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Department of English

| No. | Name | Title | ISBN |
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| 1 | Dr. K. Hema | Professional African American Women and their Pursuit of Sustaining a Long-lasting Relationship With Their Men in Select Novels of Terry Macmillan | 987-83-90956-86-9 |

BOOK CHAPTER-2022

CONTEMPORARY INDIAN ECONOMY POLICY AND SOLUTIONS

PROFESSIONAL AFRICAN AMERICAN WOMEN AND THEIR PURSUIT OF SUSTAINING ALONG-LASTING RELATIONSHIP WITH THEIR MEN IN SELECT NOVELS OF TERRY MCMILLAN

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Abstract: African American Literature is the body of literature emerged in the United States by the writers of African descends. It travels over freedom and equitability denied to the African Americans in the United States along with the other subject matters such as African American culture, racial prejudice, religion, servitude, separation, relocation, women's rights and so on. The twentieth century has been an innovative period for the African American Women writers. They started writing fictions related to racism and sexism. They began shattering the outer limit of racism, sexism and classicism fixed by white Matriarchal society. Servitude, experiencing differentiation and disbelief by their own match and the path they travelled through had always been a complicated one for those writers. These women writers portrayed their female characters as a representative of American Women stating that Black women were shrewd, self-reliant and successful. Being female and aging Black was the theme of the twentieth century writers. They also represented the theme of colour and the unsuccessful married lives of women. These women writers portrayed their female characters who have flexible and liberated attitude and can manage everything of their own. One such woman writer is Terry McMillan and this paper aims at exploring the problems faced by four of her professional African Women in their pursuit of sustaining a long-lasting relationship with their men.

Keywords: Racism, Sexism, Classicism, Servitude and Blacks.

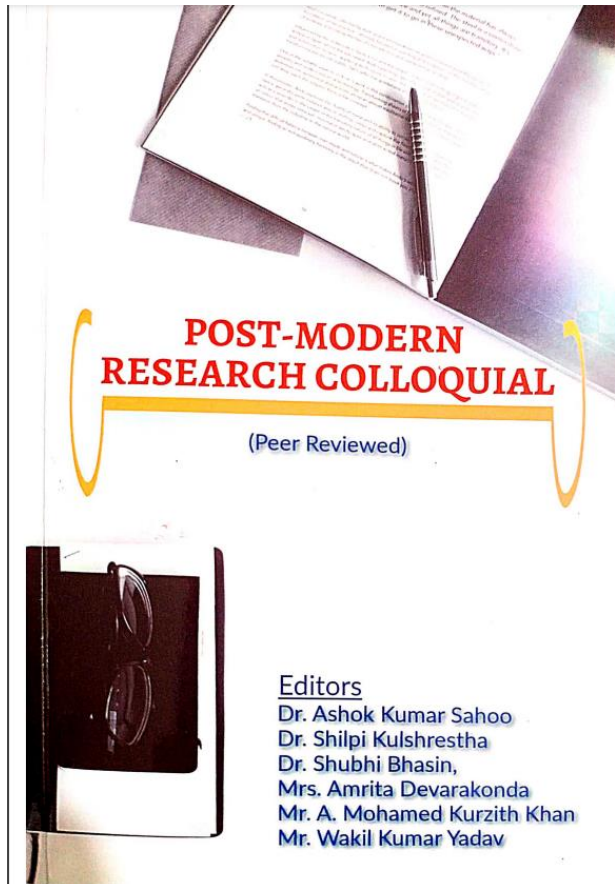
Terry McMillan, the African American novelist, has established herself as a major novelist and a pioneer in a new genre of fiction – African American urban romance novel. Her novels focus on the problems professional African American women face in finding fruitful relationships with professional African American men. Her novels have happy endings, her works are optimistic and not depressing in themes. Paula C. Barnes in a review states, "Career advancement, relocation, divorce, aging parents, illness, single parenthood and the never ending search for love are the problems these women face and the issues McMillan explores"(56-57).

McMillan depicts her own experiences in her novels in order to support the themes of self-determination and liberation. In her novels, she does not focus on racism specifically or the world of the whites. She does not prefer inscribing the social and political problems which have already been existing in African American literature. McMillan's female protagonists discharge

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Environmental Chemistry and Its Applications for the pollution Abatement

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Chapter 14

Water Quality Index for Assessing the Surface Water: A Case Study of Thamirabarani River, Kokirakulam

Dr. M. A. Sabitha, Dr. A. Syed Mohamed

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ABSTRACT:

River water is the main source for domestic purpose and irrigation. It is often polluted due to discharge of untreated water from household and industries. The polluted water creates problems not only to human being but also to the animals and aquatic organisms. Many dreadful diseases are spread through contaminated water. Hence it becomes essential to analyze sources now and then to estimate the level of pollution. The Thamirabarani river water at Kokirakulam is analyzed for physico-chemical parameters and the Water Quality Index is calculated to predict the usability of water for drinking and domestic purposes. The 24 physico-chemical parameters and Escherichia coli count are analyzed. The Sodium Absorption Ratio (SAR), Kelly's Ratio (KR), Percent Sodium (PS), Magnesium Ratio (MR), Chloro-alkaline indices and Water Quality Index (WQI) are computed. The results show that SAR of 26.39 indicating water quality as fair. Kelly's Ratio, Percent Sodium and Magnesium Ratio exceeded the limits representing the unsuitability of water for irrigation or domestic use. The negative value of Chloro-alkaline index expresses the possibility of exchange of sodium, potassium with calcium and magnesium. The Water Quality Index value is 957.86 shows that the water is unsuitable for drinking, irrigation, animals and aquatic organisms.

KEYWORDS: Thamirabarani river, Water Quality Index, Sodium Absorption Ratio, Kelly's Ratio, Percent Sodium, Chloro-alkaline indices.

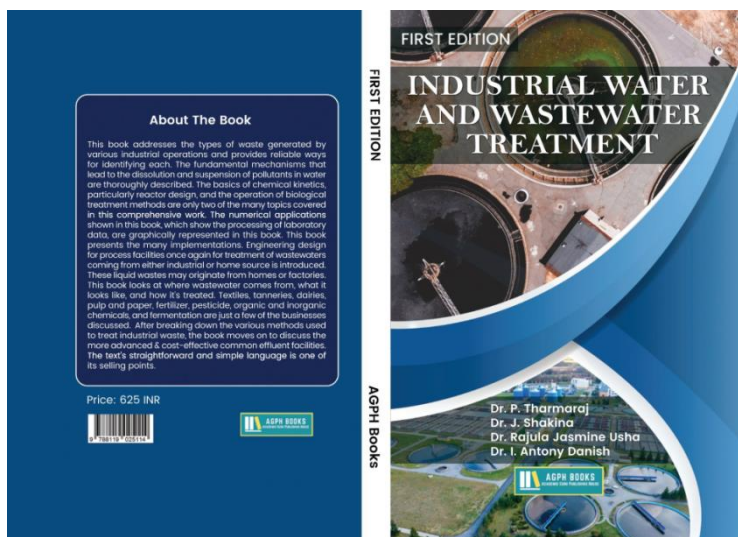
INTRODUCTION:

Environmental monitoring relies on the water quality assessment. Poor water quality affects the ecosystem. Rivers play an important role in the hydrological cycle¹. Aquatic environment has met severe changes due to pollution from industrial expansion and domestic usage. Pollution of rivers is the major concern for developing nations. Contaminated water causes more cancer cases and deaths due to contagious diseases. An increase in breast cancer deaths among women and prostate cancer deaths among men are very common now a day. The reason is the contaminated water source.

Rivers are the main sources for industries, domestic usage and drinking purposes. The contamination of the river causes serious effects not only to the aquatic animals, but also to the animals and human. The deterioration of river water occurs due to untreated effluent discharge, domestic wastes and chemicals from agricultural runoff². Simple nutrients and heavy metals are present as pollutants. The major part of domestic sewage comes from washing, bathing and flushing. The remaining pollutants are faecal, garbage and dissolved particles³.

Thamiraparani River originates from the hills of Western Ghats. It flows in two districts namely Tirunelveli and Tuticorin. The latitude and longitudes of this basin are 8.21° N and 77.10° respectively. This river flows into Kariyar reservoir. The first tributary of Thamiraparani is Manimthar river. It covers an area of 4400 km². The river is flooded due to north east monsoon. This river of cultural importance is utilized by thousands of people for basic needs. It is being polluted and the pollution studies conducted on the river proves that the pollutant levels are increasing at an alarming rate. Hence it becomes necessary to study the quality of the river fertilizing two districts⁴.

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Industrial Water And Wastewater Treatment

Dr. P. Tharmaraj, Dr. J. Shakina, Dr. Rajula Jasmine Usha and Dr. I. Antony Danish

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Chapter

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PHYTOCHEMISTRY OF FRUIT PEEL WASTE

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ABSTRACT

All the meals reassess include safe to eat and non-safe to eat waste portions. With growing call for meals and feed, the contemporary agriculture is that specialize in agro-processing to make use of the most part of the plant or animal resources. The gift reputation of usage of jackfruit (*Artocarpus heterophyllus Lam*, Moraceae) wastes in meals, feed, and different industry. *Artocarpus heterophyllus Lam* and *Artocarpus integer*, commonly known as jackfruit trees, are members of the *Morus Alba* family and are exotic trees native to the Western Ghats of India. Jackfruit is usually grown in the vegetable gardens of tropical and subtropical countries. Fruits are an important source of carbohydrates, fiber, minerals and vitamins. Bark, roots, leaves and fruits are mainly used in foods, food additives, and medicinal ingredients and in the textile industry. Jackfruit is considered an underutilized fruit, where most fruits are wasted due to ignorance, lack of post-harvest technology, and gaps in the supply chain system. The big gap in marketing Jackfruit and its waste can be processed into value-added products that can be filled for both additional revenue and food security.

KEYWORDS: Jack fruit peel, phytochemical composition, extraction application, jack fruit peel waste utilization.

INTRODUCTION

The various agro-climatic zones of Bangladesh are amenable to develop an extensive kind of culmination like mango, jackfruit and pineapple. Among them, jackfruit (*Artocarpus heterophyllus Lam.*) belonging to the own circle of relatives Moraceae is one of the maximum famous and evergreen timber in tropical regions like Bangladesh. The climatic situation of this us of a may be very appropriate for jackfruit cultivation. It is a main supply of bioactive compounds like diet C and beta-carotene that act as antioxidants to guard the frame in opposition to loose radicals and strengthens the immune system. It is likewise wealthy in numerous phytonutrients including lignans, Flavanoid, and saponins (Swami *et al.*, 2012). There are plentiful manufacturing of meals wastes at some stage in processing the uncooked agricultural merchandise to completed merchandise. Some of these wastes turn out to be as

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Chapter

1

IMPACT OF CLIMATIC CHANGES ON HUMAN HEALTH

**DR. S. MOHAMED RAMLATH SABURA¹,
DR. M.I. DELIGHTA MANO JOYCE² & F. FATHIMA FARZANA³**

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ABSTRACT

Today, worldwide, there is an apparent increase in many infectious diseases, which reflects the combined impacts of rapid demographic, environmental, social, technological and other changes in our ways of living. Climate change will affect infectious disease occurrence in humans and known that climatic conditions affect epidemic diseases from long before the role of infectious agents was discovered, late in the nineteenth century. Changes in infectious disease transmission patterns are a likely major consequence of climate change. Climate changes include alternations in one or more climate variables including temperature, precipitation, wind, and sunshine. These changes may impact the survival, reproduction or distribution of disease pathogens and hosts, as well as the availability and means of their transmission environment. The health effects of such impacts tend to reveal as shifts in the geographic and seasonal patterns of human infectious diseases and as changes in their outbreak frequency and severity. Climate change is the prime health threat facing humanity and health professionals worldwide are already responding to the health harms caused by this unfolding disaster. Abundant literature addresses the factorial and potential impacts of climate change on many types of infectious diseases, including vector borne, water-borne, air-borne, and food-borne diseases.

KEYWORDS: Climate change, infectious diseases, health effects, potential impacts.

INTRODUCTION

Climate is an average weather conditions that continue over multiple decades or longer, at the same time as the weather can change in minutes or hours. Climate change includes increases and decreases in temperature as well as changes in rainfall, changing risks of certain types of severe weather occurrences. Certain existing health threats will exaggerate and new health threats may emerge due to climate change. "Wellbeing of Human has always been inclined by climate and weather". Climate change is impacting human lives and health in a variety of ways. Climate change is crashing health in a countless of ways, Responsibility of contents of this book rests upon the authors and not upon the Editor & Publisher

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RECENT TRENDS OF INNOVATION IN CHEMICAL AND BIOLOGICAL SCIENCE VOLUME IV
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| Chapter 7 | PHARMACOLOGICAL POTENTIAL OF PLANTS |
| | M. L. DELIGHTA MANO JOYCE, M. BALASARASWATHI AND S. MOHAMED RAMLATH SABURA* |
| | <small>^{1,2}Department of Zoology, Sadakathullah Appa College, Tirunelveli ³Sadakathullah Appa College, Tirunelveli (Affiliated to Manonmaniam Sundaranar University, Tirunelveli) [*]Corresponding Authors Email: swathisaramuralidharan@gmail.com</small> |

ABSTRACT

An abundance of bioactive compounds found in plants are utilised either directly or indirectly to treat a variety of human diseases. Tribal societies all over the world have employed plants and plant parts as an ethno-medicine to treat a range of diseases since the dawn of time. In line with WHO Surprisingly, the main healthcare needs of almost 80% of people in poor nations are now largely or entirely met by herbal medications. A wide range of ailments are treated with various plant parts, such as the root, stem, leaf, fruit, and seeds, including diabetes, hepatitis, analgesia, antipyretics, and as a chemo protective agent for cancer, among others. The therapeutic potential of several historically important medicinal herbs, such as *Curcuma longa*, *Catharanthus roseus*, *Ziziphus nummularia*, *Embilica officinalis*, *Allium sativum* L, *Psidium guajava* and *Aloe vera* will be discussed in the following chapter.

KEYWORDS: *Curcuma longa*, *Catharanthus roseus*, *Ziziphus nummularia*, *Embilica officinalis*, *Psidium guajava*.

INTRODUCTION

Plant-derived medicinal products having a long history of use in ethnomedicine can be a rich source of substances for the treatment of various ailments and infectious diseases around the world for many years due to their minimum side effects and positive effects on human health. It is estimated that there are 250,000 to 500,000 species of plants on Earth. A relatively small percentage (1 to 10%) of these is used as foods by both humans and other animal species. It is possible that even more are used for medicinal purposes. According to the World Health Organization (WHO), a variety of drugs are obtained from different medicinal plants and about 80% of the world's developing population depends on traditional medicines for their primary health care needs. Kala *et al.*, 2006 documented that 80% of the world population has faith in traditional medicines, particularly plant drugs for their primary healthcare. Medicinal plants or their extracts have been used by humans since time immemorial for different ailments and have provided valuable drugs such as analgesics (morphine), antitussives (codeine), antihypertensive (reserpine), cardiotonic (digoxin), antineoplastic (vinblastine and Taxol) and antimalarial (quinine and artemisinin). Phytomedicine is a major component of traditional system of

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AWARENESS ON THE USES OF CASE STUDY METHOD IN RESEARCH

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ABSTRACT

The case study method is a very standard form of qualitative analysis and involves careful and complete observation. It is a way of study in depth rather than breadth. The objectives of the study are find the awareness and uses of the case study method of teaching and in research. Non-Parametric test of Mann-Whitney U test and Kruskal – Wallis test are applied to test the Null Hypotheses. Besides Non –Parametric test, Weighted Mean Score is used to rank the factors of uses in case study method. All the Null Hypotheses are statistically tested and accepted.

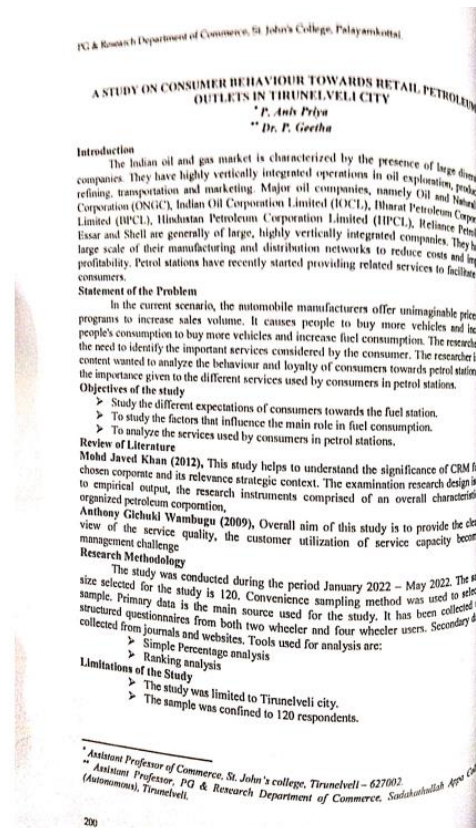
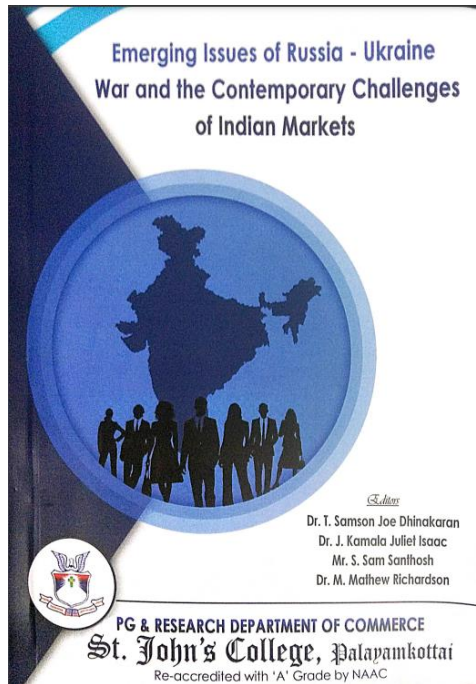
Key words: Case Study , Awareness on the uses of case study, Mann- Whitney U test and Kruskal – Wallis test.

1.INTRODUCTION

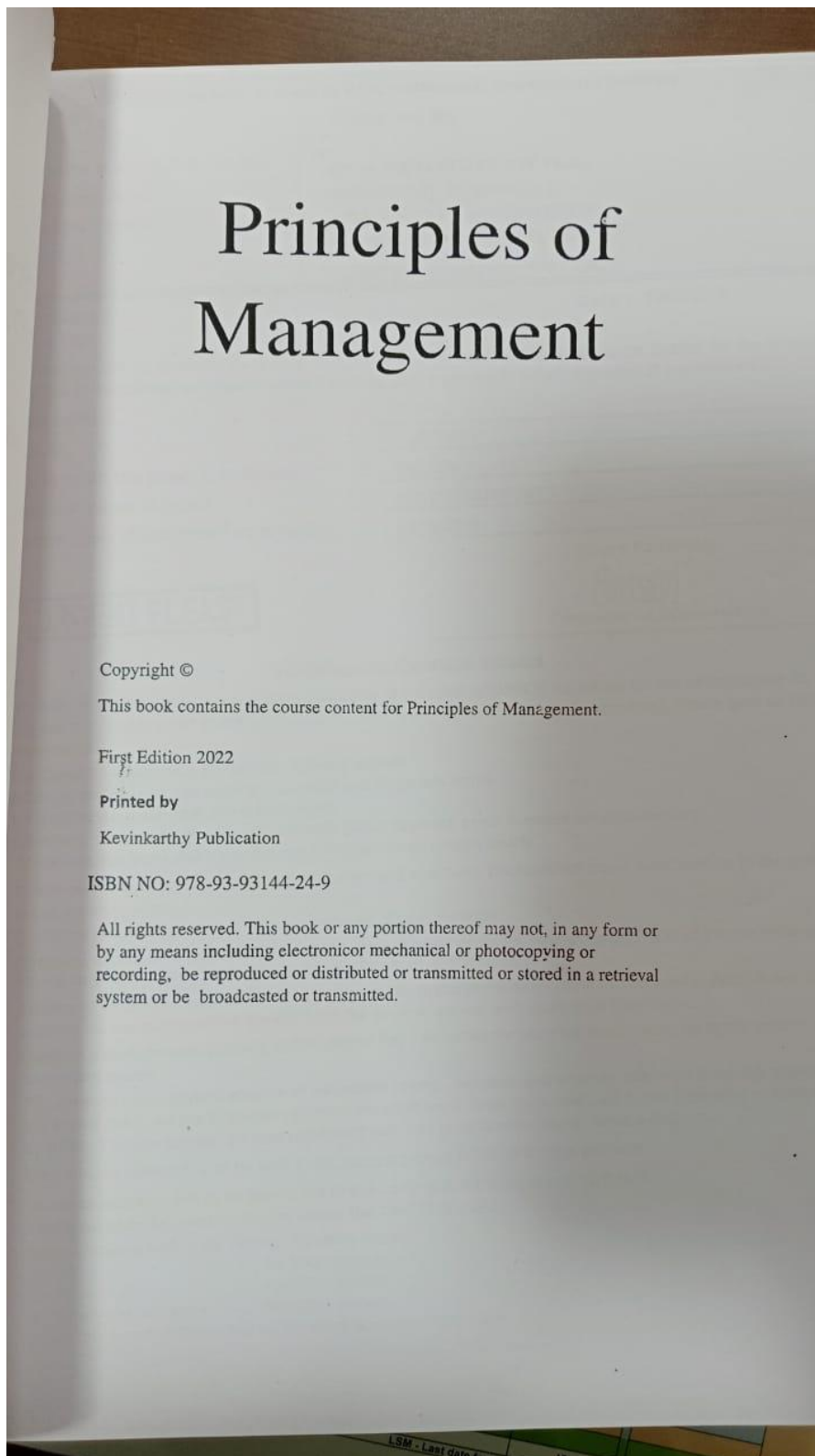
The case study method is a very standard form of qualitative analysis and involves a careful and complete observation of a social unit, be that unit a person, a family, an institution, a cultural group or even the entire community. It is a way of study in depth rather than breadth. The case study emphasis on the full analysis of a limited number of events or conditions and their interrelations. Thus, case study is essentially a rigorous investigation of the particular unit under consideration. The object of the case study method is to locate the factors that account for the behaviour-patterns of the given unit as an integrated totality.

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|---|--|
| A STUDY ON CUSTOMER PERCEPTION TOWARDS DIGITAL BANKING SERVICES PROVIDED BY COMMERCIAL BANKS IN INDIA | |
| Dr. M. Abdul Rahuman <i>Assistant Professor of Commerce, Saadathullah Appa College (Autonomous), Rahnath Nagar, Tirunelveli 627 011</i> | |
| ABSTRACT <i>In our country, the government implemented the concept of digital media. The Government of India focuses more on an awareness regarding digitalization, at present digitalization is one of the fast-growing activities. In digitalization, Cashless transaction is one of the important concepts. In the customer visits the banks and deals with the entire banking activity in the traditional banking concept But in the digital banking concept all the transaction deals with the support of a web portal and network. Digital banking creates more awareness regarding banking activities simply. This present study focuses on the impact of digital banking and access to service on the customer of Palayamkottai.</i> Keywords: Digital banking, Perception, challenges | |
| INTRODUCTION At present digital banking services provide the most advanced techniques all over the world. Banking Customers' needs and expectations are fulfilled through digital banking transactions. The term digital banking can be described in many ways, Simply the provision of transactions with simply the banks to customers, this service through computers, laptops, mobile, etc... Moreover the personal computer provides all banking facilities without going bank. In sitting place it offers all services and access through the internet. Digital banking provides many services like checking balances purchasing mutual funds paying the bill, money transactions, etc.... Customers all over the world access their accounts in 24 hours and 365 days. Digital banking provides all kinds of services to its customers. All the services of the bank have permitted on the internet display through the menu. Simply, digital banking implies the provision of banking products and services through an electronic network. It saves time and money for customers. In the Internet banking system, all the services are web enabled. Digital banking can be classified into three types. The first types are informational which deals with the basic level of Internet banking. The second types are interact and communicative which deal with the interaction between the bank system and the customer. The third type of digital banking is transactional this level of Internet banking allows the customer to execute transaction. | |
| STATEMENT OF THE PROBLEM In the Digital era, digital banking is one of the most powerful mediums of banking It influences an important role in dealing the transaction with the support of a portal The banking customer easily gets knowledge about how to use digital banking services. | |

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Comparative Study of Customer Satisfaction on Google Pay and Phonepay Mobile Apps

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Abstract: Cashless Transaction is the most recent technology that has seen wonderful growth in the past year. Cashless payments are now becoming a trendy trend in almost every field. The usage of mobile wallets has made a considerable economic growth in India. Online banking permits a user to carry out financial dealings via the Internet. Online banking is otherwise called web banking or Internet Banking. Customer satisfaction is the most difficult task in every banking sector. The Customers of e-wallets have improved their demonstrations and Covid-19 situations. This study is about Google pay and Phonepay users in Tirunelveli city. To know the satisfaction level of the customers, the developers introduced new features to attract customers. This paper makes an effort to study customers' perceptions of particular e-wallets. This study mainly focus concentrates on Google pay and Phonepay users. This study is to point out the problems and preferences among Google pay and Phonepay users.
Keywords: Customer satisfaction, comparison.

Introduction

In this cashless economy era, information and communication technology (ICT) plays a major role in creating payment using various payment modes. The mobile wallet app is a modern technology for avoiding the usage of physical cash. The mobile wallet records all kinds of banking with a clear payment reference and makes it accountable for tax payment.

The term 'digital payment' refers to using electronic means to pay for products and services online. This is referred to as a cashless economy since it avoids the use of physical cash. These digital transactions help to lower transaction costs while also speeding up the process of financing one transaction cycle. It lowers the risk of dealing with cash. The digital payment history may also be readily kept track of. Digital transactions also help the government because transactions can be easily identified, which helps to eliminate black money and so on.

The government is attractive steps to shift the country's economy away from cash and toward more digital transactions. An electronic wallet, often known as E-wallet, is an online service that allows consumers to conduct electronic transactions. Through QR codes, the E-wallet app may be utilized in smart phones, PCs, and several other electronic gadgets in stores. The use of an E-wallet requires a bank account, and money may be deposited or transferred using the E-wallet. Some critical documents, such as a driver's license, health insurance, and other identification documents, can be kept in the wallet. Through Near Field Communication, transactions may be wirelessly transmitted to a merchant's account (NFC). Furthermore, digital wallets are utilized for different types of applications beyond simple financial transactions. Digital wallet systems may be used for different types of retail, and money can be transferred to anybody, anywhere, at any time using them.

The Indian government aims to create a digital economy that is 'Cashless, Paperless, and Paperfree'. There are different types of apps available that allow users to make online payments. These are incredibly easy to use and give consumers a lot of freedom because they allow them to make payments in any time and from anywhere. Phone Pe, Google Pay, and Paytm are some of the online payment apps available now.

Objective of this Study

This research work is carried out in order to achieve the following:
➤ To identify the factor that influences the preference of the consumers for Google pay and Phonepay services.

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A STUDY ON CONSUMER BUYING BEHAVIOUR WITH RESPECT TO BRANDS IN ONLINE SHOPPING OF DURABLE AND NON-DURABLE PRODUCTS



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ABSTRACT:

In the changing digital era, people buying online have considerably greater than before when compared to offline shopping. Survival of many online platforms has improved the choices for the customers. It is a familiar rule in economics, that when there are more choices for the customers, there is more competition. The online platforms has also developed these specializations like, amazon, flipkart for electronics, Meeho for fashion big basket for food and so on. This specialization in online platforms has essentially given a variety of new factors for the customers to compare the products. After the arrival of these many platforms, customers have changed their vision over the branding of products. There are customers who are loyal to the brands in few products and there are also customers who identify only the best deals irrespective of branding. This paper covers the studies the buyers choices and behavior towards the brands in online shopping in a survey method.

1.1 INTRODUCTION:

In general speaking, the trend of Online has been elevated quickly within the latest years with the development of the net and because of the clean ease of access of internet utilization. Through digital Marketing and advertising and net conversation business firms are coordinate different marketing and advertising activities together with market studies, product development, notify clients about product features, promotion, buyer services, buyer observations and so forth. Online shopping is used as a medium for verbal exchange and digital commerce, it is to boost or improve in cost, best and beauty of handling over buyer advantages and better enjoyment, that is why online shopping is more convenient and every day rising its appreciation. In spite of the ease, there are many variations in the client selections with recognizing to brand and products in online shopping. This study goes to deal about the buyer attitude in shopping for durable and non-durable goods in on-line with respect to the emblem.

1.1.1 Durable and Non-Durable Products

The goods and products in the marketplace are usually categorize into two kinds, particularly long lasting and non-durable goods. When a product lose its price with the aid of the usage of it in less than three hundred and sixty-five days then it would be categorized as the non-durable product. The suitable examples are perishables and different products which may be used handiest as much as 365 days. In special terms, a non-long lasting true can also be said as products that with ordinary changing. On the substitute hand, durable goods are the ones which do not lose its fee in less than three hundred and sixty-five days, or it is able to be used for extra instances and for the longest time. Few examples are

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CHAPTER 10

MEASUREMENT OF ECONOMIC BURDEN OF HEALTH CARE COMMITMENT IN PRIVATE HOSPITALS IN TIRUNELVELI CITY

*Dr. M. Abdul Rahuman*¹

Abstract

Economic burden of Health care commitment is measured to be a nice mental state which binds a worker to the agency. a number of studies have passionate up that rather commitment personnel remains with the company. The commitment was found to be inversely connected to personnel in personal hospitals in Tirunelveli city. This observes investigated the relationship among organization efficiency, employer lifestyle, and corporation commitment. In this study, correlation analysis became accomplished to explain the link between the employee's dedication and company commitment.

KEY WORDS: employer dedication, company subculture, worker's commitment

INTRODUCTION

The Economic burden represent impressive beyond mere submissive devotion to an organization. Individual presentation and organizational efficiency can't be executed without organizational commitment. Health care commitment of employees also can be extended by committing the values of human beings first by giving them an appropriate refund, merchandising, education, fringe blessings, and so forth. Also by using communicating and descriptive the venture, creative and prophetic and goals of the enterprise. To determine the health care commitment the performance of the workers are considered in the three unexpected components of organizational have indicated that because of devotion which is emotional, normative and continuation excessive reforms and transforms distinct with the aid of Meyer, Allen. In a general sense, organizational distrust is the negative attitude of individuals towards the employer in which they work and its plans, approaches, and management; in a different phrase, it's miles based on the statement at the part of personnel that these fundamentals deprive the personnel of their hobbies (Wilkerson et al.)

Organizational devotion displays the attitude of person beings quicker to organizational values and purpose. The range for prevention, concern, and remedy. Contribution infirmity services need operating with interest and commitment for the highest performance as well as winning part in an area of proficiency and ability. To broaden an organization that has the destructive benefit of value-primarily based, then the management requirements to be aware of its organizational way of life, because the organizational tradition is a set of values, principles, and attitudes amongst participants of the venture imposed (Darmawan), whilst Ilin states that organizational practice is values that keep actual of human property in carrying out the responsibilities and behavior in the corporation devotion. Commitment is a form of link between the worker

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CHAPTER

4

E-COMMERCE AND ITS PROSPECTS

Dr. M. Abdul Rahuman¹

ABSTRACT

The transaction costs theoretical framework to explain the deployment of and challenges faced by e-business strategies. This outline provides a strong explanation of the essential economics of e-business. On this basis, the part discusses how information and communications technology (ICT) can be considered and deploy to reduce the costs of transactions and hence to change the structure and dynamics of markets for products and services exchanged through e-business.

Keywords: E Commerce, E- Business, B2B, B2C

INTRODUCTION

Firms using the internet for business and commerce can be split between those who exist because of the internet (firms born on the net, occasionally referred to as 'internet ') such as lastminute.com (www.lastminute.com) and those who use the internet as an addition to their core business (firms who migrate to the net) such as the supermarket Tesco (www.tesco.com). Some firms 'born on the net' have expanded to incorporate a traditional 'bricks-and mortar aspect to their business. For example, Amazon.com has prolonged to comprise the storage and distribution of products among their behavior. However, the trend is for most traditional businesses to incorporate an e-business phase to their activities, either as a corresponding service, such as the online bookselling facility of Barnes and Noble (www.barnesandnoble.com) or as a dominant means of trading, such as in airline ticketing. These firms are referred to as 'clicks and mortar' or 'bricks and clicks'. Some traditional firms invest or combine with dotcoms to attain synergy with online and offline activities DDD

DEFINITION

Electronic business (E-business) can be defined as the use of the Internet to network and authorize business processes, electronic Commerce, organizational communication and partnership within a Company and with its customers, suppliers, and other stakeholders.

E-businesses utilize the internet, intranets, extranets and other networks. E-Commerce is the buying and selling, marketing and servicing to sustain their marketable process. Electronic commerce of products and services via computer networks. Since e-business include the process of transact with suppliers and clients there is an extend beyond in activities with e-commerce. Although the terms 'e-business' and 'e-commerce' are frequently used Synonymously, the distinction between them lies in the broader collection of processes in e-business that incorporate internal transactions within an organization. These comprise transactions between to procurement, logistics, supply chain management, payments, stock control and order tracking...

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CONSUMERS AWARENESS AND SATISFACTION TOWARDS GREEN MARKETING - A STUDY IN TIRUNELVELI CITY

Dr. M. Abdul Rahuman

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Abstract

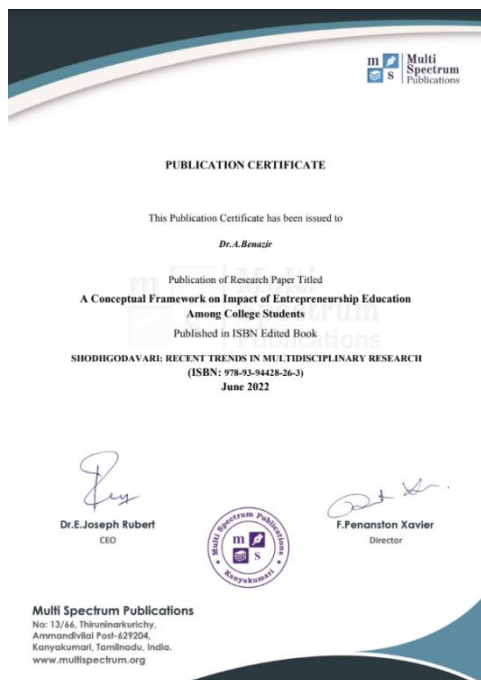
Green marketing aims to promote products or services in an environmentally friendly and sustainable. This is one of the approaches to the growing concern among businesses and consumers. The impact of economic activities on the environment is identifying promoting products and services of marketing activities. The responsible of the business and consumers differs from normal marketing activities. Based on the competition marketing strategy is different from green marketing activities. Green marketing is also known as sustainable marketing or environmental marketing. This paper deals with how the consumer is aware the green marketing. This study focus on consumer awareness and satisfaction with green marketing.

Keywords: Marketing, Green marketing, Purchase decision

INTRODUCTION

The history of green marketing can be traced back to the 1960s and 1970s when concerns about environmental pollution and resource exhaustion began to gain extensive attention. The concept of green marketing entirely differs from regular marketing. Green marketing deals with changes in the company's marketing strategy, promotion packaging, advertisement, etc... and also create a positive image of the brand. While green marketing provides various benefits such as increased consumer taste and preference, loyalty, at the same time it can also pose various problems, it includes the risk of greenwashing, the lack of regulations of green marketing, high cost, lack of awareness, etc... Green marketing is based on the premise that consumers are increasingly interested in environmentally responsible products and are willing to pay a premium for them. Overall, green marketing identifies a growing trend in the business world as companies point out to align their economic activities with the principles of sustainability and responsibility.

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CHAPTER 20
**Awareness about various Welfare Schemes among Handloom Weavers -
with special Reference to Palayamkottai**
Dr. A. Benazir¹

ABSTRACT
This study is about the level of awareness about various Welfare Schemes among Handloom Weavers. The main objective of the study is to examine the policy of the Government of India towards promoting the handloom industry since independence and to study the social conditions prevailing among the handloom weavers with an objective to find out their place in the society. The primary data has been collected from handloom weavers of Palayamkottai through the direct interview method. A part from this, personal interview group discussion and observation methods were used in collecting the first hand information. It is concluded that the Government is taking so many initiatives but the schemes did not reach the weavers properly. So the government should create awareness about the various welfare schemes.

Key words: Hand loom Weavers, welfare schemes, Awareness

INTRODUCTION
A hand loom is a simple machine used for weaving. In a wooden vertical-shaft looms, the bobbles are fixed in place in the shaft. This loom is powered by hand. The objective of this study is to examine the socio-economic status of handloom weavers working in the sample area of Palayamkottai. India has long tradition in weaving especially in hand weaving. We are moving through different diversity handloom is one of that. Also handloom is one of the cultural heritages of India.
As per 4th All India Handloom Census (2019-20), there are 2,43,575 handloom weavers and allied workers in the State of Tamil Nadu, which is the highest among Southern States and third highest in the country.
Ministry of Textiles is implementing following schemes for development of handlooms and welfare of handloom weavers across the country, including the state of Tamil Nadu:-
1. National Handloom Development Programme (NHDP)
2. Comprehensive Handloom Cluster Development Scheme (CHCDS)
3. Handloom Weavers' Comprehensive Welfare Scheme (HCWCS)
4. Yarn Supply Scheme (YSS)
Under the above 4 schemes, financial assistance is provided for raw materials, purchase of looms and accessories, design innovation, product diversification, infrastructure development, skill upgradation, lighting units, marketing of handloom products and loan at concessional rates.

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WORK LIFE BALANCE AS ENHANCEMENT OF EFFECTIVENESS AND SATISFACTION IN TEACHING AMONG WOMEN TEACHERS - WITH SPECIAL REFERENCE TO ARTS AND SCIENCE COLLEGES IN CHENNAI



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❖ ABSTRACT:

The term Work Life Balance was first coined in 1986. It does not mean equal balance but is of trying to schedule an equal number of hours for each of your various work and personal activities. The right balance of you today will probably be different for you tomorrow. Thus the core of effective work life balance definition are of two key concept, they are daily achievement and enjoyment. The main objective of the study is to bring out work life balance as a critical aspect to enhance teachers effectiveness and satisfaction in the context of students learning. 591 questionnaires were distributed to all women staff members for the purpose of research. 542 were collected back from those women teachers taken for survey. It is concluded that Work life balance for arts and science college teachers has become one of the greatest challenges in today's world. Teachers need to spend extra hours' every day to be effective and productive in their profession so that they could progress in their career. The increase in work ethics and consumerist culture has grown to greater extent that the value of parenting and home making has deteriorated.

Keywords: *Work life balance, effectiveness, satisfaction , teaching, women teachers*

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SUSTAINABLE DEVELOPMENT GOALS IN INDIA BY GST- A STUDY WITH SPECIAL REFERENCE TO HUL IN TIRUNELVELI MUNICIPAL CORPORATION

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Abstract

The fourth largest sector in the Indian economy is the Fast-moving consumer goods (FMCG) sector. FMCG accounts to 50 percent of FMCG sales in India. The Key growth of this sector is change in life style, growing awareness etc. Recently, the growth of FMCG is faster in rural area than in urban India. The Major factor for the development of FMCG is the middle- income group in the urban areas. The basic needs of the most of the population are satisfied by the FMCG companies if India. FMCG products can be quickly purchased as the cost is low. Examples of FMCG products are food, personal care items, stationery and consumer goods. FMCG is one of the fastest improving sector in India. The objective of this study is found out Goods Service Tax rate and its impact on FMCG's. And also, key takeaways of the model GST. HUL one of the leading FMCG has stated that the new tax regime of Goods and Services (GST) has not affected the consumer off takes and there will be price cuts by increased sales. There was reduction in the prices of some of HUL products like detergents and soaps.

Key Words: FMCG (Fast Moving Consumer Goods), GST (Goods and Service Tax)

1.Introduction:

An important contributor for India's GDP is the FMCG sector and it constitute larger part of the consumers' budget in most of the countries. GST on FMCG will have an impact on the pricing, working capital, ERP Systems, Internal control and accounting etc. FMCG is the major contribution of tax directly or indirectly in the economy. A significant USD 6.5 billion is been contributed in direct and indirect tax by the FMCG's sector. The Fast-moving consumer goods sector in India comprises 50 Percent of food and beverage industry and 30 percent comprises personal and household care.

1.1. Hindustan Uniliver Limited (HUL):

It is one of the largest Fast Moving Consumer Goods Company in India. The HUL companies provides branded product and services to the people and make them feel and look good. It produces is one of the leading household brands like Rin, Vaseline, Fair&lovely, Pond's, Clinic plus, Dove etc. The HUL has created its image and proves innovative distribution mechanisms in order to attract consumers both from urban and small villages.

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**A STUDY ON CONSUMER PERCEPTION TOWARDS
MAMAEARTH PRODUCTS**

A study on consumer perception towards Mamaearth Products

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Abstract

Digital marketing is the element of marketing that consumptions the Internet and online based digital technologies such as desktop computers, mobile phones and further digital media and platforms to support products and services. With more persons selecting to shop online, businesses have followed robust digital strategies that bring them nearer to their target customers. In India, where the online retail industry is developing exponentially, more brands are waking up to the huge chances that the booming e-commerce industry can distribute on the back of the increasing people of internet-savvy Indian customers. One such direct-to-consumer company is the organic skincare brand Mamaearth. This principally digital business trusts on Facebook apps and services to connect with new customers and boost sales and revenue. In this study, we'll discussing the digital marketing strategies that make Mamaearth stand out ahead of the competition.

Keywords: Mamaearth, Products, Cosmetics, Toxin free, Consumer, Industry, Marketing.

Introduction:

Over the ages to come, the cosmetics and own care industry is forecast to record gains all its segments. Mainly strong growth estimated for sun protection and anti-aging products as customers becomes gradually more aware of the dangers of sun revelation and more concerned with conserving a youthful appearance. Developing nations represents vast potential for national companies, offering improved quality products than locally created goods to populations with raising income level.

Rising income means that consumers are more anxious with product effectiveness and elements used rather than low-priced products. Producers are, therefore, attentive on advertising their products as greater to those of rival companies, rather than analytically seeking to undercut market prices. Digitalization and corona virus pandemic have moved makeups and personal care into online realm, where buyers have access to extensive range of products, analyses and distribution options.

Mamaearth is frequently welcomed as the 1st Asian brand with a "MADE SAFE" certification. The products that the company brings to the

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Abstract

In our country, the government focused on the concept of digital media. The Government of India create more awareness regarding digitalization, at present digitalization is one of the fast-growing activities. Cashless transaction is one of the most important concepts in digitalization. In traditional banking activity, the customer visits the banks and deals with the entire banking activity with the support of bank staff but in the concept of electronic banking, every transaction deals with the support of an online portal. Electronic banking activity creates more awareness of banking activities. This present study focuses on the impact of electronic banking and access to service on the customer of Tirunelveli City.

Keywords: Electronic banking, Challenges, Benefits

Introduction

Nowadays Electronic banking services provide the most advanced techniques all over the world. Customers' needs and expectations are fulfilled through electronic banking transactions. The term electronic banking can be described in many ways, Simply the provision of transactions with simply the banks to customers, this service through computers, laptops, mobile, etc... Moreover, the personal computer provides all e-banking facilities without going bank. In sitting place, it offers all services and access through the internet. Electronic banking offers many services like paying the bill, money transactions, checking balances purchasing mutual funds, etc. Customers all over the world access their accounts in 24 hours and 365 days.

Electronic banking offers all kind of services to its customers. It saves time and money for customers. In the Internet banking system, all the services are web enabled. All the services of the bank have permitted on the internet display through the menu. Simply, electronic banking implies the provision of banking products and services through an electronic network. E-banking can be classified into three types. The first types are informational which deals with the basic level of Internet banking. The second types are internet and communicative which deal with the interaction between the bank system and the customer. The third type of e-banking is transactional this level of Internet banking allows the customer to execute transaction.

Statement of the problem

In the Digital era, electronic banking is one of the most powerful mediums of banking It influences an important role in dealing the transaction with the support of a portal The banking customer easily gets knowledge about how to use e-banking services. Generally, traditional banking

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27 PERCEPTION TOWARDS ONLINE SHOPPING WITH MEESHO APP - A STUDY WITH SPECIAL REFERENCE TO PALAYAMKOTTAI REGION

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Abstract

One vital aspect of daily existence is shopping. This study examines the respondents of Palayamkottai use MEESHO app for online shopping, using a sample size of 50 respondents that represent a range of ages, educational levels, and financial circumstances. The respondent's behaviour towards their preferred purchases, their degree of satisfaction with the products and services that they obtain from MEESHO app for online shopping are also discussed in this study. According to statistical study, the respondents' behaviour varies greatly depending on their age, education level, and financial situation. The study's conclusions include that apparels, Accessories and Electronic goods are the most popular purchases. The reason for Choosing Meesho app is less price and good quality. The major factors that influence the respondents towards MEESHO app are Time saving, and 24X7 shopping facility. The respondents are highly satisfied with the quality of the products.

Keywords: Buying Behaviour, Perception, Online shopping, MEESHO app

Introduction:

Online shopping is a form of electronic commerce which permits consumers to directly purchase products or services from sellers over the internet using web browsers. Online shopping is a fast-growing phenomenon goods and services, gather product information or even browse for therefore enjoyment. Consumers can shop from any place and need not physically visit the shops' outlets for shopping purposes. Therefore, even if customer is staying in remote area, he or she can easily shop through internet. The customer can shop any day of the year on any time of the day. This also help in consumer's time and energy saving. Move over due to unlimited choice and less excess time, consumers can easily search for the desired things and can easily compare the product items. Therefore, the present research is made to study on online shopping buying behavior of consumers in Palayamkottai. Meesho stands for "Meri e-shop", (my shop in English) established by IIT Delhi students Vidit Aatrey and Sanjeev Barnwal in late 2015. It's India's first social commerce platform where small business and any individual can do trade from home with zero expense.

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FACTORS INFLUENCING TO PREFER UPI - A STUDY

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Abstract

Reserve Bank of India (RBI) has taken systematic steps to promote digital payments in India and created National Payment Corporation of India (NPCI) as an umbrella organization to develop low-cost retail digital payment systems. After the implementation of UPI there is a tremendous change in the payment method. Hence it is important to know the benefits and drawback of UPI services and customer perception towards innovation adopted by the national payment corporation. The primary objectives of the study are to know the usage of UPI APP and to study about the influencing factors to prefer UPI and resulted with the majority of the respondents say that they have high level of satisfaction towards 24*7 service of UPI payment followed by brand loyalty and Lesser amount payment.

Keywords: UPI, UPI APP and NPCL

Introduction:

India contributes as seventh largest economy of the world with GDP of USD \$ 2.3 trillion, for an economy of this size India is predominantly cash driven economy. High dependence on cash brings its own set of problems of production, storage and cash management cost of currency notes, use of fake currency and most importantly lack of trail of transactions which leads to tax evasion. These problems are bound to be amplified as the economy grows. Reserve Bank of India (RBI) has taken systematic steps to promote digital payments in India and created National Payment Corporation of India (NPCI) as an umbrella organization to develop low cost retail digital payment systems. In August 2016, NPCI launched Unified Payment Interface (UPI), a next generation mobile based payment system which enables real time bank payments. UPI leverages high tele-density in India to make mobile phone as a primary payment device for both consumers and merchants and to universalize digital payments in the country.

Need of the study:

Unified payment interface is the one of the recent innovation introduced by National Payment Corporation of India (NPCI). After the

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ദേശീയ രാഷ്ട്രീയത്തിലേക്കുള്ള പുനഃപ്രവേശം

സൈതാലി പി പി
*(അസി. പ്രൊഫസർ, പി ജി ആന്റ് റിസർച്ച് ഡിപാർട്ട്മെന്റ്, ഓഫ് ഹിസ്റ്ററി,
സമതലതൃശ്ശൂർ അപ്പാ കോളേജ്, തിരുനെൽവേലി, തമിഴ്നാട്)*

ആമുഖം

മലബാറിൽ ദേശീയ പ്രസ്ഥാനം സാമൂഹ്യബോധമുള്ള ഒരു ബഹുജന മുന്നേറ്റമായി മാറുന്നത് ഖിലാഫത്ത്-നിസ്സഹകരണ പ്രസ്ഥാനത്തിലെ മാപ്പിള കർഷകരുടെ സജീവ പങ്കാളിത്തത്തോടു കൂടിയാണ്. 1921ലെ മലബാർ സമരത്തിന്റെ ക്രമമായ അടിച്ചമർത്തലോടുകൂടി മാപ്പിള കർഷകരും അവരുടെ പ്രദേശവും സാമൂഹ്യത്തിനായുള്ള ദേശീയ പ്രക്ഷോഭത്തിൽ നിന്നു 1930കളുടെ അവസാനം വരെ ബോധപൂർവ്വം വിലക്കു കൽപിച്ച് മാറ്റിനിർത്തപ്പെട്ടു. 1937-1948 കാലത്ത് മാപ്പിള കർഷകരുടെ ദേശീയ രാഷ്ട്രീയത്തിലേക്കുള്ള പുനഃപ്രവേശം സാധ്യമാക്കിയ വഴികളും അവരുടെ വ്യതിരിക്തമായ രാഷ്ട്രീയ നിലപാടുകളും ആവശ്യങ്ങളുമാണ് ഈ ലേഖനത്തിൽ പഠനവിധേയമാക്കുന്നത്.

1937 മുതൽ 1947 വരെയുള്ള കാലയളവിലാണ് മലബാറിലെ രാഷ്ട്രീയം പൊതുവായും വിശിഷ്ടം മുസ്ലിം രാഷ്ട്രീയം വൈവിധ്യപൂർണ്ണവും ശക്തവുമായ മത്സരങ്ങൾക്ക് സാക്ഷ്യം വഹിക്കുന്നത്. കോൺഗ്രസ്, മുസ്ലിംലീഗ്, കമ്മ്യൂണിസ്റ്റ് പാർട്ടി, ഫോർവേഡ് ബ്ലോക്ക്, മുസ്ലിം മജ്ലിസ് തുടങ്ങിയ രാഷ്ട്രീയ പ്രസ്ഥാനങ്ങൾ തങ്ങളുടെ നിലപാടുകൾക്ക് പിന്തുണ തേടിയും, ബഹുജനാടിത്തറ വിപുലപ്പെടുത്തുന്നതിന്റെ ഭാഗമായും മാപ്പിള കർഷകർ ഉൾപ്പെടെയുള്ളവരുടെ പിന്തുണയ്ക്കു വേണ്ടി കടുത്ത മത്സരങ്ങളിൽ ഏർപ്പെടുന്നുണ്ട്. ഇതേ കാലയളവ്

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Vermifiltration: A Novel Sustainable and Innovative Technology for Wastewater Treatment **24**

M. Mohan, M. Manohar, S. Muthuraj, G. S. Vijayalakshmi, P. Ganesh, and M. Abdul Salam

Abstract

Vermifiltration is a viable technology used to treat wastewater, which is formulated using earthworms by their potential to enhance the permeability of the soil and increase the rate of organic matter decomposition. It is an eco-friendly and low-cost technology for wastewater treatment affordable to the rural environment. Pollution originated from nonpoint sources causing negative impact on environment and human health. Many techniques deployed to treat wastewater by proving its efficiency in significant manner. But it is essential to find out the treatment method to low cost, easily affordable, available in around our premises, consume less energy and man power, and meet the standard of effluent discharge from the treatment unit. Wastewater treatment is performed by vermifiltration technique, an environmental-friendly approach to protect our mother earth through the sustainable and low-cost technology. Wastewater comprises many kinds of contaminants originated from various organic and inorganic sources. Pathogens and dissolved solids also reported in wastewater. Vermicast

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1. INTRODUCTION

Computers are the main components in the education, research and development sector. The library is the back born of educational institutions and the society. So, the computer plays a vital role in the libraries to access and provide range of electronic information resources and manage materials like Journals, E-Books, Repositories and all other E-Resources. Computers are used in the library to change the ancient library system to the digital mode. In the ancient times all the library activities were maintained in manual format. The concept of library Automation (Computerization) allowed doing all the major activities of a library in software, which perform things very user-friendly.

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