



THE COCHIN COLLEGE

Koovapadam, Kochi-2

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Fourth Cycle
NAAC Accreditation 2024

Criterion 3 Research, Innovations and Extension

3.3 - Research Publications and Awards

Metric No. 3.3.1

Number of research papers published per teacher in the Journals notified on UGC care list during the last five years

[Link to papers on the institutional website](#)

Submitted to



National Assessment and Accreditation Council



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Declaration

This is to certify that 94 research papers were published in Journals notified during the last five years (2019 -2024) and the list is given below

Mrudula Menon V.





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Certificate

This is to certify that the following articles were published by the faculty members of The Cochin College as listed below during the period of 2019 -2024.

Sl No	Year	Name of the Author	Title of Paper	Name of Journal	ISBN
1	2024	Dr. Kochuthresia Jose	Sustainability in Business Management Practices	Journal of Foundational Research	2395-5635
2	2024	Dr Sindhu K	Social Media Gratification and Attitude Towards Social Media Marketing Messages: A Multiple Holistic Approach	Migration Letters	1741-8992
3	2024	Dr Sindhu K	Advancing Towards a Secure and Sustainable Energy Economy-Insights from the State Energy and Climate Index of NITI Aayog.	Indian Journal of Natural Sciences	0976-0997
4	2024	Dr Sindhu K	Crypto Currency in India: A Qualitative Analysis of Prospects and Difficulties; A Thematic Research.	Educational Administration: Theory and Practice	2148-2403
5	2024	Sarah Santhosh	The Relevance of Aesthetic Education in Modern Curriculum: A Comprehensive Analysis	Rabindra Bharati University Journal of Economics	0975-802X
6	2024	SONYMON P S & Dr. RESHIMON P R	MALAYALA CINEMAYILE KUTTANWESHAKAN: VYATHYASTHATHAKALUM VYAVASTHAKALUM	VIJNANAKAIRALI	2349-1051
7	2023	Dr.Rekha.P G	Exploring the role of HR Analytics in predicting Employee Turnover and Retention	Shodha Prabha	0974-8946
8	2023	Dr.Rekha P.G	Effectiveness in Service Delivery of Kerala Sustainable Urban Development Projects -A Study with special reference to Water Supply Services	International Education and Research Journal	2454-9916
9	2023	Vineeth Kumar, T.V	Computational analysis of sodium-dependent phosphate transporter SLC20A1/PiT1 gene identifies missense variations C573F, and T58A as high-risk deleterious SNPs	Journal of Biomolecular Structure and Dynamics	1538-0254
10	2023	Dr. Kochuthresia Jose	A study on Factors Influencing Quality of B-Schools in Kerala	International Education and Research Journal	2454-9916





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11	2023	Dr. Kochuthresia Jose	Exploring the role of HR Analytics in Predicting Employee Turnover and Retention	Shodha Prabha	0974-8946
12	2023	Dr.Lakshmisree R	EXPLORING THE ROLE OF HR ANALYTICS IN PREDICTING EMPLOYEE TURNOVER AND RETENTION	Shodha Prabha	0974-8946
13	2023	Dr.Lakshmisree R	A COMPARATIVE STUDY OF MANPOWER QUALITY AND ITS AVAILABILITY IN THE FIELD OF IT IN KERALA AND KARNATAKA	International Education & Research Journal [IERJ]	2454-9916
14	2023	Dr. Sindhu K.	A Critical Note on Evaluating Risk Management Strategies Tailored to the Unique Challenges Faced by Small-scale Farmers	Journal of Environment and Bio-Sciences	0976-3384
15	2023	Dr. Paulbert Thomas	Wideband Circularly Polarized Metasurface Based MIMO Antenna for Midband 5G Applications.	Progress In Electromagnetics Research C	1559-8985
16	2023	Dr. Paulbert Thomas	Low Profile Wideband Polarization Rotation Reflective Metasurface	Progress In Electromagnetics Research C	1559-8985
17	2023	Dr Manjusha M V	Synthesis and optical characterization of Fe doped Barium Titanate (BaTiO ₃) nanoparticles	Materials Today: Proceedings	2214-7853
18	2023	Dr. M Geetha	Nidhi Company: A Conceptual Framework	Satraachee	2348-8425
19	2023	Dr. M Geetha	Correlating emotional intelligence with work commitment: A cross sectional study among college teachers in Kerala	AIP Conference Proceedings	1551-7616
20	2023	Aysha Nazar	An analytical footprints of crypto currency in Indian Financial market	Journal of the Oriental Institute	0030-5324
21	2023	Dr. Anu. L	Effect of Artificial Intelligence on Human Resource Management:A systematic Literature Review and Research Agenda	Education and Society	2278-6864
22	2023	Vijeesh P	Synthesis,Optical Characterization and Bio Compatibility studies of gelatin based pure and doped quantum dots	Current Physical Chemistry	1877-9468
23	2022	Dr. Remya ML	Queer Tradition in Indian Cultural Context: A Socio- Historical Overview	IJSER	2229-5518





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24	2022	Dr.Rekha.P.G	Role of Kudumasree Mission in Eradicating Poverty in Rural Paarts of Kerala-A Study with Special Referevnce to Deendayal Antyodaya Yojana-National Rural Livelihoods Mission	Contemporary Commercev Reivew	2319-3638
25	2022	Dr.Rekha.P.G	THE GENDER SENSITIVITY OF TOOTHBRUSH INDUSTRY	International Journal of Early Childhood Special Education	1308-5581
26	2022	Dr. Liance Mathew	Cross market linkage of Indian commodity futures market with world futures markets	Anvesak Sardar Patel Institute of Economic and Social Research	0378-4568
27	2022	SONYMON P S	BALASAHITHYAVUM SHASTHRABODHAVUM	VIJNANAKAIRALI	2349-1051
28	2022	SONYMON P S	SPIDER-MAN ATHIMAANUSHA SANGALPAVUM SWATHVAPRATHISANTHIYUM	VIJNANAKAIRALI	2349-1051
29	2022	SONYMON P S	AALKKOOTTA SAMSKARATHINTE VINIMAYABHEDANGAL LIJO JOSE PELLISSERIYUDE CINEMAKALIL	KKTM COGNIZANCE	2456-4168
30	2022	Dr. Paulbert Thomas	Four-element Compact and Dual-band MIMO Antenna with Self-decoupled Mechanism for 5G Applications.	Progress In Electromagnetics Research C	1559-8985
31	2022	Dr. Mary Varghese Kundukulam	The Effect of Strength Training on Flexibility Among Intercollegiate Female Volleyball Players	Mukt Shabd Journal	2347-3150
32	2022	Dr.M.Geetha	JUNK FOOD ADVERTISEMENTS AN EVALUATIVE STUDY	International Journal of Biology, Pharmacy and Allied Sciences (IJBPAS)	2277-4998
33	2022	Dr. M Geetha	JUNK FOOD ADVERTISEMENTS AN EVALUATIVE STUDY	International Journal of Biology, Pharmacy, and Allied Sciences	2277-4998
34	2022	Dr. M Geetha	Impact of Organizational Justice on Employee Job Satisfaction A Study Among Self-financing College Teachers in Kerala	KUTAP	2582-5356
35	2022	Dr Rajani B Bhat	A Theoretical Study on Leverage and Spillover Effects in Indian Equity ETFs	ComFin Research	2582-6190





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36	2022	Dr Annieta Philip	Al ₃ Fe ₅ O ₁₂ nanoparticles loaded electrospun polyaniline/polyacrylonitrile composite fibers: Preparation and characterization	Vacuum	0042-207X
37	2022	Dr. Rajani B Bhat	Evaluation of Performance and Replication Strategy of Indian Equity Exchange Traded Funds	Rabindra Bharathi Journal Of Philosophy	0973-0087
38	2022	Dr. Kochuthresia Jose	Unfurling The Gender Sensitivity Of Toothbrush Industry	International Journal of Early Childhood Special Education	1308-5581
39	2022	Dr. Anu L	Risk Perception Of In-Store Mobile Wallet Payment System: A Customer Perspective	South India Journal of Social Sciences	0972-8945
40	2022	Neena Simon	Pilgrimage Tourism and Intermittent Fasting: Syncretism of Religio-Cultural Dichotomies	Madhya Bharti-Humanities and Social Sciences	0974-0066
41	2022	Jayesh Kuriakose	Rotula aquatica Lour. mitigates oxidative stress and inflammation in acute pyelonephritic rats	Archives of Physiology and Biochemistry	1381-3455
42	2021	Dr. Rekha P.G	A Study on the Effectiveness in Service Delivery and Sustainability of Kerala Sustainable Urban Development Projects	Contemporary Commerce Review	2319-3638
43	2021	Vineethkumar, T.V	SSTP1, A Host Defense Peptide, Exploits the Immunomodulatory IL6 Pathway to Induce Apoptosis in Cancer Cells	Front. Immunol	1664-3224
44	2021	Vineeth Kumar, T.V	Synergistic Effect of Frog Skin Antimicrobial Peptides in Combination with Antibiotics Against Multi-host Gram-Negative Pathogens	International Journal of Peptide Research and Therapeutics	1573-3149
45	2021	Dr. Liance Mathew	Indian Commodity Futures Market and Volatility: An Empirical Analysis	Nile Journal of Business and Economics	2488-9571
46	2021	Sonymon P S & Dr. Reshimon P R	Colonial Adhunikathayude Prathirodha Paadangal Parangodi Parinayathil	Research Scholar	2249-6696
47	2021	Sonymon P S	C U Soon: Drishyabhaashayum Mishrayaadhaarthyabodhavum	Journal of DBCT	2348-7984
48	2021	Sonymon P S	Pradeshikaswathvanirmmithi Sudani From Nigeriayil	KKTM Cognizance	2456-4168





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Sl No	Year	Name of the Author	Title of Paper	Name of Journal	ISBN
49	2021	Veena R Nair	Removal of Metal Ions Using Chitosan Based Electrospun Nanofibers: A Review	Nanosystems: Physics, Chemistry, Mathematics	2220-8054
50	2021	Veena R Nair	Applications of Chitosan Based Schiff Bases and Its Complexes - A Review	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	2581-9429
51	2021	Dr. Anu L	Emerging Trends and Development in Corporate Social Responsibility in India: A Descriptive Study	Contemporary Commerce Review	2319-3638
52	2021	Dr. Anu L	Investors' Attitude Towards Post Office Savings Schemes in Ernakulam District	Contemporary Commerce Review	2319-3638
53	2021	Anu L	Body Shaming: A Violation of Human Rights	Battling the Prejudice	978-93-90981-29-8
54	2021	Dr. Anu L	Covid-19 Pandemic Shocks to the Education Sector and Way Forward	Aalochan	2455-4219
55	2021	Dr. Anu L	Socio-Economic Impact of Covid-19 in the Smartphone Industry	Akshar Wangmay	2229-4929
56	2021	Dr. Anupama R	Modelling the Relationship Between Customer Satisfaction and Customer Loyalty During the Pandemic Period in BSNL Kerala Circle	Management Innovator	0974-6749
57	2021	M. Geetha	Association Between Food Advertisements and Consumption of Junk Foods Among Children: A Study From the Perspective of Mothers	Wesleyan Journal of Research	0975-1386
58	2021	Dr. M. Geetha	NBFC- Special Borrowing Window: Borrower's Perspective	Akshar Wangmay	2229-4929
59	2021	Dr. Rajani B Bhat	Impact of COVID-19 on Indian Stock Market	ComFin Research	2582-6190
60	2021	Meenu Raju	A Study on Butterfly Diversity in West Kochi, Kerala	Discourse, Xaverian Research Journal	2321-0214
61	2020	Vineeth Kumar T V	BIOMAG - Community Based Solid Waste Management through Re-Cycling and Up-Cycling in an Adopted Ward of Corporation of Kochi, Kerala	American Journal of Multidisciplinary Research & Development	2360-821X





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62	2020	Vineeth Kumar T V	Identification Of Fungi Associated With Local Fruits And Vegetables From Kochi And Mattancherry Market, India	Bioscience Discovery	2231-024X
63	2020	Dr. Rajani B Bhat	Decisive Scrutiny of Regulatory Framework for Derivatives Products in Indian Stock Market with Special Reference to Single Stock Futures	Shanlax International Journal of Commerce	P-ISSN: 2320-4168, E-ISSN: 2582-0729
64	2020	Dr. Jose Mathew	Infinitely Degenerate Exact Ricci-flat Solutions in $f(R)$ Gravity	Classical and Quantum Gravity	1361-6382
65	2020	Sonymon P S	Pradeshavum Jaathiswathvabodhavum Thondimuthalum Driksakshiyilum	Journal of DBCT	2348-7984
66	2020	Dr. Anu L	Buying Behaviour of Youth Towards Branded Fashion Apparels in Ernakulam City	Contemporary Commerce Review	2319-3638
67	2020	Dr. Paulbert Thomas	Wideband Radar Absorbing Structure Using Polyaniline-Graphene Nanocomposite	C — Journal of Carbon Research	2311-5629
68	2020	Dr. Anupama R	Progression of Direct Tax Revenue in India - An Assessment	Indian Journal of Accounting	0972-1479
69	2020	Manju V Subramanian	BIOMAG - Community Based Solid Waste Management through Re-Cycling and Up-Cycling in an Adopted Ward of Corporation of Kochi, Kerala	American Journal of Multidisciplinary Research & Development	2360-821X
70	2020	Manju V Subramanian	Identification Of Fungi Associated With Local Fruits And Vegetables From Kochi And Mattancherry Market, India	Bioscience Discovery	2231-024X
71	2020	Smitha N R	BIOMAG - Community Based Solid Waste Management through Re-Cycling and Up-Cycling in an Adopted Ward of Corporation of Kochi, Kerala	American Journal of Multidisciplinary Research & Development	2360-821X
72	2020	Smitha N R	Identification Of Fungi Associated With Local Fruits And Vegetables From Kochi And Mattancherry Market, India	Bioscience Discovery	2231-024X
73	2020	Princy Varghese	Identification Of Fungi Associated With Local Fruits And Vegetables From Kochi And Mattancherry Market, India	Bioscience Discovery	2231-024X





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Sl No	Year	Name of the Author	Title of Paper	Name of Journal	ISBN
74	2020	Dr. Rajani B Bhat	Inter-linkages and Performance of Asian Stock Markets Amidst COVID-19	International Journal of Financial Engineering	2424-7944
75	2020	Jayesh Kuriakose	Rotula aquatica Lour. Inhibits Growth and Biofilm Formation of Clinically Isolated Uropathogenic Escherichia coli	Asian Pacific Journal of Tropical Biomedicine	2221-1691
76	2020	Smitha N R	Identification Of Fungi Associated With Local Fruits And Vegetables From Kochi And Mattancherry Market, India	Bioscience Discovery	2231-024X
77	2020	Princy Varghese	Identification Of Fungi Associated With Local Fruits And Vegetables From Kochi And Mattancherry Market, India	Bioscience Discovery	2231-024X
78	2020	Dr. Rajani B Bhat	Inter-linkages and Performance of Asian Stock Markets Amidst COVID-19	International Journal of Financial Engineering	2424-7944
79	2020	Jayesh Kuriakose	Rotula aquatica Lour. Inhibits Growth and Biofilm Formation of Clinically Isolated Uropathogenic Escherichia coli	Asian Pacific Journal of Tropical Biomedicine	2221-1691
80	2020	Dr. Anu L	Covid-19 Pandemic: Impact on Indian Economy	Akshar Wangmay - International Research Journal	2229-4929
81	2020	Dr. Rajani B Bhat	A Study on CSR Initiatives Undertaken by Select Indian Companies	Contemporary Commerce Review	2319-3638
82	2019	Vineeth Kumar T V	Functional Characterization of Two Novel Peptides and Their Analogs Identified from the Skin Secretion of Indosylvirana aurantiaca, an Endemic Frog Species of Western Ghats, India	Chemoecology	1423-0445
83	2019	Vineeth Kumar T V	Identification and Functional Characterisation of Esculentin-2 HYba Peptides and Their C-terminally Amidated Analogs from the Skin Secretion of an Endemic Frog	Natural Product Research	1478-6419
84	2019	Vineeth Kumar T V	Investigations on the Membrane Interaction of C-terminally Amidated Esculentin-2 HYba1 and 2 Peptides Against Bacteria	Animal Biotechnology	1532-2378





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Sl No	Year	Name of the Author	Title of Paper	Name of Journal	ISBN
85	2019	Dr. Rajani B Bhat	Bitcoin - A Boon to Economy or Bane to Sustainability	Shanlax International Journal of Commerce	P-ISSN: 2320-4168, E-ISSN: 2582-0729
86	2019	Dr. Kochuthresia Jose	A Study on the Effectiveness of Quality Management Practices in Educational Institutions in Kerala	Contemporary Commerce Review	2319-3638
87	2019	Gargy R	Athmakadhayile Pennezhuthu	Chengazhi	2581-9585
88	2019	Dr. Paulbert Thomas	A 6.8 GHz Polyaniline-Graphene Antenna on FR4 Substrate	Materials Today: Proceedings	2214-7853
89	2019	Dr. Mary Varghese Kundukulam	Effect of Plyometric Training on Strength Endurance of Male Hostel Students	Think India	0971-1260
90	2019	Jayesh Kuriakose	Rotula aquatica Lour. Mitigates Oxidative Stress and Inflammation in Acute Pyelonephritic Rats	Archives of Physiology and Biochemistry	1381-3455
91	2019	Jayesh Kuriakose	Acute Oral Toxicity and Anti-inflammatory Evaluation of Methanolic Extract of Rotula aquatica Roots in Wistar Rats	Journal of Ayurveda and Integrative Medicine	0976-2809
92	2018	Dr. Mary Varghese Kundukulam	Influence of the Combination of Aerobic Training with Explosive Strength Training and Resistance Training on Muscular Strength Endurance of College Level Female Football Players	International Journal of Physiology, Nutrition and Physical Education	2456-0057
93	2018	Dr. Mary Varghese Kundukulam	Effect of Resistance Training on Bio-Motor Variables Among Inter-university Female Students	International Journal of Physical Education, Yoga and Health Sciences (IJPEYHS)	2349-6312
94	2018	Dr. Mary Varghese Kundukulam	Efficacy of the Combination of Aerobic Training with Explosive Strength Training and Resistance Training on Cardio Respiratory Endurance of Female Football Players	International Journal of Yogic, Human Movement and Sports Sciences	2456-4419





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RESEARCH ARTICLE

Advancing Towards a Secure and Sustainable Energy Economy- Insights from the State Energy and Climate Index of NITI Aayog

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ABSTRACT

Energy stands out as a paramount catalyst for bolstering economies and upholding societal sustenance. Projections indicate a foreseeable surge in global energy consumption and concomitant carbon dioxide (CO₂) emissions until 2050, propelled by factors such as burgeoning global population, heightened regional manufacturing activities, and elevated living standards (International Energy Outlook 2023). These parameters include Distribution Company's performance (DISCOM); Access, Affordability, and Reliability of Energy; Clean Energy initiatives; Energy Efficiency; Environmental Sustainability; and New Initiatives in the energy and Climate Sector. The comprehensive set of parameters encompasses 27 indicators. The final scores, presented in the last column of each table, are utilized for ranking states and UTs based on their performance in energy and climate action. The classification includes Front-runners, Achievers, and Aspirants, determined by the final score. A scrutiny of the performance of South Indian states, namely Andhra Pradesh, Telangana, Karnataka, Tamil Nadu, and Kerala, reveals noteworthy trends. With respect to the Distribution Company's (DISCOM) performance, all states, with the exception of Telangana, have surpassed the national average.

Keywords: Energy, Company, Climate, economies, performance, states

INTRODUCTION

Energy stands out as a paramount catalyst for bolstering economies and upholding societal sustenance. Projections indicate a foreseeable surge in global energy consumption and concomitant carbon dioxide (CO₂) emissions until 2050, propelled by factors such as burgeoning global population, heightened regional manufacturing activities, and elevated living standards (International Energy Outlook 2023). Current global energy initiatives pivot on the dual objectives of extending access to modern energy universally while facilitating the transition towards cleaner energy sources, ultimately striving to achieve net-zero CO₂ emissions by 2050. The United Nations' 2030 Agenda for

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Social Media Gratification and Attitude Towards Social Media Marketing Messages: A Multiple Holistic Approaches

Dr. K. Bharath¹, Dr. Pankaj Dixit², Dr. Sindhu³, Dr. A. Saravanakumar⁴, Diana Erudiyathan⁵, Dr. Dhiraj Kapila⁶

Abstract:

Social media provides a platform for individuals to share their personal experiences, perspectives, and talents, contributing to a sense of self-expression and identity formation. The uses and gratifications theory also acknowledges that users are not passive consumers but actively choose media content that aligns with their gratification needs. As users engage with social media platforms, they derive gratification from the experience, influenced by factors such as social interaction, entertainment, information seeking, and more. Understanding how users seek and derive gratification on social media can provide valuable insights for marketers aiming to create more effective and user-centric marketing strategies. The study will focus on diverse demographic groups and various social media platforms to ensure a comprehensive understanding of the subject. The study investigated into the concept of social media gratification. It will explore the different dimensions of gratification, ranging from social interaction and entertainment to information seeking and self-expression. By identifying the underlying motivations driving users to engage with social media, this section aims to establish a foundation for understanding the gratification factors that influence users' attitudes towards marketing messages. By bridging the gap between user experiences and marketing strategies, the findings of this research can guide marketers in creating more effective, user-centric, and ethical social media marketing campaigns. Understanding the nuanced interplay between gratification and marketing will be crucial in navigating the evolving landscape of digital communication and engagement.

Keywords: Entertainment, Information Seeking, Personalization and Customization, Self-Expression, Social Comparison and Social Media Marketing.

Introduction:

In the ever-evolving landscape of social media marketing, the role of content relevance and personalization stands out as pivotal in shaping users' attitudes towards marketing messages [15]. As users are bombarded with a constant stream of information, creating content that resonates on a personal level has become a strategic imperative for marketers [3]. This

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Research Article

Crypto Currency In India: A Qualitative Analysis Of Prospects And Difficulties; A Thematic Research

Dr.K. Ganeshkumar^{1*}, Dr. S. Vijayalakshmi², Dr. Rajani Agrawalla³, Dr. Sindhu K⁴, Ms. Diana Erudiyanathan⁵, Dr.R.Santhosh⁶,

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ARTICLE INFO ABSTRACT

Crypto currencies have gained increasing attention globally for their potential to revolutionize financial transactions and systems. However, their adoption in India presents unique challenges and opportunities shaped by regulatory, technological, economic, and socio-cultural factors. The authors delve into the potential opportunities presented by crypto currencies as well as the challenges they face in India. Key points covered in the article include an examination of the evolving regulatory environment surrounding crypto currencies in India, the impact of government policies on their adoption and usage, technological advancements driving the growth of crypto currencies, and the potential benefits they offer in terms of financial inclusion and innovation. Furthermore, the article likely discussed the challenges such as regulatory uncertainty, security concerns, volatility, and lack of awareness and infrastructure hindering the widespread adoption of crypto currencies in India. A comprehensive analysis of both the opportunities and challenges associated with crypto currencies in India, shedding light on their potential impact on the country's financial landscape and economy.

Keywords: Regulatory Environment, Legality and Compliance, Market Awareness and Education, Technological Infrastructure, Economic Factors, Investor Sentiment and Confidence, Government Policies and Actions

Introduction: Crypto currency Adoption in India:

The authors likely conduct interviews, surveys, or focus groups with stakeholders involved in crypto currency adoption, such as investors, traders, policymakers, and regulatory authorities, to gather insights into their perspectives, motivations, and concerns regarding crypto currency adoption. Key themes likely covered in the study include the awareness and understanding of crypto currencies among Indian investors, perceptions of risks and benefits associated with crypto currency investments, regulatory challenges and uncertainties, technological barriers, and cultural factors influencing adoption decisions. The article likely provides valuable insights into the dynamics of crypto currency adoption in India, offering implications for policymakers, industry practitioners, and researchers interested in understanding the evolving crypto currency landscape in the country. The authors likely employ qualitative research methods such as interviews, case studies, or content analysis to explore the regulatory framework governing crypto currencies in India and the various challenges encountered by stakeholders in complying with these regulations. Furthermore, the article may discuss challenges such as regulatory ambiguity, compliance costs, enforcement issues, and the impact of regulatory actions on the growth and adoption of crypto currencies in India. The regulatory environment and challenges faced by the crypto currency industry in India, offering implications for policymakers, regulators, industry participants, and researchers interested in understanding the dynamics of crypto currency regulation in the country.

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THE RELEVANCE OF AESTHETIC EDUCATION IN MODERN CURRICULUM: A COMPREHENSIVE ANALYSIS

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Bindu Joseph, Anu Cleetus, Associate Professor, St Joseph College of Teacher Education for Women, Ernakulam

Sara Santhosh, Assistant Professor, The Cochin College, Cochin

Abstract:

This research paper aims to explore the significance of aesthetic education in the context of modern curriculum development. Aesthetic education involves the integration of arts, creativity, and cultural appreciation into the learning process, contributing to a holistic and well-rounded educational experience. The study delves into the key components of aesthetic education, such as visual arts, music, literature, and performing arts, and their impact on cognitive development, emotional intelligence, and overall student engagement.

The paper reviews existing literature on the subject, analyzing various educational models and approaches that incorporate aesthetic elements. Emphasis is placed on the role of aesthetic education in fostering critical thinking skills, nurturing creativity, and promoting a deeper understanding of diverse cultures. Furthermore, the research investigates the correlation between exposure to aesthetic education and academic achievement, social skills development, and overall student well-being.

In examining the current state of modern curricula, the study identifies potential gaps and challenges in integrating aesthetic education effectively. The research also explores successful case studies and best practices from educational institutions that have embraced a comprehensive approach to aesthetic education. Key themes include teacher training, curriculum design, and the utilization of technology to enhance aesthetic learning experiences.

Throughout the paper, keywords such as "aesthetic education," "modern curriculum," "arts integration," and "student development" are strategically utilized to enhance search engine optimization and facilitate accessibility for educators and researchers. The findings of this research provide valuable insights for curriculum developers, educators, and policymakers seeking to enhance the educational experience through the integration of aesthetic education in modern learning environments.

Keywords: Aesthetic education, modern curriculum, arts integration, student development, creativity, critical thinking, curriculum design, cultural appreciation, holistic education.

Introduction

Aesthetics and philosophy share a profound and intricate relationship, as both disciplines delve into fundamental questions about human perception, beauty, and the nature of reality. Aesthetics, often referred to as the philosophy of art and beauty, explores the subjective and objective aspects of what is considered beautiful and how it affects our understanding of the world. In this article, we will examine the close connection between aesthetics and philosophy, highlighting their historical roots, key concepts, and contemporary relevance.

Need and Significance

Aesthetics, the branch of philosophy that deals with the nature of beauty, art, and sensory perception, has a deep and intricate relationship with Idealism, a philosophical tradition that emphasizes the primacy of ideas, concepts, and the mind. In this discussion, we will explore the connection between aesthetics and Idealism, highlighting key concepts, historical influences, and how Idealism has shaped aesthetic thought.

The interplay between aesthetics and philosophy can be traced back to ancient Greece. Plato and Aristotle, two of the most influential philosophers in history, engaged in dialogues about beauty and art. Plato, in his "Symposium" and "Phaedrus," explored the concept of ideal beauty, while Aristotle's "Poetics" laid the foundation for understanding the nature of tragedy and poetry.

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സിനിമ

**ലയാളസിനിമയിലെ കുറ്റാന്വേഷകർ:
വ്യത്യസ്തതകളും വ്യവസ്ഥകളും**

സോണിമോൻ പി.എസ്.
ഡോ. റഷിമോൻ പി.ആർ.

കുറ്റാന്വേഷണസിനിമയിലെ നായകനാണ് കുറ്റാന്വേഷകൻ. ഒരു രാജ്യത്ത് നിലനിൽക്കുന്ന നിയമ വ്യവസ്ഥയെ ഖണ്ഡിച്ചുകൊണ്ട് ഒരു കുറ്റകൃത്യം ഒരാൾ നടത്തുന്നു. നിയമത്തെ സംരക്ഷിച്ചുകൊണ്ട്, നിയമസംസ്കൃതമായി മറ്റൊരാൾ കുറ്റവാളിയെ നിയമത്തിന് വിധേയനാക്കുന്നു. ഇവിടെ നിയമലംഘകൻ തിരു

പ്രവർത്തിക്കുന്ന കുറ്റവാളിയും നിയമലംഘകൻ നന്മയുടെ പക്ഷം നിൽക്കുന്ന കുറ്റാന്വേഷകനാണ്. നിയമവ്യവസ്ഥയെ സംരക്ഷിക്കുകയെന്നത് ഞാനാ പൗരന്റെയും ഉത്തരവാദിത്വമാണ്. പൊതുവേ നിയമസംരക്ഷണത്തിന് നിയമത്താൽ ചുമതലയേൽപ്പിക്കപ്പെട്ട ഉദ്യോഗസ്ഥരായിരിക്കും കുറ്റാന്വേഷക

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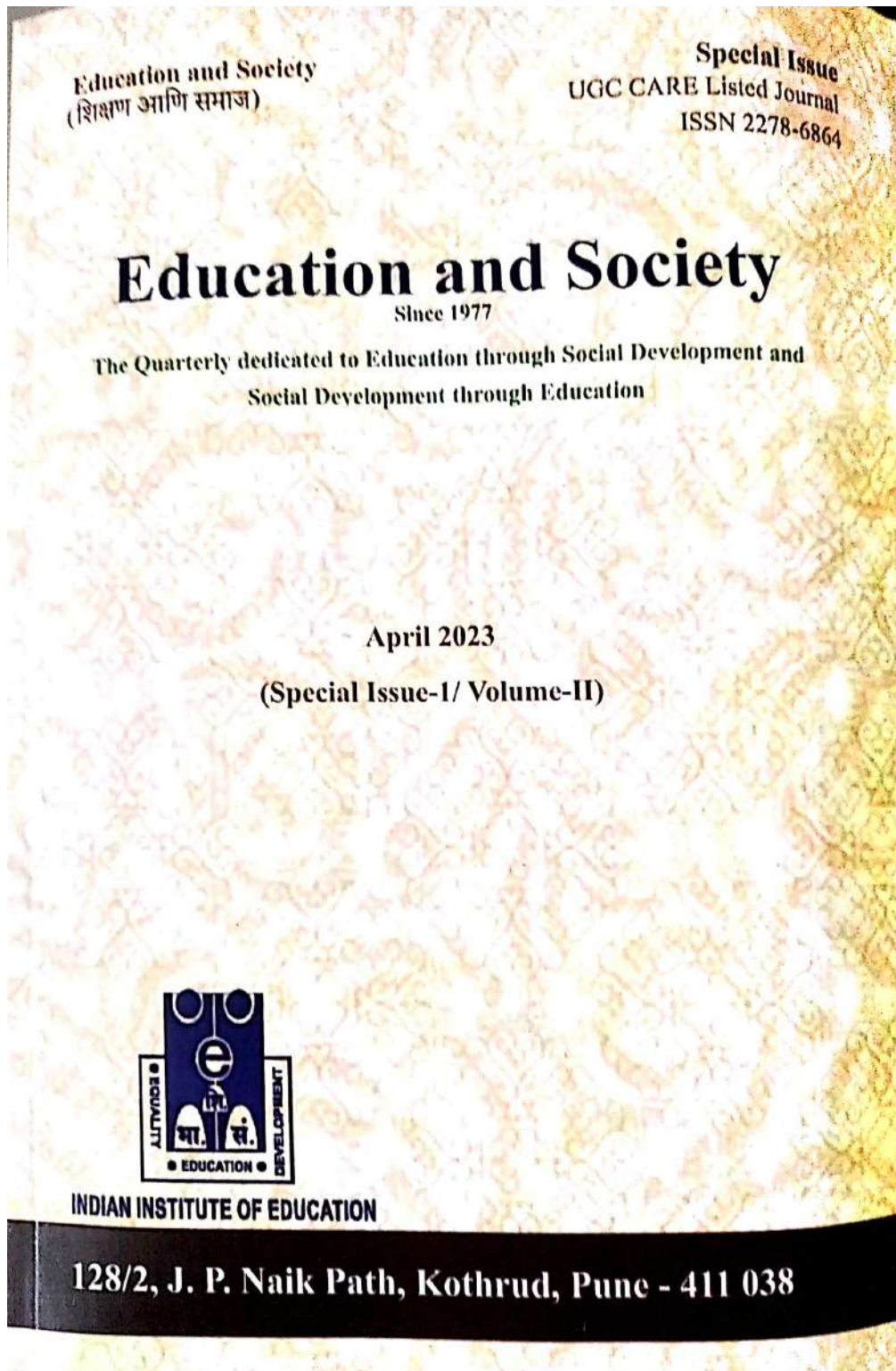
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EXPLORING THE ROLE OF HR ANALYTICS IN PREDICTING EMPLOYEE TURNOVER AND RETENTION

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Abstract

Purpose: This review research paper aims to investigate the crucial role of HR analytics in predicting employee turnover and retention within organizations. By analyzing the current state of HR analytics practices, the paper seeks to identify how data-driven approaches can enhance the understanding of factors influencing employee turnover and retention rates.

Theoretical Framework: The paper is built upon a solid theoretical foundation that draws upon existing research on human resource management, employee turnover, and HR analytics. It explores various theoretical models and frameworks relevant to the study of employee behavior and organizational dynamics to create a comprehensive understanding of the subject matter.

Design/Methodology/Approach: To achieve its objectives, the paper employs a systematic and well-structured approach. The research methodology involves a comprehensive literature review to establish a strong theoretical framework. This methodology allows for a deeper exploration of the subject and provides more reliable insights into the role of HR analytics in predicting employee turnover and retention.

Findings: The research paper presents several significant findings. Firstly, it uncovers the potential of HR analytics in accurately predicting employee turnover patterns, enabling organizations to identify at-risk employees and take proactive measures. Secondly, the study identifies critical factors influencing employee retention, such as job satisfaction, career development, and work-life balance, and demonstrates how HR analytics can effectively measure and address these factors.

Research, Practical & Social Implications: The research paper's findings have both theoretical and practical implications. From a research perspective, it contributes to the growing body of knowledge on the integration of HR analytics in talent management and organizational behavior research. On a practical level, the paper provides valuable insights for HR practitioners, enabling them to develop data-driven strategies to mitigate employee turnover and enhance retention efforts. From a social standpoint, the study's outcomes may positively impact employee satisfaction and well-being, fostering healthier work environments and potentially contributing to overall economic growth.

Originality/Value: The originality of this research lies in its comprehensive exploration of the relatively unexplored area of HR analytics and its direct link to employee turnover and retention. By examining both the theoretical and practical aspects, the paper adds significant value to the literature, offering fresh perspectives and actionable insights for organizations seeking to leverage data-driven approaches to manage their workforce more effectively.

Keywords: HR Analytics, Employee Turnover, Employee Retention, Talent Management, Data-Driven HR, Organizational Behavior.

Introduction

In today's dynamic and competitive business landscape, organizations recognize that their most valuable asset is their workforce. Retaining top talent and mitigating employee turnover have become

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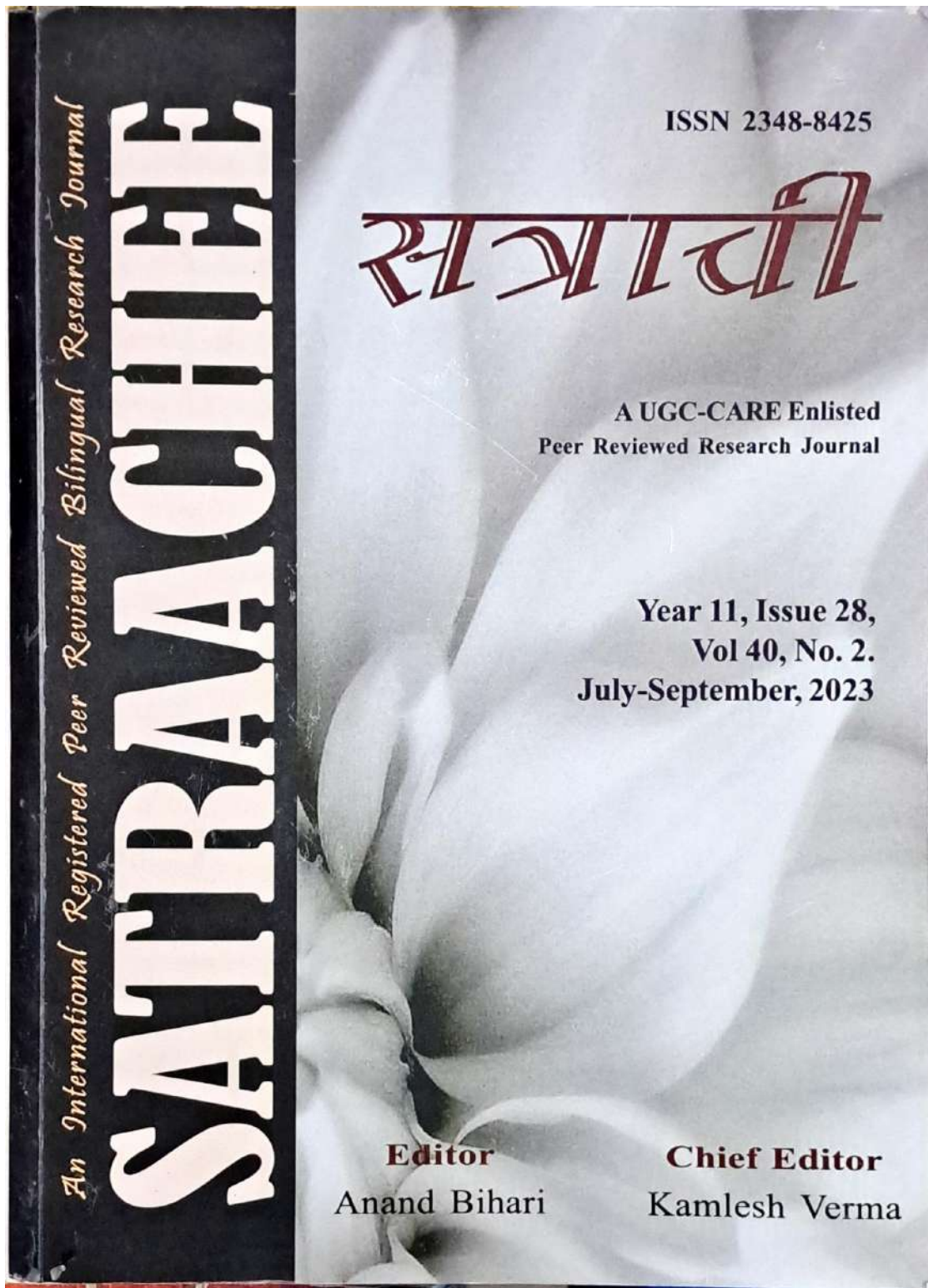
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INTERNATIONAL CONFERENCE ON HUMANS AND TECHNOLOGY: A HOLISTIC AND SYMBIOTIC APPROACH TO SUSTAINABLE DEVELOPMENT

RESEARCH ARTICLE | MAY 23 2023

Correlating emotional intelligence with work commitment: A cross sectional study among college teachers in Kerala

K. S. Sufiya; M. Geetha

Author & Article Information

AIP Conf. Proc. 2773, 030007 (2023)

<https://doi.org/10.1063/5.0138818>

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Tools

Emotional intelligence is a hot intelligence and it is regarded as the prominent topic of interest in the area of organizational psychology and management. In the present cross sectional study an attempt is made to examine the affinity between emotional intelligence and work commitment. For this purpose, 200 Arts and Science College teachers working in the various colleges of Ernakulam and Thrissur were taken using multistage sampling technique. The study findings shows there exist a moderate linkage between emotional intelligence and work commitment, sub dimensions of work commitment except continuous organizational commitment.



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Progress In Electromagnetics Research C, Vol. 132, 23–35, 2023

Wideband Circularly Polarized Metasurface Based MIMO Antenna for Midband 5G Applications

Abhilash Achariparambil^{1,*}, Paulbert Thomas², and Aanandan Chandroth³

Abstract—This work describes the design and analysis of a four-element wideband circularly polarized (CP) Multiple-Input-Multiple-Output (MIMO) antenna for mid-band 5G utilizations. The proposed MIMO antenna miniaturization is obtained by the implementation of composite right/left-handed (CRLH) transmission line (TL) and loading of octagonal shaped slotted rings inside the antenna ground plane. Further, the circular polarization radiation is obtained due to the sequence arrangement of two CRLH-TL based unit cells of opposite branches, inside a conventional square patch. The intended MIMO antenna encompasses two layers, the layer-1 consists of a four-element CRLH-TL based circularly polarized MIMO antenna placed in side-by-side configuration. The layer-2 consists of 3×3 square-shaped metasurface on one side and an octagonal slotted ring on another side. The combination of two layer results in wider bandwidths of 68.84% (2.21–4.53) and 3 dB axial ratio (AR) bandwidth of 30.4% (3.1–4.21 GHz). Furthermore, the antenna has better than 15.3 dB isolation, a maximum gain of 7.2 dBi at 4.04 GHz, radiation efficiency of more than 65%, and lower envelope correlation coefficient (ECC) values across the whole operating band. Diversity Gain (DG) values are high and near to 10 dB. Total Active Reflection Coefficient (TARC) and Channel Capacity Loss (CCL) values are also very much acceptable. As a result, the suggested four-element MIMO antenna is appropriate for midband 5G utilizations.

1. INTRODUCTION

The wireless industry is currently concentrating on miniaturizing antennas and also on its effective radiative performance. By employing metamaterial (MTM)-based transmission line (TL) technologies, antenna miniaturization with superior antenna attributes in terms of antenna impedance bandwidth (IBW) and radiation performance can be easily accomplished. MTMs are artificially engineered electromagnetic structures that have been purposefully designed to have various unique characteristics not seen in nature [1]. MTMs can be implemented utilizing the composite right/left handed (CRLH) TL [2], epsilon negative transmission line [3], Mu-negative transmission line [4], or resonant approaches such as split-ring resonators, electric-LC (ELC) loadings, etc. Recently, the necessity for high-speed data transmission in current application systems has prompted the development of multiple-input multiple-output (MIMO) antenna systems [5].

There are a plethora of different MIMO antenna designs available today. These antennas work with a four-element planar inverted-F antenna with rectangular slots for mutual coupling reduction [6], eight-element inverted-F antenna with artificial magnetic conductor [7], three-port multi-polarized circular patch antenna [8], four-port self-decoupled antenna pairs [9], tightly arranged antenna pairs without decoupling structure [10], four-port antenna based on vector synthetic mechanism [11], quad element circularly polarised MIMO slot antenna using orthogonal configuration [12], four-port wideband MIMO antenna based on slot loop excitation [13], eight-port MIMO antenna using face-to-face elements [14],

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Progress In Electromagnetics Research C, Vol. 137, 39–51, 2023

Low Profile Wideband Polarization Rotation Reflective Metasurface

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Ramakrishnan A. Kumar¹, Deepti D. Krishna¹, and Aanandan Chandroth²

Abstract—A low profile metasurface, which rotates the polarisation of incident electromagnetic wave upon reflection, is presented in this study. The design, which works over a large bandwidth of 67%, is achieved by combining the effect of a circle and a triangle forming a unit cell. By proper modification, the array is found to be useful in RCS reduction over a broad frequency range. Unlike many earlier designs, this structure is of single layer and can be fabricated using standard process on a thin substrate which is inexpensive and easily available. The results are presented with simulation and experiment.

1. INTRODUCTION

Electromagnetic wave polarisation characterizes orientation of electric field carried by such waves. Since many exciting phenomena are sensitive to polarisation, it is desirable to effectively manage and modify the polarisation state of electromagnetic waves generally. The polarisation convertor rotates the polarisation of an incident wave in orthogonal direction. Polarization rotation reflective surface (PRRS) that combines reflection and polarisation rotation finds widespread utilizations like the design of reflector antennas [1, 2], the reduction of RCS, etc. [3–9]. The literature cites several instances of PRRS, including a double V-shaped metasurface that offers 77% polarisation rotation bandwidth with 90% polarization conversion ratio (PCR) [10]. A cross-polarization converter based on an anisotropic metasurface with a polarization rotator (PR) bandwidth of 59.2% and a PCR of 99% is reported [11]. Recently, a two-layered anisotropic surface with PCR more than 90% allows a broader bandwidth of 121% [12]. A broad band (86%) hollow rhombus-shaped surface with PCR greater than 90% is also reported in [13]. Several researchers have reported the development of polarization manipulation surfaces for diverse applications, at infrared radiation (IR) and Terahertz range [14–19].

Polarization rotation reflective surface (PRRS) is extensively used for radar cross-section (RCS) reduction [3–9]. Other types of structures such as artificial magnetic conductors (AMCs) [20–22], electromagnetic bandgap (EBG) [23], and frequency selective surfaces (FSSs) [24]. Broadband RCS reduction is obtained by combining AMC/EBG/FSS unit cells or by combining AMC/EBG/FSS surfaces having distinct resonances. Two-layer chessboard arrangement [22] yields even greater bandwidths. In [23], dual-band EBG structures are used to achieve a 10 dB RCS reduction.

Unlike the above-mentioned methods, RCS reductions can be achieved by putting PRRS in a checkerboard arrangement with orthogonal orientation. It reduces manufacturing difficulties and costs by streamlining the design. Due to this important property, there has been increased interest in PRRS-related RCS reduction usages such as target structure RCS-reduction [3–7] and antenna RCS-reduction [8, 9]. An ultra-wideband PRRS having a larger bandwidth of 103.6% and PCR being more than 50% using quasi-L shaped patch giving 10 dB RCS reduction is reported [3]. Another PRRS made up of L- and square-shaped patches along with four vias gave –10 dB RCS reduction bandwidth of

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A Critical Note on Evaluating Risk Management Strategies Tailored to the Unique Challenges Faced by Small-scale Farmers

Author: R. SETHUMADHAVAN, ARUN B PRASAD, K. SINDHU, SANTOSH, D. SANJEEVA RAO, R. DHANASEKARAN AND INDUJA MISHRA

DOI: 10.59467/JEBS.2023.37.163

Year: 2023, Volume: 37, Issue No: 02(December), Page No: 163

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EXPLORING THE ROLE OF HR ANALYTICS IN PREDICTING EMPLOYEE TURNOVER AND RETENTION

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Abstract

Purpose: This review research paper aims to investigate the crucial role of HR analytics in predicting employee turnover and retention within organizations. By analyzing the current state of HR analytics practices, the paper seeks to identify how data-driven approaches can enhance the understanding of factors influencing employee turnover and retention rates.

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Introduction

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A COMPARATIVE STUDY OF MANPOWER QUALITY AND ITS AVAILABILITY IN THE FIELD OF IT IN KERALA AND KARNATAKA

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ABSTRACT

Information and Communication Technology (ICT) industry began to emerge during the Post- World War II period. This industry can be broadly divided into hardware and ICT service activities. Initially, its development was concentrated in a limited number of distinct geographical areas. Silicon Valley in the United States is identified as one of the earliest examples for ICT activity concentration. In recent years the industry has started spreading to other areas like South – East Asia. Its growth in Indian sub-continent is also notable. Centres such as Mumbai and Bengaluru have seen explosive growth in the ICT service sector and have grown into global centres, creating durable employment opportunities and economic growth.

1. INTRODUCTION

Over the last few years, the growth and development of IT industry has been given utmost importance among industrialists, policy makers and support agencies. Both Kerala and Karnataka began developing the IT sector more or less at the same time. The features of IT industry like requiring less space for setting up and environment friendliness along with highly qualified professionals of Kerala provided a fertile ground for its growth in the state. The development of IT industry highly depends on its manpower quality and its availability. But always there is dissatisfaction on the part of companies with regard to the existing quality and availability of trained and expert manpower in the field of IT. Here, twelve variables are studied which may act as hindrances to the existing manpower quality and its availability and opinions of respondents regarding this from Kerala and Karnataka are gathered and compared. Hence, a comparative study is made with regard to manpower quality and its availability in the field of IT in Kerala and Karnataka.

2. OBJECTIVE OF THE STUDY

To make a comparative study about the manpower quality and its availability for the development of IT industry in Kerala and Karnataka.

3. HYPOTHESIS OF THE STUDY

H0: There is no significant difference in Manpower quality and its availability in the field of IT industry between Kerala and Karnataka.

4. METHODOLOGY OF THE STUDY

For the purpose of the study, the companies located in Thiruvananthapuram and Kochi are taken in Kerala and the companies located in Bengaluru are taken in Karnataka. The sample size is 445 respondents from Kerala and 750 respondents from Karnataka.

5. Variables used for the Study

- MPA1: Updation of academic output of engineering colleges
- MPA2: Capacity of freshers in the field of IT to cope with the changes in market
- MPA3: Communication hindrance with peers/clients
- MPA4: Associating industry experts for designing of curriculum
- MPA5: Performance of private engineering colleges
- MPA6: Training by IT organisations
- MPA7: Need for attending training programmes given by ICT Academy
- MPA8: Setting up of foreign language training centres
- MPA9: Shortage of experienced personnel for key positions
- MPA10: Retention and motivation of experts
- MPA11: Demand and supply gap
- MPA12: Lack of career commitment and mismatch of expectations

6. ANALYSIS AND INTERPRETATION

Here, opinions are collected for each of the twelve variables using five-point Likert scale. The responses are scored as 1 for 'Strongly disagree', 2 for 'Disagree', 3 for 'Neutral', 4 for 'Agree' and 5 for 'Strongly agree'. A model of fit indices for CFA on Manpower quality and its availability in the field of IT in Kerala and Karnataka is calculated and the result is given in the table 1 below.

Factor	State	χ^2	DF	P	Normed χ^2	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Manpower quality and its Availability in the field of IT in the State	Kerala	22.635	24	.541	.943	.991	.972	.944	1.001	1.000	.014	.000
	Karnataka	31.287	21	.069	1.490	.988	.957	.992	.992	.997	.020	.033
Recommended Value	-	-	-	-	<5.00	>0.90	>0.90	>0.90	>0.90	>0.90	<1.00	<1.00

Source: Survey Data

Table 1: Model Fit Indices for CFA- Manpower quality and its availability in the field of IT in the State

All the calculated values in the table 1 for Normed χ^2 , GFI, AGFI, NFI, TLI, CFI, RMR and RMSEA are favourable in relation to their respective standard and therefore it is reported that the CFA is perfectly fit for the study.

Then, regression coefficients on each of the twelve variables for both Kerala and Karnataka are calculated and convergent validity test is conducted.

Path	State	Regression Coefficient (B)	Critical Ratio (CR)	P	Variance explained (%)	Decision	Conclusion
MPA1→Manpower quality and its availability	Kerala	0.778	21.871	<0.001	60.5	Accepted	Significant
	Karnataka	0.738	25.857	<0.001	54.4	Accepted	Significant
MPA2→Manpower quality and its availability	Kerala	0.759	20.895	<0.001	57.6	Accepted	Significant
	Karnataka	0.751	26.655	<0.001	56.4	Accepted	Significant
MPA3→Manpower quality and its availability	Kerala	0.795	22.808	<0.001	63.1	Accepted	Significant
	Karnataka	0.787	29.067	<0.001	61.9	Accepted	Significant
MPA4→Manpower quality and its availability	Kerala	0.506	11.717	<0.001	25.6	Accepted	Significant
	Karnataka	0.836	33.009	<0.001	70.0	Accepted	Significant
MPA5→Manpower quality and its availability	Kerala	0.804	23.333	<0.001	64.6	Accepted	Significant
	Karnataka	0.804	30.333	<0.001	64.6	Accepted	Significant
MPA6→Manpower quality and its availability	Kerala	0.371	8.190	<0.001	13.8	Rejected	Not Significant
	Karnataka	0.671	22.208	<0.001	45.0	Accepted	Significant
MPA7→Manpower quality and its availability	Kerala	0.753	20.600	<0.001	56.8	Accepted	Significant
	Karnataka	0.731	25.442	<0.001	53.4	Accepted	Significant
MPA8→Manpower quality and its availability	Kerala	0.849	26.334	<0.001	72.2	Accepted	Significant
	Karnataka	0.716	24.581	<0.001	51.2	Accepted	Significant
MPA9→Manpower quality and its availability	Kerala	0.759	20.895	<0.001	57.6	Accepted	Significant
	Karnataka	0.711	24.303	<0.001	50.5	Accepted	Significant
MPA10→Manpower quality and its availability	Kerala	0.728	19.446	<0.001	53.1	Accepted	Significant
	Karnataka	0.828	32.299	<0.001	68.6	Accepted	Significant
MPA11→Manpower quality and its availability	Kerala	0.774	21.659	<0.001	59.8	Accepted	Significant
	Karnataka	0.835	32.919	<0.001	69.8	Accepted	Significant
MPA12→Manpower quality and its availability	Kerala	0.819	24.257	<0.001	67.0	Accepted	Significant
	Karnataka	0.506	15.233	<0.001	25.6	Accepted	Significant

Source: Survey Data

Table 2: Regression Coefficients-Manpower quality and its availability in the field of IT in Kerala and Karnataka

The results given in the table 2 shows that all the variables except variable MPA6 have significant effect on Manpower quality and its availability in the field of IT in Kerala. The regression coefficient for MPA6 is 0.371 which is less than the recommended value of 0.4 (but significant at 1% level). Hence, it is concluded

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EFFECTIVENESS IN SERVICE DELIVERY OF KERALA SUSTAINABLE URBAN DEVELOPMENT PROJECTS-A STUDY WITH REFERANCE TO WATER SUPPLY SERVICES

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ABSTRACT

Background: Our cities are true representatives of various economic, social, cultural and environmental changes that have taken place over the years. They represent the pulse of development. Urbanization has truly contributed to increase the number of million plus cities in India. The increase in population adds to the productivity of these cities. They make more contribution to the Gross Domestic Product. Thus cities and towns are centers of development. Since these urban areas play an important role in sustaining economic prosperity of the nation, sufficient care is taken to provide these areas with quality services. The Report on Indian Urban Infrastructure and Services (2011) had pointed out the need for planned urban development that would add to economic prosperity. Building new cities or upgrading existing ones will not improve the situation. Increased population demand more housing, transportation, education, hospitals, clean drinking water and sanitation facilities. They also create more congestion and pollution. In the report suggestions given for managing these challenges, are planning by integrating investment in infrastructure with strengthened urban governance and urban financing leading to enhanced quality of service delivery systems through capacity building.

KEYWORDS: Urbanisation, Service, Service Delivery, Service Delivery Systems, GDP, Sustainability.

1. INTRODUCTION

The 73rd and 74th Constitutional Amendment Act (CAA), 1992 demanded empowerment of Urban Local Bodies (ULBs) by giving them power, rights and making them accountable for their activities. The Central Government often introduces many new schemes for the development of various regions, which can be fruitful only if it reaches the correct place and meets the requirements of the citizens for whom these are meant. This is possible only if the administration at the lowest level is empowered through sharing of responsibilities and powers. Here comes the importance of decentralization. Gujarat was the first state in implementing decentralized planning. In 1973 a three tier Panchayati Raj system was introduced in the state. Other states that introduced decentralized planning were Rajasthan, Maharashtra, and Karnataka. None of these states could implement a fully democratic form of decentralized planning by empowering people at the grass root level to formulate and implement their own development plans. The State Government remained the custodian of funds and financial support for the local level agencies.

Kerala, Karnataka, Bengal, Sikkim, Madhya Pradesh, Rajasthan and Tamilnadu state governments were among the first in implementing the changes. The Panchayati Raj ministry aimed at setting up district Planning Committees (PCs) to oversee matters of common interest between Panchayats and municipalities. It included spatial planning, sharing of physical and natural resources, integrated development of infrastructure, environmental conservation and assessment of the extent and type of available resources.

The Kerala Municipal Act, 1994 entrusted the ULBs/LSGDs/MCs, responsibility to render *civic services* consisting of basic urban services of water supply, sewerage disposal, waste management, drainage, and roads and transportation and all services increasing public convenience. These institutions render *administrative services* like issuing of various certificates, maintaining public utility services, ambulance services; *regulatory services* like birth, death marriage registration, issuing license and permits, issuing notices, maintaining records and registers of municipal transactions. They are also responsible for the *transferred services* like medical and health education, social welfare programs and social security schemes.

Services can be useful only if they are delivered effectively. The service provider shall form a proper channel for delivering the services through well-organized systems. Only when they reach the targeted beneficiaries at the appropriate time do they become fruitful. Hence not only services but their delivery too is also equally important both in case of private goods and in case of public goods.

2. SERVICES AND SERVICE DELIVERY

Sasser et al. (1978) were of the opinion that services differentiate themselves from 'goods' through their characteristics of 'intangibility, inseparability, heterogeneity and perishability'. Shostack (1982) says that service is a process, where there is interaction between people involved and physical components. Services can be business services, social services and personal services. Social services are provided to people with an aim of increasing the standard of living and quality of life. They can be Private or Public. Lovelock (1993) was of the opinion that service sector is a whole industry with components of economic

sectors and infrastructure such as telecommunication, which are different from one another. The oxford dictionary defines services as action done for the benefit of others. Johnson (1994) view that services can be defined through various perspectives i.e. Marketing, Consumer Behavior, Economics, and Human Resource Management. Kellog and Nie (1995) clarify the importance of 'customer' in the process of conduct and service delivery. Services provide value and satisfaction Mohr & Bither (1995) called service as an end result which pays back the customer for the price he pays.

Public services specified in schedule twelve of the Municipal Law enhances the quality of life of citizens, their social and economic opportunities through better standard of living, better accessibility to work etc. Any services incorporated in the constitution as well as other services provided by Municipal Law can be called services provided by Municipal Corporation. It includes water supply, sewerage, solid waste management, Roads and Transportation, community upgrading and as such specified in consultation.

Service Delivery of municipal services in urban areas is the responsibility of the municipal authority. New innovative methods of service delivery mechanisms shall be implemented. This has to be done by participation of various stake holders. The councilors and the authority administration shall go hand-in-hand for the same. The major principles of Service Delivery include: accessibility, affordability, accountability, Quality, Sustainability, value for money, promoting competitiveness of local commerce and industry, promoting democracy.

Since resources are limited and needs are more, the service provider has to ensure optimum utilization of these. Care shall be taken while choosing the service delivery methods. Whatever methods are adopted, it has to be ensured that it works in the most effective manner and brings utmost payback for the community. Along with this, there shall be continuity, consistency and transparency in the services offered that will bring sustainability.

3. PRINCIPLES OF SERVICE DELIVERY

Urban services in India are offered by the local administration in charge of the area. The Municipal Law in its Twelfth schedule specifies the services to be provided by the municipal authorities concerned. Sesser et al (1978) says that services delivered shall meet the standard level as expected by the consumers. Most of the public service projects are initiated by the Government of the concerned area. It may be the State or Government departments or the Municipal Corporation. Those who provide service to the public are always answerable, on one side to the common public and on the other to the authorities above it, who provide the necessary funds, infrastructure and personnel to run the services. Thus, the providers of service are always at risk due to changes in policies of changing governing authorities. According to Berman (1998), there are two important factors that measure the success of public service delivery system. They are equity whereby all people have equal accessibility to the services offered, effectiveness which is the actual end results. For profit organizations along with above factors efficiency is also measured.

The demands of various stakeholders' affect the efficiency of service providers says Corrigan & Joyce (2000). They are in between the vicious circle of three E-

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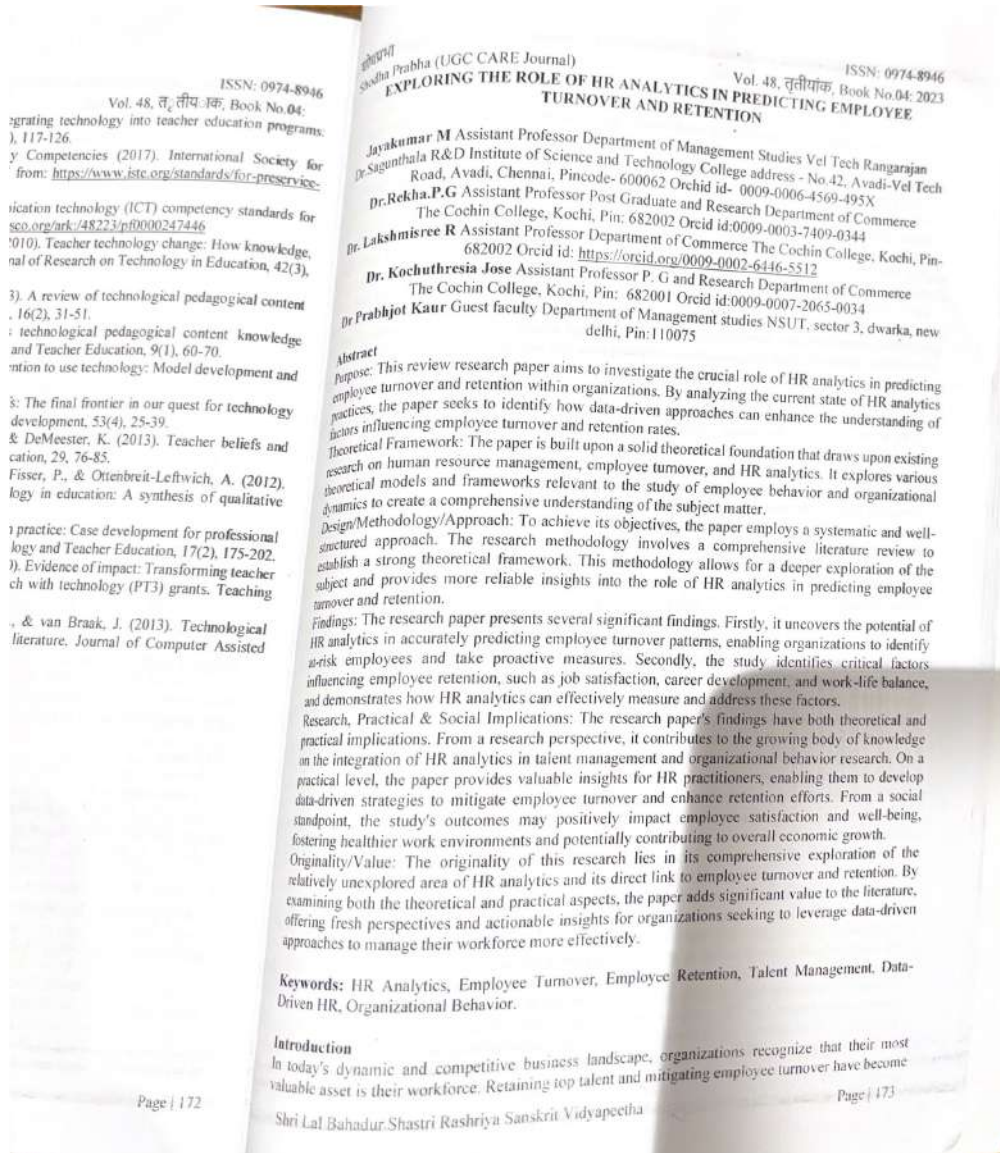
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Synthesis, Optical Characterization and Bio-Compatibility Studies of GelatinBased Pure and Doped Quantum Dots

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Abstract: Pure and doped carbon quantum dots have been synthesized from gelatin using hydrothermal method. The synthesized CQDs and doped CQDs were characterized using UV-Vis absorption, PL-life time, Fluorescent excitation studies. The samples showed excellent fluorescent properties. The samples were tested for bio compatibility using anti-bacterial activity test, and the preliminary analysis suggest that the pure CQDs are low toxic. The pure and doped samples were proved to be good agents for bio imaging and fluorescent writing applications due to their good and stable emission life time.

Index Terms: Anti-bacterial studies, Carbon quantum dots, Doping, Fluorescent emission, PL-Life time.

I. INTRODUCTION

Quantum dots are a relatively recent discovery, with their origin dating back to the 1980s. The concept of quantum dots was first introduced by Alexei Ekimov and Louis Brus in the early 1980s, who discovered the first colloidal semiconductor nanocrystals, which they called "quantum dots". (Leica, 2023) These dots were found to emit light at specific wavelengths, depending on their size, and were also highly photostable (Nexdot, 2016).

In the years that followed, the research on quantum dots continued to expand, with new materials and fabrication techniques being developed. Quantum dots were found to have unique properties that made them useful for a wide range of applications, including biomedicine, electronics, energy conversion, environmental remediation, optoelectronics, quantum computing, and security (Rehan M. El-Shabasy, 2021) (Lee & Lo, 2019). Today, quantum dots continue to be an active area of research, with new materials, fabrication

techniques, and applications being developed. Quantum dots are expected to play an increasingly important role in the future of technology and science (Shi, et al., 2019).

Quantum dots are tiny semiconductor particles that are typically less than 10 nanometers in size. They are sometimes referred to as artificial atoms because they exhibit some of the same properties as atoms. When excited by light or electricity, quantum dots emit light with a very specific wavelength, depending on their size and composition. This property makes them useful in a variety of applications, including biological imaging, electronics, and solar cells (Ming, et al., 2012). Quantum dots are a type of nanoparticle that exhibit unique optical and electronic properties due to their small size. Unlike bulk materials, which have continuous energy bands, quantum dots have discrete energy levels, similar to atoms. This leads to a number of interesting effects, such as quantum confinement and the quantum dot size effect, which can be exploited for various applications (Sharma & Das, 2019) (Zhang, et al., 2017).

The electronic properties of quantum dots are determined by their size, shape, and composition. In general, smaller quantum dots have higher energy levels and emit light with shorter wavelengths, while larger quantum dots have lower energy levels and emit light with longer wavelengths. The emission spectrum of a quantum dot can be tuned by varying its size or composition, making them useful in a wide range of applications (Al-Douri, 2022), (Valizadeh A, 2012) (Bera D, 2010).

One of the most important applications of quantum dots is in biological imaging. Quantum dots are ideal fluorescent labels for biological molecules, cells, and tissues because they emit bright and stable light. They are also resistant to photobleaching, which is a common problem with organic dyes. In addition, quantum dots can be functionalized with various biomolecules, such as antibodies or peptides, to target specific cells or tissues (Avantama, 2020) (Nasrollahzadeh, 2019). They are also used in electronics, color display lights, solar cells etc (Pavel Zrazhevskiy, 2010).

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Title: UNFURLING THE GENDER SENSITIVITY OF TOOTHBRUSH INDUSTRY

After peer review process, your article has been provisionally accepted for publication in **International Journal of Early Childhood Special Education (INT-JECSE)**, in the forthcoming issue, 2022. All papers are published in English language. All submitted manuscripts are subject to peer-review by the leading specialists for the respective topic.

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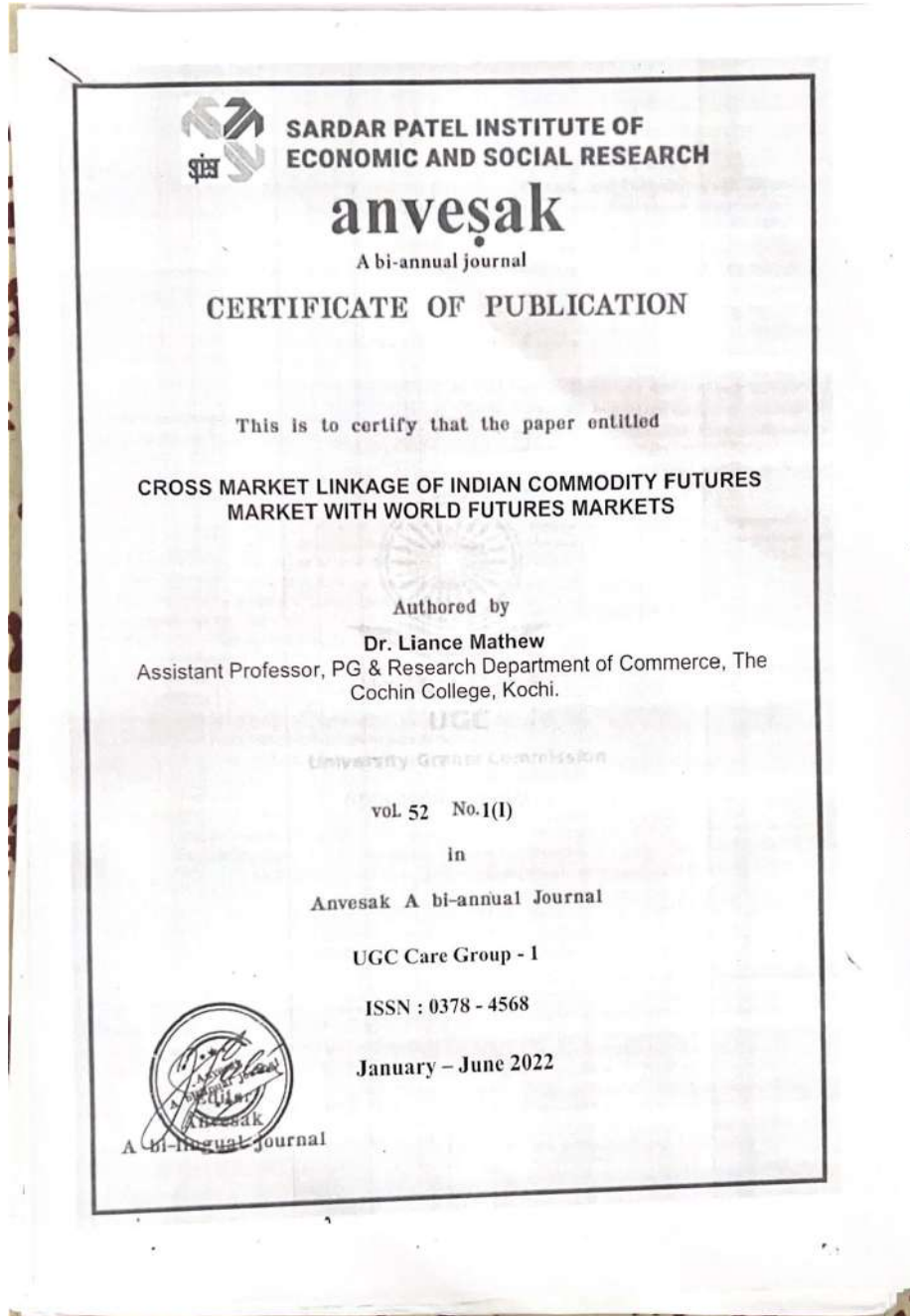
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JUNK FOOD ADVERTISEMENTS AN EVALUATIVE STUDY

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ABSTRACT

Gone are the days, when Indian people used to pack their home-made food wrapped in a banana leaf and the parents and wives were satisfied that their households stay healthy. Now it's the contrasting situation where our young adults feel their tiffin box itself is a discomfort zone. In schools and colleges, our young generation is treated with parlours providing ice cream, coffee and the like and that creates a big threat towards a healthy society. When junk food is consumed very often, the excess fat, added carbohydrates, and processed sugar found in junk food contributes to an increased risk of obesity, cardiovascular disease, and many other chronic health conditions. This descriptive study analyses mothers' attitude towards advertisements of junk food products and evaluates the effects of junk food ads on use of junk foods among children. Mothers who have children in the age group of 10 to 15 have been selected for data collection. This study also aims to explore the harmful effect of food advertising and suggesting various measures to overcome the aftereffects. The sampling method applied for this study is a non-probability convenience sampling technique. The sample size is confined to 100 respondents. A mother who has a child in the age group of 10 to 15 is treated as a single respondent. The sample size is selected from Kochi City.

Keywords: Junk food, Food advertisements

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THE EFFECT OF STRENGTH TRAINING ON FLEXIBILITY AMONG INTER COLLEGIATE FEMALE VOLLEYBALL PLAYERS

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Abstract

The study's primary objective was to discover the effect of strength training on flexibility in young intercollegiate female volleyball players. To achieve the goal, twenty female students (n = 20) ranging in age from 18 to 25 years were chosen as subjects. They were divided into two equal groups of ten (n = 10) subjects each. Group I received strength training (STG), while Group II served as a control (CG), receiving no special training aside from their regular activities. This study's training period was limited to three days per week for twelve weeks. The sit and reach test was used to assess flexibility, which was chosen as a criterion variable in this study. As a statistical tool, the analysis of covariance (ANCOVA) was used. In all cases, the 0.05 level of confidence was used to test the significance, which was deemed appropriate. According to the study's findings, there was a significant improvement (p 0.05) in flexibility due to strength training when compared to the control group.

Keywords: Strength training, flexibility, intercollegiate female volleyball players.

INTRODUCTION

Strength training is a type of physical exercise that focuses on the use of resistance to induce muscular contractions in order to increase skeletal muscle strength, anaerobic endurance, and size (Kraemer&Howard, 2015). Strength training, when done correctly, can provide significant functional benefits as well as improvements in overall health and well-being, such as increased bone, muscle, tendon, and ligament strength and toughness, improved joint function, and a lower risk of injury (Tom &Amber, 1999).Strength training is commonly associated with the production of lactate, which is a performance limiting factor in exercise (Freedson, 2000). Regular endurance exercise causes skeletal muscle adaptations that can prevent lactate levels from rising during strength training. Strength training also has functional advantages. Muscle strength improves posture, provides better joint support, and lowers the risk of injury from everyday activities. Though strength training can stimulate the cardiovascular system, many exercise physiologists argue that aerobic training is a better cardiovascular stimulus based on their observations of maximal oxygen uptake. Muscle strength improves performance in a variety of sports. Many competitors use sport-specific training routines (Rønneslad et al, 2007). These frequently require that the speed of muscle contraction during weight training be the same as that of the specific sport.

Flexibility is unique to each joint, and someone with good ankle flexibility may not have good hip flexibility. As a result of the influence of various factors such as gender, sports participation, and age groups, the degree of flexibility varies from joint to joint in different conditions or from individual to individual. Individual differences in flexibility measures exist among children of comparable age and gender. There are two types of flexibility: passive

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Four-Element Compact and Dual-Band MIMO Antenna with Self-Decoupled Mechanism for 5G Applications

Achari P. Abhilash^{1,*}, Paulbert Thomas², Karamkulambel K. Indhu¹,
Kinatingal Neema¹, Ramakrishnan Anil Kumar¹, and Chandroth K. Aanandan³

Abstract—This paper describes the concept and implementation of a compact dual-band microstrip slot antenna and its four-unit multiple-input–multiple-output (MIMO) implementation for sub-6 GHz utilizations. The proposed structure comprises a 50 ohm microstrip monopole on the top side with a defective ground structure (DGS) having semicircular and rectangular slots. This quad-element MIMO antenna has a size of $60 \times 60 \times 1.6 \text{ mm}^3$. The proposed antenna provides wide impedance bandwidths of 23.7% (2.42 GHz to 3.07 GHz) for the first band and 42.2% (4.14 GHz to 6.37 GHz) for the second band with a mutual coupling value less than -34 dB for the two bands. The antenna also provides a low envelope correlation coefficient, good antenna gain, and acceptable radiation efficiency across the frequency ranges.

1. INTRODUCTION

The future of wireless communication should require a high-quality, fast method for transmitting information, as well as smaller device dimensions, making MIMO antenna technology more desirable with respect to capability unless the usage of extra spectrum or radiation power [1]. Furthermore, technological advancements in contemporary wireless technology have resulted in enhanced spectrum appropriation. MIMO antennas are now widely used to increase spectrum efficiency. Antennas that cover a wide frequency range having better separation to individual antenna units are involved here.

MIMO antennas are used for a variety of purposes, including improving isolation and increasing bandwidth. In any shared substrate MIMO system, compactness and adequate isolation between radiating parts are major challenges. A polarization diversity array antenna for WLAN, WiMAX, and LTE utilizations with a dimension of $70 \text{ mm} \times 70 \text{ mm}$ and a minimum isolation of 17 dB is explained in [2]. A quad-module antenna arrangement for WLAN applications with measure of $80 \text{ mm} \times 60 \text{ mm}$ with 25 dB isolation is introduced in [3, 4]. A proximity coupled feeding mechanism and rectangular slits for 2.4 GHz applications are used here. The isolation level is better than 25 dB, having an overall antenna dimension of $60 \text{ mm} \times 80 \text{ mm}$ in [4]. In [5], a 2×2 antenna system of size $67 \text{ mm} \times 67 \text{ mm}$ for WLAN applications for 2.4/5.2/5.8 GHz is presented with isolation of 24 dB. An eight-port dual-band slot antenna with a T-shaped slot and an inverted U-shape feed line for common-mode suppression with a gross antenna dimension of $62 \text{ mm} \times 62 \text{ mm}$ is presented in [6]. A wideband four-port MIMO antenna with a microstrip feedline with a shared ring-shaped ground plane and radiating element is introduced for 2.4 GHz Wi-Fi and 2.6 LTE application with a comprehensive antenna dimension of $120 \text{ mm} \times 140 \text{ mm}$ [7]. A dual-port planar inverted F antenna with inverted L and J shaped slots acquiring overall dimension of $100 \text{ mm} \times 50 \text{ mm}$ and isolation more than 15 dB is presented in [8]. In [9], a four-port MIMO antenna for 2.45 and 5.2 GHz mobile communication is introduced with a size of $50 \text{ mm} \times 100 \text{ mm}$.

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Queer Tradition in Indian Cultural Context: A Socio-Historical Overview

By

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Abstract:-Acceptance of pluralities of sexualities and sexual identities was the hallmark of ancient Indian culture. This is exemplified by concepts like *Tritiyaprakriti* and traditions like the *Siva-Sakthi* tradition. Vedic society is all encompassing and gender fluidity and gender bending are common tropes in myths and lore. Divine status attributed to the transgender people sanctifies their status in society. Homosexuality was regarded a minor offence by ancient law. Vestiges of homosexuality can be seen in rekthi poetry and Radha-Krishna tradition. Kamasutra vouches for the diversities of sexualities. The imposition of section 377 in colonial times stigmatized and criminalized homosexuality. The historic SC verdict decriminalizing homosexuality hopefully ushers in a new age of tolerance and acceptance of manifold sexualities.

Indian culture has a tradition of openness and acceptance of diversities of sexualities and sexual identities. This fact is elucidated by the archival data collected from the times. Amara Das Wilhem, who made notable research on gender variance in Ancient Indian civilization, in his work, *Tritiya-Prakriti: People of the Third Sex* maintains, the concept of *Purusprakriti* and *Striprakriti* as man and woman nature, wedded together, in Indian culture promoted a cohabitation of male and female principles. He propounds the concept of *Tritiya Prakriti* or Third Sex for people with varied gender expressions other than *Purusprakriti* and *Striprakriti* (2010). He further observes "Vedic society was all encompassing and each individual was seen as an integral part of the greater whole. Thus all classes of men were accommodated and engaged according to their nature" (17). Henrich Zimmer who has extensively researched in myths and symbols in Indian art and civilization observes that in

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Role of Kudumbashree Mission in eradicating poverty in Rural parts of Kerala- A study with special reference to Deendayal Antyodaya Yojana – National Rural Livelihoods Mission

By

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Abstract: Development of a nation depend on the rural as well as urban development .The Central Government of our country announces various programmes for both urban as well as rural development. These programmes will be fruitful only if they reach to the people for whose benefit they are allotted. Hence there shall be an intermediary to ensure the smooth transition of project implementation from paper form to reality. In Kerala it is the Kudumbashree Mission which actively supports the State Government in implementing various schemes aimed at overall development. This paper aims at studying the role played by Kudumbashree Mission in executing Deendayal Antyodaya Yojana – National Rural Livelihoods Mission to eradicate poverty. The study is depended on Secondary sources from the Government sites.

I. Introduction

Kudumbasree is a community network program of Kerala Government that aims at eliminating poverty and empowering women. This comes under the aegis of State Poverty Eradication Mission (SPEM).The working of this mission is through two entities named Kudumbashree Community Network and Kudumbashree Mission. The evolution of this network goes down to 1977 when the Central Government began decentralisation of powers to Panchayat Raj Institutions (PRIs).As a result of decentralisation and also as a part of Peoples Plan Campaign in Kerala, the local Governments initiated the formation of this mission in their ninth plan.

1.1 **The structure:** Kudumbashree Mission is a three tier structure .The lowest level is the neighbourhood group (NHGs), at middle level there is Area Development Societies (ADS) and at local Government level there is Community Development Societies (CDS). In 2011 the Ministry of Rural Development (MoRD) recognised the Kudumbashree mission as State Rural Livelihood Mission (SRLM) and under National Rural Livelihood Mission





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UNFURLING THE GENDER SENSITIVITY OF TOOTHBRUSH INDUSTRY

Dr Jithendran S¹, Dr Priya R², Dr Rekha P.G³, Dr. Kochuthresia Jose⁴

Abstract: Multi-dimensionally the paper focuses on the unattended gender-based segmentation of customers in toothbrush industry wherein the need sets of feminine requirements are vital in multi-disciplinary approach. The paper addresses the opinions on need set of women in three groups of housewives, students and professionals. There are obvious differences in the structure of jaws and mouth across the gender biologically and the aesthetics preferences. The study brings in reliable test results for the claims of that industry does not cater the demands of female customers. The study uses relevant statistical tools to establish the arguments by weighing specific requirements of women in the dimensions of physical, functional, aesthetics and perceptual differences. The paper is consulting the studies of dentists on pattern of brushing, history of tooth brush. The paper systematically argues that the practice of addressing this industry as a bisexual product does not support the arguments of market segmentation based on the taste preferences and better satisfaction of customers. Opening a plethora of opportunities for the entrepreneurs, a new design of feminine tooth brush can cater the needs of female customers which is at present lies conveniently neglected.

Keywords: gender-based segmentation, perceptual differences, pattern of brushing

1. INTRODUCTION

Tooth brush is an indispensable accessory which ensures civilized individuals hygiene and social being. It is an inter disciplinary approach to portray the chasm in which the present tooth brush industry is unattended by firms. An industry, mammoth in size is ignoring the potentials of market segmentation in a vital aspect of gender seems to be unreasonable in spite of its cutting-edge competencies in research and sophistication. Toothbrush industry is a major component of Fast-Moving Consumer Goods (FMGC) and it is generally very sensitive to customers taste and preferences. The industry is very keen in segmentation in terms of age, quality and economic class of customers. But an important yardstick of division is appeared neglected or under estimated. The paper is bringing the instances of segmentations is the similar category and the probability of existence of such need sets in the given market where this industry operates.

In Hirschfeld's (1939) textbook on the toothbrush and oral care, he gave an extensive analysis of the history of brushing one's teeth with a toothbrush.

It is unknown where dental hygiene devices first appeared.

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Pilgrimage Tourism and Intermittent Fasting: Syncretism of Religio-Cultural Dichotomies

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Abstract

Within the frameworks of religion and culture, human interests often go beyond the structured binary oppositions of society. The paper is an attempt at highlighting the changing parameters which are no longer rigid but foster new combinations of cultural complexities and relationships. The dichotomies often construct within them certain convergent points where everything that happens serve the single metanarrative of inner joy and contentment. There exists an interactive realm even between the quasi- contradictory elements of the social structure. Patterns of cultural fusion and blending describe how binaries like pilgrimage and tourism can blur boundaries thereby reflecting the heterogeneity of the categories. The proliferation of digital platforms also contributes in spurring the socio-cultural shifts. By taking a detour through literary texts and contexts, the paper aims to explore the concrete ways in which religious practices like pilgrimage and fasting merge with contemporary culture.

Culture and religion are interwoven and shape identity. Religion permeates into all walks of life that it is practically impossible to isolate it. Aspects of religio-cultural identity are manifested in daily lives. The pilgrimage in the Middle Ages was primarily a spiritual journey. It was an act of devotion, repentance for sin, thanksgiving for divine favours or just a yearning for a transient experience. But, like pilgrims today, the medieval traveller to the holy places was also not reluctant in having a good time in the company of like-minded people.

Nature also plays an important role in pilgrimage as it offers a temporary escape from daily chores and routines and experience nature and cultures. Victor and Edith Turner, in their work, *Image and Pilgrimage in Christian Culture: Anthropological Perspectives*, argued that pilgrimage takes place outside of normal social structures, spaces, and time, freeing individuals from their normal constraints. Mixing of tourism and pilgrimage is not something new.

In *The Canterbury Tales*, the pilgrimage is also a vacation. Like vacation acquaintances in all time periods, the Canterbury pilgrims experience each other in a lighthearted way. The pilgrimage offers them time and space away from their everyday cares; they are on holiday, thus open to each other in a way they would not be in any other context. A spirit of play animates their interactions, a spirit of acceptance informs their attitudes. People who would otherwise be separated by social class or occupation or gender are brought together by chance in quest of a mutual goal: to visit the shrine of St. Thomas Becket in Canterbury. (Hallissy 18)

Pilgrims always had an ambiguous status as is seen in Chaucer's pilgrims who engage themselves on the way in a storytelling contest and lively exchanges.

The concept of pilgrimage underwent a complex transformation during the sixteenth and seventeenth centuries, when it got assimilated with worldly notions. Opportunities for

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ബാലസാഹിത്യം



ബാലസാഹിത്യവും ശാസ്ത്രബോധവും

സോണിമോൻ പി.എസ്.

ഈ ഒരു സാഹിത്യകോൽപ്പനമാണ്. വ്യക്തിചിത്രമായപ്പോലും രൂപപ്പെടുത്തുന്ന സാഹിത്യ ബോധമുണ്ട്. ഒരു ജനതയുടെ സാമൂഹ്യബോധത്തെയാണ് സാഹിത്യബോധമെന്ന് പറയുന്നത്. ഈ സാമൂഹ്യബോധത്തിൽ എത്രമാത്രം ശാസ്ത്രബോധം അടങ്ങിയിരിക്കുന്നു എന്നത് ഒരു സമൂഹത്തിന്റെ ചിന്താപരമായ ഔന്നത്യത്തെ അടയാളപ്പെടുത്തുന്നു. ശാസ്ത്രീയമനോവൃത്തി ജീവിതത്തിന്റെ ഭാഗമാക്കിയ മനുഷ്യനാണ് യഥാർഥ അർത്ഥത്തിൽ ആധുനികമനുഷ്യനെന്നത് വിളിക്കാൻ സാധിക്കുക. അതിനായുള്ള പത്മവെട്ടുത്താൻ ബാല്യകാലം തൊട്ടുള്ള പരിശീലനത്തിലൂടെ സാധിക്കും. അറിവും ബോധവും രണ്ടാണ്. അറിവ് പകർന്നുകൊടുക്കാവുന്നതും ബോധം ആർജ്ജിക്കേണ്ടതുമാണ്. കുട്ടികൾ ശാസ്ത്രം പഠിക്കുന്നവരാണ്. ശാസ്ത്രവിഷയത്തിൽ കുറെ കാര്യങ്ങൾ പഠിച്ചുവെക്കുകയാണ് ശാസ്ത്രബോധം ഉണ്ടാകുന്നില്ല. ബോധത്തിന് ഒരു പ്രയോഗതലമുണ്ട്. ശാസ്ത്രീയമായ അറിവിനെ ചിന്തയുടെ ഭാഗമാക്കി മാറ്റാനുള്ള മാനസികാവസ്ഥ സമൂഹത്തിന്റെ ഭാഗമായിത്തന്നെ കുട്ടികൾക്ക് ലഭിക്കേണ്ടതുണ്ട്. സമൂഹത്തെപോലെതന്നെ കുട്ടികളിൽ ശാസ്ത്രബോധം വളർത്തിയെടുക്കാനുള്ള ശേഷി ബാലസാഹിത്യങ്ങൾക്കുണ്ട്. അതിനാൽ നിലവാരമുള്ള ബാലസാഹിത്യകൃതികൾ ധാരാളമായി നിർമ്മിക്കപ്പെടണം. എന്നാലേ ശാസ്ത്രം ഒരു തലമുറയുടെ ബോധത്തിന്റെ ഭാഗമായി മാറൂ. ശാസ്ത്രബോധം ബാലസാഹിത്യകൃതികളിലൂടെ കുട്ടികളിലേക്കും തുടർന്ന് സാഹിത്യബോധത്തിലേക്കും പ്രസരിക്കേണമെന്നതിനാൽ ശാസ്ത്രീയ മനോവൃത്തി നിർമ്മിതിയിൽ ബാലസാഹിത്യത്തിന്റെ ആവശ്യകത ചർച്ചചെയ്യുകയാണിവിടെ.

ബാലസാഹിത്യവും ശാസ്ത്രബോധവും

ശാസ്ത്രവും സാഹിത്യവും എതിർദിശകളിലേക്ക് ഒഴുകുന്ന രണ്ട് ധാരകളാണെന്ന ധാരണ പൊതുവെ സമൂഹത്തിനുണ്ട്. ഒന്ന് വസ്തുതകളുടെ പിൻബലത്തോടെയുള്ള സത്യന്വേഷണമാകുമ്പോൾ അടുത്തത് സങ്കല്പലോകത്തിലൂടെയുള്ള സഞ്ചാരവും സൗന്ദര്യസ്വാദനവുമാകുന്നുവെന്ന് പറയാറുണ്ട്. സത്യവും സൗന്ദര്യവും എതിർപുറങ്ങളിൽ പ്രതിഷ്ഠിക്കേണ്ട ആശയങ്ങളാണോ എന്ന് ചിന്തിക്കേണ്ടിയിരിക്കുന്നു. ശാസ്ത്രവും സാഹിത്യവും വിരുദ്ധമല്ല. അവ തമ്മിൽ കലരാറുണ്ട്, ചിലപ്പോൾ അകലാറുമാണ്. ചില ചോദ്യങ്ങൾക്കും കൗതുകങ്ങൾക്കും പിന്നാലെയാണ് ശാസ്ത്രവും സാഹിത്യവും സഞ്ചരിക്കുക. അതിൽ പ്രയോഗിക്കുന്ന രീതിശാസ്ത്രമാണ് ശാസ്ത്രം.

ശാസ്ത്രവും സാഹിത്യവും എതിർദിശകളിലേക്ക് ഒഴുകുന്ന രണ്ട് ധാരകളാണെന്ന ധാരണ പൊതുവെ സമൂഹത്തിനുണ്ട്.

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സിനിമ



സ്പൈഡർ-മാൻ: അതിമാനുഷസങ്കല്പവും സ്വത്വപ്രതിസന്ധിയും

സോണിമോൻ പി. എസ്.

63 ള്ക സാധാരണ മനുഷ്യന് കഴിയാത്ത വിധത്തിൽ വിരക്തത്വങ്ങൾ സൂപ്പർ പവറുകൾ ഉപയോഗിച്ച് ചെയ്യുന്ന വ്യക്തിയാണ് സൂപ്പർഹീറോ. പൊതുവായത് (Public), രഹസ്യമായത് (Secret) എന്നിങ്ങനെ സൂപ്പർഹീറോ കഥാപാത്രത്തിന് ഇരട്ട ഐഡൻഡിറ്റികൾ കാണാറുണ്ട്. സൂപ്പർഹീറോ എന്ന നിലയിൽ പൊതുജനങ്ങളിലേക്ക് ഇറങ്ങിച്ചെല്ലുന്ന അയാൾക്ക് സിവിലിയൻ എന്ന നിലയിൽ മറ്റൊരു സ്വകാര്യജീവിതവുമുണ്ട്. ചില സൂപ്പർഹീറോസ് സ്വയം ലോകത്തിന് വെളിപ്പെടുത്തി ഒളിച്ചുകളിയിൽനിന്ന് തന്നെത്തന്നെ സംരക്ഷിക്കാറുണ്ട്. സ്വയം സംരക്ഷിക്കുക, തന്റെ ജോലിയുടെ ഭാഗമായി കുടുംബാംഗങ്ങൾക്കും സുഹൃത്തുക്കൾക്കും വന്നുചേർന്നേക്കാവുന്ന അപകടസാധ്യതകളെ ഇല്ലാതാക്കുക, നിയമപരമായ പ്രത്യേകതകളിൽനിന്ന് പുറത്തുനിൽക്കുക, സ്വകാര്യജീവിതം സാധ്യമാക്കുക തുടങ്ങിയവയാണ് പ്രധാനമായും സിവിലിയനെന്ന നിലയിലുള്ള യഥാർഥ ഐഡൻഡിറ്റി മറച്ചുപിടിക്കാനും രഹസ്യജീവിതം നയിക്കാനും സൂപ്പർഹീറോസിനെ പ്രേരിപ്പിക്കുന്നത്. സ്പൈഡർ-മാൻ എന്ന സൂപ്പർഹീറോയെയാണ് പഠനത്തിന് തിരഞ്ഞെടുത്തിരിക്കുന്നത്. സ്പൈഡർ-മാന്റെ സീക്രട്ട് ഐഡൻഡിറ്റിയും അത് സംരക്ഷിക്കുന്നതിന്റെ ഭാഗമായി പീറ്റർ പാർക്കർ നേരിടേണ്ടിവരുന്ന സ്വത്വപ്രതിസന്ധികളും പ്രതിരോധങ്ങളുമാണ് ഇവിടെ അവതരിപ്പിക്കുന്നത്.

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ആൾക്കൂട്ടസംസ്കാരത്തിന്റെ വിനിമയഭേദങ്ങൾ ലിജോ ജോസ് പെല്ലിശ്ശേരിയുടെ സിനിമകളിൽ

സോണിമോൻ പി. എസ്
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മലയാളവിഭാഗം
മഹാരാജാസ് കോളേജ്, എറണാകുളം
E-mail: sonymon02@gmail.com

പ്രബന്ധസംഗ്രഹം: ഒരു പൊതു ആവിശ്യത്തിന്റെയോ ഉദ്ദേശ്യത്തിന്റെയോ പുറത്ത് പെട്ടെന്ന് ഒത്തുകൂടപ്പെട്ട ആളുകളുടെ അസംഘടിതമായ ഗ്രൂപ്പിനെയാണ് ആൾക്കൂട്ടം എന്ന് പറയുന്നത്. ആൾക്കൂട്ടം പ്രദർശിപ്പിക്കുന്ന സ്വഭാവമാണ് ആൾക്കൂട്ടസംസ്കാരം. വ്യക്തിപരമായ എല്ലാ നിയന്ത്രണങ്ങളും ഉത്തരവാദിത്തബോധവും നഷ്ടപ്പെടുത്തിക്കൊണ്ടാണ് ഒരു വ്യക്തി ആൾക്കൂട്ടസംസ്കാരത്തിൽ പ്രവേശിക്കുന്നത്. ലിജോ ജോസ് പെല്ലിശ്ശേരിയുടെ സിനിമകളിൽ ആൾക്കൂട്ടമുണ്ട്. ആൾക്കൂട്ടസംസ്കാരത്തിന്റെ സവിശേഷതകളെ അദ്ദേഹം സിനിമയിൽ വിദഗ്ധരായി ഉപയോഗിച്ചിട്ടുണ്ട്. ജെല്ലിക്കെട്ട്, ചുരുളി എന്നീ സിനിമകളെ അടിസ്ഥാനമാക്കി ആൾക്കൂട്ടസംസ്കാരത്തിന്റെ വിനിമയഭേദങ്ങളെ വിശകലനം ചെയ്യുകയാണ് ഈ പ്രബന്ധം.

അക്കോർഡ്കൾ: ആൾക്കൂട്ടം, ആൾക്കൂട്ടസംസ്കാരം

ഒരു പൊതുതാല്പര്യമോ ലക്ഷ്യമോ പങ്കിടുന്നതോ, സ്വാധീനിക്കുന്നതോ ആയ ആളുകളുടെ പെട്ടെന്നുള്ള, താല്ക്കാലികശേഖരമാണ് ആൾക്കൂട്ടം. 'ആൾ' എന്ന വാക്കിന് ശബ്ദതാരാവലിയിൽ മനുഷ്യൻ, ശേഷിയുള്ളവൻ, സമർത്ഥൻ തുടങ്ങിയ അർത്ഥങ്ങളാണ് നൽകുന്നത്. ആൾക്കൂട്ടമെന്നത് മനുഷ്യരുടെ കൂട്ടമാണ്. മറ്റേത് വിഭാഗം ജീവികളുടെയും കൂട്ടത്തെ ആൾക്കൂട്ടമെന്ന പദംകൊണ്ട് വിശേഷിപ്പിക്കാനാകില്ല. അസംഘടിതമായ ഒരു സാമൂഹികഘടനയാണ് ആൾക്കൂട്ടത്തിന്. വലിയൊരു ജനക്കൂട്ടമാണ് ആൾക്കൂട്ടത്തിലുണ്ടാവുക. അവരെ പുറത്തുനിന്ന് ഒന്നിനും നിയന്ത്രിക്കാനാകില്ല. വലിയൊരു ജനക്കൂട്ടം ഒരു സ്ഥലത്ത്, ഒരു സാഹചര്യത്തിൽ ഒത്തുകൂ

ടുകയാണ്, അവരാണ് ആൾക്കൂട്ടം. അവരുടെ കൂട്ടായ പെരുമാറ്റത്തിന്റെ സ്വഭാവമാണ് ആൾക്കൂട്ടസംസ്കാരം.

മനുഷ്യന്റെ ഏറ്റവും അടിസ്ഥാനവികാരങ്ങളായ ഭയം, കോപം, ക്രോധം തുടങ്ങിയവയാണ് ആൾക്കൂട്ടസംസ്കാരത്തിൽ കാണാനാവുക. അതിനാൽ ആൾക്കൂട്ടസംസ്കാരം പരിണാമവുമായി ബന്ധപ്പെട്ടിരിക്കുന്നു. ഹിംസ ആധുനിക സമൂഹങ്ങളിൽ മോശം സ്വഭാവമായി കരുതുമ്പോഴും ഒരു കാലത്ത് മനുഷ്യരുടെ നിലനിൽപ്പിന് ഹിംസ സഹായിച്ചിട്ടുണ്ട്. തങ്ങളുടെ ജീനുകൾ അടുത്ത തലമുറയിലൂടെ നിലനിർത്താനാണ് എല്ലാ ജീവികളും ശ്രമിക്കുന്നത്. ആദ്യകാലത്ത് വിഭവങ്ങൾക്കു ഇണയ്ക്കും വേണ്ടി ജീവികൾക്ക് മത്സരിക്കേണ്ട



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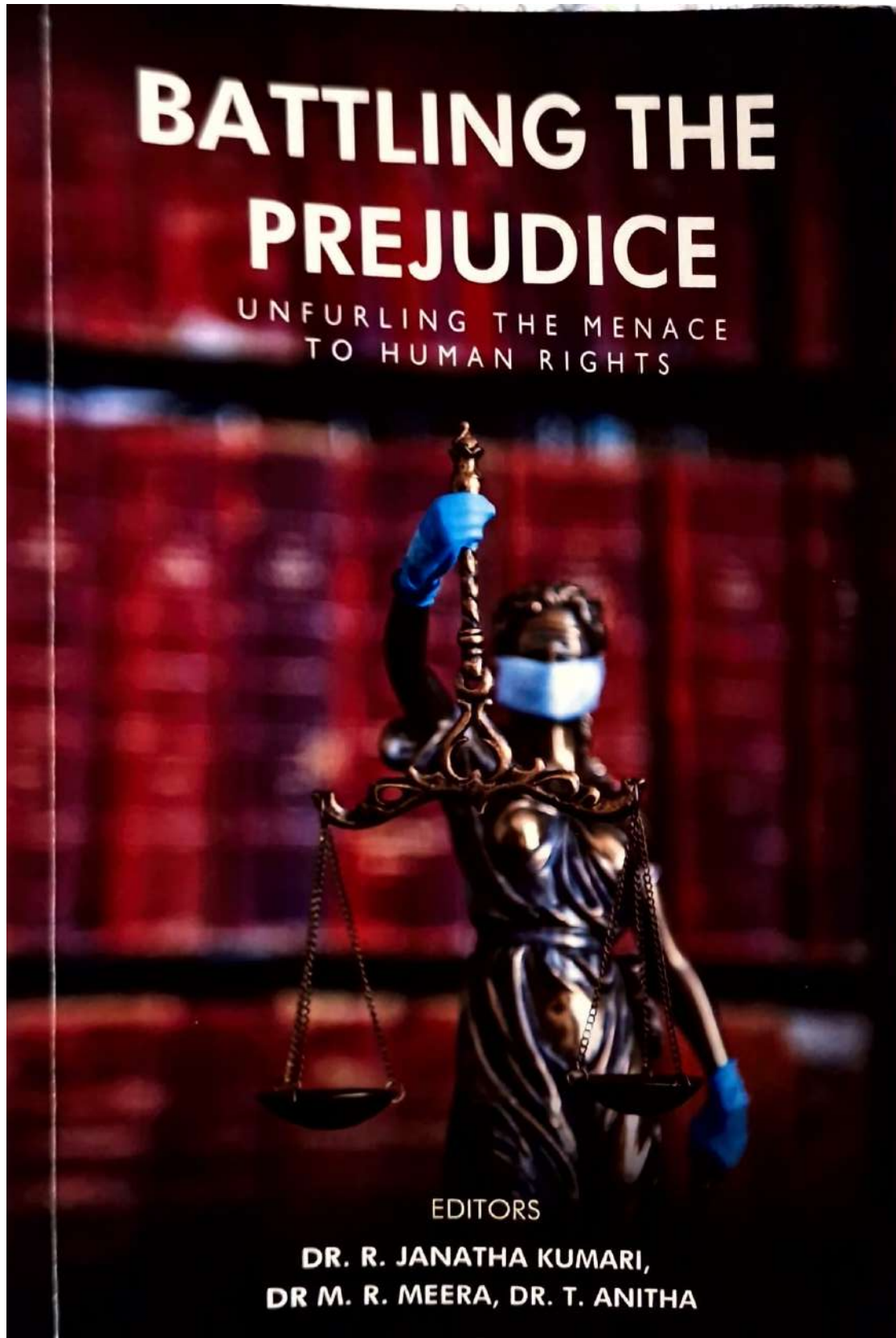
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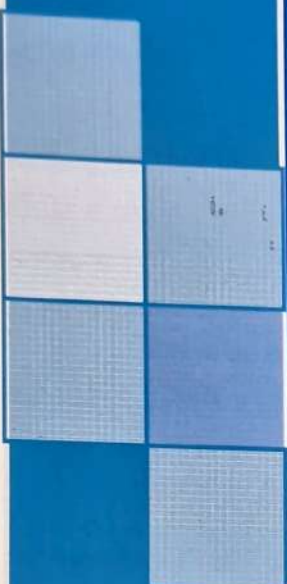




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Indian Commodity Futures Market and Volatility: An Empirical Analysis

Liance MATHEW¹, Karthika P.DEVAN^{2*}, & Johney JOHNSON³

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Abstract

The present study is an attempt to examine the less explored area of volatility in the Indian commodity market to capture the asymmetric impacts of shocks or innovations on volatilities in the futures and the spot commodity prices. The study considers the futures and the spot data for Metals (Gold, Silver, Copper and Aluminum), Energy (Crude Oil) and Agriculture (Cotton, Crude Palm Oil, Soya Bean, Refined Soya Oil and Sugar). Gold, Silver, Copper, Aluminum, Crude Oil, Cotton and Crude Palm Oil traded in Multi Commodity Exchange (MCX) and Soya Bean, Refined Soya Oil and Sugar traded in National Commodity and Derivatives Exchange Limited (NCDEX) are collected. The present study uses Nelson's (1991) Bivariate EGARCH model to capture the asymmetric impacts of shocks or innovations on volatilities and to avoid imposing non-negativity restrictions on the values of GARCH parameters. Bivariate EGARCH Model for Agriculture markets such as Cotton, Crude Palm Oil, Refined Soya Oil, Soya Bean and Sugar. The empirical results shows that the GARCH effects (measured by α_i) for all the agriculture commodities are statistically significant, implying the degree of volatility persistence exists in the case of both futures and spot market returns of Cotton, Crude Palm Oil, Refined Soya Oil, Soya Bean and Sugar, respectively. This result suggests that once a shock has occurred, volatility tends to persist for long periods in both the spot and futures markets of respective commodity. The volatility spillover information is often transferred from futures market to spot market in the case of majority of the commodities.

Key words: Volatility spillover, commodity market, futures market, spot market, Bivariate EGARCH

JEL Codes: G12, G13, C32.





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ASSOCIATION BETWEEN FOOD ADVERTISEMENTS AND CONSUMPTION OF JUNK FOODS AMONG CHILDREN. A STUDY FROM THE PERSPECTIVE OF MOTHERS

¹Renuka K K & ²Dr. M. Geetha

¹Research Scholar, The Cochin College, Kochi 2. Email: renukarajesh7@gmail.com

²Research Supervisor and Principal, The Cochin College, Kochi 2. Email: geethakem@gmail.com

Abstract: Today Fast food is one of the world's largest growing food type attracting more customers. These industries are spending billions on marketing and advertising the products especially to children. There has been substantial increase in advertising of fast foods both in developed and developing countries. Children are viewed as major target market in India by these fast food industries. Majority of the products are high in calories and less in nutritional value.

This study is based on both primary and secondary data to explore the effect of food marketing among children and the attitude of mothers towards this. Since in the age group of 10 to 15, mothers have an inevitable role in influencing kid's total behavior, data have been collected from mothers for more clarity in findings. Of discussion, even though all the nook and corners of junk food consumption is clear, the unanswered question is the source of information regarding junk foods among children. This study tries to answer this question and on its behalf analyzing the association between various marketing techniques and socializing factors upon junk food consumption. As a supporting factor the study also analyses the legal frame work that exists in India to support ethical advertising. The area of this study is confined to Cochin City, Kerala.

Key Words: Food Advertising, Junk Food, Eating Behavior.

Article History

Received: 14/06/2021; Accepted: 22/06/2021

Corresponding author: Renuka K K

INTRODUCTION

Food and beverage industries are spending billions on marketing and advertising their products to children [1]. Majority of the products are high in calories and less in nutritional





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A study on Relationship between Organizational Justice Perception of IT Employees with Job Satisfaction

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Author(s)
Dr. M. Geetha ¹; Vishnu P.M ²

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²Research Scholar, PG and Research Department of Commerce, The Cochin College, Cochi-2

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Abstract

The study aims to assess the level of organizational justice perceived by the IT employees, job satisfaction level and the relationship between organizational justice and job satisfaction of IT employees especially the software employees in the selected IT parks. The results of the study indicate that there is only moderate level of organizational justice perceived by the IT employee. There is significant positive correlation between Interactional justice and job satisfaction. The overall organizational justice and job satisfaction of software employees is said have positive correlation.

Keywords

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A STUDY ON THE EFFECTIVENESS IN SERVICE DELIVERY AND SUSTAINABILITY OF KERALA SUSTAINABLE URBAN DEVELOPMENT PROJECTS

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I. Introduction

India is on the path of urbanization. The population statistics of India points out that India has been the second most populous country in the Globe since 1955 (World Population Meter, 2017). The population in last decade was around 130 crores and density of population comes around 460 persons per square kilometer. Out of the total population, the urban population comes nearly to 33 percent. From 19.5 percent in 1955 it has reached 33.6 percent in the year 2017. This indicates that our country has like other developing countries joined the pace of urbanization.

Urbanization process is not merely movement of people to urban areas but also involves sectoral transformations. It transforms the productivity origin from

areas concentrated with more productivity and more economic growth. This forms the base for formation of cities and towns. Since these areas ensure value-addition in economic development they form the centre of development activities in any country. Thus the cities and towns play an important role in absorbing the positive consequences of rapid urbanization that is economic growth.

To maintain the link between growing urban transformation and monetary growth these cities and towns have to be well equipped with high quality infrastructure. Properly managed urbanization brings development in rural areas also. Its proper management gets reflected in all fields of development. Hence the opinion that cities determine the pulse of development of a nation. *Cities and towns shall attract production*





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A STUDY ON THE BUTTERFLY DIVERSITY IN WEST KOCHI, KERALA

Sree Lakshmi S, Meenu Raju and Meera Menon*

Department of Zoology, Cochin College, Kochi, Kerala-682002

*Corresponding author email id: mecnusn.brm@gmail.com

Abstract

Butterflies are good biological indicators. Hence their conservation is important for maintaining the stability of ecosystem. This is a four-month study conducted from February to May 2020 in West Kochi of Ernakulam district, Kerala. Thirty species of butterflies belonging to five families viz., Nymphalidae, Papilionidae, Lycaenidae, Hesperidae and Pieridae were recorded. Diversity indices showed higher values suggesting the suitability of the habitat for butterflies. The presence of various host plants and nectar plants may be the reason for rich butterfly diversity of the study habitat.

Keywords: Nymphalidae, Papilionidae, Lycaenidae, Hesperidae and Pieridae

Introduction

"Biological diversity" means the variability among living organisms from all sources including, inter alia, terrestrial, marine, and other aquatic ecosystems and the ecological complexes of which they are part; this includes diversity within species, between species and of ecosystems (Weiss, 1992). Concept of diversity is important in many areas of biology. The term biodiversity comes to us from conservation biology (Maclurin and Sterelny, 2008).

Butterflies and moths are insects classified under order Lepidoptera (Class





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സീ യു സുൺ: ദൃശ്യഭാഷയും മിശ്രയാഥാർത്ഥ്യബോധവും

Sonymon P.S.

Research Scholar, Department of Malayalam,
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സൈബർലോകത്തിന് വെളിയിലാണ് യാഥാർത്ഥ്യമെന്ന തോന്നൽ മലയാളിയിൽനിന്ന് അകന്നുതുടങ്ങിയിരിക്കുന്നു. മലയാളിക്ക് ഒരു വെർച്വൽ ജീവിതം കൂടിയുണ്ട്. ജിയോയുടെ നേതൃത്വത്തിലാരംഭിച്ച 4G വിപ്ലവം മലയാളിയുടെ ജീവിതത്തെ നവമാധ്യമങ്ങളുമായി അഭേദ്യമായവിധത്തിൽ കൂട്ടിയിണക്കുകയുണ്ടായി. കോവിഡ് മഹാമാരിയെ നേരിടാൻ യന്ത്രങ്ങൾ മനുഷ്യന്റെ സഹായത്തിനെത്തി. സാമൂഹിക അകലം പാലിക്കുക എന്നത് സാമൂഹികനിയമമായി മാറിയ സമയത്ത് മനുഷ്യനെ സാമൂഹികജീവിതത്തിൽ നിലനിർത്തുന്നതിൽ നവസാങ്കേതികവിദ്യകൾ വലിയ പങ്കുവഹിച്ചു. അങ്ങനെ സൈബർലോകമെന്നത് മലയാളിയുടെ സുപ്രധാന ഇടമായിമാറി. ഇന്ന് കേവലം വിനോദത്തിന്റെ, നേരംപോക്കിന്റെ ഇടമല്ല സൈബർ സ്പേസ്. ആ കർത്തവ്യം നിർവ്വഹിക്കുമ്പോൾതന്നെ ഇന്റർനെറ്റിന്റെ വെർച്വൽ യാഥാർത്ഥ്യവും മനുഷ്യന്റെ ഭൗതികയാഥാർത്ഥ്യവും തമ്മിലുള്ള അകലം കുറഞ്ഞുവരുന്നു. മലയാളി ജീവിക്കുന്ന, പണിയെടുക്കുന്ന, ആഘോഷിക്കുന്ന, വൈകാരികമായി ബന്ധപ്പെടുന്ന യാഥാർത്ഥ്യലോകമായി സൈബർ സ്പേസ് മാറിയിരിക്കുന്നു.

വെർച്വൽ റിയാലിറ്റി എന്ന് കമ്പ്യൂട്ടർ സൃഷ്ടിക്കുന്ന ഒരു മാധ്യമലോകമാണ്. മനുഷ്യന്റെ ഭൗതികജീവിതവുമായി വെർച്വൽ റിയാലിറ്റി ബന്ധപ്പെടുമ്പോൾ ഇതുരണ്ടും ചേർന്ന മിക്സ്ഡ് റിയാലിറ്റി നിർമ്മിക്കപ്പെടുന്നു. ഭൗതിക, ഡിജിറ്റൽ വസ്തുക്കൾ ഒരുമിച്ച് നിലനിൽക്കുകയും തത്സമയം ഇടപഴകുകയും ചെയ്യുന്ന പുതിയ പരിതഃസ്ഥിതികളും ദൃശ്യവൽകരണങ്ങളും സൃഷ്ടിക്കുന്നതിന് യാഥാർത്ഥ്യവും വെർച്വൽ ലോകങ്ങളും തമ്മിൽ ലയിപ്പിക്കുന്നതിനെയാണ് മിശ്രയാഥാർത്ഥ്യം (Mixed Reality) എന്ന് പറയുന്നത്. ഇന്ന് മനുഷ്യർ വെർച്വൽ റിയാലിറ്റിയിൽനിന്ന് മിക്സ്ഡ് റിയാലിറ്റിയിലേക്ക് അടുത്തിരിക്കുന്നു. 2020-ൽ മഹേഷ് നാരായണന്റെ സംവിധാനത്തിൽ പുറത്തിറങ്ങിയ സീ യു സുൺ ഈ സവിശേഷതയെ ഉൾക്കൊണ്ട് നിർമ്മിക്കപ്പെട്ട സിനിമയായിരുന്നു. സീ യു സുണിന്റെ ഇടമെന്നത് ഭൗതികലോകത്തെക്കാൾ സൈബർ ലോകമാണ്. കോവിഡ് കാലത്ത് മനുഷ്യശരീരങ്ങൾ സമ്പർക്ക



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പ്രബന്ധസംഗ്രഹം: 2015 നശേഷം പുറത്തുവന്ന മലയാളസിനിമകൾ പരിശോധിച്ചാൽ അവയിൽ സവിശേഷശ്രദ്ധയാകർഷിക്കുന്ന ഒന്നാണ് മുൻപില്ലാത്തവിധം സിനിമയിൽ കടന്നുവന്ന പ്രാദേശികത. വിഷയസൂചനത്തിലും അവതരണത്തിലുമുള്ള പുതുമകൾ പോലെതന്നെ ഒരു കഥാപാത്രത്തെ കൃത്യമായ ഒരു പ്രദേശത്തിന്റെ പശ്ചാത്തലത്തിൽ അവതരിപ്പിക്കുകയെന്നതും പുതിയ സിനിമകളുടെ സവിശേഷതയാണ്. കഥാപാത്രത്തിന്റെ സ്വത്വം പ്രാദേശികസ്വത്വവുമായി ഏറ്റവും ചേർന്നുപറ്റിയിരിക്കുന്നിടത്താണ് പുതിയ സിനിമകൾ എത്തിനിൽക്കുന്നത്. 2018-ൽ പുറത്തിറങ്ങി ഏറെ പ്രേക്ഷക-നിരൂപകപ്രശംസ നേടിയ സിനിമയായിരുന്നു സക്കറിയ മുഹമ്മദ് സംവിധാനം ചെയ്ത സുധാനി ഫ്രം നൈജീരിയ. ഇവിടെ പ്രദേശം മലപ്പുറമാണ്. കേരളത്തിലെ മുസ്ലീംദ്രാവിഡപക്ഷപ്രദേശമായ മലപ്പുറത്തിന് മറ്റൊരു സവിശേഷതയുണ്ട്. അത് കാൽപന്തുകളിയാണ്. ഫുട്ബോളിനെ പ്രണയിച്ച നാടാണ് മലപ്പുറം. കാൽപന്തുകളിയുടെ പശ്ചാത്തലത്തിലിറങ്ങി മലപ്പുറത്തിന്റെ പ്രാദേശികജീവിതത്തെ അടയാളപ്പെടുത്തിയ സുധാനി ഫ്രം നൈജീരിയ ആ കാരണം കൊണ്ടുതന്നെ അതേ ഴാനറി (genre)ൽപ്പെട്ട അതിന്റെ സമകാല സിനിമകളിൽനിന്ന് വ്യത്യസ്തത പുലർത്തുന്നു. 'സുധാനി ഫ്രം നൈജീരിയ'യിലെ പ്രാദേശികസ്വത്വനിർമ്മിതിയാണ് ഈ പ്രബന്ധത്തിൽ വിഷയമാക്കിയിരിക്കുന്നത്. സാധാരണ മനുഷ്യരുടെ ജീവിതം അവതരിപ്പിക്കുന്നതുകൊണ്ട് ഒരു സിനിമ അപ്രധാനമായി മാറുന്നുണ്ടോ എന്ന അന്വേഷണവും സുധാനി ഫ്രം നൈജീരിയയെ മുൻനിർത്തി പരിശോധിക്കാൻ ഈ പഠനത്തിലൂടെ ശ്രമിച്ചിരിക്കുന്നു.

അക്കോൽവാക്കുകൾ: പ്രാദേശികത, സ്വത്വം, സ്വത്വനിർമ്മിതി

പ്രീകോവിഡ് കാലം ഇന്ത്യയിൽ ബയോപ്പിക്കുകളും സ്പോർട്സ് സിനിമകളും തരംഗമായി മാറിയ കാലമായിരുന്നു. മലയാളത്തിലും ഇതിന്റെ ആവർത്തനങ്ങളുണ്ടായി. 2018-ൽ സക്കറിയ മുഹമ്മദിന്റെ സംവിധാനത്തിൽ പുറത്തിറങ്ങി ധാരാളം അംഗീകാരങ്ങൾ നേടിയ സിനിമയാണ് സുധാനി ഫ്രം നൈജീരിയ.

വാണിജ്യവിജയത്തിന്റെ ഫോർമുലയായി മാറിയ സ്പോർട്സ് സിനിമകളിൽനിന്നു സുധാനി ഫ്രം നൈജീരിയയെ വേറിട്ടുനിർത്തുന്നതെന്തെന്ന് തിരയുമ്പോൾ നമുക്കുദ്യം കണ്ടെത്താനാവുക മലപ്പുറം എന്ന ദേശത്തെയാണ്. മലയാളസിനിമ അവഗണിക്കുകയും, തെറ്റിധരിപ്പിക്കുകയും ചെയ്ത പ്രദേശങ്ങളി



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സംഗ്രഹം: കേരളീയസമൂഹത്തിൽ സമൂഹമയം മാറ്റത്തിന് ആധുനികതയുടെ വരവ് കാരണമായി. ഇംഗ്ലീഷ് പരിഭാഷണം പാശ്ചാത്യസാഹിത്യരൂപങ്ങളെ അടുത്തിടയിൽ എഴുത്തുകാർക്ക് അവസരമൊരുക്കി. ഗദ്യം ശക്തമായൊരു രൂപത്തിലേക്ക് മാറുന്നതും ഈ കാലഘട്ടത്തിലാണ്. അങ്ങനെ തീർത്തും നവീനവും പാശ്ചാത്യവുമായ സാഹിത്യരൂപങ്ങൾ മലയാളത്തിലും പിറവിയെടുത്തു. നോവലുകളുടെയുള്ള സാഹിത്യരൂപങ്ങളെ മലയാളികൾക്ക് ആദ്യമായി പരിചയപ്പെടുത്തിയത് മിഷണറിയായിരുന്നു. എന്നാൽ അവരുടെ കലാപ്രവർത്തനം സാഹിത്യപരമായി ശിഥിലമായിരുന്നുവെന്നു കാണാം. നോവൽസാഹിത്യത്തിന്റെ ലക്ഷണങ്ങളെല്ലാം തികഞ്ഞ ആദ്യമലയാളനോവലാണ് *ഇന്ദുലേഖ*. നവീനവിദ്യാഭ്യാസം നേടിയ ആദ്യ തലമുറയിൽപ്പെട്ട എഴുത്തുകാരനായിരുന്നു ചന്ദ്രമോഹൻ. തന്റെ വിദ്യാഭ്യാസത്തിലൂടെ ആർജ്ജിച്ച പുതിയ യുക്തിബോധത്തിലൂടെ സമകാലികജീവിതത്തെ വീക്ഷിക്കാനാണ് അദ്ദേഹം നോവലിലൂടെ ശ്രമിച്ചത്. പാശ്ചാത്യരീതിയിലുള്ള വിദ്യാഭ്യാസമാണ് പ്രശ്നപരിഹാരമാർഗ്ഗം എന്ന നിഗമനത്തിലേക്കാണ് അദ്ദേഹം എത്തിച്ചേരുന്നത്. തുടർന്ന് *ഇന്ദുലേഖ*യുടെ അനുകരണങ്ങൾ ഭാഷയിൽ നിറയുന്നതുമാണാം. *ഇന്ദുലേഖ*യുടെ ഭാവശൃംഗങ്ങളായ അനുകരണങ്ങളെ കളിയാക്കിക്കൊണ്ടാണ് കിഴക്കേപ്പാട്ടു രാമൻകുട്ടിമേനോൻ *പാരമ്പര്യപരിണയം* നോവൽ രചിക്കുന്നത്. ആ കാലഘട്ടത്തിലെ സാഹിത്യകൃതികളുടെ പൊതു ആശയമണ്ഡലമായ കൊളോണിയൽ ആധുനികതയെ എങ്ങനെയാണ് രാമൻകുട്ടിമേനോൻ സമീപിക്കുന്നതെന്ന് കൗതുകകരമാണ്. *ഇന്ദുലേഖ*യുടെ അനുകരണങ്ങളുടെ രൂപഭാവങ്ങളെ മാത്രം മുൻനിർത്തി വിമർശനത്തെ ചുരുക്കാതെ അത്തരം കൃതികളെയും, *ഇന്ദുലേഖ*യുടെ തന്നെയും ദർശനത്തെ ചോദ്യംചെയ്യാൻ രാമൻകുട്ടിമേനോൻ ശ്രമിക്കുന്നു. അങ്ങനെ കൊളോണിയൽ യുക്തികളെയും അതിന്റെ സാംസ്കാരികയാനിവേശത്തെയും ആ കാലഘട്ടത്തിൽ നിന്നുകൊണ്ടുതന്നെ ചോദ്യംചെയ്ത നോവലായിരുന്നു *പാരമ്പര്യപരിണയം*. ആ ദിർഘവീക്ഷണം തിരിച്ചറിയണമെങ്കിൽ 'പാരമ്പര്യ സാഹിത്യം' എന്ന ലേഖനത്തിൽനിന്ന് പുറത്തു നിന്നുകൊണ്ടുള്ള ഒരു പാഠനം ആവശ്യമായിവരുന്നു. അത്തരത്തിലുള്ള ഒരു സമീപനമാണ് 'കൊളോണിയൽ ആധുനികതയുടെ പ്രതിരോധപാഠങ്ങൾ പറഞ്ഞോടിപരിണയത്തിൽ' എന്ന പഠനത്തിൽ നിർവ്വഹിച്ചിരിക്കുന്നത്.

മലയാളസാഹിത്യചരിത്രത്തിൽ വേണ്ടതീതിയിൽ പരിഗണിക്കപ്പെടാതെപോയ ഒരു നോവലായി കിഴക്കേപ്പാട്ടു രാമൻകുട്ടിമേനോന്റെ *പാരമ്പര്യപരിണയം* വിലയിരുത്താം. ഈ അവഗണനയുടെ കാരണത്തെ അന്വേഷിക്കുമ്പോൾ ഇതിവൃത്തത്തിന്റെ മുറുകുകൊറവോ, ഭാഷാസംബന്ധിയും രൂപപരവുമായ അഭംഗികളോ കാരണമായെടുക്കാവുന്നതാണ്. *കുന്ദലത*, *ഇന്ദുലേഖ*, *മീനാക്ഷി*, *സരസ്വതീവിജയം* തുടങ്ങിയ ആദ്യകാല നോവലുകളുടെ പാരമ്പര്യം എന്നതിൽ കവിഞ്ഞൊരു പ്രാധാന്യം *പാരമ്പര്യപരിണയം* നൽകപ്പെടാത്തതും ഒരു കാരണമാകാം. നോവലിന്റെ ഘടനയെക്കുറിച്ച് സമ്പ്രദായികവീക്ഷണങ്ങൾ ഇല്ലാതിരുന്ന കാലഘട്ടത്തിൽ വിരചിതമായ നോവലുകളുടെ രൂപംഗിയെക്കൊണ്ട് അധികേഷപിക്കുന്നത് അർത്ഥരഹിതമാണ്. നോവൽ മുന്നോട്ടു വെക്കുന്ന ദർശനത്തെക്കൊണ്ടുവേണം ഈ കാലഘട്ടത്തിൽനിന്നുകൊണ്ട് പഴയ നോവലുകളെ നമ്മൾ പഠനവിധേയമാക്കേണ്ടതെന്നു തോന്നുന്നു. ഇനി ആദ്യകാല നോവലുകളുടെ പാരമ്പര്യം എന്ന നിലയിലാണ് *പാരമ്പര്യപരിണയം* തഴയപ്പെടുന്നതെങ്കിൽ ആ ഒറ്റക്കാരണം കൊണ്ടുതന്നെ ഈ നോവൽ പ്രസക്തമാകുന്നുവെന്ന് പറയേണ്ടിവരും.



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Applications of Chitosan Based Schiff bases and its Complexes – A Review

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Abstract: Chitosan, a natural polysaccharides biopolymer is a versatile and promising biomaterial. Chitosan metal complexes stand out in their applicability in different research fields due to their biocompatibility and biodegradability properties. Presence of primary aliphatic amino group along the polymer chain allows for a variety of chemical modifications, of which the most significant is imine functionalization. The ability to easily perform complexation between chitosan Schiff bases and metal ions results in metal complexes, enhancing its application, resulting in further innovation in various fields. The most recent advances of chitosan Schiff base complexes in various fields, including biomedical, catalysis, environmental, and adsorption are summarised in this review.

Keywords: Chitosan, Schiff Bases, Metal Complexes, Applications.

I. INTRODUCTION

In recent years researchers are more focussed on greener, cleaner and sustainable chemistry which has made lesser impact on the environment having lower levels of pollution and contamination. This is evident from the recent shift from petrochemical-based feed stocks towards biological materials [1]. Thus, biopolymers earned more attention than synthetic biodegradable polymers due to its biodegradability, renewability, and abundance [2]. Starch, cellulose, chitosan and cyclodextrin are some low cost, renewable and biodegradable polymers which has great economic and environmental importance [3].

Biopolymers a versatile class of materials have potential applications in various research field like agriculture, food, medicine, pharmaceutical and environmental. Because of its high nitrogen content (89.6%) chitosan, the second most abundant polysaccharide after cellulose [4], has commercial significance among the various naturally occurring polymers. [5-7]. It is the product of N-deacetylation of chitin which is found in the shells of crustacean's crab, shrimps lobsters and exoskeleton of insects and also in the cell walls of fungi. Chitosan is mainly composed of randomly distributed β -(1,4)-linked D-glucosamine and N-acetyl-D-glucosamine.

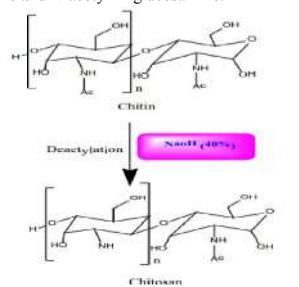


Fig. 1. Extraction of chitosan from chitin

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NANOSYSTEMS: PHYSICS, CHEMISTRY, MATHEMATICS, 2021, 12 (6), P. 728–748

Removal of metal ions using Chitosan based electro spun nanofibers: A review

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Chitosan is a promising environmentally-friendly polymer with a wide range of applications in biological, medical and water treatment fields. Recent research in chitosan-based electro spun nanofibers has led to the very cost-effective and efficient removal of toxic metal ions from solutions that are extremely important in today's pollution-ridden world. Nanofiber fabrication of chitosan blends can easily be done by the novel electrospinning technique. Because of their high adsorption capability, metal chelation ability, nontoxicity, biocompatibility, biodegradability, hydrophilicity, and cost effectiveness, chitosan-based nanofibers have seen rapid growth in water treatment applications. This review outlines the ability of electrospinning produced chitosan-based nanofibers to remove toxic metals. The primary goal of this review is to provide current information on various chitosan blend nanofibers that may be useful in water purification, as well as to encourage further research in this area.

Keywords: Chitosan, electrospinning, nanofibers, toxic metal removal, water purification.

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1. Introduction

Chitosan is a novel biomolecule which is biodegradable and bio-compatible. This polysaccharide is obtained by the deacetylation of chitin which is the major constituent of the exoskeleton of water-borne crustaceans [1]. Chitosan is a versatile and promising biomaterial [2]. The cationic nature of this polymer has attracted interest for a number of purposes and is the only abundant aminated polysaccharides which are available [3–6]. Chitosan is the *N*-deacetylated derivative of chitin, but this *N*-deacetylation is never complete. A rigid nomenclature with regards to the degree of *N*-deacetylation has not been defined between chitin and chitosan. About 6.89 % of nitrogen is present in chitin and chitosan this is the reason why these materials are used as a chelating agent and have many commercial applications [7, 8]. Consequently, chitosan has attracted tremendous attention for the creation of novel functional materials and potentially important renewable agricultural resource, and has been widely applied in the fields of agriculture, medicine, pharmaceuticals, cosmetic, food industries, environmental protection, and biotechnology (see Fig. 1). Recently [9], the chitosan backbone has had an increased capacity of adsorption due to the presence of a large number of amine groups [10–12].

Several physical and chemical methods have been used to modify raw flaked chitosan [13, 14]. Physical modifications may increase the sorption properties; gel formation decreases the crystallinity of the sorbent and involves in





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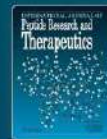
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ORIGINAL RESEARCH
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SSTP1, a Host Defense Peptide, Exploits the Immunomodulatory IL6 Pathway to Induce Apoptosis in Cancer Cells

Shyia Gopalakrishnan^{1,2*}, Soumya Krishnan Uma¹, Gayathri Mohan^{1,3}, Amrutha Mohan^{1,4}, Geetha Shanmugam¹, Vineeth T. V. Kumar², Sreekumar J⁵, Sivakumar K. Chandrika⁶, Dileep Vasudevan⁷, Sai Ravi Chandra Nori², Shijulal Nelson Sathi², Sanil George² and Tessy Thomas Maliekal^{1*}

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While the immunomodulatory pathways initiated in immune cells contribute to therapeutic response, their activation in cancer cells play a role in cancer progression. Also, many of the aberrantly expressed immunomodulators on cancer cells are considered as therapeutic targets. Here, we introduce host defense peptide (HDP), a known immunomodulator, as a therapeutic agent to target them. The cationic host defense peptides (HDPs), an integral part of the innate immune system, possess membranolytic activity, which imparts antimicrobial and antitumor efficacy to it. They act as immunomodulators by activating the immune cells. Though their antimicrobial function has been recently reassigned to immunoregulation, their antitumor activity is still attributed to its membranolytic activity. This membrane pore formation ability, which is proportional to the concentration of the peptide, also leads to side effects like hemolysis, limiting their therapeutic application. So, despite the identification of a variety of anticancer HDPs, their clinical utility is limited. Though HDPs are shown to exert the immunomodulatory activity through specific membrane targets on immune cells, their targets on cancer cells are unknown. We show that SSTP1, a novel HDP identified by shotgun cloning, binds to the active IL6/IL6R α /gp130 complex on cancer cells, rearranging the active site residues. In contrast to the IL6 blockers inhibiting JAK/STAT activity, SSTP1 shifts the proliferative IL6/JAK/STAT signaling to the apoptotic IL6/JNK/AP1 pathway. In IL6R α -overexpressing cancer cells, SSTP1 induces apoptosis at low concentration through JNK pathway, without causing significant membrane disruption. We highlight the importance of immunomodulatory pathways in cancer apoptosis, apart from its established role in immune cell regulation and cancer cell proliferation. Our study suggests that identification of the membrane targets for the promising anticancer HDPs might lead to the identification of new drugs for targeted therapy.

Keywords: host defense peptides, temporins, immunoregulation, JNK/AP1 pathway, cancer, apoptosis, IL6 (IL-6) pathway





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PROGRESSION OF DIRECT TAX REVENUE IN INDIA – AN ASSESSMENT

Dr. S. Jayadev *
Dr. Anupama.R **

ABSTRACT

Taxation assumes significance in a country like India where public sector investments play a crucial and dynamic role due to the fact that taxation makes resources available for public investment. Tax revenue in India comprise direct and indirect tax revenues. Direct taxes help to reduce disparities in the income and wealth of people. The various direct taxes comprise corporate tax, income tax and capital gain tax. The share of direct taxes in the total tax revenue has been continuously increasing after the tax reforms initiated in 1991. The study is an attempt to understand whether the growth rate in various types of direct taxes are different and to predict the growth of direct taxes in India for a future period of time.

Keywords: corporate tax, personal income tax, other direct tax

INTRODUCTION

Taxation policy can be considered an involuntary measure to increase the rate of savings. Taxation assumes significance in a country like India where public sector investments play a crucial and dynamic role. Taxation makes resources available for public investment. Total tax revenue in India comprises Direct tax revenues and Indirect tax revenues. Taxes under the control of Central Board of Direct Taxes are direct taxes while those administered by the Central Board of Excise and Customs are categorised as indirect taxes. The authority to levy taxes are divided between the Central Government and State Government. The share of direct taxes in the total tax revenue has been continuously increasing after the tax reforms initiated in 1991.

REVIEW OF LITERATURE

Pillarisetti (1995) in his research paper argues for elimination of income tax and capital gain tax as part of direct tax reforms in India. Distortion in price and incentive system due to high direct tax rates and different types of controls has been analysed. India is regarded as a highly taxed economy in comparison with several other developing countries. It is also observed that elimination of taxes is necessary for the success of liberalisation programmes, environment conservation and socio-economic development.

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BUYING BEHAVIOUR OF YOUTH TOWARDS BRANDED FASHION APPARELS IN ERNAKULAM CITY

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ABSTRACT

India represents economic opportunities on a massive scale both as global base and as domestic market. Indian consumer markets are changing fast with rapid growth disposable incomes, the development of modern urban lifestyles and the emergence of the kind of trend conscious consumer that India has not seen in the past. This paper tries to find out the factors that influence the customers in their purchase decision with special reference to apparels. The study would help in finding out whether apparels are purchased on the basis of brand and the reason behind the preference. It also helps them to identify the influence of celebrities in the purchase decision of consumers, so that companies will be benefited by way of getting adequate information about their brand which helps them in future development.

Keywords: Branded apparels, Consumers, Consumer Market.

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Contemporary Commerce Review

1. Introduction

Indian consumer markets are changing fast with rapid growth in disposable incomes, the development of modern urban lifestyle, and the emergence of the kind of trend conscious consumer that India has not seen in the past. In order to sell products, organisations resort to various strategies. Each company has its strategies structured in accordance with market factors as well as product strength. This may mean that an organisation has to consider various angles in order to make sure its products enter a market and sell successfully. In considering various factors that play their parts in the success of a product in the market, 'branding' is one major component in the success of a product because it can control consumer decision. This is of course depends on the reputation of the brand, which refers to how it has appealed to consumer in the past and how it has served. Teenagers and youth are now a day's one of the most attractive and appealing market segments for the companies. It is one of the growing markets of today's world as teens and young adults are now indulging themselves more into the consumption activities. The advertisements can termed as major medium of influencing the brand choice of teenagers as they are present ever where affecting the daily lives of people placing themselves as one of the most noticeable mean of companies

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marketing strategy. This paper aims at understanding the factors that lead to the purchase of the branded apparels among youth. This study focuses on people living in the urban areas mainly Ernakulam city having access to brands and the latest information about the brands.

2. Statement of the Problem

The Indian economy reveals that consumers purchase decision has been influenced by branded products. This paper tries to find the factors that will influence the consumers in their purchase decision. There is always a trend for a high number of consumers in the apparel industry to move from one product to another. Hence it would be of interest to a marketer to learn how consumer chooses a particular brand. The problem is to identify to what extent the arrival of branded items in the market influence the consumer perception to buy a product. The paper also helps to identify the relevance of branded product in current scenario.

3. Review of Literature

Fernandez, P. (2009), focuses on the impact of branding on youth in choice of clothing as it is hypothesized that they are brand conscious. He suggests that brand conscious is the right choice of clothing, which helps them create an image and identity for themselves. Peer influence plays a crucial role in their

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ORIGINAL ARTICLE

Rotula aquatica Lour. inhibits growth and biofilm formation of clinically isolated uropathogenic *Escherichia coli*

Vysakh, A.; Midhun, Sebastian Jose; Jisha, Ninan; Jayesh, Kuriaakose; Vijeesh, K.; Jyothis, Mathew; Latha, MS

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Abstract

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Research Paper

Open Access

“BIOMAG - Community Based Solid Waste Management through Re-Cycling and Up-Cycling In an Adopted Ward Of Corporation of Kochi, Kerala, India.”

Manju V Subramanian^{*1}, Smitha N R¹, Vineeth Kumar T V¹,
Sooraj Abraham², Mujeeb Muhammed², Rasheed Ashraf²

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ABSTRACT:- The BIOMAG project was aimed at creating awareness among the public particularly the residents of ward VII of Kochi Corporation about the need to manage plastic waste properly. A consumer state like Kerala has a high per capita generation of plastic waste. This is particularly true in a city like Kochi. The project was perceived as relevant by the Department of Zoology of The Cochin College because of the coastal proximity of Kochi Corporation. Domestic plastic waste that is not managed properly will invariably find its way to the ocean through the storm-water drains and other public dumps especially during the rainy season. Thus it will become a threat to various species of marine life. On land also the dumps and litter lying around results in other threats to animal life through ingestion by birds, cows and other animals. Leaching from dumpsites like Brahmapuram leads to the contamination of ground water by additives and synthetic dyes used as colouring agents.

The Department of Zoology of The Cochin College took up this project as an Outreach project that can be steered by the students of the department under the guidance of the teachers. The main tasks of awareness creation and sensitization about the need to dispose plastic waste properly was undertaken by the students and teachers through door to door visits to the households of the ward and one on one explanation to the residents. Public activities like street plays and skits were also planned to spread awareness. Workshops were conducted on other methods to manage plastic waste such as reduce, reuse and refuse. Do It Yourself (DIY) workshops were also conducted for the public on how to make their own shopping bags from used clothing. Workshops were also conducted on how to do home composting of kitchen waste. The Project was not only aimed at giving awareness and sensitizing the target group about reduce, reuse and refuse strategies but went one step further in offering recycling solutions as well. It was fully understood that despite reduce, reuse and refuse strategies there is inevitably generation of plastic waste in every household particularly due to the fact that every item of food and grocery, from food grains to soap, comes in plastic packaging. Hence it was imperative that for the project to have an impact, recycling options too have to be provided to the public. For this purpose, the Department of Zoology engaged a reliable agency that has considerable experience in the field of door to door collection of plastic waste, followed by grading and finally dispatch for recycling. The agency selected for this was PlanatEarth a non-profit agency based in Aluva.

The recycling solution that was offered to the target community proved to be the main aspect of the project for the public was offered both strategies to reduce the per household generation of waste as well as a way to ensure that whatever plastic waste that is still generated gets collected and recycled. Total 5547 kg of plastic waste has been removed. Some non-recyclables have to be despatched to cement manufacturers for use as RDF. This process incurs charges.

Keywords:- Kochi, Solid waste management, Plastic wastes, Community based

I. INTRODUCTION

Kochi, (9.97°N 76.28°E) cosmopolitan city in Kerala and major port on the Malabar Coast of the Arabian Sea, west-central Kerala state, southwestern India. Also the name of a former princely state, “Kochi” is sometimes used to refer to a cluster of islands and towns, including Ernakulam, Mattancheri, Fort Cochin, Willingdon Island, Vypin Island, and Gundu Island. The urban agglomeration includes the localities of

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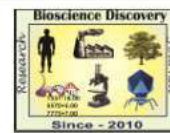
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Research Article



Isolation And Identification Of Fungi Associated With Local Fruits And Vegetables From Kochi And Mattancherry Market, India

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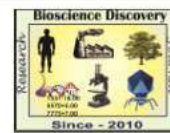
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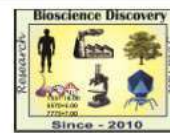
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പ്രദേശവും ജാതിസ്വത്വബോധവും തൊണ്ടിമുതലും ദ്യുക്സാക്ഷിയിലും

Sonimon P.S.

Research Scholar, Department of Malayalam,
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മലയാളസിനിമയിൽ സൂപ്പർതാരങ്ങളോടൊപ്പംതന്നെ സൂപ്പർസംവിധായകരും ഉണ്ടാകുന്ന കാലഘട്ടമാണിത്. നാം ഏറ്റവും കൂടുതൽ കേട്ട വാക്കാണ് 'പോത്തേട്ടൻസ് ബ്രില്ലന്റ്സ്' എന്നത്. 2017-ൽ ദിലീഷ് പോത്തൻ്റെ സംവിധാനത്തിൽ പുറത്തിറങ്ങിയ തൊണ്ടിമുതലും ദ്യുക്സാക്ഷിയും അദ്ദേഹത്തിൻ്റെ ഏറ്റവും മികച്ച സിനിമയായിരുന്നു. തൊണ്ടിമുതലും ദ്യുക്സാക്ഷിയും എന്ന സിനിമയുടെ ഏറ്റവും വലിയ സവിശേഷത അത് സൂക്ഷ്മമായി ചർച്ചചെയ്യുന്ന രാഷ്ട്രീയമാണ്. മതവും ജാതിയും അധികാരവും കക്ഷിരാഷ്ട്രീയവുമെല്ലാം സിനിമയിൽ പ്രശ്നവൽക്കരിക്കുന്നുണ്ട്. പ്രകടമായ രാഷ്ട്രീയപ്രസ്താവനകളോ സൂചനകളോ ഇല്ലാതെ എങ്ങനെ ശക്തമായി രാഷ്ട്രീയം പറയാം എന്ന് കാണിച്ചുതരികയാണ് സംവിധായകൻ. അതിനേറ്റവും അനുയോജ്യമായ പ്രദേശത്ത് കഥാപാത്രങ്ങളെ പ്രതിഷ്ഠിച്ചു എന്നിടത്താണ് പോത്തേട്ടൻ്റെ ബ്രില്ലന്റ്സ് ഇരിക്കുന്നത്.

ജീവിതമെന്നത് ഒരു പ്രവൃത്തി മാത്രമല്ല. അനുഭവിക്കുന്നതുകൂടിയാണ് ജീവിതം. ഒരു പ്രദേശത്തിനുള്ളിലാണ് ജീവിതം സാധ്യമാകുന്നത്. മനുഷ്യൻ ഭൗതികമായ ജീവിതം മാത്രമല്ല, മാനസികമായ ജീവിതം കൂടിയുണ്ട്. അതിൽ ഏറ്റവും സ്വാധീനം ചെലുത്തുക നാം ആയിരിക്കുന്ന പ്രദേശമായിരിക്കും. 'ഒരു ദേശത്തിനുള്ളിൽ സാമൂഹികയിടങ്ങൾ രൂപപ്പെടുന്നത് ദേശത്തിനുള്ളിലെ ജാതിലിംഗവ്യവസ്ഥയുടെ അധികാരത്തിനകത്തായിരിക്കും. കേരളത്തിലെ സ്ഥലങ്ങളുടെ വിഭജനവും ഓരോ സ്ഥലവും ആര് എങ്ങനെ ഉപയോഗിക്കണം എന്നതും കേരളസമൂഹത്തിലെ അധികാരവ്യവസ്ഥകളാണെന്നും സിനിമയിലും കലയിലും സ്ഥലത്തെ രൂപപ്പെടുത്തുന്നതും ഇതേ വ്യവസ്ഥകളാണെന്നും കാണാം. അതിനാൽ സ്ഥലമെന്നത് (Place) കേവലം ഭൗതികമായ, പ്രകൃതിദത്തമായ ഒന്നല്ല മറിച്ച് പ്രത്യയശാസ്ത്രപരമാണ്. ഈ സ്ഥലങ്ങൾക്കകത്ത് പ്രത്യയശാസ്ത്രപരമായി രൂപപ്പെടുന്നതാണ് അതിലെ മനുഷ്യബന്ധങ്ങളുടെ ഇടവും (Space). മറ്റ് കലാരൂപങ്ങളെ അപേക്ഷിച്ച് പ്രദേശത്തെ ദൃശ്യവൽക്കരിക്കുന്നതിൽ കൂടുതൽ സാധ്യത സിനിമയ്ക്കാണ്. സിനിമയിൽ മനുഷ്യജീവിതം വിനിമയം ചെയ്യപ്പെട്ട



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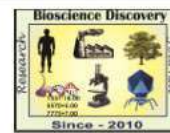
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- A Study on the Effectiveness of Quality Management Practices in Educational Institutions in Kerala
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- Challenges in Practicing Performance Management

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- Impact of Derivatives on Price Volatility in Indian Stock Market

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Effect of Plyometric Training on Strength Endurance of Male Hostel Students

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Abstract

The purpose of the present study was to find out the effect of plyometric training on strength endurance of young male hostel students. To achieve the purpose twenty ($n = 20$) young male students were selected as subjects and their age ranged between 18 and 25 years. They were divided into two equal groups, each group consisted of ten ($n = 10$) subjects. The group I underwent plyometric training (PTG), and group II acted as a control (CG) who did not exposed any special training apart from their regular activities. The training period for this study was limited to five days in a week for eight weeks. Abdominal strength endurance was selected as a criterion variable of this study and it was measured by using bent knee sit-ups. The analysis of covariance (ANCOVA) was applied as a statistical tool. In all cases 0.05 level of confidence was fixed to test the significance, which was considered as an appropriate. It was concluded from the result of the study that there was a significant improvement ($p \leq 0.05$) due to plyometric training on abdominal strength endurance as compared to control group.

Key words: Plyometric training, strength endurance, male hostel students



1. Introduction

Plyometrics, also known as "jump training" or "plyos", are exercises in which muscles exert maximum force in short intervals of time, with the goal of increasing power speed and strength. This training focuses on learning to move from a muscle extension to a contraction in a rapid or "explosive" manner, such as in specialized repeated jumping (Donald, 1988). Plyometrics are primarily used by athletes, especially martial artists, sprinters and high jumpers, to improve performance, and are used in the fitness field to a much lesser degree. Plyometrics includes explosive powerful





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A 6.8 GHz Polyaniline-Graphene Antenna On FR4 Substrate

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Abstract

In this paper polyaniline-Graphene pellets are used for the implementation of a conducting polymer antenna which radiates at 6.8 GHz. The conducting polymer polyaniline is synthesized by oxidative polymerization and rapid mixing process. The conductivity enhancement is done by secondary doping and the incorporation of exfoliated graphene as filler in the polyaniline host matrix. As a result of the filler incorporation, conductivity is enhanced to 5000 S/m and it is pelletized and used as radiating elements of the antenna. FR4 with permittivity 4.4 and loss tangent of 0.001 is used as substrate. The antenna is designed to operate in 6.8GHz and it works with a bandwidth of 450 MHz. The proposed antenna shows a gain of -2.2 dBi for a thickness of 1.92mm.

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Keywords: Antenna; Conducting Polymer; Conductivity; Polyaniline (PANI); Graphene

1. Introduction

All polymers were treated as insulators until the discovery of conducting polymers [1]. Conducting polymers possess the properties of metals as well as polymers. They are also known as synthetic metals. The conjugated structure of conducting polymers are responsible for the metallic behavior of conducting polymers. In conducting polymers the p_z orbitals of the neighboring carbon atoms overlaps so the charge carriers in conducting polymers are said to be delocalized [2]. The conducting polymer is modelled as conducting islands immersed in a pool of insulating matrix. In order to enhance the conductivity we need to add fillers either in the interface or in the

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Effect of Plyometric Training on Strength Endurance of Male Hostel Students

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Abstract

The purpose of the present study was to find out the effect of plyometric training on strength endurance of young male hostel students. To achieve the purpose twenty ($n = 20$) young male students were selected as subjects and their age ranged between 18 and 25 years. They were divided into two equal groups, each group consisted of ten ($n = 10$) subjects. The group I underwent plyometric training (PTG), and group II acted as a control (CG) who did not exposed any special training apart from their regular activities. The training period for this study was limited to five days in a week for eight weeks. Abdominal strength endurance was selected as a criterion variable of this study and it was measured by using bent knee sit-ups. The analysis of covariance (ANCOVA) was applied as a statistical tool. In all cases 0.05 level of confidence was fixed to test the significance, which was considered as an appropriate. It was concluded from the result of the study that there was a significant improvement ($p \leq 0.05$) due to plyometric training on abdominal strength endurance as compared to control group.

Key words: Plyometric training, strength endurance, male hostel students



1. Introduction

Plyometrics, also known as "jump training" or "plyos", are exercises in which muscles exert maximum force in short intervals of time, with the goal of increasing power speed and strength. This training focuses on learning to move from a muscle extension to a contraction in a rapid or "explosive" manner, such as in specialized repeated jumping (Donald, 1988). Plyometrics are primarily used by athletes, especially martial artists, sprinters and high jumpers, to improve performance, and are used in the fitness field to a much lesser degree. Plyometrics includes explosive powerful





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ആത്മകഥയിലെ പെണ്ണെഴുത്ത്

ഗാർഗി. ആർ

മലയാള വിഭാഗം, സെന്റ് തെരേസാസ് കോളേജ്, എറണാകുളം

സ്വാന്തര്യം അന്യമായി പങ്കിടാനുള്ള ജൈവികതയ്ക്കായി നിന്നാണ് ഓരോ ആത്മകഥയും പിറവിക്കൊള്ളുന്നത്. സ്വജീവിതാനുഭവങ്ങൾ വിശകലനം ചെയ്ത് അവ സാമൂഹ്യമായ ഇടപെടലുകൾക്ക് സാധ്യമാകുന്ന രീതിയിൽ പരിവർത്തനം ചെയ്യപ്പെടുമ്പോഴാണ് ആത്മകഥ ജനകീയമാകുന്നത്. ആത്മകഥകളുടെ വ്യത്യസ്ത രചനാരൂപങ്ങളായ ആത്മകഥ, ദിനസരികൾ, കത്തുകൾ, സ്മരണകൾ, വ്യക്തിചിത്രണങ്ങൾ എന്നിവ എല്ലാം ചേർത്ത് ആത്മകഥകളെന്ന് പൊതുവിൽ വിളിക്കാം. ജീവചരിത്രത്തെയും ആത്മകഥയെയും വേർതിരിക്കാൻ നേരിയ അതിർവരമ്പേയുള്ളൂ. പ്രമുഖവ്യക്തി തന്നിൽ ചെലുത്തിയ അനുഭവത്തിന്റെ രേഖപ്പെടുത്തലാണ് ജീവചരിത്രമെങ്കിൽ പിന്നീട് ജീവിതത്തെക്കുറിച്ചുള്ള സ്വാത്മവിചിന്തയാണ് ആത്മകഥ. അതായത്, ആഖ്യാതാവിന്റെ സ്വന്തം അനുഭവങ്ങളുടെ തന്നെ ഒരു പുനർവായനയാണ് ആത്മകഥാരചനയെന്ന പ്രക്രിയയിലൂടെ സംഭവിക്കുന്നത്. ഇത്രയൊക്കെ പ്രാധാന്യമവകാശപ്പെടാമെങ്കിലും ആവിഷ്കരണത്തിൽ സംഭവിക്കാവുന്ന മറവിയും ജീവിതത്തിന്റെ മുമ്പേതന്നെ ആത്മകഥ രചിക്കുന്നതും സത്യത്തെ മറച്ചുവെച്ച് ചില പ്രത്യേക താല്പര്യങ്ങളെ ഉയർത്തിക്കാട്ടുന്നതും ആത്മകഥകളുടെ പരിമിതിയിൽ നില്ക്കുന്നു. ഏതൊരു ആത്മകഥയിലും രാഷ്ട്രീയ-പ്രത്യയശാസ്ത്ര നിലപാടുകൾ ഉണ്ട്. അവയുടെ സാധ്യത/സാധ്യത എന്നിവയെ വിവരിക്കുകയും വിശദീകരിക്കുകയുമാണ് ആത്മകഥയിലൂടെ എഴുത്തുകാരൻ/എഴുത്തുകാരി ചെയ്യുന്നത്. അതിനതകന്ന തെരഞ്ഞെടുപ്പും ഒഴിവാക്കലുമാണ് ആഖ്യാനരീതിയിൽ ആത്മകഥാരചയിതാക്കൾ പുലർത്തുന്നത്. ഈ തെരഞ്ഞെടുപ്പിനെയും ഒഴിവാക്കലിനെയും സ്വാധീനിക്കുന്നത് സമുദായത്തിന്റെ പൊതുബോധങ്ങളും മൂല്യങ്ങളും മാതൃകകളുമാണ്. അനുഭവങ്ങളുടെ പെരുക്കംമൂലം അതിനകത്ത് തിരഞ്ഞെടുപ്പ് (selection)/ ചുരുക്കൽ (reduction) എന്നീ തന്ത്രങ്ങൾ പ്രയോഗിക്കാൻ ആഖ്യാതാവ് നിർബന്ധിതനാവുക സ്വാഭാവികമാണ്.

പെണ്ണെഴുത്ത്

ആത്മകഥ എന്ന ഭദ്രമായ രചനാരൂപം ഏറെക്കുറെ പുരുഷകേന്ദ്രിതമാണ്. സ്ത്രീകൾ സമൂഹത്തിലേക്കിറങ്ങി വ്യത്യസ്തമേഖലകളിൽ ഇടപെടാൻ തുടങ്ങിയതോടെ സ്ത്രീ സ്വതന്ത്രവാദങ്ങൾ പ്രബലമായി മറുപടിയടിക്കുന്നപോലെ സ്ത്രീ സാന്നിധ്യം സാഹിത്യത്തിലും



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EFFECT OF RESISTANCE TRAINING ON BIO-MOTOR VARIABLE AMONG INTER-UNIVERSITY FEMALE STUDENTS

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ABSTRACT

The purpose of the present study was to find out the effect of resistance training on bio-motor variable among inter-university female students. To achieve the purpose twenty inter-university female students (n = 20) were selected as subjects and their age ranged between 20 and 25 years. They were divided into two equal groups, each group consisted of ten (n = 10) subjects. The group I underwent resistance training (RTG), group II underwent control (CG) who did not exposed any special training apart from their regular activities. The training period for the study was limited to three days in a week for eight weeks. Agility was selected as criterion variables and it was measured by using shuttle run. The analysis of covariance (ANCOVA) was applied as a statistical tool and in all cases 0.05 level of confidence was fixed. It was concluded from the result that, there was significant improvement ($p \leq 0.05$) on agility due to resistance training.

Keywords: Resistance training, agility, inter-university female students.

INTRODUCTION

Resistance training has been general categorized into major type with different objectives: "strength type" and "hypertrophy-type". The former consists of high intensity exercises with two repetition and long rest periods between sets. This type of regimen is used for gaining strength. On the other hand, the hypertrophy type regimen consists of moderate intensity exercises with higher repetition and shorter rest periods between sets. This type of regimen has been thought to be effective in gaining muscle size (kraemer, 2001). Recently, the use of a single particular type of regimen throughout the training period has become less common: instead, multiple training regimens are used in a periodized fashion, because it is thought that they course greater strength gains in muscles (Marx, 2001). Resistance training is a form of exercise that improves muscular strength and endurance. During a resistance training workout, move the limbs against resistance provided by body weight, gravity, bands, weighted bars or dumbbells. Some exercise machines can also be used for resistance training (<https://www.verywell.com/what-is-resistance-training>).

Agility is the ability to change direction without the loss of speed, strength, and balance or body control. The physical conditioning of athletics has led to a number of changes in teaching, coaching and training. These changes have allowed for planned and implementation process that leads to improved

performance through greater agility, balance and timing. This new emphasis leads to the evolution of faster stronger and better conditioned athletes and elite performances by athletes (Fahey et al., 1997). It is the ability to quickly change body position or direction of the body. Agility is also influenced by body balance, coordination, the position of the center of gravity, as well as running speed and skill (www.topendsports.Com/fitness/agility.htm). Agility is the ability to change the body's position efficiently, and requires the integration of isolated movement skills using a combination of balance, coordination, speed, reflexes, strength, and endurance. Agility is the ability to change the direction of the body in an efficient and effective manner and to achieve this requires a combination of balance, static balance, dynamic balance, speed, strength, coordination (<https://en.wikipedia.org/wiki/Agility>).

MATERIALS AND METHODS

The present study effort was to find out the effect of resistance training on agility among inter-university female students. To achieve these purpose twenty (n = 20) interuniversity female football players were chosen as subjects from Physical Education Department, Mahatma Gandhi University, Kerala. The selected subjects were in the age ranged between 20 and 25 years. They were divided into two equal groups, each group consisted of ten (n = 10) subjects. The group-I underwent resistance training (RTG), and group-II acted as control (CG) who did not exposed

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MATERIALS AND METHODS

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Efficacy of the combination of aerobic training with explosive strength training and resistance training on cardio respiratory endurance of female football players

Mary Varghese Kundukulam and Dr. R Muthuelekuvan

Abstract

The intention of this study was to investigate the effect of twelve weeks of combined aerobic with explosive strength training and aerobic with resistance training on cardio respiratory endurance of female football players. To achieve the purpose of the study sixty female football players from various colleges affiliated to Calicut University, Kerala Sate, were selected as subjects and their age ranged from 18 to 22 years. The selected subjects were randomly assigned to either combined aerobic with explosive strength training (n=20), combined aerobic with resistance training (n=20), or control (n=20) groups. The training regimen lasted for twelve weeks. The selected dependent variables were assessed using standard tests and procedures, before and after the training regimen. Analysis of covariance was used to determine the significant difference existing between pretest and posttest on selected dependent variables. The results suggest that both the combined aerobic with explosive strength training and combined aerobic with resistance training are significantly improved the cardio respiratory endurance of female football players. However, combined aerobic with resistance training was found better than combined aerobic with explosive strength training in improving cardio respiratory endurance.

Keywords: Combined aerobic with explosive strength training and aerobic with resistance training, cardio respiratory endurance, female football players

Introduction

Football is one of those sports that require the athlete to be fit in all areas. Strength, speed, agility and stamina are all qualities and abilities that a football player must possess. As such, football training drills are designed to get the football player in optimal shape. By using the principles of training as a framework we can plan a personal training programme that uses scientific principles to improve performance, skill, game ability and physical fitness. A successful training programme will meet individual needs which are personal fitness needs based on age, gender, fitness level and the sport for which we are training. A successful training programme will also include exercise in the correct heart-rate target zone. The key principles when planning a programme are specificity, overload, progression and reversibility. Muscular power and muscular strength are two different things. Muscular strength refers to how much force can be applied. Strength alone is not indicative of speed. Although muscle strength is correlated to sprint performance, research has shown that combining both resistance training and plyometric training will have better effects on training. While plyometric assists in rapid force development (power), weight training assists in maximal force output (strength). Power refers to the combined factors of speed and strength. Performance in many sports is based on different types of power.

In American Football, a lineman and a receiver may have the same power, but they have different limitations in how their power is delivered. The lineman would be speed-limited, whereas the receiver would be strength-limited. The purpose of plyometric is to emphasize speed-based power. One activity that requires speed-favoured power is high jumping: ultimately, jump height is determined by how fast one is moving once one's legs have left the ground. Good jumpers may not have exceptional leg strength, but they can produce it at exceptional speeds.

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