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INTERNATIONAL CONFERENCE ON MATERIALS SCIENCE AND TECHNOLOGY (ICMST-2012)



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We have great pleasure in inviting all the scientists and deligates to the ICMST 2012, to St.Thomas College Pala, Kerala, India from 10 June to 14 June 2012. We are sure that this conference will prove to be an extra ordinary success and will provide a legacy for those who come. This ground breaking scientific programme will draw together many luminaries in Material Science from all over the world. It is Prof. CNR Rao, who is going to inaugurate the conference and to deliver the plenary talk.

The ICMAT 2012 will provide a wonderful platform for you to refresh your knowledge base and explore the most uptodate information regarding the Science and advances in the relm of material Science. The conference will provide delegates with information on the latest developments in material Science and we aim to facilitate the exchange of knowledge between scholars across the countries.

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News & Events

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Dielectric properties of nano crystalline LnTiNbO₆ (Ln = Ce, Pr, Nd, Sm, Gd, Dy, Er, Yb) ceramics

Fergy John¹, J.K. Thomas¹ and Sam Solomon^{1,1*}

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Abstract. Nano ceramics are potential candidates for various technological applications. Nano sized LnTiNbO₆ ceramics are prepared using solution combustion technique. The properties of the nano ceramics are compared with that of micro ceramics. XRD shows that nano crystalline LnTiNbO₆ (Ln= Ce, Pr, Nd, Sm) have aeschynite orthorhombic structure and Ln= Gd, Dy, Er, Yb have eaxenite orthorhombic structure. The structure is confirmed by FTIR. From the TEM study, it is clear that polycrystalline powder is nano sized. The sintering temperature and sintering time of nano ceramics get lowered as compared to micro ceramics. The SEM image shows the surface morphology of the sintered sample. The variations of dielectric constant (v_n), conductance (G) and loss factor (tan δ) of the samples are studied in the radio frequency range. The nano ceramics show enhanced dielectric properties than that of micro ceramics.

1. Introduction

Synthesis of nano material is one of the major challenges in material producing technology. Nano materials are the suitable for various technological applications, because they exhibit enhanced properties than bulk materials. Nano crystalline materials have better sinterability, high surface to volume ratio, superior phase homogeneity, greater chemical activity, etc. For the communication and satellite broadcasting, microwave dielectric resonators (DR) are essential component. Nano ceramics are potential candidate for developing DR's due to their improved electrical and dielectric properties than micro ceramics. Sebastian et al [1] reported microwave dielectric properties of LnTiNbO₆ micro ceramics. Here we reports the enhanced properties of nano sized LnTiNbO₆ ceramics.

2. Experimental

LnTiNbO_c (Ln= Ce, Pr, Nd, Sm, Gd, Dy, Er, Yb) is prepared by solution combustion technique [2] using the corresponding metal nitrate (oxidizing agent) and suitable fuel (reducing agent) [3]. Calculations are based on the principles used in propellant chemistry, keeping fuel to oxidant ratio unity in order to produce maximum energy. In this synthesis, high-purity Niobium pentachloride, Titanium isopropoxide and the respective rare earth oxides are used as cation sources and oxidant agents, and urea is used as fuel reagent. Citric acid is used as complexing agent to get precursor complex. Stoichiometric amount of oxidizing agents and reducing agent in a minimum volume of deionized water to obtain transparent aqueous solutions in a glass beaker is heated using a hot plate at 250 °C to forms a viscous gel. The gel thus formed undergoes dehydration on further heating and self-ignites with the evolution of huge quantity of gases. Hence the residual ash that is formed after combustion has a fluffy nature. This ash is further heated up to 600 °C to get the pure phase nano powder. The prepared powder is mixed with one drop of 1 wt% solution of polyvinyl alcohol and

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Lidar investigations on the structure and microphysical properties of cirrus at a tropical station Gadanki (13.5º N and 79.2º E), India.

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ABSTRACT

Cirrus clouds are mainly composed of ice crystals and are known to be the major natural contributors to radiative forcing in the Earth's atmosphere system. Describing the formation and microphysical properties of cirrus clouds and their role in climate models remain a challenging study. Lidar is a unique instrument, which provides the information on the optical and microphysical properties of cirrus clouds with good spatial and temporal resolutions. In this study we present the microphysical properties of cirrus clouds and their temporal variability, obtained using the ground based dual polarisation lidar at the tropical station Gadanki (13.5°N and 79.2°E), India, during the period January2009 to March 2011. Using the method developed in house for deriving range dependent lidar ratio (LR), the lidar measurements are used for deriving the extinction coefficient and to obtain the nature of the scatterers present in the cloud. It is noted that lidar ratio plays an important role and its measurements indicate directly the type of the ice nucleating acrosol particles present in the cloud. The long term data obtained on the structure of the cirrus in this regard are useful in the climate modelling studies.

Keywords: - Lidar, Lidar ratio, Optical depth

1. INTRODUCTION

Cirrus are the high altitude clouds, distributed around 30% of the entire earth in all season. Within that 70% of cirrus always present in the tropical region. The presents and existence of Cirrus cloud at tropics are receiving much attention due to their role in Earth's radiation budget! Because of their high altitudes, cold ice dominated in cirrus clouds that act as a thermal blanket by trapping the outgoing IR radiation. But the same time they can be effective at reflecting the upcoming solar radiation back to space. The balance between these two radiative processes, namely the greenhouse and albedo effects determine the net impact of cirrus on our climate system³. The aerosols, water vapour and temperature in the troposphere and lower stratosphere play a key role in the formation of cirrus and their radiative properties?. The effects of cirrus clouds on the climate system depend on the optical and microphysical properties of ice present in it. The study of the cirrus optical properties such as extinction, optical depth (7) and their dependence on the meteorological parameters like temperature, relative humidity etc are important in cloud research. One of the important parameter is optical depth. The previous studies classified cirrus clouds in to sub visible ($T \le 0.03$), thin ($0.03T \le 0.3$) and thick ($T \ge 3$) according to their optical depth values ⁸.

The nature and actual behavior of cirrus cloud is defined by its optical depth, such as the sub visible clouds gives green house effect and thick clouds reflected back almost all incoming solar radiations gives an albedo effects6. The formation and microphysics of cirrus exceedingly allied with the type of aerosol particle present. Seasonal variability of meteorological conditions causes different aerosol type in different season that affect the cirrus cloud condition?. Aerosols significantly modify the incoming and outgoing solar radiations. Hence the simultaneous study about both aerosol and cirrus needed for the proper understanding of radiative effects of clouds on climate

Lidar is one of the powerful techniques for characterizing the microphysical and optical properties of earth atmosphere. It is well established that lidar based measurements are useful in providing the vertical profiles of aerosols and thin cirrus clouds with good spatial and temporal resolution. Deriving the optical properties of aerosols

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Investigation of tropical cirrus cloud properties using ground based lidar measurements

Reji K. Dhaman^{*a,e}, Malladi Satyanarayana^{*a,b}, V. Krishnakumar^d, V.P. Mahadevan Pillai^a, G.S. Jayeshlal^a, K. Raghunath^e, M. Venkat Ratnam^e

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ABSTRACT

Cirrus clouds play a significant role in the Earths radiation budget. Therefore, knowledge of geometrical and optical properties of cirrus cloud is essential for the climate modeling. In this paper, the cirrus clouds microphysical and optical properties are made by using a ground based lidar measurements over an inland tropical station Gadanki (13.5°N, 79.2°E). Andhra Pradesh, India. The variation of cirrus microphysical and optical properties with mid cloud temperature is also studied. The cirrus clouds mean height is generally observed in the range of 9-17km with a peak occurrence at 13-14km. The cirrus mid cloud temperature ranges from -81°C to -46°C. The cirrus geometrical thickness ranges from 0.9-4.5km. During the cirrus occurrence days sub-visual, thin and dense cirrus were at 37.5%, 50% and 12.5% respectively. The monthly cirrus optical depth ranges from 0.01-0.47, but most (>80%) of the cirrus have values less than 0.1. Optical depth shows a strong dependence with cirrus geometrical thickness and mid-cloud height. The monthly mean cirrus extinction ranges from 2.8E-06 to 8E-05 and depolarization ratio and lidar ratio varies from 0.13 to 0.77 and 2 to 52 sr respectively. A positive correlation exists for both optical depth and extinction with the mid-cloud temperature. The lidar ratio shows a scattered behavior with mid-cloud temperature.

Keywords: Cirrus cloud, Lidar, Extinction, Optical depth, Depolarisation ratio, Lidar ratio, Mid-cloud temperature, Geometrical thickness.

1. INTRODUCTION

Among the different cloud types, high altitude, thin and wispy cold clouds consisting of non-spherical ice crystals namely, cirrus clouds are the most commonly occurring cloud type. Studies reveal that cirrus clouds play a significant role in the earth's climate system by their capability of modulating the two radiative effects namely, green-house effect and albedo effect^{1,2}[Stephens,1990; Chen, 2000]. These radiative effects strongly depend on the cirrus microphysical and optical properties. Optically thin cirrus clouds usually cause positive radiative forcing at the top of the atmosphere and they warm the climate system, whereas optically thick cirrus produces negative radiative forcing which cool the climate³ [Fu et al., 1993]. In order to quantify the role of optically thin cirrus clouds on the atmosphere, the vertical structure of clouds with certain microphysical parameters such as cloud occurrence heights, cloud geometrical thickness and optical properties such as cloud extinction, optical depth, depolarization ratio and lidar ratio are characterized. Also the monthly and seasonal variation of these parameters with the mid cloud temperature are investigated.

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Investigation on the monthly variation of cirrus optical properties over the Indian sub-continent using cloud-aerosol lidar and infrared pathfinder satellite observation (Calipso)

Reji K. Dhaman*^{a.e}, Malladi Satyanarayana*^{a.b}, G.S. Jayeshlal^a, V.P. Mahadevan Pillai^a, V.Krishnakumar^d

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ABSTRACT

Cirrus clouds have been identified as one of the atmospheric component which influence the radiative processes in the atmosphere and plays a key role in the Earth Radiation Budget. CALIPSO (Cloud-Aerosol Lidar and Infrared Pathfinder Satellite Observation) is a joint NASA-CNES satellite mission designed to provide insight in understanding of the role of aerosols and clouds in the climate system. This paper reports the study on the variation of cirrus cloud optical properties of over the Indian sub - continent for a period of two years from January 2009 to December 2010, using cloud-aerosol lidar and infrared pathfinder satellite observations (Calipso). Indian Ocean and Indian continent is one of the regions where cirrus occurrence is maximum particularly during the monsoon periods. It is found that during the south-west monsoon periods there is a large cirrus cloud distribution over the southern Indian land masses. Also it is observed that the north-east monsoon periods had optical thick clouds hugging the coast line. The summer had large cloud formation in the Arabian Sea. It is also found that the land masses near to the sea had large cirrus presence. These cirrus clouds were of high aftitude and optical depth. The dependence of cirrus cloud properties on cirrus cloud mid-cloud temperature and geometrical thickness are generally similar to the results derived from the ground-based lidar. However, the difference in macrophysical parameter variability shows the limits of space-borne-lidar and dissimilarities in regional climate variability and the nature and source of cloud nuclei in different geographical regions.

Keywords: Cirrus cloud, Aerosol, Lidar, Calipso, Extinction, Optical depth, Lidar ratio, Mid-cloud temperature, Geometrical thickness.

1. INTRODUCTION

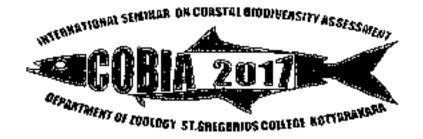
Cirrus clouds are widely treated as a major component in modulating the energy budget of the Earth-atmosphere system¹. Cirrus clouds normally exist in the upper troposphere and sometimes extend into the stratosphere. Cirrus clouds are globally distributed and are composed almost exclusively of non-spherical ice crystals. A well-defined assessment of cirrus cloud radiative forcing creates a major challenge as it essentially requires a global climatology of cirrus clouds that includes range-resolved information about their microphysical and optical properties. Thus global climatology of cirrus can only be obtained from the compilation of data measured with satellite-borne sounders. Space-borne lidars are the most promising instruments, because in contrast to passive satellite instruments they have showed the capability of measuring vertical cloud structure and detecting thin cirrus clouds.

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Chlorophyll degradation and copepod assemblages along Vizhinjam coastal waters, India

Jean Jose. J^{1*}, Lincy Alex² and Volga. S. S³ ^{1, 2} Department of Zoology, St. Gregorios College, Kottarakara-691531, India ³Department of Zoology, Govt. College, Kariavattom, India *Corresponding author jeanlincy@gmail.com

Abstract

Variation in chlorophyll degradation and copepod assemblages along the southwest coast of India establishes the zooplankton grazing and its abundance can be understood from the quantification of chlorophyll degradation/phaeophytin. A collection of datasets of one year seasonal sampling during the year 2011 predicted that total chlorophyll ranged from 8.67 to 13.82mg.m^3 with a peak during pre-monsoon at Vizhinjam (13.82mg m⁻¹). The phaeophytin values ranged from 0 to $5mg m^3$ revealed the grazing strength of zooplankton assemblages representing a majority of copepods along Vizhinjam coastal waters. Summary of data inferred zooplankton assemblages at Vizhinjam transect comprised of copepods (such as calanoid, cyclopoid, harpacticold and copepod nauplii), cladocerans, lucifer, mysids, fish eggs and larvae. Calanoid copepods comprised 47.25% in pre-monsoon of the total population followed by copepod nauplii (34.57%). The PCA extracted two components in the study which explained 100% of total variance and they are directly linked with copepod grazing predicting the routine and opportunistic (seasonal) grazers.

Keywords: Chlorophyll degradation, hydrochemistry, copepod assemblages, Vizhinjam

Introduction

Marine fisheries is an important sector of the nation's economy supporting the livelihood of the millions of fisher-folk inhabiting the long coastline of India and those who are engaged in the related activities. The marine fisheries sector in India has witnessed a phenomenal growth during the last five decades both



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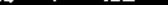
Description of a cost-effective biofiltration system designed for live Lobster holding at Kanyakumari, Tamil Nadu

Udayakumar, A^{I*} , Lipton, A.P², J.M. Beula³ and Jean Jose, J^{4}

¹VRC of Central Marine Fisheries Research Institute, Vizhinjam, India ²Centre for Marine Science and Technology, Rajakkamangalam, Tamil Nadu, ³Department of Chemistry, Scott Christian College (Autonomous), Tamil Nadu, ⁴Department of Zoology, St. Gregorios College, Kottarakara, Kerala State, India *Corresponding author email: udayakumar8126@gmail.com (A. Udayakumar)

Abstract

The coastal people of Kanyokumari district. Tomilnadu is now widely engaged in spiny lobster culture. In open sea cages utilizing the techniques developed by Central Marine Fisheries Research Institute (CMFRI) due to the high demand and the ever-increasing margin in the seafood trade. The lobsters farmed in cages and procured from the wild directly reaches to the seafood's exporting units at Kanyakumari, through the fishermen group for sale and kept live in the Reinforced Cement Concrete (RCC) rearing tanks. The labsters were managed for a short period of 3 -4 days prior to packing before live export. During the stocking period, the water quality parameters of the rearing tanks were monitored for pH, water temperature, dissolved oxygen, carbon dioxide, alkalinity and in-organic nutrients. Water exchange of 100% to maintain the water quality in rearing tanks during the short period is impractical and it leads to high operational cost. In order to reduce the effect of harmful metabolites in the rearing waters an efficient filtration unit is inevitable. The water biofiltration system developed by VRC of CMFRI, Vizhinjam and its laboratory trial was initiated at CMFRI Field Centre at Kanyakumari is discussed. The advantages observed are repeatable for the smooth trade of live lobsters. The water filtration system developed by the exporting unit with technical support from Author's were jound advantages and are repeatable for the smooth trade of live labsters. Keywords: lobster rearing, live export, biofilter system, mariculture



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D-04

Diversity and Abundance of Phytoplankton of Arthunkal in Kerala, South West coast of India- A pre monsoon study

Lekshmi, $S^{(*)}$; Miranda, M.T.P⁴, and Jean Jose, $J^{(2)}$

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Abstract

The main objective of this study was to evaluate the diversity and abundance of phytoplanktons and relate it with the environmental variables along the coast of Arthunkal in Kerala, Southwest Coast of India .The duration of the study was from January-May 2015 (Pre-monsoon season). Fluctuations in the monthly abundance was noticed -Thlasslothrix sp was abundant in January, the monthly abundance was noticed -Thlasslothrix sp was abundant in January, Coscinodiscus asteromphalus in February. Thalassionema frauenfeldii, Nitzschla closterium, Biddulphia mobilensis and Fragilari acceanica in May. Nitzschla closterium, Biddulphia mobilensis and Fragilari acceanica dominated in April, Biddulphia mobilensis was abundant from March to May.However the environmental variables revealed no significant fluctuations. These preliminary environmental variables revealed no significant fluctuations are part of an investigations towards documenting the marine phytoplankton are part of an exhaustive study being carried out on the plankton assemblages off the coast of

Arthunkal

Keywords: Arthunkal, phytoplankton, numerical abundance.

Introduction

Phytoplanktons form the base of aquatic food webs in marine and fresh water habitats. They are sensitive to hydrological parameters such as pH, nutrients, salinity, temperature and water current (Soininen *et al*, 2009). Being valuable indicators, they respond directly and sensitively to many physical, chemical and biological changes that occur in aquatic environment.

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Bioaccumulation of heavy metals on the gills and fins of Mugil cephalus

Sherly Williams .E1 *, Lekshmi priya. V^1 and Razeena karim L^2

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Abstract

Mugil cephalus commonly called mullet, is one of commercially important fin fishes of Ashtamudi lake, the Ramsar site. It is often a specialty of seafood restaurants. These fishes from two different sites of Ashtamudi lake, were selected for the present study. Elemental analysis was carried out for the water and sediment sumples from both the sites. The results revealed that heavy metals such as chromium, lead, copper and sinc were present more in the samples when compared to cadmium. During the SEM analysis, the combined Effect of the accumulation of these heavy metals mainly chromium, lead, copper and zinc were observed as white deposition in fins of fish samples. The effect of accumulation on gill includes fusion of secondary lamellae, vasoconstriction, hypertrophy of chloride cells and mucus cells, curling and abnormal elongation of the secondary lamellae, severe inter-epithelial bedema etc.

Key Words: Fin and gill, heavy metals, SEM A scientific knowledge on the distribution of heavy metals in the aquatic environment is important because these elements can be toxic even in traces and Canad cause harmful effects to aquatic organisms. Aquatic organisms especially fishes accumulate heavy metals directly because of the intimate contact they have with the the aquatic medium and also because they have to extract oxygen from the medium. medium by passing enormous volumes of water over their gills. Fish have been Proceedings of the international Seminar on Coastal Bladiuershy Assessment

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	40	Observations on the Cephalopod landings and SSOP at Mudasalodai, South East coast of India	Lincy Alex and M. K. Anij	<u>Marine</u> Biodiversity	330	D-12
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Observations on the Cephalopod landings and SSOP at Mudasalodai, Tamil Nadu, India

Lincy Alex^{1°} and M. K. Anil²

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Abstract

Cephalopods including squids, cuttlefishes and actopuses are highly perishable and valuable commodity based on nutritional aspect in the seafood exports from India. Maintenance of its cold chain extending from catch to shipment is very important in export inspections and money value. Sanitation Standard Operation Procedure (SSOP) and Good Manufacturing Practices (GMP) are the major criteria which supports the Hazard Analysis Critical Control Point (HACCP) in keeping the satisfactory remark of Indian seafood exports. The monitoring agencies such as Export Inspection Agency (EIA), Central Institute of Fisheries Technology (CIFT) and Network for Fish Quality Management and Sustainable Fishing (NETFISH) of Marine Products Export Development Authority (MPEDA) are the monitoring agencies providing the awareness The observations on cephalopod landings excluding outopuses and the SSOP at Mudasalodal Fish Landing Centre at Cuddalore District of Tamil

Keywords: SSOP, fish landing centre, southeast coast of India

Introduction

In the fish and fishery products export markets, especially the European (EUD and United for a second secon Union (EU) and United States (US). India has faced a number of challenges meeting hygicne requirements. Later it was realized that Fishing harbours play and important role in the quality chain of seafood production. Fish landing centres are the major area where fish is handled after landing on shore. Previous studies suggest that seafood exporters in developing countries have experienced problems complying with these requirements (Henson and Mitullah 2004). The EU processing, transportation, and storage of fish and fishery products (Globefish

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44	Comorin coast, India	Prakash Williams, G and Ravikumar, S	Marine Biodiversity	363	0-13
45	Isolation of actinomycetes from sediment samples of Podoponnani mangrove area and its antibacterial activity against selected pathogenic bacteria	Kropa N.V. Reyhanath, P.V. and Ranjoet K.	Marine Biotechnology	372	E-03
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B-08 Threats and Prospects of Esturian Ictbyofaunal Diversity at Pallathuruthy in Relation with Heavy Metal Contamination, Kerala, India

Rani S. Dharan^{*1}, Dr. Sherly Williams E²

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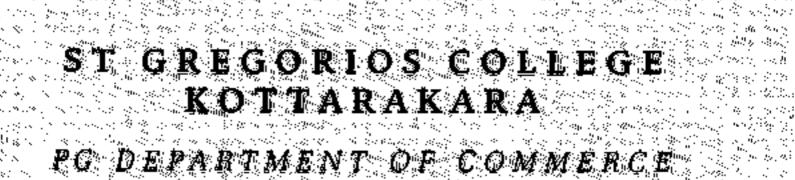
Abstract

The study conducted at Pallathurwthy, the meeting point of Pamba River with Vembunad Lake, Kerala, India analyzed the icthyofaunal density of the area and the quality of water and sediment with respect to five heavy metals viz., copper, zinc, lead, chromium and codmium. The result showed that the concentration of these heavy metals in water were above the standard limit. In the case of sediments, the codmium content was critical. The study inferred that the heavy metal contamination of the region can lead to sweep away of many Valuable fish species from this ecosystem. The observations made in the study Provide prospects for directions towards proper awareness and legislation in order to avoid the imminent depletion of icthyofaunal diversity at

Key words: Estuary, Pallathuruthy, Icthyofaunal diversity, heavy metal, Pallotharuthy.

ulcerative syndrome

A partially bounded brackish water enclosed coastal area with a link to the open sea enriched by a few rivers emptying into it is called an estuary. An estuary is always ^{is} always under the influence of marine and endiments. Because of the influence of galine Saline intrusion, flow of fresh water and sediments. Because of the influx of Dutries nutrusion, flow of fresh water and fresh water, estuaries provide ample Procestings of the International Seminar on Coastal Biodintraity Assessment



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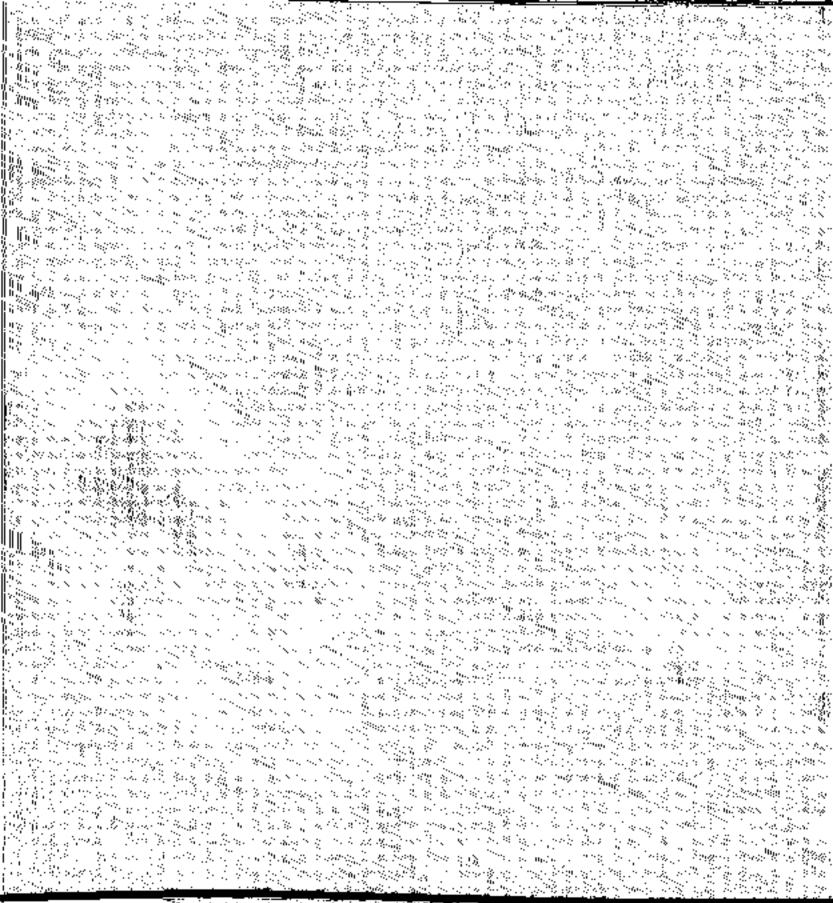
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QUALITY OF WORK LIFE - AN OVERVIEW

*DR. SUMAN ALEXANDER - ** MR. LIJO MON L

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(M.Com Student, St.Gregorios college, Kottarakara)

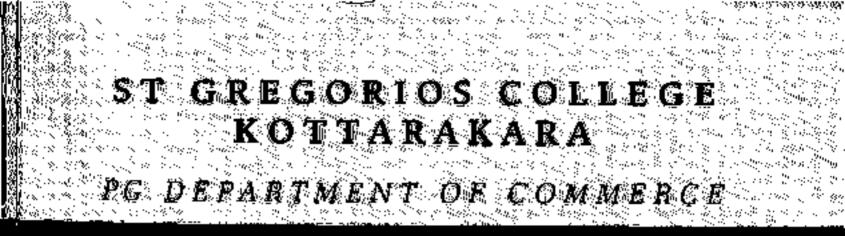
ABSTRACT

In 1995, the University of Pennsylvania took initiatives to broadly introduce the concept "Quality of Work Life" to enhance faculty and staff opportunities for a constructive, productive, and positive work experience. Quality of work life (QWL) refers to the favourableness or unfavourableness of a job environment for the people working in an organisation. The period of scientific management which focused solely on specialisation and efficiency, has undergone a revolutionary change. The traditional management (like scientific management) gave inadequate attention to human values. In the present scenario, needs and aspirations of the employees are changing. Employers are now redesigning jobs for better QWL. This paper will shed some light on aspects such as importance of QWL, major parts of quality of work life, measurement of QWL. Concept of QWL, scope of QWL, various

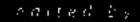
Key words: Quality of Work Life (QWL), Job & Career Satisfaction (JCS) scale, Work-Related Quality of Lic. Related Quality of Life scale (WRQoL), Job & Career Satisfaction (JCD) scale (BIAFJS). General wall to a WRQoL), Brief Index of Affective Job Satisfaction work (BIAFJS), General well-being (GWB, Stress at Work sub-scale (SAW), Controle at Work INTRODUCTION

Life on the job is a subject of concern which is not of recent origin. A number of schools of thought come forward it. thought come forward into this field, enhancing life in the workplace. They are Human Relations Management by Mayo an MC Gregor, Job enrichment by Hertz Berg and Socio Technical System by Thorsurd and Davis. All these schools of thought finally reach the general catch- all term; 'QWL', Quality of Work life programs has become important in the

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KNOWLEDGE MANAGEMENT IN THE EMERGING MARKETS



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SOCIAL MEDIA AND KNOWLEDE MANAGEMENT

DR SUMÏ ALEX

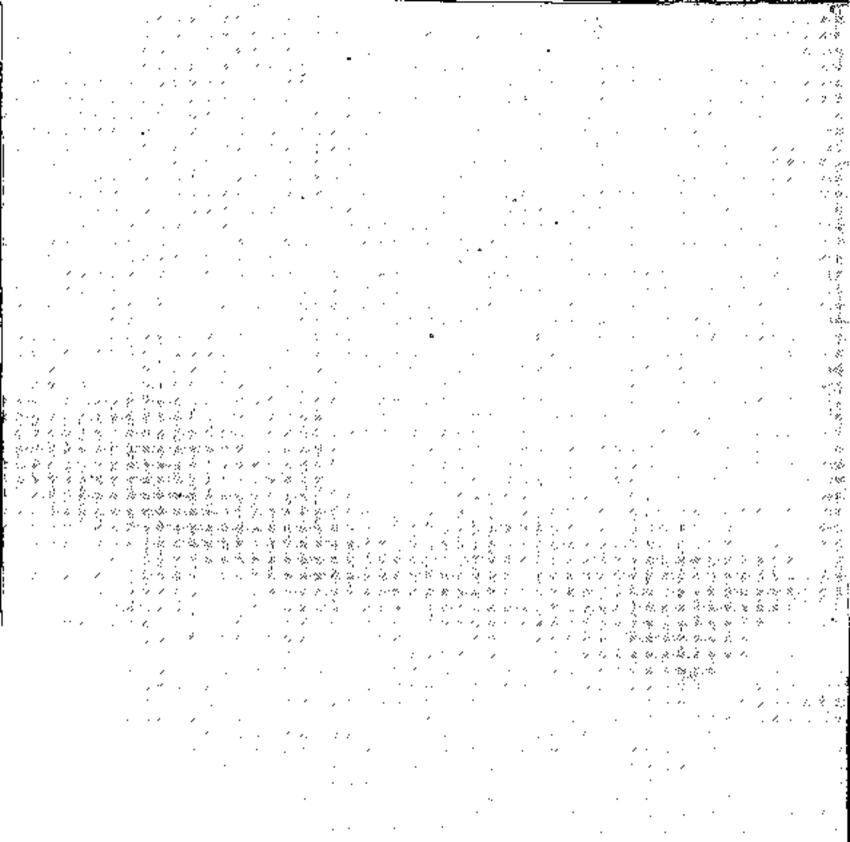
(Assistant Professor, PG Department of Commerce)

ABSTRACT

This paper aims to investigate the role of social networking for knowledge management in organizations that use social networks for communication and collaboration among organizations member. Based on previous literatures paper explains major issues relating to knowledge management and social networks and its role in successful adoption of knowledge management system. Social media platforms from Facebook to Snapchat are an integral part of everyday life for many people and businesses. They let everyone communicate with each other. It's a principle that leads to successful knowledge management at companies because it motivates employees to preserve and share knowledge. It's a fact businesses can use to their advantage by uncovering and making useful the knowledge that lies hidden throughout the company.

INTRODUCTION

In today digital computing environment with rapid change in information technologies organizations face challenges to stay in competing business market, Knowledge is central to most of the daily tasks of knowledge workers, a large category of highly skilled professionals including consultants, lawyers, software developers, web designers, etc. [1], for any organization knowledge consider the main capital asset and an organization should manage its knowledge in a manner that enable organization to use these knowledge correctly in its strategic plans and decision to attain competitive advantage and remain stand in competing market, different knowledge management systems used for this purpose where IT play major role in implementing such systems. One of the emerging technologies that grown rapidly with a huge number of users are social networks where millions of people around the world use these networks every day for different purposes such as communication, collaborate information, sharing images, reading news, etc.Social media gives everyone the ability to discover knowledge and contacts as they exchange information and collaborate, making it an ideal complement to knowledge management. It's no longer unusual in any way to post one's





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CRYPTOCURRENCY: A NOVEL DISRUPTIVE INNOVATION FOR KNOWLEDGE RISK MANAGEMENT

ARUN MOHAN

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ABSTRACT

This paper aims to examine blockchain technology, which is a disruptive innovation of recent years, in the context of knowledge risk management (KRM). It discusses how tacit knowledge of blockchain can be retained in organizations and integrated to production or service process. The Paper examines the KRM process in three knowledge retention stages, namely knowledge acquisition, knowledge transfer and knowledge integration. The core argument of this study is organizations intending to adopt blockchain should improve their KRM capacity before initiating this technology in their business process, whilst this technology is still in its nascent years. Otherwise, there is a huge knowledge management risk for them because they may lose their first-mover advantage against their competitors if they lose their knowledge assets. Their pioneering role can be seized by their rivals.

Keywords :Block chain _ Disruptive innovation _ Knowledge risk management _ KRM capacity

INTRODUCTION

Disruptive innovation is one of the fashionable terms of recent years to define new technological developments that impose a change in traditional business models. According to Christensen (1997), disruptive innovation is a creative initiative that disrupts existing knowledge equilibrium in the market and value of the network. It enables challenging with fewer sources against strong incumbent businesses and can also be hurtful to the dominance of strong market players. Therefore, disruptive innovations should be followed closely by the owners and managers of the incumbent businesses to evaluate how this phenomenon can influence their competitiveness. In the case of adoption of disruptive innovation, senior business executives need a strategy to integrate it at the most convenient time (Markides 2006).

In this respect, the blockchain is one of the disruptive innovations of recent years. It is a distributed ledger system where peers can make value transactions without any intermediary, and these transactions are recorded by other members of the network (Nakamoto 2008). Since its first appearance as a virtual currency in the name of Bitcoin, there is an increasing hype

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KNOWLEDGE MANAGEMENT AND GROWTH PERFORMANCE IN FOOD PROCESSING COMPANIES

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ABSTRACT

Growing companies have long attracted the attention of policy makers worldwide and high growth enterprises are seen as important contributors to employment, innovation, and competitiveness. Growth is commonly equated with the company's success and knowledge is says to be a valuable company resource to increase growth performance in the turbulent business environment. However, ineffective in managing knowledge makes the knowledge irrelevant and not useful for organizations. This paper reviews the concepts of knowledge management and growth performance and proposes a framework for further research in the impact of knowledge management on growth performance of food processing industries.

Keywords: Knowledge management, growth performance, food processing industry.

INTRODUCTION

India is one of the leading exporters of the processed food products. It has a competitive edge over other countries due to the wide variety of crops cultivated as a result of geographical and climatic diversity. Government too is trying to support the industry by formulating favourable policies. With adequate government focus on the infrastructural support, research and development and technological innovation in this sector. India could alleviate its domestic concerns on food security, malnutrition and food inflation. Company's growth is commonly equated with success and knowledge has known as a push factor for organization to achieve success and grows of company. Among various resources available to the company, knowledge is the company's valuable resource because it embodies best practices, tessons learned, routines, problem-solving methods and creative processes that are often difficult to replicate. According to Lee and Sukoco (2007) most of organizations that improved their business performance not only dependent on the successful deployment of tangible assets and natural resources but also on the effective management of knowledge. Literature shows that knowledge is a company's valuable resource that provides competitive advantage and can increase growth performance, while knowledge management (KM) is a critical concern for

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KNOWLEDGE MANAGEMENT IN PUBLIC SECTOR ORGANIZATIONS

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ABSTRACT

Knowledge management has been gaining huge acceptance in the private sector. It is vital for any organization to understand the concept of KM so as to align its KM strategy with the organization's strategy. This is all the more important when it is the public sector because the impact of public sector organizations directly affects the common man. Key issues, challenges, and opportunities of KM in the public sector need to be addressed and better understood. This study aims to bring a comprehensive understanding of KM application to the public sector and through cases recognizes the initiatives of KM in the Indian public sector organization.

Keywords:Knowledge management, Public sector organizations

INTRODUCTION

In today's global economic climate, organizations are seeking to become more operationally efficient, and more effective in achieving their objectives through increased productivity, higher quality, and more knowledge-driven work processes and practices. Citizens are demanding the highest possible value for public money and all organizations, especially public-sector organizations, are looking to significantly reduce costs, improve decision making, and findinnovative ways to develop and grow.Furthermore, public-sector agencies involved in health, education, disaster management, and humanitarian services are looking for innovative ways to harness and apply critical knowledge captured elsewhere. However, the greatest challenge to public-sector organizations lies in their natural inheritance of a mindset of compliance in administration. Furthermore, organizations must bear the periodic discontinuity of leadership in public-sector term appointments. Finally, government and all public-sector organizations need to change, adapt and even, in some instances, reinvent themselves and review their governance. KM has for some time been at the core of government tasks – inseparable from strategy, planning, consultation and implementation

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E-COMMERCE MODELS AND E-MARKETING

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ABSTRACT

E-commerce has a significant impact on business costs and productivity. E-Commerce has a chance to be widely adopted due to its simple applications. Thus it has a large economic impact. Electronic Commerce provides the capability of buying and selling products and information on the internet and other on-line service. Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. Electronic commerce is transforming the marketplace by changing firms' business models, by shaping relations among market actors, and by contributing to changes in market structure. It is difficult to single out the Impact of electronic commerce. Some businesses addresses three themes associated with electronic commerce and the organizational changes it entails: changes in business models, changes in market structure and opportunities for economic growth created by organizational change.

KEYWORDS: E-Commerce, c-marketing, models

INTRODUCTION

E-Commerce plays an important role in the economic growth and development of nation. It is a purposeful activity includes in planning, controlling, promotion and also distribution of various goods and services. In this research paper will describe how the Business spirit play an important role in nation's growth. It also pertains to any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact. E-commerce is usually associated with buying and selling over the Internet or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network. Though popular, this definition is not comprehensive enough to capture recent developments in this new and revolutionary business phenomenon. A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and hetween organizations and individuals. While some use ecommerce and cr business interchangeably, they are distinct concepts. In e-commerce, information and

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THE ROLE OF INFORMATION COMMUNICATION TECHNOLOGY IN KNOWLEDGE MANAGEMENT

RENY THOMAS

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Knowledge Management (KM) has become the key factor for the success of all organizations. ICTs are technologies which facilitate the management to share knowledge and information. ICTs have a prominent role on Knowledge Management initiatives. In the current business environment, the implementation of Knowledge Management projects has become easier with the help af technological tools. The value of Knowledge Management is more when made available to the right people at the right time. Thus, knowledge sharing is facilitated through information and communication technologies including computers, telephones, e-mail, databases, data-mining systems, search engines, video-conferencing equipment and many more. The purpose of this study is to identify the significant role of information and communication technologies that lead to organizational effectiveness. This paper moves towards an understanding of the overall importance of ICTs to knowledge management that paves way to achieve organizational effectiveness and insight about the tools and techniques used

for implementation of KM and IT's role for enabling KM.. Finally, an integrated model linking ICTs, Knowledge Management processes and organizational effectiveness is done and thereby the relationship between ICTs and KM processes is conceptualized.

Key Words:Knowledge,Knowledge Management, ICT, Knowledge Management Enablers, Knowledge management in educational institution

INTRODUCTION

Knowledge is the vehicle for the journey of mankind. Surprisingly, this journey of mankind is only in search of knowledge again. Knowledge always works as a seed for generating more knowledge. Knowledge is commonly referred to as the human ability to effectively use the information available in a specific context for solving specific problems. Knowledge has been increasingly recognized to be a primary source of organizational survival and competitiveness, a truly strategic resource. Knowledge management is a systematic process of managing knowledge assets, processes, and environment to facilitate the creation, organization, sharing, utilization, and measurement of knowledge to achieve the strategic aims of an organization Repid changes in the field of knowledge management (KM) have to a

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KNOWLEDGE SHARING - AN IMPORTANT ASPECT IN THE KNOWLEDGE MANAGEMENT PROCESS

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ABSTRACT

Knowledge management (KM) is the process of creating, sharing, using and managing the $\frac{1}{2}$ knowledge and information of an organisation. It refers to a multidisciplinary approach to achieving organisational objectives by making the best use of knowledge. Knowledge sharing is an important aspect of knowledge management that contributes to enhancing organizational learning to face competition. The success of knowledge management initiatives depends on knowledge sharing. Promoting knowledge creation and knowledge tharing within organizations is an essential challenge in today's business environment. Knowledge sharing is argued to lead to better performance due to improved decision making and better coordination. The effectiveness of a knowledge sharing activities in organization has has the potential of improving customer services, bringing new product to market and reducing cost of business operations. Recently, Information Technologies are often used in hnowledge management in informing customers and employees of the latest innovation or denaited and the latest innovation of the latest innovation development as well as sharing knowledge among the employees. In knowledge management, effective effective knowledge sharing is considered to be one of the most vital components of KM Way - mowledge sharing is considered to be that -, Paccess. Knowledge sharing practice helps organization to improve performance and achieve their _ . their mission. This paper tries to explore the importance of knowledge sharing, best mowledge Sharing Practices, tools and strategies for knowledge sharing. Key Words: Knowledge Management, Knowledge Sharing, Importance, Knowledge Sharing

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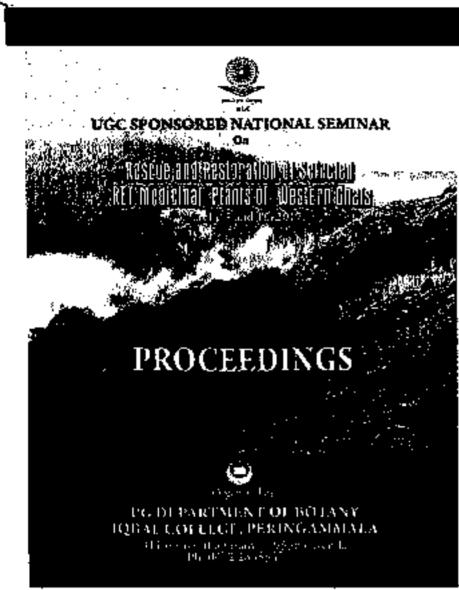
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Knowledge is a familiarity, awareness, or understanding of someone or something, such as facts, inc. ^{wiedge} is a familiarity, awareness, or understanding of someone v_{i} and v_{i} information, descriptions, or skills, which is acquired through experience or education by $\frac{b_{i}}{Perceiv}$ by $\frac{1}{Perceiv}$ ^{by} Information, descriptions, or skills, which is acquired through experience or practical or practical ^{by} Detectiving, discovering, or learning. Knowledge can refer to a theoretical or practical ^{biderstand}: Perceiving, discovering, or learning. Knowledge can refer to a uncomment of an Understanding of a subject. Knowledge management is the systematic management of a subject. Knowledge management is the systematic management actical & strategic contraction. ^{Arstanding} of a subject. Knowledge management is the systematic interaction & strategic anganization's knowledge assets for creating value and meeting tactical & strategic 7/31/2021



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TRADITIONAL HERBAL REMEDIES FOR MANAGEMENT OF FEMALE REPRODUCTIVE DISORDERS BY TRIBES OF ARYANKAVU FORESTS OF KOLLAM DISTRICT, KERALA

Archana C.R

Opparament of Bolmov, St Gregorilos College, Kontankom, Konda, India E-mini: and an anglan anglan ang anglan anglang

ABSTRACT

Kerein is uch in its minic diversity and has a long lasting in traditional health practices in local health tradition and have remedies. The minick still depend on traditional health practices due to the absence of nection health tradition and high cost of modern medicines. Moreover theor plants have no side effects, the present work commonies the madulated uses of ground 21 plants belonging to 17 families that are used for various female appendictive problems by the order of Argophytic formats of Kollam district of Kendu. The information was galacted by conducting improvents with the white works works and madulated healtry. Questionantizes were also proposed. This regarding the plant species, head none, particle part and mode of administration were also recorded. The information on the medicinal uses of plants now seems to be mostly confirmed to elder people only. Younger provision is not at all aware of these health practices. Hence, there is an users need for documentation of this information before in gets vanished. Elemphotantics are used used for documentation of this information before in gets vanished. Elemphotanical incommonstring is way important for biodiversity conservation. This information with sorely here in the development of many novel drops for female reproductive problems.

Keywords: Traditional borbal remotios, female coproductive problems, exhain contramities, and bioast knowledge

INTRODUCTION

Kerala is known for its rich biodiversity, ethnic diversity and traditional knowledge. Traditional renealles are part of the cultural and religious tife of the tribal. Plants and humans have an intimate biological relationship since time immemoriable. The tribal people mostly depend on forests for their livelihood. Plants and their parts are not only used as food and nuclicine but also used in various tribal rituals that are a part of their social and religious life. Plants have always been the source of medicines and have many uses at manking. Some prople replice that plants are an important part of cur environment. The convenion bounded for conservation of quinaral unditions, but also for sourcemently healtheare and angultentations in the present and times. The tribals have developed their combinational ways of diagnosis and treatment of diseases and fulfill their basic requirement is this regred from the nearby levest. As a consequence of this long, experiment and proplement from the nearby levest. As a consequence of this long, experiment and protects, it has before an effective way of arcumulation of eich

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Comparative Study in the Optical Bandgaps of Cadmium Copper Oxide and Strontium Copper Oxide Nanocomposites

C. R. Indulal^{1,a)}, R. Biju², M. Akhil¹, R. Ravikumar¹

¹Department of Physics, S.G. College, Kottarakara, Kevala, India ²Nanoscience Research laboratory, S.N. College, Kotlam, Kevala, India ³Corresponding author: httrindulat@gmail.com

Alastract.Nanoparticles of Cadmium Oxide (CdO), Copper Oxide (CuO), Structium Oxide (SrO) along with the astrocomposites of Cadmium Copper Oxide (CdO/CuO) as well as Structium Copper Oxide (SrO/CuO) were synthesized by chemical co-precipitation method. The samples annealed at 800°C were used for structural and optical studies, Scherrer equation was used to calculate the average particle size of the synthesized nano samples. The optical characterizations of the metal oxide nano samples were carried out by UV/Visible analysis. From the asalysis of the sbsorption spectre, the optical bandgap of the nano samples were calculated in detail. Copper oxide planes are found to be comman for both Codmium Copper Oxide and Structure Copper Oxide nanocomposites.

INTRODUCTION

Nanomaterials generated through chemical methods have proved to be more effective, providing better control as well as enable different sizes, shapes and functionalization than those generated with other physical methods such as laser ablation, are-discharge and evaporation. Metal oxide nanoparticles can be produced by soft chemical methods such as co-precipitation, sol-gel and hydrothermal synthesis. Among different chemical methods, co-precipitation has chosen in this work for the synthesis of the aanoparticles of Cadmium Oxide, Copper Oxide, Strontium Oxide and the nanocomposites of Cadmium Copper Oxide as well as Strontium Copper Oxide.

Copper oxide is a potential field emitter that can be used as an effective catalytic agent as well as a good gas sensing material. It is an efficient semiconducting compound with a narrow bandgap and can be used for photoconductive and photo dermal applications. Copper oxide plays an important role in the field of optoelectronics and solar cell applications^{1,2}. Recently considerable interest has been focused on copper oxide nanoparticles mainly due to their optical, catalytic, antimicrobial, mechanical and electrical properties².

Cadmium exide nanoparticles are highly reactive and they can be used in energy storage systems, electro chromic thin films, magneto resistive devices and heterogeneous catalysis. Metal nanoparticles with high specific surface area and a high fraction of surface atoms have been studied extensively due to their unique physicoebernical characteristics such as catalysic activity, optical properties, electronic properties, antimicrobial activity and magnetic properties¹. Cadmium exide has not only the unique optical and opticelectrical characteristics but also has the selective estalytic properties that can be used to photo degrade some of the organic compounds, dyes, pigments and orany environmental pollutants.

The recent enzyme-free biosensor is unique and noble research work for ultra-sensitive recognition of BLR with CuO/CdO nanocomposites onto glassy curbon electrode in short response time⁵.

About 8% by weight of cathode ray tubes is strentium oxide, which has been one of the major uses of strontium used nanoparticles. Lead nano exide can be used in the nock and funnel, but causes discolutation when used in the foceplate⁵.

Cadmium Copper Oxide and Strontium Copper Oxide nanocomposites exhibit unique UV absorbing ability, high stability at high temperatures and reactivity as catalyst.

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EMERGING CHALLENGES IN BIODIVERSITY CONSERVATION WITH SPECIAL REFERENCE TO RECENT TRENDS IN ECOTOXICOLOGY (ECBCRTET-2018)

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INFLUENCE OF TEMPERATURE IN THE DEVELOPMENTAL STAGES OF Olthona similis CLAUS, 1866 (CRUSTACEA: CYCLOPOIDA) REARED IN CAPTIVITY

Jean Jose J* and Liney Alax Department of Zoology, St. Gregorios College, Kottarakkara-691531, India *Correspondence Email: <u>jeanlincy@gmail.com</u>

ABSTRACT

Experimental culture of the marine cyclopoid copepod Otthona similis in laboratory conditions had five naupliar stages such as: $N_1 = 1^{st} day$; $N_2 = 3^{st} day$; $N_3 = 5^{th} day$; $N_4 = 8^{th} day$ and $N_5 = 10^{th} day$. Naupliar stage was followed by six copepodid stages ($C_1 = 12^{st} day$; $C_2 = 14^{th} day$; $C_3 = 16^{th} day$; $C_4 = 19^{th} day$; $C_5 = 21^{st} day$; $C_6 = 23^{st} day$) and a single pre-adult stage in the laboratory culture conditions. Results divulged that maximum survival of 30% copepodids was attained during 23 days of rearing in culture flasks of 18 capacity provided with micro algal diet size $<5\mu$ and temperature ranging from $25\pm2^{0}C$.

Keywords: Experimental culture, Oithona similis, developmental stages, temperature

INTRODUCTION

Copepods form an important component in the aquatic food chain particularly fish larvae and crustaceans, culture trials aimed at establishing a seliable mass production system were attempted by several earlier workers (Jean et al., 2014; 2016). Extensive cultures of copepods have already been achieved in order to supply aquaculture industries and aquarium trade needs requiring high quality live feed ^{(Wilcox et al.,} 2006). Information on the mass culture copepod from India is limited to the calanoid copepods *Ewterpina acutifrons* and *Pseudodioptomus serricondatus* (Gopakumar and Santhosi, 2009) and cyclopoid copepod *Oithono rigida*. (Santhanam and Perumal, 2012).

The main objectives of this study were cost effective experimental culture of Oithona similia in laboratory conditions and to observe their different developmental stages.

MATERIALS AND METHODS

In the cost effective method, prior importance was given in choosing low cost culture flask and light source with repeated trials, the micro algal culture was standardized using Polyethylene tetephthalate (PET) bottles. Micro algal cultures of *N. occulata* and *I. galbana* were maintained in used transparent PET bottles of 1.50 capacity at 25.0 \pm 3.0⁶C.

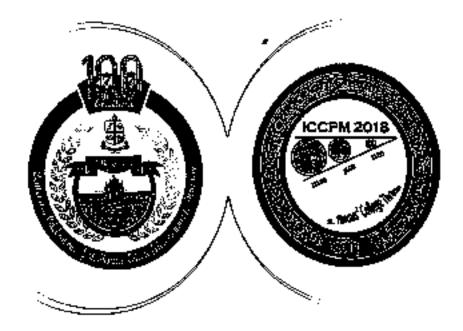
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Simultaneous Voltammetric Determination of Morphine, Uric acid and Ascorbic acid at Molybdenum-Curcumine/Reduced graphene Oxide Modified Electrode.

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2. Department of Chemistry Sree Narayana College for Women Kollam

3. Department of Chemistry, Fatima Mata National College (Autonomous) Kollam, *pinkyabrahampanavila80@gmail.com

Introduction

Many researchers have used diversely modified electrodes to study the electrochemical oxidation of Morphine (MO). The re are reports using glassy carbon electrodeGold nanoparticle modified carbon paste electrode, Glassy carbon electrode modified with multiwalled carbon nanotube/chitosan composite, GCE modified with chitosan coated Fe_1O_4 magnetic nanoparticle, Graphene nano sheet modified glassy carbon electrode, lonic liquid type multiwalled carbon nanotube paste electrode [1-4]. All of these available reports explain the electro oxidation of MO highlighting the anodic oxidation of its phenolic group. The present work reports the determination of MO highlighting the Motybdenum/Curcumine/Reduced graphene exide/GCE via oxidation of its phenolic and tertiary amine groups. An increased sensitivity towards the oxidation of its tertiary amine group is also observed.

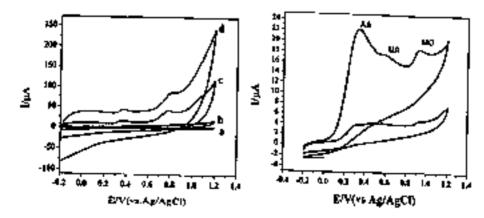
Experimental

- The fabrication of the electrode was done by the addition of Mos₂-RGO composite with curcumine.
- PTTR, PESEM., Cyclic voltammetry (CV) and differential pulse voltammograms (DPVs) and chonoamperometry were used for the characterization of the modified electrode.

Results and discussion

The surface morphology of (a) MoS2/curcumine and (b)RGO/ MoS2/curcumine were examined by Scanning Sectron Microscopy (SEM) as shown in fig 1. The morphology features a porous network structure. The FTIR confirms the formation of composite [5]

The electrochemical behaviour reveals that this composite have more sensitivity, low detection limit and interference effects as compared to bare glassy carbon electrode (GCE)





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OP 06

Comparative study on the anti E-coli activity of amblyone: A phytochemical from Amorphophallus Paeonifolius and the drug Ciproflozacia using Insilico Analysis <u>Aiswarya R.¹, Anju Alex²</u>

¹PG Scholar, Department of Chemistry, St. Gregorios College, Kottarakara ^{2*}Assistant Professor, Department of Chemistry, St. Gregorios College, Kottarakara aisuadhi@gmail.com, anjukuzhivila@gmail.com

Abstract

Amorphophallus paeoniifolius, an annual herb of Araceae family, is traditionally used as medicine against various diseases. It is commonly found in India and in manytropical countries. Amblyone, a triterpenoid from the tuber of Amorphophallus paeoniifoliusis suspected of having a good antibacterial activity especially against gram negative strains of



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through the carbonyl-oxygen and the azomethine-nitrogen, and so acts as a neutral bidentate ligand with the NO donors. The two NO_3^- anions are localized in the outer coordination sphere of the metal. Intermolecular hydrogen bonding and C-H···· π interactions combine to stabilize the crystal structure. The Co(II) complex was screened for its antibacterial and cytotoxic activity **KEY WORDS**: Semicarbazone; Cobalt(II); X-ray diffraction; Magnetic susceptibility measurements; Antimicrobial studies, Cytotoxicity.

PP 12

Synthesis, Characterization and thermal studies of La(III), Tb(III) and Dy(III) complexes of hippuric acid

Jisha K. R.*, Suma S.^b and Sudarsanakurnar M. R.^c a Department of Chemistry S.G.College, Kottarakara b Department of Chemistry S. N. College, Chempazhanthy c Department of Chemistry, M. G. College, Thiruvananthapuram jisha145@gmail.com

Abstract

Lanthanide complexes containing carboxylate ligands are the most largely investigated kind of coordination compounds due to the higher thermal and luminescent properties which make them potential candidates for organic electro luminescent device applications and fluroimmuno assay agents¹. For the present study La(III), Tb(III) and Dy(III) complexes of hippuric acid(hipH) has been prepared. The solid complex was characterized by elemental analysis, molar conductivityand magnetic measurement, and spectroscopic methods such as IR and Raman spectroscopy. The thermal analysis of the complexes was also carried out by TG/DTG techniques. The elemental analysis, molar conductance and magnetic measurement suggest the composition as $[Ln(hip)_3]$.nH₂O. IR spectra indicate that hippuric acid acts as a bidentate monoionic figand coordinating through the oxygens of carboxylate group. The presence of functional groups is also confirmed by FT Raman spectral studies. The IR spectra indicate the presence of lattice water molecule, which is further confirmed by TG/DTG analysis.

About the ligand - hippuric acid

Hippuric acid is one of the amino acid present in the herbivorous animals and humans. Hippuric acid is a monocarboxylic acid with three types of donor sites, the nitrogen and oxygen atoms of the amide group and the oxygen atoms of the carboxylic acid group



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WOMEN ENTREPRENEURSHIP DEVELOPMENT & GENDER EQUALITY

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A STUDY ON CSR ACTIVITIES OF SMEs UNDERTAKEN BY WOMEN ENTREPRENEURS

*Dr .Deeja S *Sarath Sajan *Reny Thomas

Guest Lecturers . PG Department of Commerce, St Gregorios College, Kottarakara

ABSTRACT

Corporate Social Responsibility (CSR) can be defined as the management of canvivial, environmental, economical and ethical concepts and firms' sensitivities towards prospects of the stakeholders. Female entrepreneurs must take part in planning and implementing Corporate Social Responsibility (CSR) (nititatives to make the private sector responsive to the need of society, urged an afficial at the Ministry of Economy. Corporate convivial responsibility has historically been associated with immensely colossal corporations but apperception of the growing paramount of the SME sector has led to an accentuation on their gregorious and environmental impact. The role and impact of minuscule and medium enterprises (SMEs) in the economy denotes that it is becoming increasingly arduons to dismiss the paramount of the latter in gregariansly germane itsues as consequential as employment, innovation and standard of living. Through content analysis, this study mainly provides a literature survey about the concept of Corporate Convivial Responsibility (CSR) in cognation to quality management in SMEs.

Keywords: Corporate social responsibility, CSR activities, women entrepreneurs

INTRODUCTION

Ethical comportment of businesses around the world is on the radar of all stakeholders. Business refers to economic organizations making economic decisions, whereas decisions predicated on principles of ethics take into consideration non-economic reasons including rights and equity. During the past determium, Corporate Convivial Responsibility (CSR) has gained paramount consequentiality ecumenically, albeit responsible deportment of firms has a long history. CSR in the present context is visually perceived beyond the philanthropic context. It is not just a buzzword but rather is looked upon as an implement for sustainable business magnification. CSR is perhaps as old as business itself and in some societies one cannot do business without being gregariously responsible.

Businesses in the twenty-first century must not only provide goods and accommodations to gratify customer needs, they must withal gratify the overall desiderata of the society. Multiple stakeholders judge companies predicated on a variety of criteria. Regimes want companies to adhere to all regulations,



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Guest Lecturers , PG Department of Commerce, St Gregorios College, Konarakara

ABSTRACT

Corporate Social Responsibility (CSR) can be defined as the management of convivial, environmental, economical and ethical concepts and firms' sensitivities towards prospects of the stakeholders. Female entrepreneurs must take part in planning and implementing Corporate Social Responsibility (CSR) initiatives to make the private sector responsive to the need of society, urged an official at the Ministry of Economy. Corporate convivial responsibility has historically been associated with immensely colossal corporations but apperception of the growing paramount of the SME sector has led to an accentuation on their gregarious and environmental impact. The role and impact of infinuscule and medium enterprises (SMEs) in the economy denotes that it is becoming increasingly arduous to dismiss the paramount of the latter in gregariously germane issues as consequential as employment, inmovation and standard of living. Through content analysis, this study mainly provides a literature survey about the concept of Corporate Convivial Responsibility (CSR) in cognation to quality management in SMEs.

Keywords: Corporate social responsibility, CSR activities, women entrepreneurs

INTRODUCTION

Ethical comportment of businesses around the world is on the radar of all stakeholders. Business refers to economic organizations making economic decisions, whereas decisions predicated on principles of ethics take into consideration non-economic reasons including rights and equity. During the past decennium, Corporate Convivial Responsibility (CSR) has gained paramount consequentiality ecumenically, albeit responsible deportment of firms has a long history. CSR in the present context is visually perceived beyond the philanthropic context. It is not just a buzzword but rather is looked upon as an implement for sustainable business magnification. CSR is perhaps as old as business itself and in some societies one cannot do business without being gregariously responsible.

Businesses in the twenty-first century must not only provide goods and accommodations to gratify customer needs, they must withal gratify the overall desiderata of the society. Multiple stakeholders judge companies predicated on a variety of criteria. Regimes want companies to adhere to all regulations,



ST GREGORIOS COLLEGE KOTTARAKARA

PG DEPARTMENT OF COMMERCE PROCEEDINGS OF THE INTERNATIONAL SEMINAR ON



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A STUDY ON CSR ACTIVITIES OF SMEs UNDERTAKEN BY WOMEN ENTREPRENEURS

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Guest Lecturers , PG Department of Commerce, St Gregorios College, Kottarakara

ABSTRACT

Corporate Social Responsibility (CSR) can be defined as the management of convivial, environmental, economical and ethical concepts and firms' sensitivities towards prospects of the stakeholders. Female entrepreneurs must take part in planning and implementing Corporate Social Responsibility (CSR) initiatives to make the private sector responsive to the need of society, urged an official at the Ministry of Economy. Corporate convivial responsibility has historically been associated with immensely colossal corporations but apperception of the growing paramount of the SME sector has led to an accentuation on their gregarious and environmental impact. The role and impact of minuscule and medium enterprises (SMEs) in the economy denotes that it is becoming increasingly archives to dismiss the paramount of the latter in gregariously germane issues as consequential as employment, innovation and standard of living. Through content analysis, this study mainly provides a literature survey about the concept of Corporate Convivial Responsibility (CSR) in cognation to quality management in SMEs.

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WOMEN ENTREPRENEURSHIP DEVELOPMENT & GENDER EQUALITY

GREEN ENTREPRENEURSHIP IN INDIA

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ABSTRACT:

Technological advancement and changes in social and economic conditions has led a major shift in consumer's tastes and preferences. Various studies carried over on consumer's preferences have emimently shown that individuals are now health and environment conscious. It may be a key object that every company is trying to fill up the vacuum by offering eco-friendly products and tend to adhere to green marketing practices. This impression has ultimately developed a new breed-'Green entrepreneurs' who aim to hit this untapped desire of consumers by offering green products and by adopting green strategy to attract them. Since last decade the concept Green entrepreneurship is gradually escalating and has caught world's attention in a big way. In fact adopting eco-friendly business practices can open up new array of opportunities for beginners, to outshine in entrepreneurship world. To strengthen Indian economy, Green entrepreneurship is coming up as a driving power by providing innovate green praducts to saciety at large. This paper tries to study and understand the potential opportunities and challenges faced by green entrepreneurship.

KEYWORDS: Green market, Environment, Green entrepreneurs, Sustainable Development

INTRODUCTION

In recent times the businesses around the world are witnessing things that are varying like never before due to technological advancement, change in economy and political influences. Because of advancement in technology and changes in standards of living conditions of consumers there has been a major shift tastes and preferences also. Various studies carried over on consumer's preferences have eminently shown that individuals are now health and environment conscious. It may be a key object that every company is trying to fill up the vacuum by offering eco-friendly products and tend to adhere to green tharketing practices. This impression has ultimately developed a new breed. 'Green entrepreneurs' who aim to hit this untapped desire of consumers by offering eco-friendly products and by adopting green strategy to attract them. Since last decade the concept Green entrepreneurs is not only helping consumer in getting their green products and services but also make people learn towards greening ecosystem. But green entrepreneurs also face challenges such as lack of substitution of the conventional products, cost controlling, redesigning, raw material and lack of R&D infrastructure etc. These challenges can be reduced in further development. On the other hand it is also true that successful green entrepreneurs create changes in the

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A STUDY ON THE EFFECTIVENESS OF SUKANYA SAMRIDDHI YOJANA AS AN INNOVATIVE WOMEN EMPOWERMENT AND SOCIAL PROTECTION SCHEME -WITH SPECIAL REFERENCE TO KOTTAYAM DISTRICT

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1. ABSTRACT

Sukanya Samriddhi Scheme is an initiative by Indian government. It is a small saving scheme launched on 22nd January 2015 in Panipat, Haryana by honorable Prime Minister Narendra Modi. This is a girl child prosperity scheme under Beti Bachao Beti Padhao program of PM Narendra Modi. The idea behind the scheme is to ensure a bright future to girl child in India by providing financial support for their education and marriage. This scheme also supports the economic development of the country by supporting the girl education. It also increases the literacy rate of females, which helps in increase of the incomes and standard of living of people. This scheme leads to overall development of country, as the girls education also helps in decreasing the population. The objective of the paper is to study the cancept and benefits of SUKANYA SAMRIDDHI SCHEME.

Key Words: Sukanya Samridhi Scheme, Women Empowerment, Social Protection.

2. INTRODUCTION

A welfare state is a political system wherein the State assumes responsibility for the health, education, and welfare of society. The system of social security in a welfare state provides social services, such as universal medical care, unemployment insurance for workers, financial aid, free post-secondary education for students, subsidized public bousing, and pensions. Social welfare activities provide a venue for growth, innovation and continue to be the epicenter for economic developments for any nation. The welfare and development of the backward areas is and should always be the prime objective of any government in any nation.

If there is a hero to a movie there is also a villain and here that role is played by major social evils such as female feticide and female infanticide. Women had reached till moon but still people think that they are useless. There is this permanent image of females in people's mind that girl can't take place of a male. Lower class people also think that having a girl is pointless because she won't stay with them for whole life because she has to leave them after getting married. The girl won't be able to keep the name of her family.

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A STUDY ON CHALLENGES, GROWTH AND DEVELOPMENT OF WOMEN ENTREPRENEUR IN INDIA

Janhavi Chaidhanya G.

Lecturer, St.Gregorios College, Kottarakara

Abstract

Development of a country depends on a large extent on the development of women workforce. Globalization and liberalization helped in the grawth of women entrepreneurship in the world. Today's society is witnessing the growth of women in the important sectors of the society which paved the way for total growth of the economy. Women are adapting new ventures through their skill and capability So many women entrepreneur are holding major positions in different sectors of the economy, their success is a huge motivation for the other women in the society. These women entrepreneurs emerged successful after facing so many barriers in this field. So many measures are taken by government to encourage female entrepreneurs. In this study we will analyze the challenges faced by women entrepreneurship and the various measures taken by Indian government for the empowerment of women.

Keywards: women entrepreneur, challenges, government measures

Introduction

The Government of India has defined women entrepreneur as "an enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women, "Women workforce is a major element in the development of our country. After liberalization and globalization a lot of changes have been witnessed in the business world. Till 1991 women are engaged in the household activities only but after liberalization a major population of women started showing their talents in many sectors of economy. They are keen to adopt challenges and strived a lot to prove themselves a success in the field of business sector. But still out of total women population only 28% are proven successful in various sectors. As women constitute half of the population any plan of action for growth of the conomy will be warped without considering women as a part of it. Most of the women entrepreneurs back out due to the challenges which is difficult for them to handle. Development of a country depends upon how well educated and successful are the women population of that country, so government should take necessary steps for the development of women entrepreneurs of our country. As compared to other countries the growth of women entrepreneurship is very low in India. So development of women workforce is a very crucial subject matter in India.

Objective

- 1. To study the challenges faced by women entrepteneurs in India.
- 2. To analyse the measures taken for the growth and development of women entrepreneurs.

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WOMEN ENTREPRENEURSHIP DEVELOPMENT & GENDER EQUALITY

PROBLEMS FACED BY WOMEN ENTREPRENEURS

Divya B Prakash

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Abstract

Traditional societies warrant voice of women was reverberate within the four walls of the bound by performing only household activities. But now they have turned out by breaking all the boundaries and participate in a wide range of activities of autivities and autivities autivities autivities and autivities autivities autivities and autivities autivities and autivities autiviti participate in a wide range of activities. But now they have turned out by breaking all the boundary Nebru "When women move forward, the family which men perform. According to Pandil Javabard, the family the f Nehru "When women move forward, the family moves, the village moves and then ultimately the Nation moves forward." Half of the world's provide the village moves and then ultimately and Nation moves forward." Half of the world's population is comprised of women. When the creativity and the second se talent of women are backed by adequate support, it is the ideal way to build up a nation with economic stability and self-reliance. Women entrepreneurs when stability and self-reliance. Women entrepreneurs play a significant role in spurring economic development and job creation with their unique ability of communic and jab creation with their unique ability of communication, organization and networking skills. Since the is inseparable from business, women have to face more an organization and networking skills. inseparable from business, women have to face more challenges than men while encountering with the business risk. An effort has been made in this paper to business risk. An effort has been made in this paper to exomine the challenges that a female entrepreted Key Words: Entrepreneurs, Entrepreneurship, Women entrepreneurs

According to APJ Abdul Kalant, "Empowering women is a prerequisite for creating a $6^{00^{d}}$ of their densities of the stability of the sta nation, when women are empowered, society with stability is a prerequisite for creating a stepsential as their thoughts and their value systems lead to the assured; empowerment of women is comity, 600d essential as their thoughts and their value systems lead to the development of a good family, good

Women Entrepreneurs may be defined as the worden or a group of women who put an effort to start perate a business venture. A women entrepreneur performe and operate a business venture. A women entrepreneur performs several functions. They explore the prospects of beginning new enterprise, undertake risks, introd. and operate a manage business and provide effective leaderstation how innovations, coordinates business and provide effective leaderstation how innovations, coordinates business and provide effective leaderstation how innovations, coordinates business business and provide effective leaderstation how innovations coordinates business bu administrate and manage business and provide effective leadership in all aspects of business. Women Entrepreneurs are extremely increasing in the economies of almost all aspects of business think things differently and creativity has become a major commodity in the economies of almost all countries as they are able to business in the economies of almost all countries as they are able to business in the economies of almost all countries as they are able to business in the economies of almost all countries as they are able to business in the economies of almost all countries as they are able to business in the economies of almost all countries as they are able to business in the economies of almost all countries as they are able to business in the economies of almost all countries as they are able to business in the economies of almost all countries as they are able to business in the economies of almost all countries as they are able to business in the economies of almost all countries as they are able to business in the economies of almost all countries as they are able to business in the economies of almost all countries as they are able to business in the economies of almost all countries as they are able to business in the economies of almost all countries as they are able to business in the economies of almost all countries as the economies of almost all countries as the economies of almost all countries are able to business in the economies of almost all countries as the economies of almost all countries as the economies of almost all countries are able to business in the economies of almost all countries are able to business in the economies of almost all countries are able to business in the economies of almost all countries are able to business in the economies of almost all countries are able to business in the economies of almost all countries are able to business in the economies of almost all countries are able to business in the economies of almost all countries are able to business in the economies of almost all countries are able to business in the economies of almost all countries are ab women Entrepreneurs and creativity has become a major commodily in the workplace. The hidden business talents of women have been increasing with the growing sensitivity in the workplace. The hidden business think things afferency and elements with the growing sensitivity in the workplace. The hidden busines women within the society. The cognitive knowledge, flexibility and the role and economic states of the major telents of women have been increasing the society. The cognitive knowledge, flexibility to the role and economic state women within the society. The cognitive knowledge, flexibility and ability in business are the major state of the society in business are the major with women within the society. The cognitive international to the method of the society of the society in the society of the societ reasons for women to come forward for uncertaining obsides ventures. It is an opportunity for women we innovative ideas. Usually they give more importance to collaboration than companies may fail by undervaluing their innovative ideas to start a ousiness companies of contract of companies may for creative ideas. Usually they give more importance to collaboration than competition, All business people face certain challenges and because of gender, women have some additional challenges when it when it when it

All business people face certain challenges and occurrence of sender, women have some additional challenges and obstacles than male entrepreneurs. Entrepreneurship is no tonger considered a man's domain challenges to dow to be their male counterparts, women are leaving their marks is man's domain. When it and obstacles than male entrepreneurs. Entrepreneurs, women are leaving to considered a man's domain. When a comes to catching up with their male counterparts, women are leaving their marks in the business world and formale entrepreneurs so tomes to catching up with their male counterparts, women are reaving their marks in the domain. Taking it by storm. But there is no doubt that even today female entrepreheurs face challenges world and taking it by storm and counterparts.

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"ROLE OF MICROFINANCE ON WOMEN EMPOWERMENT IN INDIA"

Josymole T J

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Abstract

In India, the emergence of liberalization and globalization in early 1990's aggravate the problem of a workers in unorganized sectors from the problem of women workers in unorganized sectors from bad to worse as most of the women who were engaged in various as both the women who were engaged in various or both self employment activities have lost their livelihood. Despite in substantial contribution of women to both household and national economy, their work is household and national economy, their work is considered just an extension of household domain and remains non-monetized. In India, Microfinance scene is dominated by Self Help Group (SHGs) as an effective inechanism for providing financial services to the test. inechanism for providing financial services to the "Unreached Poor", and also in strengthening their collective and into an intermediate of the set of the self help capacities leading to their empowerment. Rapid progress in SHG formation has now turned into an overtone. empowermentmovement among women across the country. Micro finance is necessary to overtuate exploitation, create confidence for economic self reliance of the rural poor, particularly among rural women's Although no 'magic bullet', they are potentially a very significant contribution to gender equality and women's notamint. Through their contribution to women's empowerment. Through their contribution to women's ability to earn an income, these programmes have composed on a series of 'virtuous spirals' of a series of series of 'virtuous spirals' of a series of series Potential to initiate a series of 'virtuous spirals' of economic empowerment, and wider social and policial intense evening a focus of the programmes of the second policial and policial a compowerment. The results from these self-help groups (SHGs) are promising and have become a focus of Majoly on the basic at intense examination as it is proving to be an effective method of poverty reduction and economic empowerment. Majoly on the basis of secondary data analysis, this reasons and the environment of poverty reduction and economic empowerment. Majoly on the basis of secondary data analysis, thispaper attempts to highlight the role of Microfinance and

Till recently, economic growth of a nation was observed and measured on the grounds of quantitative changes in the tree. changes in Boods and services produced. But now, along with the quantity of goods and services produced, but now, along with the quantity of goods and services produced, but now, along with the quantity of goods and services produced, but now, along with the quantity of goods and services produced, but now, along with the quantity of goods and services produced, but now, along with the quantity of goods and services produced, but now, along with the quantity of goods and services produced, but now, along with the quantity of goods and services produced, but now, along with the quantity of goods and services produced, but now, along with the quantity of goods and services produced, but now, along services produc gualitative changes in the life of residents of nation are included in the measuring yard of economic a necessary condition, this can be not development of an country. Equal, sustainable and hormonal development of a nation along with its mankind if a nation are included in the measuring yard of economic terms in the sexes. In [maile a necessary condition, this can be achieved through equal economic participation of women in economic activities is considerable. participation of women in economic activities is considerably poor, and ignoring their contribution in the process of Browth of nation interest. development will handicap the process of growth of nation, which is undesirable in the present globalized P G DEPARTMENT OF COMMERCE, ST. GREGORIOS COLLEGE, KOTTARAKKARA

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A STUDY ON THE ROLE OF GOVERNMENT AND COMMERCIAL BANKS IN THE DEVELOPMENT OF WOMEN ENTREPRENEURSHIP

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ABŞTRACT

In the last two decades, women-owned businesses have picked up a high pace in India. The emergence and growth of women-owned enterprises have greatly contributed towards the economic growth and development of India. In our country most of the women enterprises are related to service sectors. Women entrepreneurs have contributed not only for economic development but also provided opportunity for employment especially for women job-seekers. However, it is to be taken into consideration that woman entrepreneurs have to face a lot of hurdles and problems especially in fund generation. A women entrepreneur should have a good source of knowledge with regard to finance. Finance is the backbone of any firm, and lack of adequate financial support makes it very difficult to carry forward the business activities. The researcher has focused on the role of banks and their contributions in encouraging women entrepreneurs. Recently Narendra Modi government has made a call for make in India and encourages young Indian talents to start their own new business or undertake ventures. After that many new entrepreneurs came forward to start business. At the same time the role of financial institution increased as they should meet the need of financial assistance to new startup company. Entrepreneurship development is a concept that has to do with the formation, financing, growth and expansion of business or enterprises in an economy.

KEYWORDS: Women entrepreneurship. role of government, commercial banks

INTRODUCTION

Entrepreneurship development is the key to economic development of a country. There is growing realization about potential contribution of small enterprises in both developed and developing countries. Healthy small business sector is rightly considered the backbone of any developed economy. Entrepreneurship training in most countries of the world is being increasingly tried to promote local entrepreneurship and accelerate the pace of small enterprise development. Research studies conducted in USA suggest positive link between economic development and entrepreneurship. Developing economics like India, China, Pakistan, Srilanka, Malaysia and many other South Asian countries have always considered small business sector as an important sector of economy. Moreover, in India, the post-liberalization and globalisation era has brought with it a growing middle class - roughly estimated to be 250 million and rising disposable incomes.

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DIFFERENTLY ABLED WOMEN ENTREPRENURS - A REVIEW

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ABSTRACT

Many women have found that in order to have the lifestyle they want working in the corporate world is simply too restrictive. Set hours requiring you to commute to an office, clock in and out, then ask for permission to slightly change your schedule - is simply not conducive to an active and busy life. Women with children find the regular work schedule to be even more difficult to manage. Any moin knows that your kids do not pick the most appropriate time to get sick or have a school play, so the juggling continues. Working for yourself allows women to have increased freedom over their schedule, work objectives, priorities, and lives. For women with disabilities being self employed provides even further benefits. Often people with disabilities are discriminated against in the workplace. While there are fairs in place to prevent this, the laws cannot change people's underlying perceptions of whether or not someone is capable of doing a job. As many disabled people will tell you - their disability does not prevent them from living and doing things. It simply requires them to do it differently. Overcoming perceptions at work can be an uphilf battle that is not a productive use of energy. By starting their own business disabled women have proven that they can do

whatever they set their mind to and they can do it by creating their own rules -- not following sumcone else. KEYWORDS: Entrepreneur, Women Entrepreneur, Disability, Differently abled, Disabledwomen

An Entrepreteur

To fully understand the concept "entrepreneurship", it is necessary to unpack the word entrepreneur-First of all, a significant question to ask is who is an entrepreneur? This kind of question remains the topic of academic research and many scholars acros that there is an instrument. academic research and many scholars agree that there is no universally accepted definition of what an entrepreneur is. According to Karlof and Loevingeson (2003) and an entrepreneur is accepted definition of what accepted definition accepted definition of w entrepreneur is. According to Karlof and Loevingsson (2005) the word 'entrepreneur' comes from the French 'entreprendre' which translated roughly, means to set about or 'o word 'entrepreneur' comes from the French entrepreneur is chooseness to reactor and coevingsson (2005) the word 'entrepreneur' comes from the running entrepreneur is an individual who develops and contractive and Ramayah (2015) asserts that an entrepreneur is an individual who develops and grows the businesses through creative and innovative activities, by introducing new products or services by the businesses through creative and the businesses through the businesses throu innovative activities, by introducing new products or services, by improving the existing methods of production or service. Maclcod and Terblanche (2004) decreiber the service are existing methods of the sees gaps production or service. Maelcod and Terblanche (2004) describe the entrepreneur as someone who sees gaps within the market environment and take the advantage to fill the gap; thus it is accepted that the entrepreneur attended to seize available of the seize availab takes more take to increase personal interest to seize available opportunities (Certo, Moss & Short, 2009). Although opinions vary as to what an entropreneur is, the word normally carries the meaning of new idees and creative development in the framework of large organisations (Kould Carries the meaning of new idees and could Carries the meaning carries the meaning of new idees and could Carries the meaning carries the mean carries the mean carries the meaning carries the mean carries the mean carries the meaning carries the mean carri and creative development in the framework of large organisations (Karlof & Loevingsson, 2005). P G DEPARTMENT OF COMMERCE, ST. GREGORIOS COLLEGE, KOTTARAKKARA

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TRAINING AND SUPPORT PROGRAMS FOR WOMEN ENTREPRENEURS BY INDIAN GOVERNMENT

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ABSTRACT

Women is on the march of their advancement. In India several institutions are involved in promoting women entrepreneurship. The Government of India has taken a proactive step towards the development of Women Entrepreneurs in all the business fields. These institutions provide different schemes for the establishment and maintenance of startups, specifically managed by Women entrepreneurs. The Ministry of Micro, Small and Medium Enterprises of Government of India has initiated women's cell to give support to women entrepreneurs. The Women and Child Development department of India has started several income Senerating programs. In that they are providing help in setting up the training and income generating activities for the needlest women Entrepreneurs. This paper aims to study different training cum support programs of Government for women entrepreneurs. This study thereby points out the benefits for empowering women in the field of entrepreneurship.

INTRODUCTION

Women are now occupying high position in the life of our country. Women rights and development have been an argument on a worldwide level for more than a decade. The simple provision of equal rights does not ensure women empowerment. Women-run businesses are a strong force in today's developed and does not ensure women empowerment. Women-run businesses are a strong force in today's developed and does not ensure women empowerment. developing economies. Around 30% of all the business undertaking in the US are owned by women and these Dates patterns are same in other countries. In Canada, women entrepreneurs represent around 40% of business entrepreneurs. Over one-fourth of business entrepreneurs in the UK are women, which is same as the case for more business entrepreneurs are starting and operating their own ¹⁰0st Northern European countries. All around the globe women are starting and operating their own business businesses in vast numbers. Women entrepreneurs occupy a pivotal position in the industrial economy of the Pointers in vast numbers. Women entrepreneurs occupy a pivotal position in the industrial economy of the Country because of several economic advantages. The conomic development of developed countries of the World b world has been ascribed to the advancement of women entrepreneurs. In developed countries the most of the Small and small enterprises have been managed by women. There are above five million female entrepreneuts constitued constituting one quarter of all entrepreneurs in Chine. Keeping the witness of Western economies in mind, the Gaussian and th the Government of India has established various institutions to promote women entrepreneurial activities.

It) India there are a vast number of institutions set up for the development of women neuronic and Small Devices Days on India there are a vast number of matterpreneurship and Small Business Development entrepreneurship, mainly, National Institute for Entrepreneurship (MESDurge (NIESBUD), Entrepreneutship Development Institute for Entrepreneur (FASME), and World Assembly Rutal Development Conference Entrepreneur (FASME), and World Assembly Rutal Development (NABARD), Federation of Indian Women Entrepreneur (FASME), and World Assembly of Small of Small and Medium Entrepreneur (WASME), District Financial Institutions (DFI) in general and Small Industries 7

Industries Development of Bank of India (SIDBI), etc.

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IMPACT ASSESSMENT OF PRADHAN MANTRI MUDRA YOJANA AT KOTTAYAM DISTRICT IN KERALA

*Kala.S

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*Research Scholar, DB College ,SasthamKotta, University of Kerala.
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ABSTRACT

In India, small businesses play an important role by providing employment to a large number of people. It is the second largest sector engaging uneducated and unskilled people after agriculture. Further, millions of low income earning group person aspire to set up small businesses but are unable to start, wostly due to credit limitations. Since banks do not find them eligible for credit loan. After identifying the importance of self –employed people and small business unit, government of India launched MUDRA Yojana to address the financial and other constraints. This paper is an attempt to assessible impact of MUDRA Yojana at Kottayain district in Kerala.

Key words: PMMY, MUDRA, refinancing

INTRODUCTION

MUDRA is special set up of regulating and refinancing to the microfinance institutions, small business entities, small and new entrepreneurs at a relatively low rate of interest. MUDRA sims to reduce borrowing costs of these borrowers and provide affordable credit at a reasonable price. Its main aim is to 'funding the unfunded'. It is prohable to develop as a regulatory body for microfinance institutions, which regulates MFIs that are registered as Non-Banking Finance Companies (NBFCs) which are not accepting Public deposits(1). MUDRA a subsidiary of Small Industries Development Bank of India and registered as an NBFC (Non Banking Finance Companies). It is expected at benefiting around 58 million small businesses in the country, who account for a mere 4% of institutional funding, in spite of employing over 120 million people, a lot of from unprivileged strata of society. The basic purpose of MUDRA is to attain development in an inclusive and sustainable manner by supporting and promoting partner institutions and creating an ecosystem of growth for micro enterprises sector(1). Covering of loans from 50,000 to 10 lakh is financed by MUDRA to the financial institutions for lending to micro business and small and new entrepreneurs. The Purpose behind this scheme is easy and low interest access of credit to the unorganized sector, which are always exploited by the formal financial institutions for their funding requirements. Shopkeepers, vendors, Vegetable shoppers, truck operators and members of self help groups are also availed their credit requirement through the scheme (2). MUDRA can become a sustainable vehicle for integrating financial markets for enhancement of employment generation, removing non availability of credit at an affordable cost for small

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ENTREPRENEURIAL MOTIVATION: A STUDY OF YOUTH FISH FARMERS IN KOLLAM DISTRICT, KERALA

Remya Surendran,

Research Scholar, University of Kerala, Trivandrum

Dr. Sumi Alex

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Abstract

Kollam is the fourth largest city in Kerala and has been witnessing important growth in fresh water aquaculture in recent years. In the present era, entrepreneurial activities among Youth are more important for the growth of any economy. It will create employment apportunities and increases the country's GDP, which results in the improvement of the standard of living. The present paper analyses the factors that motivate the Youth to start their fish farming business and to know the reasons for selecting a particular location for establishing their business. Data were callected from 83 sumple Youth fish farmers from Kollam District by using a Schedule and by adopting the simple random technique. Frequency and Percentage analysis were carried out to study the socio- demo graphic features of the respondents and rating and ranking method used to identify the factors affecting the motivational levels of the respondents and reasons affecting the entrepreneur's choice of business locatian. Based on the findings, the paper suggests that the government should adopt separate policies for youth fishfarmers.

Key words: Youth fish farmers, Motivation.

Introduction

Motivation is a theoretical construct used to explain behaviour. It represents the reasons for people's actions, desires and needs. Dubin (1970) defined motivation as the complex forces starting and keeping a person at work in an organisation. It is something that moves the person to action and continues him in the course of action already initiated.

The entrepreneurial motivation is the process that activates and motivates the entrepreneur to exert higher level of effort for the achievement of his/her entrepreneurial goals. In other words, the entrepreneurial motivation refers to the forces or drive within an entrepreneur that affect the direction, intensity and persistence of his/her voluntary behaviour as entrepreneur.

The traditional reason for a person choosing to be an entrepreneur is financial gains. But according to recent research, the motivation of a person's entrepreneurial activities cannot be necessary only to fulfill the

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WOMEN ENTREPRENEURSHIP DEVELOPMENT & GENDER EQUALITY

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"WOMEN ENTREPRENEURS EMPOWERMENT THROUGH MICROFINANCE: A STUDY IN KERALA DISTRICT"

Rejitha Y.S.

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Abstract

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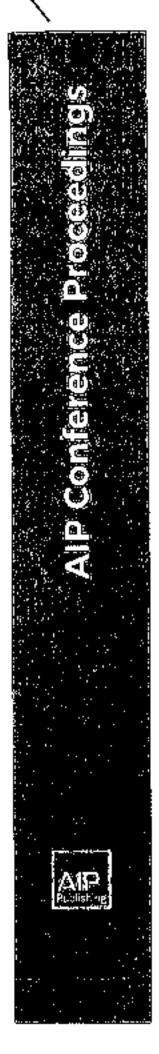
The present study is an attempt to recognize the importance of microfinance in Women entrepreneurs Empowerment. The study focuses on the empowerment of women, which can be attainable in four levels accordingly social, economic, family and personal empowerment. Empowerment is the process enables the people to attain their target and improvement in their status in the society. It involves the practice by which both women and men realize self confidence to conquer any circumstance in their life. Empowerment ensures self confidence, skill development, solving problems and ability in making decisions.

Empowerment is an essential solution to several societal harms like high population growth, environmental degradation and more so for the low status of women. It is extremely esteemed to bring economic empowerment to their members by diminishing poverty and escalating investments, societal empowerment by health and cleanliness practices, gaining respect among their society members and gaining volce in the society; personal empowerment as respect for aneself; gaining good experience and discover novel potential and options, family empowerment as an impraved standard of living, support from their sponse and improvement in basic facilities and amenities. Women's are the vital component in an economy. It provides a basic platform to the women entrepreneursto catch their own dreams. Finance is the life blood of every business enterprises. It is necessary for an undertaking Here there is a need for the microfinance. It helps the entrepreneurs to build their own business world. In this study titled "Women Entrepreneurs Empowerment Through Microfinance: A Study In Kerala District" were conducted

Key words : Empowerment, Entrepreneurs, Micro Finance, SHGs,

Introduction

Empowerment is the process enables the people to attain their target and improvement in their status in the society. It involves the practice by which both women and men realize self confidence to conquer any circumstance in their life. Empowerment ensures self confidence, skill development, solving problems and ability in making decisions. It is extremely esteemed to bring economic empowerment to their members by diminishing poverty and escalating investments, societal empowerment by health and cleanliness practices, gaining respect among their society members and gaining voice in the society; personal empowerment as



Structural and optical properties of pure and Cu²⁺ doped CdS nanoparticles

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S. Rinu Sam, Fergy John, and Sherin John Joseph







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Structural and Optical properties of Pure and Cu²⁺ Doped CdS Nanoparticles

S. Rinu Sam^{1,4}, Fergy John^{1,b} and Sherin John Joseph^{2,c}

¹St. Gregorios College, Kottarakara, Kerala, India ²SRM Arts and Science College, Kattankstathur, Tomit Nadu, India Corresponding Author: ^Nr.com0003@yahoo.co.in, ^{bi}fergyphd@gmail.com, ^{ci}eherin.rjj@gmail.com

Abstract The symbolis of semiconductor nanoparticles was which studied in the field of optical devices for their postatial usage. These semi-conductor nanoparticles are doped with transition metal (TM) into have wide attention due to the outstanding luminoscent properties. The pure extinuous subplide (CdS) and the transition metal Ch^{2*} (on doped with the nanoparticles (CdS: Cu^{2*}) are synthesized by the microwave enhanced solvonbornal method. The profinition acetate was used as cadmium source, this acetamide as the talphide source, and the entrylens glycol was used as the solvent for the synthesized of CdS: Cu^{2*}. XRD pattern of Pure CdS shows cubic simplare, The prepared nanoccystals were characterized by power XRD, SEM, EDAX, FTIR and UV-VIS of the samples were recorded and discussed briefly.

Key words:- Semiconductor, Nanoparticles, Optoblettonic, Salvathermal, Ediylene glycal

A Barris Mader

INTRODUCTION

Semiconductor annostructures have been abandantly studied over the past years due to their optical, electronic and catalytic properties. These properties emerge with two factors, ie, high surface to volume ratio and the quantum confined effect, both modify to alterations of the semiconductor properties. Many physical and chemical characteristics of semiconductor materials depend up on the particular size and shape of the semicondynate. In fact, much attention has been made to explore the methods for their synthesis and their distinctive properties to exploit the new applications [1]. II–VI quantum dots semiconductors have wide attention, because they are easy to synthesize in the size for quantum confinement. CdS has a wide bend gap energy with Eg-2.42ev baving vital applications in solar cells, biological labelling, photocatalystic optoelectronic and electronic devides [2-4]. Different Methods have been developed for the synthesis of CdS parameterials [5-9]. Attends the solvethermal method is the most powerful method for the fabrication of comparatively low cost, uniform size, fineness and controlled morphology [9-11]. The solvent is the key issue for the preparation of CdS nanoparticles. In this work esplore glycol is used as the solvent and theoretamide as the sulphide source to release subfilte ions. A microwave oven (800W) has been used for synthesis of pure and doped CdS nanoparticles. The effect of annealing and doping concentration on the physical properties of CdS nanoparticles have been analyzed.

EXPERIMENTAL

The asslytical reagents used for the preparation of pure CdS nanoparticles are subylene glycol (HOCH₃CH₂OH), cadmium acetate $(Cd(CH_3COO)_22H_2O)$ and thioacetamide (CH_3CSNH_2) . In this present investigation cadmium acetate and thisacetamide were taken as the starting procursor materials with the molar radio 1:1 and it liquefied with 30 ml of ethylene glycol. The microwave irradiation was done by the domestic microwave oven of 800W with the well mixed solution, for 20 minutes. Due to this reaction H_2S will gradually releases, because the cadmium acetate and the trace water containing in ethylene glycol will react with thisacetamide. By the contribugation, washing with devionized water for four times and twice with alcohol the productive mixture of outing coloured CdS supportieles.

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Synthesis and characterization of Erbium substituted NdTiNbO₆ ceramic material for solid oxide fuel cells

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Fergy John, and S. Rina Sem



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Synthesis and Characterization of Erbium Substituted NdTiNbO₆ Ceramic Material for Solid Oxide Fuel Cells

1

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Abstract. Mobium based metal exides are the potential condidate as an electrolyte in the solid oxide feel cells. Different types of preparation methods are adopted for the substitution in niobium based quaterials and help to produce new crystallographic structures with enhanced properties than the parent oxide uniterials. Erbium Substituted Nd-Ti-Nh-O_a energy materials have been developed at electrolytes for high temperature itses. Here, Nd_{0.0}Ere_{0.5}TiNbO₂ is prepared by conventional solid state cename route method. The XRD study reveals that the cample has accelerate orthorhomble symmetry. The structure of the prepared cample is for the analyzed by FT Raman and FT IR methods. Substitution of Erbitation in NdTINbO₂ descentes the sintered nample is analyzed, EDX spectrum cohetaness the presence of constituent elements actioning to the sintered nample is analyzed. EDX spectrum cohetaness the presence of constituent elements activities the inference of grain effect. The sample is analyzed by the importance of the sample is analyzed by the importance elements according to the sintered nample is analyzed. EDX spectrum cohetanesses the presence of constituent elements according to the sintered nample is analyzed. EDX spectrum cohetanesses the presence of constituent elements according to the sintered according testical effect. The sample is negative temperature coefficient of resistance behavior. The contective before in the Cole-Cole plots reveals that the sample is a good ionic coefficient of Data to the substitution of Erbium ions in NdTiNbO₆, improves the long conductivity and the oxygen vacancy concentration. The Cole-Cole plot can be deconvolute into two semicircles due to the presence of grain and grain boundary effect. This material can be made useful in solid cande fuel cells.

Keywards: Solid-state centrale route, Impedance spectroscopy, microscopture, Cole-Cole plots, Ceramic anterial-

INTRODUCTION

The certainic properties can be optimized by replacing partially one or more of the constituent elements by suitable others. Good electrical and optical properties of the certainles can be achieved by altering the cheraical comparition or by the substitution of the suitable materials. Materials with identical ionic radii and valency are used for the substitution process. The dielectric properties of a number of ceramic materials are optimized by suitable substitutions [1, 2]. Lanthanides are generally substituted by other elements for optimizing the electric properties due to the sizailar valuences and comparable ionic radii [3-9].

Solomon et al. [10] have reported the microwave dielectric properties of ZnO doped LnTiNoO₆ and Kuraar et αL [11] have studied the addition of ZnO in LnTiTuO₆ (Ln = Pt, Sm and Dy) materials for dielectric microwave resonators, to all the earlier reports it is observed that, the method of substitution has improved all the properties of the samples. The present work reports the synthesis and characterization of Probam substituted LnTiNoO₆ using solid state ceramic method.

EXPERIMENTAL

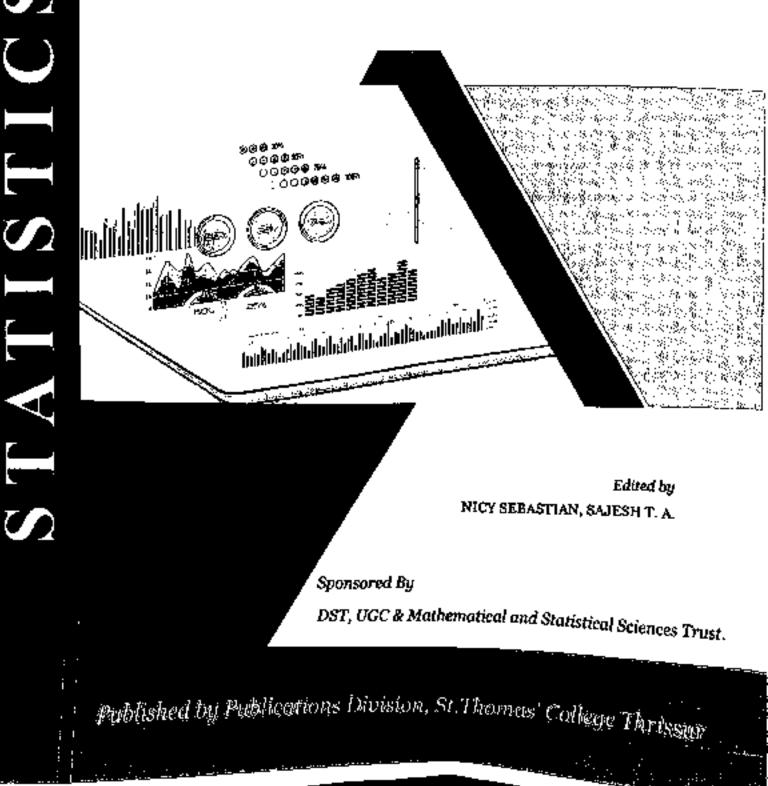
The polycrystatine sample, Nd₀, Ero₂TiNbO₆ (abbreviated as NETN) is synthesized by the solid state ceramic rouse using high purity (99.99%) carbonates and oxides of constituent elements. Stoichiometric amounts of high purity oxides are mixed and calcined at 1200 °C for 4 hours. Using acctance as the wetting medium, the calcined

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About this book

This book is bubbished as a collection of selected peer reviewed papers presented by the participeras of the National Sentinal in Applied Statistics and Symposium on Stochastic Modelling, NSASSSM-2020 organized by the Department of Statistics and B.Vac Data Science. St. Themas College, Throsson, Kerala 680001, as part of centenary celebrations of the college & 85° birth anniversary of Professor A. M. Mathai dualog 04 - 66 February 2020. The conference is partially founded by OS 1, UGC and Mathematical and Statistics and Statistics and Frazilian Trust. Top es covered in this book are Distribution, theory, Special functions and fractional celebration. *Methan are analysis*, Reliability and Statistics and Trust. Top es covered in this book are Distribution theory. Special functions and Statistics and Fractional College. This book is intended to provide a ropportunity to the series and Stochastic Modelling. This book is intended to provide a ropportunity to the young Statisticians and researchers to get to know the linest development in various fields of Applien. Statistics and stechastic Modelling.



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Generalized Gamma Model and Pathway Fractional Operator

SEEMA S. NAIR

Department of Statistics, St Gregorias College, Kotterakkara Pularion P.O., Kollam, Kerala 691 531, India e-mail: seema.cus@gmail.com

Abstract

The object of this paper is to introduce a new generalized probability distribution associated with Mittag-Leffler function, which directly connect to the theory of fractional calculus. It gives an extension to the gamma type distribution. Various properties of this new distribution are investigated. Availability of probability models with thicker or thinner tails through this new density is also illustrated in this paper. Connection to fractional calculus is also established here.

Key words: Bayesian analysis, Camma density, Mittag-Leffler function.

1. Introduction

J. J. J. J. F. M. A.

In reaction rate theory, input-output type saturations and reaction-diffusion problems in physics and chemistry, when the total derivatives are replaced by fractional derivatives the solutions automatically go in terms of Mittug-Leffler functions and their generalizations, see Haubold and Mathal (2000). The ordinary and generalized Mittag-Leffler functions interpolate between a purely exponential law and power-law like behavior of phenomena governed by ordinary kinetic equations and their fractional counterparts, see Kilbas et al. (2004), Kiryakova (2000), Mathai (2010) and Mathai et al. (2010). Among the various results presented by various researchers, the important ones deal with Laplace transform and asymptotic expansions of this function.

By the application of Laplace integral, it follows that

$$\int_0^\infty e^{-\alpha x} x^{\beta-1} E_{\alpha,\beta}(-\delta x^\alpha) \mathrm{d}x = \frac{\alpha^{\alpha-\beta}}{\alpha^{\alpha}+\delta}.$$
 (1)



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[12] Friesner R A, Murphy R B, Repasky M P, Frye L L, Greenwood J R, Halgren T.A, Sanschagrin P.C and Maniz D.T, Extra precision glide: docking and scoring incorporating a model of hydrophobic enclosure for protein-ligand complexes. J Med. Chem, 2006, 49, 6177-6196.

PP 08

Electrosynthesis and catalytic properties of thin layered Poly(aminobenzenesulfonicacid)/ Reduced graphene oxide nanocomposite <u>Pinky Abraham</u>, Renjini S., Dr. Anitha Kumary V. and Dr. Chithra P. G. Department of Chemistry Sree Narayana College for Women Kollam Corresponding Author: pinkyabrahampanavila80@gmail.com

Recently, reduced graphene oxide based nanocomposites have proved excellent electrocatalytic properties. In this work, nano composite films based on conducting polymer(Poly amino benzene sulphonicacid (PABSA) and reduced graphene oxide (rGO) was prepared through a simple electropolymerization method. It was found that such composite has sufficiently high electrocatalytic activity towards the oxidation of various analytes. This is mainly because of large surface area and the better electronic and ionic conductivity of Poly PABSA/rGO which leads to enhanced electrochemical behavior. The prepared composite was systematically characterized by various techniques like FT-IR, FESEM and SEM EDX. The methods of cyclic voltammery(CV), Differential Pase voltammery (DPV) were employed. Finally, the fabricated sensor exhibits good stability and sensitivity.

Key words: Poly (Aminobenzene sulfonic acid)/ Reduced Graphene oxide composite, Electrochemical behavior, electrodeposition.

1.Introduction

Graphene is an atomically thick, two-dimensional (2-D) sheet composed of Sp² carbon atoms arranged in a honeycomb structure. Graphene sheets have higher surface-to-volume ratios than other carbon nano material. Electropolymerisation can accelerate transmission of electrons on to the surface of electrode, it has high selectivity and sensitivity due to the film homogeneity in electrochemical deposition and it has strong adherence to the electro surface and large surface



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Description of a cost-effective biofiltration system designed for live Lobster holding at Kaoyakumari, Tamil Nadu

Udayakumar, A^{I*} , Lipton, A.P², J.M. Beula³ and Jean Jose, J^{I*}

¹VRC of Central Marine Fisheries Research Institute, Vizhinjam, India ²Centre for Marine Science and Technology, Rajakkamangalam, Tamil Nadu, India ³Department of Chemistry, Scott Christlan College (Autonomous), Tamil Nadu, India ⁴Department of Zoology, St. Gregorios College, Kottarakara, Kerala State, India *Corresponding author email: udayakumar8126@gmail.com (A. Udayakumar)

Abstract

The coastal people of Kanyakumari district, Tamilnadu is now widely engaged in spiny lobster culture, in open sea cages utilizing the techniques developed by Central Marine Fisheries Research Institute (CMFRI) due to the high demand and the ever-increasing margin in the seafood trade. The lobsters farmed in cages and procured from the wild directly reaches to the seafood's exporting units at Kanyakumari, through the fishermen group for sale and kept live in the Reinforced Cement Concrete (RCC) rearing tanks. The lobsters were managed for a short period of 3 -4 days prior to packing before live export. During the stocking period, the water quality parameters of the rearing tanks were monitored for pH, water temperature, dissolved oxygen, carbon dioxide, alkalinity and in-organic nutrients. Water exchange of 100% to maintain the water quality in rearing tanks during the short period is impractical and it leads to high operational cost. In order to reduce the effect of harmful metabolites in the rearing waters an efficient filtration unit is inevitable. The water biofiltration system developed by VRC of CMFRI, Vizhinjam and its laboratory trial was initiated at CMFRI Field Centre at Kanyakumari is discussed. The advantages observed are repeatable for the smooth trade of live lobsters. The water filtration system developed by the exporting unit with technical support from Author's were found advantages and are repeatable for the smooth mode of live lobsters. Keywords: lobster rearing, live export, blafilter system, mariculture

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A study on histopathological changes in the gonads of an estuarine fish Liza parsia (Ham, 1822)

Razeena Karim L*

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Heavy Metals are one of the most important toxicant which destroys the aquatic Abstract ecosystem. Their natural effects are carcinogenic and mutagenic. The present study showed the concentration of heavy metals (Fe, Cu, Zn and Pd) in the gonads of Liza parsia from two sites of Ashtamudi lake, the Ramsar site. The heavy metals are found to be accumulated more in the site 2 than in site). The study also demonstrates the histological changes associated with the accumulation of toxic heavy metals in the gonads thereby its reproductive potential. The histological changes in the gonads of the L. parsia include enlargement of occures, degeneration of egg envelope, appearance of

atretic follicles, scattering of nucleoi etc. Key words: Heavy Metals, Liza parsia, Accumulation, Atresia, Reproductive defects

In the last decades, contamination of aquatic systems by heavy metals bas become a worldwide problem. Heavy metals may enter aquatic systems from different natural and anthropogenic sources, including industrial or domestic wastewater, application of pesticides and inorganic fertilizers, storm runoff, leaching from landfills, shipping and harbour activities, geological weathering of the earth crust and atmospheric deposition (Yilmaz, 2007). In fish, which is often at the higher level of the aquatic food chain, substantial amounts of metals may accumulate in their soft and hard tissues (Javad and Usmani, 2011). Since diet is the main route of exposure to heavy metals, and fish represent a part of human diet, it is not surprising that polluted fish could be a dangerous dietary source of certain toxic heavy metals (Bogut, 1997). The present work therefore highlights

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Nano Fe₂O₃ -RuO₂ Mixed Oxide Incorporated Catalytic Ni-P Composite Coating for Hydrogen Evolution Reaction

R. Remya¹, Francis Chacko¹, S.M.A. Shibfi²

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Hydrogen is considered to be the most promising candidate as a future energy carrier. The electrochemical production of hydrogen by alkaline water electrolysis is one of the most promising methods with great potential of using renewable energy sources, such as solar energy. In order to make this technique more efficient and economical, the decreasing of the over potentials of the electrode reactions as well as by selecting inexpensive electrode materials with good electrocatalytic activity are needed. For this purpose, the most important and most studied electrode material is nickel, its alloys and compounds. However, nickel suffers from low electrocatelytic performance and does not resist well to intermittent electrolysis. The electrode activity can be increased by increasing the real surface area and/or the intrinsic activity of the electrode material. The objective of the present work was to demonstrate the efficiency of nano Fe_2O_1 as a catalyst support for RuO_2 electrocatalyst for hydrogen evolution in alkaline medium. The study of iron oxide has attracted intensive attention over the past few decades due to the potential applications in catalysis, high density magnetic recording media and biomedical fluids. Fe₂O₂-RuO₂ mixed oxide was prepared by thermal decomposition of RuCl₃. The composite was incorporated into electroless Ni-P plating. Mild steel coupons were used as the base substrate. The concentration of the nano composite was optimized based on the preliminary test results of the specimens prepared under different experimental conditions and 10 g/L was found to be optimum. The specimens were subjected to different physicochemical characterization including SEM. The electrocatalytic activity of electrodes was studied using different electrochemical tests in 32% NaOH solution. The surface morphology of the composite incorporated plates was rougher and corrugated compared to that of the pure Ni-P plates. The mixed oxide particles distributed all over the surface