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Research article

#### Chromium-catechin complex, synthesis and toxicity check using bacterial models

Aafreen Fathima<sup>a</sup>, Verasundaram Manickavasagar Manikandamathavan<sup>b</sup>, Raghava Rao Jonnalagadda<sup>c,d</sup>, Balachandran Unni Nair<sup>a</sup>

<sup>a</sup> Chemical Laboratory, Council of Scientific and Industrial Research (CSIR) - Central Leather Research Institute (CLRI), Adyar, Chennai 600 020, India; <sup>b</sup> Department of Chemistry, Indian Institute of Technology Madras (IITM), Adyar, Chennai 600 036, India

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**ABSTRACT**

Chromium-catechin complex was synthesized by reacting  $Cr(H_2O)_6^{3+}$  (hexa-aqua) with catechin as a ligand. Toxicity studies were carried out for the complex using bacterial models for safer application of this complex in the future as a drug. Chromium-catechin complex was characterized using ESI Mass spectrometry, electronic spectroscopy, FT-IR spectroscopy and cyclic voltammetry. The complex was found mildly inhibitory towards *E. coli* with the mode of action being oxidative damage, targeting cell membrane. The complex was supportive towards *E. coli* which was evident from the growth profile and inhibition studies. SEM analysis supported the results of membrane integrity studies, where the bacterial liposomes upon treatment with the complex revealed slight morphological changes in the case of *B. subtilis*, without any change in the case of *E. coli*. The toxicity studies on chromium-catechin complex using bacterial model saves time, as well as resources by providing quick and reliable results, which could ease up the work to be done in future with higher group of organisms like animal model. Therefore, in the future, this complex can be used as an antidiabetic drug after performing toxicity studies with animal model.

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**1. Introduction**

Chromium, a transition metal occurs in several oxidation states [Cr(II) - Cr(VI)], but the trivalent [Cr(III)] and the hexavalent [Cr(VI)] are the most stable forms [1]. Chromium is used in various industries such as leather processing, metallurgy, power plants, textiles, wood preservation, electroplating, in the manufacture of dyes, paints, jet aircrafts and magnetic tapes [2]. Cr(VI) is highly toxic and carcinogenic, synthesized by the oxidation of Cr(III), which is less toxic found in most of the foods substances and natural supplements. Cr(III) acts as a cofactor in sugar metabolism by interacting with the oligopeptide - LMWC (Low molecular weight chromium binding substance) [3].

Catechin is a plant polyphenol commonly found in tea, coffee, cocoa beans, etc. Catechin is one representative of vegetable tannin, it plays an important role in stabilizing the skin protein collagen [4]. Catechin is a free radical scavenger with anti-bacterial and anti-inflammatory activity. Since catechin possesses antioxidant activity, the complexing of trivalent chromium with catechin at 1:2 ratio could possibly reduce the genotoxic side effects of Cr(III).

Metal complexes play a vital role in pharmaceuticals for designing drugs which may be a replacement for the commercial antibiotics that suffer the drawback of drug resistance [5]. Metal ions chelated with suitable ligand results in various applications in the field of catalysis, adsorption, storage, magnetism, molecular recognition, fluorescence sensors, etc [6, 7]. In coordination chemistry, enormous work has been done on the metal chromium because of its importance in biological processes, such as DNA damage [8], Plasmid cleavage, protein damage [9, 10]. As Cr(III) is required in trace amount for sugar and lipid metabolism, trivalent chromium has been complexed with natural Picolinic acid [11], Phenylalanine [12] and Glucosaminic acid [13] for treating obesity and type II diabetes. Due to some drawbacks of synthetic Cr(III) complexes such as Cr(Picolinate) which may shift the redox potential of chromium in the complex and generate hydroxyl radicals causing DNA damage, treatment of type II diabetes requires safe dietary supplements in the form of drugs. Therefore, a new complex has been synthesized using Cr(III) and catechin, and the toxicity was assessed first using bacterial models so that a drug for type II diabetes in the future could be developed. In this work chromium-catechin complex was synthesized

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## Synthesis, Characterization, and *In Vivo* Toxicological Evaluation of Copper (II) Oxide Containing Herbometallic Siddha Nanocomplex “Thamira Parpm”

Parameswari Royapuram Parthasarathy<sup>1,2</sup>, Verasundaram M. Manikandamathavan<sup>3,4</sup>, Chandranayagam Chandronitha<sup>5</sup>, Hannah R. Vasanthi<sup>6,7</sup>, Vasanth Kumar Mohan<sup>8</sup>, Venkatarayanan Vijayakumar<sup>9</sup>, Rajeshkumar Shanmugam<sup>1</sup>, Saravanan Sekaran<sup>1</sup>, Balachandran Unni Nair<sup>10</sup>, Duraispandan Chamundeswari<sup>11</sup> and Sadasri Panchatcharam Thyagarajan<sup>12\*</sup>

<sup>1</sup>Centre for Transdisciplinary Research, Department of Pharmacology, Saveetha Dental College and Hospital, SAKATS, Chennai, India; <sup>2</sup>Hospital and Indian Medicine Research Laboratory, Sri Ramachandra University, Chennai, India; <sup>3</sup>Chemical Laboratory, Central Leather Research Institute, Chennai, India; <sup>4</sup>Department of Chemistry, Thiagarajar College, Thanjavur, India; <sup>5</sup>Department of Biotechnology, School of Ultrasound, Pondicherry University, Tamil Nadu, India; <sup>6</sup>Vishakhapattanam Institute for Home Science and Higher Education for Women Coimbatore, Tamil Nadu, India

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**\*Correspondence:**  
Sadasri Panchatcharam Thyagarajan  
spt@srmsmc@gmail.com

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**Keywords:** copper oxide, Siddha, herbometallic, Thamira parpm, nanocomplex, toxicity

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### 1 INTRODUCTION

Metal nanoparticles have gained significant interest over the past decade because of their unique properties and biomedical applications (Naitoo et al., 2015; Shoaib et al., 2018; Cid and Simal-Gandara, 2020; Matur et al., 2020; Unapathi et al., 2020; Patel et al., 2021; Unapathi et al., 2021; Kumar et al., 2022). The Indian system of medicine, such as Ayurveda and Siddha, considered the



# Best proximity point theorems in topological spaces

V. Sankar Raj<sup>✉</sup> and T. Piramatchi

**Abstract.** Let  $A, B$  be nonempty subsets of a metric space  $X$  and  $f : A \rightarrow B$  be a mapping. A point  $x_0 \in A$  is a best proximity point of  $f$  if  $d(x, f(x)) = \text{dist}(A, B) := \{d(a, b) : a \in A, b \in B\}$ . It is worth mentioning that the metric function  $d$  plays a vital role in defining the notion of best proximity points. In this manuscript, we introduced a notion of best proximity points in arbitrary topological spaces and established few best proximity point theorems. Our main result generalizes the well-known Edelstein's fixed point theorem for contractive mappings.

**Mathematics Subject Classification.** 47H09, 47H10.

**Keywords.** Topologically  $r$ -contractive, topological  $P$ -property, orbit sequence, best proximity points, fixed points.

## 1. Introduction

Let  $A$  be a nonempty subset of a metric space  $X$ . A mapping  $f : A \rightarrow X$  is *contractive* if  $d(f(x), f(y)) < d(x, y)$ , for all  $x, y \in A$  with  $x \neq y$ . A point  $x \in A$  is a *fixed point* of  $f$  if  $f(x) = x$ . Edelstein [1] proved that every contractive self mapping  $f : A \rightarrow A$ , where  $A$  is a compact subset of  $X$ , has a unique fixed point in  $A$ . Edelstein's theorem drew attention of many researchers to obtain various extensions and generalization of it. For more details of Edelstein's theorem, one may refer [2, 3]. Note that the metric space structure is essential to define contractive type mappings. In this connection, see also page 3 in the book by Goebel and Reich [4]. In [5], Liepinš obtained an interesting extension of Edelstein's theorem. The author extended the notion of contractive mapping to an arbitrary topological space and obtained fixed point theorems on topological spaces.

On the other hand, the necessary condition for the existence of a fixed point of a nonself mapping  $f : A \rightarrow X$  is  $f(A) \cap A \neq \emptyset$ . Suppose that the necessary condition fails. Then  $f(x) \neq x$ , for all  $x \in A$ . Then we are looking for a point  $x \in A$  for which the displacement  $d(x, f(x))$  is optimum. Best Approximation and Best Proximity point theorems are developed in this





## Strong convergence of approximants to best proximity points of nonself nonexpansive mappings

T. Piramatchi<sup>1</sup> · S. Jamal Fathima<sup>1</sup> · V. Sankar Raj<sup>1</sup>

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### Abstract

Let us consider a nonself nonexpansive mapping  $T : A \rightarrow B$ , where  $A$  and  $B$  are nonempty subsets of a real Hilbert space  $H$ . It is worth mentioning that the sequence of iteration is meaningless for this type of nonself mappings. We introduced Browder-type net  $\{x_i\}$  in  $A$  for  $T$  and established necessary and sufficient conditions for the existence of a best proximity point of  $T$  in terms of the net  $\{x_i\}$ .

**Keywords** Nonself nonexpansive mappings · Fixed points · Metric projection ·  $P$ -property · Best proximity points

**Mathematics Subject Classification** 47H09 · 47H10

### 1 Introduction

Let  $X$  be a set and  $f : X \rightarrow X$  be a self mapping. Fix  $x_0 \in X$ . The sequence  $\{x_n\}$  of iteration of  $f$  starting at  $x_0$  is given by the relation  $x_n = f(x_{n-1})$ , for all  $n \in \mathbb{N}$ . The sequence of iteration plays a vital role for showing the existence of fixed points of the given mapping. Also, it provide an algorithm to compute/locate the fixed point. For example, the Banach contraction principle states that if  $X$  is a complete metric space and  $T : X \rightarrow X$  is contraction mapping, then  $T$  has a unique fixed point and the sequence of iteration of  $T$  starting at any point in  $X$  will converge to the unique fixed point of  $T$ . Note that the sequence of iteration of a given self mapping need not converge in general. In particularly, for the case of nonexpansive mappings, the sequence of iteration need

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✉ V. Sankar Raj  
sankarrajv@gmail.com  
T. Piramatchi  
prammamsc89@gmail.com  
S. Jamal Fathima  
sjfathima88@gmail.com

<sup>1</sup> Department of Mathematics, Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu 627 012, India







## Two Extensions of Diametrically Contractive Mappings

V. Sankar Raj  and T. Piramatchi

Department of Mathematics, Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India

### ABSTRACT

In this manuscript, we introduce two extensions of diametrically contractive mappings and provided sufficient conditions for the existence of a generalized fixed point, called the best proximity point, for such mappings. Our results generalize the fixed point theorems of Xu, Dhompongsa, and Yingtaweesittikul.

### ARTICLE HISTORY

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### 2010 MATHEMATICS

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47H09; 47H10

### 1. Introduction

Let  $K$  be a nonempty subset of a metric space  $X$ . A self-mapping  $T : K \rightarrow K$  is contractive, if  $d(Tx, Ty) < d(x, y)$ , for all  $x, y \in K$  with  $x \neq y$ . It is well-known that a fixed point of a contractive mapping is unique if it exists. We say that a nonempty subset  $K$  of a metric space  $X$  has fixed point property for contractive mapping if every contractive self-mapping  $T : K \rightarrow K$  has a fixed point in  $K$ . It is easy to find examples of a fixed point free contractive mapping on a complete metric space. That is, a complete metric space does not possess the fixed point property for contractive mapping. Edelstein proved that every compact metric space has fixed point property for contractive mapping [1]. Edelstein's theorem attracted many researchers to investigate the existence of fixed points for a contractive mapping by relaxing the compactness of the domain. This raises the following question, which is open so far.

**Question 1.** Does a weakly compact subset of Banach space has fixed point property for contractive mappings?

Istrătescu introduced a new class of mappings called diametrically contractive mapping which is properly contained in the class of contractive

**CONTACT** V. Sankar Raj  sankarrajv@gmail.com  Department of Mathematics, Manonmaniam Sundaranar University, Tirunelveli 627 012, Tamil Nadu, India.

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## GLOBAL JOURNAL OF ENGINEERING SCIENCE AND RESEARCHES

### EXISTENCE OF BEST PROXIMITY POINTS USING ASYMPTOTIC CENTER

V. Sankar Raj\*<sup>1</sup> & T. Piramatchi<sup>2</sup>

\*1&2 Department of Mathematics, Manonmaniam Sundaranar University, Tirunelveli 627 012, Tamilnadu, India

#### Abstract

Fixed point theorems for a nonexpansive mappings via the concept of asymptotic center studied in many literature. In this manuscript, we introduce the notion of asymptotic center of two sequences  $\{x_n\}, \{y_n\}$  and discuss some properties of it. Also, as an application of this concept best proximity point theorem for certain mapping is proved.

AMS Subject Classification: 54H25, 47H10

**Keywords:** Asymptotic center, Fixed points, Best proximity points, Relatively Nonexpansive mapping.

#### I. INTRODUCTION

Let  $X$  be a Banach space. A mapping  $T: X \rightarrow X$  is said to be nonexpansive if  $\|Tx - Ty\| \leq \|x - y\|$  for all  $x, y \in X$ . A well-known fixed point theorem due to Browder, Gohde and Kirk states that every nonexpansive mapping on a closed bounded convex subset of a uniformly convex Banach space into itself has at least one fixed point. Existence of a fixed point for such mappings are studied in many literature. The following interesting method for studying fixed point properties of nonexpansive mappings via the concept of asymptotic center was first introduced by M. Edelstein. Let  $K$  be a nonempty subset of a Banach space  $X$  and  $\{x_n\}$  be a bounded sequence in  $X$ . Define the asymptotic radius of  $\{x_n\}$  at  $x$  as a number  $r(x, \{x_n\}) = \limsup_{n \rightarrow \infty} \|x - x_n\|$ . The asymptotic radius of  $\{x_n\}$  in  $K$  is defined as the infimum of  $r(x, \{x_n\})$  over  $K$ . A point  $z$  is said to be an asymptotic center of the sequence  $\{x_n\}$  in  $K$  if  $r(z, x_n) = \inf \{r(x, \{x_n\}) : x \in K\}$ . Also using this concept, the author proved the following fixed point theorem which guarantees the existence of a fixed point for a mapping which is weaker than the nonexpansive mapping.

**Theorem 1.1.** Let  $f: K \rightarrow K$  be a mapping of a closed convex subset of a uniformly convex Banach space  $X$  into itself and let  $\{f^n(x) : n \in \mathbb{N}\}$  be a bounded sequence of iterates of some  $x$  in  $K$  having the asymptotic center  $c$  in  $K$ . If there is an  $N \in \mathbb{N}$  exists such that

$$\|f^n(x) - f(c)\| \leq \|f^{n-1}(x) - c\|, n > N$$

Then the asymptotic center  $c$  is a fixed point of  $f$ .

Let us consider two nonempty subsets  $A, B$  of a Banach space  $X$  and a mapping  $T: A \rightarrow B$ . It is clear that the necessary condition for the existence of a fixed point for  $T$  is  $T(A) \cap A \neq \emptyset$ . If the fixed point equation  $Tx = x$  does not possess a solution then  $d(x, Tx) > 0$  for all  $x \in A$ . In such a situation, it is our aim to find an element  $x \in A$  such that  $d(x, Tx)$  is minimum in some sense. A point  $x_0 \in A$  is called a best proximity of  $T$  if  $d(x_0, Tx_0) = \text{dist}(A, B)$ . Note that  $\text{dist}(A, B) = 0$ , then the best proximity point is nothing but a fixed point of  $T$ .

On the other hand, Eldred and et.al. introduced a new class of mapping called relatively nonexpansive mapping and they proved the best proximity point theorem for such mappings.

**Definition 1.** Let  $A, B$  be a nonempty subsets of a Banach space  $X$ . A cyclic mapping  $T: A \cup B \rightarrow A \cup B$  is said to be relatively nonexpansive mapping if

$$\|Tx - Ty\| \leq \|x - y\|, \text{ for all } x \in A, y \in B$$

In this paper, we introduce the notion of asymptotic center of two sequences  $\{x_n\}, \{y_n\}$  and discuss some properties of it. Also we discuss the existence of an optimal solution of the class of mapping which is weaker than the class of relatively nonexpansive mapping.

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**GLOBAL JOURNAL OF ENGINEERING SCIENCE AND RESEARCHES**  
**MICRO FINANCE AND RURAL ENTREPRENEURSHIP****S. Muthukrishnammal**

Asst. Professor, Thiruvalluvar College-Papanasam

**ABSTRACT**

Entrepreneurship means primarily innovation, to others it means risk-taking. To others a market stabilizing force and to others still it means starting, owning and managing a small business. An entrepreneur is a person who either creates new combinations of production factors such as new methods of production, new products, new markets, finds new sources of supply and new organizational forms or as a person who is willing to take risks or a person who by exploiting market opportunities, eliminates disequilibrium between aggregate supply and aggregate demand or as one who owns and operates a business.

**I. INTRODUCTION**

The problem is essentially lopsided development which is a development of one area at the cost of development of some other place, with concomitant associated problems of underdevelopment. For instance, we have seen unemployment or underemployment in the villages that has led to influx of rural population to the cities. What is needed is to create a situation so that the migration from rural areas to urban areas comes down. Migration per se is not always undesirable but it should be the minimum as far as employment is concerned. Rather the situation should be such that people should find it worthwhile to shift themselves from towns and cities to rural areas because of realization of better opportunities there. In other words, migration from rural areas should not only get checked but overpopulated towns and cities should also get decongested. If it is so, ways can always be found out. One is by forcibly stopping villagers from settling in the slums of towns and cities, making use of all powers to clear the slums so the villagers are forced to go back. But such practices have not achieved the desired results in the past. Apart from causing suffering to the poor people and adding to the expenditure of the Government, social tensions and economic hardships created by the government officials and their staff in every demolition of slums is not desirable from a sane government. Moreover, when a slum is demolished people do not move out of urban localities. They only relocate to a nearby place because they are entrenched in the economy of the town or city. Though governments have tried out various schemes for generating incomes in the rural areas such as government initiatives have not stopped people from moving out of villages to cities. This is because such government initiatives are not on their own capable of enabling people to earn adequately and ameliorate their conditions. There has to be some committed enterprising individual or a group of people.

**II. RURAL ENTREPRENEURSHIP IN INDIA**

Who should be capable of making use of the government policies and schemes for the betterment of rural people? Some individuals who happen to be local leaders and NGOs and who are committed to the cause of the rural people have been catalytic agents for development. Though their efforts need to be recognized yet much more needs to be done to reverse the direction of movement of people, i.e. to attract people in the rural areas. It means not only stopping the outflow of rural people but also attracting them back from the towns and cities where they had migrated. This is possible when young people consider rural areas as places of opportunities. Despite all the inadequacies in rural areas one should assess their strengths and build on them to make rural areas places of opportunities. This is much to do with the way one sees the reality of the rural areas. The way a survivor or job seeker would see things would certainly be different from those who would like to do something worthwhile and are ready to go through a difficult path to achieve their goals. It isn't that there is a dearth of people with such a mindset. But with time they change their minds and join the bandwagon of job seekers due to various complications. Enabling



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## CREDIT RISK MANAGEMENT IN COOPERATIVE SECTOR BANKS IN INDIA

S.MUTHUKRISHNAMMAL\*

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### ABSTRACT

Today, Credit Risk Management is primal in the process of credit lending process. This is equally true at all levels of corporate structure. Under this either private or nationalized banks should be considered. However, there exists another sector of banks that are being in existence that is being used by a large number of the middle class section of our society. These are co-operative banks of India. In the early 19th Century, with the success of cooperative societies outside India in countries like Britain and Germany led to the formation of cooperative banks as a very big moment. "Anyonya Co-operative Bank "of India is considered to have been the first cooperative bank setup in Asia. With a huge success of Urban Cooperative Bank UCB in Germany and Italy, in the year 1889 this first Cooperative society was setup as 'ANYONYA SAHAKARI MANDALI' in the then princely State of Baroda under the leadership of Late Shri Vithal Laxman Kavthekar. By the year 1904, the Co-operative society Act was passed in India. After studying various practices in agricultural land banking in European countries, a report by Sir Fredrick Nicholson was submitted which further led to the setup of Sir Edward Law committee? Report of Sir Edward Law committee was instrumental bringing out a special legislation for legal Cooperative setup in India.

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\* ASST.PROFESSOR,THIRUVALLUVAR COLLEGE, PAPANASAM.



## A Study on Customer's Satisfaction Towards Online Shopping of Smartphones –With Special Reference To Tirunelveli District.

S.Muthu Krishnammal<sup>1</sup>, Dr.S.Ganesan<sup>2</sup>

<sup>1</sup>Department of Commerce, Thiruvalluvar College Papanasam.

<sup>2</sup>Head of The Department of Commerce, RDGAC, Sivagangai.

### ABSTRACT

This study titled "A Study on Customer Satisfaction towards Online Shopping of Smartphone in tirunelveli district." it has been undertaken to understand the factors influencing customers' online shopping decisions and how these factors affect customer satisfaction. Descriptive Research Design has been used for this study. Data were collected by survey method through structured questionnaire with both opened and closed ended questions. Due to the need for a variety of respondents who have had previous experience with online shopping, judgment sampling technique was chosen. The study has been undertaken with reference to a sample size of 100 respondents. After collecting the data, the data was classified, tabulated and codified. Necessary statistical tools such as Percentage Analysis and have been used to interpret the data. The results of this study may be of great use to businesses for the purpose to expand into or venture into the online shopping environment and analyze the satisfaction level.

**KEYWORDS:** Online Shopping, customer, satisfaction level.

### 1. INTRODUCTION

Today's world is the era of possessing a mobile phone which has become mandatory. Even the less earning of people owns a mobile phone. The online shopping environment has gone through a lot of transformation and today it is still developing in a much diversified way. It has become very popular in the areas of apparel, arts and handicrafts, books, car rentals, computers and electronics, cosmetics, financial services, gifts and novelties, etc. Some of the major advantages of e-retailing which makes it popular among the retailers are: low investment cost, direct access to target customers, quick return on investment

The increasing purchasing power of the Indian customers is set to bring online shopping boom in India. One of the latest additions to online retail is advertising through social media websites like Facebook, Twitter, Google+, etc. Apart from website technologies, retail leaders are trying to adopt video, mobile and social media strategies with a view to provide richer, more engaging and user friendly experience. After bringing revolution in the metro cities, online retailing is set to create sensation even in the rural areas. Furthermore, with the opening up of the Indian economy in relation to change in the FDI strategies, it is a wake-up call for retailers that have done too little to develop an online strategy as retail giants like Tesco, and Amazon have already started actions and strategy implementation in the Indian retail market.







## FACTORS INFLUENCING AND THE LEVEL OF JOB SATISFACTION OF HIGHER SECONDARY SCHOOL TEACHERS IN TIRUNELVELI DISTRICT

Dr.S.GANESAN<sup>1</sup> and Mrs .S.MUTHUKRISHNAAMMAL<sup>2</sup>

<sup>1</sup>Assistant Professor& Head, PG & Research Department of Commerce,  
Raja Doraisingam Govt. Arts College, Sivagangai -630 561

<sup>2</sup> Part time Research scholar ( affiliated to Alagppa University ), Assistant Professor,  
PG & Research Department of Commerce,Thiruvalluvar arts college, Papanasam.

**Abstract:** Teachers' role in society in general and in education has been changing with time but the importance of this position is same. The teacher is the pre-requisite of the success of educational programmes. The main quality of teacher is the positive attitude towards education. One of the effective factors on job satisfaction is perceived social support by individuals. One of the psychological concepts that have been introduced by scientists of educational science is social support. It was among the basic needs of human beings throughout the history.

**Key Words:** Job satisfaction, Education, Human, Social.

### Article History

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Corresponding author: Dr.S.GANESAN

### 1. INTRODUCTION

Teachers are the backbone of the educational process and play a vital role in building the nation. Teachers act as a pivot around which all the educational programmed rotate and they are crucial in the implementation process also. It is also a fact that the quality of teachers influences the level of achievement of students. Teachers have an impact on all the desired outcomes envisaged in an individual by the society. Thus the role of teachers does not limit itself to impart the knowledge alone, but in broadening the national outlook, enhancing sense of efficiency and competency among the future citizens and preparing individuals for the right type of profession.

Role of teachers in the society and in the education can change, but the importance of their position remains same. To attract and retain the quality teachers is a great challenge to the educational institutions. In education, the essential quality of the teacher is to have a positive



**A STUDY OF JOB SATISFACTION OF  
HIGHER SECONDARY SCHOOL TEACHERS  
IN TIRUNELVELI DISTRICT**

S. Muthu Lakshminammal \*  
Dr. G. Ganesan \*\*

**ABSTRACT**

Teachers with a high level of job satisfaction are generally self-motivated in their work and can perform better in the teaching-learning process. Similarly, teachers with a low level of satisfaction may not perform well in their jobs. For example, when teachers are satisfied with their jobs, they teach their students more effectively and also ensure the class performance of students more productively. Similarly, when teachers are not satisfied with their jobs this leads to tension and stress and hence, they cannot perform well in the class. The present study is an initiative to analyse Job Satisfaction of Higher Secondary School Teachers in Tirunelveli District.

**Keywords:** Job Satisfaction, Higher Secondary School Teachers, Tirunelveli District.

**1. Introduction:**

Education is a purposeful and organised activity between the educator and the learner which helps the latter to lead a gracious and harmonious life. From time immemorial, the teacher occupied an important position and enjoyed very great respect in society and the world at large. Teachers have a very vital role in moulding and refining the intellectual capacity of children during the phase of studenthood or the formative period in the school. The values and the knowledge that the teacher imparts and instils to the students determine the future of the child and future of the nation as they are the citizens of tomorrow. Be it in a kindergarten or primary school or middle school or high school or higher secondary school, name it. The teachers are the tools and provider of tools and the world for the children to develop into responsible citizens. Teaching as a profession demands a lot of sacrifice on the part of teachers only then they could become the pillars of the society. Teachers experience pressures from various fronts namely students, parents, Government authorities, competing schools, and administration of schools

Education is imparted through various programmes and the teacher is the principal-agent for

implementing all such programmes in educational institutions. It is incumbent upon the teachers to take the advantages of the programme to guide, inspire and motivate the students for a disciplined life and to inculcate values among them which agree with India's cultural heritage and social objectives. The most important factor in educational reconstruction - reconstruction is the role of a teacher's personal, professional training and the place they occupy in the institution as well as in the community. The success of education to a great extent depends on contented and satisfied with the profession they are in. Hence, in the educational system, a teacher's satisfaction may have a strong implication on the student's learning. The traditional model of job satisfaction is that it consists of the total body of feelings that an individual has about his job, about the nature of the job, promotion prospects, nature of supervision and so on. If the influence of these factors gives rise to feelings of satisfaction, the individual has job satisfaction. On the other hand, if on the whole, they give rise to feelings of dissatisfaction, the individual is dissatisfied. Change, in any one of these factors will lead to job satisfaction or dissatisfaction depending upon the nature of the change. Job satisfaction gives happiness, efficiency and success in teaching.

## A STUDY ON JOB SATISFACTION OF WOMEN WORKERS IN FIREWORKS INDUSTRIES AT SIVAKASI

**Mrs.V.MURUGESWARL.**, Reg. No:18221301012001, Ph.D Research Scholar ( Part-time Internal), & ASSISTANT PROFESSOR OF COMMERCE., PG & Research Centre for Commerce, Thiruvalluvar College, Papanasam, affiliated to Manonmaniam Sundaranar University.

**Dr.S.Sudalaiyandi**, Principal, Ambai Arts College, Ambasamudram. affiliated to Manonmaniam Sundaranar University.

### ABSTRACT

A woman is the builder and moulder of a nation's destiny. Though dedicate and soft, she has a heart far stronger and bolder than man. She is the supreme inspiration for man's onward, an embodiment of peace, love, pity and compassion. Ostensibly the position occupied by women in a society determines the degree of development of that particular nation. Fireworks industry is one of the labour intensive industries in our country especially in South India. It mainly depends more upon women than men. Hence in this study an attempt is made by the researcher to study how far the women labourers involved in the fireworks industry are satisfied with their job.

The present study has been undertaken with the primary objective of analyzing the factors influencing job satisfaction and opinion of women employees in fireworks industry. The investigation encompassed an extensive survey to obtain primary data from sample respondents of 114 employees in Sivakasi. The interview schedule covered all the details like personal data, factors like system of wage payment, bonus, advance , incentives etc., The data were collected using the investigation list which contained 25 phrases on Likert scale in order to measure the opinion of women employees.

**Key words:** Job Satisfaction, fireworks, employees, opinions.

### Introduction

A woman is the builder and moulder of a nation's destiny. Though dedicate and soft, she has a heart far stronger and bolder than man. She is the supreme inspiration for man's onward, an embodiment of peace, love, pity and compassion. Ostensibly the position occupied by women in a society determines the degree of development of that particular nation. Fireworks industry is one of the labour intensive industries in our country

especially in South India. It mainly depends more upon women than men. Hence in this study an attempt is made by the researcher to study how far the women employees involved in the fireworks industry are satisfied with their job.

Job satisfaction is an important factor that maintains the morale in any industry. If a worker is satisfied with his work, then both the quality and quantity of his output will increase. The term job satisfaction was brought to limelight by Hoppock.



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नवदेहली-16



## JOB STRESS AMONG WOMEN BANK EMPLOYEES WITH SPECIAL REFERENCE TO SOUTHERN REGION OF TAMILNADU : A STUDY

**S.POOMARI**, PhD Scholar (PT- Internal) , (Reg.No. 17222231012009)  
PG & Research Department of Commerce, V.O Chidambaram College, Thoothukudi  
Assistant Professor of Commerce, PG & Research Department of Commerce,  
Thiruvalluvar College, Papanasam  
(Affiliated to Manonmanium Sundaranar University, Tirunelveli)

**Dr. M. JEYAKUMARI**, Associate Professor  
PG & Research Department of Commerce, V.O Chidambaram College, Thoothukudi,  
(Affiliated to Manonmanium Sundaranar University, Tirunelveli)

### ABSTRACT:

An organization's most precious resource is its human capital. They are responsible and capable of contributing much. Banking is one of the industries with a higher percentage of women employed. They are currently confronted with a serious challenge: job stress. The fifteen work content variables were chosen as stress-causing variables in this study, and eight of them were shown to be significant. Workload, technology advances, personal and family concerns, marketing stress, career progress, goal attainment, job rotation, and training opportunities are some of them. Age, job title, and native location of female employees are among the demographic parameters that have a substantial impact on job stress. These factors account for around 63 percent of the total stress experienced by female bank employees in Southern Region of Tamilnadu. A systematic, standardised questionnaire was used to collect primary data from female workers of both private and public sector banks. These findings could support banks in removing a variety of stress-inducing factors from the workplace.

**Keywords:** Job Stress, Commercial Banks, Bank Employees, Southern Region of Tamilnadu

### INTRODUCTION

Stress Management is one of the most important issues that require greater attention in today's environment. This is especially true in the financial sector. As they go about their jobs, everyone is exposed to tension and worry. At the top of the list is the banking industry, which is the country's economic backbone. Workplace stress is a common problem that affects all professionals, regardless of their line of work. It is a huge issue that causes occupational health issues as well as significant financial loss. It has the potential to produce both psychological and physiological issues. As a result of their stress, employees may exhibit a variety of stress symptoms, which can negatively affect their job performance.

Indian women are breaking free from their traditional roles and pursuing careers in a variety of fields. They have demonstrated their presence in all areas and highlighted their abilities, skill sets, and knowledge, resulting in success at all phases of the task that they have undertaken. Job prospects in the banking business have provided them with a strong opportunity to obtain work in the field, and many are now employed at the highest levels of several large institutions. Work and personal life are inextricably linked. Women experience significant levels of workplace stress and find it difficult to reconcile work and personal life at times. As a result, there should be some methods for reducing tension and motivating them to get the best output.

### REVIEW OF LITERATURE

Claudia-NeptinaManea et al. (2013) argued that the amount of stress and social attitudes of





## IMPACT OF DESPOTIC LEADERSHIP ON EMPLOYEE TASK PERFORMANCE AND EMPLOYEE TRUST IN MANUFACTURING INDUSTRIES

S. Poomari<sup>1</sup>, Dr. M. Jeyakumari<sup>2</sup>

<sup>1</sup>Ph.D Research Scholar (Part-time Internal), Reg No: 17222231012009, PG & Research Department of Commerce, V.O Chidambaram College, Thoothukudi. (Affiliated to Manonmaniam Sundaranar University, Tirunelveli.) Tamilnadu, India

<sup>2</sup>Associate Professor, PG & Research Department of Commerce, V.O Chidambaram College, Thoothukudi. (Affiliated to Manonmaniam Sundaranar University, Tirunelveli.) Tamilnadu, India

### ABSTRACT

This research is developed to find the impact of despotic leadership on employee trust and task performance. Two way interactions of moderators such as employee trust in connection between despotic leadership behaviour of superior and employee task performance is investigated in this study. The study targeted on manufacturing industries of cement, automobile and sports sectors. The study was conducted on 315 workers using simple random sampling among manufacturing industries in Tamil Nadu. To analyse the data the statistical methods like regression, descriptive analysis, Cronbach alpha and Hayes Process-Macro were adopted. The data was analysed by using M.S.Excel and SPSS The study has investigated the under recognized topic of destructive leadership in a developing nation's cultural context. Future research and conduct will be significantly impacted by the study's findings.

**Keywords:** Employee Trust, Task Performance, Manufacturing Industries, Despotic Leadership

### INTRODUCTION

Leadership is a knack of individuals that encourages the cohort to accomplish organisational goal. But, Destructive leadership is perceived as a harmful factor for employee and organizational success (Mackey et al., 2021). Despotic leadership is a type of leadership where the leader creates a controlling and autocratic environment to exploit employees for his gains setting their willingness aside such leaders often mislead the mission of the organisation by utilizing organization resource for their gains (Jubeen, et, al 2021). The study offers a thorough explanation of the behaviour of leaders and employee responses since it relies on the Conservation of Resource theory, which includes various stress theories (Hobfoll, 1989). Resources serve as evidence that different things are valued by different people, such as situations (social support, relationships), objects (equipment, computers), energy (ability, awareness), and individual traits (toughness, self-efficacy). According to





## WOMEN EMPOWERMENT IN INDIA: SHG BANK LINKAGE PROGRAMME

**Dr. U. Jothimani**

Assistant Professor of Commerce  
Thiruvalluvar College, Papanasam  
Email: jothimani.u@gmail.com

**Abstract:** Women are an integral part of every economy. All round development and growth of a nation is possible only when women get equal status of men in the society. Empowerment of women is a holistic concept. It covers economic, political, social and cultural, personal and familial aspects. Among these economic empowerment is of utmost significance in order to achieve a lasting and sustainable development of society. Women empowerment can be achieved through political power, education, employment and SHG. Among these, Provision of SHG is an important means for attaining women empowerment. SHG not only provide micro credit to the needy peoples but also provides self employment training, awareness programme, promote the leadership qualities etc. The SHG-Bank Linkage Programme is considered as most successful and widely accepted model in India. Self Help Group- Bank Linkage Programme- a pilot project started by NABARD is widely accepted model in the world. The present paper is tries to examine the SHG bank linkage programme and its impact on women empowerment.

**Key Words:** Empowerment, Women Empowerment, Self Help Group (SHG), Micro Credit, NABARD.

### 1. INTRODUCTION:

*"You can tell the condition of the nation by looking at the status of women."* –

**Pandit Jawaharlal Nehru**

Women are the most vulnerable group in major parts of India. Traditionally women had been confined to the four walls of home and family rituals and customs. In an age of equality of women are still far from being treated as equal partners in male dominated society. The word 'empowerment' means giving power. According to the International Encyclopedia (1999), power means having the capacity and the means to direct one's life towards desired social, political and economic status. Thus, empowering women has become the key element in the development of any economy. Empowerment of women is a holistic concept. It covers economic, political, social and cultural, personal and familial aspects. Among these economic empowerment is of utmost significance in order to achieve a lasting and sustainable development of society. Women empowerment can be achieved through political power, education, employment and SHG. The empowerment of women through SHG is possible only on the basis of smooth financial services, which can be possible only through financial inclusion in the form of delivery of financial services at affordable cost to the section of disadvantaged and low income group of the society. Self Help Groups are the voluntary organisations, emerges as an important strategy for empowering women and alleviating poverty and disburse micro credit to the members and facilitate them to enter into entrepreneurial activities. Formation of Self Help Groups of women in India has been recognized as an effective strategy for the empowerment of women in rural as well as urban areas. In India, this scheme is implemented with the help of NABARD as a main nodal agency in rural development. Since the overall empowerment of women is crucially dependent on economic empowerment, women through these Self Help Groups are enabled to involve in a range of areas such as health, sanitation, nutrition, agriculture, forestry, etc., besides income generation activities availing micro credit.

#### 1.1. OBJECTIVES:

The major objectives of this paper are to examine the SHG bank linkage programme and its impact on women empowerment.



**EXAMINING THE ROLE OF GREEN MARKETING IN ENHANCING CONSUMER PERCEPTION AND PURCHASE BEHAVIOUR**

**Sarika Agarwal** Post Doctoral Fellowship Department of Management Studies Guru Ghasidas Vishwavidyalaya Koni, Bilaspur, Pin: 495009 Orcid id: 0009-0009-5874-8867

**Dr. U. Jothimani** Assistant Professor Department of Commerce Thiruvalluvar College, Papanasam, Tirunelveli, Tamilnadu, Pin: 627425 Orcid id: <https://orcid.org/0009-0008-3924-202X>

**Dr Hemanta Chakravarty** Assistant Professor Department of Management Mangaldai Commerce College, Korim Chowk, Mangaldai, Darrang, Assam- 784125 Orcid id: 0009-0000-4315-9730

**Abhijit Brahma** Research Scholar Dept. of Commerce, Bodoland University Bodoland University, Address - Rangalikhata, Deborgaon, Assam. PIN – 783370

**Dr. Arabinda Debnath** Associate Professor. Department of Commerce BODOLAND UNIVERSITY, Kokrajhar -783370 ,Assam.

**Abstract**

The research paper "Examining the Role of Green Marketing in Enhancing Consumer Perception and Purchase Behavior" aims to investigate the influence of green marketing strategies on consumer perceptions and purchase behavior. The purpose of this study is to explore how environmentally-friendly marketing initiatives can positively impact consumers' attitudes towards eco-friendly products and their willingness to make sustainable purchasing decisions. The study builds upon a theoretical framework rooted in consumer behavior theories and green marketing concepts. It incorporates relevant literature on consumer perceptions, attitudes, and decision-making processes, while also delving into the principles and strategies of green marketing. The researchers conceptualize an integrated model that links green marketing efforts to consumer responses, providing a comprehensive understanding of the factors shaping sustainable consumption behavior. The study's findings indicate a significant and positive relationship between green marketing initiatives and consumer perception and purchase behavior. Consumers exposed to well-executed green marketing campaigns demonstrate increased awareness and recognition of eco-friendly products, leading to more favorable attitudes towards sustainable consumption. Moreover, the research highlights that positive perceptions of green products play a crucial role in stimulating actual purchasing decisions, thereby underlining the potential of green marketing in driving sustainable consumption behavior. The research paper's outcomes bear significant implications for various stakeholders. From an academic standpoint, the study contributes to the existing body of knowledge on consumer behavior and green marketing, validating the effectiveness of eco-conscious marketing strategies in influencing consumer choices. Practically, marketers and businesses can leverage the insights from this research to develop more impactful green marketing campaigns that resonate with consumers, thereby enhancing their eco-friendly product offerings and fostering long-term brand loyalty. Moreover, from a social perspective, the study emphasizes the importance of responsible business practices in addressing environmental concerns and promoting sustainable consumption patterns, ultimately contributing to broader sustainability efforts. The originality of this research lies in its comprehensive exploration of the relationship between green marketing and consumer behavior. By incorporating an integrated model and analyzing empirical data, the study provides robust evidence of the positive impact of green marketing on consumer perception and purchasing decisions. The research's value lies in its potential to guide businesses and marketers in devising effective green marketing strategies that align with consumers' growing environmental consciousness.

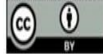
**Keywords:** Green marketing, Consumer perception, Purchase behavior, Sustainability, Eco-friendly

**Introduction**

In the wake of mounting environmental concerns and growing consumer consciousness, businesses have been compelled to reevaluate their strategies and adopt more sustainable practices. Green marketing, a concept that has emerged as a response to these shifting dynamics, has gained







## Investigating The Effects of Foreign Direct Investment on Economic Growth

**Dr. Surendar Gade**

Assistant Professor,  
School of Commerce,  
NMIMS is Deemed to be University,  
Tarnaka, Hyderabad-500017, Telangana  
ORCID id:0000-0003-0181-4471

**Dr. Byram Anand**

Associate Professor in Management  
Department of Management  
Pondicherry University Karaikal Campus, Behind Anna Arts and science college  
Bharathiar Road, Nehru Nagar, KARAIKAL - 609605  
Orcid id: <https://orcid.org/0000-0002-1491-5186>

**Prof. Perumalla Varalaxmi**

Head & Principal  
Department of Commerce & Business Management  
University College of Commerce & Business Management, Kakatiya University, Vidyanayapuri,  
Hanamkonda, Warangal - 506009  
Orcid id: <https://orcid.org/0009-0007-9565-5614>

**Dr. U. Jothimani**

Assistant Professor  
Department of Commerce  
Thiruvalluvar College, V.K. puram, Papanasam, Tirunelveli, Tamilnadu, India, Pin: 627425  
Orcid id: 0009-0008-3924-202X

**Dr. Nazia Jamal**

Assistant Professor  
Dept.IMS,  
IMS,Second Campus University of Lucknow U PINDIA, Pin-226003  
ORCID id:0000-0003-0937-0801

### Abstract

This study focuses on the impact of foreign direct investment (FDI) on GDP expansion. Specifically, FDI flows are investigated to determine their potential impact on economic development in a sample of countries. The theoretical underpinnings for the research are based on endogenous growth theory and the knowledge spill over hypothesis of FDI, which argue that FDI can promote technical innovation, human capital development, and information sharing, all of which contribute to economic expansion. The study employs a quantitative research methodology and basic data analysis methods to analyze the relationship between FDI and economic growth. The results indicate that the selected set of countries benefits significantly from FDI inflows, which stimulate economic growth. Furthermore, the study suggests that nations with higher levels of human capital and a more favorable business environment

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## Consumer Decision-Making in E-Commerce: A Literature Review of Factors Influencing Online Purchases

**Dr. U. Jothimani**

Assistant Professor  
Department of Commerce  
Thiruvalluvar College, Papanasam, Tirunelveli, India, Pin: 627425  
Orcid id: <https://orcid.org/0009-0008-3924-202X>

**CS. Priyanka Mathur**

Assistant Professor  
Department of Finance  
Prestige Institute of Management & Research, Indore, Pin: 452001

**Dr. Byram Anand**

Associate Professor in Management  
Department of Management  
Pondicherry University Karaikal Campus, Behind Anna Arts and science college  
Bharathiar Road, Nehru Nagar, KARAIKAL - 609605  
Orcid id: <https://orcid.org/0000-0002-1491-5186>

**Dr. Darshan A. Mahajan**

Associate Professor  
NICMAR Business School  
National Institute of Construction Management and Research  
Address - 25/1 Halewadi, NIA Post office, Halewadi, Pune. Pin - 411045  
Orchid : - 0000-0002-1239-6343

**Vivek Shrivastava**

Assistant Professor  
Department of Management  
Prestige Institute of Management & Research, Gwalior, MP, Pin: 474011  
Orcid id: 0000000251859478

### Abstract

Purpose: The purpose of this research paper is to conduct a comprehensive literature review on consumer decision-making in the context of e-commerce, with a specific focus on identifying and analyzing the factors that significantly influence online purchases. By synthesizing and evaluating existing research, the study aims to provide a deeper understanding of the complex dynamics that drive consumer behavior in the digital marketplace.

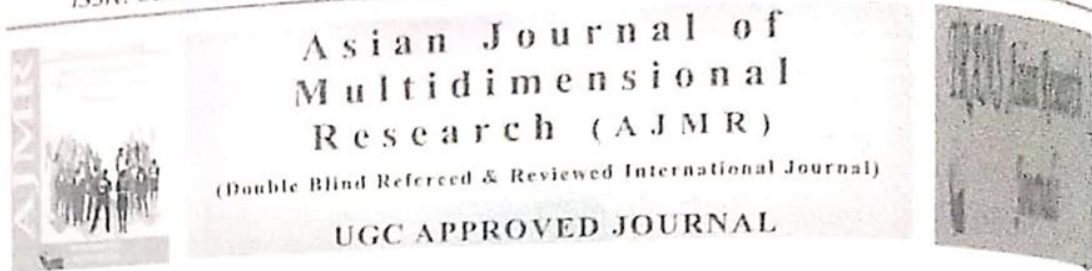
Theoretical Framework: The research paper adopts a multidisciplinary approach, drawing upon theories from consumer psychology, behavioral economics, marketing, and information technology. The theoretical framework underpinning this review explores how individual, social, and situational factors interact to shape the decision-making process of online consumers.

Design/Methodology/Approach: A systematic and rigorous methodology was employed to identify relevant scholarly articles and research studies related to consumer decision-making in e-commerce. The authors conducted an extensive review of electronic databases, academic journals, and conference proceedings. The

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## WORK STRESS OF THE EMPLOYEES' IN TEXTILE SHOPS WITH SPECIAL REFERENCE TO TENKASI AREA

M.Sangeetha\*

Dr.C. Poornapushkala\*\*

### Abstract

*The topic factors leading to work stress and its impact on workers' performance with special reference to Tenkasi is discussed here. Work-related stress can be represented as individual dealt with strange working scenario with work demands and pressures which cannot be compromised based on their knowledge and abilities, and it will of course affect the performance of the employee.*

*Key words: Work Stress, Textile Shops, Employees, Tenkasi Area*

### Introduction

Today stress management is important in everyone's lives. It's necessary for long happy lives with less trouble that will come about. Stress is considered to be one of the main factors affecting workers. Stress is defined as "a state of psychological and physiological imbalance resulting from the disparity between situational demand the individual's ability and motivation to meet those needs. Stress management is a crucial step to tackle stressful situations. Work related stress is considered to be in the product of an imbalance between environment demands and individual capabilities. Textile shop workers is stressed the most likely to be unhealthy, poorly motivated, less productive and less safe to work.

The American Institute of Stress (AIS) in 2017, listed 50 common signs and symptoms of stress, including frequent headaches, increased frustration, irritability, heart burn, and stomach pain. Stress has often been misunderstood to be negative with few people acknowledgements the importance and usefulness of positive stress. Understanding the nature of life's stressors and stressful situations can play a key role in minimizing the detrimental effects of stress in the human body. Stress can cause physical symptoms like headaches, stomachers and sleep less ness in addition to more serious health problems. Stress is mental tension caused by demanding, taxing or burden some circumstances. Work stress and other psychosocial factors are recognised worldwide as a major challenge to workers. In earlier days there were some man made boundaries for women, today workers are breaking that boundary and

\*Full Time Research Scholar, Reg. No.19211301012007

\*\*Assistant Professor, P.G.& Research Centre for Commerce, Thiruvalluvar college, Papanasam, Manonmaniam Sundaranar University, Tirunelveli.





Customers Perception about Liquidity Management in Commercial Banks

K. PRASHANTHI, RESEARCH SCHOLAR, PG & RESEARCH DEPARTMENT OF  
COMMERCE, THIRUVALLUVAR COLLEGE, PAPANASAM.  
Mail id: rajpmsha1206@gmail.com

DR. C. POORNA PUSH KALA, ASSISTANT PROFESSOR, PG & RESEARCH  
DEPARTMENT OF COMMERCE, THIRUVALLUVAR COLLEGE, PAPANASAM

**Abstract:** A banker is a dealer in cash and credit. The matter of banking comprises acquiring and loaning. Banks go about as monetary go-betweens among savers and financial backers by tolerating cash as stores from countless clients and afterwards on loaning a significant part of the gathered "pool" of cash to the individuals who wish to get. In this interaction, banks secure sensible return for the savers, make supports access to the financial backers at a cost and procure a benefit for themselves in the wake of taking care of the expense of assets and paying or accommodating corporate duties to the public authority.

**1. Introduction**

Commercial banks address the most predominant monetary go-between when estimated by complete resources. They serve both the private and public areas as their store and loaning administrations are used by families, organizations and government offices. Commercial banks assume a significant part in the advancement interaction of immature nations. By offering alluring saving plans and guaranteeing the security of stores, commercial banks urge individuals to actuate a readiness to save. By connecting with individuals in rustic territories, they help convert inactive reserve funds into compelling ones. Commercial banks improve the portion of assets by loaning cash to need areas of the economy. These banks give a gathering ground to savers and financial promoters.

The liquidity in the business bank addresses the capacity to support its commitments by the project worker at the hour of development, which incorporates loaning and venture responsibilities, withdrawals, stores, and gathered liabilities. The financial organization had contributed altogether to the adequacy of the whole monetary framework as they offer a proficient institutional component through which assets can be activated and guided from less fundamental uses to more beneficial speculations. Essentially, productivity and liquidity are viable pointers of the corporate wellbeing and execution of the business banks yet all benefit situated endeavours. These exhibition markers are vital to the investors and contributors who are significant publics of a bank.

**2. Profile of sample unit**

The term commercial bank refers to a monetary organization that accepts stores, offers financial records administrations, makes different advances, and offers essential monetary items like verifications of the store (CDs) and investment accounts to people and private ventures. A commercial bank is a place where a great many persons do their banking. commercial banks bring in cash by giving and procuring revenue from advances, for example, contracts, car advances, business credits, and individual advances. Customer supplies furnish saves money with the cashflow to make these credits. Public area banks, Private Sector Banks, Foreign banks, Regional rustic banks comprise the commercial banks. Focused under the banking Regulation Act 1949. They can acknowledge deposits, can give credits and other monetary administrations to acquire a benefit.

**Table 1**  
**List of Banks selected for the study in Tirunelveli**

SLNo	List of Banks	No. of Respondents
1.	State Bank of India (SBI)	25
2.	Indian Overseas Bank (IOB)	25
3.	Indian Bank	25
		192





**A STUDY ON CUSTOMERS PERCEPTION TOWARDS ONLINE SHOPPING WITH  
REFERENCE TO TIRUNELVELI CORPORATION**

**Mrs.S.KANAGALAKSHMI**

Register No: 19221301012005

Research scholar, Thiruvalluvar College, Papanasam,  
Affiliated to Manonmaniam Sundaranar University,  
Tirunelveli, Tamilnadu

**DR.C.POORNA PUSHKALA,**

Assistant Professor,

Department of Commerce,

Thiruvalluvar College, Papanasam  
Affiliated to Manonmaniam Sundaranar University,  
Tirunelveli, Tamilnadu

**ABSTRACT**

Today, online purchasing is becoming more and prevalent in our society. People find it easier to purchase online than outside their home because it is simply more convenient. People live extremely busy lives and purchasing online has become a very simple and easy process. No longer do people have to leave the comfort of their own home or wait in long lines at stores. With a few clicks, they can have products ordered and delivered to their homes within a few days. This is extremely handy for people who work long days or have to take care of their children. First time online shoppers might be afraid to make the change from personal to digital. Many consumers fear the possibility of problems because they are not dealing with individuals in a retail environment. They fear possibility of identity theft by hackers and problems hidden costs and uncertain return policies. These problems do occur with online shopping but there are certain steps and measures that can be taken to reduce these problems. The digital firm is a way for everyone to make their lives easier and less stressful. Attitude towards online shopping and goal to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by other factors like consumer individuality, situational factors, product distinctiveness, previous online shopping understanding and faith in online shopping.

**Key words :** Customers , Problems, Online shopping, Perception

**INTRODUCTION**

Online shopping has become a popular shopping method ever since the internet has declared a takeover. There are many individuals that are looking for other amazing alternatives shopping and online is just the fix for that. There are many advantages of online shopping; this



## THE IMPACT OF ARTIFICIAL INTELLIGENCE IN INDIA.

\*Dr.A.Venkateswaran

Assistant professor PG Research centre for commerce,  
Thiruvalluvar college papanasam,627425. Tirunelveli Dist of Tamil Nadu.  
M:9486378465 venkates.ca63@hotmail.com

### ABSTRACT:

AI is regarding artificial life-forms that can improve on human intelligence, and for others, almost any data processing technology can be called AI. Artificial intelligence (AI) has been applied widely in our daily lives in a variety of ways with numerous successful stories. Examine in AI has built upon the tools and techniques of numerous in different disciplines; the application of various disciplines in AI has necessitated the development of many enhancements and extensions. AI has also contributed to dealing with the corona virus disease (COVID-19) pandemic, which is currently. In addition to helping us develop our bodies, AI technology is also accepted to help us create artificial life forms. Science fiction has long recommended the concept of human-like robots that are capable of difficult interactions. It Cause of Unemployment Artificial Intelligence has dramatically improved our world in ways unimaginable, but there are many concerns regarding the impact it can have on employment and the credibility of the workforce. There are predictions that tell us about the possibility of millions of people facing unemployment in the next decade due to automation and neural networks. There has been a significant transformation in business, education, banking, and the market and government sector due to AI. This can inform the development of more detailed models of safety assurance and contribute to more effective risk control.

*"As a technologist, I see how AI and the fourth industrial revolution will impact every aspect of people's lives." –Fei-Fei Li, Professor of Computer Science at Stanford University.*

**Keywords:** Artificial intelligence, Robots, Machine learning, data science and deep learning.



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**16** பகுதி-2  
Part -2





## சிறுவெண் காக்கை கருப்பொருள் உணர்த்தும் உரிப்பொருள்

முனைவர் மு.ஜெகதீசன்  
உதவிப்பேராசிரியர், தமிழ்த்துறை,  
திருவள்ளூர் கல்லூரி, பாபநாசம், திருநெல்வேலி.

ஆய்வுச்சுருக்கம்

அகவாழ்வைக் களவு, கற்பு என்றிரு நிலைகளில் பகுப்பார். ஐந்திணைகளில் புணர்தல், பிரிதல், இருத்தல், இரங்கல், ஊடல் ஆகிய உரிப்பொருள்கள் பொதுத்தன்மை பெற்றிருந்த போதிலும், களவு, கற்பு என்றிரு கூறுகளில் அடங்கும் களவில், இயற்கைப் புணர்ச்சி தொடங்கி உடன்போக்கு அல்லது வரைதல் ஈறாகப் பலதுறைகள் அடங்கும் கற்பில், பரத்தையர் பிரிவு தொடங்கி வாயில் மறுத்தல், நேர்தலிலான ஊடல் நிலைகள் பாடப்பட்டுள்ளன. மணமுடித்தல் என்ற நிகழ்வு களவிற்கும் கற்பிற்கும் மையமாக அமைகிறது. அகமாந்தர் தாம் மேற்கொண்ட களவு மணமுடித்தலில் நிறைவுற்று சமூகத்தில் ஒன்றி உயர்ந்த கற்பு வாழ்வு நிலைக்க வேண்டும் என்பதான முன்னெடுப்புக்களில் ஈடுபடுவதாகச் சங்க அகப்பாடல்களின் உரிப்பொருளில் காணலாகிறது. உரிப்பொருளை உணர்த்துவதற்குப் பாடல்களின் கருப்பொருளின் பண்புகள் வளம்சேர்க்கின்றன. கருப்பொருள் ஒவ்வொரு பாடல்களுக்கும் பொருள்புரிதலை வேறுவேறு நிலைகளில் அர்த்தப்படுத்திக் கொண்டே உள்ளன. உள்ளுறையும் இறைச்சியும் அதன் வழிமுறைகள். சங்கப் பாடல்கள் பொதுவான வாசிப்பில் ஓர் அர்த்தத்தையும் உள்ளுறை, இறைச்சி மற்றுமொரு அர்த்தத்தையும் குறிப்பிடுமொழி, மீள்வாசிப்பு தன்மைகளில் வேறொரு புரிதலான அர்த்தங்களையும் தருகின்றன என்றே உணரமுடிகிறது. இத்தகைய பன்முக அர்த்தங்களுக்குக் கருப்பொருள்களின் பண்பும், குறியீடுகளும் துணைநிற்கின்றன. ஏராளமான கருப்பொருள் சங்கப் பாடல்களுள் பாடப்பட்டுள்ள போதிலும், சிறுவெண் காக்கையின் பண்புகள் குறித்தப் பாடற்செய்திகளில் உரிப்பொருளின்

தன்மைகளை உணருவதற்கு இச்சிறு கட்டுரை முயலுகிறது.

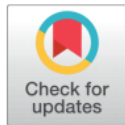
கடலும் கடல்சார் நிலமான நெய்தலில் வாழும் சிறுவெண் காக்கை அரிதான ஒரு பறவையினம். நற்றிணை, குறுந்தொகை, ஐங்குறுநூறு ஆகிய தொகைகளில் நெய்தல் திணையில் சிறுவெண் காக்கை பாடப்பட்டுள்ளது. ஐங்குறுநூற்றில் சிறுவெண் காக்கைப் பத்து என்ற தலைப்பில் பத்துப் பாடல்களிலும் களவும் (5), கற்பும் (5) என்றிரு தன்மைகளிலும் பாடப்பட்டுள்ளன. அவையன்றி குறுந்தொகையில் மூன்று பாடல்களும், நற்றிணையில் மூன்று பாடல்களுமாகப் பாடப்பட்டுள்ளன. இவை அனைத்தும் வெவ்வேறு புலவர்களால் நெய்தல் திணையில் பாடப்பட்டுள்ளன என்பது குறிப்பிடத்தக்கது. இதில், ஐங்குறுநூற்றில் வரும் ஐந்து பாடல்களன்றி ஏனையவை அனைத்தும் களவுப் பாடல்களேயாகும். களவுத்துறைகளில் வரைவு கடாதல், இரவுக்குறி, சிறைப்புறம், காமம்மிக்கக் கழிபடர் கிளவி, தெளிவிடை விலக்குதல் ஆகியவற்றில் சிறுவெண் காக்கையின் பண்புகள் இடம்பெற்றுள்ளன. கற்பில் பரத்தையர் பிரிந்த தலைவனைத் தலைவி கடிந்த குழலை விளக்குவதிலும் அதன் பண்புகள் பாடப்பட்டுள்ளன.

சிறுவெண்காக்கை - அடையாளப்படுத்துதல்


கருப்பொருள்களில் ஒன்றான காக்கையும் அதன் பண்புகளும் உரிப்பொருள் தன்மைக்கு வளம் சேர்க்கிறது. கருங்கட் காக்கை, கருங்காக்கை, கடற்சிறு காக்கை, சிறுகருங் காக்கை, சிறுவெண்காக்கை போன்றனவாக பிறவும் அடையாளப்படுத்தப்படுகின்றன. இங்கு சிறுவெண்காக்கை என்பது ஆய்வுப்பொருளான



## RESEARCH ARTICLE



## Regional differences of agricultural development in Tamil Nadu: A district-wise analysis

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P Muthumurugan<sup>1\*</sup>, J Sahaya Mary Christina<sup>2</sup><sup>1</sup> Assistant Professor of Economics, Thiruvalluvar College, Papanasam, 627 425, Tamil Nadu, Tel.: 9789521248<sup>2</sup> Assistant Professor of Economics, Sri Paramakalyani College, Alwarkurichi, 627 412, Tamil Nadu

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\* **Corresponding author.**Tel: 9789521248  
[pearlamu@gmail.com](mailto:pearlamu@gmail.com)**Funding:** None**Competing Interests:** None

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### Abstract

**Objectives:** To measure the extent of regional differences in agricultural development in Tamil Nadu. **Methodology:** The study is entirely based on the secondary data and it has brought into the analysis of two points of time i.e. 2008-09 and 2017-18 with the help of composite index analysis. Further, the study has taken 31 out of 38 districts. **Findings:** Wide unevenness in the level of agricultural development has been observed in different districts. The northern and north-eastern part of the state was found to be highly developed whereas some of the western and southern districts of Tamil Nadu were low developed. While compared with the results of the composite index of development in two benchmark years, the districts of Villupuram and The Nilgiris persistently have a high and least in the level of agricultural development respectively based on the selected indicators. **Novelty:** The study provides a systematic contribution to measuring the degree of regional differences in the level of agricultural development in the way that classifies districts of Tamil Nadu into three categories like high, middle, and low developed districts. The basis for this classification consists of results obtained by the Composite index method for measuring regional disparities in the agricultural development of Tamil Nadu. Moreover, the study is that it takes more districts than previous studies, virtually 82 percent of the districts in Tamil Nadu and it covers the most recent time.

**Keywords:** Agricultural development; Composite Indices; Regional differences

### 1 Introduction

After independence, centralized planning was implemented for eliminating regional inequalities, but it remained a serious problem in India. Regional disparities in India have widened day by day<sup>(1)</sup>. The basic cause of regional disparities is the states lacking an inherent mechanism to ensure that, in the long run, the benefits of economic change are distributed equally on a per capita basis. Regional differences are to a large extent built-in due to large unequal natural endowments and lack of infrastructure facilities



## **Customers' Attitude and Satisfaction Towards Online Food Delivery Services in Tirunelveli City**

**A. SHARMILA BEGUM**  
Assistant Professor of Commerce  
Thiruvalluvar College, Papanasam.

### **Abstract**

The recent development of the internet has augmented the e-commerce industries in a country like India. E – Commerce development has made online food delivery service seamless for people who want to get food delivery at their doorsteps. The business of delivering restaurant meals to the home is undergoing rapid change as new platforms race to capture markets and customers across the globe. The world is changing rapidly. To cope with that, industries are also changing according to the customer demand. Everyone wants everything to be cost effective, faster and easily accessible. Getting services like food, medicine, clothes, and Home appliances at your door steps within hours was considered as a day dream but, today the scenario has changed and food delivery is leading in the race of the on-demand in the world. With this context, the present study attempts to analyses the **Customers' Attitude and Satisfaction towards online Food delivery services in Tirunelveli city.**

**Keywords:** E – Commerce, food delivery, Customers' Attitude.

### **Introduction:**

The recent development of the internet has augmented the e-commerce industries in a country like India. E – Commerce development has made online food delivery service seamless for people who want to get food delivery at their doorsteps. The business of delivering restaurant meals to the home is undergoing rapid change as new platforms race to capture markets and customers across the globe. Technology has played a vital role in revolutionizing the food delivery service from phone based to online ordering to meet the consumers' ever changing demands. The internet has contributed to the changes in the consumer preference as they depend on technology for a variety of purposes such as research, banking, Communication services, shopping and even online food delivering services.

As an enormous amount of people are gravitating towards the more intensive use of





**A STUDY ON PROFITABILITY OF PHARMACEUTICAL INDUSTRY IN INDIA**

**A.Sharmila Begum**, Ph. D Scholar (Part-time), Reg.No: 19221071012018, PG & Research Department of Commerce, The M.D.T Hindu College, (Affiliated to Manonmaniam Sundaranar University, Tirunelveli-627 012)

**Dr. S.Muthulakshmi**, Assistant Professor, PG & Research Department of Commerce, The M.D.T Hindu College, (Affiliated to Manonmaniam Sundaranar University, Tirunelveli-627012)

**Abstract**

India's pharmaceutical industry is now at the forefront of the country's science-based sectors, with a diverse set of talents in the complex field of medication manufacture and technology. In terms of technology, quality, and diversity of medications produced, it rates quite high in the third world. Almost every form of pharmaceutical is now created in India, from basic headache tablets to sophisticated antibiotics and complicated cardiac chemicals. Over a long period of time, the pharmaceutical business has been recognized as the most innovative industry in the world. India is a driving factor behind the growth of the Indian pharmaceutical sector since it has the world's fastest-growing economy and the world's second-largest population. The article is intended to measure the profitability of the pharmaceutical companies in India. The pharmaceutical industry is purposely selected for the study considering its importance in health care sector. Top five pharmacy companies based on the market capitalization are taken for the study. They are Aurobindo, CIPLA, Divi's Laboratories, Dr. Reddy's Laboratories and Sun Pharmacy. The data from the financial statements of the companies are taken for ten years from 2011-12 to 2020-2021. The pharmaceutical industry is purposely selected for the study considering its importance in health care sector. Top five pharmacy companies based on the market capitalization are taken for the study. The author concluded that all other companies except Aurobindo and Dr.Reddy's Laboratories are having negative CAGR value of Return on Assets. CAGR value of return on net worth is found higher for the Aurobindo and all other companies are having negative growth during the study period. The CAGR value of Dividend per share shows that dividend growth is higher in Aurobindo than other selected companies.

**Key words:** Pharmaceutical in India, Financial Performance and Profitability

**Introduction**

For new products and expansion, the pharmaceutical sector relies substantially on research and development. The pharmaceutical business is fueled by a worldwide desire to eliminate sickness. Medicines are created to address new illnesses or to improve on the current therapy options. Pharmaceuticals R&D requires a thorough grasp of human physiology and disease mechanisms. Companies often focus on a few therapeutic areas, such as anti-ulcer or anti-cancer, in order to expedite research. A growing middle class, more government and private spending on health care services, and enhanced medical insurance coverage are all driving pharmaceutical demand in India. Pharmaceutical sales are on the increase in India, which is now number one on the list of fastest-growing markets. The pharmaceutical sector, which comprises bulk pharmaceuticals, drug intermediates, pharmaceutical formulations, chemical compounds, tablets and capsules, and orals, provides around 90% of India's pharmaceutical needs. The pharmaceutical business in the United States is expected to grow by 13 to 14 percent in 2013. The pharmaceutical industry in India is made up of around 250 large units and 8000 small-scale facilities, which form the sector's backbone<sup>1</sup>. Research suggested that realistic suggestions from the study may also assist study units in industry improve their financial performance.

**Review of Literature**

Bhavik Swadia(2019)<sup>2</sup>made an attempt "A Comparative Study of Profitability of Selected Pharmacy Companies of India". The Indian pharmaceutical industry is expanding rapidly in terms of





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Communication

## Chiral Fe-Dendrimer-Catalyzed Domino Michael and Aldol Reactions of Chalcones with 1,4-Dithiane-2,5-diol

Dr. Masanam Kannan, Pinaki Bhusan De, Sourav Pradhan, Prof. Tharmalingam Punniyamurthy

First published: 18 January 2018 | <https://doi.org/10.1002/slct.201702607> | Citations: 8

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### Graphical Abstract

The synthesis and application of a chiral amino alcohol based Fe-dendritic catalyst is accomplished for the tandem reaction sequence involving thia-Michael and aldol reactions to assemble diversely substituted tetrahydrothienopyran structural scaffolds from the readily accessible chalcones and 1,4-



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
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**ORIGINAL RESEARCH PAPER**

**ISLAMIC ARCHITECTURE WITH REFERENCE TO DELHI SULTANATE - A STUDY**

**Dr. K.Rajesh**  
M.A., M.phil., B.Ed., Ph.D

**History**

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**KEY WORDS:**

Mohammedans had played a vital role in Indian History. From the period of Mohammedans, their social and political life made a great impact on Indian Culture. Mohammedan's Architecture is a main part of their culture and which spread throughout out India as Indo-Islamic Architecture.

James Farouque said that because of the distinct art style of Islamic buildings they should be called as Islamic Architecture. Vignier, Thunaro and Vernier also accepted his words. Indo-Islamic Architecture may be divided into two. They are,

- 1) Delhi Sultanate Architecture
- 2) Mughals Architecture

Indo-Islamic Architecture in India between 800 AD and 1800 AD may be sub-divided as follows on the basis of its style, period and area.

- 1) Delhi or Imperial style
- 2) Provincial style
- 3) Sher Shah style
- 4) Mughal style

During the period of Khalifas in Arabia Mohammedans under the leadership of Mohamed Bin Kaasin, occupied shind, Mulatun and Mansura in 712 AD. It was continued about 212 years. After them Mohamed (971 - 1030 AD). But in his City Ghazni, he had built a tower (Minar) and a mosque. He also formed fountains, gardens and auditorium in Ghazni.

Muslims are against to the worship of images. Hence they did not make any sculpture to indicate prophet Mohamed and his life history. But Islamic Architecture have many beautiful carved ornaments with high technical skill.

**Delhi Sultanate Architecture**  
Mohamed Ghori and his slave Qutub-ud-din had ruled India, with Delhi as their capital. So, their reign was called as Delhi Sultanate. It has the following five dynasties.

- 1) Slave dynasty
- 2) Khilji dynasty
- 3) Tughlak dynasty
- 4) Sayid dynasty
- 5) Lodi dynasty

**Architecture of Slave Dynasty**  
Slave dynasty had ruled from 1206 AD to 1290 AD. It was known that the rulers of Slave dynasty as follows.

- 1) Qutub-ud-din Aibak (1206 - 1210 AD)
- 2) Iltutmish (1211 - 1226 AD)
- 3) Raziyah Begum (1236 - 1240 AD)
- 4) Alau-ud-din Masud (1241 - 1266 AD)
- 5) Balban (1266 - 1286 AD)
- 6) Khiljabad (1287 - 1290 AD)

**Qutub-ud-din Aibak**  
Under the rule of the founder of the Slave dynasty Qutub-ud-din Aibak, important building schemes were initiated in the sphere of Architecture design and in its method of construction. He had built mosques in Old Delhi and Ajmer. These the first Islamic Architecture in India. He had also built a mosque in Kulair-Bitaura for monotheism.

**Old Delhi Mosque**  
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Mosque in old Delhi is known as Qutub-ud-Islam. It is the first example for Islamic Architecture. It has a hemispherical dome in upper part. Its ground floor has a Iwan (a) place like Niche and Mimar (b) platform on which Holy Quran's preach has been conducted. These were built with Indian building materials and also Indian craftsmen were used to construct this mosque. The mosque has 212 feet length and 15 feet breadth arcade. Its Atrium has 141 feet length and 105 feet breadth. The entrance walls of the mosque were highly decorated with carved ornaments. These are called as screens. In these screens the words of Holy Quran have been carved.

**Ajmer Mosque**  
One more important structure has been built by Qutub-ud-din at Ajmer in Rajasthan. It was the second mosque of slave dynasty. Though Aibak under took this work, the main mosque was built by Iltutmish. It was built with stones. The Central Hall and Atrium are used as place for prayer. The walls were very high and have carved ornaments. The entrances have beautiful natural scene carved bricks. The Walls were built with beautifully carved black stones. It seems to be a curtain.

The mosque is called by the name 'Adhai-din-ka-Jhonpara'. It means 'hut of two and a half days'. The pillars are very tall and are carved beautifully.

**Iltutmish**  
Discontinued construction of QutubMinar was continued and finished by Iltutmish. He built 'Sulttan Qutub' at Malikpur village near Old Delhi, in 1231 - 32 AD. It was the burial place of Nazrud-din Mohamed. He was the son the Iltutmish. He also had built Hazrat Shams, Sams-ki-gah and Jami Masjid. Among them, the Mosque (Masjid) is very famous.

**Qutub-Minar**  
Construction of Qutubminar was started by Qutub-ud-din, but finished by Iltutmish. Minars are common feature in Islamic Architecture. They are used to call Muslims for prayer. QutubMinar is the oldest as well as first minar of India. Its original height was 250 feet. But now it is 242 feet in height. The basic circumference of Qutubminar is 48 feet and 4 inches. The circumference decreases as goes towards the top.

The height of ground floor - 97 feet  
First floor - 148 feet  
Second floor - 188 feet  
Third floor - 214 feet  
The top most part of this minar was built with white marbles. The top most part was in conical shape.

**Architecture of Khilji Dynasty**  
The rulers of Khilji dynasty ruled India from 1290 AD to 1320 AD. The important rulers were Jalau-ud-din Khilji (1290 - 1296) Alau-ud-din Khilji (1296 - 1316) Qutub-ud-din Mubark (1316 - 1320)

**Alau-Darwaza**  
Alau-ud-din decided to built a big mosque with minar near Qutubminar. But the construction was stopped without finishing. A part of that discontinued building is Alau-Darwaza (1310 - 1311). It is in Select - Turkey style. It is the first original Islamic building. The entrances in the four sides were decorated with beautiful arches. This building was built with red sand stones and the floor has white





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## ORIGINAL RESEARCH PAPER

## History

### OCCUPATION AND STATUS OF PARAVAS COMMUNITIES IN THOOTHUKUDI REGION

## KEY WORDS:

Dr. K. Rajesh

MA., B. Ed., M.Phil., PhD\* Assistant Professor Dept. of History, Sivanthi Arts & Science College for Women, Piraikudiyeruppu, Udankudi, Thoothukudi District - 628 203.

The aim of this paper Occupation and status of Paravas Community in Thoothukudi region people. Fishing is not an individual profession but requires the active and collaborative involvement of a team of four to five individuals. The actions involving -pushing and immersing the boat into the sea, then pulling back the returning fish laden boats, alighting the fish from the boat need a lot of hands. Moreover as there always exists the danger of the a boat sinking into the waters, it is always pivotal that fishermen are available handy and reside near the coasts itself. Hence, the fishermen could also be termed as the protectors of the seas and coasts. Those fishermen who live even today on the East Coasts are part of the historic generation who once were brave warriors. Presently, these folk have not shown any keen interest in any other field except fishing.

#### Status of men

Men have always been portrayed as those who are constantly struggling with seas. Boys on reaching a stage, in spite of being at schooling stages, join hands with the elders and are introduced to the art of fishing. This is so because fishing is the only occupation they know of and they do not show any particular interest in other trades. When the provinces were under the Pandyan Rule, it was badly affected by famine and at those times, it was the fishermen who got good name for proving tons free fish to feed many thousands of families on the entire land. Fishermen prefer to spend most of their life on the seas itself. A fisherman who goes to the sea has to spend a minimum of four to five days at the deep sea itself. When not in the sea, they are occupied by repairing fish nets.

Men go in teams or as individuals and locate places where the fish are available in plenty and begin their fishing. At regular intervals, fishermen schedule a time to collect shells and pearls. The Paravas of **Neithal** also have the claim of taking the first initiative of transporting fish on catamarans for trading with other countries. To keep the seas safe from invasions of other nations, Pandyan kings had given special training to the fishermen to be warriors at sea. Regularly the fishermen leave to the seas by night and return by day and on reaching the land, they cleanse themselves and have complete rest. As the men would be weary from the wearisome struggle at the sea, the women take up the task of selling the catch. Every year, the dive for pearls begin at March and April and they go on for forty days. Prior to the pearl hunt, some specialists in deep diving will be sent before-hand to identify the exact location of the availability of the pearls. During that period, many makeshift structures would be built on the coasts for the trading of these pearls and they are known as **Muthu Nagar**. These shed and structures would be in place until the pearl hunting period continues.

#### Men and Pearl fishing

During the pearl fishing period beyond pearl divers, a team is assigned to go on a regular surveillance of the area, to keep the pearl pirates at bay. Mostly three to four boats go together for the pearl fishing and once they arrive on the ear-marked area of a ninety to One hundred and eight feet depth, they would lower their anchor and begin their pursuit for the pearls. In such an area, a stone is suspended on a rope into the water and a diver protects his ears by blocking it and applies oil all over his body and he enters into the deep water to collect the low-lying pearls. In this way, fisherman gets into the deep sea and then on collecting his catch of pearls ascends to the boat. Immediately another fisherman takes his place and in this manner all go for a dive. Each boat will accumulate their catch, and heap them separately on the selling

zone at the **Muthu Nagar**. The pearl catch for the period of fifty days will not be touched and will be guarded by a group of fishermen. Then, after fifty days the teams would open their pouches and separate them according to their value, then they are bought up by businessmen as per their worth. Hence men play vital part in the collection of pearls.

#### Salt Cultivation

After choosing the land for salt cultivation, they will maintain the land in a good condition. Then, they will form beds. Big bed called as male beds and small one as female bed. In male bed, the sediments which is seen at the bottom is called as "**Gypsum**". It is used widely in cement factories. From female beds, soft salt (table salt), cultivation salts are manufactured. First three big bed will be large in size. In these beds, ground water is stored. Water stored here will be very salty. As the water is exposed to high temperature, the density of water will be approximately 6 to 10 degree and the water level gets decreased. In this stage, this high density water will be directed into the female bed.

This high density water even gets evaporated and attains a solid state. That is called as "**Salt**". This salt is gathered and brought to the factory for cleaning. After cleaning, "**feeding**" is added and sold out by companies. High breed salts are called as "Solid Salt". This is brought and cleaned in fertilizing company and then it is used for medical use also. This land is taken from Government on lease in term of 99 years and this salt manufacturing is done. These lands are called "**Saltern**". These contractors are called as the boss. Yearly once, these contractors gather and determine the "**Salary Scale**".

#### Status of women

In the Paravar community a lot of duties were entrusted to women. They still seem as lacking real freedom. A married fisherwoman plays a great role in the family life of Paravar. In the **Neithal land**, Paravar women took up the task of selling the fish. They either sell it for money or in exchange of goods. At fair seasons, they seem to dispose of their fish quite briskly. They also marketed their fish in the roads, lanes, streets and places of common gathering. The Paravar women involved in the marketing of the fish had profound negotiation skills. On selling the fish to cash or in exchange they would keep the left over and unsold fish to get dried up fish to form **Karvadu** (Dry Fish), that too is for selling. As the men would be fatigued by their long hours at sea the women would take up the onus of selling the fishes caught. Hence from the Sangam Era itself, the women had played a major role in being a background support to their husbands.

The Paravar women employed at fish factories undergo unbearable stress at their workplace. At fish plants, they come across many physical and mental agonies. Some issues they have are undue working hours, late night shifts, low salaries, poor working conditions and environments, poor shelter. In this way these women have to face undue pains at work station. Women faced there physical tortures like Swedish harassment, physical misconduct, usage of double meaning are a few tortures. The Paravar women have to pay exorbitant amount to the conductor to take their fishes to the market. At times, they were looked down upon by co-passengers. As women have to go long distances to sell their fish and being expected to sell all the fish at hand, they were unable to return to their homes on time, this badly destroy their family life. Though the women returned after a day of logging to sell their fish, it is only after entering their homes that





# Job Stress Management of Public sector bank managers- A case study of Thirunelveli

K.Azhwar Selvi

Assistant Professor (Commerce), Thiruvalluvar College  
Papanasam-627425

Dr. C.Azhakappan Ph.D, Principal (Retired)  
Thiruvalluvar College, Papanasam-627425

## Abstract

Employee stress and role stress stem from a wider phenomenon 'stress' which is a psychological construct that people may experience every day. Especially in service industries in financial domain like Bank have undergone lot of transformation entails with lot of stress to the employees, in this juncture role of managers in stress management and ensure the job involvement of subordinates became crucial. The present study examines the occupational stress among public sector bank managers and the stress management to ensure the job involvement of the bank employees, 100 samples each from Public sector banks have collected for the study purpose, the results exhibited that relationship between managers and three kinds of recreation specialization dimensions, which were divided into behavioral (habit), cognitive (skill/knowledge), and affective (commitment) have strong influence on stress management and job involvement of bank employees from public and private banks

*Keywords:* Public sector banks, Job stress, Women empowerment

## Introduction

Indian Banking has undergone serious transformation during globalized arena and heightened into highly active and dynamic entity. This transformation propelled Banks to discover new business chances. In the economic structure, banks play a very significant role as they have the authority of generating loans for the businessmen and general public for numerous purposes. Bank operations have been escalating and the volume of transactions have also manifold during last couple of decades. With the help of technological advancement banking services have become available 24 hours a day, 7 days a week over ATMs, e-banking and electronically empowered exchanges where everything from stocks to currency can be traded. In addition, globalization, amalgamation, deregulation and diversification of the financial industry, the banking sector has become even more complex embedded with more responsibilities to the banking personnel especially among managers who are responsible to the management as well as the employees. His responsibility to ensure the quality of service and challenging task to delegate the work to the subordinates generated lot of stress. Thus, the occupational stress important component of banking services in India. Moreover, peer group competition in banking industry has accentuated the target driven activities in Public sector banks unlikely from earlier period. Further, the transition also entails stronger cross-border linkages in acquiring customers across various level. More responsibilities and meeting the requirements have heightened the intensity of stress of the public sector bank managers.

## Thematic description of stress and banking operations

Stress is the important phenomenon in the modern day life the stress has been heightening into indispensable level across all the spheres of activities. Banking system encapsulated with larger stress especially poised on managers in public sectors banks as well. In Indian thought, the life is equivalent to *Sukha* which designates that even delight and satisfaction of sophisticated 'goodness' can be a basis of



## A STUDY ON JOB SATISFACTION OF WOMEN WORKERS IN FIREWORKS INDUSTRIES AT SIVAKASI

**Mrs.V.MURUGESWARL.**, Reg. No:18221301012001, Ph.D Research Scholar ( Part-time Internal), & ASSISTANT PROFESSOR OF COMMERCE., PG & Research Centre for Commerce, Thiruvalluvar College, Papanasam, affiliated to Manonmaniam Sundaranar University.

**Dr.S.Sudalaiyandi**, Principal, Ambai Arts College, Ambasamudram. affiliated to Manonmaniam Sundaranar University.

### ABSTRACT

A woman is the builder and moulder of a nation's destiny. Though dedicate and soft, she has a heart far stronger and bolder than man. She is the supreme inspiration for man's onward, an embodiment of peace, love, pity and compassion. Ostensibly the position occupied by women in a society determines the degree of development of that particular nation. Fireworks industry is one of the labour intensive industries in our country especially in South India. It mainly depends more upon women than men. Hence in this study an attempt is made by the researcher to study how far the women labourers involved in the fireworks industry are satisfied with their job.

The present study has been undertaken with the primary objective of analyzing the factors influencing job satisfaction and opinion of women employees in fireworks industry. The investigation encompassed an extensive survey to obtain primary data from sample respondents of 114 employees in Sivakasi. The interview schedule covered all the details like personal data, factors like system of wage payment, bonus, advance , incentives etc., The data were collected using the investigation list which contained 25 phrases on Likert scale in order to measure the opinion of women employees.

**Key words:** Job Satisfaction, fireworks, employees, opinions.

### Introduction

A woman is the builder and moulder of a nation's destiny. Though dedicate and soft, she has a heart far stronger and bolder than man. She is the supreme inspiration for man's onward, an embodiment of peace, love, pity and compassion. Ostensibly the position occupied by women in a society determines the degree of development of that particular nation. Fireworks industry is one of the labour intensive industries in our country

especially in South India. It mainly depends more upon women than men. Hence in this study an attempt is made by the researcher to study how far the women employees involved in the fireworks industry are satisfied with their job.

Job satisfaction is an important factor that maintains the morale in any industry. If a worker is satisfied with his work, then both the quality and quantity of his output will increase. The term job satisfaction was brought to limelight by Hoppock.



## **A STUDY ON THE LIFESTYLE PATTERN OF WOMEN WORKERS IN FIREWORKS INDUSTRIES WITH SPECIAL REFERENCE TO VIRUDHUNAGAR DISTRICT.**

**Mrs.V.MURUGESWARL.**, Reg. No:18221301012001, Ph.D Research Scholar ( Part-time Internal), & ASSISTANT PROFESSOR OF COMMERCE., PG & Research Centre for Commerce, Thiruvalluvar College, Papanasam, affiliated to Manonmaniam Sundaranar University.

**Dr.S.Sudalaiyandi**, Principal, Ambai Arts College, Ambasamudram. affiliated to Manonmaniam Sundaranar University.

### **ABSTRACT**

Women form an integral part of the Indian workforce. According to the information provided by the office of Registrar General & Census Commissioner of India, As per Census 2011, the total number of female workers in India is 149.8 million and female workers in rural and urban areas are 121.8 and 28.0 million, respectively. Of 149.8 million female workers, 35.9 million females work as cultivators, and 61.5 million are agricultural labourers. Of the remaining female workers, 8.5 million are in the household Industry, and 43.7 million are classified as other workers. Fireworks industries are one of the traditional industries in Tamil Nadu. Many of these Industries are in Virudhunagar, Sattur, Sivakasi and Vembakottai. The development of fireworks industries has paved the way for other ancillary industries such as chemical industries, cardboard items, waste paper cutting, punching and trading business and so on. The fireworks industries play a dominant role in the development of ancillary industries and in raising people's standard of living. Hence the present study is focused on "A STUDY ON THE LIFESTYLE PATTERN OF WOMEN WORKERS IN FIREWORKS INDUSTRIES WITH SPECIAL REFERENCE TO VIRUDHUNAGAR DISTRICT"

**Key words :** women, life style, fireworks.

### **Introduction:**

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## JOB SATISFACTION OF SELF FINANCE COLLEGE TEACHERS WITH REFERENCE TO TENKASI DISTRICT

C. Pandi Selvi\*

Dr. P. Velayutham\*

### Abstract

Job satisfaction has been considered as an important subject all over the world as it is necessary for the growth of educational system and development of society in all over the world. In this context, the satisfaction of job is related to meeting the needs and demands of teacher's in-order to motivate and improve their skills as well as performance. The satisfaction is very important in all aspects of any profession; the occurrence of skills, knowledge and competencies depends upon the satisfaction of behavior of individuals. Therefore, the satisfaction of teachers of any college is needed in their behaviors so that they can perform their duties with commitment, dedication and hard work to provide latest knowledge and information to students for their development. The aim of this study was to examine the level of job satisfaction and investigate the factors influencing job satisfaction of self-finance college teachers in Tenkasi district.

**Key Words:** Self finance College, Teachers, Job Satisfaction

### Introduction

The teaching is one of most respectable profession and plays an important role in development of society. The teachers assist students to get knowledge, information for their development and to bear the responsibility of taking the nation towards development, therefore the teachers are considered as the pillars of the society. The need of every teacher is independence, recognition, security and new experience. Needs are important for everyone, if the needs of teachers are not met, the unrest and dissatisfaction among teachers is increased which is very unhealthy for not only teachers but also for students. The job is a vital component of life and also a main source of income. The job of a teacher requires a major part of day and is also a source of contribution in the society; hence the satisfaction of job is necessary for a teacher as well as overall wellbeing.

### Review of Literature

SaravanaKumar. S,(2017) "A study on factors influencing the job satisfaction of Lecturers employed in self-financing arts colleges, south India", The study is Descriptive in nature. The data have been from the

\*Ph.D. Research Scholar, Manonmaniam Sundaranar University Thiruvalluvar College, Papanasam

\*\*Assistant Professor, Research Centre for Commerce, Thiruvalluvar College, Papanasam





## CONSUMER BEHAVIOR TOWARDS E-MARKETING

Dr. P. Velayutham\*  
S. Antony Selva Jenita\*\*

### Abstract

The potential customers purchasing products or services over the internet is called online shopping. Today both urban and rural areas having internet facilities. It is exactly for this reason customers are also purchasing the product or services online. Online shopping has grown in popularity over the years, mainly because people find it suitable and easy to bargain shop from the comfort of their home or office. The aim of this study to analyse the socio- demographic profile of the respondents in Tenkasi, online shopping website preferred by the respondents and analyse the online buying behavior of consumers in this city.

*Key words:* Consumer behavior, E-marketing E-commerce

### Introduction

E-marketing which is also known as online marketing can be describe as marketing of goods and services through electronic device. It's developing the tools online transactions of business in buying and selling. It's the new way of marketing in which technology used significantly. It has now become a huge tool between marketers and customers. The e-marketing and especially social media marketing has extremely changed the consumer behavior and marketing method. Social media is a path to communicate regarding particular goods or services of any particular brand on its social media page. Social media customers mostly belong to the young or teen-age side rather than business and professional people. The social media is one of the e-marketing means which attract or capture a wide range of consumers. It's a route for consumers to communicate regarding product or services online. Those are mostly peers who talk about the brand, style, product type, services etc.

E-marketing is more appropriate than the traditional marketing for both customer and the marketer. It offers huge number of variety for the particular product relatively with lower prices but use of E-commerce necessitates customers' familiarity with the latest innovation both in digital technology as well financial and legal domain.

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\*Assistant Professor

\*\*Fulltime Research Scholar, Reg. No.1921130101, P.G.& Research Centre for Commerce,  
Thiruvalluvar college, Papanasam Manonmaniam Sundaramar University, Tirunelveli-12.

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**IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR WITH  
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Authors:

**Dr. P. VELAYUTHAM\*, S. ANTONY SELVA JENITA\*\***

Assistant Professor of Commerce, PG & Research Department of Commerce,  
Thiruvalluvar College, Papanasam – 627 425, Affiliated to Manonmaniam Sundaranar  
University, Abishekapatti, Tirunelveli – 627 012, Tamil Nadu, India.

Full Time Ph.D. Scholar, Register Number: 19211301012002, PG & Research  
Department of Commerce, Thiruvalluvar College, Papanasam – 627 425, Affiliated to  
Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli – 627 012, Tamil Nadu,  
India.

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Customers Perception about Liquidity Management in Commercial Banks

K. PRASHANTHI, RESEARCH SCHOLAR, PG & RESEARCH DEPARTMENT OF  
COMMERCE, THIRUVALLUVAR COLLEGE, PAPANASAM.

Mail id: rajprasha1206@gmail.com

DR. C. POORNA PUSH KALA, ASSISTANT PROFESSOR, PG & RESEARCH  
DEPARTMENT OF COMMERCE, THIRUVALLUVAR COLLEGE, PAPANASAM

**Abstract:** A banker is a dealer in cash and credit. The matter of banking comprises acquiring and loaning. Banks go about as monetary go-betweens among savers and financial backers by tolerating cash as stores from countless clients and afterwards on loaning a significant part of the gathered "pool" of cash to the individuals who wish to get. In this interaction, banks secure sensible return for the savers, make supports access to the financial backers at a cost and procure a benefit for themselves in the wake of taking care of the expense of assets and paying or accommodating corporate duties to the public authority.

### 1. Introduction

Commercial banks address the most predominant monetary go-between when estimated by complete resources. They serve both the private and public areas as their store and loaning administrations are used by families, organizations and government offices. Commercial banks assume a significant part in the advancement interaction of immature nations. By offering alluring saving plans and guaranteeing the security of stores, commercial banks urge individuals to actuate a readiness to save. By connecting with individuals in rustic territories, they help convert inactive reserve funds into compelling ones. Commercial banks improve the portion of assets by loaning cash to need areas of the economy. These banks give a gathering ground to savers and financial promoters.

The liquidity in the business bank addresses the capacity to support its commitments by the project worker at the hour of development, which incorporates loaning and venture responsibilities, withdrawals, stores, and gathered liabilities. The financial organization had contributed altogether to the adequacy of the whole monetary framework as they offer a proficient institutional component through which assets can be activated and guided from less fundamental uses to more beneficial speculations. Essentially, productivity and liquidity are viable pointers of the corporate wellbeing and execution of the business banks yet all benefit situated endeavours. These exhibition markers are vital to the investors and contributors who are significant publics of a bank.

### 2. Profile of sample unit

The term commercial bank refers to a monetary organization that accepts stores, offers financial records administrations, makes different advances, and offers essential monetary items like verifications of the store (CDs) and investment accounts to people and private ventures. A commercial bank is a place where a great many persons do their banking. commercial banks bring in cash by giving and procuring revenue from advances, for example, contracts, car advances, business credits, and individual advances. Customer supplies furnish saves money with the cashflow to make these credits. Public area banks, Private Sector Banks, Foreign banks, Regional rustic banks comprise the commercial banks. Focused under the Banking Regulation Act 1949. They can acknowledge deposits, can give credits and other monetary administrations to acquire a benefit.

Table 1  
List of Banks selected for the study in Tirunelveli

SLNo	List of Banks	No. of Respondents
1.	State Bank of India (SBI)	25
2.	Indian Overseas Bank (IOB)	25
3.	Indian Bank	25







## STRESS MANAGEMENT OF WORKING WOMEN IN TEXTILE SHOPS WITH REFERENCE TO TIRUNELVELI DISTRICT

M.Sangeetha, Full-time research scholar, Reg.no.19211301012007.

Poornapush Kala, Assistant Professor, P.G. & Research centre for commerce, Thiruvalluvar College, Papanasam.

### Abstract:

Women occupational stress is an experience that disrupts a person's emotional and physical state, such as getting too much work that causes someone to become overtired or get into arguments with co-workers that result in anger. Women occupational stress is an integral part of work-life, and a great deal of a person's stress comes from work. Thus the reason for women occupational stress differs from person to person. But at the same time everyone experiences women occupational stress. The researcher attempted to analyse the variables that influence the stress and coping strategies used to manage the stress.

**Key Words:** Stress Management, Working Women, Textiles shops, Coping strategies, Tirunelveli district.

### 1. INTRODUCTION:

Stress is a reaction to peripheral factors that result in bodily, emotional, and behavioural deviations. Stress is an all-pervading modern phenomenon that takes a heavy toll on human life. Different situations and circumstances in people personal life and their job produce stress. They can be divided into factors relating to the organisation and factors related to the person, including his experience and personality traits.<sup>1</sup> Job-related factors are work overload, time pressures, poor quality of supervision, insecure political climate, role conflict and ambiguity, the difference between company and employee values. Person-related factors are the death of a spouse or a close friend, family problems, change to a different line of work, prolonged illness in the family, change in social activities, and eating habits.

The human body has a natural chemical response to a threat or demand, commonly known as the "flight or fight" reaction, which includes the release of adrenalin. Once the threat or need is over, the body can return to its natural state. A stressor is an event or set of conditions that causes a stress response. Stress is the body's physiological response to the stressor, and strain is the body's longer-term reaction to chronic stress.

<sup>1</sup> Adhikala V Rao and K. Chandraiah, (August 13, 2012) "Occupational stress, mental health and coping among information technology professionals", Web Publication, Chief Medical Superintendent, Nuclear Fuel Complex, Hyderabad, India, Department of Psychology, Sri Venkateswara University, Tirupati, AP, India, vol. 16, Issue. 1, Page. 22-26





# WORK STRESS OF THE EMPLOYEES' IN TEXTILE SHOPS WITH SPECIAL REFERENCE TO TENKASI AREA

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M.Sangeetha\*  
Dr.C. Poornapushkala\*\*

## Abstract

The topic factors leading to work stress and its impact on workers' performance with special reference to Tenkasi is discussed here. Work-related stress can be represented as individual dealt with strange working scenario with work demands and pressures which cannot be compromised based on their knowledge and abilities, and it will of course affect the performance of the employee.

**Key words:** Work Stress, Textile Shops, Employees, Tenkasi Area

## Introduction

Today stress management is important in everyone's lives. It's necessary for long happy lives with less trouble that will come about. Stress is considered to be one of the main factors affecting workers. Stress is defined as "a state of psychological and physiological imbalance resulting from the disparity between situational demand and the individual's ability and motivation to meet those needs. Stress management is a crucial step to tackle stressful situations. Work related stress is considered to be in the product of an imbalance between environment demands and individual capabilities. Textile shop workers is stressed the most likely to be unhealthy, poorly motivated, less productive and less safe to work.

The American Institute of Stress (AIS) in 2017, listed 50 common signs and symptoms of stress, including frequent headaches, increased frustration, irritability, heart burn, and stomach pain. Stress has often been misunderstood to be negative with few people acknowledgements the importance and usefulness of positive stress. Understanding the nature of life's stressors and stressful situations can play a key role in minimizing the detrimental effects of stress in the human body. Stress can cause physical symptoms like headaches, stomachers and sleep less ness in addition to more serious health problems. Stress is mental tension caused by demanding, taxing or burden some circumstances. Work stress and other psychosocial factors are recognised worldwide as a major challenge to workers. In earlier days there were some man made boundaries for women, today workers are breaking that boundary and

\*Full Time Research Scholar, Reg. No.19211301012007

\*\*Assistant Professor, P.G.& Research Centre for Commerce, Thiruvalluvar college, Papanasam.  
Manommaniyan Sundaranar University, Tirunelveli.



## SAMPLING TECHNIQUES IN SOCIAL SCIENCE RESEARCH

M.SANGEETHA  
Full Time Research Scholar,  
Reg. No.19211301012007,  
P.G. & Research Centre For Commerce,  
Thiruvalluvar college, Papanasam  
Manonmaniam Sundranar University, Tirunelveli-12.

Dr. C. POORNA PUSH KALA  
Assistant Professor,  
Thiruvalluvar College, Papanasam,  
Manonmaniam Sundranar University,  
Tirunelveli 12.

### ABSTRACT

The sampling methods, only part of the population is studied and conclusion are based on the data or information collected from that part of the population. sampling process may either be probability or non probability sampling. Sampling technique is the procedure adopted to select a sample. The data collected through sample surveys can have both – sampling errors as well as non-sampling errors.  
Key words: sample, types of sampling, sampling errors, measurements.

### Introduction

Sampling is also used in our daily life as well. One such example is of cooking, while cooking vegetables, instead of checking each and every slice of vegetables, we check a few pieces and if those are cooked, then we generalize that the vegetables are cooked. Similar is the case with research: we study the sample instead of the whole population and then the results of the analysis are generalized to the whole populations as the sample is representative of the population.

### Need for sampling

- Sampling reduces the time and cost of research. Study of the small portion of the population is certainly cost-effective and saves time.
- Sampling saves labour. The major manpower requirements to collect data or information from a sample are always less than that of a population.
- Sampling improves quality of research.
- Sampling provides quick results. Studying a sample consisting of a fewer units quicker than studying more units in a population.

### Objectives

- To know various types of sampling techniques
- To know sampling error and measurement of errors.

### Sampling

#### \*Meaning

A good sampling design must yield a truly representative sample, result in a small sampling error, be viable when funds are limited, control systematic bias, be applicable universally, be accurate and be precise. Random sampling is different from random assignment. Random assignment describes the process of placing participants into different experimental groups.

#### Step1. Defining the Population

Before a sample is taken, we must first define the population to which we want to generalize our results. The population of interest may differ for each study we undertake.

#### Step2. Constructing a List

Before a sample can be chosen randomly, it is necessary to have a complete list of the population from which to select. In some cases, the logistics and expense of constructing a list of the entire population is simply too great, and an alternative procedure is forced upon the investigator. We could avoid this problem by restricting our population of interest—by defining it narrowly. However, doing so might increase the difficulty of finding or constructing a list from which to make our random selection.

#### Step3. Drawing the Sample

After a list of population members has been constructed, various random sampling options are available. Some common ones include tossing dice, flipping coins, spinning wheels, drawing names out of a rotating drum, using a table of random numbers, and using computer programs.

#### Step4. Contacting Members of a Sample





# CHILDREN'S LITERATURE AS AN IMPORTANT TOOL FOR EDUCATION

M. SANGEETHA

Full - Time Research Scholar, PG & Research Department of Commerce  
Thiruvalluvar College, Papanasam

Dr. C. POORNA PUSHKALA

Assistant Professor, PG & Research Department of Commerce  
Thiruvalluvar College, Papanasam

**Abstract**  
Children's literature is operated and circulated based on of faith, whereby if there is a place for effective links between literature and society, it will naturally be found first in children's literature. Currently, no study has been designated for the connection between children's literature and sustainability and its importance, and a method of integrating this subject into the field of literature. Due to the importance of children's literature in the assimilation of values and instilling of an ideological infrastructure that will become a way of life, it is appropriate to examine the findings of literary works in literature textbooks and before the outline of the subject in the syllabus.  
**Keywords:** children literature education

## Introduction

The ecology is one of the focal terms in the political, social and cultural, informative and logical discourse in present times. For children as well as adults who are learning to read the world through image, understanding the visual structures that exists within images is as essential to the shaping of beliefs as is the written word. Owed to the importance of children's literature in the integration of morals and inspiring of an ideological infrastructure that will become a way of life, it is appropriate to examine the findings of literary works in literature textbooks, and before the outline of the subject in the syllabus. Children's literature is a medium that naturally fosters critical reflection. Quality literature poses problems and challenges the imagination. Students begin to think critically about their educations and provides ways for them to express what they

need and want to study. It is difficult to choose appropriate instructional tools without hearing from the students about their own experiences, interests, and struggles with learning. Dialogue, writing, or indirect responses allow for this to happen. Having this information, teachers can then design a curriculum that is meaningful, effective, and reflective of the student's reality while maintaining required standards and expectations.

## Children's Literature in the Curriculum

Children learn a second language by being exposed to situations in which they have to use it, such as discussed in a literature circle, dialoguing about relevant stories, creating and sharing an illustration for a book, listening to read aloud, or enjoying a shared reading experience. These activities help children understand and connect to their personal real-life circumstances, which in turn encourages

Dr. C. POORNA PUSHKALA  
Assistant Professor  
PG & Research Department of Commerce  
Thiruvalluvar College  
Papanasam

