on travel time, due to the fact that public bus transport functions of accessibility and mobility. Students' attitudes regarding the influence of transportation on education, as well as the travel time and academic achievement or the students respectively, were investigated in this paper.

Keywords: Service quality of public bus transport, travel time and benefit of students.

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

Edition: First, 2022

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 ISBN NO: 978-93-91286-06-4

A STUDY ON IMPACT OF WOMEN HIGHER EDUCATION AND THE CAREER OPPORTUNITIES IN SOFTWARE SECTOR IN CHENNAICITY.

1. Mrs. S.JOSEPHBENCYPRISCA,
Assistant Professor,
Soka Ikeda College of Arts and Science for Women,
2. Mrs. B.DEEPA,
Assistant Professor,
Soka Ikeda College of Arts and Science for Women,
3. Dr.R.BHAVANI
Assistant Professor,
Soka Ikeda College of Arts and Science for Women,

ABSTRACT

The IT sector in India creates number of carrier opportunities for women though it also has produced gender equalities. Over the years, women have struggled to become equal with men in all aspects of life and work. Women have made massive advances in all places such as education and career but equal opportunity in pay and promotions in the workplace still evade them. The number of women engaged in the software sector is increasing rapidly. Software sectors offermanynewopportunitiesforwomenindevelopingcountriesandforeconomic,social,and political empowerment through information technology. It can be an important tool in meeting women's basic needs and can provide the access to resources, and thereby assist women in the current economic activities. According to NASSCOM survey by 2021 there were more than one hundred and a half million jobs in the IT services, furthermore 50 percent to 70 percent of these jobs were go to women, the impact will be remarkable. However, nowadays women are attaining top positions of management and leadership in the computer industry. Where IT based policies are planned and implemented, a gendered perspective is required. Only then, that IT policy will help to tackle and transform the lopsidedness in socio economic relations, increase the quality of life of women in both sectors like house hold and labour, and generate an exact process of development. The person can live a successful and self-dependent life only with the help of education. This paper examines the women higher education and their opportunities in IT sector.

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 ISBN NO: 978-93-91286-06-4

WOMEN EMPOWERMENT THROUGH HIGHER EDUCATION

Dr. M. Abila Marselin,
Assistant Professor,
Department of Physics with Computer Applications
Soka Ikeda College of Arts and Science for Women

Abstract

Globally the most important tool for women empowerment in society is the higher education. It plays an important role in the development of cultural, personality, economic and career social movement among the women in the Universe. Mostly, in the rural areas, education has been denied for women due to several reasons. Education is the milestone of women empowerment. It makes significant changes in the lives of women. Through higher education, women can acquire knowledge, develop a sense of seif-worth, bargain power, develop ability to control the psychological sense personally. Some of the factors which are responsible for women empowerment in India are education, elimination of gender discrimination, implementation of women development programmes, awareness programmes, mass media rules etc. In fact, higher education in women play a vital role in making women an empower. According to the point of Pandit Jawaharlal Nehru, education among women makes their family more educated and empowered. Achievement of women in higher education can have ripple effects in the family and generations. In rural areas, so many hindrances arise for the development of women in higher education. Some of them are poverty, family responsibilities social status etc. In India, implementation of government policies and various programmes are required for the benefit of women especially in higher education. They are more concern about their status and position in the society or family and developing the concept of participation. The present paper emphasizes the authority or power or right of a woman to perform various duties or positions in their lives globally.

Keywords: Empowerment, Higher education, Participation, Women, Family

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MAY 2022 ISBN NO: 978-93-91286-06-4

ENFRANCHISEMENT AND ALLEGATIONS OF WOMEN PHYSICIST IN CAREER RESOURCES AND OUTCOMES

Dr. V. Padmavathy
Department of Physics with Computer Applications
Soka Ikeda College of Arts and Science for Women

Abstract

Over the past decade, Women Physicist work hard to fix legacy problems. Gender and racial identities are major pitfalls for female scientist to explore the limited post education opportunities and potential relationship among higher education. The overall world survey revealed that the brakes put on female physicists were worse off than men on every single measure. The female researchers are heavily under-represented precisely in fields where job opportunities are expanding such as in science, technology, engineering and mathematics areas of study. This document attempts to address, support and implement the timely needs of women in career opportunities through higher education. It also provides useful insights to choose and to study Physics in prime institutions. Analyses were made to develop ideas that help to bring out the interpersonal skills in every female physicist and encourage them to build, create and to use their imagination. New strategies were adopted to fulfill the future careers of women in science especially in the branch of Physics.

Keywords: Women, Physicist, Enfranchisement, Career, opportunities, Physics

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 ISBN NO: 978-93-91286-06-4

HIGHER EDUCATION IN TOURISM AND TRAVEL INDUSTRY

A.Vaishnavi B.A., M.B.A Tourism., IATA.,.

(Assistant Professor, Department of Tourism, Soka Ikeda College, Chennai)

ABSTRACT

The study of tourism encompasses studies in the fields of history, culture, economics, psychology, sociology from the humanities stream and on the other hand it includes studies in the fields of bio-science, environment, geography and statistics of the science stream. Hence, tourism as an important subject should be introduced at the secondary and higher secondary levels in the Indian school curriculums. Thus the study aims to explore the wide scope which the field offers and encourage students to pursue their higher education in hospitality

Keywords: Tourism, curriculums, higher education, Travel.

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 ISBN NO: 978-93-91286-06-4

EMANCIPATION AND GLOBAL CAREER OPPORTUNITIES IN PSYCHOLOGY

Dr.Lydia Eric,
Assistant Professor & Head, Department of Psychology.
Soka Ikeda College of arts and science for women

Mrs.M.Grace,
Assistant Professor & Head, Department of Computer Applications
Soka Ikeda College of arts and science for women

Abstract

Emancipation is being the fact or process of being set free from legal, social or political restrictions. This study explores emancipation of women psychologically and career prospects of women in the field of psychology. Psychological empowerment includes autonomy, decision making, capacities and positive self-evaluation as well as having capacity to regulate her own life as a person and not as a constructed feminine identity of subservient. It has been long since women empowerment is in our conversations, and we are busy trying to empower women in the fields of society economy, politics, education etc, but we forget how important it is for us to empower women psychologically. We forget to empower the brains and minds of women first in order to make them fully self-sufficient and in literal terms of empowerment. We all know that empowerment takes place where there is disempowerment. Therefore, as women are always seen as species who are disempowered in front of men, it becomes our duty to make women realize on their own that they are worth so much more. This can be done by providing appropriate external support and intervention.

Key words: Mind, self-sufficient, support, intervention, self-worth.

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ISBN NO:
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WOMEN ACCREDITATION ON EXTRACURRICULAR ACTIVITIES & HIGHER EDUCATION

Dr. Revathi V
Physical Director,
Soka Ikeda College of arts and science for women

LT Amudhavalli K
Assistant Professor, Dept of Human Resources Management
Soka Ikeda College of arts and science for women

Abstract:

This paper mainly concentrates on the importance of extracurricular activities as a part of women accreditation. Many methods are there to enrich the activities which simplify women to become an achiever in both Extracurricular and Academics. The main Method is Systematic Planning of extracurricular activities without disturbing the Academics with the help of Committee, which is the pathway to reach the peak performance. An institution should have a Committee which consists of Staff from Management, academics, Staff in charge for the extracurricular activities and from the students. Higher Education plays a vital role for the Continuous Achievements instead any break in between. Several institutions come up with innovative ideas with great opportunities while planning their extracurricular activities. Extracurricular activities are the sources that have been an integral part of the education system with great extent. The students who participate in these kinds of activities will not fail in other life challenging activities.

Keywords: Women accreditation, extracurricular activities, higher education, systematic planning, challenges, opportunities.

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WOMEN EDUCATION IMPACT DURING PADEMIC PERIOD: A SURVEY

R. V Lakshmi Priyaa,
Librarian Soka Ikeda College, Chennai
& PhD Research Scholar in Manonmaniam Sundaranar University,
Dr. K. Sangeetha
Librarian Highway Researrch Section

Abstract:

During pandemic period every one suffered, vegetables vendors, platforms vendors, employees, specially education intuitions etc... Most institution staff are resigned their job due to salary not provided from working institutions. In the past two years the Covid 19 pandemic is not imaginable, it's still continued till date. Women education are more impacted sectors in this period. This paper deals how women education will raise up in the future, what are the reason for women education impact during pandemic. How to solve to this situation , the data are collected from on line resources.

Keywords: Impact for women education, funds allotted for women education in the pandemic period, proves women education is important etc.…

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M. Bhuvaneswari
HOD & Assistant Professor, Department of Corporate Secretaryship
Soka Ikeda College of Arts and Science for Women

J. JabamalaiPriya
Assistant Professor, Department of Corporate Secretaryship
Soka Ikeda College of Arts and Science for Women

Abstract

The present paper is an effort to analyse the "Women Empowerment through Higher Education in India". Women education ensures the holistic and long development. Equal access to education women and girls is ensured. Special measures are taken to eliminate discrimination, generalize education, eradicate illiteracy, produce a gender-sensitive academic system, increase entrance and retention rates of girls and improve the standard of education to facilitate life-long learning moreover as development of occupation/vocation /technical skills by women. Reducing the gender gap in secondary and better education would be a spotlight space. In Republic of India the feminine education has its roots within the British Regime. In 1854, The East India Company acknowledged women's education and employment. Within the last 5 years from 2015-16 to 2019-20, there has been a growth of 11.4 percent in student enrolment. Increase in feminine enrolment in education throughout the amount is 18.2 percent, as per the AISHE Report-2019-20. Women in Republic of India are learning on-line at higher rates compared to pre-pandemic, representing 44 per cent of latest learners in 2021, up from 37 percent in 2019.

Key words: Women Empowerment, Higher Education, AISHE.

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 ISBN NO: 978-93-91286-06-4

Keyword: Research, Computer science, Software engineering

THE ROLE OF FINANCIAL INSTITUTIONS IN DRIVING WOMEN'S ECONOMIC EMPOWERMENT IN INDIA

S.SIVAKALAI

Assistant Professor, Department of Corporate Secretaryship,

Soka Ikeda College of Arts and Science for Women

ABSTRACT:

The manageable turn of events, orientation fairness is essential. Orientation uniformity doesn't infer that men and women are equivalent however guaranteeing equivalent admittance to open doors, assets and awards for all, independent of their orientation. Orientation balance zeros in more on ladies strengthening in view of women's social and chronicled disadvantageous situation since days of yore. As ladies comprise half our populace, progress of society and economy is firmly connected with ladies improvement. Indian ladies have a portion of their battles from moving from being fixated on their male partners to being autonomous, socially and monetarily. Their improvement is crucial for the occasion of the economy and furthermore the country. This improvement needs to spread in each niche and corner of the country. Banking area by presenting ladies situated plans are contributing towards the occasion and in this manner assuming a colossal part in ladies strengthening. This paper plans to discuss the drives taken by banks for monetary consideration and strengthening of young women in India. Women of India are advancing towards accomplishing monetary autonomy due to the drives taken by Govt. through different monetary projects. Banks as a piece of these projects, work with women by giving customized financial administrations which are planned extraordinarily steady with their requirements and inclinations.

Key words: Economic empowerment, Administration, Financial Institutions

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

Edition: First, 2022

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WOMEN EMPOWERMENT IN INDIA: ROLE OF HIGHER EDUCATION

MS. Immaculate Lowara S.T,
Assistant professor, Department of corporate secretaryship,
Soka Ikeda college of arts and science for women

ABSTRACT

India is a land of Spirituality. A land where concepts and philosophies have attained their culminating point and for the development of such a country women empowerment is must which can be done through increasing literacy rate of females and higher education is one of the most important to empowering women with knowledge, skills and self-confidence. India holds second highest in density of population, in which 48.04% of female in total population of India. According to Mahatma Gandhi words if a woman is educated, can able to make her family educated, thereby can become empowered. Indian women have undergone various problems like illiteracy, lack of support, gender bias, etc. in spite of many provisions in the constitutions of India such as mentioned about equality for women in its Preamble, fundamental rights and like. Hence, this paper focuses on Indian women and their empowerment through higher education. For empowering the women, higher education will play a major role.

KEYWORDS: Women, Higher Education, Empowerment, Literacy rate.

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

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Edition: First, 2022

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MAY 2022 ISBN NO: 978-93-91286-06-4

ROLE OF ICT IN WOMEN EMPOWERMENT

Mrs. J. VIMAL ROSY
HOD & Assistant Professor,
Department of Computer Science
Soka Ikeda College of Arts & Science for Women

Mrs. P. HEMALATHA
Assistant professor
Department of Computer Science,
Soka Ikeda College of Arts & Science for Women

Abstract:

The purpose of this paper is to analyze the women empowerment and technology, as the technology has changed the way people a business functions, peoples thinking, behaving, communicating and working at different work places. Technology has been linked to changes in the world particularly seen as game changer for women who are facing large barriers in accessing, using and owning technology. While new technologies offer huge potential to increase economic opportunities-from mobile computer and digital technologies which facilitate trade and access to local and global markets, to grow in Hi-tech industries which facilitate and create skill jobs. So, the question arises, does technology really has a potential to support women's empowerment? And secondly, what is its impact on their working lives? So, for as empowerment of the women is concerned, it become a legal these days to provide protection at working sites apart from other essential facilities. No doubt the such measures are nominal and cosmetic. The organized sector is governed by legislations such as minimum wages act, labour welfare regularization act, and contract labour (Regularization and abolition) act and the factories act. Now, in this post-modern era, technology as an important tool plays an important role in the development of women and provides opportunities for their empowerment. ICTs have the potential to exchange information and empower the marginalized sectors in the society This paper tries to find out the factors affecting ways and means in participation of women in technology and addresses the issues regarding women empowerment and technology.

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VISTAS International Conference on Computing and Mathematics - 2022

CONFERENCE PROCEEDINGS

March 23-24, 2022

Compiled and Edited by

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Professor & Head,
Department of Computer Applications,
VISTAS, Chennai-117.





First Impression: 2022

VISTAS International Conference Computing and Mathematics - 2022 (VICCM - 2022)

Compiled and Edited by
Dr. S. PRASANNA
Professor & Head,
Department of Computer Applications,
VISTAS, Chennai-117.

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ISBN 978-81-954874-1-7

Published by:
Sams Publishers,
G-1, 16/33, Alwar Nagar 3rd Street,
Nanganallur,
Chennai - 600 061.

Mobile: **94447 73136**
E-mail: samspublishers@yahoo.co.in

Page Layout and Design:
Lakshmi Info System, Mob: 9962275277

Printed by:
Sigma Prints, Chennai.

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MACHINE LEARNING ALGORITHM ANNRFC USING UNSW FOR INTRUSION DETECTION SYSTEM

J.VIMAL ROSY[1] and Dr. S. BRITTO RAMESH KUMAR[2]

Head & Asst.Prof.
Dept. of Comp.Science
Soka Ikeda College of Arts & Science for Women
Chennai
vimalrosy19@gmail.com

Asst. Prof.
Dept. of Comp. Science
St. Joseph's College,
Tiruchirappalli
(Affiliated to Bharathidasan University)
brittork@gmail.com

ABSTRACT

With the headway of the web over years, the quantity of assaults over the Internet has been expanded. Security is the main issue to safeguard data or information breaks besides assailants are adequately cunning to introduce another different assortment of digital assaults on the lookout, subsequently keeping clients from dealing with their organization. To defeat their misbehaviours, Artificial Intelligence strategies comes to our assistance and are utilized broadly to foster an interruption identification framework for guard and for discovering and furthermore characterizing digital assaults. In this research study an algorithm is aptly proposed that it can enhance the performance of IDS by applying ANNRFC (Artificial Neural Network and Random Forest classifier) are used with adaptive nature of ridden layers which are introduced in the training. Therefore, testing process provides recognition for novel attacks. Somehow evaluation should be done on the performance of this approach. For this, intrusion detection evaluation datasets namely UNSW are used practically. The results of the experiments for real time intrusion detection system proved that the proposed model is able to achieve high accuracy and low false positive rate, making a difference between malicious and normal network traffic significantly.

Keywords: Feature Selection, Machine Learning, Artificial Neural Network, Random forest

I. Introduction

It is about time that distributed computing model ought to defeat all dangers and disservices. For cloud PC offers a dependable and cost-productive model that gives web - based administrations and they are profoundly adaptable as a help. Still this model falls into a few open issues which influences its validity and relevance for dynamic organizations. Especially so the necessity of the cloud applications, is versatility support that expands the quantity of digital attacks[16] and subsequently muddle the trust circumstance.

A model, the assailant can take property in an insider assault, and data for an individual addition, a chairman who can make due cases, can launch occasion rather than an authentic one. However it enjoys critical benefits of dynamic organizations, it requires a really exhausting and dynamic asset limitation climate which thusly builds the security concerns and the quantity of assaults too.

To advance the circumstance, numerous an analysts accompanied a proposition network IDS [2]in request to safeguard cloud climate from digital assaults. It is on the grounds that according to review enormous information industry report in 2020, 2.5 quintillion bytes of information produced day by day and 1.7 ms information made each second out of every day. As we probably are aware the information put away on cloud is magnificently

 ISBN: 9788195487417

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Proceeding of the International e-Conference on

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2022

www.spiher.ac.in

ISBN – 978-81-956262-9-8

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MACHINE LEARNING USING UPRE FOR CLOUD ENVIRONMENT

J. Vimal Rosy
Head, Dept. of Comp. Science
Soka Ikeda College of Arts and Science for Women, Chennai.
vimalrosy19@gmail.com
Dr. S. Britto Ramesh Kumar Asst. Prof., Dept. of Comp. Science
St. Joseph's College, Tiruchirappalli
brittork@gmail.com

ABSTRACT:

Near past witnessed the usage of more algorithms depending the cloud computing. As cloud computing has vast horizon of numerous applications for storage and data analytics tasks. Moreover, multiple data users do not believe in trustworthiness as cloud server's work on through a third party. So presenting a security and privacy preservation for the cloud task is a crucial and demanding task in cloud computing in the last few decades. Anyhow steps should be taken to safeguard the unauthorized access where security is questionable. By way of proposing some recent outsourcing Machine Learning schemes to preserve the privacy of data providers is encouraging. But these schemes do not satisfy the property of public verifiability. In this proposed system the multi data providers go for encrypting the datasets by the use of unidirectional proxy re- encryption (UPRE) method. A noise in the embedded by the cloud servers in the encrypted data. Thus it allows the analytics to apply CNN algorithm and preserve the privacy of the data provider's information exactly. In fine the proposed scheme through the results and experiments reveals the ability to reduce computational costs as well. Keywords: Cloud Computing, , public verifiability, proxy, re-encryption.

 ISBN: 978-81-956262-9-8

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ISBN: 978-81-956262-9-8

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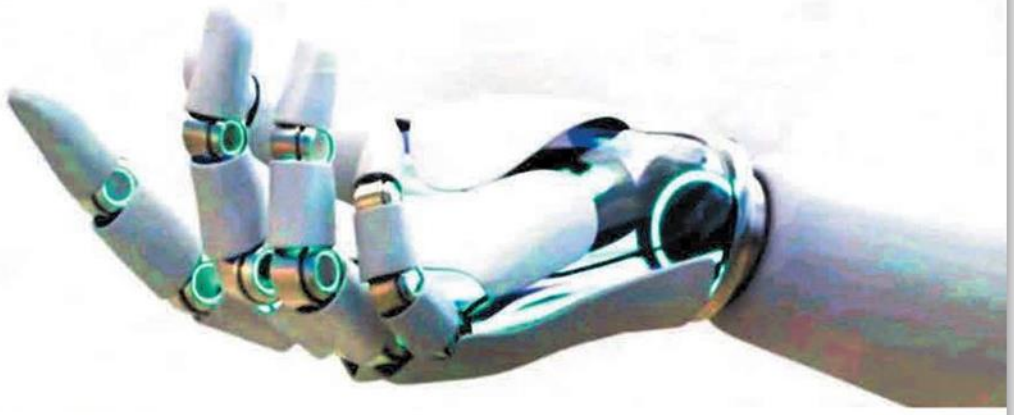
Proceedings of International Conference On

Interdisciplinary Research on Innovations in Science and Technology

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International Conference on Interdisciplinary Research on Innovations in Science and Technology (ICIRIST 2022), 10th May, 2022

A Survey and Analysis on Multi-Level Authentication Techniques for Cloud Services

J. Vimal Rosy[1] and Dr. S. Britto Ramesh Kumar[2]

[1]*Head & Asst.Prof.Dept of Comp.Science, Soka Ikeda College of Arts & Science for women, Chenna E-Mail: Vimalrosy19@gmail.com*

[2]*Asst.Prof.Dept of Comp.Science, St.Joseph's College Affiliated to Bharathidasan University, Tiruchirappalli. E-Mail: brittork@gmail.com*

***Abstract*---**Cloud computing is an arising, on-request and web-based innovation. It gives assortment of administrations over web, for example, programming, equipment, information capacity and framework. This innovation has been utilized by overall clients to further develop their business execution. Nonetheless, to use these administrations by approved client, it is important to have severe verification check. As of now, confirmation is done in more than one way, for example, text based, graphical, bio-metric, 3D secret phrase and outsider verification. Textual passwords are the most widely recognized strategy for authentication. Yet, textual passwords are helpless against eves dropping, shoulder surfing. Graphical passwords are utilized as elective procedure to bear surfing. To resolve this issue, text can be combined with images or colors to generate session passwords for authentication. Session passwords can be used only once and every time a new password is generated. So this paper takes on a survey on existing authentication techniques and perform analysis of the models and suggest the what are the improvements have to be done to build the better color code based new authentication technique for the cloud computing environments.

***Keywords*---**Cloud Computing Authentication, Graphical password, Multi-level Authentication, Cloud Security.

I. Introduction

With fast improvement of the Internet innovation, client verification plot in web-based business and m-trade has been becoming one of significant security issues. Distant client confirmation conspire is a system to verify far off client over uncertain correspondence organization. Secret key-based confirmation plot is one of the helpful and proficient validation mechanics. In any case, various weaknesses have been unveiled in the verification conspire because of indiscreet secret key administration and modern assault methods. A few improved plans [1-3] have been proposed for secure correspondence between the client and the server.

Cloud computing technology is an open standard, service based, Internet-centric, safe, convenient data storage and network computing service [4]. Cloud computing is an internet-based model for enabling convenient, on-demand network access to a shared pool of configurable computing resources [5]. It provides various services over internet such as software, hardware, data storage and infrastructure. Cloud computing providers deliver the applications via internet, which are accessed from web browsers, desktop and mobile apps. Cloud Computing Technologies services are majorly grouped into 3 categories: they are, SaaS (Software as a Service), IaaS (Infrastructure as a Service), and PaaS(Platform as a Service),. **SaaS (Software as a Service)** is an on-demand application service [6][7].

There are a number of ways to acquire other users' password for illegal access. Plaintext passwords can be captured from the network, by malware or by key logging software. When the plaintext password is not available, the attackers can try password-guessing attack where they try possible values for the victim user. In the password cracking attack, the attackers obtain a password database file and tries different inputs to find an input that produces the same hash value as the victim user's hash value [8]. Password hash files are stolen quite often and cracked by hackers. Password cracking attack is a statistical attack, and some of the weak passwords can be broken through a dictionary attack or a hybrid attack. After the attackers crack some passwords, they can access the system using the known login IDs for the cracked passwords. The attack against passwords is a serious threat to current authentication systems, and additional security measures are needed to mitigate this threat. Once an account is breached, the cost from the damage is high for both victims and the companies. In 2019, the average organizational cost of data breaches in US was $5.4 million and the average per capita cost was $188 in US. [9][10].

To access these cloud services securely, cloud authentication systems are using different methods like: i) Simple text password ii) Third party authentication iii) Graphical password iv) Biometric and v) 3D password object. The weakness of textual password authentication system is that it is easy to break and vulnerable to dictionary or brute force attacks. Third party authentication [11] is not preferred for smaller cloud deployment [12]. Graphical passwords have memory space that is less than or equal to the textual password space. Graphical passwords are based on the idea that users can recall and recognize pictures better than words. However, some of the graphical password schemes require a long time to be performed [13] [14]. Bio-metric authentications such as, fingerprints, palm prints, hand geometry, face recognition, voice recognition, iris recognition, and retina recognition, have been proposed in literature. Each bio-metric recognition scheme has its own advantages and disadvantages based on many factors such as consistency, uniqueness, and acceptability. One of the main drawbacks of applying

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

ISBN: "978-93-91286-06-4"

Edition: First, 2022





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MAY 2022 ISBN NO: 978-93-91286-06-4

ROLE OF ICT IN WOMEN EMPOWERMENT

Mrs. J. VIMAL ROSY
HOD & Assistant Professor,
Department of Computer Science
Soka Ikeda College of Arts & Science for Women

Mrs. P. HEMALATHA
Assistant professor
Department of Computer Science,
Soka Ikeda College of Arts & Science for Women

Abstract:

The purpose of this paper is to analyze the women empowerment and technology, as the technology has changed the way people a business functions, peoples thinking, behaving, communicating and working at different work places. Technology has been linked to changes in the world particularly seen as game changer for women who are facing large barriers in accessing, using and owning technology. While new technologies offer huge potential to increase economic opportunities-from mobile computer and digital technologies which facilitate trade and access to local and global markets, to grow in Hi-tech industries which facilitate and create skill jobs. So, the question arises, does technology really has a potential to support women's empowerment? And secondly, what is its impact on their working lives? So, for as empowerment of the women is concerned, it become a legal these days to provide protection at working sites apart from other essential facilities. No doubt the such measures are nominal and cosmetic. The organized sector is governed by legislations such as minimum wages act, labour welfare regularization act, and contract labour (Regularization and abolition) act and the factories act. Now, in this post-modern era, technology as an important tool plays an important role in the development of women and provides opportunities for their empowerment. ICTs have the potential to exchange information and empower the marginalized sectors in the society This paper tries to find out the factors affecting ways and means in participation of women in technology and addresses the issues regarding women empowerment and technology.

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Edition: First, 2022

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MAY 2022 ISBN NO: 978-93-91286-06-4

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Ms. C. RAJESWARI
Assistant Professor
Department of Computer Science
Soka Ikeda College of Arts & Science for Women
Dr. C. THAVAMANI
Assistant Professor
Department of Computer Science
Soka Ikeda College of Arts & Science for Women

Abstract

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MAY 2022 ISBN NO: 978-93-91286-06-4

WOMEN IN RESEARCH AND DEVELOPMENT: AN OVERVIEW OF CAREER CHALLENGES TOWARD GENDER EQUALITY IN INDIA

Dr. M. Sukanya,
Assistant professor and Head, Department of Sociology,
Soka Ikeda College of arts and science for women
Dr. A. Vinnarasi,
Assistant professor and Head, Department of HRM,
Soka Ikeda College of arts and science for women

Abstract

Women have been in a continuous effort to promote health, educational and environmental sustainability developmental programs. In exchange, women are facing countless obstacles to ensure gender equality. Gender inequality creates a big barrier that needs to be overcome by women. Research and Development are not an exception on the field of gender-equality in India. Gender discrimination hampers the ability of women to progress and develop in research careers. Since the Second World War, investment in Research and Development (R&D) has been regarded as one of the key strategies to secure technological growth. This article analyses the hindrances of women in R&D and also focus how women can overcome the challenges related to gender inequality. According to the UNESCO Institute for Statistics (UIS), women represent just 28.8% of the worldwide science researchers. In India only 13.8% of women researchers are working in R&D field (2019).It is concluded that there is a lower percentage of women across diverse research fields. Political, economic and socio-cultural factors contribute to gender disparity in R&D career in India.

Key words: Gender equality, Research and Development, Career, Challenges, Discrimination, researcher.

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Book Name: International Conference on Women Emancipation & Global Career Opportunities Through Higher Education

Editors: Dr. M. Suganya , Dr. T. K. Karpagam , Mrs. V. Nagavalli

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WOMEN ACCREDITATION ON EXTRACURRICULAR ACTIVITIES & HIGHER EDUCATION

Dr. Revathi V
Physical Director,
Soka Ikeda College of arts and science for women

LT Amudhavalli K
Assistant Professor, Dept of Human Resources Management
Soka Ikeda College of arts and science for women

Abstract:

This paper mainly concentrates on the importance of extracurricular activities as a part of women accreditation. Many methods are there to enrich the activities which simplify women to become an achiever in both Extracurricular and Academics. The main Method is Systematic Planning of extracurricular activities without disturbing the Academics with the help of Committee, which is the pathway to reach the peak performance. An institution should have a Committee which consists of Staff from Management, academics, Staff in charge for the extracurricular activities and from the students. Higher Education plays a vital role for the Continuous Achievements instead any break in between. Several institutions come up with innovative ideas with great opportunities while planning their extracurricular activities. Extracurricular activities are the sources that have been an integral part of the education system with great extent. The students who participate in these kinds of activities will not fail in other life challenging activities.

Keywords: Women accreditation, extracurricular activities, higher education, systematic planning, challenges, opportunities.

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PERIYAR'SRADICAL THOUGHTS ON WOMEN'S RIGHTS AND FREEDOM - A STRONG IDEOLOGICAL BASE FOR WOMEN'S EMANCIPATION.

Ms. DHANALAKSHMI RAJENDRAN,
Asst. Prof and Head – Department of Social Work
Soka Ikeda College of Arts & Science for Women, Chennai.

ABSTRACT

E. V. Ramasamy (fondly called as Periyar) is a South Indian anti-caste social reformer, atheist and a crusader of women's rights and emancipation. As apolitical activist in the 1920s, he was very much conscious to involve women in the social and political reform as "Comrades".E.V. R Periyar recognized the radical concept of sexual freedom and appreciated modernity that paved way for women's emancipation. He stood up for gender equality, financial independence, sanctioned family property, widow remarriage and the rights of women to use contraception. He encouraged women to study and take up professions of their interest. He voiced against devadasi system, child marriage and the traditional norms that bind women to chastity, marriage, child rearing and enslavement dictated by the male patriarchy and caste/community norms. His book "Penn Yen Adimayanal" and the famous self-respect conference held in Chengalpattu in 1929 laid a strong ideological base for women's emancipation.

Keywords: Sexual freedom, comrades, widow remarriage, gender equality, women's emancipation.

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Keywords: *Empowerment, ICT, Technology, women*

GROWTH OF LEGAL STUDIES AND DEVELOPMENT OF WOMEN CAREER IN LAW AT GLOBAL LEVEL

Dr T.K. Karpagam

Assistant Professor, Department of B.Com (A&F)

Soka Ikeda college of arts and science for women.

ABSTRACT

The code 'Preamble' would fit in appropriately for the self-furnished title above. Every walk of life, every day, every establishment yet to be discovered, already covered all, protected under the rest of mighty sphere of law. The law specifies everything and everything is bounded to law. This mighty rock of Nobility is a separate organ of efficiency in nation and its roots is from the English Land. This noble profession got it's even more addition of grace when women started pursuing and graduating from this field. This paper will list the history of how femininity got its place of acquaintance in legal profession. Womanhood and her close nexus with board perspective in relation to global lead to achievement. Also including her contribution of landmarks covered in the legal profession.

Keywords – Law, Women, Legislation, Empowerment, Constitutional law.

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HISTORY OF WOMEN EDUCATION IN INDIA

Dr.S. Mahadevi,
Assistant Professor and Head, Historical studies
Soka ikeda College of Arts and Science for Women

ABSTRACT

Women in ancient India were entitled to the very important rite of Upanayana, which would give them the right to study the Vedas just like men. In later ages, they were unfortunately barred from it and thereby from Vedic education. Later, the access of women to Buddhist and Jain orders gave an impetus to their education. During the Muslim period, female education still deteriorated due to the evil practice of purdah. However, during the Buddhism and Jainism movement, certain lady saint- scholars flourished. During the British period female education got only lip service from the Government. It was private bodies and missionaries who took more initiative for the qualitative and quantitative development of female education. During this period, female education was concentrated in urban areas and there were hardly any schools for women in rural areas. Consequently, in pre-independent India the level of education in general and of female education in particular was very low. After independence, there has been spectacular progress of education due to universalisation of primary education. Various five-year plans implemented after Independence gave priority to female education.

Keywords: ancient India, Vedas, female education

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MAY 2022 ISBN NO: 978-93-91286-06-4

WOMEN IN RESEARCH AND DEVELOPMENT: AN OVERVIEW OF CAREER CHALLENGES TOWARD GENDER EQUALITY IN INDIA

Dr. M. Sukanya,
Assistant professor and Head, Department of Sociology,
Soka Ikeda College of arts and science for women
Dr. A. Vinnarasi,
Assistant professor and Head, Department of HRM,
Soka Ikeda College of arts and science for women

Abstract

Women have been in a continuous effort to promote health, educational and environmental sustainability developmental programs. In exchange, women are facing countless obstacles to ensure gender equality. Gender inequality creates a big barrier that needs to be overcome by women. Research and Development are not an exception on the field of gender-equality in India. Gender discrimination hampers the ability of women to progress and develop in research careers. Since the Second World War, investment in Research and Development (R&D) has been regarded as one of the key strategies to secure technological growth. This article analyses the hindrances of women in R&D and also focus how women can overcome the challenges related to gender inequality. According to the UNESCO Institute for Statistics (UIS), women represent just 28.8% of the worldwide science researchers. In India only 13.8% of women researchers are working in R&D field (2019).It is concluded that there is a lower percentage of women across diverse research fields. Political, economic and socio-cultural factors contribute to gender disparity in R&D career in India.

Key words: Gender equality, Research and Development, Career, Challenges, Discrimination, researcher.

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ISBN 978-93-91347-02-4
This Book is Printed in 70 gsm Papers.

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COMPARATIVE ANALYSIS OF THT, IFT AND LMV TECHNIQUE IN IMAGE PROCESSING

C. Rajeswari
ASSISTANT PROFESSOR
SOKA IKEDA COLLEGE OF ARTS AND SCIENCE FOR WOMEN
CHENNAI
rajic13@gmail.com

Abstract

Medical images like Magnetic Resonance Imaging (MRI), CT scan images, X-ray images & mammograms are the most concerned images in recent times in the medical field. As there may be a springing up improvement of population in recent times so are the medical troubles of people. In Medical imaging, the proposed methods centered on medical imaging particularly called the technique as Haar transform. Haar transform has established to be very powerful and is used to decompose the excessive frequency sub images of wavelets, this enables us to extract excessive frequency statistics effectively. The Image Furior Transform (IFT) approach is a classifier set of a rule that establishes the magnificence level to every pixel of the image because it has the opportunity to supply the greater practical compression of image. The proposed Local Map View (LMV) approach concentrates on determination of neighborhood exceptional for every factor in all times of the vicinity withinside the comparative similarity view with the aid of using making use of the preliminary gathering approach. The proposed approach is used to switchimagesthroughout the network or saves in a digital system with much less reminiscence area. Thresholding Haar Transform (THT) the usage of Haar Compression Key (HCK) value approach is great approach for transmitting medical images throughout the network.

Keywords: Image compression, Thresholding, Local Map View, Image Furior Transform

1. INTRODUCTION

1.1. Image Processing

An image could also be defined as a two-dimensional function f(x, y), where x and y are spatial coordinates and therefore the amplitude of at any pair of coordinates (x, y) is named the intensity or grey level of the image at that time. When x, y and therefore the intensity values of f are all finite, discrete quantities, call the image a digital image. The sphere of digital image processing refers to processing digital images by means of a computing machine. Digital image consists of a finite number of elements, each of which features a particular location and value. These elements are called picture elements, image elements, pels and pixels.

Image processing pursuits at efficiently isolating special tissues, organs, or pathologies in volumetric picture data. Within the present algorithms for compression have a "scattered" cluster problem (disconnected clusters) passed off in lots of

clustering techniques (agglomerative, k-means, Dbscan) above algorithms now no longer taken below attention of each first-rate cost and connectivity of factors and vicinity various shapes.

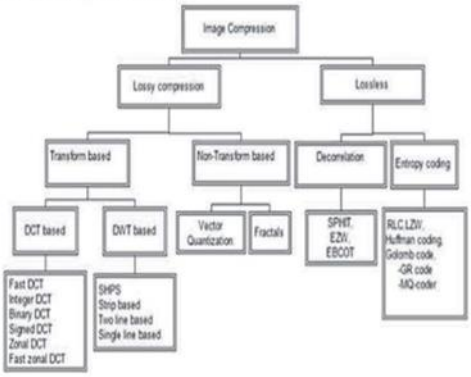


Figure 1.1. Image Compression Techniques

Image division for the most elements consists of characterizing mammograms into a few areas, which includes the bosom fringe, the areola and additionally the pectoral. The maximum part of a picture is that the breast outskirt, additionally known as the skin-air interface, or bosom limit. The breast shape is received through compression in the image into breast and non-breast areas. The extracted breast contours have to appropriately version the gentle tissue/air interface and hold the nipple in profile.

1.2. Haar Transform

The Haar transform is the very best of the wavelet transforms. This transform cross-multiplies a feature

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First Impression: 2022

VISTAS International Conference Computing and Mathematics - 2022 (VICCM - 2022)

Compiled and Edited by
Dr. S. PRASANNA
Professor & Head,
Department of Computer Applications,
VISTAS, Chennai-117.

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ISBN 978-81-954874-1-7

Published by:
Sams Publishers,
G-1, 16/33, Alwar Nagar 3rd Street,
Nanganallur,
Chennai - 600 061.

Mobile: **94447 73136**
E-mail: samspublishers@yahoo.co.in

Page Layout and Design:
Lakshmi Info System, Mob: 9962275277

Printed by:
Sigma Prints, Chennai.

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MINING VIDEO SEQUENCES FOR THE EFFICIENT PREDICTION OF USER BEHAVIOR

MS.C.THAVAMANI[1], Dr. A. KALAIVANI[2]

[1]Assistant Professor,
Department of Computer Science - Shift II,
Soka Ikeda College of Arts & Science for Women,
Chennai.
thava.chenni@gmail.com

[2]Assistant Professor,
Department of Computer Science,
Nehru College of Arts & Science,
Coimbatore.
kalaishree66@gmail.com

ABSTRACT

Analysis of user behaviors in large video databases is an emergent problem. The growing importance of video in every day life (ex. Movie production) increases automatically the importance of video usage. To be able to cope with the abundance of available videos, users of these videos need intelligent software systems that fully utilize the rich source information hidden in user behaviors on large video data bases for retrieving and navigating through videos. In this paper, we present a framework for video usage mining to generate user profiles on a video search engine in the context of movie production. We propose a two level model based approach for modeling user behaviors on a video search engine. The first level aims at modeling and clustering user behavior on a single video sequence (intra video behavior), the second one aims at modeling and clustering user behavior on a set of video sequences (inter video behavior). Based on this representation we have developed a two phase clustering algorithm that fits these data. First results obtained from test dataset show that taking into account intra-video behavior to cluster inter-video behavior produces more meaningfulresults.

Introduction

With the fast development in video capture, storage and distribution technologies, digital videos are more accessible than ever. The amount of these archives is increasing at arapid rate. To deal with it, video usage mining, which aims at analyzing user behaviors on a set of video data, is one of the key technologies to create suitable tools to help people browsing and searching the large amount of video data. Indeed, like in web mining field the extracted information will enable to improve videoaccesses.

In this paper, we present a framework [fig. 1] that combines intra-video usage mining and inter-video usage mining to generate user profiles on a video search engine in the context of movie production. Specifically, we have borrowed the idea of navigation history from web browsers used in web usage mining, and propose a novel approach that defines two types of log from the log data gathered on a video search engine. The first one concerns the way a user views a video sequence (play, pause, forward. ...) and can be called intra-video usage mining. At this level we define the "video sequence viewing" as a behavior unit. The second type of log tracks the transitions between each video sequence viewing. This part regroups requests, results and successive viewed sequences. At this higher level, like in web mining we introduce a "session" like a behaviorunit.

This paper is organized as follows. In section 2, we present the related work in video usage mining. Section 3 presents ourtwo level model based approach for modeling users' behaviors on a video search engine. Finally, section 4 describes the evaluation of the technique on some test datasets, and section 5 gives the conclusion and some future directions.

 ISBN: 9788195487417

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ISBN 978-93-91347-02-4
This Book is Printed in 70 gsm Papers.

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A COMPREHENSIVE SURVEY ON BIG DATA ANALYTICS: CHALLENGES, OPEN RESEARCH ISSUES AND TOOLS

P. HEMALATHA
Research Scholar,
Department of Computer Science
Science,
Annai Vailankanni Arts & Science College,
College,
Thanjavur
hemap.siva@gmail.com

Dr. J. LAVANYA
Assistant professor and Research Advisor,
PG & Research Department of Computer

Annai Vailankanni Arts & Science

Thanjavur
lavanyamona01@gmail.com

Abstract :

A massive repository of terabytes of records is generated each day from current data structures and virtual technology which includes Internet of Things and cloud computing. Analysis of those big statistics calls for loads of efforts at more than one levels to extract know-how for decision making. Therefore, large statistics evaluation is a cutting-edge place of studies and development. The basic goal of this paper is to discover the ability effect of large statistics challenges, open studies issues, and diverse gear associated with it. As a result, this newsletter gives a platform to discover large statistics at several stages. Additionally, it opens a brand new horizon for researchers to broaden the solution, primarily based totally at the challenges and open studies issues.

Keywords - Big statistics analytics; Hadoop; Massive *data;* Structured data; Unstructured Data

I. INTRODUCTION

In virtual world, information are generated from numerous sources and the quick transition from virtual technology has caused increase of large statistics. It presents evolutionary breakthroughs in lots of fields with series of huge datasets. In general, it refers to the gathering of huge and complicated datasets which can be tough to system the usage of conventional database control gear or statistics processing applications. These are available in dependent, semi-dependent, and unstructured layout in petabytes and beyond. Formally, it's far described from 3Vs to 4Vs. 3Vs refers to volume, pace, and variety. Volume refers back to the massive quantity of statistics which might be being generated normal while pace is the fee of increase and the way rapid the statistics are accrued for being evaluation. Variety presents facts approximately the kinds of statistics consisting of dependent, unstructured, semi- dependent etc. The fourth V refers to veracity that consists of availability and accountability. The top goal of large statistics evaluation is to system statistics of excessive volume, pace, variety, and veracity the usage of numerous conventional and computational clever techniques [1]. Some of those extraction strategies for acquiring useful facts changed into mentioned with the aid of using Gandomi and Haider [2]. The following Figure 1 refers back to the definition of large statistics. However genuine definition for large statistics isn't always described and there's a consider that it's far trouble specific. This will assist us in acquiring greater selection making, perception discovery and optimization at the same time as being progressive and cost-effective. It is anticipated that the increase of large statistics is expected to attain 25 billion with the aid of using 2015 [3]. From the attitude of the facts and communication technology, large statistics is a robust impetus to the subsequent facts of technology Industries [4], which can be extensively constructed at the 1/3 platform, specially relating to large facts, cloud computing, net of things, and social business. Generally, Data warehouses were used to control the massive dataset. In this situation extracting the appropriate expertise from the to be had large facts is a primary issue. Most of the provided strategies in facts mining aren't generally capable of deal with the massive datasets successfully. The key hassle withinside the evaluation of large facts is the shortage of coordination among database structures in addition to with evaluation gear along with facts mining and statistical evaluation. These demanding situations usually rise up whilst we want to carry out expertise discovery and representation for its sensible applications. A essential hassle is the way to quantitatively describe the important traits of large facts. There is a want for epistemological implications in describing facts revolution [5]. Additionally, the take a look at on complexity concept of large facts will assist apprehend important traits and formation of complicated styles in large facts, simplify its representation, receives higher expertise abstraction, and manual the layout of computing fashions and algorithms on large facts [4]. Much studies became completed with the aid of using numerous researchers on large facts and its trends [6], [7], [8]. However, it's miles to be referred to that every one facts to be had with inside the shape of large facts aren't beneficial for evaluation or selection making technique. Industry and academia are interested by disseminating the findings of large facts. This paper specializes in demanding

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Authors Profile :



P.Hemalatha completed her MCA in SASTRA University and M.Phil.(CS) in Bharathidasan University Trichy, TN, India. She is currently pursuing Ph. D in Bharathidasan University Trichy, . She is working as Assistant Professor, Dept ofComputer Science, Soka Ikeda College of Arts & Science for Women, Chennai, TN,India. Her research are Big Data Analytics. She has presented and participated more papers and workshops in various colleges.



Dr.J.Lavanya working as Assistant Professor, Dept of CS, Annai Vailankanni Arts Science College,Thanjavur, TN, India. He has more than 15 years experience. His research interests are Data Mining,CRM. He has presented papers in various national and international conferences. He published many journals in international publications.

ISBN 978-93-91347-02-4 © 2022 Published by Coimbatore Institute of Information Technology

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