

SOUVENIR

3rd
International Conference
on
Global Issues in Multidisciplinary
Academic Research



Organized By
Indian Academicians and
Researchers Association
(IARA)



In Association With
Rajabhat Maha Sarakham
University, Thailand

on
19th March 2023

Co-Hosted By



Reena Mehta College of Arts, Science, Commerce
and Hotel Management Studies, Mumbai,
Maharashtra

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On

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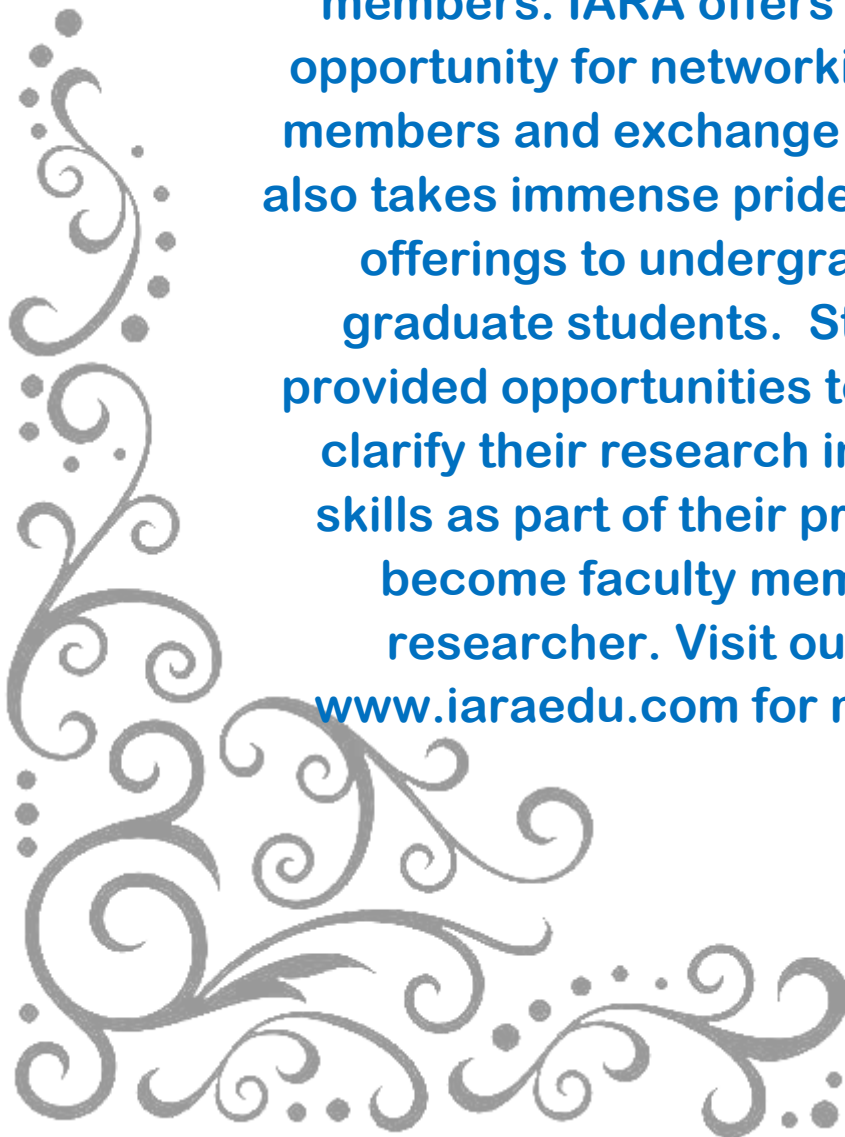
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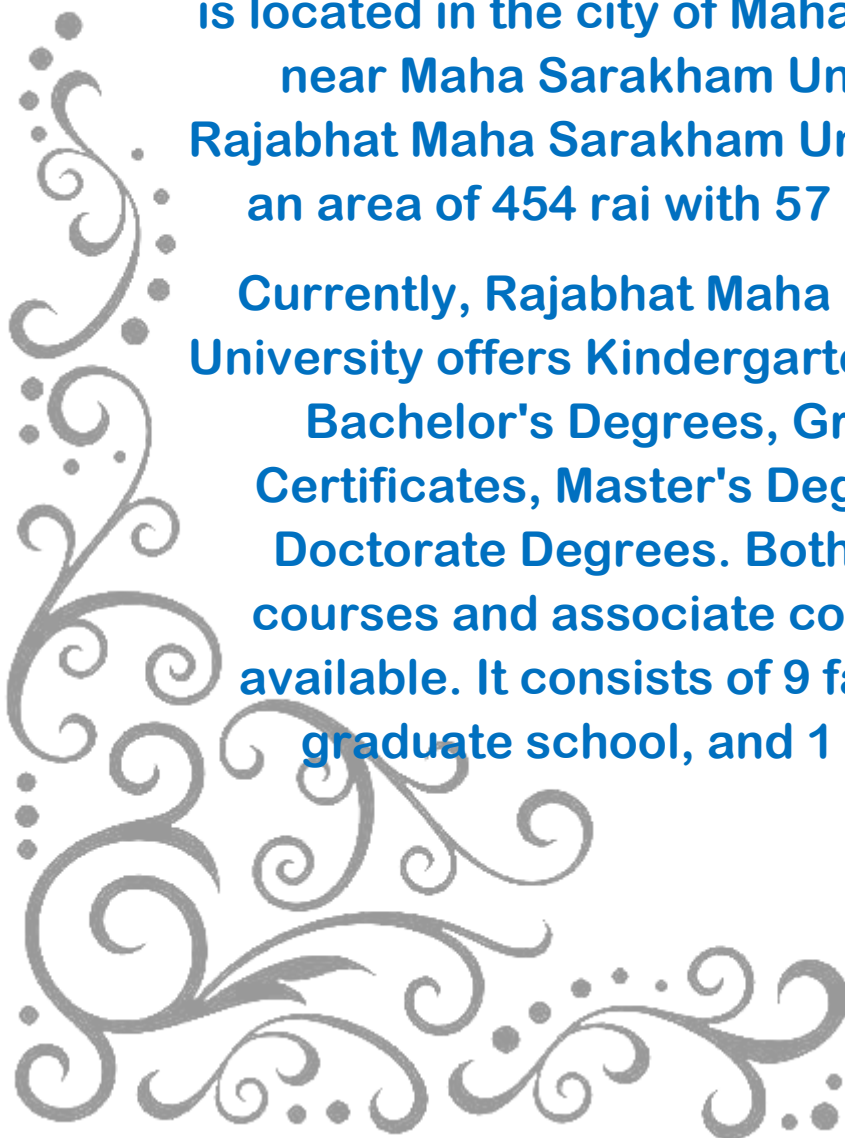


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Rajabhat Maha Sarakham University is a Public Higher Education Institution in Maha Sarakham Province Developed from the Mahasarakham Teacher College that was established in the year B.E. 1962 and Maha Sarakham Rajabhat Institute in the year 1992. The university is located in the city of Maha Sarakham, near Maha Sarakham University.

Rajabhat Maha Sarakham University has an area of 454 rai with 57 buildings.

Currently, Rajabhat Maha Sarakham University offers Kindergarten, Diploma, Bachelor's Degrees, Graduate Certificates, Master's Degrees and Doctorate Degrees. Both general courses and associate courses are available. It consists of 9 faculties, 1 graduate school, and 1 school:



ABOUT THE CONFERENCE

The conference aims to provide a forum for the exchange of ideas on the researches and developments made in Agricultural Science, Food Science, Environmental Sciences, Pharmaceutical Sciences, Medical Sciences, Veterinary Science, Applied Science, Management, Social Science, Tourism and Engineering & Technology during recent times. The conference aims to provide a common platform for researchers from the Academia as well as the Industry to discuss and present their research work and also will try to provide an opportunity for collaboration among them.



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A REVIEW ON ELECTROSPUN NANOFIBRE AND THEIR APPLICATION IN CANCER TREATMENT

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ABSTRACT

One of the most severe illnesses that has been plaguing people for a number of years is cancer. The United States is expected to see 1,958,310 new cancer cases and 609,820 cancer-related deaths in 2023. After two decades of decline, prostate cancer incidence climbed by 3% yearly from 2014 to 2019, resulting in an additional 99,000 new cases. The development of nanotechnology has given nanomedicine previously unheard-of potential. Amazing characteristics of electrospun nanofibers include their high loading capacity, enormous surface area and porosity, high encapsulation efficiency, ease of modification, ability to combine several therapies, low cost, and numerous advantages. Chemotherapy medications that are used to treat cancer generally have negative side effects. When treating cancer, a regulated and prolonged drug release is often preferred and advantageous because these medications also damage healthy cells. Chemotherapy medications that are used to treat cancer generally have negative side effects. The use of anticancer drug-loaded nanofibers, for example, has produced excellent results in the treatment of cancer. The use of anticancer drug-loaded nanofibers, for example, has produced excellent results in the treatment of cancer. In this review, the main mechanisms of electrospun nanofibers and a variety of modified electrospun nanofibers are outlined. They are also used in implantable drug delivery systems for cancer therapy and biosensors for cancer detection.

Keywords: Nanotechnology, Drug-loaded nanofibres, Chemotherapy, Electrospun nanofibres

A REVIEW ON EMERGENCE OF INCLUSIVE EDUCATION AND ITS REFLECTION IN NATIONAL EDUCATION POLICY, 2020

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ABSTRACT

Article 26 of the Universal Declaration of Human Rights (1948) clearly stated that everyone has the right to education at least in the elementary and fundamental stages. More than 40 years ago, the Universal Declaration of Human Rights, asserted that “everyone has a right to education”. Despite notable efforts by countries around the globe to ensure the right to education for all, some realities are persist that more than 100 million children, including at least 60 million girls, have no access to primary schooling. More than 960 million adults, two-thirds of whom are women, are illiterate, and functional illiteracy is a significant problem in all countries, industrialized and developing. In viewing this scenario, world declaration for education for all 1990 was adopted with purpose of every person child, youth and adult shall be able to benefit from educational opportunities designed to meet their basic learning needs. In India, According to the report of the National Sample Survey Office (NSSO), 32 million Indian children of age up to 13 years have never attended any school, the majority of them belonging to the socially disadvantaged class (2014). According to 2011 census, 2.21% of Indian Population has one or other kind of disabilities. Out of 62.32 crore of male Indian citizen, there are 1.5 crore disabled male in India. Out of 58.76 crore female Indian citizens, there are 1.18 crore disabled female in India. In 2011, only 61% of the disabled children aged 5-19 years were attending educational institution. 12% had attended earlier and 27% never attended an education institution. The National Education Policy (NEP) 2020 adopted to envisage equitable and inclusive education for all, with special focus on children and youth, especially girls, from socially and economically disadvantaged groups.

A STUDY OF EFFECTS OF MOONLIGHTING

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ABSTRACT

Due to moonlighting side hustles are now the norm. Some organizations don't care about employees working overtime, while others don't allow it because it can affect performance it is essential that employers be honest and forthright with employees who participate in them. Organizations cannot always manage their employees' behavior but can develop certain policies to bind their staff. They need to improve their workplace culture for these new policies or strategies can be introduced to create jobs that employee wants to work for. It is difficult for organisations to come up with one set of regulations for disciplining employees who moonlight. This paper tries to analyse various reasons why employees do moonlighting.

Keywords: *Moonlighting, Skills, Conflict of Interest,*

A STUDY ON EXTENT OF SATISFACTION EXPERIENCED WITH REGARDS TO ATTRIBUTES OF PET FOOD

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ABSTRACT

Pet owners with the highest human traits scores place most importance on the health and nutrition, quality, freshness, and taste of pet food, and also value the taste and variety in their pets' diets. Generally, pet owners buy meal for their pets, they mainly evaluate pet meal products as said by a mixture of genuine and outer product attributes. Internal product attributes specify the physical aspects of the product, such as chemical composition, aroma and nutritional properties, external attributes are narrated to the product itself, but physically are not a component of it. Hence, the present study was conducted with following objective to find out the extent of satisfaction experienced by the pet owners with regards to attributes of pet food. Descriptive research design was adopted for the present study with a sample size of 120 pet owners. The data was collected through questionnaire which consisted of a scale on extent of satisfaction experienced with regards to attributes of pet food. The content validity and reliability of scales was established. The major findings revealed that the pet owners were highly satisfied with pet food attributes namely brand, nutritional considerations and quality of the product.

Keywords: Pet Owners Satisfaction, Pet Food, Pet Food Attribute, Pet Owners

A STUDY ON THE AWARENESS OF CONSUMER RIGHTS AND RESPONSIBILITIES WITH SPECIAL REFERENCE TO THE GRADUATE STUDENTS OF THE KANNUR DISTRICT

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ABSTRACT

The market's beating heart is its customers, and right now it's a buyer's market rather than a seller's market. They are regarded as the market's king and serve as the hub of all economic activity. Since consumers are the only group that can have an impact on an organization's ability to survive and grow, every product and service is designed with them in mind. The Consumer Protection Act of 1986 gives consumers certain protections against the seller's unfair business practices and other forms of exploitation. Consumer rights include the right to safety, the right to information, the right to make decisions based on that information, the right to be heard, the right to seek redress in the event of unfair business practices and exploitations, and the right to consumer education. Every consumer needs to be aware of their rights, duties, and responsibilities, as well as any available channels for complaint. The goal of the current study is to ascertain the extent to which graduate students in the Kannur district are aware of their consumer rights and obligations. Using the convenience sampling method, 100 graduate students from various streams were chosen from the Kannur district of Kerala state.

Keywords: *Consumer, Consumer Rights, Consumer Protection, Consumer Responsibilities*

AN EFFECT OF TRIPHALA AND MAMSAROHINI KWATHAM DHAVAN ALONG WITH SIRAVYADHANA IN VARICOSE ULCER – A CLINICAL CASE

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ABSTRACT

Ulceration of the foot is common, disabling and frequently leads to amputation of the leg. Mortality is high and healed ulcers often recur. Varicose ulcer are wounds that are thought to occur due to improper functioning of venous valves, mechanical changes in confirmation of the bony architecture of the foot, peripheral neuropathy and atherosclerotic peripheral arterial disease. Its occurrence is 70%-90% of leg Ulcer cases. The risk of lower extremity amputation is 15 to 46 times higher.

Acharya Susrutha has given prime importance to the knowledge and management of vranas. Sushruta have mentioned visravana as 9th upakrama among the shasti upakramas. Among the various methods of raktamokshana, Siravyadhana is selected for this study. It is considered to restore and improve blood circulation to tissues and re-establishes venous drainage. It improves the quantity of oxygen in the circulating blood to optimum level.

Aim– *Assessment of an effect of Triphala and Mamsarohini kwatham Dhavan along with Siravyadhana in Varicose Ulcer*

Objective– *To study an effect of Triphala and Mamsarohini kwatham Dhavan along with Siravyadhana in Varicose Ulcer*

Methodology– *Triphala and Mamsarohini kwatham Dhavan once in a day daily along with Siravyadhana twice a week (14 days)*

Result- *Triphala and Mamsarohini kwatham Dhavan is the most efficacious local application for itching and discolouration at foot. Siravyadhana found effective in healing Of Varicose Ulcer.*

Conclusion- *Triphala and Mamsarohini kwatham Dhavan and Siravyadhana found effective in healing Of Varicose Ulcer within short span of time with good healing, for which billion dollars is spend worldwide in vain. It is easy to prepare. This miraculous healing procedure should be propagated so that millions of patients can save their legs.*

Keywords: *Triphala and Mamsarohini kwatham Dhavan, Siravyadhana, Varicose Ulcer*

BIG DATA: CURRENT TRENDS AND FUTURE DIRECTIONS

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ABSTRACT

In recent years, "big data" has exploded in popularity due to its numerous practical uses in industries as diverse as commerce, research, and government. The rate at which data is being produced and amassed is unparalleled, and as a result, innovative approaches to data management, analysis, and interpretation are urgently required. In this abstract, we will discuss the usage of machine learning and artificial intelligence, the growth of edge computing and the Internet of Things, and the ever-increasing significance of data privacy and security as some of the current trends and prospects in big data. The possible effects of big data on different sectors and society as a whole will also be discussed.

Big data is an emerging field with the potential to profoundly alter many facets of our daily life.

Keywords: *Big Data, Security, Privacy, Trends, Future Directions, Machine Learning, Data Analytics, Cloud Computing, Internet of Things (IoT)*

BIOMETRICS PAYMENT SYSTEM: A NEW WAY TO PAY

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ABSTRACT

The biometric payment system is a robust security system because it checks the authenticity of financial transactions with physical traits of a person like fingerprints, iris, or voice patterns. The study presents a conceptual framework for the Biometrics payment system. The research design of the present study is exploratory which is based on secondary data. The secondary data is collected from different research journals, Global Biometric Payment Market reports, and various websites. The purpose of the present study has studied the significance of Biometric payment systems, the working of biometric payment systems, and also study the global past and future trends of biometrics. According to the Data Bridge market research market analysis report, in 2022, the biometric system market was valued at \$ 36.14 billion in 2021 and is expected to grow by \$ 119.42 billion by 2029, Compounded Annual Growth Rate during (CAGR) 2022-29 will be 15.75%.

Keywords: *Biometric, fingerprint, digital payment, Plastic card, and BioPay*

BUSINESS DEVELOPMENT STRATEGY OF WHITE OYSTER MUSHROOM (PLEUROTUS OSTREATUS)

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ABSTRACT

The purpose of this study was to determine the internal and external environmental conditions faced by the "Ahza Tiram" Oyster Mushroom Business, knowing the right alternative business development strategies and knowing the priority business development strategies that can be applied in the "Ahza Tiram" Oyster Mushroom Business. The research was conducted in May - July 2020 in Pasanggrahan Village, Cirebon Regency.

The research method is a mix method with descriptive analysis supported by quantitative data with purposive sampling technique. The data of this research are primary data and secondary data. The analytical tools used in formulating alternative strategies are IFE Matrix, EFE Matrix, IE Matrix, SWOT Cartesian Diagram, SWOT Matrix and QSPM.

The results showed that the biggest strength of the "Ahza Tiram" Oyster Mushroom Business was having a clear market share, while its weakness was limited working capital. The biggest opportunity for "Ahza Tiram" Oyster Mushroom Business is an open market opportunity, while the main threats are erratic climate and weather conditions and pest and disease attacks. Based on the results of the analysis of the IFE matrix and the EFE matrix then mapped on the IE matrix, it is shown that the "Ahza Tiram" Oyster Mushroom Business is in cell II, meaning that the "Ahza Tiram" Oyster Mushroom Business is in a growth and build condition and the results of the Cartesian SWOT diagram show the company's position in quadrant I which supports an aggressive strategy. The results of the SWOT analysis obtained six alternative strategies that can be applied by the "Ahza Tiram" Oyster Mushroom Business. Furthermore, to determine the priority of alternative strategies, the results of the QSPM analysis show that the main strategy chosen is to utilize government programs to increase capital and business performance with a TAS value of 6.271.

Keywords: Strategy, Business Development and White Oyster Mushroom

DIABETIC RETINOPATHY GRADING USING CONVOLUTIONAL NEURAL NETWORK

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ABSTRACT

Diabetic Retinopathy, a potentially blinding complication of diabetes, affects the retina of the eye and is a common cause of vision loss worldwide. Diabetes mellitus that is not insulin-dependent is the chronic condition that is spreading the fastest worldwide. Major morbidity and death are brought on by its long-term consequences, which include retinopathy, nephropathy, neuropathy, and accelerated macrovascular disease. Diabetic mellitus is one of the most familiar lifestyle diseases in the world. Diabetic Retinopathy is the most prevalent health concern brought on by the long prevalence of diabetes (DR). Diabetic retinopathy is a situation in which the vessels inside the retina are vandalized, leaking harmful substances and fluids in the surrounding tissue resulting in hemorrhages, micro aneurysms in the eye and further into partial or complete vision loss. When this condition is treated early on, vision loss can be avoided; however, because diagnosis takes time and there is a deficit of ophthalmologists, people experience visual loss even before a diagnosis. Consequently, DR may be lessened with early identification. An automated detection of detecting Diabetic Retinopathy as accurately as possible and classifying them into different grades of treatable DR (NPDR) namely L0, L1 DR, L2 DR, L3 DR and Proliferate DR (PDR) using Deep Learning and Image Processing techniques and also making some improvisations on the same to enhance the capability is proposed.

Keywords: *Diabetic Retinopathy, Convolutional Neural Network, Image Classification, Proliferate DR (PDR), Non Proliferate DR (NPDR).*

DIETARY DIVERSITY SCORE AND NUTRITIONAL STATUS OF POST GRADUATE FEMALE STUDENTS RESIDING IN DIFFERENT LIVING ARRANGEMENTS

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ABSTRACT

Dietary diversity is generally acknowledged as an important constituent of healthy diets. Various studies have revealed the relationship between dietary diversity and nutrient adequacy. It is usually measured by simply counting the foods or food groups consumed over a given period of time. Different groups of foods consumed over different periods of time have been studied by different researchers. The aim of study was to assess the Dietary diversity score and anthropometric parameters of female day scholars and hostellers enrolled in different Universities of Kashmir. Using proportional allocation, a sample size of 525 female University students comprising of 350 hostellers and 175 day scholars were selected for the study. The food intake pattern of the respondents were recorded by 24 hours recall method and nine food groups were used for Individual Dietary Diversity Score (IDDS) information. IDDS was calculated according to Low IDDS (≤ 3 Food groups), Moderate IDDS (4-5 Food groups) and High IDDS (≥ 6 Food groups). The anthropometric parameters assessed during the study were weight, height, waist and hip circumference, Body Mass Index (BMI), Waist to Hip Ratio (WHR) and Waist Height Ratio (WHtR). Using SPSS software the data was subjected to descriptive analysis. The result revealed that most of the day scholars (63.4%) and 65.1% hostellers scored medium dietary diversity score whereas high dietary diversity score was shown by 27.5% day scholars and 26.3% hostellers. The anthropometric measurements depicted, that majority of respondents (70.3%) day scholars and 72.6% hostellers had normal body weight whereas very less respondents 14.9% day scholars and 19.1% hostellers were overweight. It was found that the anthropometric measurements with regard to BMI, were in normal range whereas the values depicted from the hostellers in terms of WHR were slightly greater than day scholars thus placing the former at more risk for developing various lifestyle disorders.

Keywords: Anthropometry, day scholars, WHR, WHtR, IDDS, FVS.

EFFECTIVENESS OF FLIPPED LEARNING: A SYSTEMATIC ANALYSIS

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ABSTRACT

In recent years, different teaching methods have emerged as a result of technological development in the education field. Flipped Learning is one of these emerged methods. A Flipped Learning approach is different from conventional learning in the sense that learners are actively engaged in problem-solving activities that require their prior knowledge to be applied. Effectiveness of Flipped Learning is the subject of this descriptive integrative literature review, which adopts a qualitative research design. The number of data obtained from online journal articles (Google Scholar, ERIC, and Research Gate), master and doctoral theses is 70. In order to analyze the data, content analysis was used. The studies examined within the scope of the research were divided into three categories according to their results: The effect of Flipped Learning on a) Student Achievement b) Students' Participation c) Students' Attitude d) Teachers Attitude. According to the results, Flipped learning positively improves student achievement and participation. It has also been found that students in Flipped Learning classrooms are highly motivated and both learners and teachers have positive attitudes toward the method.

Keywords: *Flipped Learning, Effectiveness, Achievement, Attitude, and Participation.*

ETHANOBOTANICAL STUDY OF MEDICINAL PLANTS USED TO TREAT DYSENTERY AND DIARRHOEA IN YERCAUD HILLS, SALEM, TAMILNADU, INDIA

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ABSTRACT

Ethnobotanical studies demonstrate how people from various cultures use indigenous plants to make medicine to treat disease and illness. In India, researchers and botanists examine tribal knowledge in the yercaud-servarayan Hill region of the Eastern Ghats. Therefore, our study aimed to illustrate the medicinal plants used by tribes and local people in the yercaud hill region. About 48 plant species from 45 genera and 29 families of herbal medicinal plants were identified in the brief survey and many diseases are treated by these ethnomedicinal plants. This article discusses specific plant species that can be used to treat dysentery and diarrhoea. The primary goal is to identify and research new varieties of medicinal plants for the development of medicinal drugs without side effects.

Keywords: Yercaud hills, Dysentery, Diarrhoea, Traditional medicine.

ETHNOBOTANICAL STUDY OF MEDICINAL PLANTS USED TO TREAT DIABETES IN YERCAUD HILLS, SALEM DISTRICT, TAMIL NADU, INDIA

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ABSTRACT

Ethnobotanical knowledge is crucial for the traditional inhabitants of Tamil Nadu's Eastern Ghats and Yercaud Hills to successfully treat their ailments. Herbal remedies are an essential part of all indigenous people's traditional medical practices and are frequently used in Ayurvedic, Homoeopathic, Naturopathic, and traditional Indian medical systems. The current study will concentrate on the medicinal plants utilized in Yercaud Hills, Tamil Nadu, India, to treat diabetes. A metabolic disorder called diabetes mellitus causes excessive blood sugar levels as a result of abnormalities in insulin secretion, insulin action, or both. It is a chronic ailment that impairs the body's ability to process proteins, carbs, lipids, and electrolytes, which can result in serious consequences that can be divided into acute, subacute, and chronic conditions. In this analysis, we discovered 31 plant species from 25 different families that are used to treat diabetics. The many plant parts, including leaves, bulbs, flowers, fruits, tubers, bark, stems, seeds, and sometimes the entire plant, are used to treat diabetics. Leaves are frequently employed among these components. The mode of applications are Extract, Cooked, Seed Soaked Water, Juice, Powder, Decoction, and Raw form. This would serve as a basis for future study on medicinal plants to treat diabetes and the potential creation of new medications.

Keywords: Diabetes Mellitus, Yercaud Hills, Medicinal plants, Ethno-botany.

GEODETIC RESOLVING NUMBER OF SOME CYCLE RELATED GRAPHS

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ABSTRACT

A set $L = \{l_1, l_2, \dots, l_k\} \subseteq V(G)$ is a geodetic resolving set of G if L is a geodetic set and for every $l_i, l_j \in V(G)$, the representations are distinct, that is, $R(l_i|L = \{l_1, l_2, \dots, l_k\}) \neq R(l_j|L = \{l_1, l_2, \dots, l_k\})$ for all $l_i, l_j \in V(G)$. The least order of geodetic resolving set is known as a geodetic resolving number, it is denoted by $g_{res}(G)$. Here, we construct the extended mesh and enhanced mesh of ladder graph and step ladder graphs. Also we found the geodetic resolving number of honey comb regular triangulance mesh $HRrTM(n)$ and honey comb derived regular triangulance mesh $HDRrTM(n)$.

Keywords: Geodetic set, Resolving set, Extended Mesh, Enhanced Mesh, Geodetic Resolving set.

GREEN ACCOUNTING – A TOOL TO QUANTIFY ENVIRONMENTAL SUSTAINABILITY

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ABSTRACT

The term "green accounting" was coined by Peter Wood in 1980 to describe a new approach to sustainable development. This allows a country to measure its income, taking into account economic and natural resource depletion. "Green accounting" provided a helpful description of the impact of environmental factors on businesses. Green accounting, however, in physical measurements, has been evaluated by corporate influence; this is an important factor in comprehending the part played by the company enterprise, accounting sectors, natural resources, and offering data highlighting industrial waste, pollution, and depleted resources over the course of the 20th century. To combat the twin consequences of environmental degradation and pollution and climatic change, this is crucial.

Keywords: *Green accounting, natural resources, environmental degradation or pollution, climatic change*

IMPACT OF DEMOGRAPHIC VARIABLES ON EMOTIONAL INTELLIGENCE AMONG OWNERS OF SMALL-SCALE INDUSTRIES

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ABSTRACT

This research aims to study the level of emotional intelligence and also to investigate the relationship between components of emotional intelligence and demographic variables among the owners of small-scale industries in Dindigul district. The data for the study was collected from a sample of 366 small scale industries were analysed using 't' test and one-way analysis of variance. The findings of the study indicate that owners of small-scale industries with higher emotional intelligence level are making higher profits. Also, that demographic variable like occupational background, family size, family income, age, years of experience have a significant impact on the emotional intelligence level of owners of small-scale industries.

Keywords: *Emotional intelligence, demographic variables, small scale industries, family size, years of experience.*

IMPACT OF OCB ON ORGANIZATIONAL EFFECTIVENESS

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ABSTRACT

Organizational Citizenship Behaviours are immeasurable but are extremely valuable in the workplace. Creating an environment that will foster OCB and increase organizational effectiveness is significant in helping the Organization move forward. OCB attributes cannot be forced upon individuals, nor can they be duplicated. Forcing them would defeat its purpose and make these behaviors less significant. Therefore, it becomes the responsibility of the Organization to encourage such behaviours and create proper space for them. In this background, this paper will discuss the concepts, implications, organizations' role, pitfalls, outcomes, and barriers of Organizational Citizenship Behaviour and relate it to its significance in improving organizational effectiveness.

Keywords: OCB, Organizational Citizenship Behaviour, Organizational Effectiveness.

INTERACTION OF TEACHERS LEARNERS IN THE PROCESS OF LEARNING FOR FUTURISTIC OUTLOOK

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ABSTRACT

Interaction is needed in the classroom activity. It helps the teaching and learning process run smoothly and it can increase learners' communication. It tells how the students have interaction among them and the teacher even with the whole class. The main aim of this paper is giving the teacher some suggestions to achieve classroom interaction with the teachers in the teaching, and learners' interaction some strategies to improve the interaction in the classroom. Then it can be applied in teaching. Several previous studies about classroom interaction show that different outcomes happen. Several studies show that learners' interaction with teachers is important in the teaching learning process. Some studies show that the students' interaction happens in the classroom. By using classroom and teacher interaction, the students are more active in the learning process. The focus of the article is that learners' interaction with teachers has played an important role in the teaching and learning process.

Keywords: learner, Interaction, Teachers, classroom

IS FINANCIAL MINDFULNESS A SOLUTION FOR CONSERVATIVE INVESTMENT ATTITUDE OF INDIAN HOUSEHOLDS? A CONCEPTUAL PAPER

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ABSTRACT

Investment decisions are one of the critical decisions that any Individual makes. Indian households prefer to invest in options like real estate, gold, fixed deposits, etc. Based on past research and reports, it is evident that inadequate awareness is only one of the reasons behind this investment pattern. In India, the household investor always had a conservative attitude towards investment. Due to this conservative attitude, Indian households miss out on the opportunities of investing in different financial assets. Financial Mindfulness is a concept that has its origins in Buddhist economics. It means enhanced awareness about one's financial position. Cultivating financial Mindfulness in individuals could be a way to remove the conservative investment attitude. The current conceptual paper analyzes the possible relationship between financial Mindfulness and the conservative attitude of Indian household investors

Keywords: *Financial Mindfulness, Investment attitude, Indian investors, Investment, Behavioural finance*

DEVELOPMENT OF A NEW MEDICAL INFORMATION MANAGEMENT FOR STRENGTHENING PELVIC MUSCLE STRENGTH FOR VAGINAL PROLAPSE

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ABSTRACT

This study is to develop a new medical information management for strengthening pelvic muscle strength for vaginal prolapse. The study was 60 patients who admitted to internal medicine department of a general hospital in the Metropolitan area from April 11 through June 28, 2022. The basic information of the study participants used X^2 -test. The comparison before and after the medical information application of patients with vaginal prolapse was performed by the t-test. Changes in health behavior for the treatment of vaginal prolapse were measured as 5, 10, 15, and 20 days. The results of this study are as follows. Firstly, in the case of frequent constipation, 65.6% of the experimental group was significantly higher than 46.8% of the control group($X^2=5.83$, $p=.04$). Secondly, the keckel movement averaged 8.72 points before applying medical information, significantly lower than the average 45.28 points after application($t=-3.72$, $p<.01$). Thirdly, muscle strength strengthening decreased short time after 10 days of application than before medical information was applied, and then continued to increase. The results derived from this study proved to be effective in treating vaginal prolapse. The results of this study can be applied to other vaginitis and urinary incontinence

Keywords: Medical information, Management, Pelvic Muscle, Strength, Vaginal prolapse

HEALTH BEHAVIOR FACTORS INFLUENCING BACK PAIN IN URBAN AREAS

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ABSTRACT

This study is to identify the factors of health behavior that affect the incidence of back pain in urban areas. Forty-one confirmed patients with back pain were selected as case group. Forty-one patients in the control group was also selected not to belong to back pain as a result of examination for the same period and method as the case group. This study was conducted with a survey and interview of patients who have been visited an orthopedics in a general hospital from April 6 to June 8, 2022. A total of 82 subjects were used as data. The results of this study are as follows. Firstly, in the case of non-smoking, the case group was lower than the control group, and the odds ratio was 0.50 times, and the incidence of back pain was significantly reduced(95% CI=0.17-0.98). Secondly, the average of the case group whose sitting posture is not appropriate was 70.7 points, which was significantly higher than the average of 41.4 points of the control group(95% CI=1.84-7.92). Thirdly, the odds ratio was 3.11 times. In the case of hardly stretching, the average score of the case group was 75.6 points, which was significantly higher than the average of 46.3 points of the control group (95% CI=1.52-12.47). The odds ratio was 3.59 times. Fourthly, variables such as BMI, age, sitting position, walking, stretching and smoking status were included in the risk factors for back pain. Therefore, the results of this study will contribute to the prevention and treatment of back pain.

Keywords: Health behavior, Back pain, Smoking, Stretching, Sitting position

IMPACT OF DECISION FROM MINDFULNESS FOR THE PEOPLE IN CHENNAI EXPERIENCING NATURAL DISASTER IN 2022

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ABSTRACT

Mindfulness is a situation and where practice can only make the people and community strong.

The study aimed at bringing the different situation of flood from Tsunami to flood in Chennai in 2015 to the two near floods hit in Nov 2021 and to the recent flood hit in Dec 2022 to show how people practiced mindfulness in uncertain conditions through the mother nature.

Keywords: *Flood, Tsunami, Water logging, Remodeling*

NLRP3 INFLAMMASOME ROLE IN TYPE 1 DIABETES

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ABSTRACT

Diabetes mellitus type 1 is an autoimmune disease which is characterized by the destruction of the pancreatic beta cells that produce insulin by immune cells T lymphocytes and macrophages that invading the islets of Langerhans". An intricate polyprotein called NLRP3 plays a pivotal role in the body's inflammatory response. The NLRP3 inflammasome is a protein complex that is very important to the process of inflammation. It is made up of the proteins Procaspase-1, NLRP3, and ASC, and its function is to identify pathogens. When a cell is confronted with a pathogen-associated molecular pattern (PAMP) or a damage-associated molecular pattern (DAMP), the NLRP3 inflammasome is activated. Caspase-1, when activated, catalysis the conversion of inactive forms of pro-inflammatory cytokines and interleukins (IL-1 and IL-18) into their physiologically active forms, which in turn promotes inflammation. The NLRP3 inflammasome is involved in the pathophysiology of type 1 diabetes and is linked to a variety of inflammatory and autoimmune illnesses. Interleukin-1b (IL-1b) is a first-stage biomarker of diseases that is created when immune cells use Toll-like receptors (TLRs) to recognize specific pathogens or endogenous warning signals . One of the distinguishing features of type 1 diabetes is that auto-reactive T lymphocytes are responsible for the destruction of insulin-producing beta cells in the pancreas. Also, IL-1beta kills beta-cells directly and sends out an inflammatory signal during the early stages of the disease. Those who have just been diagnosed with diabetes mellitus or who have been living with the condition for a long time have increased levels of IL-1b, although treatment may bring these levels down. Moreover, the decreased expression of IL-1RA in islets from non-diabetic donors exposed to sera from type 1 diabetes patients causes beta-cells that produce insulin to become dysfunctional and eventually die. This further increases the creation of IL-1 beta, which is harmful to beta-cells.

Keywords: NLRP3, inflammasome, IL-1 β , T1DM.

PHYSICO-CHEMICAL CHARACTERISTICS, FATTY ACID PROFILE, AND CHOLESTEROL CONTENT OF KEDU CHICKEN MEAT BASED ON VARIOUS COOKING METHODS

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ABSTRACT

This study aimed to assess the physico-chemical characteristics, fatty acid profile, and cholesterol content of Kedu chicken meat based on various cooking methods. Kedu chicken with an average weight of $\pm 1,200$ g was slaughtered and taken the chicken breast, grouped three types of treatment, namely searching, frying, and microwave with 5 replication. Furthermore, the samples were tested for the physical and chemical quality of chicken meat. The results showed that boiling, frying, and microwave cooking had a very significant effect ($P<0.01$) on the moisture, fat, protein, and collagen content of Kedu chicken meat. The physical quality of meat showed that chicken meat cooked by different methods had a significant ($P<0.05$) effect on the pH value of chicken meat, and a very significant effect ($P<0.01$) on cooking loss, tenderness, and water holding capacity of chicken meat. Different meat cooking methods had a very significant effect ($P<0.01$) on SFA (Saturated Fatty Acid), MUFA, (Monounsaturated Fatty Acid) PFA (Polyunsaturated Fatty Acid), and UNFA (Unsaturated Fatty Acid) Kedu chicken, meat. Meat cholesterol showed a very significant result ($P<0.01$) with different cooking methods. It can be concluded that Kedu chicken meat cooked by the fried method showed the best chemical quality, while chicken meat cooked by the boiled method showed the best physical quality and fatty acid profile and cholesterol content of Kedu chicken cooked by the microwave method was the best.

Keywords: *cholesterol of meat, cooking methods, fatty acid profile of meat, Kedu chicken, physico-chemical characteristics of meat*

PHYSICO- CHEMICAL ANALYSIS OF WATER OF PATNA

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ABSTRACT

Compared to groundwater, drinking water from tube wells is pure, uncontaminated, and fresh. Human health benefits from drinking clean, fresh water. Surface water is the source of clean, drinkable water. Health risks from contaminated drinkable water include lung irritation, cancer, paralysis, neurological disorders, thyroid issues, kidney damage, liver issues, fingernail loss, diarrhoea, hair loss, mottle teeth, and a wide range of other illnesses. River water is a significant source of surface water that is acquired through rainfall. The ratio of ions and dissolved oxygen, which is fictitiously present in the ground water and surface water, changes quickly when this water and ground water are combined with industrial waste, posing a major threat to human health in the form of water-borne illnesses. The primary research was based on the Patna Drinking Water Physico-Chemical Analysis. The study's goals included characterising the various types of water in terms of pH, hardness, total alkalinity, fluoride, phosphate, chloride, calcium, magnesium, and nitrate values, COD, BOD, total alkalinity, temperature, pH, dissolved oxygen (DO), total dissolved solid (TDS), etc., and estimating the quality of underground water in Patna's M.G.Vidyalaya and near Nageshwar temple. All data were compared to industry standards, and our goal is to educate the local population about the water quality they are consuming and encourage them to take the necessary steps to improve it if needed. There was a need for thorough research to determine the quality of water because people were suffering from cancers, paralysis, neurological disorders, nerve damage, thyroid issues, liver damage, kidney issues, cardio-vascular disorders, finger nail loss, diarrhoea, hair loss, mottled teeth, and lung irritation as a result of drinking low-quality water.

Keywords: *Dissolved oxygen (DO), Temperature, Total dissolved solid (TDS), pH*

PROFESSIONAL DEVELOPMENT OF TEACHERS AND ITS EFFECT ON STUDENTS' ACHIEVEMENTS: A STUDY

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ABSTRACT

Instructors have always been essential to the educational process. A profession that leads all others is teaching, which is more than just a profession. So educators are the ones who prepare pupils for all other careers. The statement that teachers shape the future of the country is not hyperbole at all. Because of this, instructors must also be knowledgeable about current changes to the educational system, which is only feasible if they receive various types of professional training. This training may be in areas that are crucial for their professional development, such as technology innovation, innovative, cutting-edge delivery methods, content creation, motivational trainings, etc. These courses can aid in their professional development and help them succeed in their chosen industries. Also, these professional trainings may indirectly affect the students. As a result, after completing their initial training prior to beginning their employment, teachers must enrol in numerous more training courses in order to advance their knowledge, abilities, and effectiveness as instructors, which will ultimately lead to better student outcomes. There are many mathematical relationships, and studies have found a connection between teachers' effectiveness and their level of training. As a result, this research article examines how teachers' training affects students' performance and ability to learn. This essay's goals are to investigate how instructors' professional development affects students' learning, attitudes, and performance. This essay comes to the conclusion that students can learn more quickly and readily when they are taught by qualified instructors. They also have higher problem-solving abilities and a positive attitude towards learning. More than that, these students do well on their exams.

Keywords: Professional Development, Teachers Training, Instructors Training, Students Learning, Professional Training, students' achievement

RHETORIC EFFECT IN ADVERTISEMENT: A STUDY OF PERSUASION AMONG YOUTH.

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ABSTRACT

Understanding of youth consumer behavior is necessary and challenging as a quarter of the Indian population is in this cohort of generation. On the other side, the rhetoric persuasion strategies are widely used in the communication-mix. Therefore, this study attempts to explore the influence of rhetoric persuasion strategies applied in advertisements on the purchase decision of young consumers. The threshold model for consumers' purchase decision process in form of logistic regression has been applied to examine the influence of ethos, pathos and logos on the purchase decision of young consumers in India. Results reveal that the application of ethos, pathos and logos strategies in advertisement positively influences the purchase decision of young consumers. This study is novel approach to examine the influence of rhetoric strategy in advertisement on young consumers' purchase behavior especially in India.

Keywords: Consumer Behavior, Purchase Decision, Rhetoric Strategies, Gen Z

ROLE OF NETWORK MARKETING IN THE ASCENDANCE OF WOMEN EMPOWERMENT IN INDIA: AN EMPIRICAL STUDY IN UTTARAKHAND

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ABSTRACT

Network marketing is a business model that is employed by companies to increase their sales with the help of non-salaried persons who build 'networks' to sell the company's goods and services. These non-salaried individuals receive commission as per their sales and also increase the profits of their respective organizations as they are not paid any salary. Empowerment of women denotes encouraging their growth and development in all the aspects of personal and professional spheres. To develop a balanced society the contribution of women is uniformly significant and it should be a precedence to give them an opportunity to develop themselves. This research's main endeavor was to study various indicators of women empowerment in relation to network marketing organizations. The results concluded that out of the nine indicators, seven had significant impact whereas three did not have any significant impact on women empowerment.

Keywords: Network, Marketing, Women, Empowerment, Indicators.

ROLLING ROAD BARRIERS- A ROAD SAFETY MEASURE IN HILLY AREAS

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ABSTRACT

As outlined in the construction industry transformation plan, the government is constantly looking at the latest technology that can ensure the safety of road users. A small Korean manufacturing company developed a new longitudinal barrier concept (The Rolling Barrier), which consisted of continuous pipes covered with urethane rings. The Rolling Barrier System is designed to minimize the number of accidents on roads and increase safety for all.

This study aims to understand the effectiveness and its suitability of the Rolling Barrier. This paper elaborates on the description and studies of Rolling Barriers. The Rolling Barrier can be used effectively in curved road sections, ramps, medians, and parking garage entrance or exit ramps

Keywords: accidents, rolling barrier, safety, maintenance, implementation

RURAL MARKETING IS A BOOMING SECTOR WITH PLENTY OF JOB PROSPECTS

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ABSTRACT

Rural marketing is a type of marketing in which activities are planned according to the needs and requirements of the people living in the rural areas. Marketing is the process of identifying the needs and wants of the consumers, then prepare that particular product or service in order to satisfy them, keeping in consideration the benefits of the organization. This concept applies to every type of marketing, whereas when we talk of rural marketing the emphasis is to be given on the rural areas. The focus remains on the people who are living in the remote areas, and the marketing activities should be planned accordingly. Seeing this, now-a-days many companies are turning towards the rural market to expand their scope, and to overcome competition or to restart or give new shape to competition. A lot of focus is required to be given on the rural markets because rural markets are the “tomorrow’s markets”.

Keywords: Rural market, Consumers, Productivity and sustainability

SAVINGS AND INVESTMENT PATTERN OF BANK EMPLOYEES IN TIRUNELVELI DISTRICT

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ABSTRACT

The main aim of the study is to find the relationship between demographic factors of bank employees and their investment pattern, the purpose of savings of bank employees and the level of satisfaction on returns of investments. The study was conducted by collecting data both from primary and secondary sources. The secondary data were collected from different journals, books, some selected research thesis, RBI websites and websites. The primary data were collected using questionnaire through a survey. The present study was administered to the employees of public sector and private sector banks in Tirunelveli district. Convenience sampling method was adopted whereby 200 questionnaires were distributed to the employees of the branches of these banks in Tirunelveli district. Out of 200, one hundred questionnaires could be collected. Out of which, 52 questionnaires from public sector bank (Indian Overseas Bank, State Bank of India & Indian Bank) employees and 48 questionnaires from private sector bank (Axis Bank, HDFC & ICICI Bank) employees were found to be valid. Hence, the total sample size of the study is 100 employees constituting 52 and 48 from public and private sector bank respectively. Therefore, employees of the banks are the sampling unit and the 100 bank employees are the sampling size of the study. It is found that the important investment among the male respondents are bank deposit and land and the important investment among the female respondents are bank deposit and post office savings. Gender wise there is a significant difference in the investment pattern are identified in the case of post office savings, debenture and land.

Keywords: Savings, Investment Pattern, Bank Employees and Returns of investments

SMART SAFETY MONITORING SYSTEM FOR SEWAGE WORKERS USING TWO-WAY COMMUNICATION

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Department of Information Science and Engineering, HKBK College of Engineering, Bangalore, India

ABSTRACT

A number of sanitation workers perish each year as a result of hazardous chemicals produced during sewage cleanup, insecure working conditions, and a lack of amenities. Real-time health monitoring systems for this staff will function in sewage as a safety precaution. In our project, the device will monitor the user's pulse rate using a heartbeat sensor and the ratio of ambient O₂ to CH₄ concentration. When parameters deviate from the permissible range, it will alert the user and an external unit. The worker will be informed right away to stay safe and recognize potentially harmful gases.

CHALLENGES IN THE WAY OF SUSTAINABLE LANDSCAPE DESIGN BY SELECTED DESIGN PROFESSIONALS

Dr. Mona Mehta and Kurnisa Kamboya

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The Maharaja Sayajiroa University of Baroda, Vadodara- 390001

ABSTRACT

Drastic escalation of activities in urbanization and industrialization with every changing day has taken a very serious toll on the human race. Adapting a lifestyle that does not only conserve the environment and its natural resources but also brings no or negligible harm to the planet has become the need of the hour. It becomes essential for individuals to conserve the natural resources. Landscapes that are “environmentally sustainable” have been famously talked about in the current advancements in the field of construction and development. Landscaping goes past just enhancing the view; it actually has numerous benefits that a design professional can bring to life through their expertise and knowledge in the context of environmental sustainability. Sustainable landscapes sequester carbon, clean the air and water, increase energy efficiency, restore habitats, and create value through significant economic, social and, environmental benefits. These professionals are in an exceptionally good place to instigate change, particularly with energy-efficient lighting, eco-friendly materials, materials with recycled content, sustainable wood, and low-energy and water-saving products; but somehow various problems such as lack of technical knowledge, cost, issues with the certification process, resource constraints, clients’ perception and other general problems were faced by the design professionals while practicing Sustainable Landscape Design.

Hence, the present study was conducted with the objective to find out the extent of problems faced by the Design Professionals with regards to Sustainable Landscape Design. Descriptive research design was adopted for the present study with the sample size of 120 design professionals. The data was collected through questionnaire method which consisted of a scale on Extent of Problems faced by selected design professionals with regards to Sustainable Landscape Design. The content validity and reliability of the scale was established. The major findings revealed that Clients’ Perception and Resource Constraints were the major problems faced by the respondents of the study.

Keywords: Landscape Design, Sustainable Landscape Design, Extent of Problems, Principles of Sustainable Landscape Design.

SYNTHESIS AND ANTIBACTERIAL ACTIVITY OF NOVEL DEHYDRODIISOEUGENOL DERIVATIVES

Vijay D. Gangan^{1*} and Uttam Yadav²

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ABSTRACT

Dehydrodiisoeugenol constitute a new group of antimitotic and potential anti-cancer agents that inhibit tubulin polymerization. It is a dihydrobenzofuranoid type neolignan have been synthesized and diversified to its respective ether using conventional method (K₂CO₃/R-Br/acetone; R = alkyl, aralkyl) and characterized by ¹H NMR, IR, elemental analysis and mass spectral data. These synthesized compounds were screened for their potential antibacterial activity against Gram-positive and Gram-negative bacteria. Few of them displayed promising antibacterial activity. All these compounds were new and confirmed by Scifinder search.

Keywords: *Dehydrodiisoeugenol, ¹H NMR, TOF MS, IR, Gram-positive and Gram-negative bacteria, antibacterial etc.*

THE CONSUMER SATISFACTION SURVEY ON ONLINE FOOD DELIVERY – SWIGGY SURVEY REFERENCED COIMBATORE CITY A - RESEARCH STUDY

Dr. Nanda Gopal L^{1*} and Dr. V. Santhi²

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ABSTRACT

One of the most popular services is the ability to purchase food online and have it delivered to the customer's place. This practice is being used by the majority of fast food businesses. This is made possible by using an electronic payment mechanism for delivery boys. When picking up food from a restaurant, customers can pay with cash or a debit or credit card using an application. The application notifies the customer of the food's quality and shelf life as well as how long until the food is ready for pickup. Delivery will take some time. Customers will be able to place purchases online thanks to the system created for this project. Numerous enterprises and businesses currently operate under this system.

Keywords: *Electronic payment system for restaurants, Food ordering system & mechanism*

TOURISM MULTIPLIER, SIZE OF ECONOMY AND POPULATION: A CANONICAL CORRELATION ANALYSIS AT STATE LEVEL IN INDIA

Deepti Singh^{1*} and Dr. Qamar Alam²

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ABSTRACT

This study has tried to highlight the importance of a tourism-based multiplier to reflect the economic impact of regional tourism across the states of India. The study has taken the latest calculated and available values of multiplier based on the Tourism Satellite Account Report 2016, in the released year 2021. The methodology of canonical correlation analysis has been used to explore how the economic size and population size influence the value of tourism-based output and employment multipliers. Evidently, results indicate that the size of the population is highly positively associated with the multipliers of tourism while state-level GDP are giving a low level of association in the relationship. Also, the tourism-led GVA multiplier is a better indicator than the employment multiplier, however, both are collectively significant.

Keywords: *Tourism-led GVA Multiplier, Tourism-led Employment Multiplier, Regional Tourism, Canonical Correlation, GSDP.*

USE OF ICT IN TEACHER EDUCATION: NEED FOR BETTER TEACHING

Mrs. Sunita

Assistant Professor, Vaish Arya Shikshan Mahila Mahavidyalaya, Bahadurgarh Jhajjar

ABSTRACT

Use of ICT tools aid teacher presentation and performance. Hand-outs, Overhead Projector (OHP) slides, models, etc. can be used to capture and retain the learner's attention. The successful integration of ICT into the learning environment will depend on the ability of teachers to structure learning in new ways, to merge technology appropriately with a pedagogy, develop socially active classrooms, and encourage co-operative interaction and collaborative learning and group work. For many, this requires a different set of skills from those they currently possess. In this section you will have the chance to consider some practical examples of how to integrate ICT into classroom teaching. Using ICT in the classroom Students and student teachers often have more knowledge and experience of ICT than teachers and teacher educators. Effectively embedding ICT requires learner-centered attitudes and values. The downloadable document 'Is your teaching learner-centered?' from section 2 will be helpful to you in this section.

Keywords: *ICT, Technology, Learner Centered, Computer assisted instruction, Teacher Education.*

CHALLENGING GENDER STEREOTYPES IN LITERATURE

Parvathi T. S

Assistant Professor, MES College, Maramapally

ABSTRACT

*Identity is indeed an important aspect of human experience, as it shapes how individuals view themselves and the world around them. Every person has a unique set of characteristics, traits, experiences and perspectives that make up their sense of self. Identity is a complex and multifaceted concept which is constantly evolving. Jeanette Winterson's novel *Written on the Body* is a notable work which deconstruct the traditional concept of gender and identity. The paper will examine the ways in which the lack of gender specification for the narrator and the other characters influences the reader's understanding of these themes and challenges societal norms and expectations, also explore how the fluidity of gender and sexuality in the novel contribute to a more nuanced and diverse representation of human experience. The aim of this paper is to demonstrate that "*Written on the Body*" is a ground-breaking novel that encourages readers to consider more inclusive and fluid views on gender and sexuality.*

Keywords: *Gender, Identity, Written on the Body, Genderless narrator*

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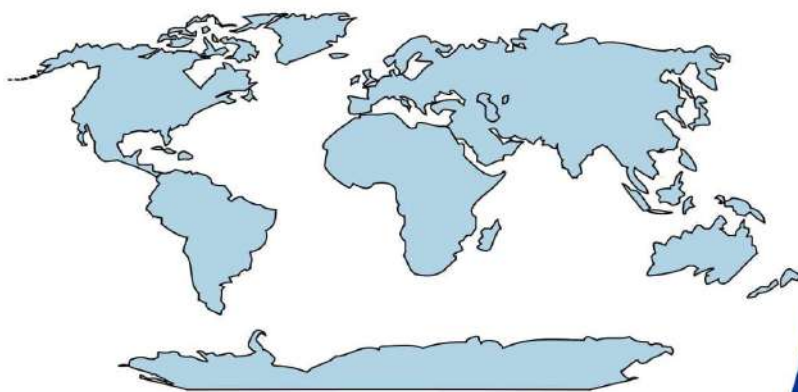
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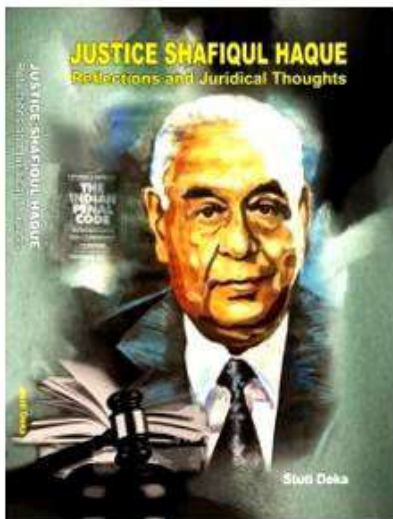


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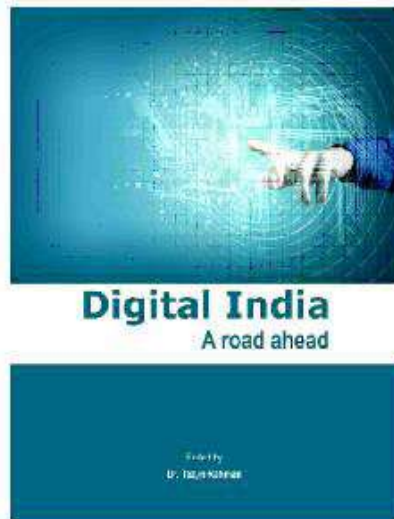
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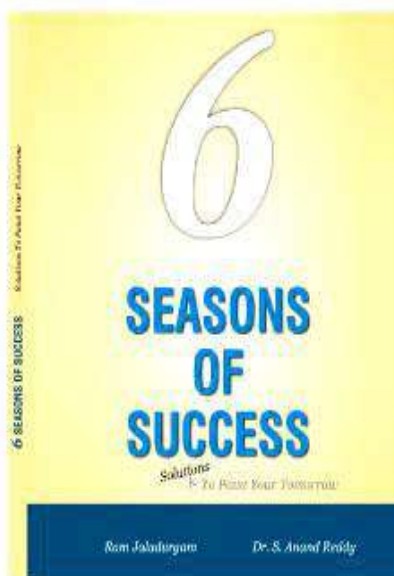
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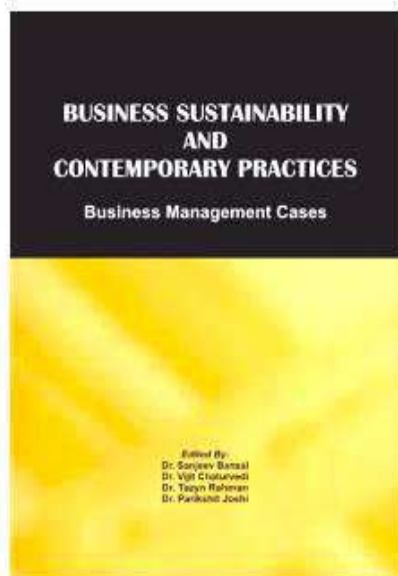
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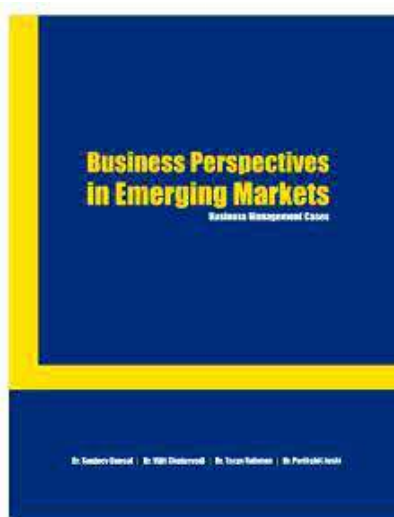


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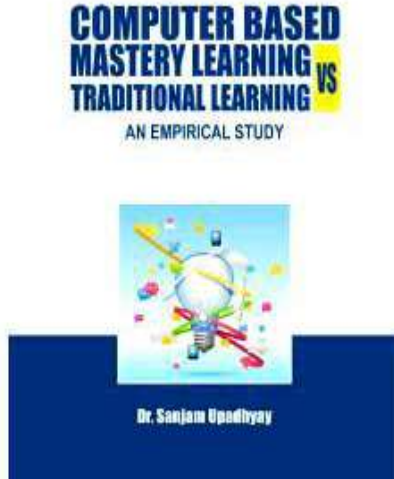
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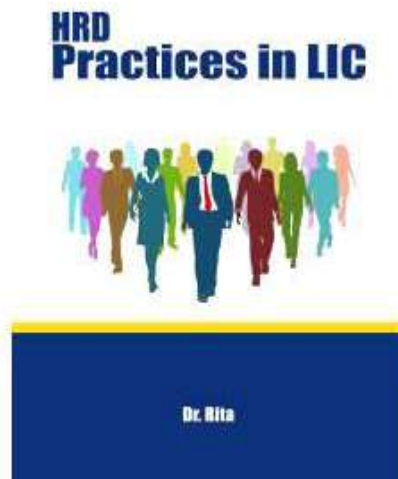
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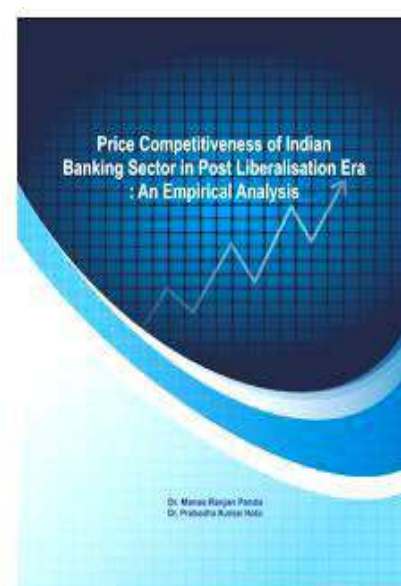
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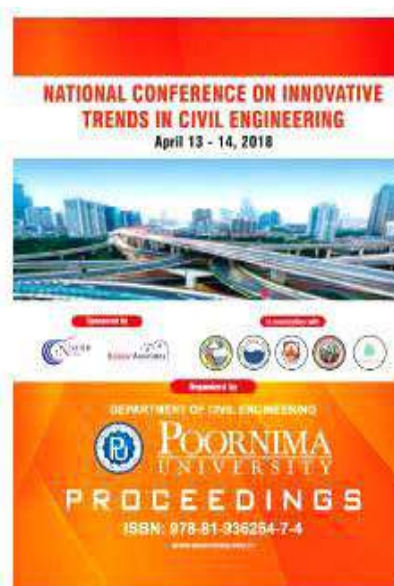
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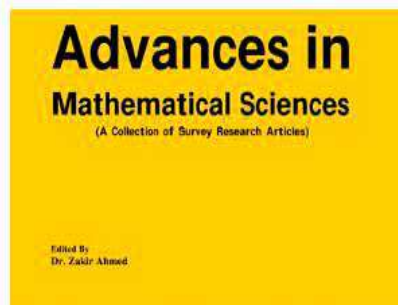
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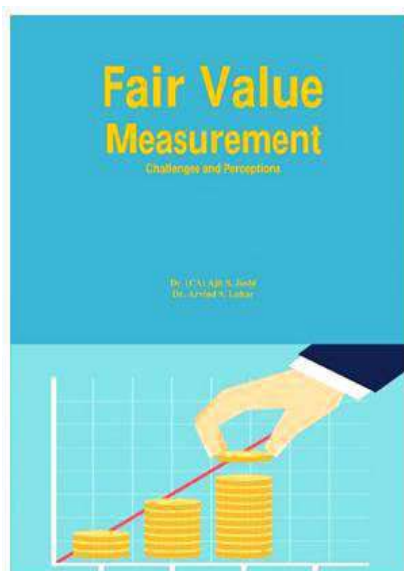
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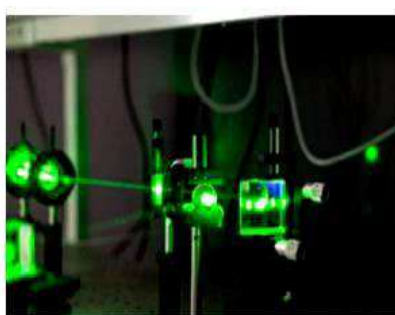


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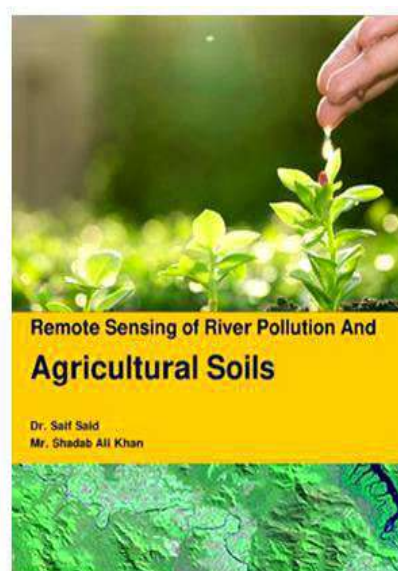
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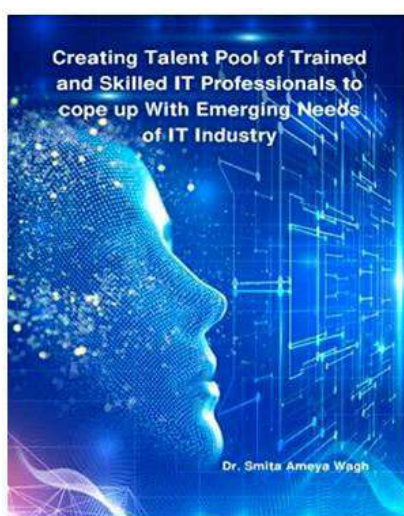
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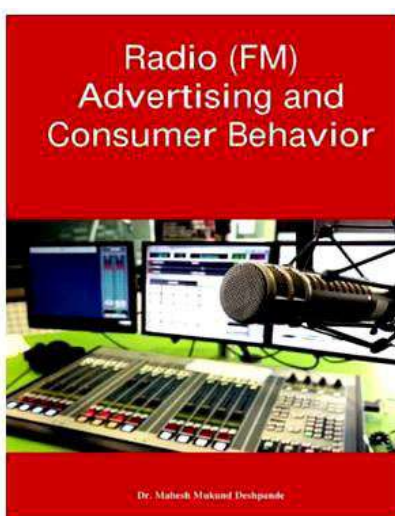
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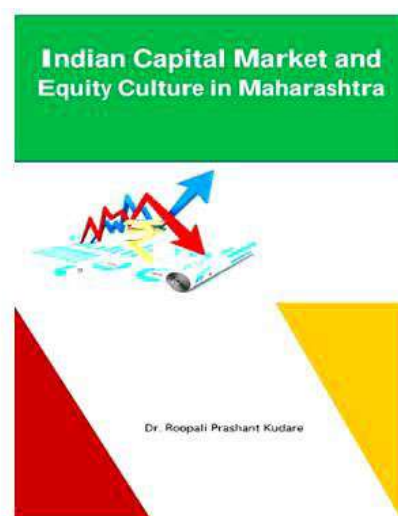
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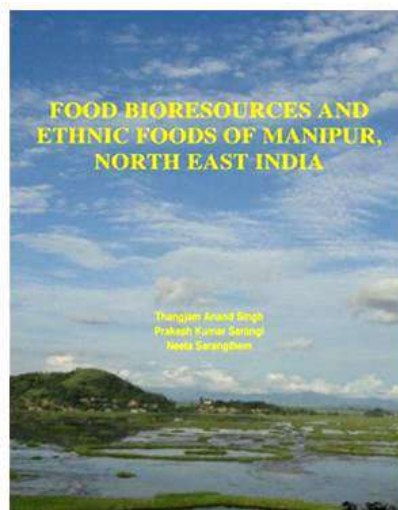
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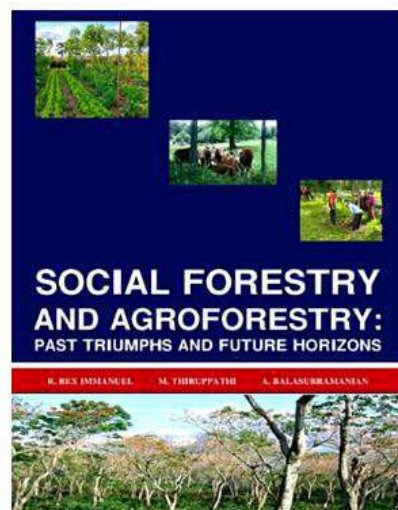
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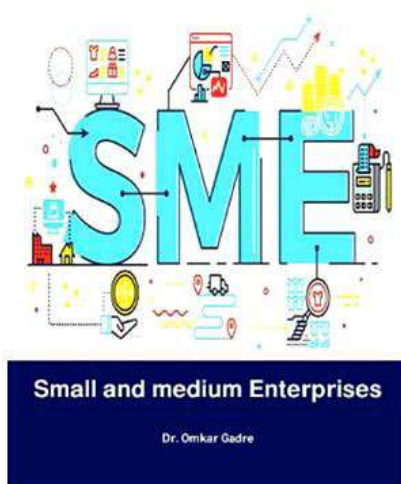
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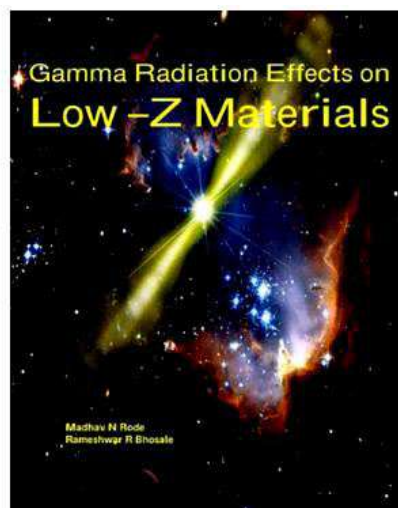
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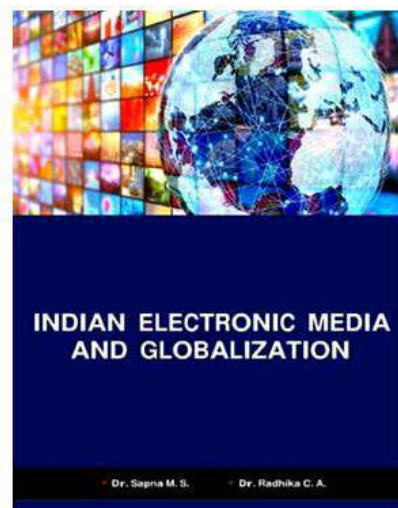
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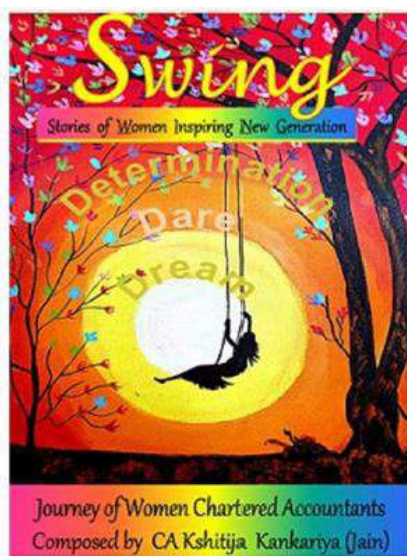
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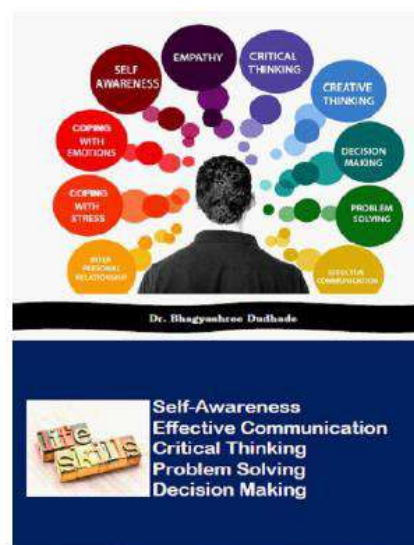


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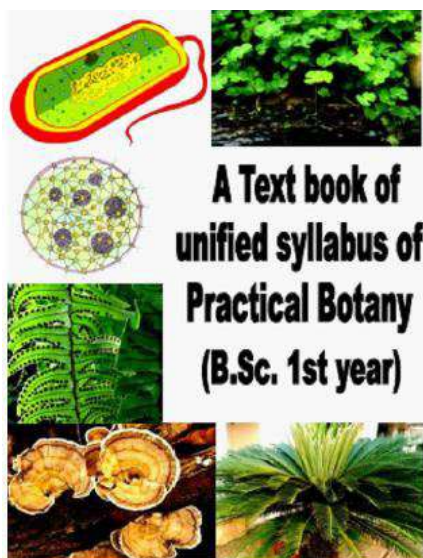


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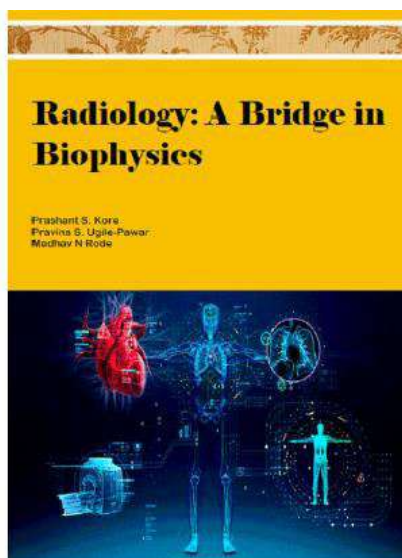
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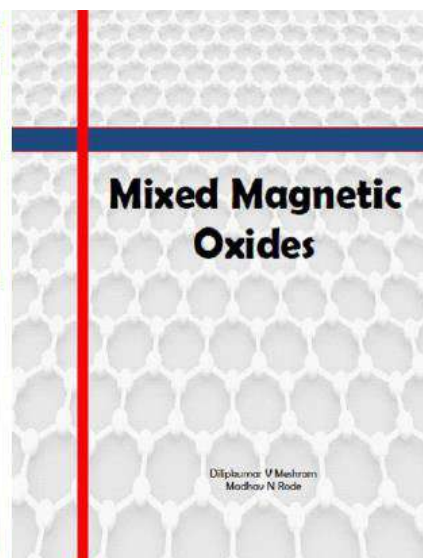
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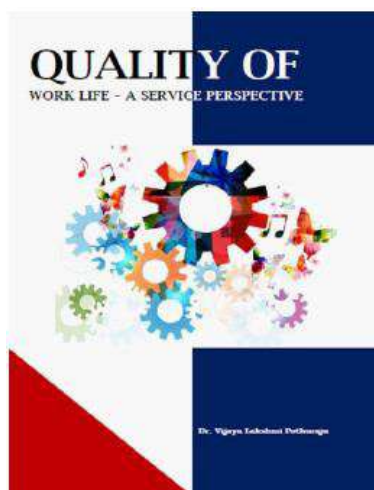
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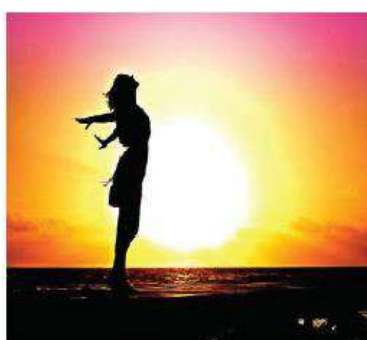
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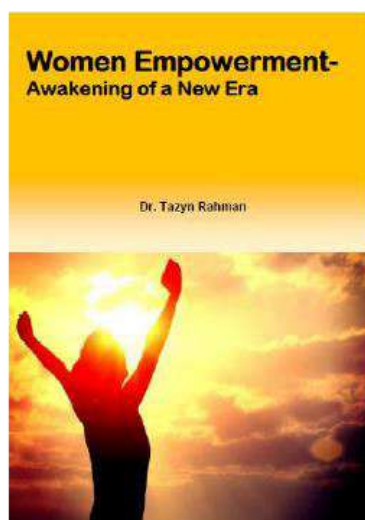
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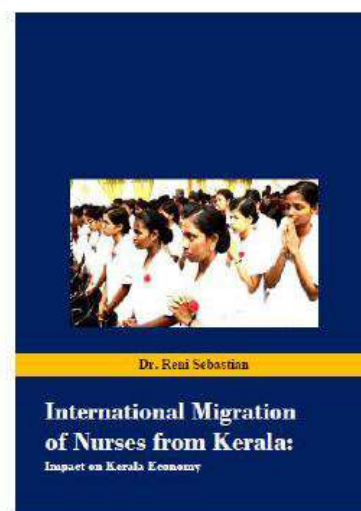
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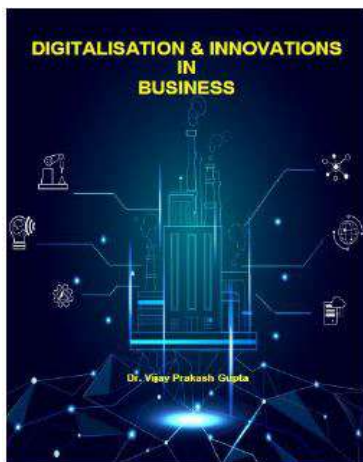
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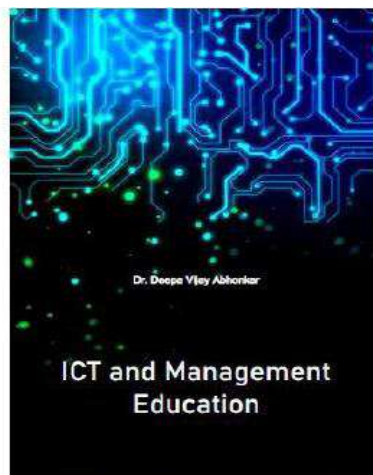


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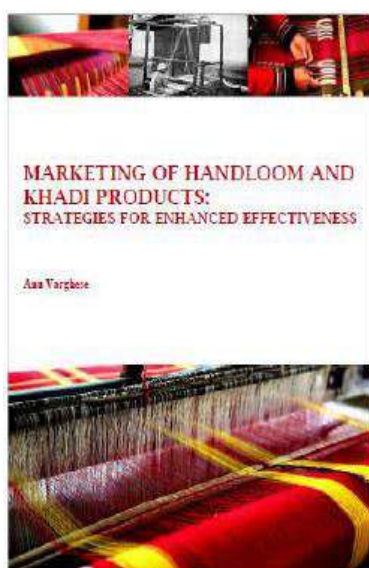
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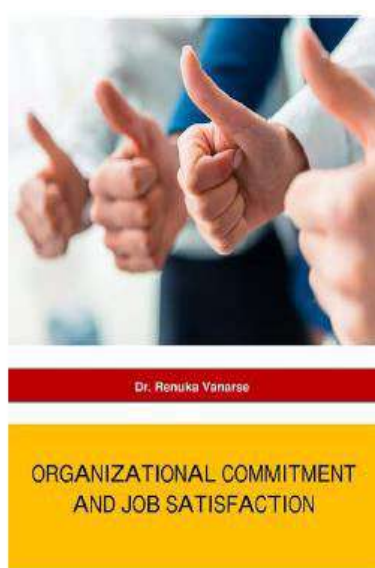
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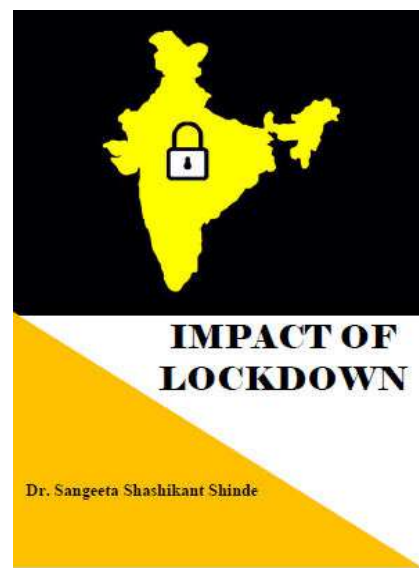
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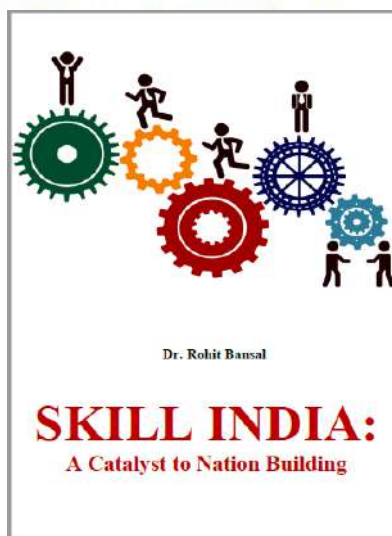
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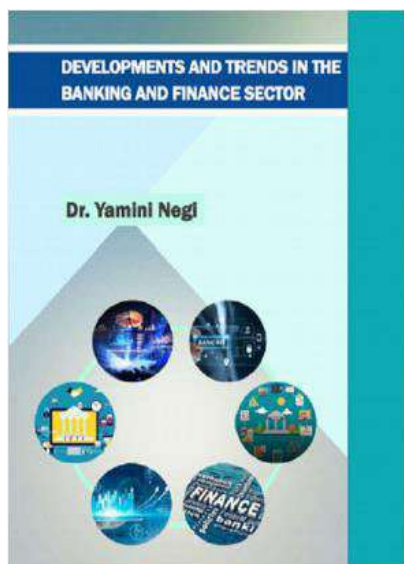
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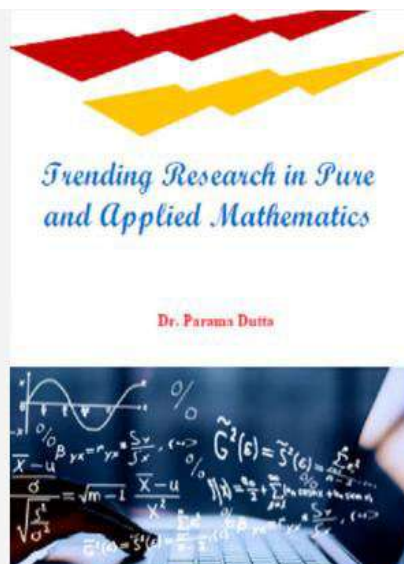
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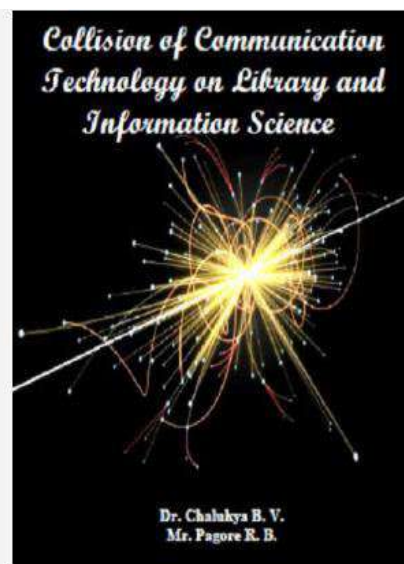
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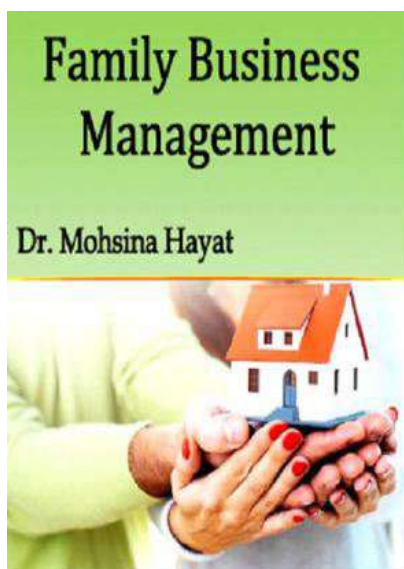
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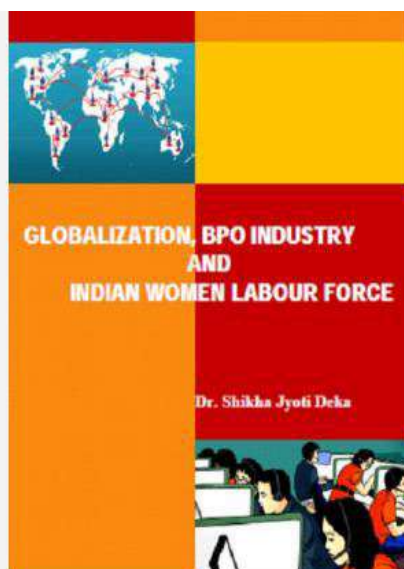
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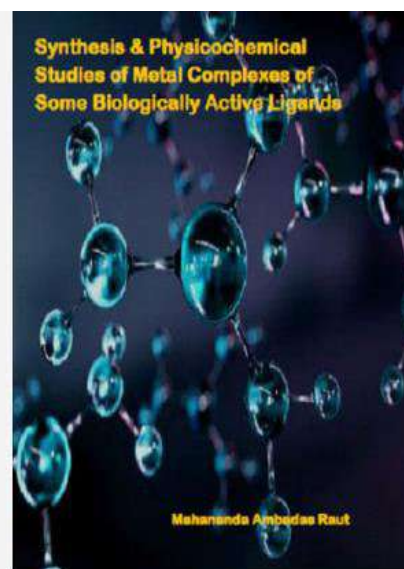
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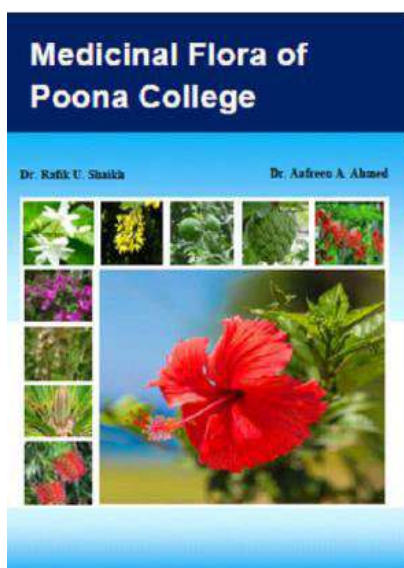
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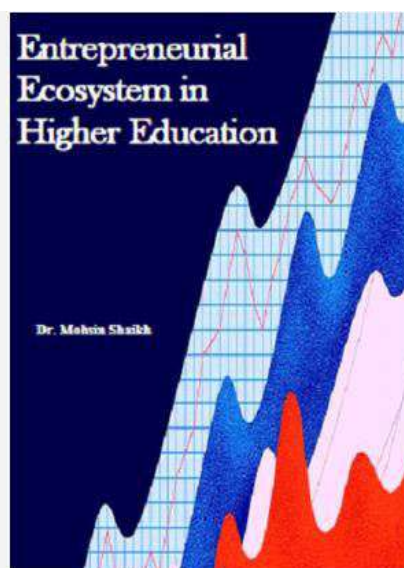
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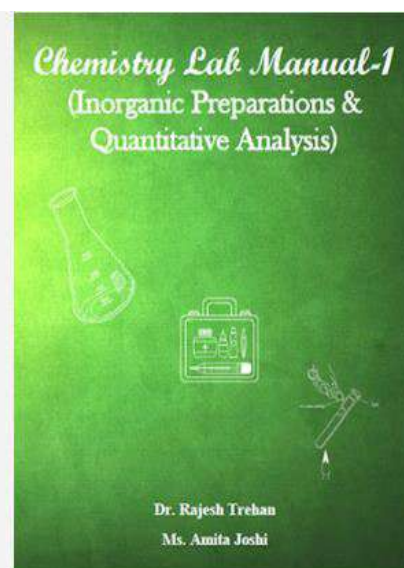
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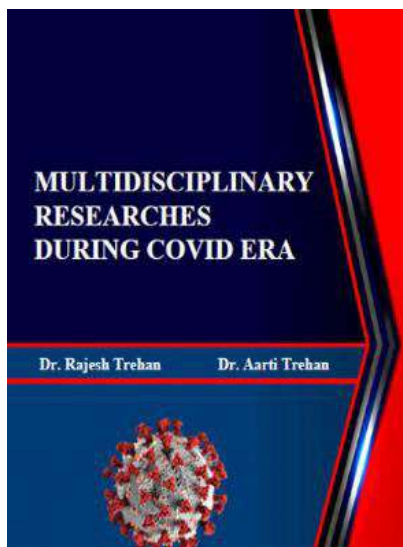
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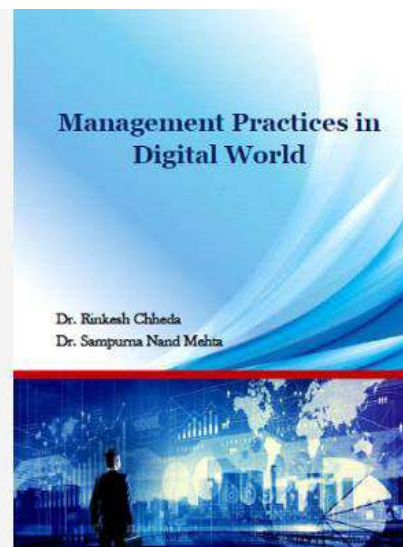
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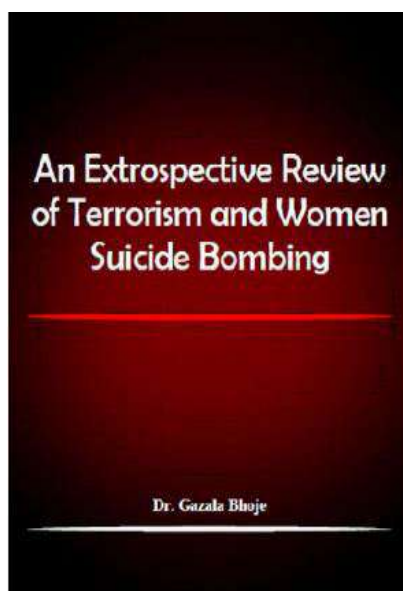
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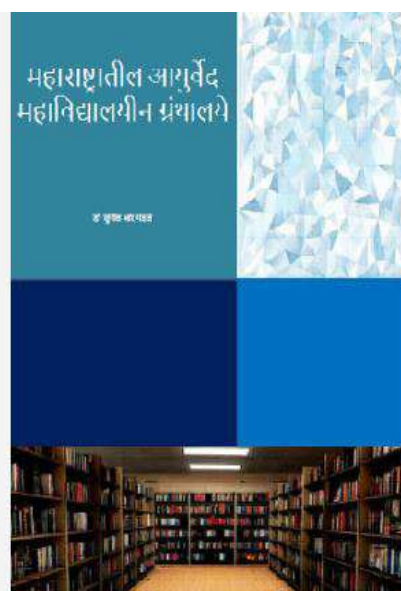
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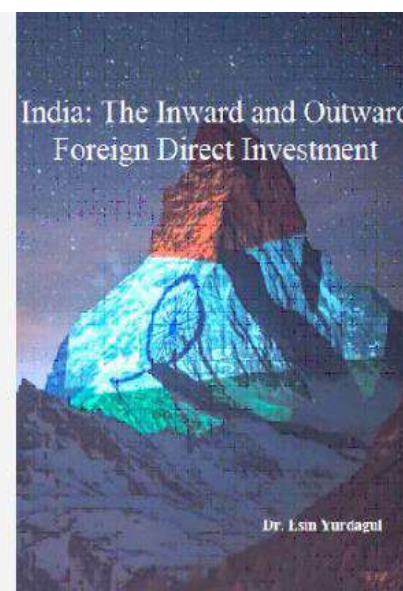
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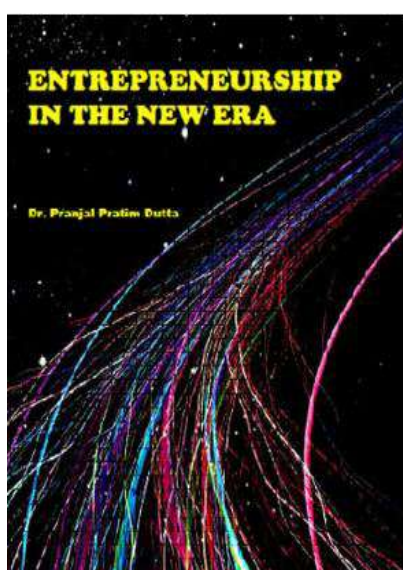
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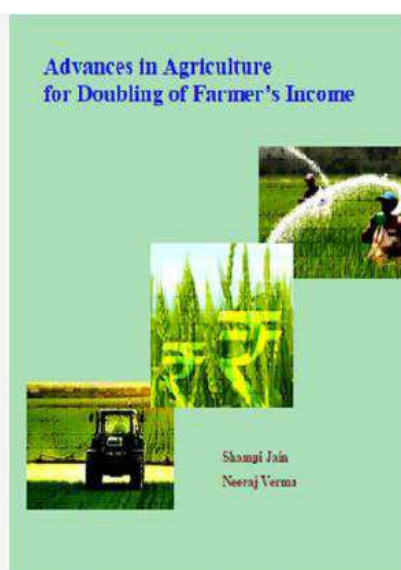
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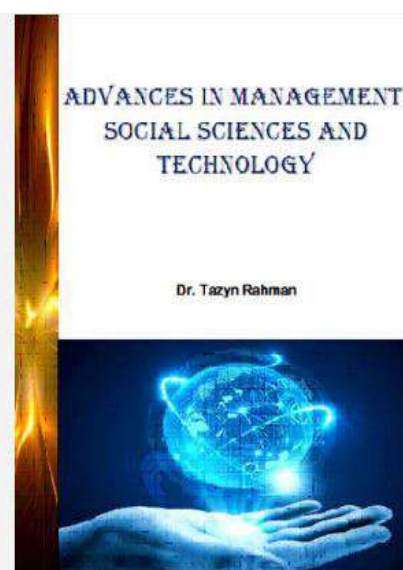
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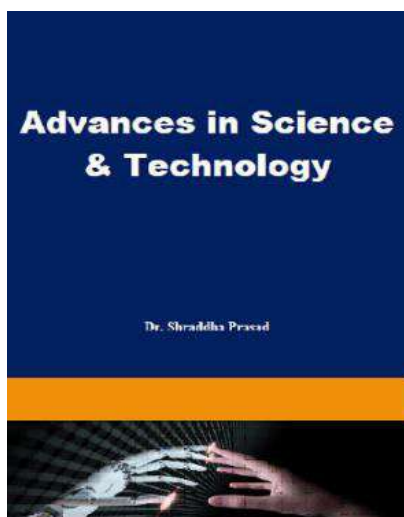
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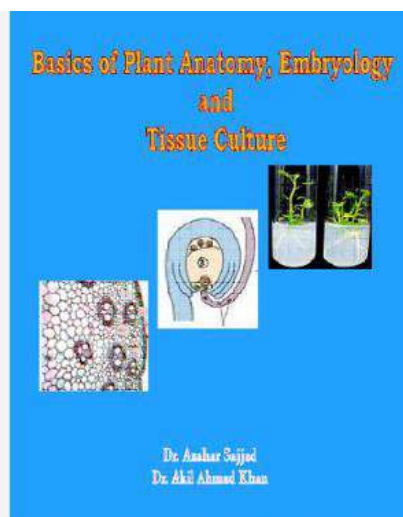
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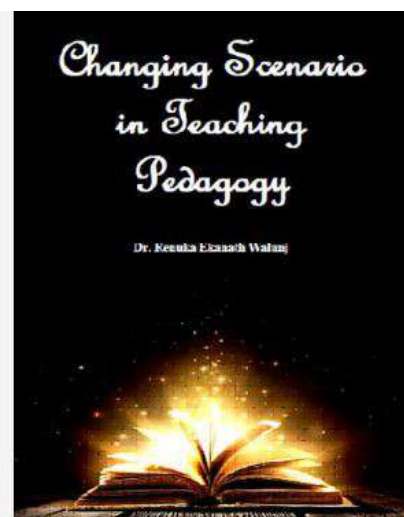
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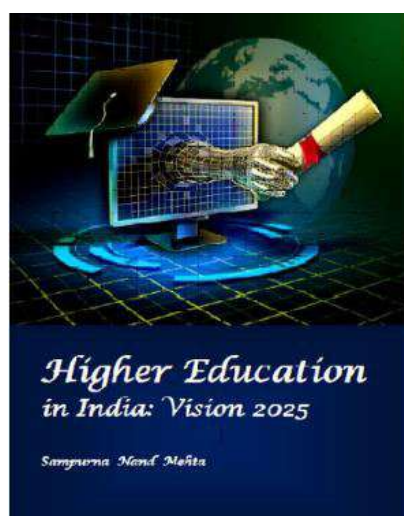
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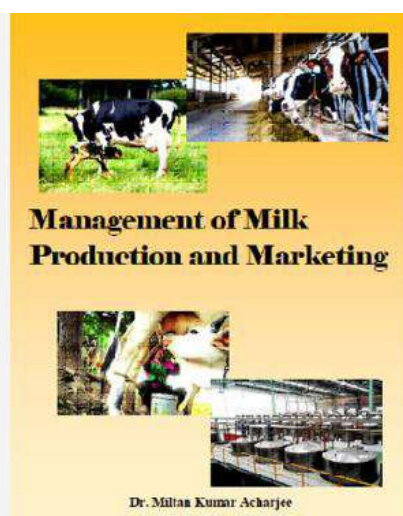
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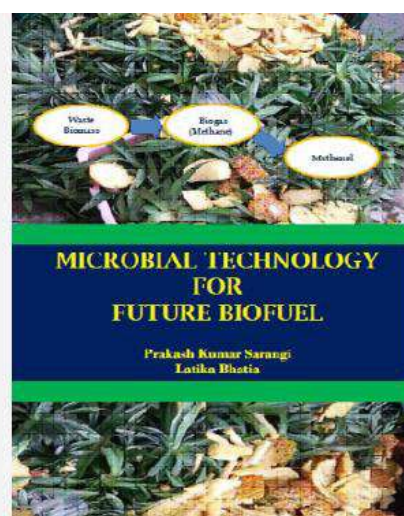
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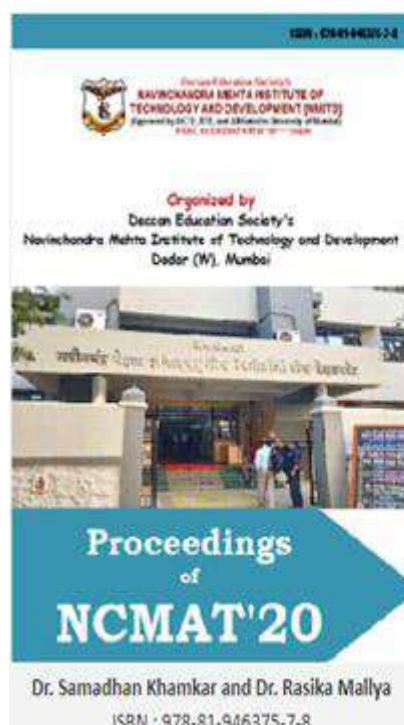
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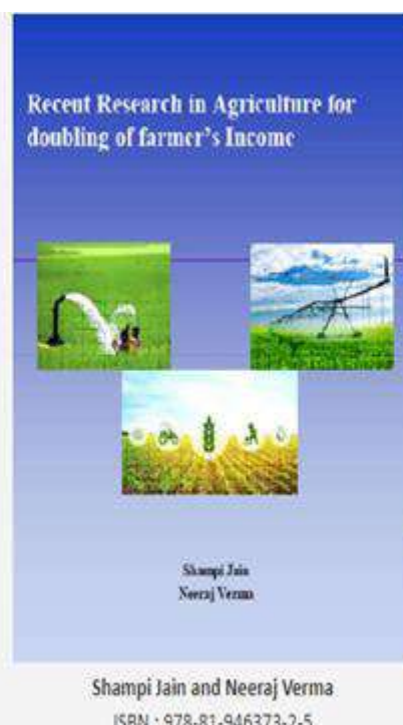
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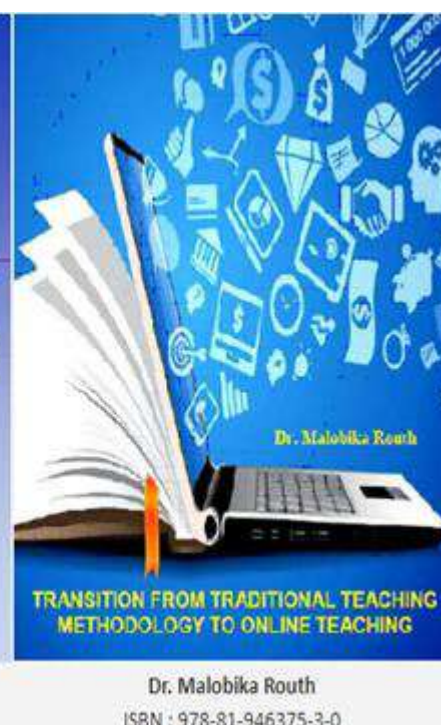
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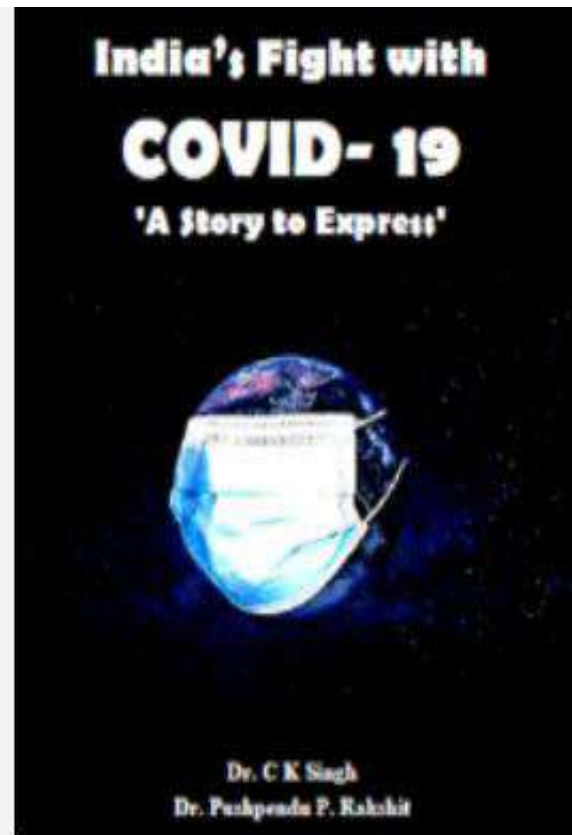


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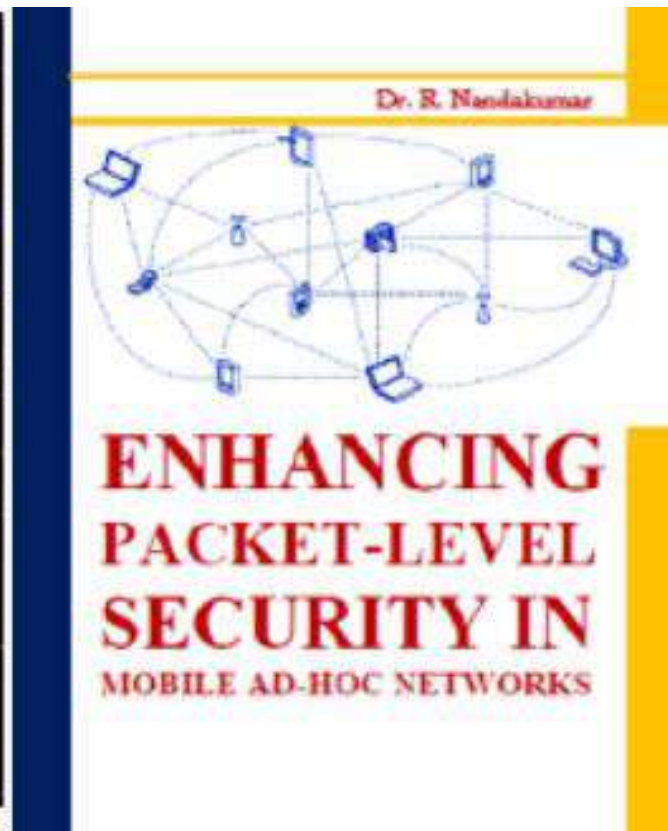
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