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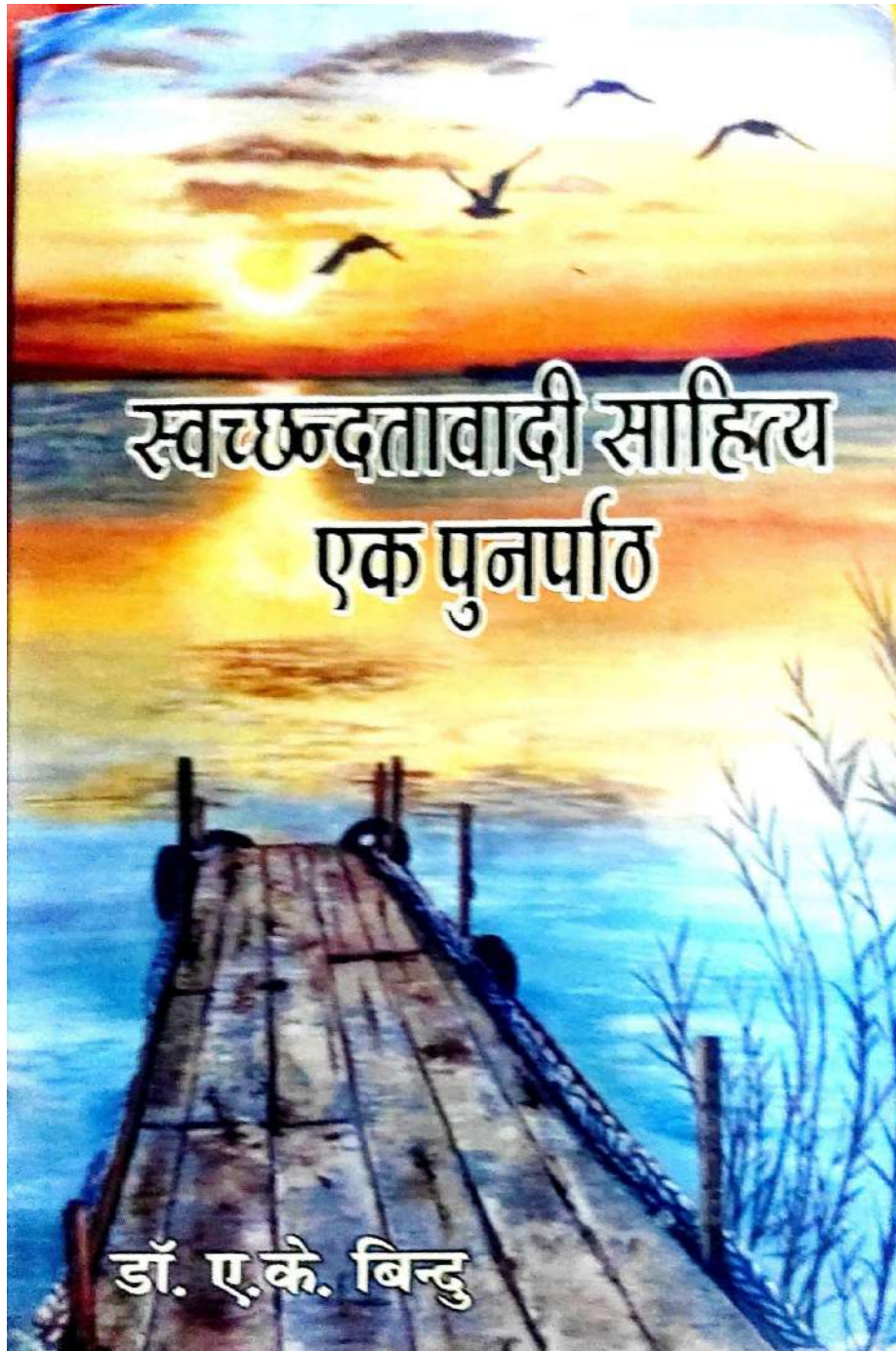
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जयशंकर प्रसाद की कविताओं में अभिव्यक्त स्वच्छन्दतावादी विचार

- डॉ० कविता वी. राजन

हिन्दी काव्य की विविध प्रवृत्तियों में से स्वच्छन्दतावाद को देश-काल की दृष्टि से, परिनिष्ठित धरातल पर जो व्यापक लोकप्रियता और विशेष प्रशस्ति प्राप्त हो चुकी है, वह उसकी अन्तर्निहित शक्ति एवं महत्ता का प्रमाण है। "हिन्दी में स्वच्छन्दतावाद शब्द अंग्रेजी के रोमांटिसिज़म से मिलती-जुलती प्रवृत्तियों को अभिव्यक्त करने के लिए प्रयुक्त हुआ है।" एबर क्रांबी के अनुसार, "रोमांटिसिज़म बाह्य अनुभवों से आन्तरिक अनुभव तक का अनंत प्रयाण है। इसमें यथार्थ जीवन का लक्ष्य निहित है।" डॉ. धीरेन्द्रवर्मा ने स्वच्छन्दतावाद को 'साहित्यिक उदारवाद' कहा है। उनके अनुसार, "प्राचीन क्लासिक परिपाटी के विरोध में उठ खड़ी होनेवाली विचार-धारा को रोमांटिसिज़म कहना उचित है। यह तो ठीक है कि स्वच्छन्दतावाद में प्रगतिशीलता है। परन्तु वह तत्कालीन राष्ट्रीय एवं देशभक्तिपरक विचारों को महत्व देनेवाला भी है।" स्वच्छन्दतावादी कविता से आधुनिक हिन्दी कविता का जो बोध होता है, जिसमें छायावाद का भी समावेश है। देश-भक्ति, प्रकृति-प्रेम, मानवीकरण, एकांत प्रणय का गहरा रूप भी इसमें देखने को मिलते हैं। वैयक्तिकता, सौन्दर्य-चेतना, कल्पना, विषाद एवं करुणा और विस्मय एवं रहस्यानुभूति के तत्व इन कविताओं में निहित हैं। इतना ही नहीं, वैयक्तिक स्तर पर विद्रोह भी इन कविताओं में मुखरित हो जाते हैं। हिन्दी साहित्य में जयशंकर प्रसाद के काव्य में ये विशेषता पहली बार दृष्टव्य हो जाता है और उनका चरम विकास भी प्रसाद के ही काव्य में दिखाई पड़ता है।

प्रसाद के काव्य में एक साथ क्लासिकल गरिमा भी है और स्वच्छन्दतावादी प्रवृत्तियाँ भी। वे मुख्य रूप से प्रेम और सौन्दर्य के कवि हैं। उन्होंने प्रेम की विभिन्न मनःस्थितियों का सुन्दरतम चित्रण किया है। विश्वम्भरनाथ तिवारी के अनुसार, "प्रेम उनके काव्य-शरीर में आत्मा की तरह व्याप्त है।" उनकी सभी कृतियों का यह प्रेम ही शक्ति और जीवनदाता



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Dr. Priya Senan V and Dr. Sona A**

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A Study on the effect of plant derived extracts on the Oviposition of *Aedes aegypti*.

Dr. Smitha N.R.^{1*}, Dr. Manju V Subramanian²,
Dr. Vineeth Kumar T V³ and Jayasree S⁴

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Abstract

Mosquitoes are common in tropics and abundant in damp and marshy places. They act as vectors for many disease causing viruses and parasites. Viral diseases, such as yellow fever, dengue fever, and Chikungunya, Zika are transmitted by *Aedes aegypti*. *Aedes aegypti* is a container breeder and eggs are laid on damp surfaces such as in tree holes, containers, flower vases etc. *Aedes* thrive in urbanized areas i.e., in close contact with people making them a successful vector. In this study 14 ovitraps having different plant extracts such as *Setaria viridis* (Grass), *Piper aduncum* leaves, pepper corns, *Murraya koenigii* (Curry leaf) *Azadiracta indica* (Neem), Eucalyptus oil, Lemon grass oil etc. were evaluated for studying the Ovipository activity of *Aedes aegypti*. Ovitrap were provided with a paddle for laying the eggs. It was kept undisturbed and was observed regularly and the number of eggs was counted weekly. Studies have shown that the oviposition activity of *Aedes aegypti* was more in water blended with Pepper Corns (29%) followed by *Setaria viridis* (26%) and *Murraya koenigii* (10%). Ovipository activity of *Aedes* was less in lemon grass oil and *Piper aduncum* leaves (1%), *Azadiracta indica*, and eucalyptus oil (2%) respectively. In this study it was observed that Pepper corn and grass leaves worked as an attractant to the ovitrap whereas Eucalyptus oil, lemon grass oil and *Piper aduncum* leaves were found to be an effective repellent for oviposition of *Aedes aegypti*.

Key words: *Aedes aegypti*, Oviposition, plant extracts



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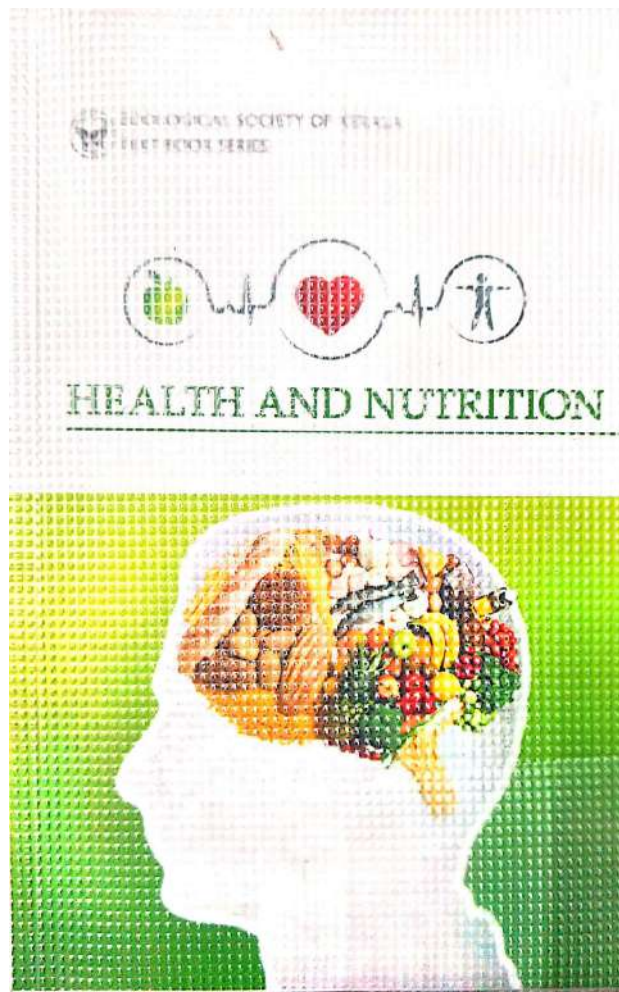
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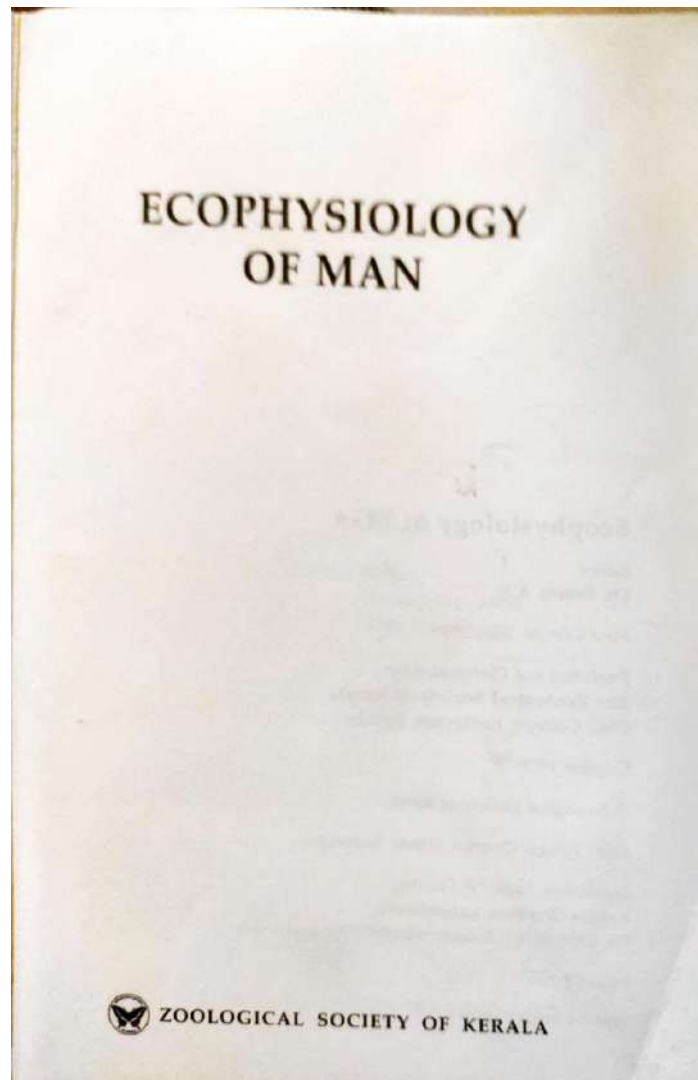
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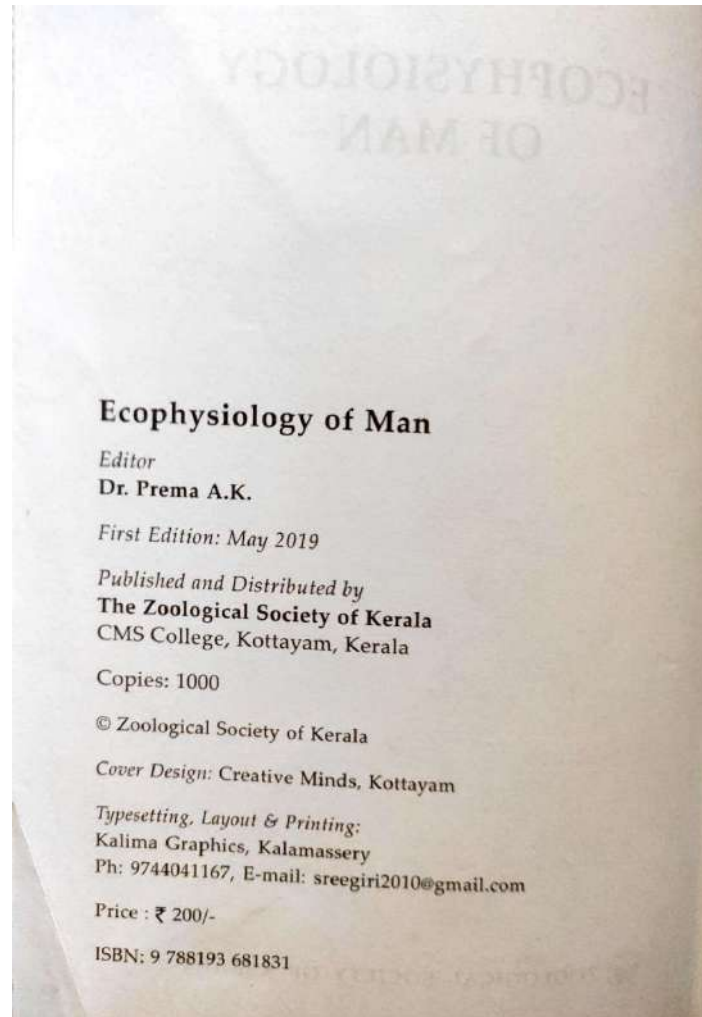
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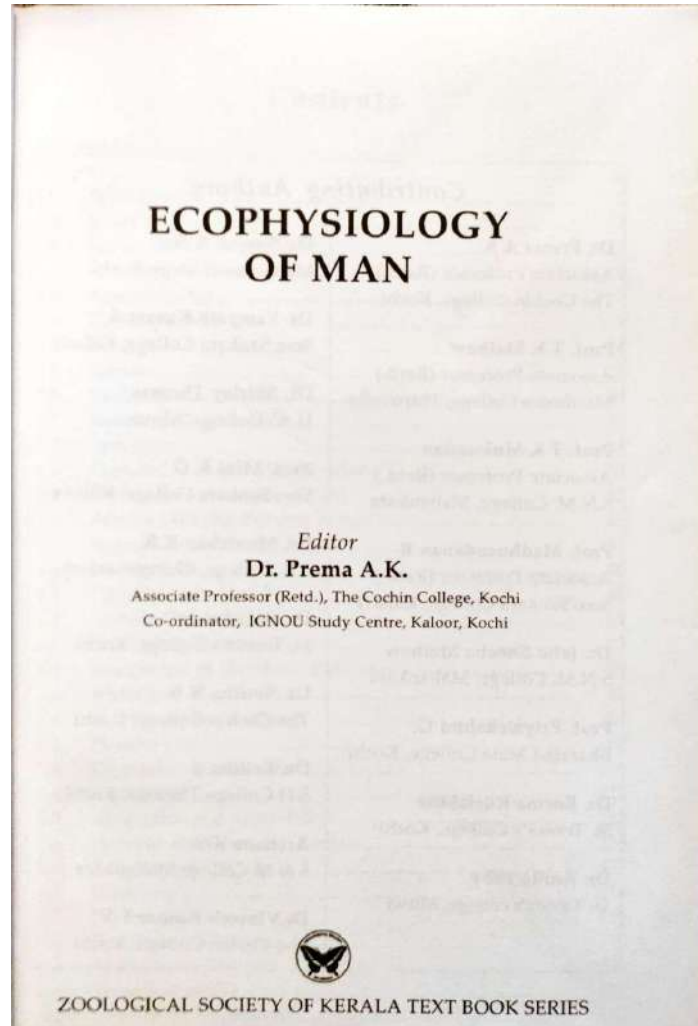
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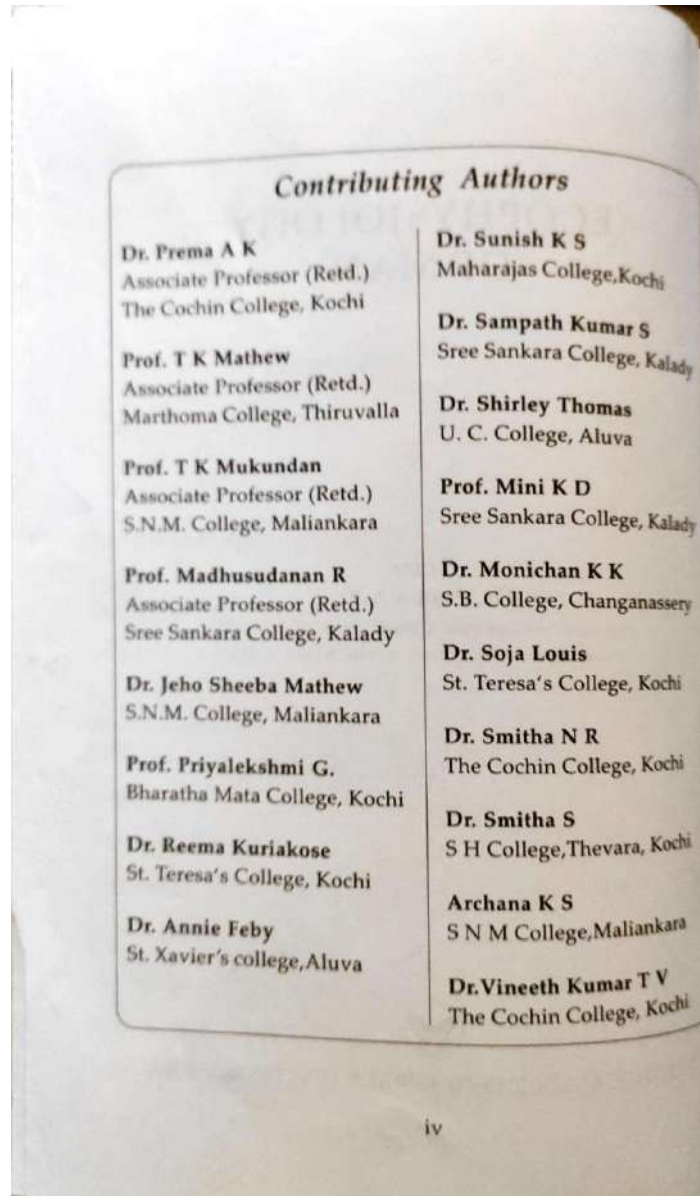
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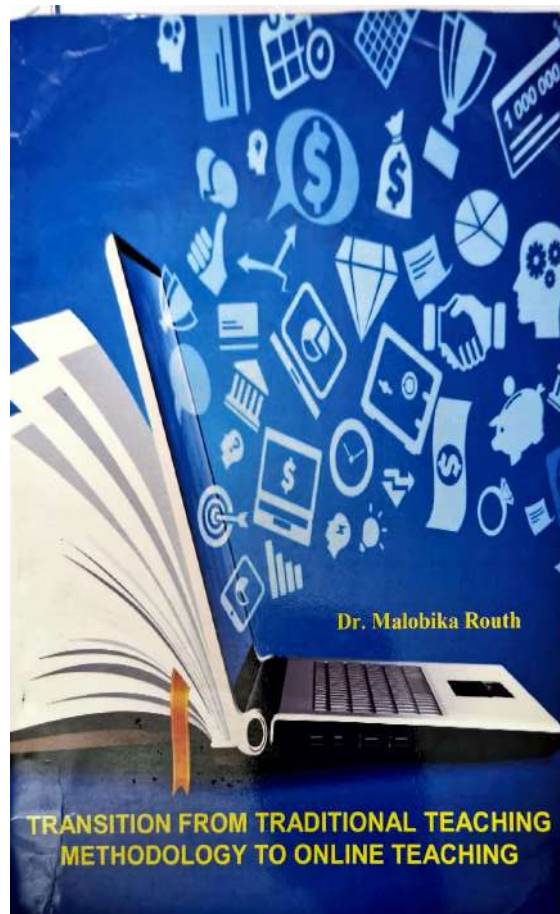
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Dr. Malabika Routh Transition From Traditional Teaching Methodology To Online Teaching

"EDUCATION 4.0"- A ROAD MAP TO TEACHING AND LEARNING WITH TECHNOLOGY

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ABSTRACT

Education 4.0 emerged as a response to industry 4.0, which is characterised by an increasing use of internet based technology and communication tools. Education 4.0 or technology interceded education has gained importance during COVID-19 lockdown. As a precaution to avoid the spread of this pandemic schools, colleges and universities around the world are closed, which resulted in disruption of teaching and learning. Education with the help of technology is the only option available to curb this situation. Education 4.0 gains importance in this scenario. The persons who are not willing to adapt the technology enabled education forced to use the same. This paper try to discuss the evolution of education 4.0, its characteristics and some tools and techniques for online teaching and learning.

Keywords: Education 4.0, Technology, Teaching, Learning

INTRODUCTION

"If we teach today as we taught yesterday, we rob our children of tomorrow". John Dewey

Change is inevitable in every sector. Education 4.0 is the word which gains importance among the educationalists. It came to comply with the requirements of fourth industrial revolution (IR 4.0). Due to IR 4.0 change is inevitable in every sector including the education sector. It is important to know about industrial revolution for a better understanding of education 4.0.

The first industrial revolution: The first industrial revolution started at the end of 18th century and it lasts till the beginning of 19th century. Agriculture based economy witnessed the formation of industries. Human and animal labour mechanism transformed into machine based mechanism. Steam engines were the main inventions at that period.

The second industrial revolution: It started from the late 19th century and lasts till the beginning of 20th century. It is also known as technological revolution. Massive use of technologies for industrialisation and standardisation led to mass production during this period. Electricity, gas and oil were the major inventions.

The third industrial revolution: It started in the second half of 20th century. This period is characterised by high level automation. Electronics, telecommunication and computers were invented during this time.

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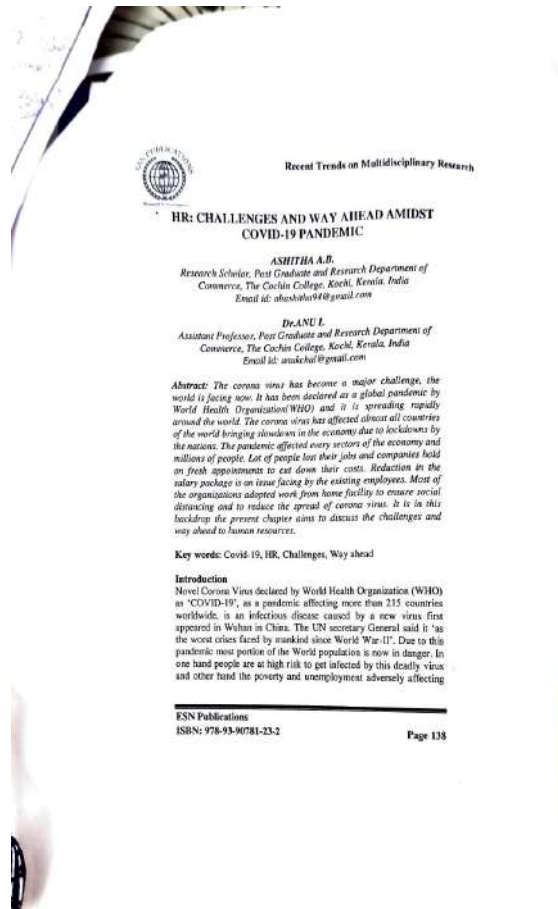
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Recent Trends on Multidisciplinary Research

HR: CHALLENGES AND WAY AHEAD AMIDST COVID-19 PANDEMIC

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Abstract: The corona virus has become a major challenge, the world is facing now. It has been declared as a global pandemic by World Health Organization (WHO) and it is spreading rapidly around the world. The corona virus has affected almost all countries of the world bringing slowdown in the economy due to lockdowns by the nations. The pandemic affected every sectors of the economy and millions of people. Lot of people lost their jobs and companies hold on fresh appointments to cut down their costs. Reduction in the salary packages is an issue facing by the existing employees. Most of the organizations adopted work from home facility to ensure social distancing and to reduce the spread of corona virus. It is in this backdrop the present chapter aims to discuss the challenges and way ahead to human resources.

Key words: Covid-19, HR, Challenges, Way ahead

Introduction
Novel Corona Virus declared by World Health Organization (WHO) as 'COVID-19', as a pandemic affecting more than 215 countries worldwide, is an infectious disease caused by a new virus first appeared in Wuhan in China. The UN secretary General said it 'as the worst crises faced by mankind since World War II'. Due to this pandemic most portion of the World population is now in danger. In one hand people are at high risk to get infected by this deadly virus and other hand the poverty and unemployment adversely affecting

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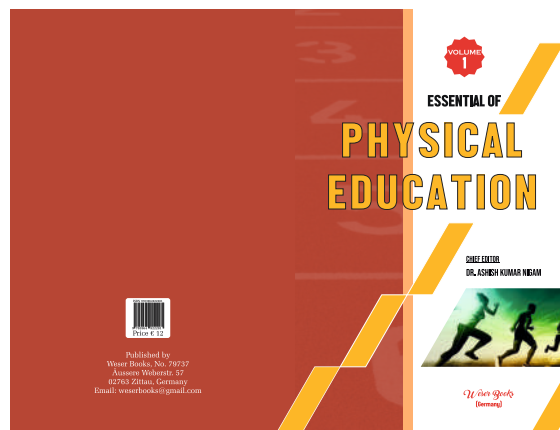
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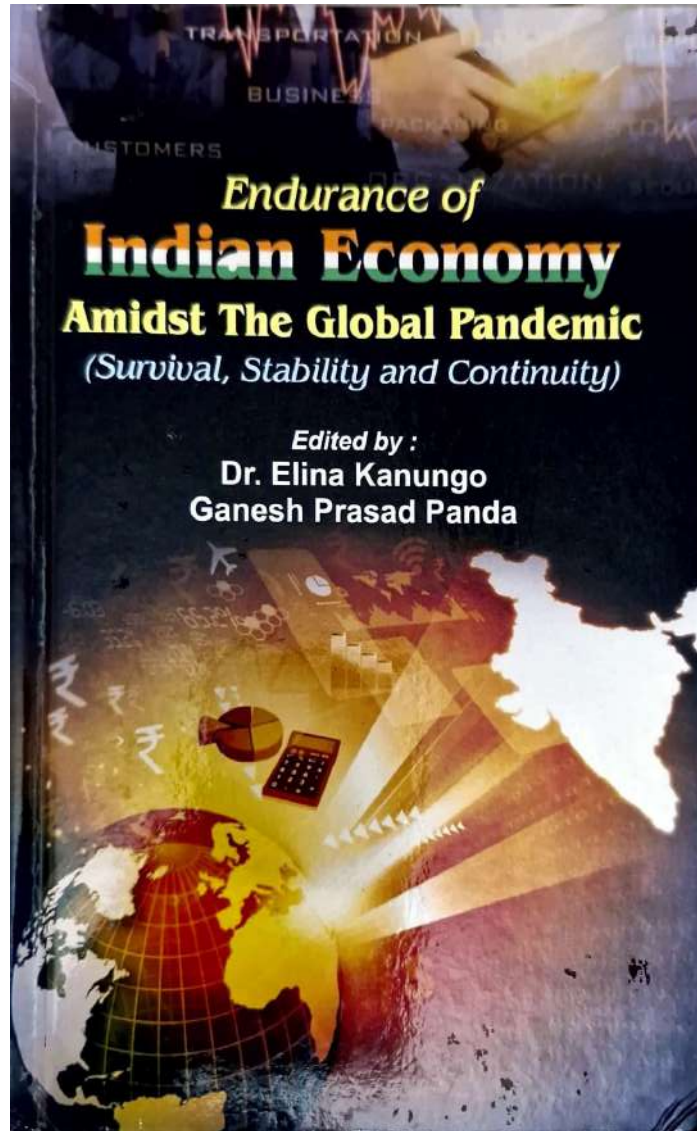
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ENDURANCE OF INDIAN ECONOMY AMIDST THE GLOBAL PANDEMIC (*Survival, Stability and Continuity*)

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COVID-19: TIMELINE AND IMPACT ON INDIAN ECONOMY

Ashitha A.B. & Dr. Anu L.

Abstract:

The world is now going through one of the severe health calamities of the century. The Coronavirus started in Wuhan, China rapidly spreading all over the world and distressing millions of lives. Now India becomes the second country, with worst hit of COVID-19. The present chapter discusses and tracking the crucial moments of corona outbreak in India from January to October 2020 and its impact on Indian economy.

Keywords: COVID-19, Timeline, Impact, Indian economy

INTRODUCTION:

We are living in a pandemic period. The World Health organization declared covid-19 as a pandemic. The COVID-19 stands for corona virus disease 2019. The covid-19 pandemic is caused by severe acute syndrome Coronavirus². Coronavirus is an infectious disease, which is spread from one person to another through droplets produced from the respiratory system of infected people. The wide spread of COVID-19 pandemic affected millions of people and distressed their lives. The different sectors of the economy also affected adversely.

The first COVID-19 case reported in India on January 30, 2020. Nearly 9 months since the first COVID-19 case was



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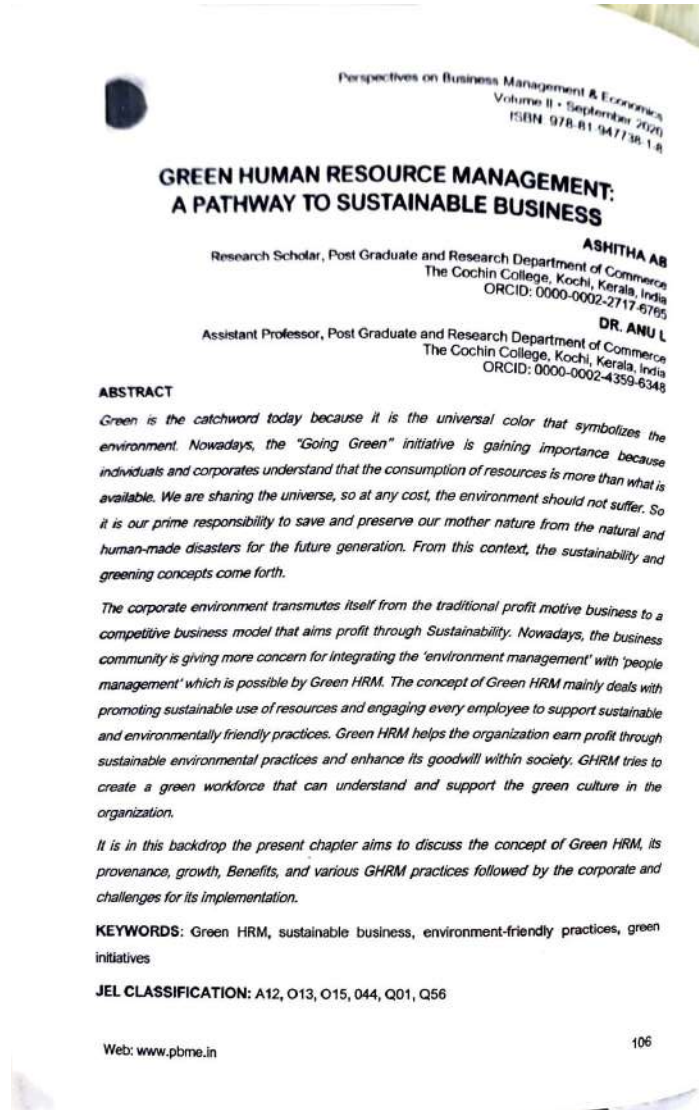
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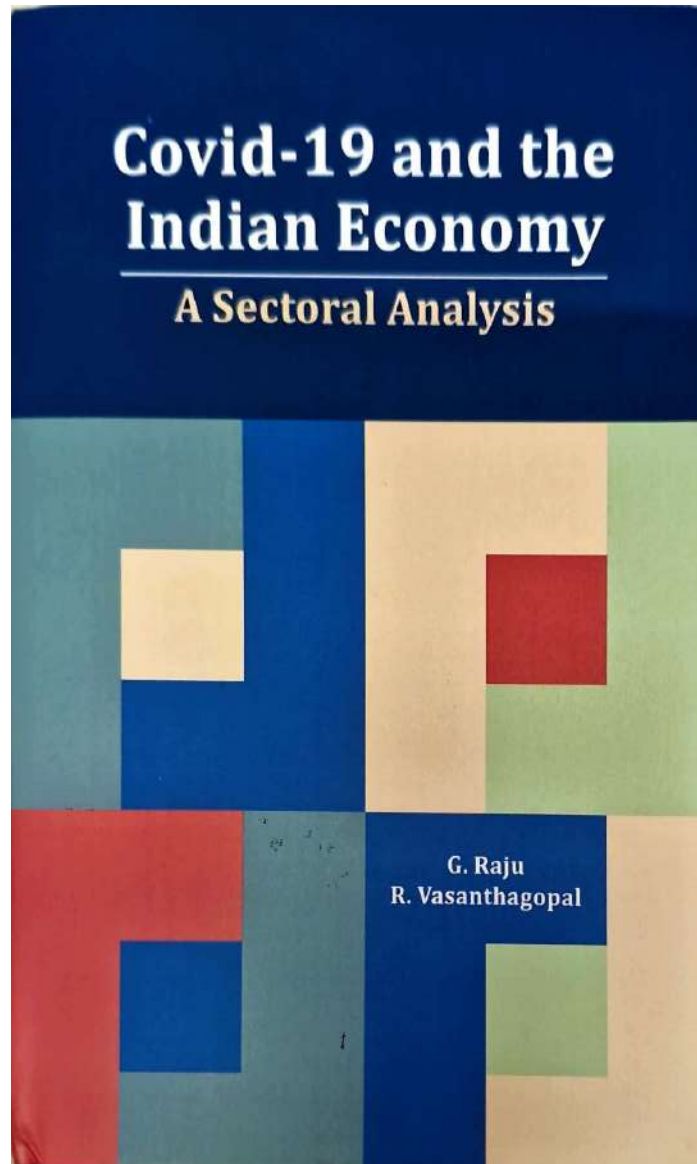
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15

Covid-19: Shocks to the Education Sector and the Way Forward

Ashitha A.B. and Anu L

Introduction

The world has been through one of the severe health calamities of modern times. The Covid-19 outbreak in Wuhan (China) rapidly spread all over the world, upsetting human lives. The world is currently in a grip of global recession. Initially, Covid-19 was declared as a public health emergency of international concern by World Health Organisation (WHO). Later on, the alarming ramification of coronavirus resulted in WHO declaring it as a pandemic. Corona is an infectious disease spread from one person to another via droplets produced from the respiratory system of infected people often during coughing and sneezing. To break the spread of Covid-19, countries across the world took several measures like social distancing, quarantine, personal hygiene, travel restrictions, full lockdowns etc.

To further prevent the spread of this pandemic among young people and children, academic institutions were shut the world over. As per the UNICEF report, 188 countries imposed countrywide school closure affecting more than 1.5 billion children and youth (UNICEF, 2020). In India, as of second week of March 2020, all universities, colleges and schools were shut down. "Never before have we witnessed educational disruption on such a scale", said UNESCO Director-General Audrey Azoulay. Experts from the World Bank pointed out that even before the corona, the world was witnessing a 'learning crisis' and already out of the track to meet Sustainable Development Goal 4, whereby every nation has to



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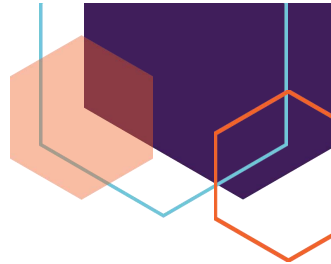


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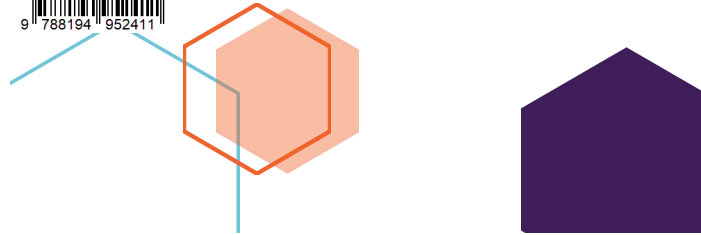
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While the ultimate purpose of the book is to engage and strengthen its author's. In the context, these editorial standards are set forth to give authors and contributors a clear idea of what they can and should expect from the book.

I wish all the Author's ,contributors, Academician, corporate ,Research Scholars and students

With Regards,

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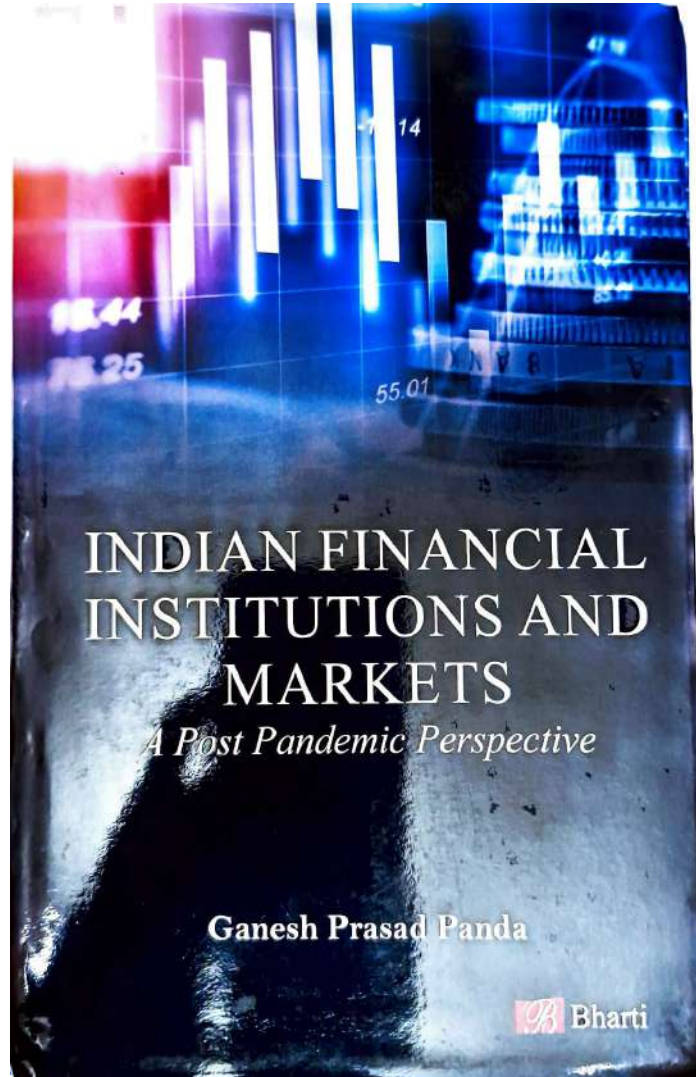
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Indian Financial Institutions and Markets A Post Pandemic Perspective

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Chapter

2

Banking in Times of COVID-19 Pandemic and Way Ahead

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Dr. Anu L.

Assistant Professor, Post Graduate and Research Department of
Commerce, The Cochin College, Kochi, Kerala.

Abstract

The world is now witnessing one of the severe health calamities of the century. The COVID-19 pandemic outbreak in Wuban, China has been spreading all over the world, distressing millions of lives globally. Corona virus is an infectious disease, which spread from one person to another through droplets produced from the respiratory system of infected people. In order to prevent the spread of this pandemic, countries around the world adopted several measures like social distancing; compelling people to stay home through lock, downs, restriction to cross boarder movements...etc.

Banking sector is the backbone of every country and plays an important role in the lives of people by providing them with financial services. Being the life line of economy, they need to remain operational during the pandemic period also. Like any other sectors of the economy banking sector is also affected by COVID-19, and banks need to undergo some changes in the long run in the way they function. It is in this back drop the present study concentrated on the impact of corona pandemic on the banking sector, the measures adopted by the central bank of country to tackle the challenges and way ahead for banking sector.

Keywords: COVID-19 Pandemic, Banking Sector, Impact, Reserve Bank of India, Way Ahead

Introduction

COVID-19 pandemic is one of the biggest health and economic crisis the world has ever seen. The disruptions brought by the pandemic have impacted all the sectors of the global economy. The world is battling against the novel corona virus outbreak. India is also affected



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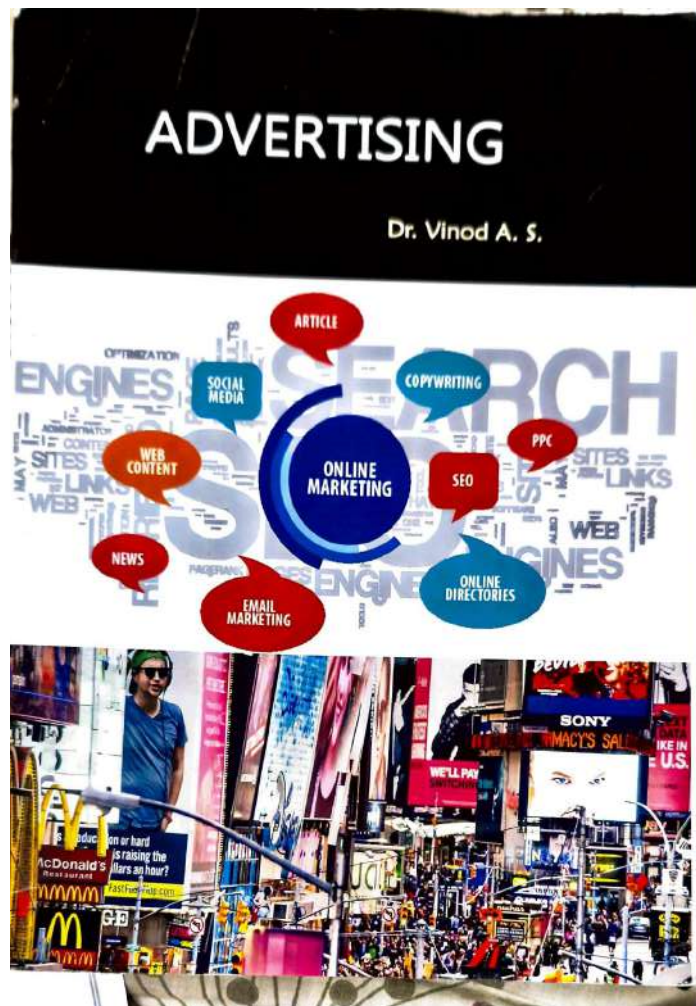
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SOCIAL INFLUENCE ON CONSUMER BEHAVIOUR TOWARDS SMARTPHONE BRANDS

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ABSTRACT

A Smartphone has become a device which continuously penetrates into the daily life of human its inevitable role has made it to get a space in both personal and work life of people. The smartphone revolution which is hitting all over the world and India holds second largest market of smartphones after China and is continuously increasing its market share. While comparing the statewise smartphone market, Kerala conquers a highest rate that is 65 % of share in India as per cyber media research. The continuous growth in the consumption of smartphones paves the way to identify the essential factors which lead consumer to choose a particular brand. In order to meet the purpose 'Consumer Behaviour' is the terminology used in this study. There are various factors which induces the people to purchase a smartphone. According to Philip Kotler cultural, social, personal and psychological factors are the main characteristics which influence the consumer behaviour. In this research the social factors that influence the buyer before purchasing a smartphone is considered. So that the factors closely related with social environment is studied in detail.

Key words - Smartphone, Consumer Buying Behaviour, Social Influence, Brands

INTRODUCTION

Smartphone industry is one of the promising industry in the economy. There shows a steady growth in the consumption of smartphones in the past few decades over the world which leads to the rapid development of telecommunication sector. Entry of low cost chinese handsets has made this industry difficult for the domestic manufacturers to withstand. According to International Data Corporation (IDC) India's smartphone market hiked into 152.5 million units in 2019 which depicts an increase of approximately 8% year over year. Foreign smartphone companies like Xiaomi, Samsung, Apple, Honor, Vivo etc are dominating the Indian market and there exist a neck to neck competition with the domestic companies. Since Kerala is a consumer state there shows a fastest growth in the consumption of smartphones.

Consumer behaviour is a human behaviour associated with various deciding factor which a buyer come across at the time of choosing a product which satisfies the needs with their existing resources includes time, money and effort. Though there exist various factors like price, quality, brand, technology, origin etc that influence the buyer to purchase a product, social influence towards consumer buying behaviour is explained in this study. The social factors that influence buyer before purchase consist of reference groups, family, peers, media and also their role and status.

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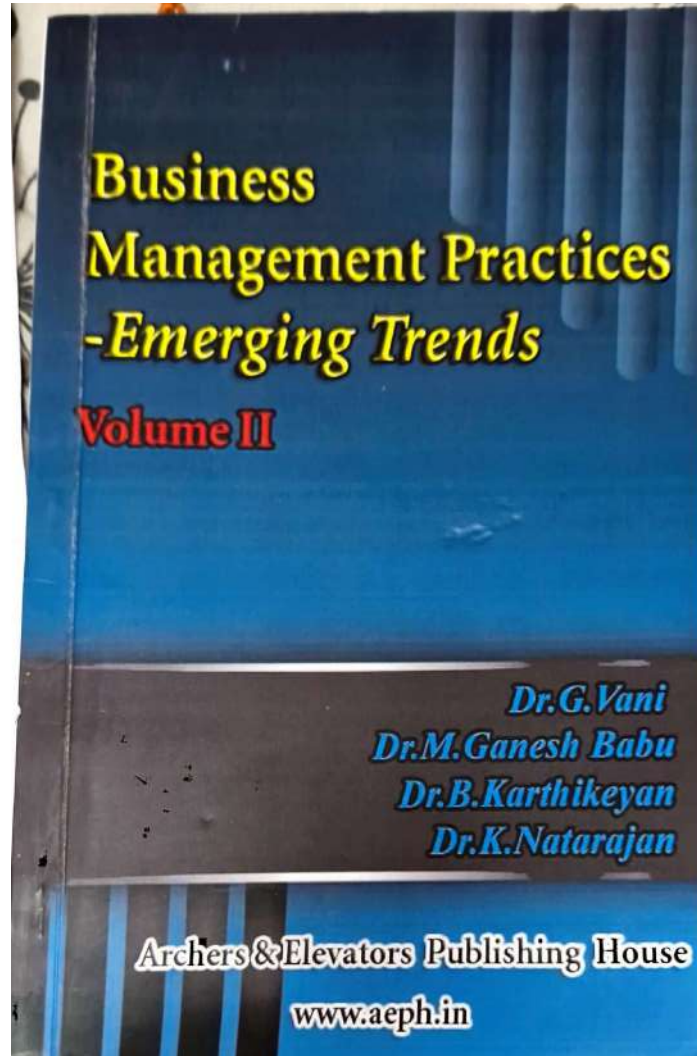
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EMERGING TRENDS IN FORENSIC ACCOUNTING - A FUTURISTIC PERSPECTIVE

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ABSTRACT

Forensic accounting is one of the accounting methods to find out the financial manipulation by conducting detailed assessment and analysis of financial information. It is an analysis of financial data that can be used to defend a case in a court of law. Forensic audit ensures the accuracy and lawfulness of financial statement of business. With the increase in use of technology in accounting field increases the risk of white collar crimes. This paper attempts to describe the emerging trends in forensic accounting.

Key words: Financial statement, forensic accounting, forensic audit, trends, white collar crimes

Introduction

Wide range of investigative work done by professional accountants is known as forensic accounting. Investigation may be conducted to discover the existence of fraud, to find out the persons who are involved in the fraud, to measure the financial loss suffered and ultimately present findings to the client or to the court as the case may be. Forensic accounting is generally used for detection of fraud and embezzlement in business. Forensic accounting diverges from the traditional accounting which mainly focuses on recording, classifying, summarizing, reporting and interpreting the transactions and events in the nature of finance. It is popularly known that forensic accounting is a thrill of hunt. It is a blend of accounting and forensic science. The words forensic auditing and forensic accounting are used interchangeably.

Historical background of forensic accounting in India:

The birth of forensic accounting is credited to Frank John Wilson who in 1930s, working as a Certified Public Accountant (CPA) in USA was placed to investigate the secret dealings of the Al Capone, infamous Chicago gangster. He was indicted for tax evasion and sentenced for imprisonment for the illegal activities done by him. However, Maurice Peloubet, a New York Certified Public Accountant, coined the term Forensic Accounting in 1946. In India, history of forensic accounting goes back to the ancient times of Mauryan time; Kautilya was the first person to mention in his famous book Kautilya Arthashastra the famous forty ways of misappropriation. In India, investigative tasks of forensic auditing are done by Chartered Accountants.

Forensic accounting is defined as "the application of investigative and analytical skills for the purpose of resolving financial issues in a manner that meets standards required by court of law. Forensic accountants apply special skills in accounting, auditing, finance, qualitative methods, certain areas of law, research and investigative skills to collect, analyze and evaluate evidential matter and to interpret and communicate findings."

According to AICPA (1993): "Forensic accounting is the application of accounting principles, theories and discipline to facts or hypothesis at issues in a legal dispute and encompasses every branch of accounting knowledge."



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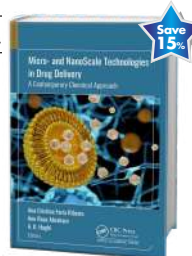
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Drug delivery technologies include new approaches to control the behavior of drugs in the body and improve treatment of diseases by toxicity reduction. This new book covers recent advancements in the development of controlled drug delivery systems, offering novel perspectives, therapeutics, and strategies for the development of drug delivery, keeping the drug molecule as the central component.

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Providing a unique compilation of data, insightful case studies, and review of existing literature in the area, the book promotes innovation in drug delivery research, exploring the limitations of existing drugs and their improvement in cancer.



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Ana Cristina Faria Ribeiro, PhD, is a researcher in the Department of Chemistry at the University of Coimbra, Portugal. Her area of scientific activity is physical chemistry and electrochemistry. Her main areas of research interest are transport properties of ionic and non-ionic components in aqueous solutions. Dr. Ribeiro has supervised master degree theses as well as some PhD theses and has been a thesis jury member. She has been a referee for various journals as well as expert evaluator of some of the research programs funded by the Portuguese government through the National Council for Scientific Research. She has been a member of the organizing committee of scientific conferences, and she is an editorial member of several journals. She is a member of the Research Chemistry Centre, Coimbra, Portugal.

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A. K. Haghi, PhD, is a retired professor with over 250 academic research-oriented books as well as over 2000 research papers published in various journals and conference proceedings with over 3500 citations and h-index of 38, according to the Google Scholar database. He is currently a senior material engineering consultant in the UK. Professor Haghi has received several grants, consulted for several major corporations, and is a frequent speaker to national and international audiences. He is Founder and former Editor-in-Chief of the *International Journal of Cheminformatics and Chemical Engineering and Polymer Research Journal*. Professor Haghi has acted as an editorial board member of many international journals. He has served as a member of the Canadian Research and Development Center of Sciences in Culture and the Research Chemistry Centre, Coimbra, Portugal. He has supervised several PhD and MSc theses at the University of Coimbra (UC) and co-supervised international doctoral projects. Professor Haghi holds a BSc in urban and environmental engineering from the University of North Carolina State University (USA) and another one in applied mechanics, aerospace, and materials from the Université de Technologie de Compiègne (France). He was awarded a PhD in engineering sciences at Université de Franche-Comté (France).

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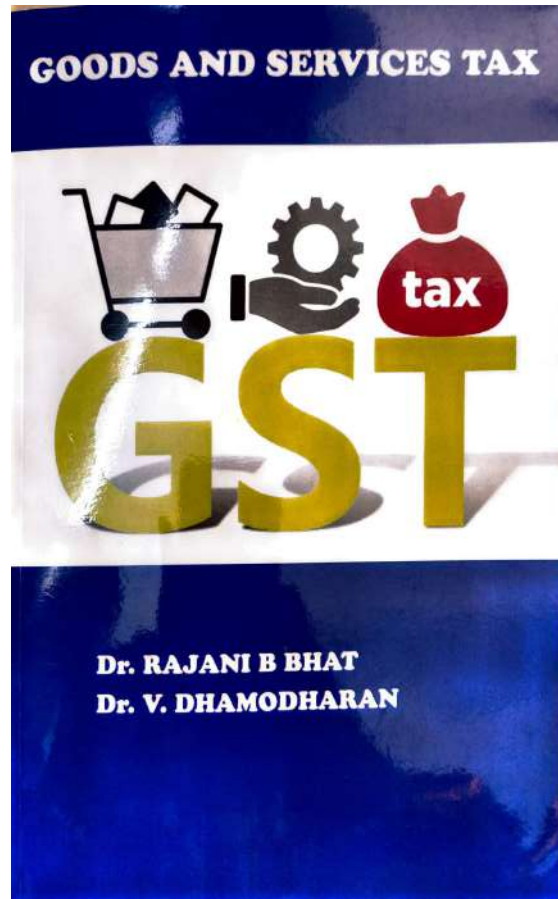
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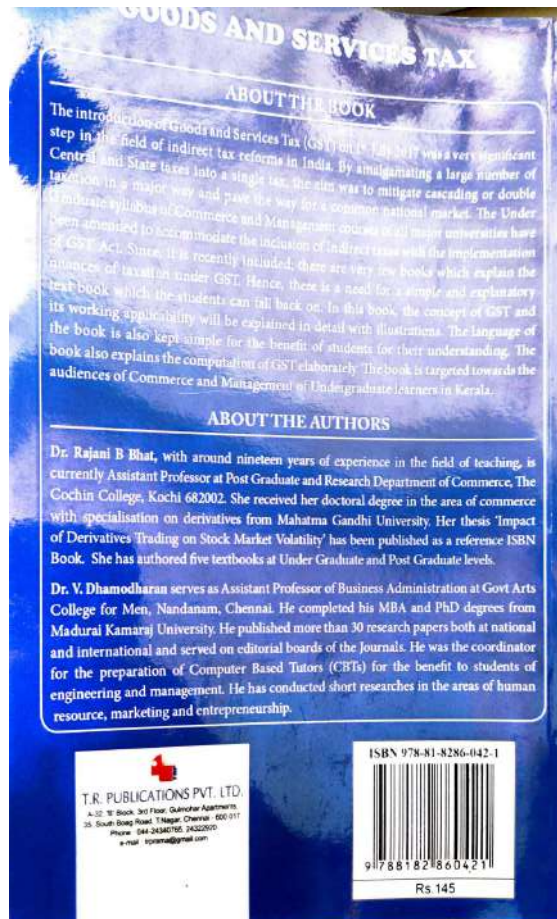
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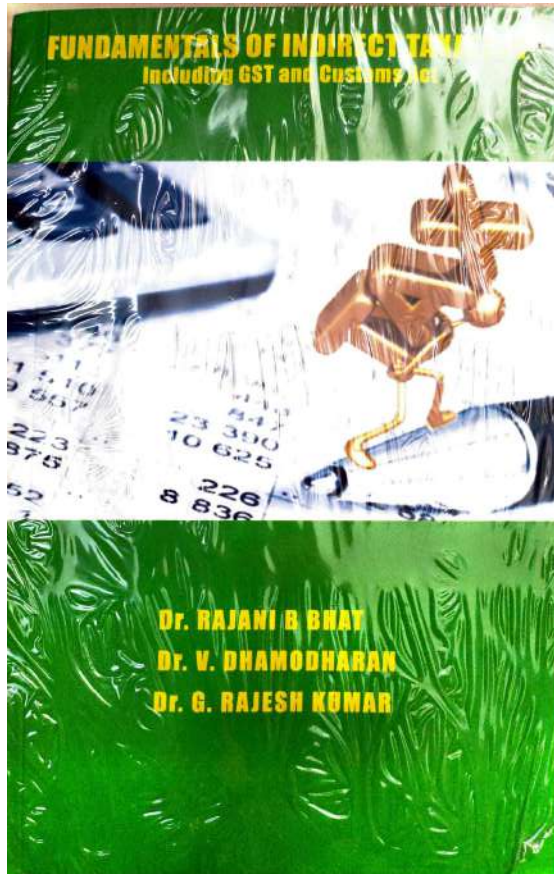
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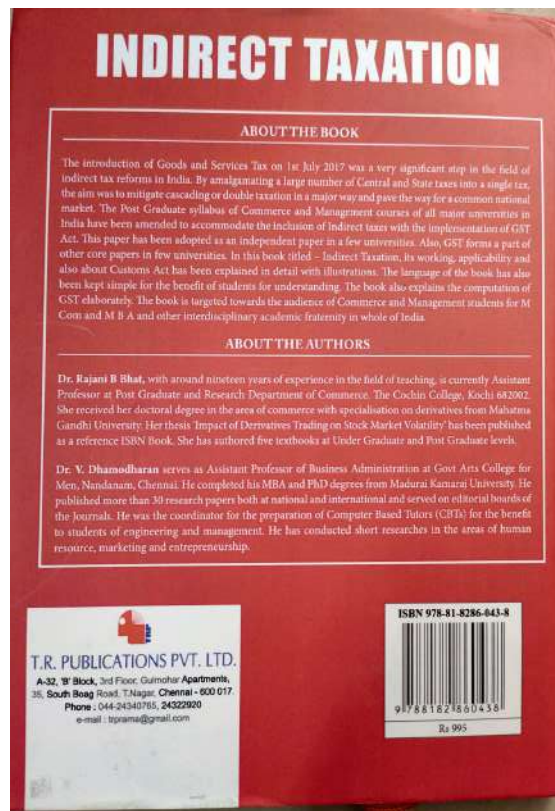
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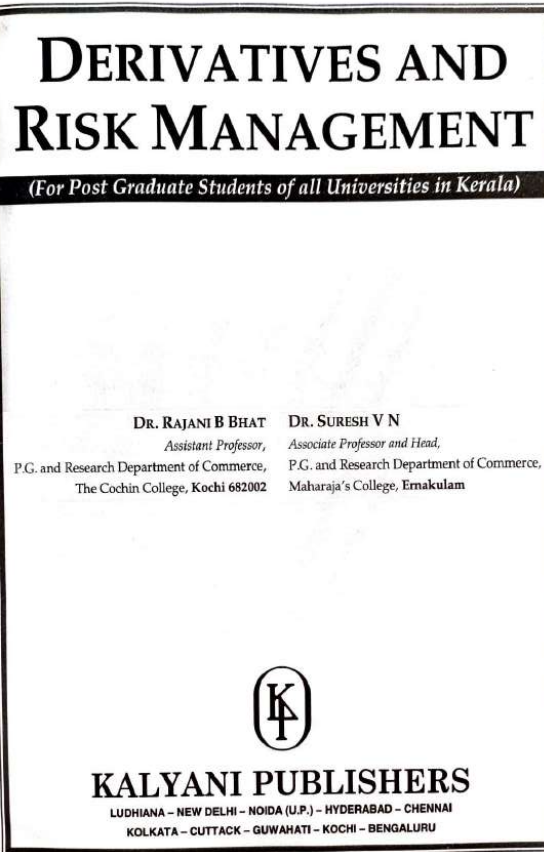
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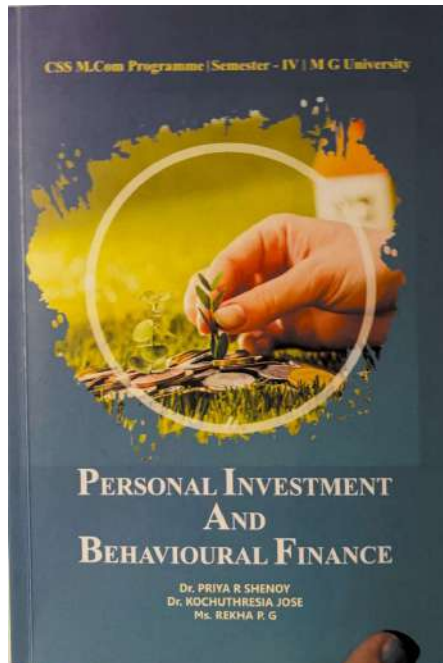
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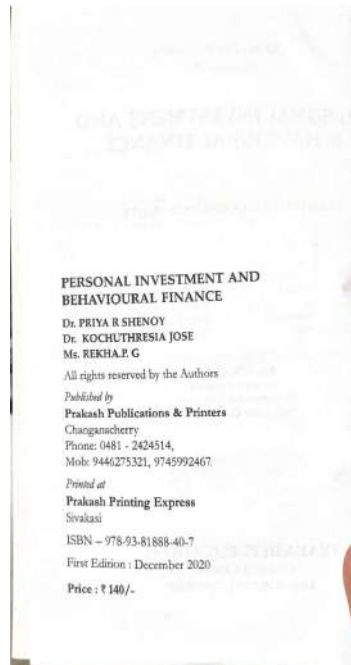
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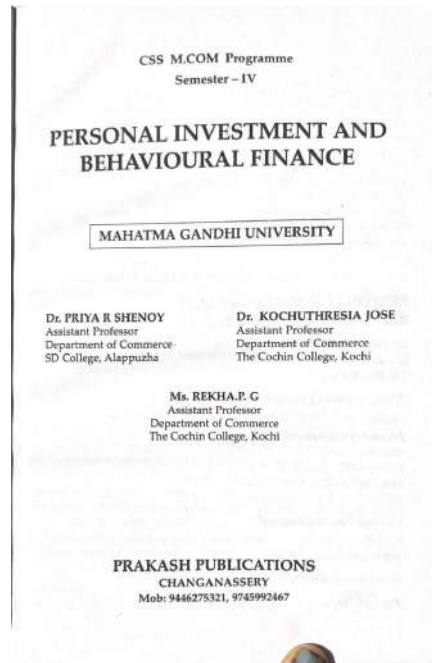
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Travel Brochures as Constructs and Commodities

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Abstract

The paper is an attempt to analyse the photographs in the travel brochures. The brochures created by the Kerala Government are considered as sample for analysis. The photographs used in creating the brochures are to attract the targeted travellers from other countries, so it will be shown as the best representation of a place. The photoshopped images of Kathakali, rain forests and backwaters are not the real pictures of the place which becomes the prominent pictures on the Travel Brochures every year. Some latest photos are of Theyyam and the traditional Hindu art forms. The pictures are the representation of perspectives, it focuses on what we need to see and show. Photography is a deliberate attempt to show the unreal conditions and building a "reality" out of gaze. The earlier postcolonial representations



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of human beings are shifted to the exotic representation of nature and art forms which are exploited.

Keywords: Travel Brochures, Photographs, Gaze, Exotic Cultural Representation.

Advertisements in Tourism industry are intended to introduce a place to a target customer, who wants to take a break from the stressful life. To achieve the purpose, the Government and Tourism Agencies started creating brochures. The appeal of the pictures should make the person feel that he will miss something really valuable if he doesn't visit that place. Travel brochures include the details of the location, topography, historic sites and landmarks. They also represent of outdoor activities like park, sports, water, entertainment, climate and overall weather conditions. These brochures carry the symbols of arts and culture like the image of Kathakali, Ayurveda, yoga etc. They detail the transportation facilities available, languages, dialects used and the cuisine for which the area is known for, added with photographs.

The brochures turn out to be the historiography of the tourist places. The brochures found in the official website of Kerala Tourism unveil the socio cultural spaces of Kerala. "Pictures are social constructs that denoted an everyday situation, but through their connotation became powerful symbols for the dominating discourse" (Domstic 279). The tourism promotional materials like brochures, advertisements, post cards etc. creates a discourse of the place and represents the rich cultural source of popular places and people there.

Kerala, a state in the southern tip of India is named as one of the ten paradises of the world by National Geographic Traveller. The place is famous for hill stations, back waters

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and beaches coloured with a unique culture and tradition. The representation of places in the photographs concurs with its logo- God's own Country decked with the lush greenery and splendid art forms.

Photographs are experiences captured that furnish evidence. Though having the qualities of paintings, photography is closer to reality. Photographs are useful tools of surveillance. "A photograph passes for incontrovertible proof that a given thing happened. The picture may distort; but there is always a presumption that something exists, or did exist, which is like what's in the picture" (Sontag 4). Though photographs give evidence, the visual justice of the photographs can be questioned. Photograph marginalizes or ignores certain things what is not to be conceded. The frame of a camera disqualifies some images nearby. Photographs are reduced, blown up, cropped, retouched, doctored and tricked out.

Photography emerged as an art during industrialization. It has become an amusement, later. Photographs are ways of certifying experience, offering indisputable evidence. Capturing the experience via photographs rejects the experience, by enclosing that experience into an image.

Travel becomes a strategy for accumulating photographs. The very activity of taking pictures is soothing, and assuages general feelings of disorientation that are likely to be exacerbated by travel. Most tourists feel compelled to put the camera between themselves and whatever is remarkable that they encounter. (Sontag 9-10)

Photographs are essential to tourism. Photos have the voyeuristic tendency, it peeps into the world of objects which are not supposed to be seen. A tourist also wants to see the unknown and the photos of places in brochures should excite his curiosity.

The photograph is a thin slice of space as well as time. In a world ruled by photographic images, all borders seem arbitrary. Anything can be separated, can be

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made discontinuous, from anything else, all that is necessary is to frame the subject differently. Photography reinforces a nominalist view of social reality as consisting of small units of an apparently infinite number. (Sontag 22)

The gaze of the photographer, who takes the pictures for brochures, should also be scrutinized. A photographer captures images that appeals to him and actualizes the subjective reflection of his vision. The difference between a usual photographer and a professional photographer is – professional photographer cannot take photos which excites him. He has to negotiate with creativity and the pecuniary needs while capturing a picture in his frame. The photographs should cater the choice and need of the customer or the company where he works. Similarly, the photos taken for brochures are taken to discern the dream of a tourist, where he will be ready to purchase the package for the fulfillment of his dream. The photographs are taken for this purpose and naturally they are devoid of subjective elements.

The close reading of these pictures reveals the predicaments of the photographer. For example: while focusing the pictures in the brochures of Kerala Tourism page, especially those of Backwaters, it is revealed that the human figures are minimized and focus is shifted to the landscape. But if there is a foreigner in the boat, then his image is brought closer. The photograph draws up the target customer how the trip can be exciting and exhilarating.

The gaze of the photographer has an agenda, to satisfy the employer, to satisfy the customer and to create a cultural impact. Travel brochures represent a place, its culture and tradition which is not real, but the exotic world which the tourism department wishes to sell. The photo here becomes a tool for advertisement and it is commoditized. Commoditized products have only a single purpose which is to sell the product. "The tourist gaze is elaborated as a particular way of seeing the world that is enforced on tourists and essentially

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conditioned by the imagery created for tourism destinations by the tourism industry. The fundamental motivation of tourists travelling to such destinations, then, is to gaze on the panoramas, landscapes, buildings, people and other manifestations of place...."(Garrod 2)

Kerala, a noted place for tourism, tags herself as the Gods' Own Country. The brochures of Kerala include the hues of nature. The lush green high range, blue backwaters and bright sea shores are the highlights of the bright and beautiful landscape. Some photographs manifests the high cultural representations of Kathakali with green face, women in traditional attire and pictures based on Ayurveda treatment. If we consider the Kathakali forms in pictures, the green face, which represents the upper caste gods are presented. There are several other traditional art forms in Kerala, but the landmark image is of the "pachcha" which camouflages with the idea of "Gods" own Country. The women presented in the photos are found wearing the traditional upper class attire and jewellery. Thus most of the representations of Kerala in tourism brochures are images of the upper caste culture. The indigenous folk culture and its manifestations are always missing in them. Even in the pictures of art forms like Theyyam, the lower caste performer is eclipsed in the upper caste aesthetic appreciation.

The images of ayurvedic treatment in brochures are having a green and brown base which creates an ambience of lush green of woods. Often the images are those of women. The female figures satisfy the male gazes. Ayurveda provides the ethnic treatment available in the market. The female figures inflate both national and international market. Thus Ayurveda becomes a tempting elixir which will be available only if the traveller reaches Kerala (which is a strategy to attract the potential traveller). These images are constructed expressions of the cultural, political and social identities of the place which exclude the real representations of the land.

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The photographs in the brochure are a simulacrum that claims to be real. It is a product of deception for gain. They present a hyper reality, "which is no longer a question of imitation, nor duplication, nor even parody. It is a question of substituting the signs of the real for the real" (Baudrillard 1). Thus the world of photos in travel brochures cooks up a world of reality to achieve the monetary target by attracting travellers from various places.

Images are created within a myth, the myth of real and unreal. In a post truth era the objective facts are less influential in shaping public opinion. The concept of "Truth" has been eclipsed. The ideology of truth has been earlier interrogated by Post Structuralists. Heidegger tried to recast truth as a phenomenological quest based on experience rather than on a priori concepts. The images created in the photographs are copying or recopying the original. The copied images are "really real" than the original. These images distance the beholder from original and create a prepossession on nature, art, topography, culture and travel. The images on travel brochures create travel consciousness which develops as a myth. In the neo liberal world the facts and truths have become irrelevant but commoditization is important.

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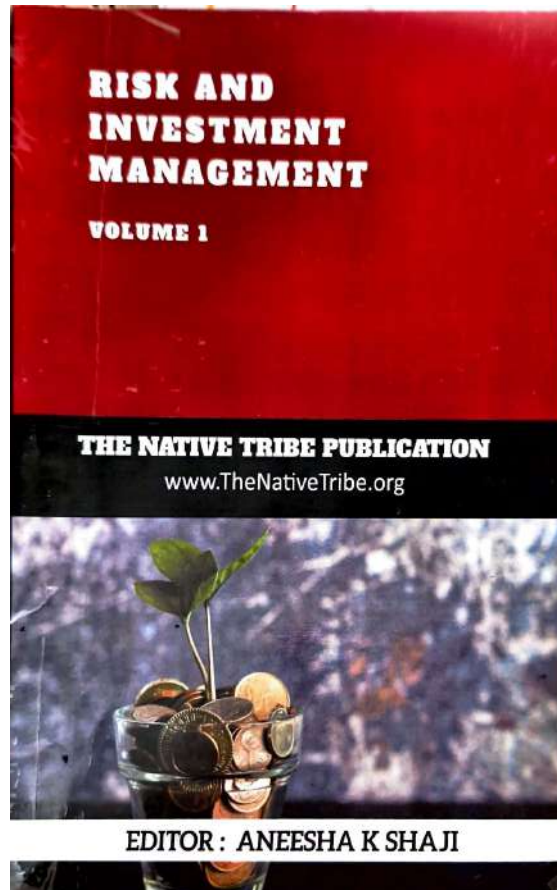
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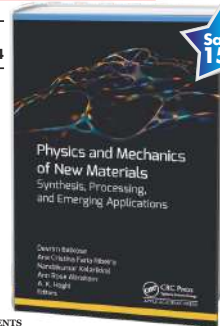
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This new volume covers new advances in materials science and engineering technology, focusing on practical rather than theoretical aspects that are useful for the design, fabrication, testing, and industrial application of advanced materials and structures.

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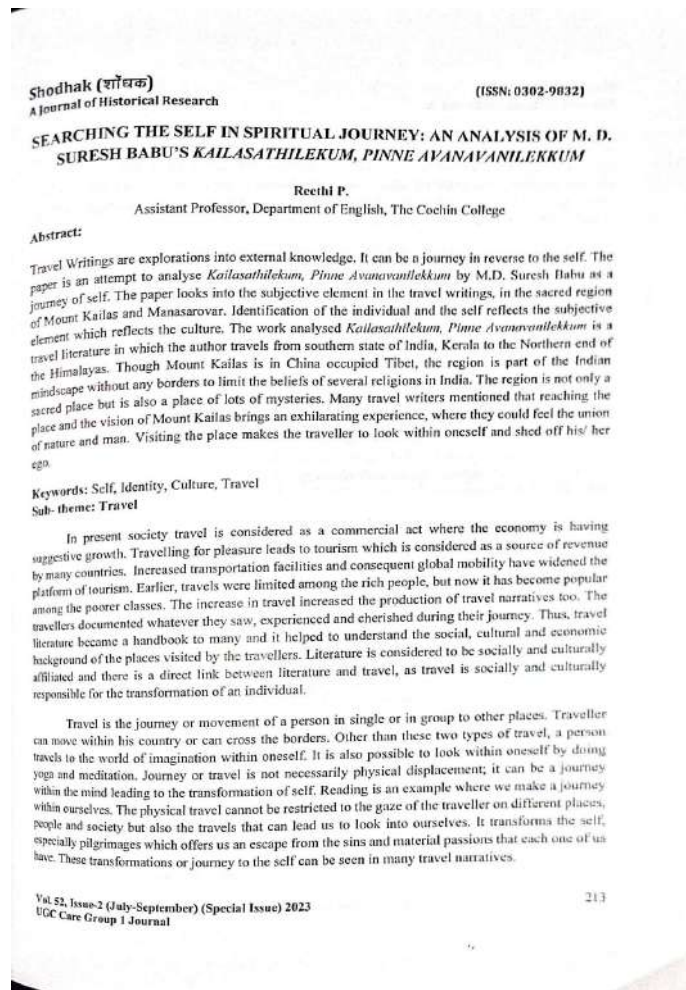
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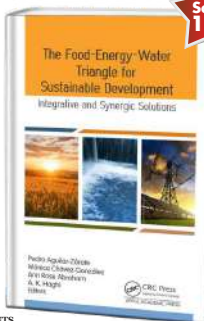
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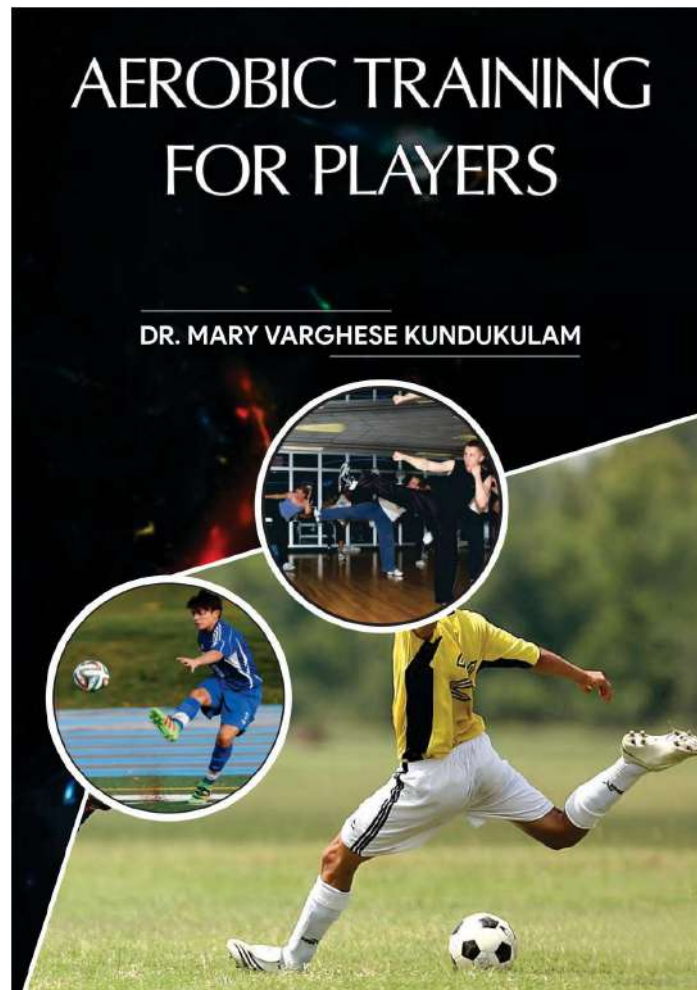
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TRANSFORMING INDIA INTO CASHLESS ECONOMY THROUGH DIGITAL PAYMENTS

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Abstract:

India's digital payments system has evolved rapidly over the last few years. This has been encouraged by various developments in information and communication technology and by forward looking Regulatory and Government policies. The trinity of near universal account penetration, increasing smartphones penetration and low cost payments rails has led to a never-before boom in digital transactions. India has become a model for digital payments adoption for countries across the globe. Digital payments are one of the most important pillars of a financially inclusive country and helps in bringing people together under an organised financial system. There is a growth in the use of digital payments with over 40% of individuals in middle-income nations (excluding China) making in-store or online payments using a card, phone, or internet banking for the first time. More than one third of individuals in all low and middle income nations paid their power bills from a formal account. Globally, two-thirds of individuals make or receive digital payments, with developing economies increasing their participation from 35% in 2014 to 57% by 2021. Globally, FY 2023 has also seen economic, political and geographical issues which have affected the financial industry. The present article intends to highlight the growth of digital payments in India over the last few years, there by transforming Indian economy to cashless economy in the global scenario. The study also aims make a comparison of Indian digital payments with the world wide economies.

Introduction:

The growth of digital ecosystem in India has been driven by a number of factors, including the government's push towards digitalization, an increase in internet and smartphone penetration, and the rise of e-commerce. The Indian government has been actively promoting the use of digital technologies through various initiatives such as Digital India, Make in India, and Startup India. These initiatives aim to increase the use of digital technologies in various sectors such as healthcare, education, and agriculture, and also to create a conducive environment for start-ups to flourish. The increase in internet and smartphone penetration in India has also played a major role in the growth of the digital ecosystem. According to a report by the Internet and Mobile Association of India, the number of internet users in India is expected to reach 800 million by 2023. This increase in internet users has also led to an increase in the number of mobile wallet users in India, which is expected to reach 900 million by 2025 (Report NIC, 2023).

With government's mission to target Rs 2,500 crore digital transactions in 2017-18 Union Budget through UPI, USSD, Aadhar Pay, IMPS and debit cards for promoting digital payment transactions in the country, this has been a significant step towards the government's goal of increasing the use of digital payments and reducing the dependence on cash transactions. Digital payments have become increasingly important in India in recent years, as the country has seen a rapid increase in the adoption of smartphones and internet access. This has led to a significant increase in the use of digital payment methods, such as mobile wallets, UPI, and card payments. However, there is still a large proportion of the population that relies on cash transactions, and the government is looking to change this by promoting the use of digital payments. This will be used for a variety of initiatives to promote digital payments. One of the key initiatives will be to provide incentives for merchants to adopt digital payment methods. This may include subsidies for merchants to purchase point-of-sale terminals, as well as tax incentives for businesses that adopt digital payment methods.

The government's contribution for digital payment transactions is a significant step towards achieving the goal of a cashless society. This allocation will help to increase the number of people who use digital payment methods, which will in turn help to reduce the dependence on cash transactions. Additionally, the government's initiatives to provide incentives for merchants and to build infrastructure to support digital payments will help to create a more conducive environment for digital payments to



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thrive. This move will also help to increase the overall financial inclusion in the country and will bring more people under the ambit of formal banking and financial services. With the increasing adoption of smartphones and internet access, digital payments are becoming more accessible to more people. This allocation will help to further increase the use of digital payments and reduce the dependence on cash transactions, which will help to create a more efficient and secure financial system for all Indians.

Journey of Digital Payments so far...

The decade of 2010-20 can be termed as the decade of payments in India. There have been many defining moments that transformed the payments ecosystem of the country and attracted international recognition. During the decade, the country has witnessed the introduction of innovative payment systems, entry of non-bank players, and a gradual shift in the customer behaviour from cash to digital payments. In India, there is a unique secure and interoperable Unified Payments Interface (UPI) for retail payments, biometric based as well as the QR code-based payments. Throughout this journey, the Reserve Bank has played the role of a catalyst and facilitator, regulator and supervisor, as the occasion demanded, towards achieving its public policy objective of developing and promoting a safe, secure, sound and efficient payment system. Reserve Bank has always fostered innovation and growth of payment and settlement systems without deviating or losing its focus towards constant improvement in safety, security, soundness, efficiency and effectiveness. All these efforts have resulted in availability of a wide choice of 'anytime and anywhere' interoperable payment systems for the common man at reasonable rates.

The need for payments and settlements is as old as the need for goods and services. The earliest known Payment and Settlement System (PSS) was the barter system facilitating exchange through goods and / or services. With the concept of money, people progressed to settling their economic transactions using currency notes and coins. The evolution of the banking system and advent of bank accounts led to an easy and safe method for making payments by transfer of money through bank accounts. This transaction required a payment instrument, and cheque emerged as the primary instrument for payment transactions. Thus, started the tale of payment systems.

An efficient payment system promotes market efficiency and reduces the cost of exchanging goods and services. By the same token, its failure can result in loss of confidence in the financial system and in the very use of money. In India, the oversight of the payment systems is entrusted to the Reserve Bank of India (RBI) where the Board for Regulation and Supervision of Payment and Settlement Systems (BPSS), chaired by the Governor, RBI, spearheads this responsibility. The creation of a new department viz., Department of Payment and Settlement Systems (DPSS) by RBI in the year 2005 to focus exclusively on payment and settlement systems, and subsequent legislation of the Payment and Settlement Systems Act, 2007 (PSS Act) set the stage for a new era in the history of payment systems in the country.

Analysis and Findings

Overall digital payments market

Although there has been a preference for cash transactions in India, UPI has gained popularity and is encouraging a culture of digital payments. The share of digital transactions has increased from 11.26% in FY16 to 80.4% in FY22. The rise of digital payment options has contributed to this shift in consumer behaviour. Customers can make payments at any time and from any location using a variety of payment options, including net banking, UPI payments, credit cards, debit cards, and e-wallets. The shift can also be attributed to the growing acceptance of digital payments by retailers.

Transaction Volume of UPI

UPI is expected to remain the nation's fastest growing payment mode and a key contributor towards digital payment adoption in the country. Payments have become more straightforward and practical for end users owing to the ease of use of UPI QR codes and the interoperability of payment service providers (PSPs) which contributes to the rise of its share in total digital payments.

Transaction value of UPI

Payments made using credit and debit cards continue to increase across the country due to the growing awareness about the use of cards among customers. Some of the elements driving this rise include the introduction of new companies with a focus on digital experiences and a rising customer base



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in tier 3 and tier 4 cities. With features like tokenization and EMI it has become safer and more convenient to use for transactions.

Growth of UPI in India

The digital payments ecosystem in India has also grown significantly in recent years, driven by a combination of government initiatives, an increase in internet and smartphone usage, and the rise of e-commerce. One of the key initiatives is the launch of the Unified Payments Interface (UPI), which allows for real-time inter-bank transactions, and the Bharat Interface for Money (BHIM) app, which simplifies the process of making digital transactions.

Worldwide Ranking based on UPI transactions

The global digital payment market size was valued at USD 81.03 billion in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 20.8% from 2023 to 2030. The global digital payments transactions were valued at over USD 8 trillion in 2022. The worldwide increase in customer preference for real-time payments is one of the major factors driving the market growth. According to statistics provided by McKinsey & Company, India registered 25.6 billion real-time transactions in 2020, witnessing a 70% increase from 2019.

Table 1 – Worldwide Ranking in UPI Transactions

Ranking	Country	Transactions Value in Millions
1	India	89.5
2	Brazil	29.2
3	China	17.6
4	Thailand	16.5
5	South Korea	8

Source: www.mygovindia.com

Conclusion

India's digital payments growth journey in the last six to eight years has been phenomenal and is considered as a case study globally. This growth has helped the country to move forward from being cash dependent to a less cash economy, focusing on digital-first transactions in metros, tier 1-4 cities and rural areas. In the coming years, it is expected that digital payments will further penetrate the Indian economy across all customer demographics, covering newer use cases and deepening existing businesses. Transaction volumes in retail digital payments covering various instruments is expected to grow by four times by FY 2026-27. UPI is the flagbearer of the digital payments revolution, constituting over 75% of the overall transactional volume in retail digital payments in India. With addition of new features and use cases, UPI is expected to cross 1 billion transactions per day by FY 2026-27. UPI 123PAY and UPI Lite are expected to increase the adoption of digital payments in rural areas. UPI for foreign tourists, UPI linkage to credit accounts and tie-ups with real-time payments systems of other countries will further increase the foreign inward remittance.

Lastly, India has moved ahead of the stage where incentives, cashbacks and rewards acted as a catalyst to encourage users to transact digitally. We have observed that Indian customers are now habituated and more comfortable with digital transactions. This trend is expected to continue and grow in the future. This has been made possible due to the dedicated focus of the Government and regulator and the efforts of all operators and stakeholders in the payments ecosystem, who have enabled a safe, convenient and easy-to-use experience for customers.

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ASST. PROF. DR. K. THAMIZHMARAN
DR. MUHAMMAD SAFDAR BHATTI
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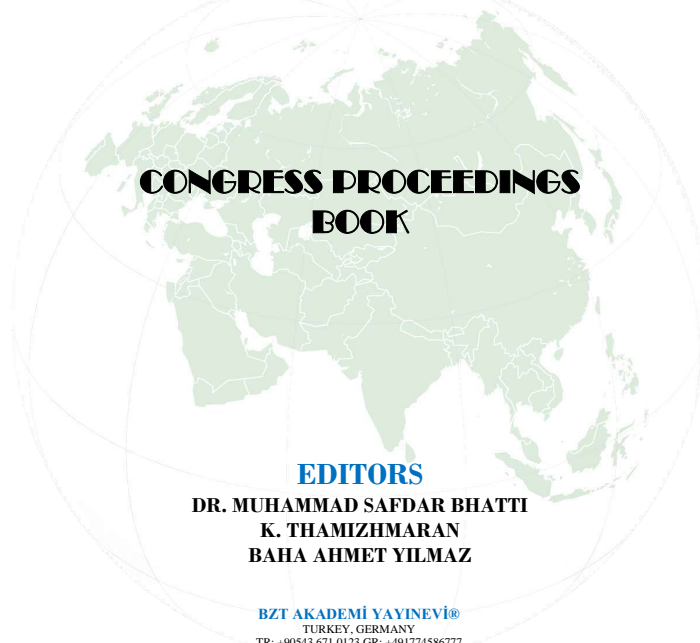
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EFFECTS OF YOGA ON MENTAL AND PHYSICAL HEALTH: SUMMARY

Dr. Mary Varghese Kundukulam

Lecturer, Department of Physical Education, St Joseph College of Teacher Education for Women, Affiliated to Mahatma Gandhi University, Kerala, India

ABSTRACT

The current research on yoga's benefits for both physical and mental health. Collectively, these reviews imply that yoga may be beneficial in a variety of areas, although almost all of them require additional research to confirm these benefits. Nonetheless, there are a few meta-analyses that demonstrate the positive effects of yoga therapies, as well as a number of randomized clinical trials of relatively good quality that demonstrate the positive effects of yoga on pain-related disability and mental health. Yoga may be beneficial as a supporting supplement to alleviate certain medical issues, but it is not yet a proven cure-all. Yoga may have the potential to be implemented as a beneficial supportive/adjunctive treatment that is relatively cost-effective, can be practiced at least in part as a self-care behavioral treatment provides a lifelong behavioral skill, increases self-efficacy and self-confidence, and is frequently associated with additional positive side effects.

Keywords: yoga, mental, physical health.

INTRODUCTION

The international day of yoga has been celebrated yearly on June 21 throughout the world since 2015. Yoga is a physical, mental, and spiritual discipline with ancient Indian origins. The application of yoga as a therapeutic intervention, which originated in the early twentieth century, exploits the diverse psychophysiological effects of the component practices. The physical exercises may strengthen the patient's physical flexibility, coordination, and strength, while the breathing exercises and meditation may quiet and focus the mind in order to raise awareness and reduce anxiety, resulting in a superior quality of life. Other potential benefits include a decrease in anxiety, blood pressure, and enhancements in resiliency, mood, and metabolic balance. Yoga practice has numerous physical and mental advantages, including enhanced circulation, flexibility, respiration, and energy, among others. Although all exercise has physical benefits, yoga is exceptional. Not only does it provide mental and physical preventative benefits, but it also teaches pranayama and a range of breathing techniques to help you maintain vitality, strength, and reduce stress. Experts have long touted the benefits of yoga for the mind and body, and there are numerous reasons why yoga has become so popular for preserving physical and mental health.

Yoga has created techniques for experiencing the various levels of consciousness and encompasses the concept of the super-conscious mind. Beyond the sense consciousness, we experience on a daily basis, consciousness may function independently of or through the sense organs. One is able to see without eyes, to think without a brain, to hear without ears, and to feel without any sort of sensory medium-ship. This is possible if, via yogic practices, the barriers between different levels of consciousness can be broken



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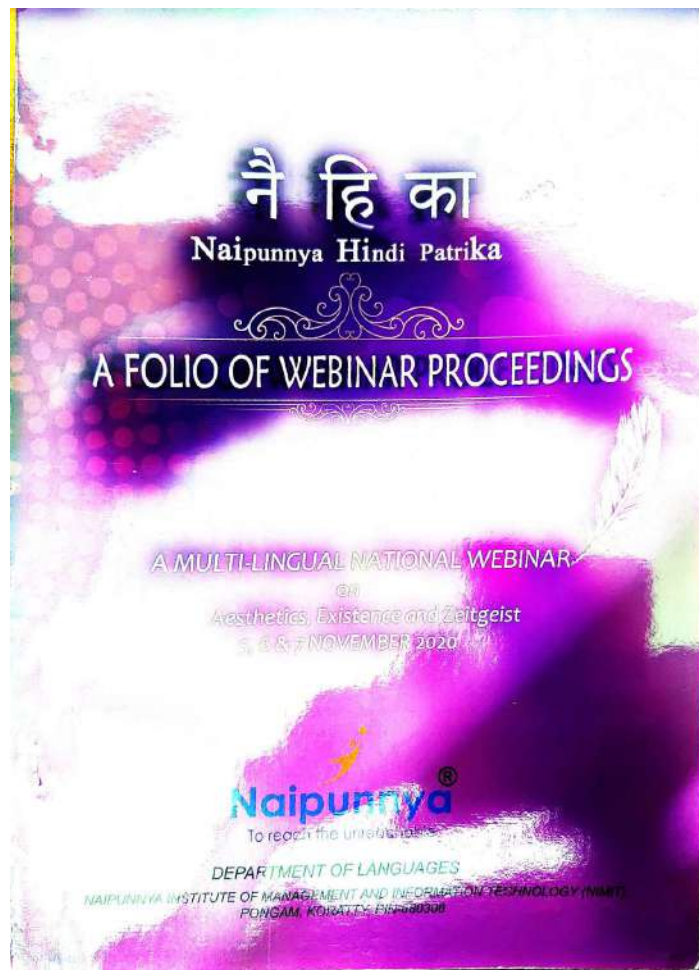
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कला , साहित्य और संस्कृति

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ते हि का

अस्मितामूलक विमर्श और सामकालीन हिंदी दलित कविता

डॉ. कविता वी. राजन
सहायक प्राध्यापिका
दी कौचीन कॉलेज
कोच्चि -02

आरूप : दलित साहित्य दलित चेतना की उपज है और दलित चेतना पुनो - युगो से अपनी बुनियादी ज़रूरतों एवं मानवीय अधिकारों से वंचित जनसमूह की भांगृति की उपज है। अतः दलित साहित्य दलितों की आत्मा पढ़ाना और आत्मा सजगता का साहित्य है। दलित साहित्य में समाज के उपेक्षित वर्गों की विसंगति पूर्ण जीवन का अकन मान नहीं है; बल्कि उसमें अपने जोषण के प्रति जागरूक जनता के आक्रोश, विद्रोह एवं प्रतिरोध भी मुखरित हुए हैं। समाज के उपेक्षितों के प्रति प्रतिक्रिया होने के कारण दलित साहित्य उनको मनुष्य का दर्जा तथा सामाजिक बराबरी दिलाने में चोर देते हैं।

कीज शब्द : दलित, विमर्श, समाज, साहित्य, कविता, वेदना, चोषण, अन्याय, अस्मिता, जातीयता, जागरूकता, प्रतिरोध, विद्रोह, आदि

दलित -विमर्श जाति-आधारित अस्मिता-मूलक विमर्श है। दलित साहित्य से तात्पर्य दलित जीवन और उनकी समस्याओं को साहित्य के केंद्र में रखकर की गई साहित्यिक आंदोलन से है। दलित संशोधन से समाज के पद दलित, अधिकार विहीन, और सामाजिक- धार्मिक उपेक्षा के शिकार अस्वर्ण का बोध होता है। दलितों को हिंदू समाज व्यवस्था में सबसे निचले पायदान पर होने के कारण न्याय, शिक्षा, सम्मान, स्वतंत्रता, आदि सभी मानव अधिकारों से वंचित रखा गया था। उन्हें अछूत, धा अस्पृश्य माना गया था। इस दलित -वर्ग के सामाजिक- राजनीति उन्धान, समानता व सम्मान के लिए तथा उनके संघर्ष को स्वर देने के लिए कई साहित्यकारों ने अपनी रचनाएँ लिखीं। दलित साहित्य को लेकर रमणिका गुप्ता जी का कथन काफी उल्लेखनीय है, "दलित साहित्य एक प्रतिक्रिया साहित्य है जो मनोरंजन या खात सुखाय नहीं लिखा जाकर अपने समाज को जागरूक करने, चेतना का साधारण कर उसे परिवर्तन के लिए प्रेरित और संकल्पित करने तथा गैर दलितों और दलितों दोनों की मानसिकता बदलने के उद्देश्य और लक्ष्य को सामने रखकर सिरका जाता है..... वहाँ अपने होने को, अपनी पहचान को आत्म सम्मान के साथ जताकर अपनी शक्ति का एहसास करवाने की कुवैत भी रखता है। वह विद्रोह की क्षमता रखता है और बदलाव के लिए मार मिटाने की संकल्प भी लेता है।"

दलित साहित्य की चेतना काफी पुरानी है। सितंबर 1914 में 'सरस्वती पत्रिका' में हीरा दाम की कविता अन्न की विक्रयत प्रकाशित हुई। इसे पहली दलित माना जाता है। लेकिन एक संपन्न काव्य-धारा के रूप में हिंदी में दलित लेखन बीसवीं शताब्दी के दैन है। वर्तमान संदर्भ में दलित साहित्य का अपना एक अलग एवं स्वतंत्र अस्तित्व है। साहित्य की अन्य विधाओं की तरह हिंदी कविता में भी दलितों के बहुआयामी जीवन संदर्भों का वास्तविक एवं सशक्त रचनात्मक अभिव्यक्ति देखने को मिलते हैं। सामंती व्यवस्था के चंगुल से पूर्णतः मुक्त



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IN-BETWEEN SPACES

Culture and Territoriality in Literature, Art and Cinema

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13

Nation, Border and Othered: An Analysis of Travel Narratives to Sino - Indian Border

Reethi P.

Nation exists as a concept of shared imaginations, values and culture. Nation can be defined in relation with the Other- the enemy, the outsider; just like the self is defined by the Other. The existence of Nation is defined by its borders. "Borders refer to external boundary of states which have legal significance and require knowledge of history and appreciation of context to understand". (Bartlett and Mackay 594). Borders are significant in legal terms because they are the legal demarcations which define sovereign jurisdictions. People travel within the territories and also across the boundaries. These travels cross the boundaries of states and even countries.

Boundaries are spaces that separate one place from other; it also joins the spaces too. Crossing the border suggests the historicity and cultural specificity of the geographical borders. Crossing the border reflects different cultural spaces; it is in this context the travel narratives to Himalayas are important. Recently,

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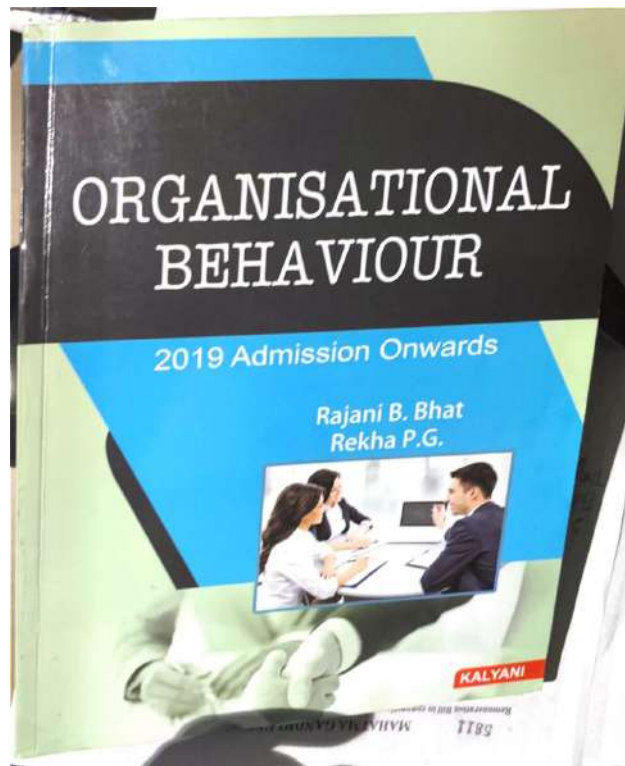
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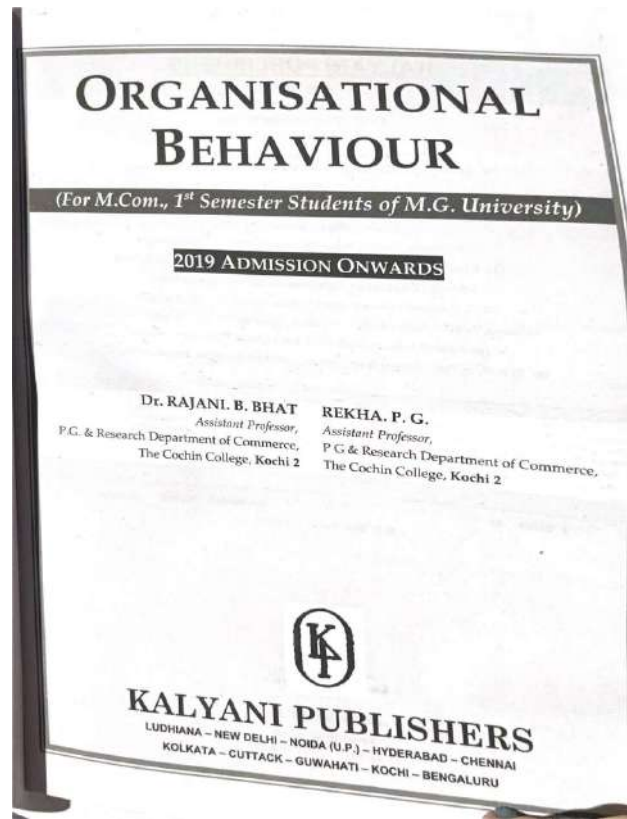
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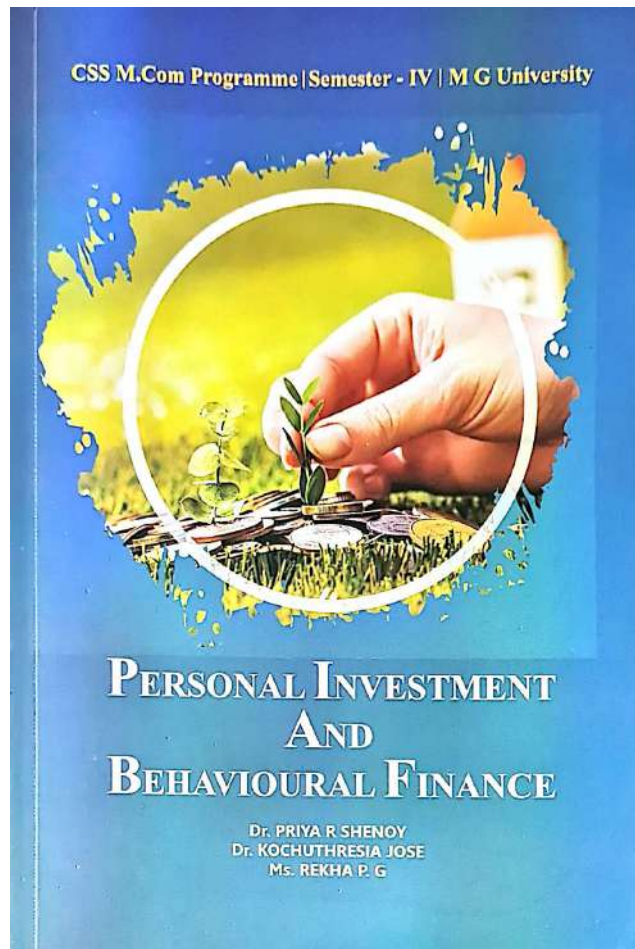
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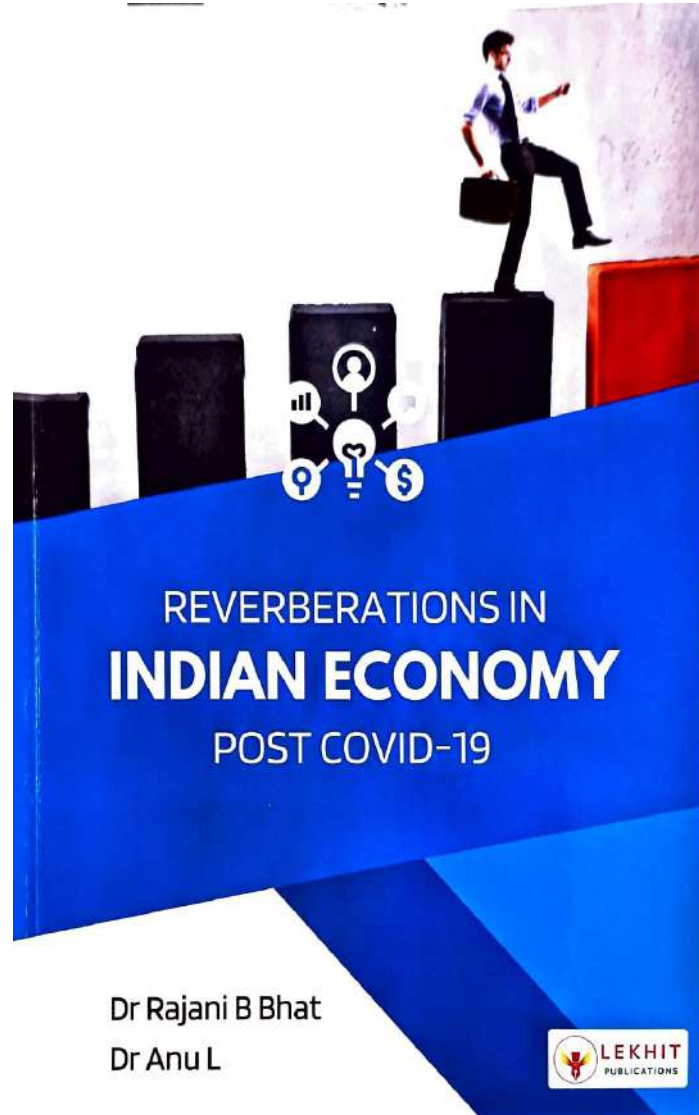
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Reverberations in Indian Economy Post COVID-19

Dr Rajani B Bhat
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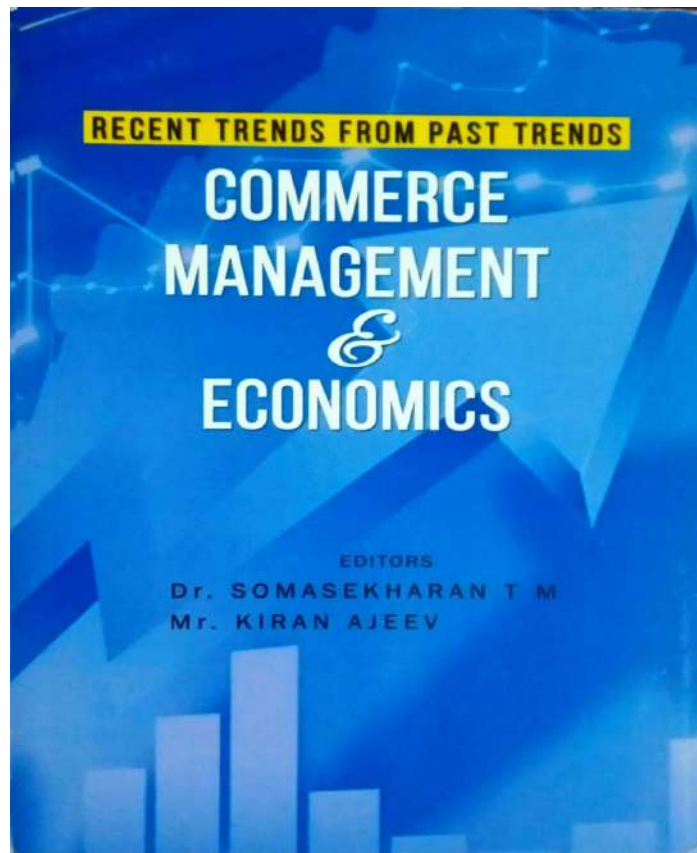
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REGULATORY FRAMEWORK OF ETHICAL ADVERTISING: AN INDIAN VIEW

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Abstract

Advertisement as a strong weapon can influence the attitude of consumers and can frame the buying behavior according to the needs and wishes of marketers. The big threat in today's way of advertising is how far it follows the truthfulness and honesty in the way of its communication. At times when it goes beyond the ethical standards giving detrimental results among the vulnerable sections of the society like children and youth. Like any other real life situation where we have to decide upon right or wrong, choosing a product or service is also a matter of decision making determined by various internal and external factors. It is extremely the priority of this time to restore the ethical aspects of advertisements and in turn provide healthy information to the society. Marketers should be aware about the laws supporting ethical advertising and the definition of various terms to make sure it's presence or absence in its communication process. There are various regulations in India to monitor the quality of advertisements which in turn suggest the need of a self regulatory system that complement the legal framework. This article talks about statutory prohibition and the purpose of self regulation to tackle the problem of unethical advertisements.

Keywords: Advertisement, Ethics, Self regulation, Ethical Advertising.

Introduction

Advertising is a paid form of communication and the process of dissemination of information between seller and consumer. It influences different target groups of consumers in a higher level in their purchase decision making. For that advertisers use various tactics and strategies according to the nature of products and taste and preference of consumers. Comparing to traditional ways modern means of advertisements can reach the minds of consumers more deeply. Since children and youth are more involved in to the modern ways of communication, its honesty and truthfulness are of extreme prominence. Advertising helps in building the brand in the market and ensuring the success of the brand. It is an important tool for the long



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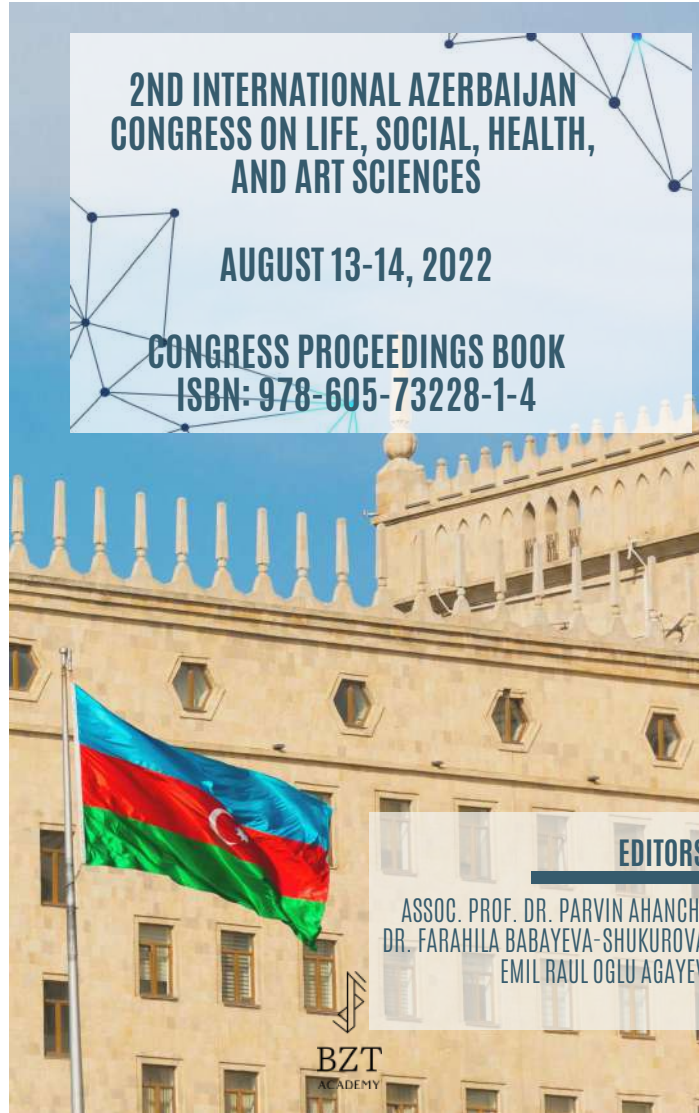
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A STUDY ON HEALTH AND WELLNESS: PHYSICAL EDUCATION

Dr. Mary Varghese Kundukulam

Lecturer, Department of Physical Education, Mahatma Gandhi University, Kerala, India.

ABSTRACT

Physical education, health and wellness intend to enhance the school community's well-being by fostering a culture that integrates and balances the six elements of wellness: social/environmental, physical, intellectual, career/occupational, emotional, and spiritual. The department strives to promote an active, healthy lifestyle, positive decision-making, and student-centeredness to give each student a diverse education in a safe, supportive atmosphere. This objective is intended to inspire self-responsibility, motivation, academic performance, and a lifelong dedication to wellbeing. The study reveals that exercise is extremely important to staying healthy, both in body and mind. Being active can help a person continue to do things they enjoy and be independent as they age. Long-term physical activity increases the benefits of long-term health.

Keywords: health, wellness, physical education.

INTRODUCTION

Health is a state of complete mental, physical, and social well-being, not just the absence of disease or infirmity. Fitness is the ability to deal with what the world throws at you. Sport is a great way to get rid of stress. Among the mental benefits is a boost in confidence. Students learn in Health and Physical Education that following good health and safety rules can help them live healthier lives for the rest of their lives, which makes them more productive, active, and successful. Physical and health education is about both learning about and doing physical activities to learn. Both dimensions help students come up with ways to learn skills that are taught in different subjects. Physical and health education courses must involve students in physical education activities for a minimum of fifty percent of the entire time allotted to the subject group.

The health and physical education standards and grade-level outcomes specify the knowledge and skills that students should possess. They develop the concepts and skills necessary for safe and healthy living, and subsequently for academic success. The purpose of Health Education and Physical Education programs is to provide students with educational opportunities that promote physically healthy, long-term lifestyle choices. Together, parents, schools, and the government are making a significant difference in students' health and well-being.

Physical wellbeing entails areas of life that are essential for maintaining peak physical condition. The combination of positive physical activity/exercise and healthy food habits produces optimal physical health. Physical health fundamentals include developing muscular strength and endurance, cardiovascular strength and endurance, and flexibility.



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Better yet, take your brisk walk in nature

Trees and other plants are regularly turning our carbon dioxide into rich oxygen we can breathe. Getting rich, oxygenated air help kill bacteria and viruses, improves breathing, and may even help prevent cancer.

Fruit

Brilliantly-colored fruit is packed with disease-fighting phytonutrients like proanthocyanins that protect against brain diseases and quercetin which helps alleviate allergies and breathing problems.

Meditate

Just taking some time out to clear your thoughts and unplugging from technology and people can help you feel more balanced and peaceful.

5. Deep breathe for at least 5 minutes

6. Snack between meals

Drink a freshly made juice

Stop and smell the flowers

Write down at least 10 things for which you are grateful

Eliminate at least one item from your life that contains toxic chemicals

Do something nice for someone

Dry skin brush

Soak in a warm bath with epsom salts.

CONCLUSION

Exercise is critical to maintaining physical and mental health. Being active can help a person age in place and continue to do things they enjoy. Long-term physical activity increases the long-term health benefits. This is why many health experts advise people to be as active as possible and to schedule at least three days a week for some type of activity that keeps the heart beating at a steady rate. Physical activity has numerous mental advantages. A person diagnosed with depression or anxiety, for example, is frequently asked to engage in some form of physical activity in addition to taking medication. This is due to the fact that the body creates endorphins, which increase mood and relieve stress. Improving mood can help with depression, while reducing stress can help with anxiety. With their hectic lifestyles and schedules, few people take the time to care for themselves. Taking care of oneself, on the other hand, is the best method to ensure you live a long and healthy life, not only physically but also mentally.

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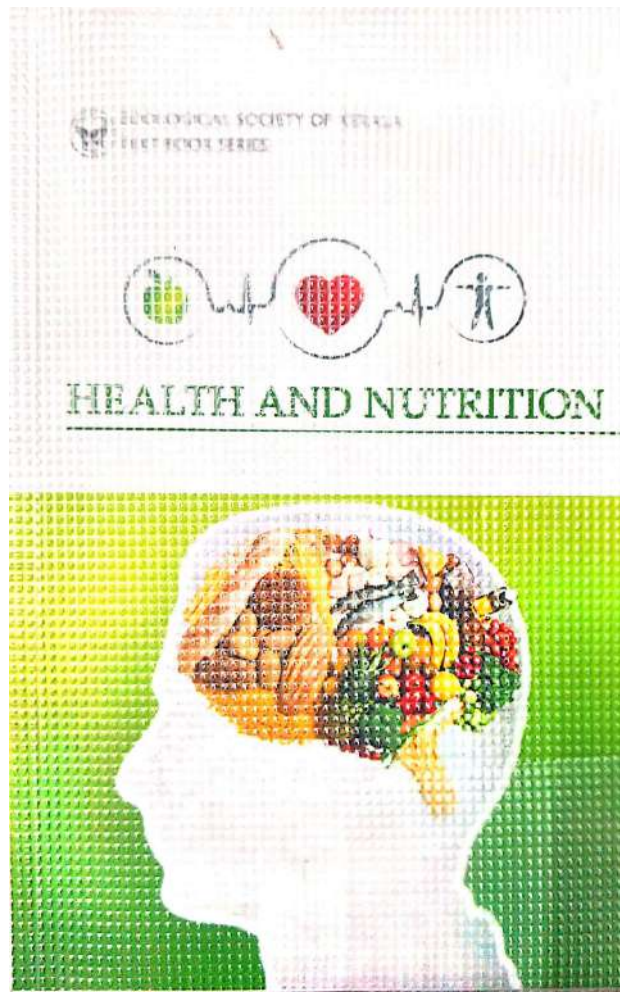
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HEALTH AND NUTRITION



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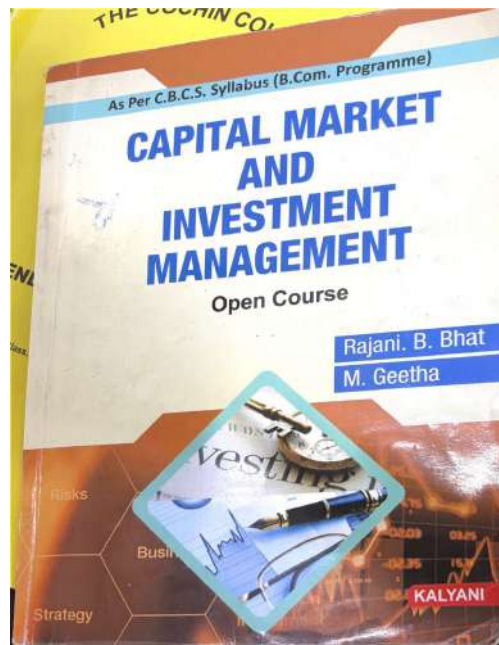
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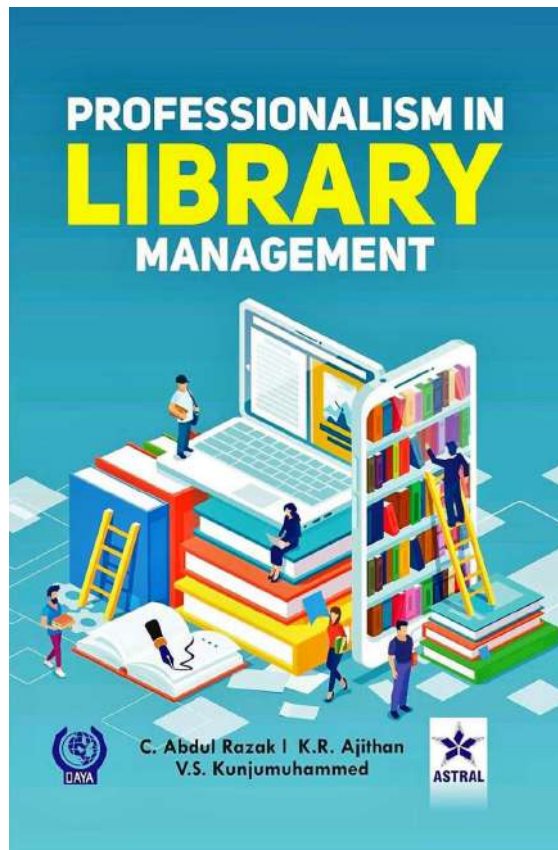
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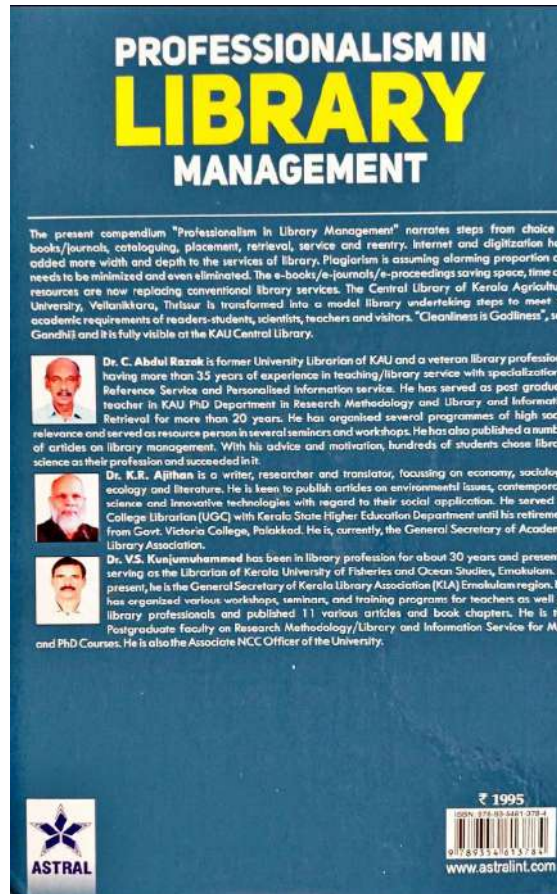
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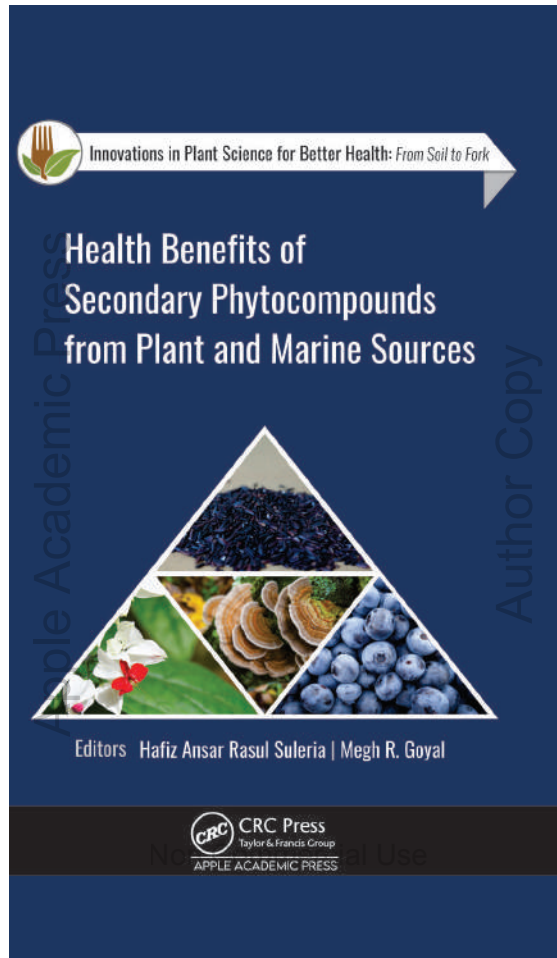
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CHAPTER 2

SECONDARY METABOLITES FROM *CLERODENDRUM INFORTUNATUM* L.: THEIR BIOACTIVITIES AND HEALTH BENEFITS

R. L. HELEN, K. JAYESH, S. SYAMA, and M. S. LATHA

ABSTRACT

Tribal communities use various parts of *Clerodendrum infortunatum* (Hill glory bower) to treat colic, scorpion sting, snake bite, tumor, and certain skin diseases. The leaves of the plant are used orally for curing fever and bowel complaints. Roots are used as a cure for diarrhea. The plant has been used in the traditional Indian medicinal systems like Ayurveda, Siddha, Unani, and Homeopathy. Besides the medicinal properties, the plant has been used as fumigants and to control louse. The presence of flavonoids, steroids, saponins, phenols, and fixed oils has been reported in this plant. Different parts of *Clerodendrum infortunatum* possess antioxidant, anti-inflammatory, antidiabetic, anticonvulsant, antimicrobial, anthelmintic, analgesic, and hepatoprotective activities. Therefore, *Clerodendrum infortunatum* is a plant with immense medicinal potential. This chapter discusses the medicinal properties of *Clerodendrum infortunatum* L.

2.1 INTRODUCTION

Plants have been used as medicines since the beginning of civilization. The earliest record on the use of plants as medicine appeared in *Rigveda*, which has been written between 1600–3500 BC. The scholastic works of Charaka and Susrutha contain knowledge about the use of preventive and curative medicines [23]. Ancient people depended on nature for their day to day

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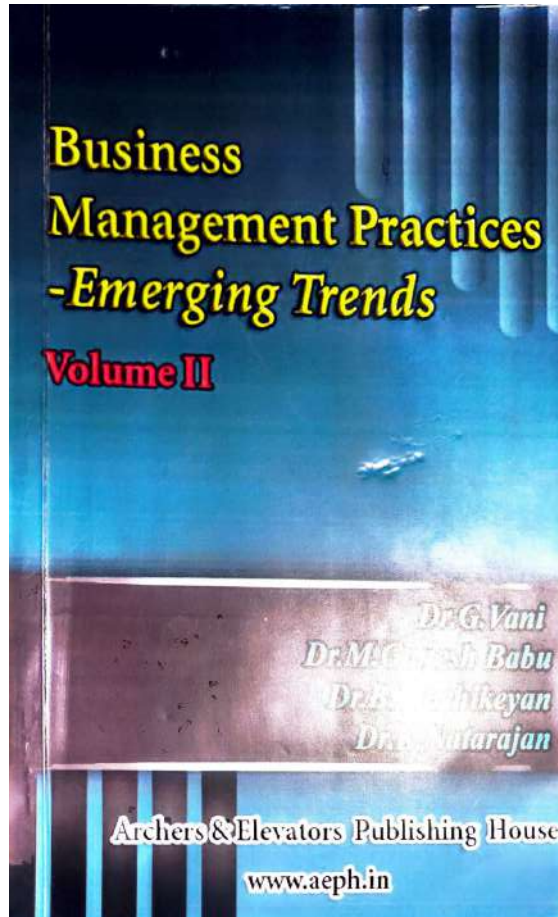
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EMERGING TRENDS IN FORENSIC ACCOUNTING - A RETROSPECTIVE PERSPECTIVE

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 Research scholar, PG and Research Department of Commerce, The Cochin College, Kochi,
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ABSTRACT

Forensic accounting is one of the accounting methods to deal with financial transactions by conducting standard assessments and analysis of financial records. It is a branch of accounting that applies accounting principles to investigate and determine the cause of financial loss and to prevent the recurrence of such losses. It is a branch of accounting that deals with the investigation of financial transactions and the determination of the cause of financial loss and to prevent the recurrence of such losses. This paper attempts to explore the emerging trends in forensic accounting.

Keywords: Financial statements, forensic accounting, forensic audit, trends, white collar crimes.

Introduction

Wide range of investigative work done by professional accountants is known as forensic accounting. Investigation may be conducted to discover the adherence to laws and regulations, to determine the cause of financial loss, to identify the loss suffered and ultimately present findings to the client or to the court in financial statements. Forensic accounting originates from the field of forensic science, which is the application of scientific methods to investigate and determine the cause of financial loss and to prevent the recurrence of such losses. It is a branch of accounting that deals with the investigation of financial transactions and the determination of the cause of financial loss and to prevent the recurrence of such losses.

Historical background of forensic accounting in India:

The birth of forensic accounting is credited to Frank John Wilson who in 1929 wrote the book 'Forensic Accounting' which was published by the American Institute of Accountants. The book was a landmark in the history of forensic accounting. It was the first book to deal with forensic accounting in a systematic manner. The book was written for the purpose of providing a guide to accountants who were engaged in forensic accounting. The book was written in a simple and concise manner and was well received by the accounting profession. It was a landmark in the history of forensic accounting in India.

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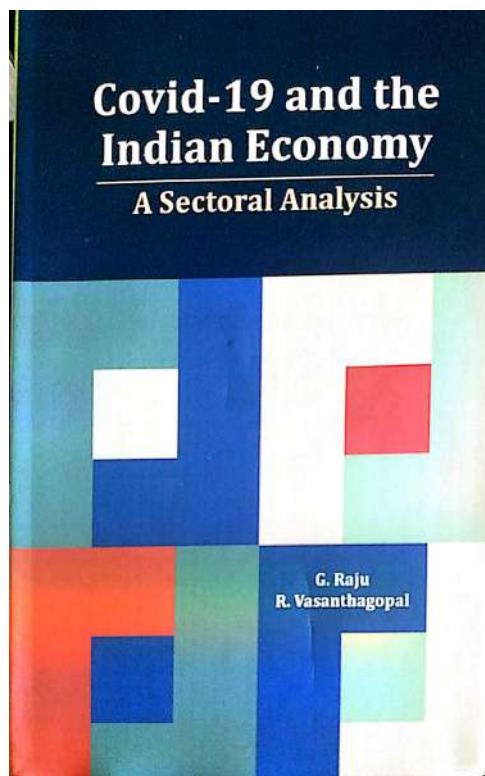
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Covid-19 and the Indian Economy

A Sectoral Analysis

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Covid-19: Shocks to the Education Sector and the Way Forward

Ashitha A.B. and Anu L

Introduction

The world has been through one of the severe health calamities of modern times. The Covid-19 outbreak in Wuhan (China) rapidly spread all over the world, upsetting human life. The world is currently in a grip of global recession. Initially, Covid-19 was declared as a public health emergency of international concern by World Health Organisation (WHO). Later on, the alarming ramifications of coronavirus resulted in WHO declaring it as a pandemic. Corona is an infectious disease spread from one person to another via droplets produced from the respiratory system of infected people often during coughing and sneezing. To break the spread of Covid-19, countries across the world took several measures like social distancing, quarantine, personal hygiene, travel restrictions, full lockdowns etc.

To further prevent the spread of this pandemic among young people and children, academic institutions were shut in world over. As per the UNICEF report, 188 countries imposed country-wide school closure affecting more than 1.5 billion children and youth (UNICEF, 2020). In India, as of second week of March 2020, all universities, colleges and schools were shut down. "Never before have we witnessed educational disruption on such a scale", said UNESCO Director-General Audrey Azoulay. Experts from the World Bank pointed out that even before the corona, the world was witnessing a "learning crisis" and already out of the track to meet Sustainable Development Goal 4, whereby every nation has to

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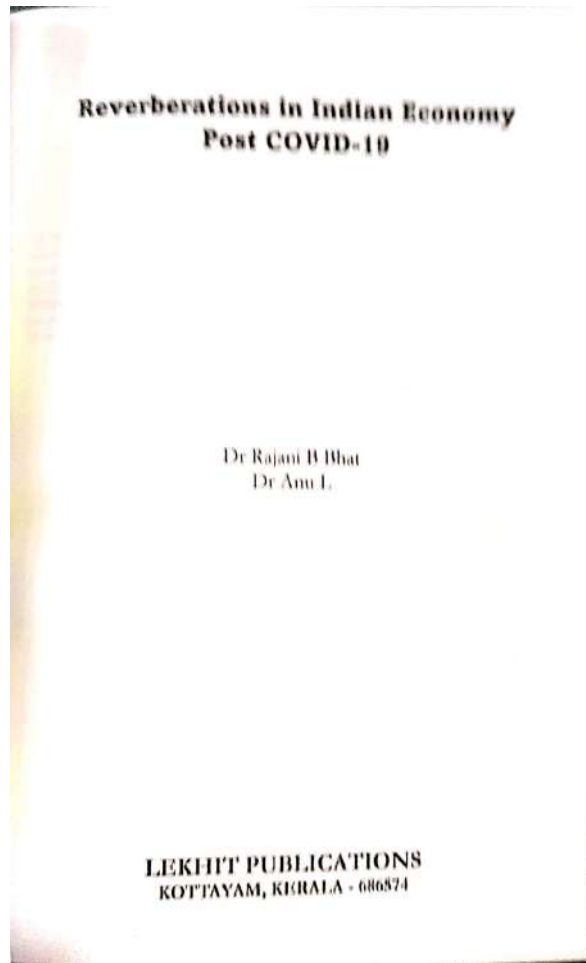
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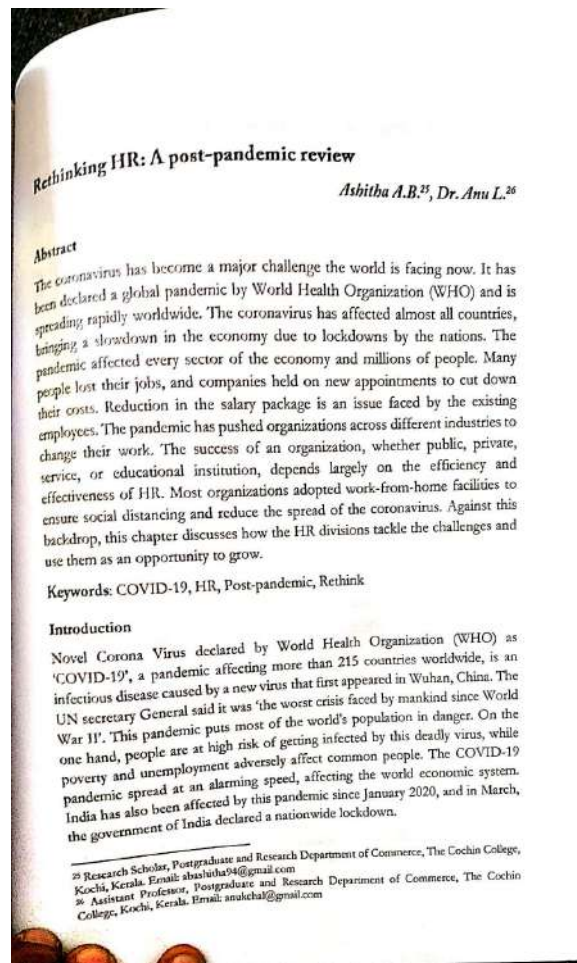
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മയ്യഴിയിലെ ഫ്രഞ്ച് അടയാളങ്ങൾ

പുർണ്ണിമ സി.സി

യഥാർത്ഥത്തിനപ്പുറം ഒരു മാന്ത്രികപരിവേഷം പലപ്പോഴും സാധാരണയിൽ അണിപ്പിച്ച ഒരു പ്രദേശമാണ് മയ്യഴി. ഞാലിപൊത്തിത്ത് വീട് (ഓഗസ്റ്റ് 1947) ചെറുനഗരം) എന്നാണ് ഫ്രഞ്ചുകാർ മയ്യഴിയെ വിശേഷിപ്പിച്ചത്. കവിതയും അനുകരണം പുത്രപ്രവർത്തകനുമൊക്കെയായ മംഗലാട്ട് താലവൻ മനോരമയെ കുറഞ്ഞിട്ടുണ്ട്. എന്ന് കേൾക്കാൻ ഇമ്പമുള്ള മൊഴിമാറ്റവും നടത്തിയിട്ടുണ്ട്. പരമ്പരയുമായും തങ്ങളെക്കുറിച്ചുപറഞ്ഞ് മാറ്റം, ഫ്രഞ്ചുകാരും, ഇംഗ്ലീഷുകാരുമായി അറിയിച്ചിരുന്ന പ്രദേശമാണ് മയ്യഴി. വിമോചന സമരത്തിന് ശേഷം നടന്ന പ്രദേശമാകുകയും ചെയ്തു.

അധിനിവേശത്തോടുള്ള ചെറുത്തു നില്പ് എന്ന നിലയിലാണ് സാധാരണപരിതം വീണ്ടെടുക്കപ്പെടാനുള്ളതെങ്കിലും മയ്യഴിയെ സംബന്ധിച്ചിടത്തോളം അറിയാതെ ഒരു അസ്മിതമുണ്ടാക്കുന്നതു തന്നെ അധിനിവേശമാണ്. അതിനാൽ മയ്യഴിയുടെ സ്വതന്ത്രീകരണത്തിൽ ഫ്രഞ്ച് അധിനിവേശത്തിന് നീർക്കമായ സ്ഥാനമുണ്ട്. തൊട്ടടുത്ത പ്രദേശങ്ങളായ അഴിയൂർ തലമുളിപ്പുറം ബ്രിട്ടീഷ് കോളനിയായിരുന്നപ്പോഴും ഫ്രഞ്ച് കോളനിയായിരുന്നു. അത് മയ്യഴിയെ ഇതരപ്രദേശങ്ങളിൽ നിന്ന് വ്യതിരിക്തമാക്കുന്ന ഏറ്റവും നൂറുകൾ. മാത്രമല്ല മയ്യഴിക്ക് അതുവരെയുണ്ടായിരുന്ന കേരളീയ പൊതുത്തിൽ നിന്ന് കാര്യമായ പരിവർത്തനം സംഭവിക്കാൻ തുടങ്ങുന്നതും മയ്യഴിയുടെ വരവോടെയാണ്. അതിനാൽ മയ്യഴിയുടെ ചരിത്രവും വർത്തമാനവും പരിശോധിക്കുകയാണെങ്കിൽ നിരവധി ഫ്രഞ്ച് അടയാളങ്ങൾ നമുക്ക് അന്വേഷിക്കാം.

മ്യ് ഭാഷ

പോളണ്ടുകാരുടെ ലത്തീനും പോർച്ചുഗീസുകാരുടെ പാർസിയും ഇംഗ്ലീഷും ഇക്കിഴിയേന്ത്യയിലെ മലയാളത്തിൽ മംഗലപ്രദേശം ചെയ്തപ്പോൾ ഫ്രഞ്ച് പരന്തീസ്റ്റുകാരനായിട്ടാണ് വന്നത്. ഫ്രാൻസെ(Francis) എന്ന ഫ്രഞ്ച് പേരിൽ നിന്നാകാം പരന്തീസ് എന്നതിന്റെ ഉത്ഭവം. പരന്തീസിൽ തുടങ്ങിയ ഫ്രഞ്ചുകാരുടെ മലയാളികൾ പ്രത്യേകിച്ച് മയ്യഴിക്കാർ ഉപയോഗിച്ചു. കപ്പിത്താൻ എന്ന് മലയാളികൾ ഉപയോഗിക്കുന്ന വാക്കിന്റെ ഫ്രഞ്ച് കപ്പിത്താൻ(Capitaine) എന്നാണ്. ഇംഗ്ലീഷിലെ ക്യാപ്റ്റൻ എന്ന വാക്കിന് ഇത് സമാനമാണ്.



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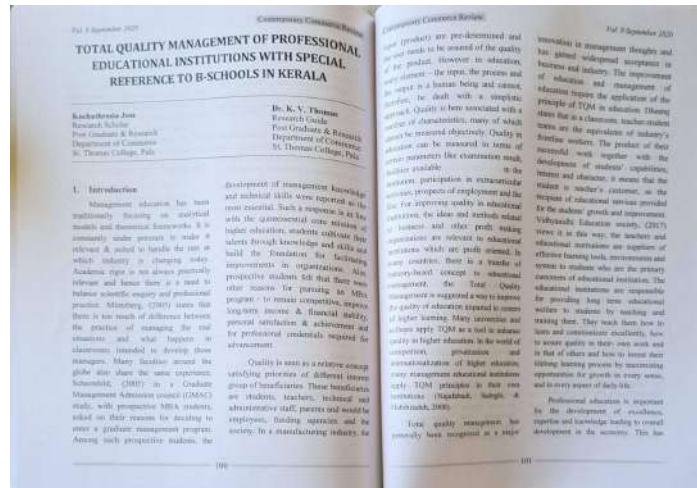
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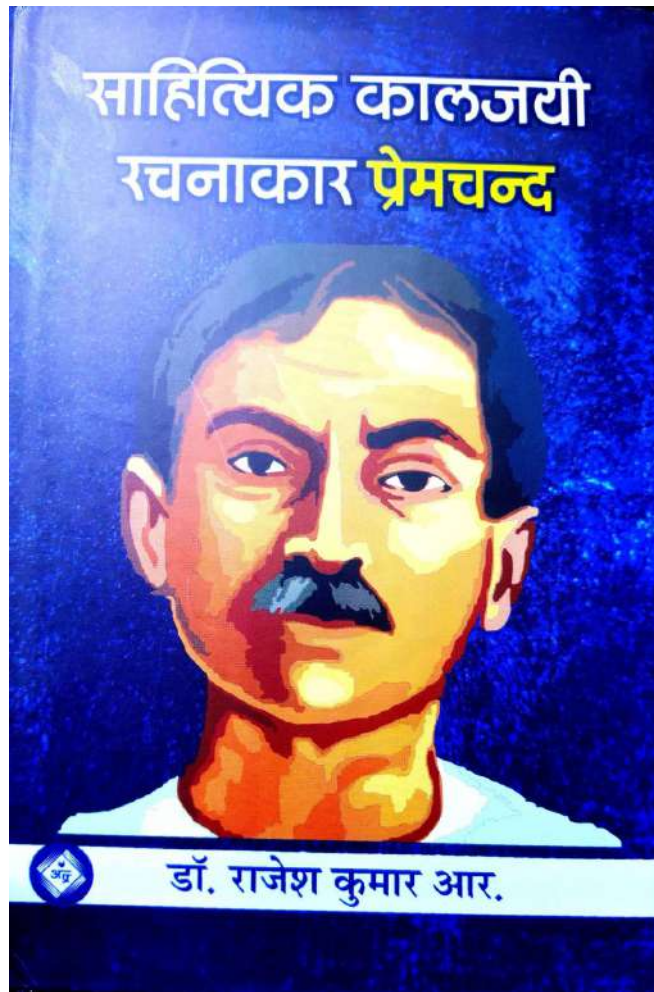
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प्रेमचंद की कहानियों में अभिव्यक्त दलित-चेतना

— डॉ. कविता वी. राजन

वर्तमान समय में दलित शब्द का एक विस्तृत दायरा है। दरअसल दलित शब्द समाज के सबसे निचली श्रेणी के तबके की ओर संकेत करता है। दलित साहित्य देश के उन करोड़ों लोगों का साहित्य है जो भारतीय संविधान में अनुसूचित जाति और जनजाति के रूप में सूचीबद्ध किए गए हैं। यह हजारों सालों से दमित, पीड़ित, कुचला हुआ वर्ग है। ओमप्रकाश वाल्मीकि दलितों के लिए व्यापक अर्थ-तलों को खोज कर बताते हैं कि, "दलित शब्द का अर्थ है जिसका दलन और दमन किया गया हो, दबाया गया हो, उत्पीड़ित, शोषित, सताया हुआ, गिराया हुआ, उपेक्षित, घृणित, रूँदा हुआ, मसला हुआ, विनिष्ट, मर्दित पस्त-हिम्मत, हतोत्साहित, वंचित आदि" वे अस्पृश्यता तथा जातीय ऊँच-नीच के भेदभाव को झेलने के लिए अभिशप्त समाज है, अशिक्षा के अंधकार में फंसे हुए होने के कारण अपनी हैसियत से ये बुरी तरह अनभिज्ञ थे। असल में दलित-चेतना भारतीय जाति-व्यवस्था की उपज है। 'दलित चेतना' एक ओर वर्ण व्यवस्था तथा जाति-व्यवस्था के समर्थकों को व्यक्त करती है तो दूसरी ओर वर्ण-व्यवस्था और जाति-व्यवस्था के खिलाफ संघर्षरत शक्तियों को बल प्रदान करती है। यह सदियों से सताए हुए, हाशिएकृत लोगों की पीड़ा की अभिव्यक्ति है। किंतु इसमें शोषण व दमन की अभिव्यक्ति मात्र न होकर व्यवस्था के खिलाफ विद्रोह, प्रतिरोध और संघर्ष का स्वर भी मुखरित होता है।

हिंदी का दलित साहित्य देश-व्यापी दलित चेतना की उपज है। बुद्ध, कबीर, महात्मा फुले और बाबा साहब अंबेडकर आदि इनकी प्रेरणा के स्रोत हैं। खास तौर पर अंबेडकर ने दलितों को उनकी गुलामी का एहसास कराया, उन्हें प्रेरणा दी और उन्हें याणी दी। उनकी प्रेरणा तथा मराठी के दलित साहित्य के प्रभाव के कारण हिंदी में जो दलित लेखन हुआ है, उसने दबी-कुचली, आवाज-विहीन दलितों की जिंदगी को उजागर करने का प्रयास किया है। इसे परंपरागत काव्य-प्रतिमाओं के आधारों पर परखने की जरूरत नहीं है, दलित साहित्य सच्चे अर्थ में एक नए सौंदर्य बोध के साथ अवतरित हुआ है। इसमें एक जाति समूह के अनुभवों की प्रामाणिकता

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IMPACT OF DERIVATIVES ON PRICE VOLATILITY IN INDIAN STOCK MARKET

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ABOUT THE BOOK

A very relevant topic which tackles the contemporary issue of price volatility in Indian stock market. Methodology in this book is very elaborate with detailed review of literature cited in the book. Also, exceptional details are mentioned about the terms and concepts of derivatives. The book is a complete original version as regards the contribution by the authors.

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Dr. Rajani B. Bhat, with around 16 years of experience in the field of teaching, is currently Assistant Professor at Post Graduate and Research Department of Commerce, The Cochin College, Kochi, 682002. She completed her doctoral degree in the area of Commerce with specialisation in Derivatives from Mahatma Gandhi University. She has 22 publications in various reputed journals and presented 30 papers in international and national conferences. She also has a research project sponsored by UGC to her credit. She has also authored two books based on the curriculum of Mahatma Gandhi University, Kochi.

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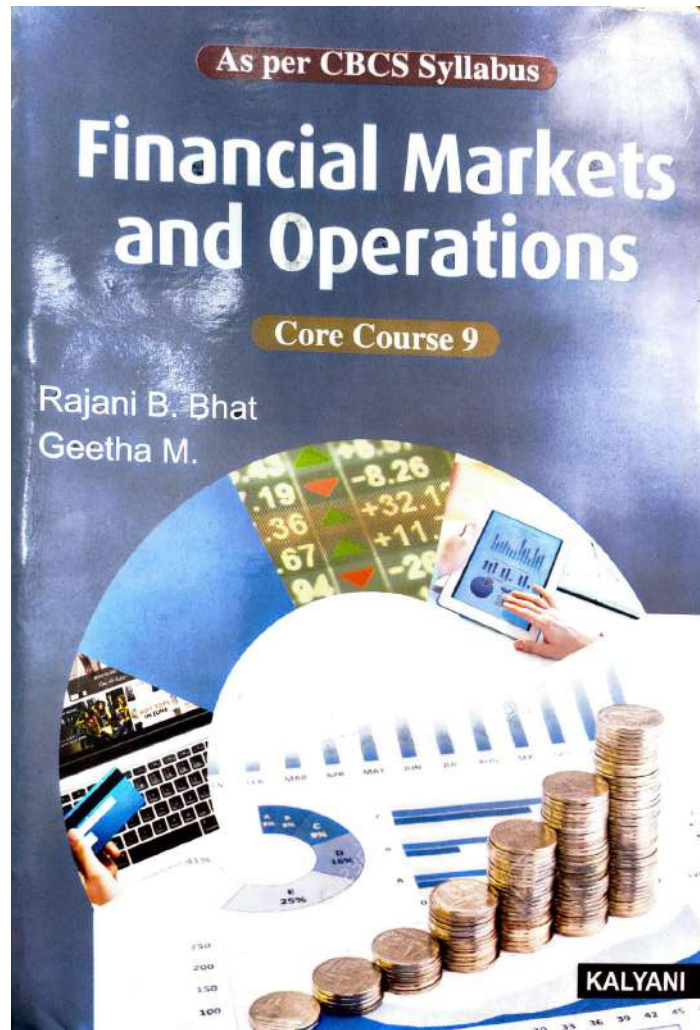
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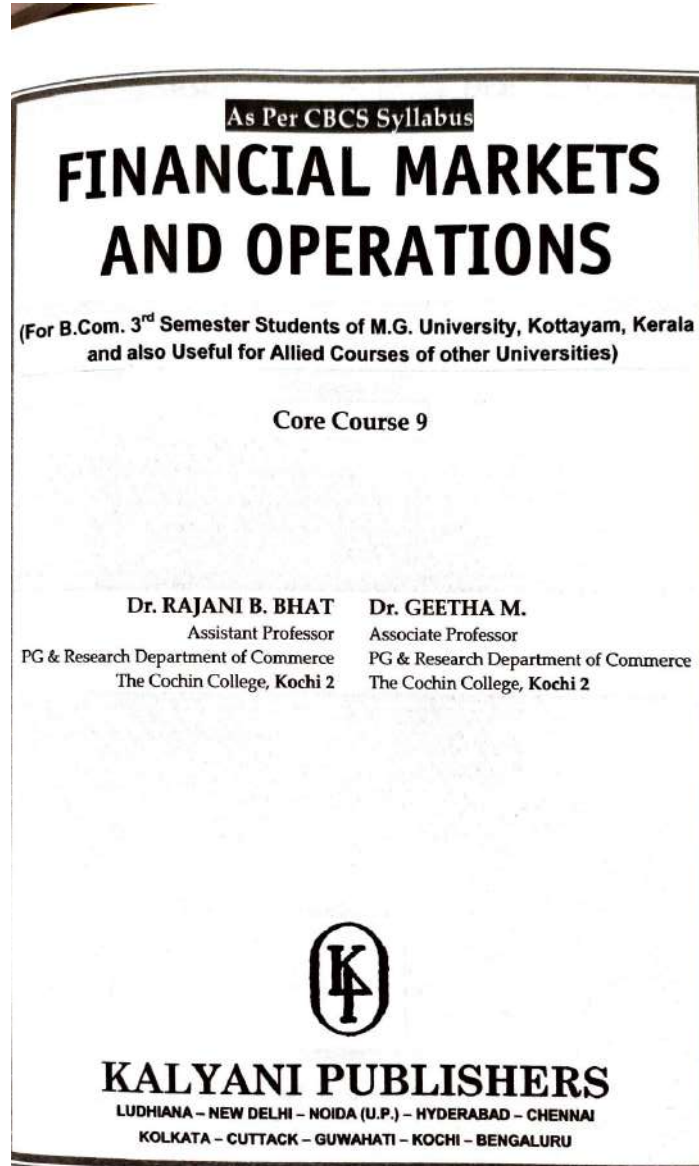
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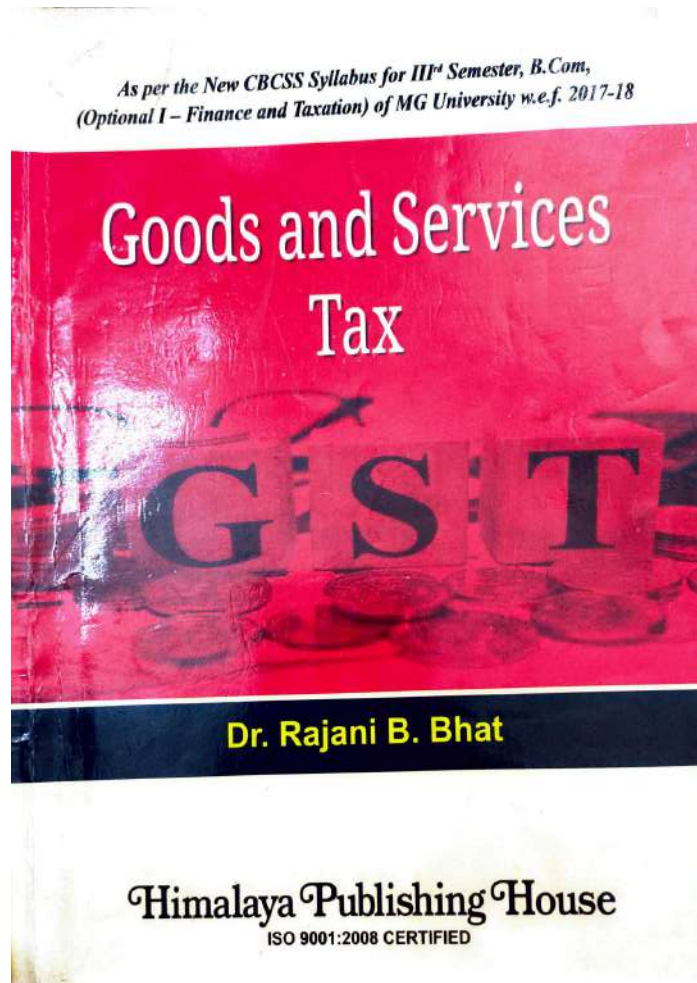
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About the Book

Recently included in the syllabus of CBCSS Third Semester B.Com. (Model 1) Degree students under Mahatma Gandhi University, Goods and Service Tax, is a specialisation paper for B.Com. Model I Finance and Taxation Students. Since, it is recently included, there are very few books which explain the nuances of taxation under GST. Hence, there is a need for a simple and explanatory textbook which the students can fall back on. In this book, the concept of GST and its working and applicability will be explained in detail with illustrations. The language of the book will also be kept simple for the benefit of students for understanding.

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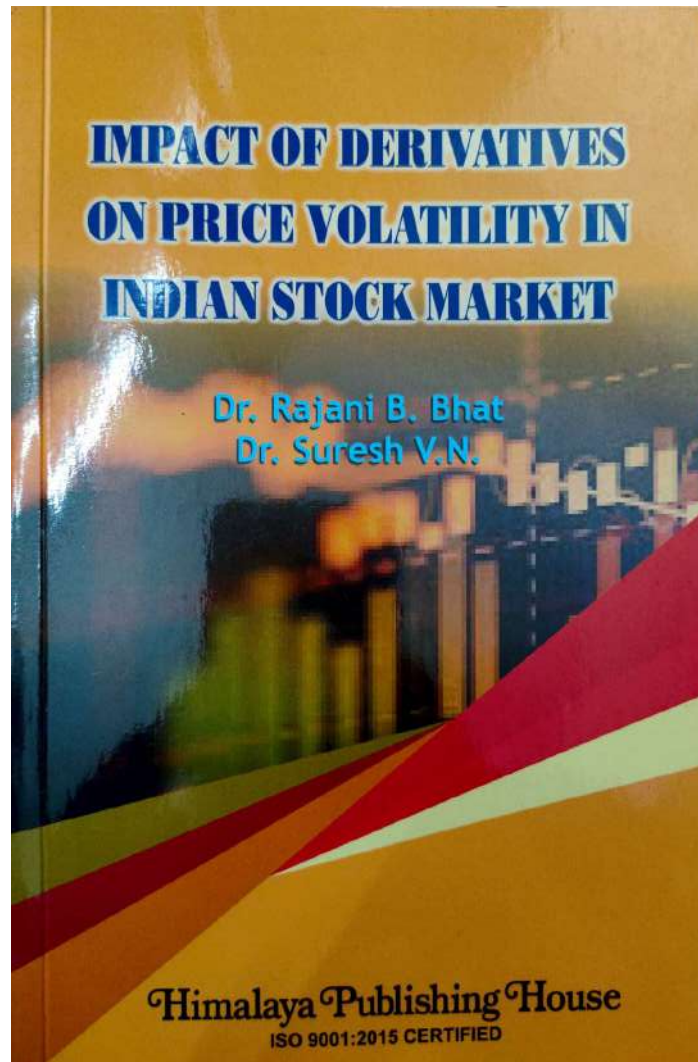
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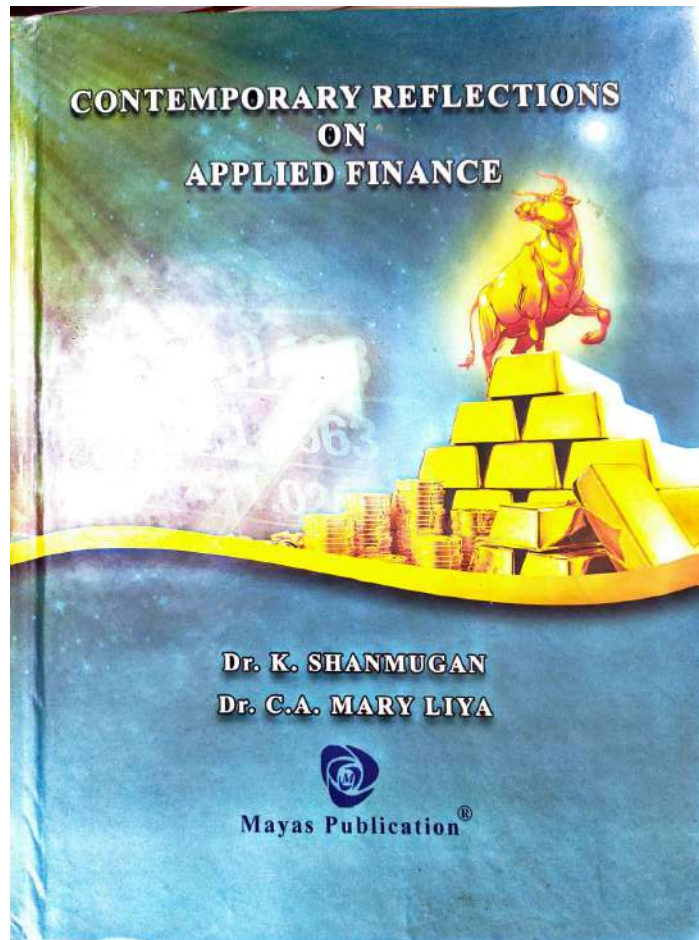
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Contemporary Mathematics in Application

AN EMPIRICAL STUDY ON IMPACT OF DERIVATIVE TRADING, SPOT MARKET VOLATILITY

RAJANI B BHAT & SURESH V. N

ABSTRACT

In India, derivatives were introduced with a view to curbing increasing volatility in the asset prices in the financial markets and introducing sophisticated risk management tools. One of the primary functions of futures markets was to make the market efficient providing a better price discovery mechanism. These markets either tend to stabilize underlying markets or destabilize them by increasing or decreasing volatility. Since introduction of derivatives in India in the year 2000, these equity derivatives have witnessed remarkable changes in terms of instruments introduced. The introduction of single stock futures amidst great anticipation was widely responsible for placing the NSE in the top bracket. The present study based on single stock futures is an attempt to study on how future prices on price volatility in the underlying cash market. The study takes into account period of seventeen years, from 1st April 1986 to 31st March 2014. The ten companies are included in the Nifty since the inception of the Single Stock Futures are related for study.

Key Words: Derivatives, Futures Market, Single Stock Futures, Spot Market etc

INTRODUCTION

The inception of index futures allows traders to deal in large volumes at a transaction costs relative to the spot market. The result of increase in the volume in futures market still remains untested on both the theoretical and the empirical front. S (1987) in his study comes up with an evidence that the futures market has double impact



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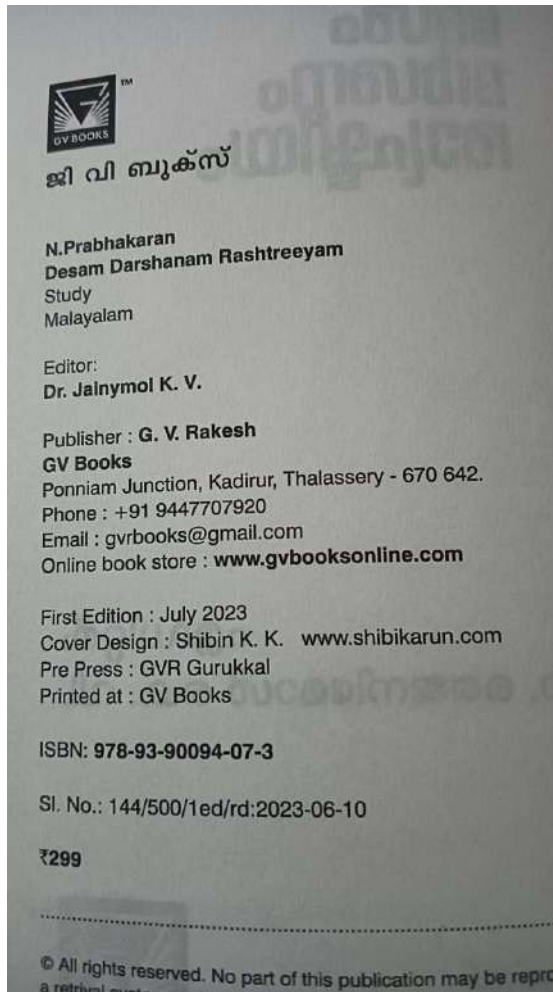
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ഏഴിനും മീതെ : ദേശം മിത്ത് ഭാവന

ഡോ. പൂർണ്ണിമ സി.സി

ദേശം ഒരു പ്രധാന ഘടകമായി മലയാളത്തിലെ പല നോവലുകളിലും പ്രത്യക്ഷപ്പെട്ടിട്ടുണ്ട്. "ഒരു ദേശത്തിന്റെ കഥ", 'തൃക്കോട്ടൂർ പെര' 'മയ്യഴിപ്പുഴയുടെ തീരങ്ങളിൽ', 'ഖസാക്കിന്റെ ഇതിഹാസം' തുടങ്ങിയ നോവലുകൾ ഉദാഹരണം. ഇവയൊക്കെ പ്രത്യക്ഷരൂപത്തിൽ ദേശം വെളിവാകുന്നവയാണെങ്കിൽ പ്രചുര രൂപത്തിൽ ദേശം പ്രത്യക്ഷപ്പെടുന്ന നോവലുകളും ഉണ്ട്. എന്നാൽ ഒരു പ്രത്യേക ദേശത്തെ സൂക്ഷ്മമായ പുരാവൃത്തത്തെ അവലംബമാക്കി പുതിയൊരു നോവൽ രചനയ്ക്ക് എന്ന ആഖ്യാനതന്ത്രമാണ് "ഏഴിനും മീതെ"യിലൂടെ എ. പ്രഭാകരൻ ചെയ്തിരിക്കുന്നത്. ഈ പുരാവൃത്തമാകട്ടെ ഏവർക്കും പരിചിതമാണ് എന്നതുകൊണ്ട് നോവലിന്റേ നേരിട്ട നവല്ലവിളി ചെയ്തല്ല. എന്നാൽ ഈ നവല്ലവിളിയെ സമർത്ഥമായി അതിജീവിക്കാൻ കഴിഞ്ഞു എന്നിടത്താണ് നോവലിന്റേ വിജയം.

"ഏഴിനും മീതെ" എന്ന വാക്കിന്റെ അർത്ഥം 'മലമ്പ്രദേശം' എന്നാണ്. ഇവിടെ ദേശങ്ങൾ രണ്ടാണ് - മാങ്ങാട്ടം കടകനാട്ടം. ഈ രണ്ടു ദേശങ്ങളിലുമായി ജീവിച്ച മന്ദപ്പൻ ഒരു സാധാരണ മനുഷ്യനാണ് സാധാരണ മനുഷ്യൻ കതിവന്തർ വീരനായി മാറുന്നതാണ് കഥ എന്നാൽ കതിവന്തർ വീരൻ എന്ന തെയ്യത്തിന്റെ തോറ്റത്തെ ഗദ്യരൂപത്തിൽ അവതരിപ്പിക്കുകയല്ല നോവലിൽ ചെയ്തിരിക്കുന്നത്. "തോറ്റംപാട്ടിലെ ഇതിവൃത്തത്തോടോ, അതിന്റെ ആന്തരിക ഘടനയോടോ നീതി പുലർത്തുക എന്റെ ലക്ഷ്യമായിരുന്നു." എന്ന് നോവലിന്റെ രചനരയിൽ നോവലിന്റേ തന്നെ സാക്ഷ്യപ്പെടുത്തുന്നുണ്ട്. നോവലിന്റേ ഭാവനയനുസരിച്ച്, മന്ദപ്പൻ എന്ന കഥാപാത്രത്തെ രൂപപ്പെടുത്തുകയാണ് ചെയ്തിരിക്കുന്നത്.

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Volume-1



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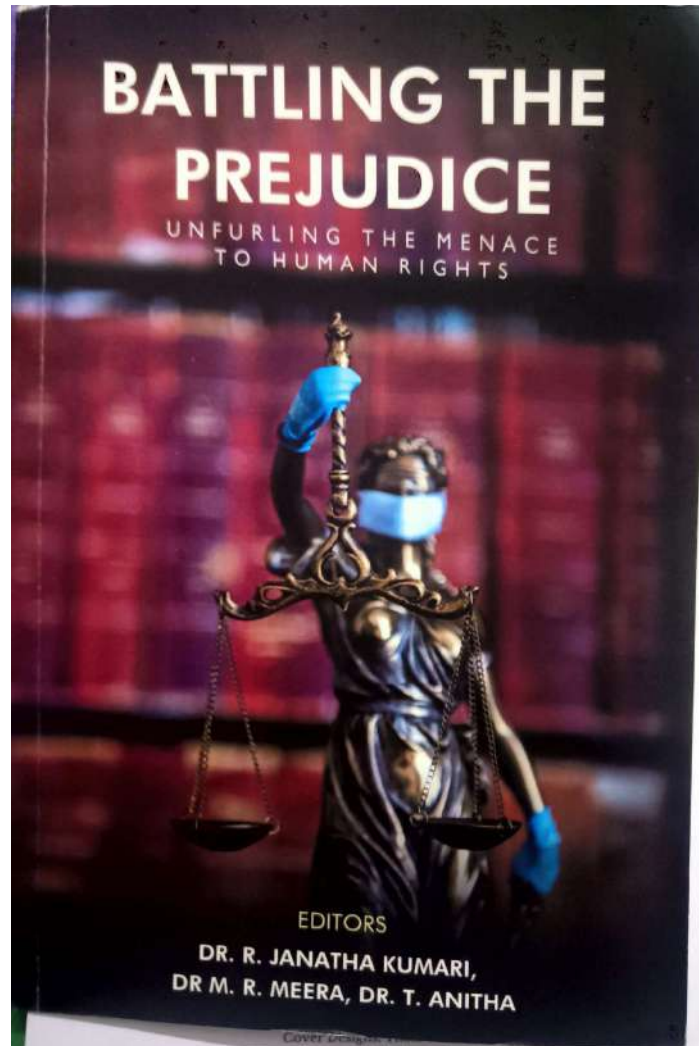
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BODY SHAMING: A VIOLATION OF HUMAN RIGHTS

■ Dr. Lakshmisree* R. & Dr.Anu L.**

Introduction

Body shaming is a new term recently coined and much talked about in the society. But in practice, it has existed for a very long time. People, generally have a definite standards of beauty which defines skin colour, body dimensions, hair length and the kind of clothes one should or should not wear. Body shamers do not spare anyone- be it normal people or celebrities or be it men or women. But body shaming has a deeper impact on women when compared to men as men starts feeling more confident with their age. It is a threat to the mental health of the person being shamed. Why body shamers do this is because of the problem with their outlook and perspective which indirectly shows a mental disorder for them too. The person being shamed believes in their remarks about their body and it results in destroying their confidence.

Body shaming can lead to mental as well as physical health issues and can lead to eating disorders also. It may also

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Infinitely degenerate exact Ricci-flat solutions in $f(R)$ gravity

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The evidence is mounting that the universe is currently undergoing a phase of accelerated expansion. One possible alternative is the modification in gravity in the largest possible scales. This leads to the many questions related to black-holes: violation of Birkhoff theorem and no-hair theorem. To confirm/infirm, we need to obtain exact black-hole solutions in these modified gravity theories. In this talk, we focus on the exact spherically symmetric solutions in $f(R)$ theories of gravity. We explicitly show that some $f(R)$ models contain an infinite number of exact static, Ricci-flat spherically symmetric vacuum solutions and, hence, violate Birkhoff's theorem in $f(R)$ theories. We analytically derive two exact vacuum black-hole solutions for the same class of $f(R)$ theories. The two black-hole solutions have the event-horizon at the same point; however, their asymptotic features are different. Our results suggest that the no-hair theorem may not hold for generic modified gravity theories. We discuss the implications to distinguish modified gravity theories from general relativity.

Keywords: $f(R)$ theory, no-hair theorem, based on the work¹

1. Introduction

General Relativity (GR) is a successful description of gravity and is in excellent agreement with experiments and observations. However, paradoxically, the very success of GR suggests that GR might have classical and quantum corrections in the strong gravity regime.²⁻⁶ Recently, strong gravity diagnostic parameters have been proposed to distinguish GR and modified gravity theories.⁷

In GR, static black-hole solutions are the final stage of gravitationally collapsed objects. As a consequence of the no-hair theorem,⁸ GR predicts that the Kerr metric represents the most general astrophysical black holes.⁹ In the case of spherical symmetry, Birkhoff's theorem ensures that the most general spherically symmetric, electrovac solution of the Einstein-Maxwell equations is the static Reissner-Nordstrom solution.^{10,11} The absence of spin-0 modes in the linearized field equations leads to this result. However, there is no Birkhoff theorem for the Kerr metric. Outside

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ഡോ. പൂർണ്ണിമ.സി.സി.

മനുഷ്യവംശം പല കാലങ്ങളിൽ പല രൂപത്തിൽ വിവരങ്ങൾ കൈമാറിയിരുന്നു. ഗൃഹാചിത്രങ്ങളിൽ തുടങ്ങി ലിപി രേഖകൾ, പാട്ടുകൾ, കഥകൾ തുടങ്ങിയവയൊക്കെ ആദ്യകാല വിനിയോഗമായി തന്നെയായിരുന്നു. അച്ചടിയുടെ കണ്ടുപിടുത്തവും തുടർന്ന് സാങ്കേതിക രംഗത്തുണ്ടായ വളർച്ചയും വിവര കൈമാറ്റത്തിന് പുതിയ തലങ്ങൾ നൽകി. പത്രം, റേഡിയോ, ടെലിവിഷൻ തുടങ്ങിയവയുടെയൊക്കെ വരവും വികാസവും മനുഷ്യനെ അറിവിന്റെ വിവിധ ഇടങ്ങളിലെത്തിച്ചു. പിന്നീട് ടെലിവിഷൻ സാങ്കേതിക വിദ്യയുടെ മുന്നേറ്റമായിരുന്നു. കമ്പ്യൂട്ടറിന്റെയും ഇന്റർനെറ്റിന്റെയും കടന്നു വരവ് സമൂഹത്തെ തന്നെ മാറ്റിമറിക്കുന്നതായിരുന്നു. ഡിജിറ്റൽ യുഗത്തിൽ ഏറ്റവും കൂടുതൽ വിവരങ്ങൾ കൈമാറ്റം ചെയ്യപ്പെടുന്നത് ഇന്റർനെറ്റിന്റെ സഹായത്തോടെയാണ്. സ്മാർട്ട് ഫോണിന്റെ വരവ് കൂടിയാൽ വിവരങ്ങൾ കൈപ്പിടിയിലൊതുങ്ങി എന്നതാണ് യഥാർത്ഥ്യം. മാവിലെ ചായത്തോടൊപ്പം പത്രം എന്നതായിരുന്നു ആദ്യകാല മലയാളിയുടെ ശീലം. ബീഡി കമ്പനിയിലെ തൊഴിലിനിയിലെ പത്രവായന മലയാളിയുടെ സാംസ്കാരിക തലത്തെ പരുവപ്പെടുത്തിയ ഒന്നാണ്. അതുപോലെ തന്നെ ചായപ്പിടികയിൽ റേഡിയോവാർത്ത കേട്ട് നടന്ന ചർച്ചകളും-ആളുകൾ തമ്മിലുള്ള സംഭാഷണം, സാഹോദര്യം എന്നിവ വളർത്തുന്നതോടൊപ്പം ആശയപരമായ ആദാനുപദാനങ്ങളും നടക്കുന്നതിന് കാരണമായി



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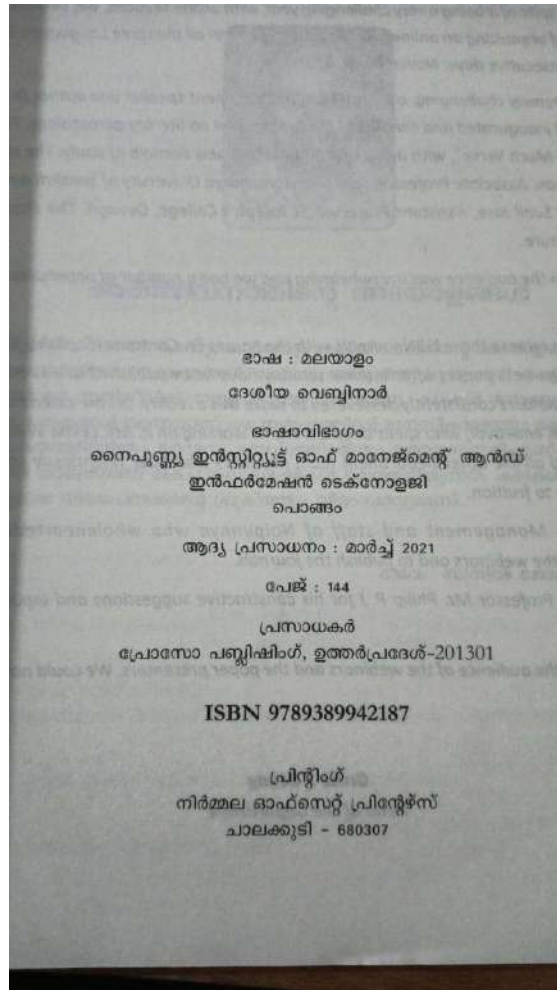
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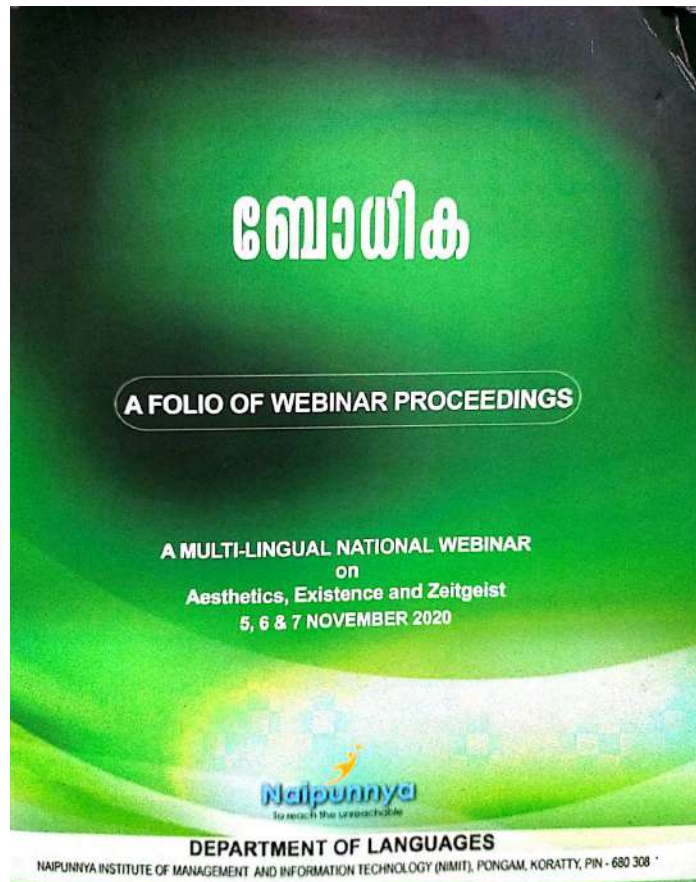
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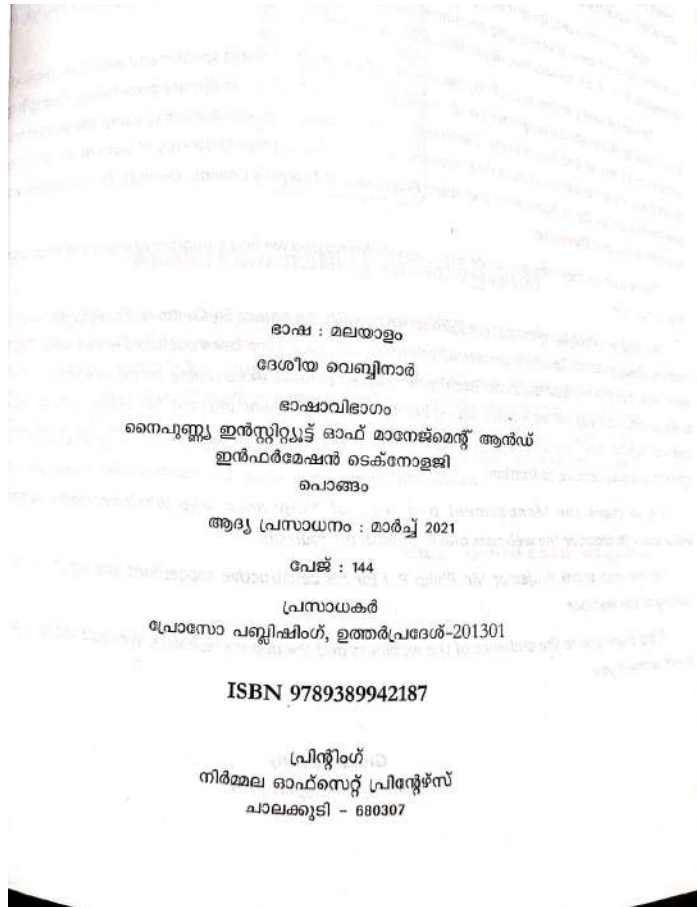
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RELATIONSHIP OF ANGER TO PLAYING ABILITY AMONG NATIONAL LEVEL WOMEN KARATE PLAYERS

Dr. Mary Varghese Kundukulam

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ABSTRACT

The purpose of the study was to examine the correlation between anger and the playing ability of national level karate players. Thirty national level karate players from Kerala ($n = 30$) were chosen as subjects to achieve the goal, and their ages ranged between 18 to 25 years. The study focused solely on the psychological variable of anger. Within this study, playing ability was defined by karate skills such as straight punch, front lunge punch, front kick, round house kick, side stance, back stance, front stance, down block, and commitment to the game. Karate playing ability was determined by three experts' subjective ratings of the girls and used as a psychological variable. To establish the relationship between anger as a psychological variable and the playing ability of national level karate players in Kerala, the Pearson product-moment correlation was employed at a significance level 0.06. The prediction equation was determined using the multiple regression method's backward selection. The findings indicated a significant relationship between karate players' playing ability and the psychological variable of anger. The multiple regression analysis confirmed that karate players' playing ability could be reliably associated with the chosen psychological variables.

Keywords: Anger, playing ability, national level karate players

INTRODUCTION

Games and sports have been a part of human life almost from the beginning. However, it is necessary for his survival, such as hunting for food, shelter, and safety from wild animals or other enemies, or as a recreational activity. Games and sports have become indispensable to humanity and have become an integral part of his culture. People used sports as a great unifying force and as a tremendous effect on national and international integration. Today's life is largely dependent on science and technology. In such cases, people require more exercise to keep their bodies and minds in shape so that they can carry out the activity efficiently. Sport is the way we use our physical abilities to have fun. Sports and his body are inextricably linked. Sports allow you to let go of tension, forget about your problems for a while, and go out and have a good time regardless of other pressures in your life. Sports are individual activities that are related to and revitalising in nature, and they are intended to provide opportunities for the individual to make two times the amount of money (1). The adaptation of the human body to physical exercise through various sports activities can improve internal system health and the efficiency of



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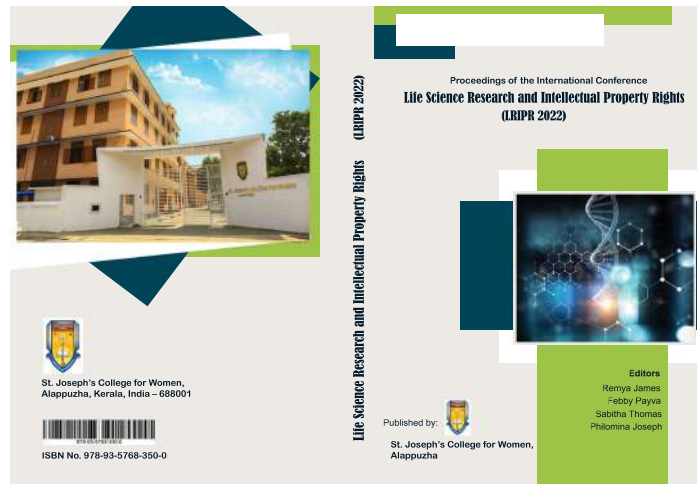
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FOREWORD

St. Joseph's College for Women strives to bridge together the professionals in scientific research, academicians, researchers and students through different platforms for scientific deliberations. The IQAC and the Department of Zoology of St. Joseph's College for Women constantly aims at fulfilling the educational and scientific needs and aspirations of students through various interactive sessions, industrial exposure and by providing quality education. The institution strives to actualize the research potential of the academic community - both teacher and learner - to the fullest through different platforms. In this scenario, it is a matter of great pride and deep satisfaction for me to write this foreword to the book entitled 'The proceedings of International Conference on Life Science Research and Intellectual Property Rights', which is a compilation of about 28 research articles presented during the two-day international E-conference conducted on 19th and 20th September 2022 by the IQAC and Department of Zoology, St. Joseph's College for Women, Alappuzha in collaboration with Inter University Centre for IPR studies, CUSAT, Kochi, Kerala & Jayaraj Annappackiam College for Women (Autonomous), Periyakulam, Theni, Tamil Nadu. I warmly congratulate the IQAC and Department of Zoology for taking the proactive initiative to organize this conference on a theme of contemporary significance in the research arena.

The theme aptly reflects the need of the present times as the world is going through an environmental crisis, where it is imperative that we deliberate on the need to assess, validate and conserve our valuable natural ecosystems from biodiversity loss for our future generations so as to save our planet. The book contains full-length research articles in the emerging fields of Life sciences and I am sure that it will serve as an excellent reference book for students and researchers to bring forth solutions for emerging crisis in biology through the scientific thoughts, innovative ideas and techniques which are vividly expressed therein. It highlights the necessity of promoting Cutting-edge innovations in Life science research for a sustainable ecosystem without compromising on the ethical aspects of Intellectual Property Rights. I strongly believe that this book will be an impetus for further research in the field of Life Sciences.

I take this opportunity to appreciate the editing faculty team of LRIPR, Department of Zoology for the meaningful and effective conduct of the International Conference and also for taking effort to publish the proceedings which will be of great help for future researchers. St. Joseph's College for Women, Alappuzha, always supports and encourages attempts for knowledge dissemination which is the keystone for betterment of society. It is my earnest wish that this book will be a great learning experience and will also play a catalytic role in nurturing a sustainable ecosystem through innovative techniques.



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EFFECT OF DISINFECTANTS ON SELECTED SPECIES OF HALOPHILIC PATHOGENIC VIBRIOS

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Introduction

Marine occurring vibrios in addition to *V. cholerae* have emerged as significant human pathogen in recent years and 11 species have been documented to cause disease by consumption of raw or improperly cooked seafood or via wounds acquired in the marine environment (Janda et al., 1988). Presence of Halophilic pathogenic Vibrios (HPVs) in seafood meant for export caused concern during the past two decades. Recently few consignments of frozen fish exported from this country suffered rejection due to the presence of HPVs.

Halophilic vibrios are one of the major groups of bacteria found in marine and estuarine environment. It is therefore to be expected that freshly harvested finfish and shellfish from these environments might be harboring some of the pathogenic halophilic *Vibrio* spp. Vibrios may cause a variety of diseases including gastroenteritis, wound infections, ear infection and septicemia. A number of halophilic *Vibrio* spp. viz. *V. alginolyticus*, *V. cincinnatiensis*, *V. damsela*, *V. fluvialis*, *V. furnissii*, *V. haffsiae*, *V. metschnikovii*, *V. parahaemolyticus* and *V. vulnificus* are recognized as human pathogens (Dalsgaard, 1998). This study was undertaken to minimize the incidence halophilic pathogenic vibrios in fish and fish products by using disinfectants like Chlorine and chlorine dioxide in the process water samples.

Analysis

Organisms used:

V. cincinnatiensis, *V. fluvialis*, *V. furnissii* and *V. Parahaemolyticus*.

Substratum used for inoculation and its preparation.

500 ml each of distilled water (DW), Normal saline (NS) and 3 % NaCl solution was prepared in glassstopper bottles and sterilized at 121°C for 15 min. One bottle of 500 ml 3 % NaCl solution was maintained as control.

Inoculation of the organisms:

1 ml cell suspension was transferred to each bottle with 500 ml sterile DW, NS and 3 % NaCl solution and control.

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(Rei-Bio-19)

Editors
Dr. Shaji E. M.
Soumya K. C.



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A Comparative Study on Butterfly Diversity in Malabar Regions of Kerala

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Abstract

Butterflies are good biological indicators of habitat quality as well as general environmental health, therefore the conservation of butterfly species is important for maintaining stability of the ecosystem. The present paper deals with the comparative study of butterfly diversity in three Malabar region of Kerala (Wayanad, Kozhikode and Kannur). It is a six month study conducted during December 2018-May 2019. A Total 69 species of butterflies belonging to 06 families, namely, Nymphalidae, Papilionidae, Lycaenidae, Pieridae, Hesperidae, and Riodinidae were recorded. Of these 69 species 7 are protected under the schedule 1 and 11 of Wildlife (Protection) Act 1972 and *Papilio buddhaa*, *Papilio demoleis* and *Papilio polymnestor* of the family Papilionidae are endemic to Western Ghats. Among the six families Nymphalidae family dominated with 29 species followed by Papilionidae and Lycaenidae 13 species, Hesperidae 8 species Pieridae 5 species, and Riodinidae family being least abundant with a single species. Maximum butterfly species can be observed in the month of January and least in May.

Diversity index calculated from the obtained data reveals that comparatively less Evenness index (J') was obtained from Wayanad region (0.78905). Kozhikode (0.88) and Kannur (0.82) districts show almost similar values of evenness index which shows the higher species evenness in these regions. The values of Margalef diversity index were between 0.65 at Kozhikode and 0.82 at Kannur. Shannon index of the three region is almost similar ranging from 1.43-1.46 indicating the higher species richness and evenness of these areas. The Simpson index value is comparatively highest in a Wayanad region (0.28) showing a higher species distribution as compared to Kannur (0.25) and Kozhikode (0.27). The conservation of butterfly species is important for maintaining the diverse vegetation of these areas as they contribute to the genetic variation of plant species by pollination along long distances.

Key words: Butterfly diversity, Malabar regions, Kerala, Diversity index



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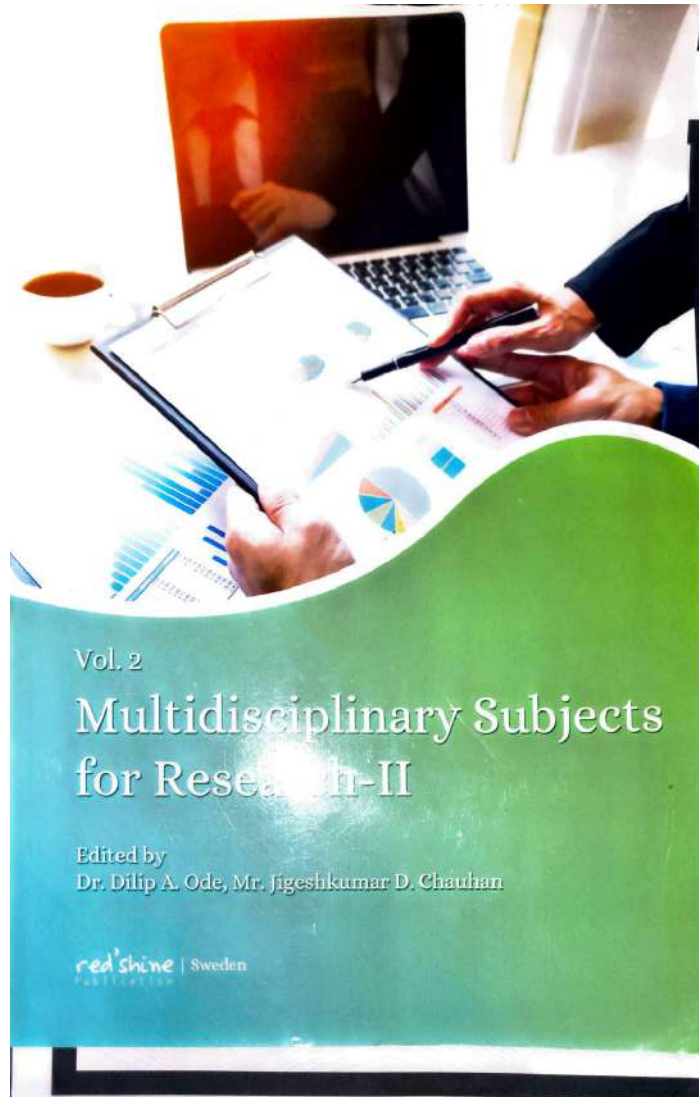
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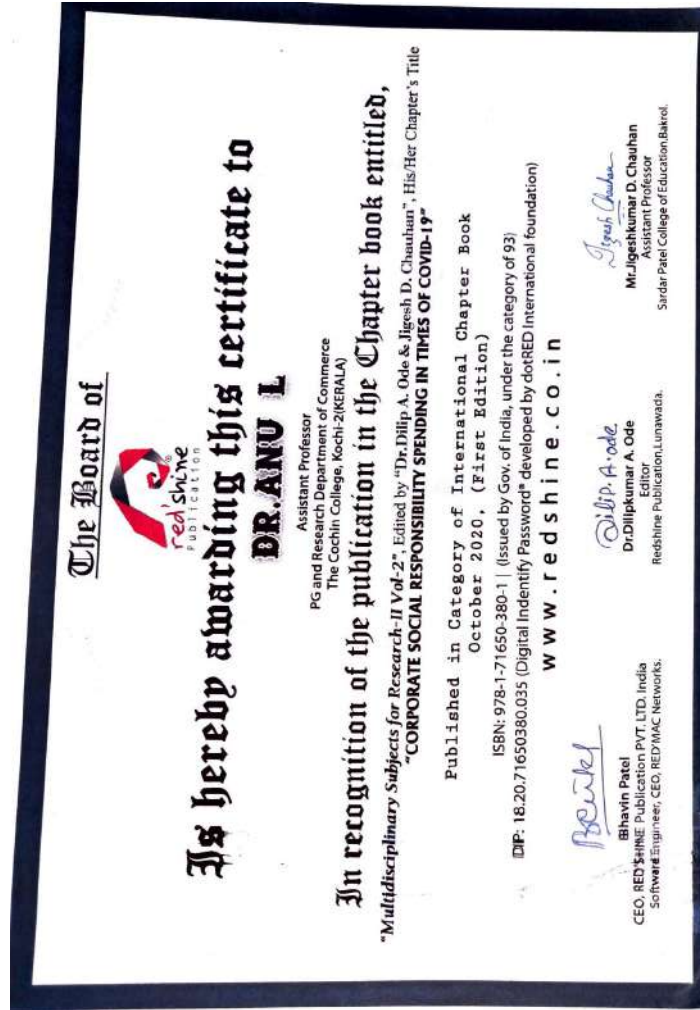
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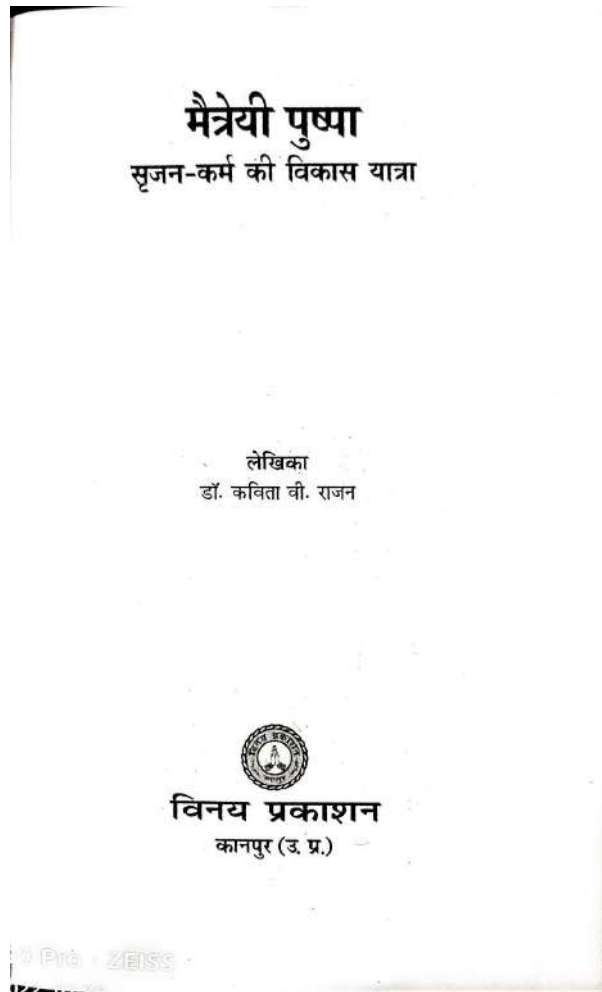
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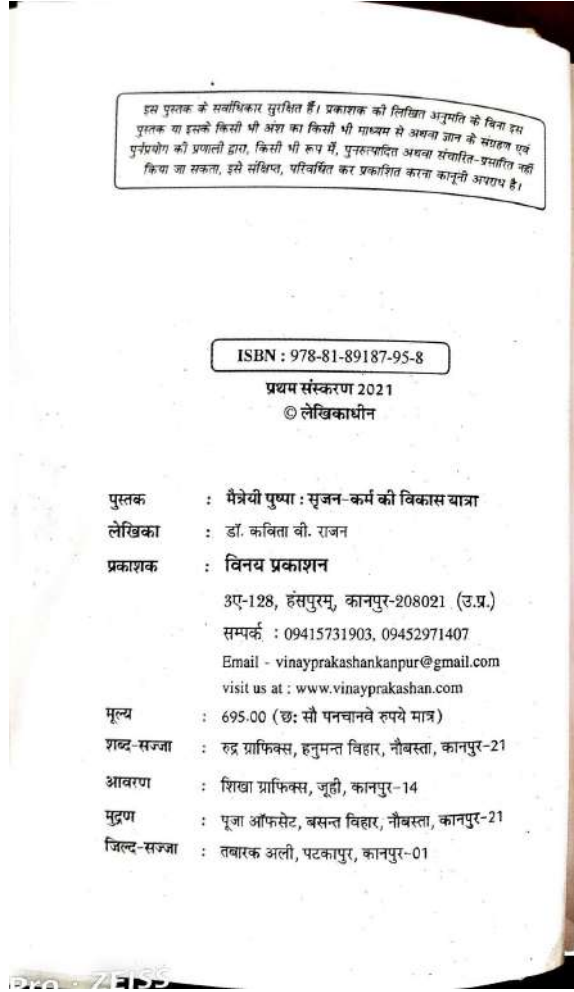
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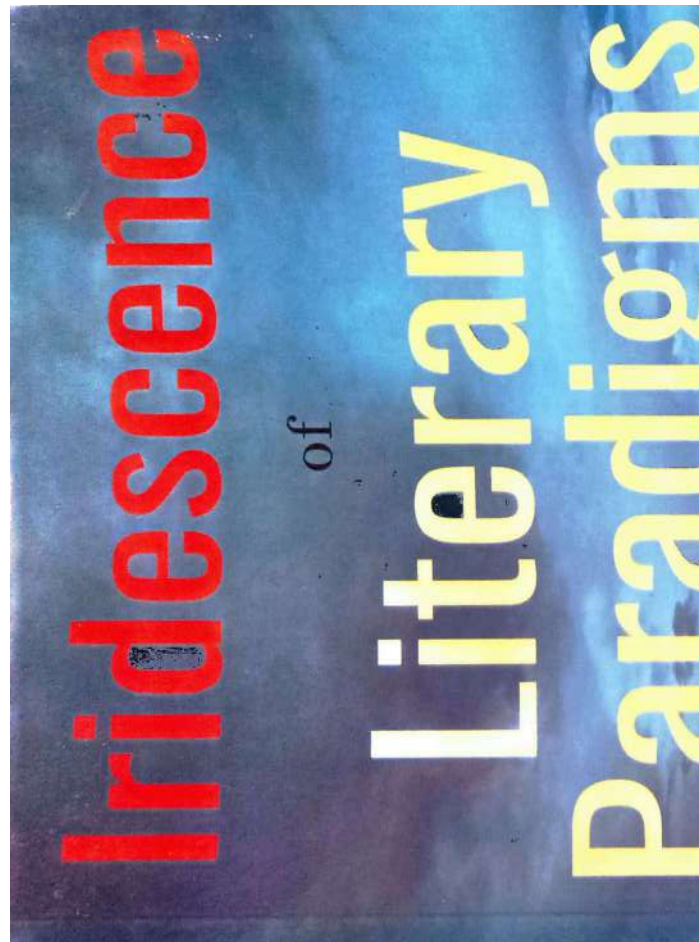
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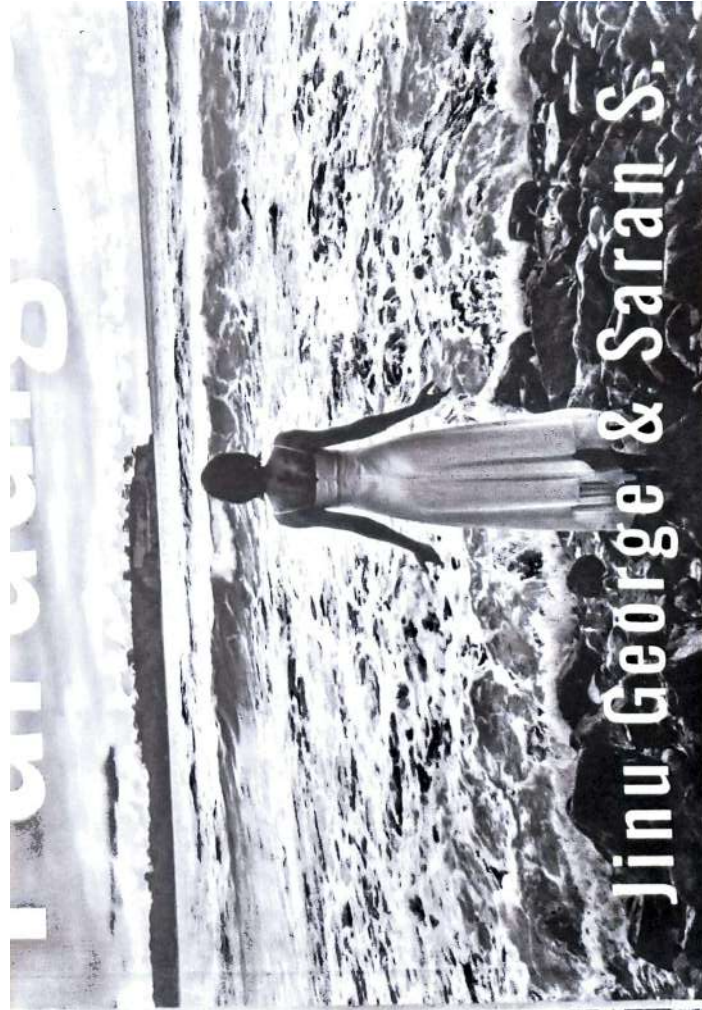
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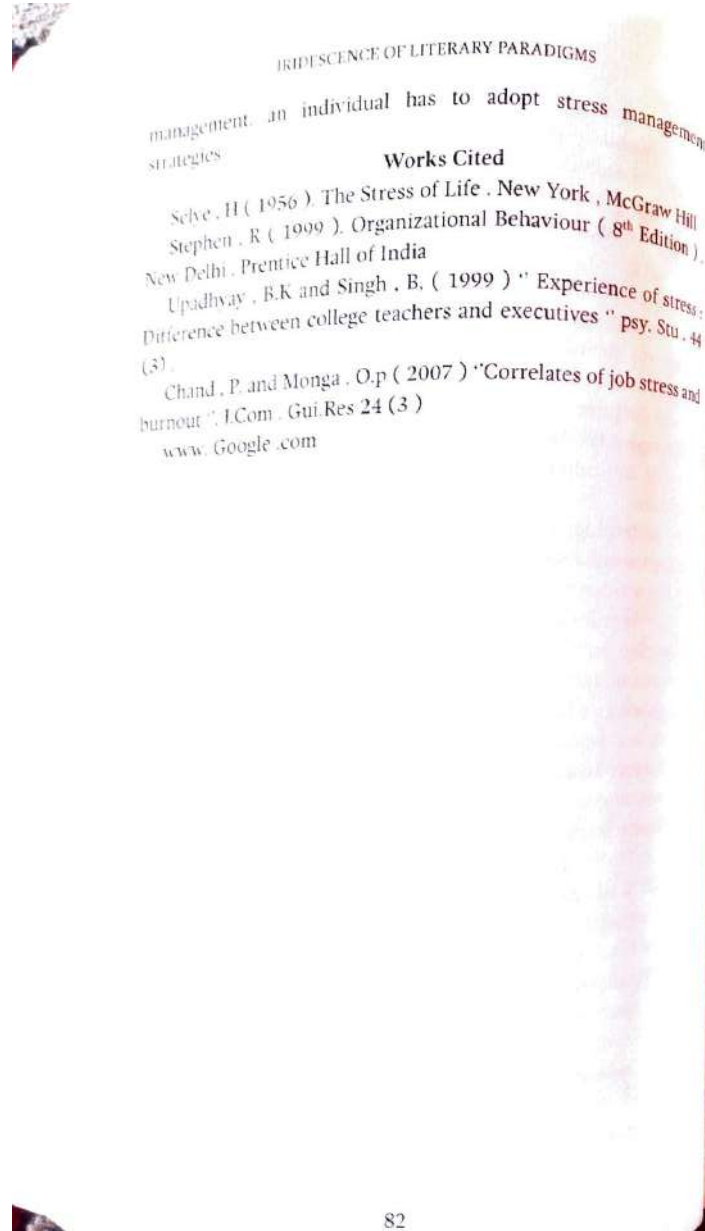
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CHAPTER XI

NATURE AND CULTURE; A JOURNEY INTO THE WILD IN SEAN PENN'S FILM INTO THE WILD

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ABSTRACT

Nature is not always seen with eyes but felt with the heart. It is like a living poem that has got infinite and often controversial interpretations. However, humanity's attempt to define nature has consistently resulted in nature's tendency to slip away and evade definition, a reality that has led Raymond Williams to claim that nature "is perhaps the most complex word in the language". There arise numerous questions once we try to define nature, and recently movies also started addressing humanity's relationship with nature. The way and authenticity of representation of the environment in movies is a vital concern of environmentalists. This paper attempts to explore how the nature-culture dichotomy is represented in Sean Penn's *Into the Wild*. It also attempts to bring out the existential crisis experienced by the hero Chris pursuant to his rejection of the modern American dream and his attempts to find his true identity in the wilderness as he feels nature is the right place to experience life in all its true essence.

Keywords: nature-culture Dichotomy, Wilderness, Representation

Sean Penn's *Into the Wild* portrays the 'true story of Chris McCandless, a young American adult hiker who set out for Alaska in the early 1990s. He was a twenty-four-year-old college graduate turned vagabond, went alone into the backcountry of Alaska in April 1992 and died there 113 days later. *Into the Wild* (2007) is



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The book is a compilation of research articles illustrating the current state of the Indian economy in light of the pandemic crisis that the whole globe has been experiencing for the last couple of years. The book also focuses on topical issues and challenges facing the Indian economy in the post-pandemic age of industrial 4.0. These articles provide practical learning opportunities and pique the attention of students, academics, researchers, scholars, business executives, and social scientists in comprehending the coping methods developed by diverse sectors of the Indian economy to survive this strenuous time.




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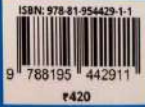


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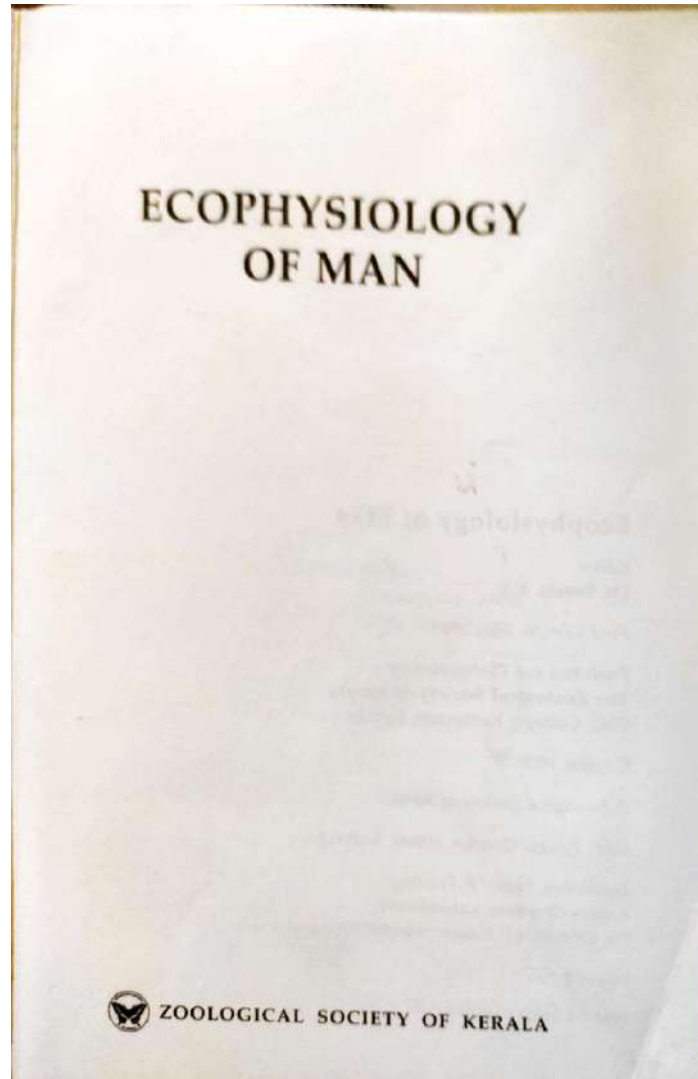
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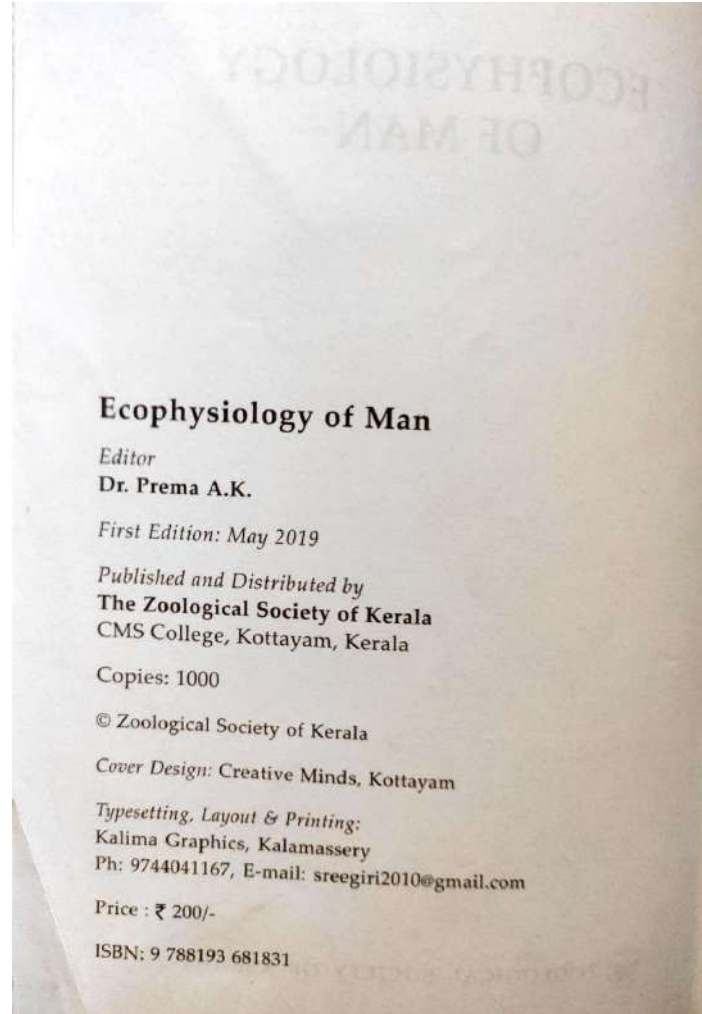
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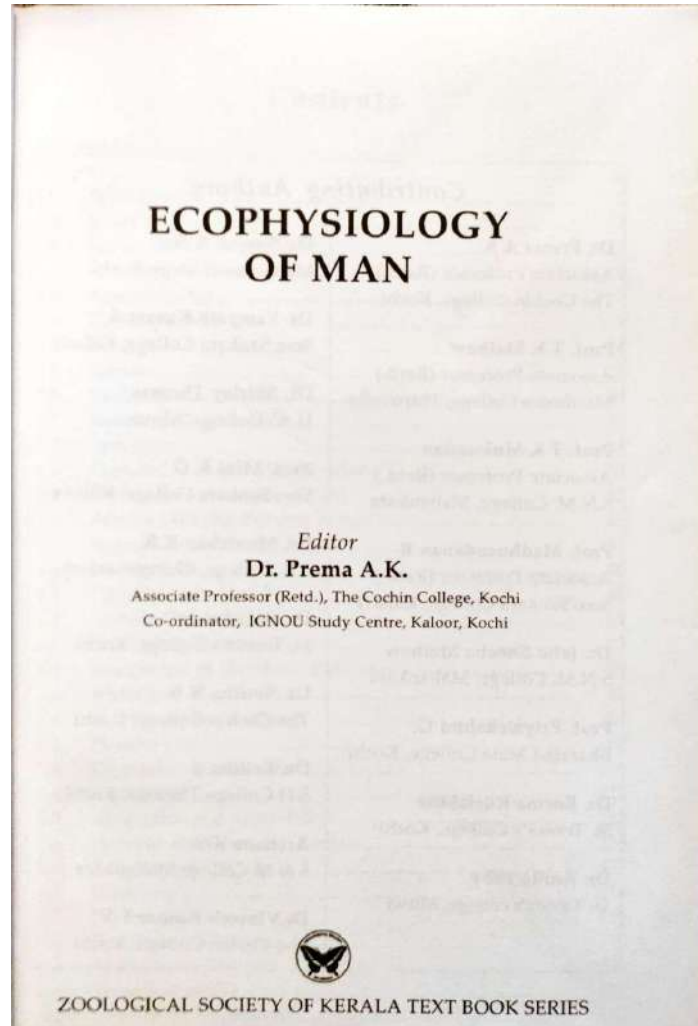
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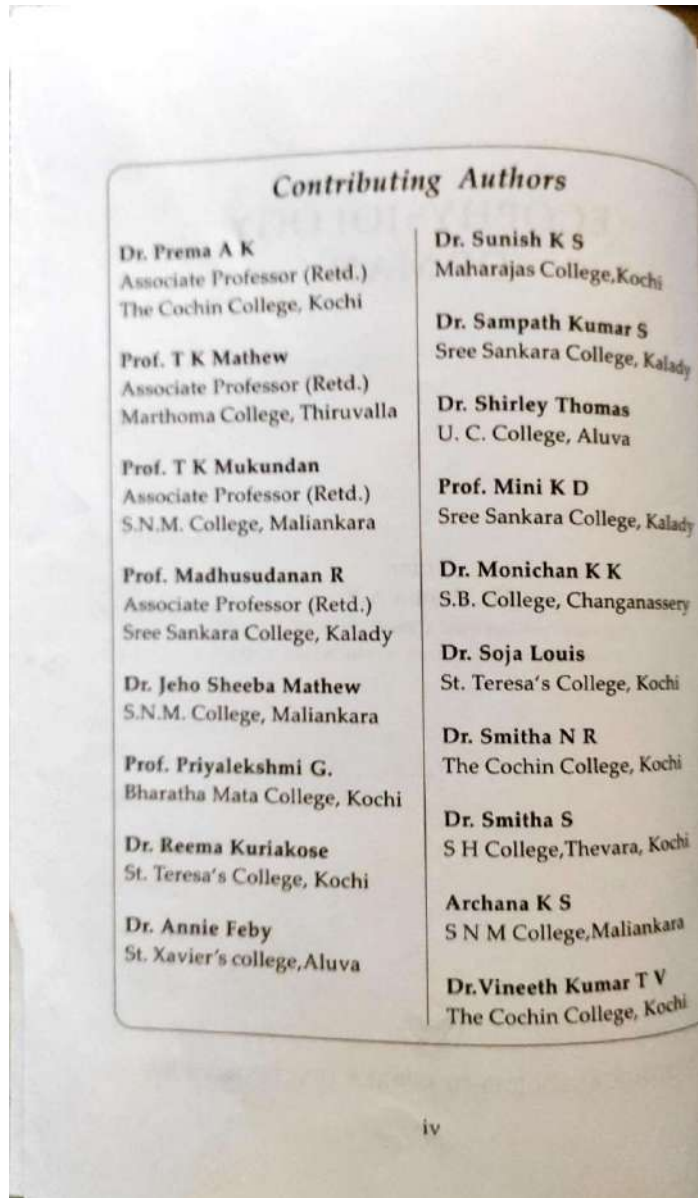
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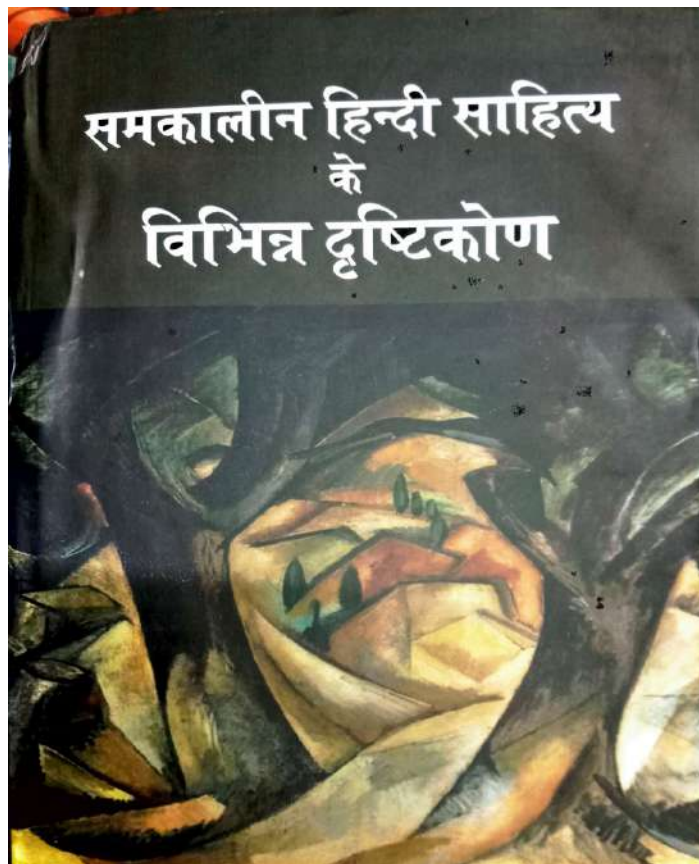
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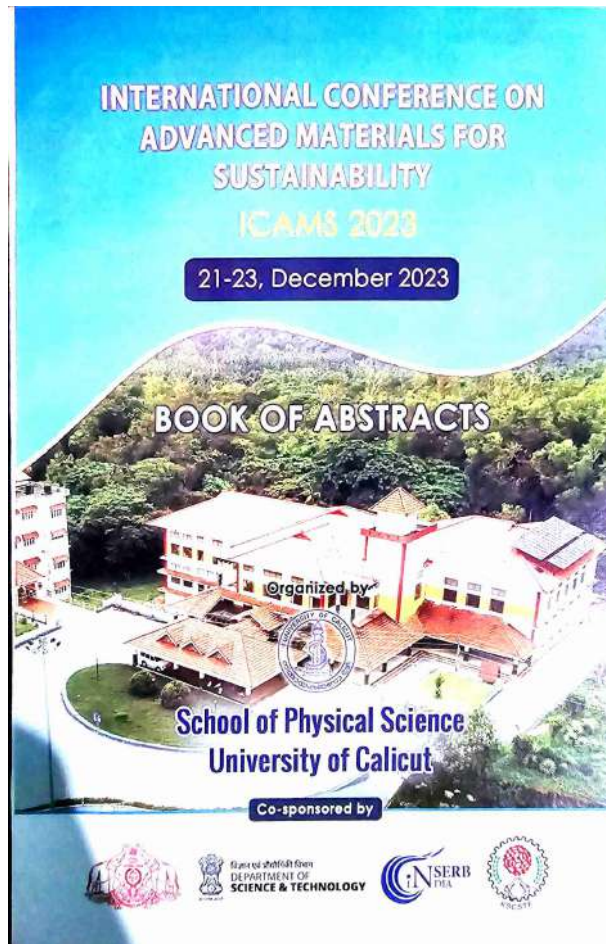
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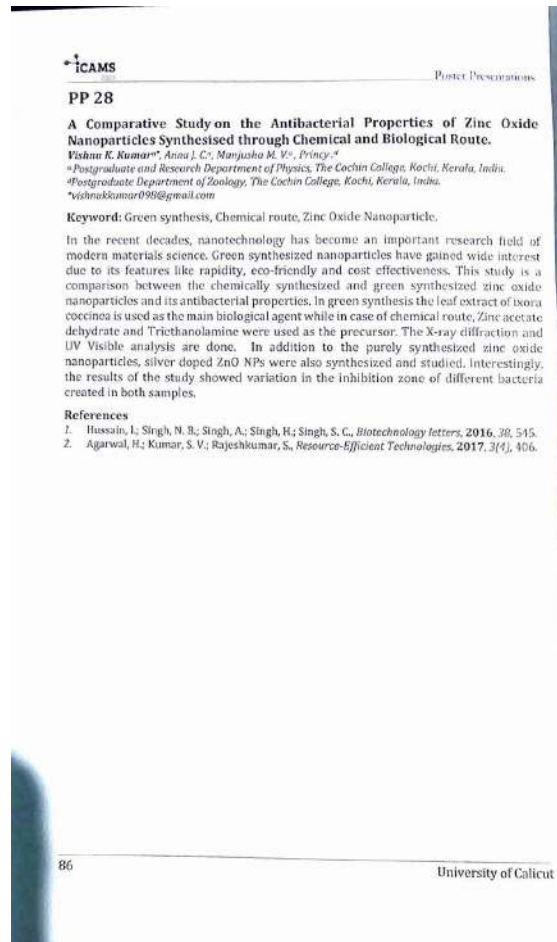
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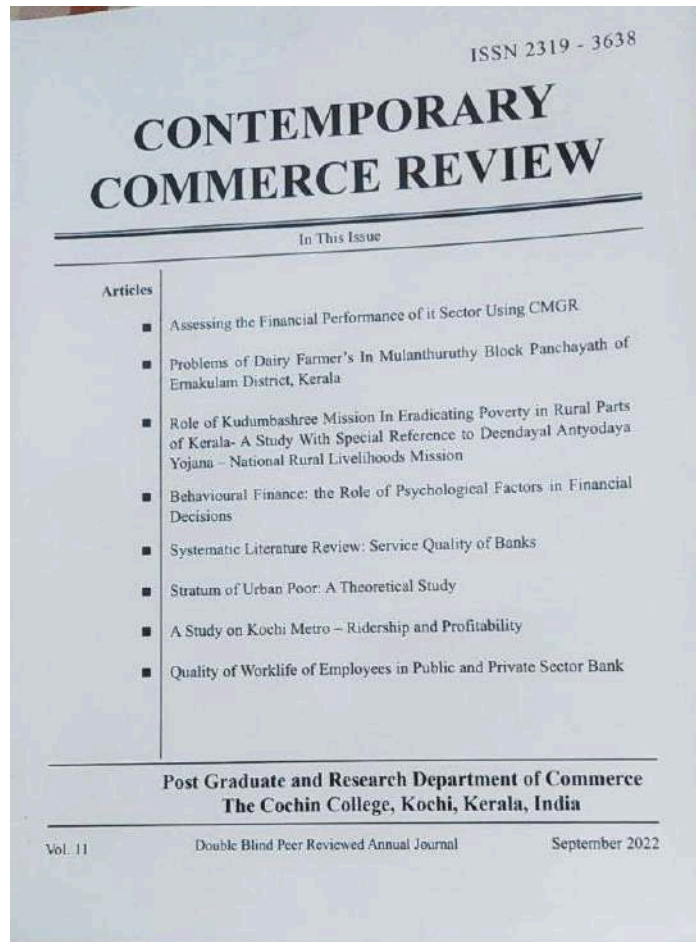
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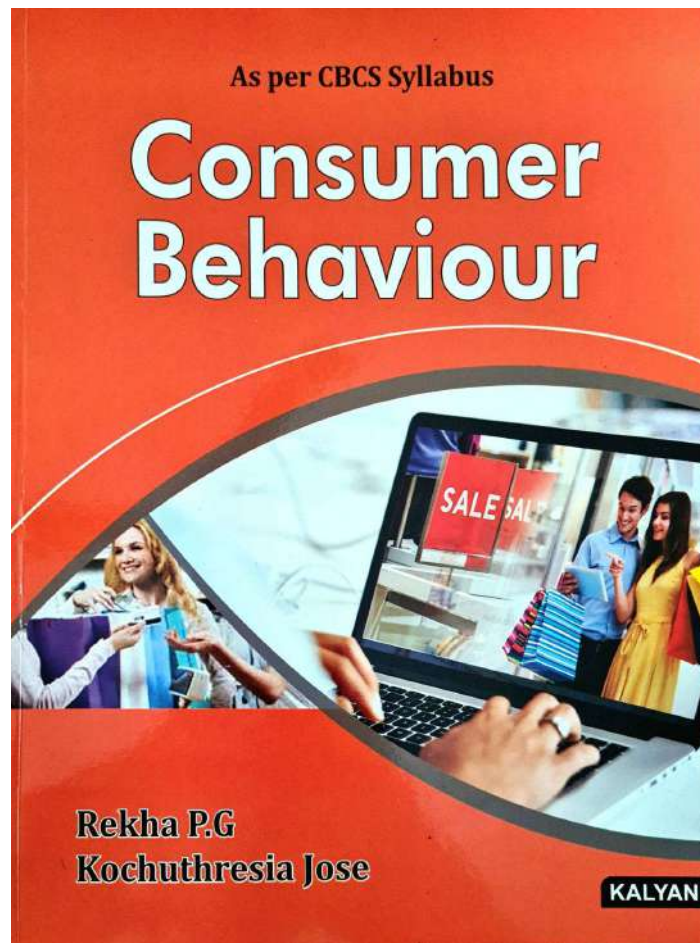
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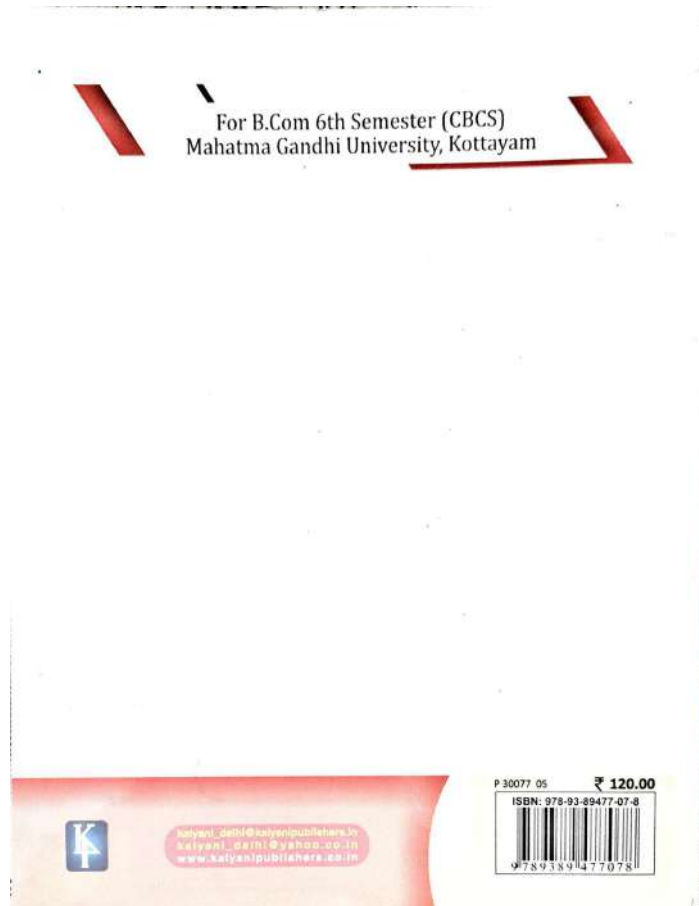
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