



GURU GOBIND SINGH COLLEGE FOR WOMEN

SECTOR 26, CHANDIGARH - 160019

(Affiliated to Panjab University Chandigarh)

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Criterion-3

Key indicator-3.3

Metric No. 3.3.1

Number of research papers published per teacher in the Journals notified on UGC CARE list during the last five years (2018-2023)

Academic year	2022-23	2021-22	2020-21	2019-20	2018-19
Number of Research Papers	18	15	13	23	39
Total	108				

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2022-23

1. ROLE OF HIGHER EDUCATION INSTITUTIONS IN RESEARCH AND DEVELOPMENT

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INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

ROLE OF HIGHER EDUCATION INSTITUTIONS IN RESEARCH AND DEVELOPMENT

Dr. Sonia Sharma

Assistant Professor, Post Graduate Department of Commerce

Guru Gobind Singh College for Women, Chandigarh

Abstract

In a globalised world, the role of an academic institution is very important for its innovation led growth, development and sustainability. The pursuance for knowledge is the motivator or basic idea behind research and higher education is an effective medium to generate this knowledge and innovation. Higher education institutions can play an important role in nation building, they can bring change in economic, social, scientific as well as political sphere of life.

The objective of this study is to identify the position of India in the global scenario of basic research, to evaluate the challenges faced by higher education institutions in R & D. It also describes how universities perform vital functions both as generators of new knowledge through their leading-edge research activities and as trainers of highly qualified labour.

Keywords: Innovation, R&D, Higher Education Institutions

Introduction

In the recent era of globalisation, enhancement of knowledge is the key factor in the process of growth and development of an economy. Knowledge that can be defined as knowhow and know why, is the breeding ground of innovation. Innovation is universally regarded as an engine of economic growth in developing as well as developed countries. Innovation has been a driving force behind advancements in society. It is an innovation that triggers another innovation and thus the never-ending long-term process of development goes on. The innovative practices can be achieved only through research and development as it is one of the important components in fostering innovation. Research and development (R&D) is an important component of a country's national innovation system (NIS) and R&D statistics are among the most widely used indicators to monitor the NIS. Research and development activities includes knowledge generation and transfer, the purchase of technologies, product commercialization etc. Industry- i.e., private firms- and higher education institutes are the major performers of R&D in an economy. It is well established in the literature that both higher educational institutions and industry R&D have a positive effect on innovation output (Karlsson and Andersson, 2005). With the rise of the knowledge intensive economy, the contribution of university research to economic performance becomes more vital. Higher education institutions act both as a primary source of 'knowledge workers', as well as the key factor of production - knowledge itself. By imparting higher education, conducting research and interacting with individuals and institutions at different levels within and outside India, our education institutions have been major contributors to the generation and dissemination of knowledge. Through their teaching, universities disseminate knowledge and improve the stock of human capital; through the research they perform, universities extend the horizons of knowledge; and by their third-

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2. SANGEET SAMBANDI PATARKARITA HETU SATKARTA THA SAVDHANIA

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A Peer reviewed and Refreed Journal

संगीत सम्बंधी पत्रकारिता हेतु सतर्कता तथा सावधानियाँ

लक्की मल्होत्रा

शोधकर्त्री

पी.जी.जी.सी.जी.-11, चण्डीगढ़।

डॉ. अमिता शर्मा

अध्यक्ष, संगीत विभाग,

पी.जी.जी.सी.जी.-11, चण्डीगढ़।

सारांश

विभिन्न विषयों पर समाचारों को एकत्रित कर उन्हें प्रकाशित करना ही समाचार पत्रों का उद्देश्य है। इन्हीं पर समाचार पत्रों का अस्तित्व आधारित होता है और यदि कहा जाए कि समाचार ही समाचार पत्रों की आत्मा होते हैं, तो कोई अतिशयोक्ति नहीं होगी। समाचार-पत्रों के लिए समाचार प्राप्त करने के दो प्रमुख माध्यम हैं—पहला स्रोत समाचार वितरण करने वाली एजेंसियाँ तथा दूसरा रिपोर्टर्स, संवाददाताओं, फोटोग्राफरों आदि की टीम द्वारा एकत्रित समाचार।

संगीत सम्बंधी पत्रकारिता एक महत्वपूर्ण तथा क्षेत्रीय रिपोर्टिंग का क्षेत्र है, जो भारतीय संगीत के विभिन्न पहलुओं को कवर करता है। संगीत कला भारतीय समाज में समृद्धि और सांस्कृतिक धरोहर का अभिन्न अंग है जो संस्कृति, भावना, और राष्ट्रीय एकता को जीवंत रखने के लिए तत्पर रहती है। संगीत पत्रकारिता में पत्रकारों को सतर्क रहकर विशेष सावधानियाँ बरतनी चाहिए। उनकी विश्वसनीयता, नैतिकता, विषय-निष्पक्षता, अखण्डता, सटीकता, संगीत समुदाय के साथ संवाद तथा संगीत के संदर्भ में अच्छे शब्दों का चयन जैसे बिन्दुओं पर विशेष ध्यान देना चाहिए। कलाकारों की कला शैली पर समीक्षा करते समय पत्रकारों को अपने विचार व्यक्त करते हुए सतर्क रहना चाहिए क्योंकि संगीत प्रेमी उस कलाकार के प्रति विशेष भावना रखते हैं। सावधानियों का पालन करने से संगीत पत्रकारिता एक सम्मानित और प्रभावशाली पत्रकारिता के रूप में विकसित होगी।

मुख्य शब्द : संगीत, पत्रकारिता, सावधानियाँ, समाचार-पत्र

किसी भी प्रकार की सूचना देना तथा उसे पाना प्रत्येक व्यक्ति का अधिकार है, परन्तु सूचना के आदान-प्रदान में एक प्रकार की गरिमा का होना अत्यावश्यक है। गरिमा, मर्यादा तथा नीतियों का अनुसरण न करने पर किसी भी प्रकार की सूचनाओं के आदान-प्रदान से कई प्रकार की विकर स्थितियाँ उत्पन्न हो सकती हैं। प्रेस को

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3. EMPOWER MOTHER FOR AN EMPOWERED NATION

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EMPOWER MOTHER FOR AN EMPOWERED NATION

Dr. Reena Parti*

ABSTRACT

Indian society has undergone great transformation from Vedic, post-Vedic to contemporary times, with fight against rudiments of patriarchal society changing its forms. Indian women have undergone suppression and deliverance. Inclusive and sustainable development calls for an emphasis to be laid on the pillars of health, education and economic empowerment. An educated employed mother is better capable of looking after educational and health needs of family and child and also her own health needs. The paper brings out a percentage decline in maternal deaths viz-za-viz certified total deaths and total female deaths but an increase in both maternal deaths per lakh and maternal deaths due to anemia per lakh of population. Though there has been an increase in employment, yet the pattern of employment is indicative towards casualization and self-employment with skewed wage and salary disparities. Share of educated female workforce has exhibited a decline, with percentage share declining at higher levels of education indicating that majority of the females are engaged in the unorganized sector. It concludes that nation's level of happiness is most closely associated with health, wealth and provision of education and calls for directed effort towards creating more opportunities for women, generating entrepreneurial skills for their empowerment.

Keywords: Maternal, Health, Educate, Empower, Entrepreneur, Inclusive-Sustainable Growth.

Introduction

Sarvodya Society based on 'welfare of all' through transformation in the character of the people by development of consciousness in them; the spirit of adwaitavadiness (followers of the path of in separateness) has been very momentous. The timeless motto of ancient civilization has been of universal happiness and peace. The genesis of Swaraj under British rule laid itself in Su-raj and the end sought for was human happiness, for the improvement in various socio-economic factors governing the nation, and what flowed was making justice and right, and fair play to include humanity as a whole, our goal—a vastly finer and bigger thing than independence. In independent India this aspiration found a voice in the provisions of the Constitution. It contained the declaration to secure to all its citizens—justice, social, economic and political, liberty of thought, expression, belief, faith and worship—equality of status and of opportunity and to promote among them all fraternity, assuring the dignity of the individual and the unity of the nation. It would bring about empowerment of the people and nation, by instilling in them a sense of personal dignity and self-respect. Liberty, Equality and Fraternity would be secured and protected with social justice, economic empowerment and political justice to all its citizens under the rule of law, in the absence of which it would be existence like an abject amoeba. With such lofty ideas of development that existed in pre-independent India and also that formed the foundations of democracy imbibed in the Constitution of the country, it can be significantly put forth that any development that bypasses half of the humanity, both in terms of opportunities and outcomes, can neither be meaningful nor sustainable.

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4. DIGITAL IMAGE IDENTIFICATION AND VERIFICATION USING MAXIMUM AND PRELIMINARY SCORE APPROACH WITH WATERMARKING FOR SECURITY AND VALIDATION ENHANCEMENT

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electronics



Article

Digital Image Identification and Verification Using Maximum and Preliminary Score Approach with Watermarking for Security and Validation Enhancement

Shrikant Upadhyay ¹, Mohit Kumar ², Aditi Upadhyay ³, Sahil Verma ⁴, Kavita ⁴, A. S. M. Sanwar Hosen ^{5,*}, In-Ho Ra ^{6,*}, Maninder Kaur ⁷ and Satnam Singh ⁸

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Abstract: Digital face approaches possess currently received awesome attention because of their huge wide variety of digital audio, and visual programs. Digitized snapshots are progressively more communicated using an un-relaxed medium together with cyberspace. Consequently, defence, clinical, medical, and exceptional supervised photographs are essentially blanketed towards trying to employ it; such controls ought to damage such choices constructed totally based on those pictures. So, to shield the originality of digital audio/visual snapshots, several approaches proposed. Such techniques incorporate traditional encoding, breakable and nominal breakable watermarking with virtual impressions which are based upon the material of image content. Over the last few decades, various holistic approaches are proposed for improving image identification and verification. In this paper, a combination of both the feature level and score level of different techniques were used. Image is one of the identities of a person which reflects its emotions, feeling, age etc. which also helps to gather an information about a person without knowing their name, caste, and age and this could be not of much importance when it is used for domestic or framing applications. To secure the originality of digital audio/visual impressions many methods come into pictures and are proposed which include digital signatures, watermarking, cryptography, and fragile depend upon face contents. The objective of this research article is to identify & verify real-time video images using feature and score levels using watermarking that will help to judge the authenticity of any images at the initial stage by extracting the features which are evaluated by following an algorithm known as Viterbi and where input data is changed initially into an embedded treat or state then the matrix is evaluated of achieved transformation and on this basis preliminary score estimation will be generated after many iterations for each image that will help in validation. Finally, the tested image will be verified using several approaches to protect and provide security to the original image being verified. This approach may be useful for different surveillance applications for real-time image identification and verification. Also, measurement of accuracy was done by reconfiguring the HMM to identify the constant segmentation and feature removal of the image was settled by initializing parameters and teaching the image feature using the algorithm “Viterbi”.

Keywords: watermarking; authentication; security; HMM; Viterbi algorithm; score level



Citation: Upadhyay, S.; Kumar, M.; Upadhyay, A.; Verma, S.; Kavita; Hosen, A.S.M.S.; Ra, I.-H.; Kaur, M.; Singh, S. Digital Image Identification and Verification Using Maximum and Preliminary Score Approach with Watermarking for Security and Validation Enhancement. *Electronics* **2023**, *12*, 1609. <https://doi.org/10.3390/electronics12071609>

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5. QUEST FOR IDENTITY: A STUDY OF SELF-ANIMALISATION IN ARAVIND ADIGA'S THE WHITE TIGER



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Quest for Identity: A Study of Self-Animalisation in Aravind Adiga's *The White Tiger*

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ABSTRACT

This paper will look at the technique of animalisation in Aravind Adiga's Booker Prize-winning novel *The White Tiger* (2008), where the animal, the white tiger, is not just a tiger in a cage but a trope for the 'tiger-ness' of the 'ever-so-ready to pounce' attitude of the young Indian. The novel shows the predicament of the Indian youth belonging to the lower strata of society who find themselves trapped just like a tiger in his cage. As will be shown, the white tiger in Adiga's novel has been variously used to symbolize the ideas of individuality, freedom, aggression, survival and hypermasculinity. Through the discourse of animality, this paper will contend that for the protagonist, Balram, animalising or bestializing himself as a white tiger becomes an important meaning-making exercise to profess his identity and come to terms with his immediate exploitative reality, especially in the context of the rising class conflict and deteriorating socio-economic conditions in the Indian scenario. The novel is replete with instances of animalisation and bestialisation. This paper attempts to find out why does Balram bestialise himself as the white tiger and how does such an exercise help him? It is an undertaking in the field of cultural anthropology and it will border the theoretical concepts of the area of Human-animal studies.

KEYWORDS

Animality; Animalisation; Animal Imagery; Animal Metaphor; Animal Symbolism; Self and Identity.

I. Introduction: Everywhere, Animals Exist

Animals have served as important symbols for humans throughout history to help them understand the world and themselves. Hence, they have always been part of our symbolic order. They represent our behaviours, concepts and desires, an exercise almost impossible to be traced historically. The civilization's penchant for animals is as old as the first humans to walk on earth as suggested by the cave

paintings. To be noted, the Holy Bible portrays Adam gaining dominance over the animals by the very act of naming them. The act of naming and classifying animals has therefore been a continuous process; be it Aristotle's system of classification in *History of Animals* or Carl Linnaeus' anatomical observation in *System Naturae* (1758) or Charles Darwin's theory of evolution in *The Origin of Species* (1859). Today, animals are being genetically manipulated and mutated to form new

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6. SPORTS INFRASTRUCTURE IN INDIA: AN ANALYSIS OF BUDGET ALLOCATION

<https://ijfans.org/uploads/paper/6caadb72e0ab1a8740ad2b2d8830d581.pdf>

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SPORTS INFRASTRUCTURE IN INDIA: AN ANALYSIS OF BUDGET ALLOCATION

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ABSTRACT

Sports have an important role to play in moulding and shaping communities to the highest levels of nation building by channelizing and harnessing energy of the youth. The Indian sports industry has expanded rapidly over the years and exhibits a thriving potential in the future for all stakeholders of the sports ecosystem. Being the cornerstone of sports, infrastructure is of paramount importance for the overall growth of the sports industry. The right kind of impetus to sports can manifest sports as a stimulus for economic development in a developing country like India where the scope of harvesting the demographic dividend is very high. The present study aims to critically analyse government spending on sport with specific focus on sports infrastructure. It summarises that though India houses more than a hundred sports facilities fulfilling international standards of sports infrastructure, in addition to numerous government-owned and other sporting facilities, these facilities are largely neglected and ignored in terms of utilisation and maintenance. Further, recommendations have been given to revamp the sports infrastructure and the sports sector as a whole into a productive segment of the Indian economy. There are important lessons that India can learn from the benefits of sports in general and sports infrastructure in particular, realised by nations such as China, Australia, and the United States which have invested aggressively in related infrastructure in the form of grass-roots development by building community sports infrastructure and tightly integrating sports infrastructure into the education system by providing athletics with facilities across schools, colleges and universities. The study concludes that though India has witnessed a spurt of growth in sports infrastructure development in recent years, a lot still needs to be done in this direction.

Keywords: sports, sports infrastructure, budget.

INTRODUCTION

Sports have an important role to play in moulding and shaping communities to the highest levels of nation building by channelizing and harnessing energy of the youth. Besides being a physical activity, the realm of sports encompasses many aspects of the human spirit like perseverance and integrity. The Indian sports industry has expanded rapidly over the years and exhibits a thriving potential in the future for all stakeholders of the sports ecosystem. Being the cornerstone of sports, infrastructure is of paramount importance for the overall

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7. DIGITAL INCLUSION: ITS IMPACT AND PARENTS

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Perspective

Digital Inclusion: Its Impact and Parents Perspective in Education Sector

Vision
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Amandeep Kaur¹

Abstract

Novel COVID-19 has turned the whole world upside down. Each industry is showing a downward trend. At the same time, digitalization, which got its birth in 2015, got its growth and is having a paradigm shift. Experts have given it a new name 'digital inclusion'. This article studies the impact of online education imparted to children during the pandemic period through various applications.

Key Words

COVID-19, Pandemic, Online Education, Impact and Parents Perspective

Introduction

The COVID-19 pandemic in India is a widespread pandemic of coronavirus disease 2019 (COVID-19) caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The first case of COVID-19 in India was reported on 30 January 2020, actually originated in China. India has the largest number of affected patient in the whole of Asia. Due to rising number of cases, on 22 March, India observed a 14-hour voluntary public curfew (Janata Curfew) at the instance of Prime Minister Narendra Modi and there were almost three lockdowns in India. From 1 June, the government started gradual 'unlocking' process in the country (barring 'containment zones') in three unlock phases.

In March, after the lockdown was announced, WHO appreciated India's efforts to prevent the widespread of COVID-19. Due to lockdown in India, all school, colleges and working organizations were shut down. In schools, students were promoted to the next level without final examinations which was something that never happened in India. In the mid-April, MHRD, India, decided to start new sessions in the school through online modes. Credit card payments, an income tax return which was supposed to happen in March and even insurance premiums were put on hold. This was not the first when the world was so negatively affected due to COVID-19 but in 2009, the same situation was faced by the economy due to H1N1 flu.

Novel COVID-19 has turned the whole world upside down. Each industry is showing a downward trend. At the same time, digitalization, which got its birth in 2015, got its growth and is having a paradigm shift. Experts have given it a new name 'digital inclusion'. Financial inclusion had already proved itself now, 'digital inclusions' dice is showing a high score. Every Indian has started using more technology. More and more users are adding on an everyday basis. It has affected many areas such as financial services, markets, shopping and education.

Major role of digital inclusion is seen in the education sector where kids are getting an online education. At the same time, college students and various academicians are getting fond of this 'technology'.

Various applications—such as Unacademy, Zoom, Udemy, Classplus, Google Meet and many more—are upcoming in the market.

Objective of the Study

Primary Objective

1. To get an opinion about online education from parents of tricity.
2. To study the impact of 'digital inclusion' in the education sector for school children.
3. To suggest certain steps which could help schools and parents to carry on online education fruitfully.

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8. MUSCULOSKELETAL FUNCTIONING IN INTELLECTUALLY DISABLED CHILDREN: OUTCOME OF PHYSICAL ACTIVITY PROGRAMME

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Musculoskeletal Functioning In Intellectually Disabled Children: Outcome Of Physical Activity Programme

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ABSTRACT

An experimental research was designed to study the impact of a physical activity programme on musculoskeletal functioning of intellectually disabled children. **Methodology:** To determine the effects of physical activity programme, 40 intellectual disabled boys from Government Rehabilitation Institute of Intellectual Disabilities (GRIID) were selected as subjects. The purposive sampling technique was used to select the subjects. The subjects were assigned arbitrarily to the experimental group (20) and the control group (20). The age of subjects ranged between 13 to 17 years. The Brockport Physical Fitness Test (Winnick and Short 2014) specially constructed for the intellectually disabled children was selected for the study. **Conclusion:** The musculoskeletal functioning (flexed arm hang, strength) performance significantly increased by the implementation of the programme on the intellectually disabled children. The treatment had significantly improved musculoskeletal functioning (modified curl-up, endurance) performance of the intellectually disabled children. **Recommendation:** Physical activity should be made an indispensable part of the school curriculum and special education curriculum for the intellectually disabled children.

INTRODUCTION

Physical Activity

In the present times, health can only be maintained by adopting proper physical activity which also affects other important factors of daily routine. By avoiding stimulants, undertaking regular physical activity and following a proper nutritious diet an individual can improve and achieve good health. As physical activity maintains our physiological functioning and shapes the anatomical structure of the human body, thus, it is considered important for the intellectually disabled people. Various factors like rapid economic progress and development of automated technology have made our daily chores very easy. People have adopted westernized diet patterns and physical activity has lessened. These life style changes have resulted in many cases of over nutrition and because of lack of physical activity a number of new diseases have started affecting us (Harris, 2001).

Physical activity should be treated as a therapy of physical human movements whereas it is understood that the physical activity is natural and basics of human body movements including the different skills which helps human body to perform a specific task (Disability Information Sheet, 2001). One of the research work advocated that the aquatic exercises are the one of the best exercises to improve the heart efficiency. Researcher also

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9. **FACTORS AFFECTING KNOWLEDGE SHARING THROUGH SOCIAL MEDIA AMONGST EMPLOYEES**

<https://ksom.ac.in/wp-content/uploads/2022/11/Factors-Affecting-Knowledge.pdf?x39983>

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Factors affecting Knowledge sharing through Social media amongst Employees

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Abstract

Knowledge sharing is an essential component of every company's success. In the absence of efficient knowledge management, no company can last long. Social networking is a relatively new notion that has shown to be quite effective for knowledge sharing.

Purpose-This Paper aims to study factors that impact job related knowledge sharing of the employees through social media. The scholarly research on factors influencing knowledge sharing by employees is uncovered in this study from the knowledge sharing self-efficacy and knowledge sharing behaviour perspectives.

Methodology-The Primary data for the study was gathered using a structured questionnaire in Google form from the employees in IT sector in Chandigarh, Panchkula and Mohali. Factor Analysis has been applied to study the proposed objective.

Findings- Knowledge sharing Self-efficacy and Knowledge sharing behaviour were extracted as the two factors that impact job related knowledge sharing by the employees through social media.

Keywords: Social media, Knowledge sharing, Employees, Workplace.

Introduction

It is the age of knowledge management, with knowledge exchange playing a significant role. Knowledge sharing is the most important aspect of an

organization's knowledge management. For a company's survival and success, regular knowledge exchange among its employees is required. Knowledge sharing supports the business's innovative knowledge. All operations

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10. A STUDY ON PERFORMANCE ANALYSIS OF IDFC FIRST BANK



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A Study on Performance Analysis of IDFC First Bank

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Abstract

Banking sector plays a vital role in the growth process of any country. IDFC first bank is one of the emerging private sector bank in India today. The study focuses on the performance of IDFC first bank during the period of 2015-2022. The data used in the study is secondary data which collected from official IDFC first bank website and other sources. CAMEL analysis and some key indicators analysis is used in the study to measure the performance of the bank. The study shows that CAMEL components such as capital adequacy, asset quality, management quality's overall situation is good apart from some indicator such as earnings, liquidity, Net profit, CASA and NPA which need to be checked. Though the company is reporting repeated profits, it is not paying out dividend. Moreover, Bank is also generating low interest coverage ratio which is not good for its stability.

Key-Words: CAMEL Analysis, IDFC First Bank, Management, Performance.

Introduction

Banking sector is the backbone and lifeline of any modern economy. It is one of the important pillars of the financial sector, which plays a vital role in the functioning of an economy. It is very important for economic development of any country, that its financing requirements of trade; industry and agriculture are met with higher degree of commitment and responsibility. Thus, the development of a country is integrally linked with the development of the banking sector. In a modern economy, banks are to be considered not as dealers in money but as the leaders of development. They play an important role in the mobilization of deposits and disbursement of credit to various sectors of the economy. The banking system reflects the economic health of the country. The strength of an economy depends on the strength and efficiency of the financial system, which in turn depends on a sound and solvent banking system.

Commercial banks are broadly classified into two categories public sector banks and private sector banks. Public sector banks are those banks in which more than 50% of share in the hands of government whereas private sector banks majority of the bank's equity is owned by a private company or a group of individuals. One of the emerging private sector banks in India is IDFC first bank which came into existence in the year 2015. It has more than 600 branches all over the India till 2021. It provides product and services related to retail banking, wholesale banking, investment banking, home loans etc.

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11. ROLE OF SCHOOL LIBRARIES IN PROMOTING READING CULTURE: CASE STUDY OF SRI GURU GOBIND SINGH COLLEGIATE PUBLIC SCHOOL, CHANDIGARH

<chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://ggscw.ac.in/Downloads/Article3.pdf>

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ROLE OF SCHOOL LIBRARIES IN PROMOTING READING CULTURE: CASE STUDY OF SRI GURU GOBIND SINGH COLLEGIATE PUBLIC SCHOOL, CHANDIGARH

Ms. Sukhdeep Kaur, Dr. Navkiran Kaur*

Abstract

Learning is a lifelong process and reading is the first step towards learning. But developing the habit of reading is not that easy. There is dire need to inculcate reading habits and promote reading culture at an early stage i.e., childhood. Here, libraries have a vital role. To achieve this, school libraries are the best starting points. An attempt is made in this study to examine the role of a school library in promoting reading culture among students. This study is based on primary data collected from 137 students of Sri Guru Gobind Singh Collegiate Public School, Chandigarh. The results of the study revealed that the library is offering adequate collection and users are satisfied with the assistance offered by the library staff, but the reading culture is still lacking. Use of smart phones and the Internet is a significant reason for decline in reading culture. The study concludes with suggestions to inculcate reading habits and cultivate reading culture among students.

Keywords: Reading Habits, Reading Culture, School Libraries, Chandigarh

Introduction

Learning is a lifelong process which never ends and reading is the first step towards learning. The famous quote 'reading is to the mind what exercise is to the body' very well describes the significance of reading in one's life. Books are the best friend anyone could ever have and the habit of reading gives comfort especially when one feels lonely. When we enjoy reading, books start speaking to us. These take us into a different world, the world created by the author. According to Ailakhu and Unegbu (2017), reading embraces the thinking process. It encourages the creativity and thinking process of the reader. There is abundance of literature available both in printed and digital format and one can enter the universe of knowledge through the door of reading.

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12. BLOCKCHAIN-BASED NOVEL SECURE FRAMEWORK USING RP2-RSA AND ASR-ANN TECHNIQUE FOR IOT ENABLED HEALTHCARE SYSTEMS

<https://www.mdpi.com/1424-8220/22/23/9448>



sensors



Article

BBNSF: Blockchain-Based Novel Secure Framework Using RP²-RSA and ASR-ANN Technique for IoT Enabled Healthcare Systems

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Abstract: The wearable healthcare equipment is primarily designed to alert patients of any specific health conditions or to act as a useful tool for treatment or follow-up. With the growth of technologies and connectivity, the security of these devices has become a growing concern. The lack of security awareness amongst novice users and the risk of several intermediary attacks for accessing health information severely endangers the use of IoT-enabled healthcare systems. In this paper, a blockchain-based secure data storage system is proposed along with a user authentication and health status prediction system. Firstly, this work utilizes reversed public-private keys combined Rivest–Shamir–Adleman (RP²-RSA) algorithm for providing security. Secondly, feature selection is completed by employing the correlation factor-induced salp swarm optimization algorithm (CF-SSOA). Finally, health status classification is performed using advanced weight initialization adapted SignReLU activation function-based artificial neural network (ASR-ANN) which classifies the status as normal and abnormal. Meanwhile, the abnormal measures are stored in the corresponding patient blockchain. Here, blockchain technology is used to store medical data securely for further analysis. The proposed model has achieved an accuracy of 95.893% and is validated by comparing it with other baseline techniques. On the security front, the proposed RP²-RSA attains a 96.123% security level.

Keywords: Internet of Medical Things (IoMT); data privacy; blockchain; security; reversed public-private keys combined Rivest–Shamir–Adleman; correlation factor-induced salp swarm optimization algorithm; data encryption; classification

1. Introduction

The change in life expectancy in developed countries has led to radical changes in the healthcare industry [1]. Specialized devices called wearable health devices that continuously monitor the real-time body conditions of the patient have gained immense popularity [2]. Since it can be personalized and can be used for continuous monitoring of vital parameters of a person it has become one of the most propitious platforms [3]. To frequently check the actions of a person without any disturbance, wearable devices are worn by an individual [4]. IoMT devices are normally affixed to the human body for collecting numerous types of sensitive data [5]. IoMT is utilized for removing medical errors and improving work productivity [6]. It consists of medical devices that are interconnected and



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13. AN ANALYSIS OF BRAND PROMISE AND RE-PURCHASE INTENTION OF HEALTH DRINKS

आर्य

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वर्ष: 9, अंक: 36, (अक्टूबर-दिसम्बर 2022) (पृ.सं. 79-87)

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Impact Factor : 3.260

An Analysis of Brand Promise and Re-Purchase Intention of Health Drinks

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Abstract

The study focuses on brand promise and re-purchases intention of health drinks among consumers. For the purpose of this study, primary data is collected and descriptive statistics is used to see the faith of a particular brand among consumers and there re-purchase intention to buy it again. The study shows that loyalty among a particular brand depends on good quality of a product, availability of products in the market, packaging and production of good healthy products.

Key-Words: Brand, Re-Purchase, Health Drinks, Analysis.

Introduction

Brand promise and the product re-purchase intention have positive and significant relationship with brand loyalty. In this paradox of choice, customers are attracted to companies not only based on what they deliver but also the purchase and values they stand for. Hence, the promise of a commodity creates trust and that leads to brand loyalty which in turn brings to repurchase intention. One of the most growing sectors in India is the health drink market. Due to the increase in the standard of living and changing lifestyle and high level of consumerism is backed by raising income levels. Therefore, there is a growing vision of consumers towards healthier foods and beverages have very much impact on health drinks market in India.

Health drinks in India are primarily malt-based milk drink that acts as taste enhancer along with nutritional fortification of milk. Earlier known as malted food drinks, the category was introduced in India in 1950's with launch of horlicks and further strengthened its position in 1960's with successful launch of operation flood. The current market for health food drinks can be clearly segmented by popular flavors-chocolate, plain malted and vanilla taste having more variety of taste and flavors.

In India, malted drinks are very popular as it has 22% of the world retail volume sales. They are traditionally consumed as milk substitute and marketed as a nutritional drink. There is increase in the awareness efforts by the MNC' which has increased acceptability of health drinks product. Moreover, various other factor of growth of health drinks are is better standard of living, increased health consciousness among affluent people and affordability of price. The major players in the market in the sector of health drinks are Horlicks, Complain Boost, Cadbury, Bournvita etc.

आर्य अंतरराष्ट्रीय त्रैमासिक शोध-पत्रिका (अक्टूबर-दिसम्बर 2022)

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14. DESIGNING OF STOLES WITH TIE AND DYE TECHNIQUE USING NATURAL DYES

<https://ggscw.ac.in/Downloads/Article4.pdf>

Gyankosh: An Interdisciplinary Journal
Volume V, December 2022

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DESIGNING OF STOLES WITH TIE AND DYE TECHNIQUE USING NATURAL DYES

Ms. Pooja Jain and Dr. ChhayaVerma*

Abstract

Due to the deleterious effects on the environment and living systems, synthetic dye disposal has become a cause for concern. Efforts are now being made to replace synthetic dyes with natural dyes with natural dyes derived from plants. Present study aimed to design stoles with tie and dye technique using natural dye, was taken up to extract natural dyes from vegetable waste material and its application on tabby silk fabric, for creation of stoles with tie and dye. Natural dyes were extracted from seven selected vegetable wastes and used for designing of stoles by selected combination of dyes with different tie and dye techniques. The ferrous sulphate (5%) and aluminium sulphate (10%) mordants were used for dyeing. The concentration of dye material was kept 20% (owf). The fabric was tied and dyed at 100°C for 45 minutes keeping the M:L ratio 1:50. Pre-mordanting and post mordanting techniques were used before and after dyeing respectively. It was found that dyed samples were having very good colour fastness to washing, pressing, artificial perspiration and sunlight. Costs of created stoles were calculated and the marketability and consumer acceptability of the designed stoles were assessed.

Key Word- Natural Dyes, Mordant, Silk, Tie- Dyeing.

INTRODUCTION:

Tie-dyed products are a result of local wisdom of unique patterns and colours in silk fiber, which is a natural material. A simple design process begins with designing the patterns and colours from natural ingredients. These are unique natures of the tie-dyeing, which is transmitted from generation to generation (Mayusoh, 2015). However, this uniqueness fails to capture the heart of people or make people proud (maulik, R. 2011). The new generation cannot see the beauty of this art form and sees the fabric as being opaque, dark, and outdated. People today do not accept the transfer on the emotional level, feel pride, or the desire to inherit this form of art from their ancestors. As long as globalization continues, valuable local knowledge, such as the tie dyed natural products would disappear eventually.

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15. A STUDY OF INDIAN ELECTRONIC INDUSTRY IN DOMESTIC AND GLOBAL CONTEXT

<https://ggscw.ac.in/Downloads/Article5.pdf>

Gyankosh: An Interdisciplinary Journal
Volume V, December 2022

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A Study of Indian Electronic Industry in Domestic and Global Context

Ms. Divya Gupta*

Abstract

The current era is the era of technology, every activity from home to business is done with the help of technology. As per the increase in the use and application of technological devices whether computers, mobile devices, heavy machines, it is concluded that the domestic and global market can see the heavy demand for electronic products. Also, the initiative of Digital India is promoted with great zeal by the government keeping in mind the need and dependency on technology and electronic products. This paper studies the current status of the Indian Electronic Industry concerning its production, employment, export, export potential, and the initiatives taken by the government. In this paper, it is highlighted that the production trend is positive for electronic goods but the trade balance is negative. Though, production is greater than their imports, still the country is lacking behind to increase their exports. Thus, to capture the big share of the market domestically as well as globally by becoming a giant in the manufacturing of electronic products, to make India 'AatmaNirbhar' which derive export-led growth, the Indian government has taken various initiatives, which have also been discussed in this paper.

Keywords: Electronic Industry, Import and Export of Electronic Industry, Export Potential

INTRODUCTION

Industrial Revolution 2.0 marked the introduction of electrical machines, added value to production, in terms of both cost and efficiency. With the continuous invention, research, and development and manufacturing of a variety of electronic devices including transistors and integrated circuits, advancement in the electronic industry took place, resulting in Industrial Revolution 3.0. From era to era, social, technological, economic, political, and environmental changes led to technological disruptions, revolutionary changes in the exchange of information and communication, booming Internet and Telecommunication industry, consequently resulting in the paradigm shift in traditional production practices and the manufacturing industry on a whole. This merger of physical boundaries with the virtual world helped us usher into Industrial revolution 4.0. Today, lives, businesses, and economies have experienced revolutionary transformation driven by new, innovative, and upgraded technologies of IoT (Internet of Things), Artificial Intelligence and Machine Learning ushering a new era for electronic products, making the electronic industry one of the world's booming industries, showing a global market estimated to be over \$ 2 trillion¹.

Pairing with the idea of Digital India, day to day activities of the individual, business, corporate have changed from manual to digital system. Also, the great promotion of this initiative by the government has led to consider all the electronic products as the necessity of every individual. The Indian electronics Industry provides employment to over 1,30,00,000 people via direct and indirect jobs². Currently, the manufacturing industry has ability

¹ Invest India, Electronic Systems Design and Manufacturing in India: A \$120 Bn Market Opportunity, Retrieved from <https://www.investindia.gov.in/sru/electronic-systems-design-and-manufacturing-india-120-bn-market-opportunity>

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16. A CONCEPTUAL FRAMEWORK FOR DIGITAL MARKETING

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A CONCEPTUAL FRAMEWORK FOR DIGITAL MARKETING

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Abstract:

Digital marketing is a broad phrase that encompasses all methods and platforms for advertising that you can use to promote products or services both online and on other electronic devices like TV's, smartphones, and electronic bulletin boards. The main distinction between digital marketing and traditional advertising is that computerised advertising campaigns are only carried out through cutting-edge channels, giving advertisers more flexibility, tools, and data to analyse the effectiveness of an effort. In this study, we acknowledged that utilizing digital marketing strategies like content marketing, search engine optimization (SEO), influencer marketing, content marketing, e-commerce marketing, campaign marketing, blog entries, social media marketing, viral marketing, affiliate marketing, e-mail direct marketing, games and optical media can be quite effective for businesses. In the fast-evolving electronic world we live in today, these methods are becoming more and more pervasive. One can clearly see how Instagram and WhatsApp have heightened our sense of community, and the exploding use of social media is providing digital marketers with entirely new channels for outreach. This essay covers the theoretical underpinnings of digital marketing, including its definition, components and benefits of digital marketing for consumers.

1. INTRODUCTION:

To keep the company updated using marketing tactics from the twenty-first century private businesses must make their organisations digital maintaining control of the always growing competition. The field of digital marketing is seeing a consistent and obvious change, and this is the perfect time to advertise your presence online. Organizations use digital channels to communicate with their present and potential customers, such as web search engines, online communities, email, and their websites. Simply said, Any form of online marketing is referred to as digital marketing. Today's firms operate very differently thanks to digital innovation. Nowadays, advertising agencies take an incredibly novel approach to their marketing campaigns. Internet marketing is not merely successful for large companies and brands. Actually, independent businesses can gain a lot from digital marketing as well. Therefore, businesses nowadays use the digital world to create brand awareness, influence, and drive customers. A marketing technique known as "digital marketing" connects with the intended audience largely through the Internet using a variety of digital media channels.

In India, online marketing is crucial to business operations. Emerging technologies have been used by business owners to reach and increase their target markets. Businesses may now promote and compete against all other brands thanks to digital marketing. This is accomplished through keeping a close eye on the competition, interacting with clients and vendors, building brands, and conserving time and other resources.

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17. COOKIES: A CONCEPTUAL STUDY

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COOKIES: A CONCEPTUAL STUDY

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Introduction:

Cookies are tiny text files that are maintained in the data folder or browser directory of an online user. They are sometimes referred to as browser cookies or HTTP cookies. Cookies are stored on users' browsers by e-commerce websites in order to remember login information, identify visitors, and provide a customized shopping experience. HTTP cookies are little data packets that a web server generates while a user is viewing a website and that the user's web browser stores on the user's computer or other devices. Web cookies, Internet cookies, browser cookies, and plain old cookies are other names for HTTP cookies. Throughout a session, a website may place a large number of cookies on a user's computer. On the device being used to view the website, cookies are stored.

Cookies are valuable and occasionally necessary tools for the internet. They enable web servers to keep tabs on a user's browsing activities (such as when they click particular buttons, sign in, or note which pages were visited in the user's browser history) or preserve stateful data (such items added to the shopping cart in an online store) on the user's device. They can also be used to save information that users have already entered into form fields, such as names, addresses, passwords, and payment card numbers, for later use.

Cookies used for authentication are regularly used by web servers to confirm which account a user is currently logged in with. Without the cookie, users would need to verify their identity each time they wanted to access a page with sensitive information by checking in. The user's web browser, and whether the cookie data is encrypted are often factors in a cookie's security. Due to security weaknesses, a cookie's data may be read by an attacker, used to access user data, or exploited in other ways.

Tracking cookies, especially third-party tracking cookies, are frequently used to compile long-term records of people's browsing activity; this possible privacy issue drove European and American legislators to take action in 2011. European legislation mandates that before installing third-party cookies on users' devices, websites that are intended for the European Union's member states must first get "informed consent" from those users.

Literature Review

According to Lockett (2018), small retail store owners must hire the right employees, implement effective advertising methods, and carefully choose explicit web content to improve sales generated via digital marketing. Leaders of the organization also actively engaged the community to boost sustainability, brand recognition, and growth. In order to produce and advertise products and services for the retail sector as well as to improve the productivity of their businesses, business leaders employ a variety of communication channels.

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18. THE INDIAN ECONOMY AND EDUCATION SECTOR

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THE INDIAN ECONOMY AND EDUCATION SECTOR

Ms. Pooja Mahajan , Dr. Surjit Kaur*

Abstract

The main growth of the economy and the development of a country is depending upon the Education system of that particular country. Curriculum is the backbone of any education system. It plays a very important role in the development of various pedagogical schemes, developing new educational strategies and evaluation methodologies for the school education. The Indian Education sector is amongst the largest in the world, with an extensive network of more than 1.4 million schools (with over 200 million students enrolled) and more than 850 universities and 40,000 higher education institutes. In India duration of schooling is about 12 years. These 12 years are divided into different levels as per their age. Indian education system is not course-based but it is examination- oriented. The government of India is making all efforts to achieve the 100% literacy rate. Differentschemes have been started in this direction. Privatization of education is another step which is taken by government to fulfil goal.

Keywords: Education, economic growth, curriculum, schools

Introduction

India has been known for its teaching and learning from centuries. Gurukul system was prevalent in India in ancient times. In this system, there was a close connection between guru and the disciple. The teaching takes place in the natural setting at guru's place where students learn more in practical and education was linked to the nature and life. The guru taught his students languages, Holy Scriptures, mathematics, philosophy of life, metaphysics and all related subjects which according to him were important for the development of the student. the ancient education was about understanding and learning and it was not confined to the rote memorization of the information. It had many renowned universities which are among the best universities in the world even today.

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2021-22

19. CITRUS LIMETA PULP-WASTE DERIVED Au@CDS AS A COLORIMETRIC AND SPECTROSCOPIC PROBE

<https://link.springer.com/article/10.1007/s10854-022-07887-6>

J Mater Sci: Mater Electron (2022) 33:7058–7067



Citrus limetta pulp-waste derived Au@CDs as a colorimetric and spectroscopic probe

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ABSTRACT

Herein, we report a facile colorimetric sensor based upon Au/Carbon Dots (Au@CDs) for selective and sensitive detection of L-cysteine. Au@CDs are synthesized by a green route from CDs via the one-step reduction method. The as-synthesized Au@CDs exhibit characteristic surface plasmon peak at 528 nm. Furthermore, based on the induced aggregation effect, Au@CDs are demonstrated to detect L-cysteine colorimetric detection. The observed colorimetric response is validated with absorption studies. The facile colorimetric sensor offers a detection limit of 1 mM, based on visual color changes. However, with quantitative absorption studies, the theoretical detection and quantification limit was determined to be 28.5 mM and 86.62 mM, respectively, with a standard deviation of 0.002 ($n = 3$) and sensitivity of 0.001 (absorbance/mM). In addition, the developed probe based on Au@CDs is shown to detect L-Cysteine in biological samples.

1 Introduction

Carbon quantum dots (CQDs), an early member of the carbon family with enticing features, have risen to prominence due to their eco-friendliness, non-toxicity, and low-cost [1–3]. Significant progress has been made in synthesizing, tuning characteristic properties, and applying CQDs in recent years [4–6]. They have engrossed considerable attention in the realm of optical/electrochemical chemo/biosensors (health and environment), bioimaging, antibacterial activity, solar energy harvesting, and photocatalysis. The

analyte can be immediately identified by viewing color changes with the naked eye using optical sensing approaches, namely intuitive and visual colorimetric sensing [7–9]. The naked eye can qualitatively or semi-qualitatively recognize colorimetric-based sensing due to its advantages (low-cost, simple design/instruments). Several imaging-assisted sensors, colorimetric paper-based/reagent kits for real-time analysis, and detection of chemo/bio analytes have recently been developed using colorimetric-based sensing technologies [10–12]. In this direction, among various reported materials, the colorimetric sensors based upon metal nanoparticles (Au, Ag, Cu,

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20. GURU TEGH BAHADUR'S ASCENSION: UNRAVELLING THE HISTORICAL BACKDROP

Parichaya
(UGC Care Listed Journal)

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Volume-37, No-1, 2022 (Jan-March)

GURU TEGH BAHADUR'S ASCENSION: UNRAVELLING THE HISTORICAL BACKDROP

Dr Surinder Kaur

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Punjab, the matrix of various cultures and civilizations, had been suffering a dark period in every field during the time of Guru Tegh Bahadur (Nineth Sikh Guru). It was a period of political uncertainty, social disintegration and spiritual degeneration and people were grieving. Society was taking a new and very critical turn. New elements were entering into the shaping of the religious, political and economic policies of the state and as a result, the common man's mind was gripped by a strong sense of fear and anxiety.

Sikhism and Mughal rule took their birth almost at the same time early in the 16th century. The founders of the both establishments, Guru Nanak Dev (first Sikh Guru) and Babur, were contemporaries. No doubt, Babur's invasion proved to be a scourge on Punjab and his invasions were witnessed by Guru Nanak Dev. As Guru Nanak records, "there lay in the dust, the fairy heads of the damsels and of beautiful women. He saw the vermillion at the parting of the hair on their heads (the sign of wedded life amongst Hindus) with the feeling of a wounded father." Guru Nanak did not sit down in impotent rage, he set about doing as much as the situations could permit. He advanced further and was imprisoned. There he heard the cries of aching and torment from the wounded among the people. He asked Mardana – his *rebec* player to touch the string of the *rebec*, for the hymn came from the heavens (which is recorded in the Sri Guru Granth Sahib). The celestial hymn and music appeared to calm the miserable crowd and every one forgot his suffering. Babur was overtaken by remorse. A new moral and spiritual consciousness was awakened in him and he forthwith released all the prisoners.

Guru Nanak Dev, through his raised voice in the form of hymns was successful in mobilising people against tyranny of earlier Lodhi rulers and present invader - Babur. He provoked them to prepare themselves for defence against any type of injustice done by ruling class. This light of knowledge kept on burning among people especially Sikhs. Till the time of the fourth Guru, there was no clash between the Sikhs and the Mughals.

During the long rule of Akbar (grandson of Babur) who had adopted a policy of religious tolerance and established a high model of sovereignty, Sikhism flourished. He had abolished all undue taxes like pilgrimage tax and *Jaziya* which were imposed on non-Muslims. During his time, non-Muslim community got many opportunities to rise to the highest positions in the Mughal administration. His policy of liberalism, broad-mindedness and equivalence of treatment established remarkable religious and cultural relations between Muslims and non-Muslim communities in India. But in the meantime, some forces of conservative thought among Muslims had developed against the liberal policy of Akbar. The leadership for these conservative thoughts was enhanced by the *Naqshbandi* sect of Sirhindi whose leader was Shaikh Ahmed Sirhindi. Akbar's appointment of Hindus to high positions, marriage with Rajput women, introduction of *Din-i-Ilahi* or *Sijdah* and celebration of Hindu festivals were all regarded by Shaikh Ahmed Sirhindi as a grave threat to the survival of Islam.

When Akbar died, Shaikh Ahmed Sirhindi and his successors were successful in influencing his two succeeding rulers, Jahangir and Shahjahan to their side for the cause of Islam. They took the responsibility of bringing political, social and religious affairs of the Muslims in line with the orthodox *Sunni* sect. The successors of Akbar did not maintain his liberal policy.

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21. FOSTERING A CREATIVE VISION AND FAITH: THE EVOLUTIONARY JOURNEY OF SIKH GURUS

Phalanx: A Quarterly Review for Continuing Debate

Vol-17, No-2, April-June, 2022

(UGC Care Listed Journal) ISSN: 2320-7698

FOSTERING A CREATIVE VISION AND FAITH: THE EVOLUTIONARY JOURNEY OF SIKH GURUS

¹Dr Surinder Kaur

Mankind has always had an awareness and a submission to a higher self. Numerous attributes, qualities and functions have been ascribed to this higher self, omni-presence, intangibility, all-pervading, all-knowing yet formless and fearless. This divine entity is almost always benign, merciful and forgiving. Faith and religion have complemented each other as bulwarks of humanity for ages. Wars and crusades have been fought over both and nothing has stirred human emotions as profoundly as faith and religion. Different civilizations have been guided in their moral, ethical, social codes by norms set by religion. Sikhism as a way of life is relatively a new entrant in this domain, yet stands out in its stress on equity and equality. The ten Sikh Gurus have guided millions of *Sikhs*, students, all over the world to find their inner world and ultimately, union with the divine. At times, the mortal journeys of the Gurus have been beset by obstacles and hindrances, due to fanaticism and religious persecution, which they overcame with their belief in an all-encompassing power, subsuming themselves in acceptance and submission. The martyrdoms of Guru Arjan Dev, the fifth Guru and Guru Tegh Bahadur, the ninth Guru were two such monumental events in Sikh history.

Guru Tegh Bahadur's sacrifice was greatest act in justification of human freedom and dignity. For this daring and sincere act of sacrifice, Guru Tegh Bahadur (the 9th Guru of the Sikhs) is remembered as *Dharam -di- Chadar*, protector of *Dharma*. In the backdrop of this religious execution of sacrifice, there exists a two hundred year old history of holy and societal transformation. The first eight Gurus had instituted that social stratum which emerged as a combined and consolidated organization and flourished with distinct features. Its origin lay in the principles of the consonance and assurance of the presence of God or of the equality and brotherliness of man.

Guru Nanak Dev Ji (1469-1539), was the founder of this new stratum – the Sikh Religion. From his revelation derived the tenets of new faith. After his eucharistic communication with God, Guru Nanak Dev at once preached, "there is no Hindu; there is no *Musalman*"². With this secular principle, he started his missionary work. Guru Nanak Dev brought a new conception of mutual morality and humanity to a society which was divided by conflict, all divisions of creed, caste, and race. To spread the divine message of love and truth, he travelled extensively, and through his poetical deliverance, he was successful in creating awareness and to shake the consciousness of people to large extent. In order to teach lessons to people from time to time, he remonstrated in slightly satirical terms and also sometimes he directly spoke against ritualistic holy performances and existing inequalities and injustices. The chief aim of Guru Nanak Dev's poetry was to attain the state of salvation i.e. liberation from the cycle of birth and death. At the same time, the basic aim of his teachings was to make innocent people aware about social and political abuses especially the filth, fraud, corruption, exploitation in the contemporary society. He openly made criticism and protest against the high handedness of the kings and their courtiers. He bluntly reprimanded the kings and their courtiers and held them accountable for numerous evils prevalent in the society during that period. He exposed the ethical deterioration that had taken root in the society under the tyrannical rule. He told people how underneath the name of religion, hypocrisy and falsehood had been approved, how people had started imitating the clothing

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² Puratan Janamsakhi: *Khalsa Samachar*, Amritsar, 1967, p.43



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22. A STUDY ON INVESTMENT PATTERNS OF SALARIED AND BUSINESS CLASS PEOPLE IN THE CITY OF CHANDIGARH

Pramāna

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Research Journal (ISSN : 2249-2976)

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A Study on Investment Patterns of Salaried and Business Class People in The City of Chandigarh

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Abstract

The study aims to determine the relationship between the savings and investments pattern among the salaried and business class people in the city of Chandigarh. Primary data was collected through structured questionnaire having 130 peoples working in different sectors at Chandigarh. ANOVA and independent t-test was used to study the relationship between gender, education qualification, occupation, source of information influencing the investment patterns of salaried and business class people in the city of Chandigarh. The study shows that majority of people save money for their children's education, marriage and other life goals.

Key-Words: Investment patterns, Investment, Salaried, Assets.

Introduction

Investment is an activity of diversifying your resources, with an expectation that it will yield a positive return in future. An investment is essentially an asset created with the goal of allowing money to grow. The wealth generated can be used for a wide range of purposes, such as meeting income shortfalls, saving for retirement or meeting specific provisions such as repayment of loan, tuition payment or purchase of any other assets. Investing has become a basic requirement for everyone. Investment in our country is rapidly increasing with the growth of our economy. There are growing numbers of investors in our country which are putting their money into various types of investment funds to enhance their wealth. Investing wisely depends on the need, goals, knowledge, age, income and risk tolerance etc.

Investment is done basically in two ways. Firstly, one invests in tradable asset to generate profit in short run. Secondly one invests in a long term plan where one earns and income through accumulation and compounding. There are various types of investment such as Equity, Mutual funds, Bond or Debenture, Bank fixed deposits, Recurring deposits, Public provident fund (PPF), Employee Provident Fund (EPF), and National pension scheme (NPS), Real estate, Life Insurance, Bullion (gold/ silver and other precious metals) and Bitcoin etc. The goal of each investment is to multiply at different rate depending on the length of the investment.

Statement of the problem

People's income pattern differs depending on whether they are salaried class or self employed. A salaried class employee receives a house rent allowance, whereas other prefers rent free housing. Some may receive transportation allowances, while other would prefer to use

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23. CONNECTIONS TO THE ROOTS OF AN ARTIST

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CONNECTIONS TO THE ROOTS OF AN ARTIST

Dr. Anju Bala*

Abstract

An artist's art is always his feelings or fantasies or a tangle of things around him, which he has seen somewhere while awake or while sleeping. His art always speaks to his feelings which he might not be able to express in words. Many a time artists get uprooted from their roots in search of livelihood and live somewhere far away but they still connect to their roots. This research paper aims to study the works and the series of three artists from the different parts of the country of different age groups and cultural backgrounds but still, there is something common among them, that is, their theme and concept of the paintings. They all are connected with their roots by painting despite living far away from their motherland. All three artists paint in different styles: realistic, semi-abstract, and abstract even so they all are painting their inner emotional connections with great zeal.

In an artist's oeuvre, one can always feel the quintessence of his/her life including their past days, motherland, emotions and sentiments, and many more which has carved a niche in their memories of either conscious or subconscious mind. Sometimes not all the elements of their all-inclusive memory get represented in their work of art but it could be a single component that is profoundly allied with the emotions of the artist and conveying the intimations of his/her visual recollection. And the same thing I have perceived in the oeuvre of many artists who are connected with their motherland and culture with their art. In their color palette, the fragrance of the ambiance which has impacted their mind for a long time can be sensed easily. The representations of their emotional roots are the paramount subject matter for them to express through their art. As in the words of John Lennon¹ of his role as an artist in society was "My role in society, or any artist's or poet's role, is to try and express what we all feel. Not to tell people how to feel. Not as a preacher, not as a leader, but as a reflection of us all."² The role of the artist is to reflect the epoch and situation through the works in which he finds himself. Apart from pleasing viewers with an aesthetic piece of his work, the artist must make his viewer think, question his surroundings, his everyday life, and the events which are happening elsewhere, so that art begins to have a social role in our lives too. To reflect the

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**24. IMPACT OF PERCEIVED LEADERSHIP BEHAVIOUR ON EMPLOYEES
TEAM EFFECTIVENESS: A STUDY AMONG EMPLOYEES AT DAIRY
COOPERATIVE-VERKA**

THE JOURNAL OF ORIENTAL RESEARCH MADRAS

ISSN : 0022-3301 | JULY 2021

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**IMPACT OF PERCEIVED LEADERSHIP BEHAVIOUR ON EMPLOYEES' TEAM
EFFECTIVENESS: A STUDY AMONG EMPLOYEES AT DAIRY COOPERATIVE –
VERKA***

BY

Mandeep Kaur*

(Research Scholar, Panjab University, Chandigarh)

ABSTRACT

Background: At the heart of every successful business / organization is a dynamic leader who inspires, guides, enables, and empowers people to do more with less effort and achieve their business / organization goals. Teams are as good as leaders, and leaders are as good as teams. One of the biggest contributions a leader can make is to enable others to contribute effectively. Leadership connects diverse people and helps them find common goals and deliberately work towards them. Effective leadership encourages and empowers teams to reach their full potential and harness it to achieve common goals.

Purpose: The purpose of this study is to evaluate the relationship between the dimensions of perceived leadership behavior and team effectiveness, and to determine its impact.

Methods: The population of this study comprised of lower level employees working at Verka

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25. THE EFFECT OF PERCEIVED ORGANIZATIONAL JUSTICE ON EMPLOYEE SILENCE: A STUDY AMONG FACULTY IN HIGHER EDUCATION INSTITUTIONS IN CHANDIGARH

THE JOURNAL OF ORIENTAL RESEARCH MADRAS

ISSN : 0022-3301 | August 2021 | 5

**THE EFFECT OF PERCEIVED ORGANIZATIONAL JUSTICE ON EMPLOYEE
SILENCE: A STUDY AMONG FACULTY IN HIGHER EDUCATION INSTITUTIONS IN
CHANDIGARH***

BY

Mandeep Kaur*

Research Scholar, Panjab University, Chandigarh

ABSTRACT

Background: Staff are expected to contribute to the development of the organization with their knowledge, opinions and suggestions, but they can also be silent. Perceived organizational justice can be important in the decision-making of staff who talk about organizational issues. Organizational justice and employee silence are one of the factors that influence employee performance in an organization. An atmosphere of fairness and justice or perceived justice can influence employee decisions about expressing ideas or keeping silence about organizational issues.

Purpose: The purpose of this study is to determine organizational justice and employee silence among faculty members in higher education institutions, and the evaluation of the relationship between them.

Methods: The population of this study comprised faculty working in colleges in Chandigarh, and the number of the participants in the sample was determined to be 86 people. The study data was collected by an online survey. Standardized scales of organizational justice and employee silence were used to

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26. A STUDY OF ICT ADOPTION IN EDUCATION BEFORE AND DURING COVID-19

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A Study of ICT Adoption in Education Before and During Covid-19

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Abstract - In the year 2020, when corona virus had gigantic effects on education sector, UGC realized the need to update ICT modes in India

Effects of Covid-19 in India is never ending. It had devastated effects on every life whether it be individual, corporate or charitable trusts. Similarly educators were one of them.

Though ICT in education started back in 2004. But still many educators were left untouched.

Though Covid-19 brought gigantic waves to educator's life but when they returned back, it left our educators shining bright with new teaching tool in their hands and that is online mode of teaching.

INTRODUCTION

In the year 2020, when corona virus had gigantic effects on education sector, UGC realized the need to update ICT modes in India

Effects of Covid-19 in India is never ending. It had devastated effects on every life whether it be individual, corporate or charitable trusts. Similarly educators were one of them.

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Like every rose online teaching also had thorns which were quite painful but UGC in the year 2020 came up with many initiatives to educate and teach the educators nationwide.

Some of them were:

1. Swayam Online course
2. UG/PG MOOCs
3. E-PG Pathshala
4. Swayamprabha
5. CEC UGC Youtube Channel
6. National Digital Library
7. Shodhganga

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8. E-Shodhsidhu
9. Vidwan

What is ICT?

Information and communication Technology is the integration of computer network with telephone network providing audio as well as visual aids while sitting at far distance.

What is ICT in Education?

When an offline classroom got integrated with telephone and computer network with the help of software providing with online education to the students staying apart.

RESEARCH METHODOLOGY

A. Objective of The Study

1. Challenges faced by the educators while incorporating ICT during Covid-19
2. To study the comparison of utilization and incorporation of ICT during and before Covid-19

B. Sampling

Sampling plays the major role in any type of study. There are two types of sampling techniques:

1. Probability sampling
2. Non Probability Sampling

1. Probability Sampling:

When selection of sample has probable chances of being selected. it is also known as inclusion sampling.

It has a formula:

$$P_i = \frac{n_i}{N}$$

Probability Sampling methods are :

- a. Systematic Sampling
- b. Stratified Sampling
- c. Cluster Sampling

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27. A STUDY ON TECHNO-STRESS IN GOVERNMENT HEALTHCARE SECTOR EMPLOYEES OF MOHALI

ANVESAK

ISSN : 0378 - 4568

UGC Care Group I Journal

A STUDY ON TECHNO-STRESS IN GOVERNMENT HEALTHCARE SECTOR EMPLOYEES OF MOHALI

Mandeep Kaur

Research Scholar, Panjab University, Chandigarh

ABSTRACT

Technology has changed the lifestyle of human beings around the globe. The invention of computers has made everything easy for human beings, have reduced the chances of errors and have improved the performance in mostly all the fields. In this study efforts were made to focus on this issue of techno-stress prevailing in the government health sector. The objective of the study is to determine relationship between Demographic Variables and Techno-Stress in the given population. An Exploratory design was used for the research to investigate the relationship between Demographic Variables and Techno-Stress. Survey research method (Questionnaire) was used for research design. It was observed that there is significant relationship between age and techno-stress. Results of the study further indicated that there is no significant relation found between the educational qualification and techno-stress. Even there is no relation of gender and marital status with techno-stress.

INTRODUCTION

We are living in a progressive world and each day there are new advancements in the technology. To survive the competition and excel in any field human beings have to cope up with these advancements and keep themselves up to date accordingly. Technology has changed the lifestyle of human beings around the globe. The invention of computers has made everything easy for human beings, have reduced the chances of errors and have improved the performance in mostly all the fields.

Now technological changes have brought negative impacts also along with these positive changes. Now the growing technology every day brings a challenge to the individuals in terms of coping with these changes. And if there is a problem in healthy adaptation of these technological changes by individuals or employees then this problem leads to techno-stress. The computer softwares or their operating systems are developing so fast these days that as the employees adapt to the previous version, there might come some better version of the software in the market. To make their employees adapted to new technology organizations organize various workshops or training programs for them which bring extra pressure onto the employees as they have to keep up the pace for their daily work activities along with these new changes which lead to changes in their lifestyle.

This term of techno-stress was coined by a clinical psychologist Dr. Craig Brod in 1984. There are various reasons for this problem. Mainly this problem is faced by aged or experienced employees who have not been involved much towards the use of computers in their work. The new employees or the young people who have been learning computers right from beginning find it easy to cope with this problem of techno-stress. Then the management's lack of support towards training employees to adapt to technological advancements is also a major cause for this problem. Many employees find it difficult to match the speed of learning or working with newer changes and hence there are performance issues which cause techno-stress among them.

These upsets caused by improvements in technology has surely caused major changes in the working environment in today's world. No doubt technology has been a boom allowing us to complete our work quickly and efficiently but it has also brought unhappiness to a major workforce in the organizations.

In this study efforts were made to focus on this issue of techno-stress prevailing in the government health

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28. IMPACT OF FRINGE BENEFITS ON JOB SATISFACTION AMONG LOWER LEVEL EMPLOYEES

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UGC Care Group I Journal

IMPACT OF FRINGE BENEFITS ON JOB SATISFACTION AMONG LOWER LEVEL EMPLOYEES

Mandeep Kaur

Research Scholar, Panjab University, Chandigarh

ABSTRACT

Fringe benefits usually refer to compensations that are made by the employer or a company in addition to the basic salary or wages. The main motive behind these fringe benefits is to retain the existing employees and attracting the potential employees. Employees prefer to stay in one organization when they are satisfied with their job. Thus, this research studies the impact of Fringe Benefits on job satisfaction i.e. 'security satisfaction', 'compensation satisfaction', 'growth satisfaction', 'social satisfaction' and 'supervisory satisfaction'. The population of the study is Lower level employees of DCM Ltd. Ropar. The research was conducted by getting questionnaires filled by lower level employees of the selected organisation. 5-point Likert scale was used to get the questionnaires filled, with a sample size of 64. This study indicates a strong relationship between the assumed dependent and independent variables. So, it could be proved that job satisfaction has been influenced by the Fringe benefits to a certain level.

Keywords: Fringe benefits, Job satisfaction, security satisfaction, compensation satisfaction, growth satisfaction, social satisfaction and supervisory satisfaction

INTRODUCTION

As we all know India is one of the fastest growing economies of the world. It is on the brink of great economic supremacy and leadership in the world market. With the growing economy as I said earlier, naturally the competition has also increased overtime. Indian employers and companies want skilled employees be it lower level, middle level or upper level. The employees on the other hand also come with their own set of expectations. This expectation has brought many changes to the functioning of human resource management. Before, Indian companies or employers provided benefits like health-coverage, retirement-benefits and leave-benefits and a few others. These benefits were created when the employment options for people were very less and employees always stayed in the same organization throughout their whole careers. But now the times are changing. Modern day employees no longer hesitate to shift to another organization in search of better monetary benefits or working conditions than their previous organizations. Human Resource managers now have to plan better and efficient policies that will attract and retain already working employees in their organization. Management is now focused on indirect incentives like fringe benefits that is usually provided by the modern-day companies.

Fringe Benefits

Fringe benefits usually refer to compensations that are made by the employer or a company in addition to the basic salary or wages. Fringe benefits provided to employees try to fill the gap between the basic compensation and the cost of living in a particular area. Some of the basic employee benefits provided in India include Safety and Health Benefits, Housing Benefits, Car allowance Benefits, Child Care Benefits etc.

There are various acts in India which have divided compensation into two parts: The first part deals with remuneration (expressed in terms of money) i.e. the basic pay that is payable to workers for the work done by him/her. The second part consists of all the remunerations paid over and above the basic pay

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29. IMPACT OF LEARNING BASED REWARDS ON JOB SATISFACTION AMONG EMPLOYEES OF A PUBLIC SECTOR BANK IN INDIA

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UGC Care Group 1 Journal

IMPACT OF LEARNING BASED REWARDS ON JOB SATISFACTION AMONG EMPLOYEES OF A PUBLIC SECTOR BANK IN INDIA

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ABSTRACT

The main aim of the study is to find out the relationship and study the impact of learning-based reward on job satisfaction of the employees of a selected public sector bank. Learning based reward is a structure whereby the compensation and remuneration policy of the organisation is merged with the skills and learning capacity of the employees. The basic aim of this structure is to put the learning-based reward system and compensation policies in adjustment with the skills and the knowledge of the employees. Structured questionnaire is used to collect data for this study. The sample size of the study is 50. The results of the study were analysed using statistical tools. The results of the study have shown that there is significant correlation between learning-based reward and job satisfaction of the employees. Analysis shows that learning based reward has 23% impact on job satisfaction of the employees. The level of impact of learning-based reward on job satisfaction is very low.

Keywords: Learning Based Rewards, Job Satisfaction

INTRODUCTION

The people working in an organisation comprise of the human resource of an organisation. These resources include the knowledge, skill set and the experience gained by the employees of the organisation over a period of time. This knowledge forms a part of the workforce of the organisation. These experiences, knowledge and skill sets collectively come under the head of human resource for the organisation. Human resources are the assets of the organisation. These are the most important assets for any organisation. In comparison to the other assets, human resource finds a place of utter substance as it is the only asset which doesn't depreciate with time. It's worth increases with time because people gain more and more knowledge, enhance their expertise and polish their skills. By knowledge, it means the information that a person attains over a period of time and converts it into understanding and his/her power of apprehension. Experience gained by a person refers to the practical encounters he/she has faced during his/her life which leaves an impression on their minds and influences their decision making over the course of time. Skill sets are the particular and specialised expertise that people possess. The skills particularly mean management skills, which include three types of skills, namely, human skills, technical skills and conceptual skills. Technical skills revolve around a person's ability of applying some particular knowledge or expertise into practical working. Human skills are the inter-personal skills that people carry which enable them to work with, motivate and understand other people while working in an organisation. Conceptual skills are the clarity of thought that helps people scrutinise and analyse intricate situations. The human resource forms a major and significant part of the assets of the organisation. The human resources form a significant part or component of the organisation because organisation is an artificial entity that operates through its agents, namely, its members. This dimension brings in the importance of organisation behaviour too. Organisation behaviour is a branch of knowledge which studies the force that the people in an organisation (individuals, groups and the structure they form) have on the conduct within the organisation, for the intention of using the knowledge and information gained to improve the organisation's efficiency and effectiveness. The sole and most important purpose of studying organisation behaviour is that such knowledge would be used for

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30. IMPACT OF JOB BURNOUT ON ORGANIZATIONAL COMMITMENT AMONG EMPLOYEES IN SERVICE SECTOR

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UGC Care Group 1 Journal

IMPACT OF JOB BURNOUT ON ORGANIZATIONAL COMMITMENT AMONG EMPLOYEES IN SERVICE SECTOR

Mandeep Kaur

(Research Scholar, Panjab University, Chandigarh)

ABSTRACT

Job Burnout is that special kind of stress in which there is a state of mental, physical and emotional exhaustion making the worker or employee dubious about his/her competence and the value of work. The effects of this burnout have implications not only for the individual but also for the organization and end user of the service. Organizational Commitment is a valued predictor of work behavior and behavioral intentions. This study aims to examine the impact of job burnout on the organizational commitment. The results of the study showed that Job Burnout has a negative impact on the Organisational commitment of employees. The study used a descriptive research design. Sample size of the study is 100. Data collection was done with the help of structured questionnaire. 5-point Likert scale was used to get the questionnaires filled. Data was analysed using statistical tools. Findings discussed and some practical implications offered to practitioners as well as some future directions to researchers.

Keywords: burnout, organizational commitment, service sector

INTRODUCTION

In today's fast-growing world, the quality of management and service of the job represent a major challenge for individuals (managers) and organizations. In this context, organizations need to use strategies to build healthy working conditions, with the aim of preventing and protecting the worker from issues like work-related stress. Many studies have been conducted to study psychological health of the employed people which have shown that the unsuitable conditions of the work places leaving negative effects on the mental and psychological health of the workers. These unsuitable conditions can even be present in the family life of those employed people. High pressures and psychological problems occurring at job can lead to some bodily and mental consequences on the individuals and in spite of continuing they may cause job burnout.

Job Burnout is that special kind of stress in which there is a state of mental, physical and emotional exhaustion making the worker or employee dubious about his/her competence and the value of work. The effects of this burnout have implications not only for the individual but also for the organization and end user of the service.

The bond that an employee feels with the organization and the sense of attachment to the organization itself determine the employee's commitment to the organization. In general, employees who are committed to an organization generally feel connected, healthy, and understand their goals. A study of employee performance and organizational commitment is paramount to the high level of management of the organization. Somersl and Birnbaum (1998) studied the relationship between career commitment and performance effectiveness, resulting in a positive relationship. Jackofsky (1984) found that low commitment leads to high turnover, which negatively impacts the production of the organization.

The study of commitment in work organizations is generalized in three terms namely: job commitment, organizational commitment and career commitment. These three components were discussed by John Meyer and Natalie in the article "Three component model of commitment".

Organizational Commitment is a valued predictor of work behavior and behavioral intentions. Organizational Commitment refers that there is a psychological link between an employee and their

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31. STUDY OF SLUM FORMATION IN THE CITY OF CHANDIGARH



International Refereed

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Study of Slum Formation in The City of Chandigarh

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Abstract

The present era in India focuses on more and more urbanization. But the life of people living in an urban area is challenging, as some section of society do not get space in the city and are forced to live in slums along the periphery of the city. The present paper focuses on the trends of slum population in Chandigarh. The study also tries to focus on the major reason for emergence and expansion of the slums in the city. The study shows that there is increasing trend of urbanization in the Chandigarh from 89.77% in 2001 to 97.25% in 2011 but population living in slums is declining with from 13.2% in 2001 to 9.80% in 2011. Also, various factors such as weak economic base, lack of finance of administration, no formal employment opportunities in the city, political reasons are behind the formation of slums in Chandigarh.

Key-Words : Slum, Urbanization, Development, Migration, Expansion.

Introduction

Urban centre is an area where population is densely clustered, more mobile, heterogeneous and larger people here are engaged in non agriculture activities and large varieties of services are provided to them in that particular area. There is also increase in the administrative, municipal, religious, recreational and educational sectors in that area. The occupational specialization in that area develops a larger economic base which leads to increase in production, trade and transportation activities.

With the passage of time, several emerging issues have started affecting the urban centers. The increased migration towards urban areas puts pressure on urban infrastructure and further raises concern over economic, social and political issues for those people who are living there. Also, the burden of increased population in an urban area raises concern over the issues of increasing level of unemployment, increased informal economy, lack of proper governance, public safety and increased social disparities. Moreover, the problem of traffic congestion, overcrowding, lack of basic amenities to citizens (clean water, sanitation, energy and health conditions) raises concern towards the process of the development. The lack of public space has led to increase in the congestion, pollution and crime. Moreover, the lack of urban planning has led to increase in the problem of slums and hence worsens quality of life, especially for a certain section of the society as they have to bear high cost of living. Therefore, in order to sustain in that area certain section of people are forced to live in slums.

As per United Nation Development Program (UNDP) currently around 828 million people are estimated to live in slums which raise concern of inequality among certain section

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चिन्तन अंतरराष्ट्रीय त्रैमासिक शोध-पत्रिका (अक्तूबर-दिसम्बर 2021)

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32. BAD BANKS: A SAVIOR FOR THE BANKING INDUSTRY

<https://ggscw.ac.in/Downloads/article%202.pdf>

Gyankosh: An Interdisciplinary Journal
Volume IV, December 2021

ISSN: 2581-8252

BAD BANKS: A SAVIOR FOR THE BANKING INDUSTRY

Dr. Garima Arora*

Abstract

Due to the increasing number of bad debts in the banking industry, the burden of bad debts is being faced by both the private and public sector banks, there is a need to regulate the toxic assets in order to make sure that the banks do not face the problem of non-performing assets. In order to regulate the working of banks towards the bad and toxic assets, the bad banks are being introduced in the Indian economy as a savior for the banks but there is a need to have a regulation on the working of the bad banks. The Reserve Bank of India and the government of India have initiated the implementation of Bad banks in India with the introduction of Rs 30,000 crores as capital for the same.

Keywords: Bad banks, Toxic assets, Bad debts, Nonperforming assets

Introduction

The origin of Non-Performing Assets cannot be attributed to one or two specific events, but the major compounding of bad loans in the 1990s specifically the post-liberalization era. The situation worsened in the mid-2000s specifically between 2006-2008 showed an extraordinary exuberance in the case of bad loans as the number of advancements of loans had risen at an alarming rate¹.

The asset quality of scheduled commercial banks (excluding regional rural banks) has found a steady deterioration since 2011², and its pace accelerated after the withdrawal of regulatory forbearance on restructured advances since 1 April 2015, this further resulted in a gradual increase in NPA of both private and public sectors commercial banks from 3.4% in March 2013 to 4.7% in March 2015 and further to 9.9% in March 2017³.

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33. WOMEN ENTREPRENEURSHIP IN INDIA: A THEORETICAL FRAMEWORK

<https://ggscw.ac.in/Downloads/article%206.pdf>

Gyankosh: An Interdisciplinary Journal
Volume IV, December 2021

ISSN: 2581-8252

WOMEN ENTREPRENEURSHIP IN INDIA: A THEORETICAL FRAMEWORK

Ms. Pragati Trikha*

Abstract

Women in India have come a long way from merely performing the domestic obligations to achieving and setting a standard for various women in the field of business, professionalism, etc., thus paving their ways so as to compete with the male entrepreneurs in India. Many milestones are achieved by women entrepreneurs but still in India the growth of women as entrepreneurs is not growing at a good rate as compared to that in other nations. Women have survived in this cut throat competition and are gradually becoming assertive and showing risk taking abilities if they get support from their families, friends and the environment in which they are living. Women nowadays have become more self-reliant, determined and independent compared to few past years.

The present paper endeavors to study the philosophy of different authors relating to the concept of women entrepreneurship, reasons for the stagnant growth of women entrepreneurs in India and suggesting various measures to enhance the growth rate of women entrepreneurs in India.

Key words- Women, entrepreneurship, Society, Business

Introduction

The modern era of women in India do not want themselves to get confined within the walls of the house rather with the development and liberalization they want to explore their talents to the fullest. But the mere thinking of becoming an entrepreneur is not enough for women in India as they have to fight against various barriers because of the legacy of a patriarchal society in India. Women always are considered as a weak gender compared to men and are always taught to stay at home and look after their home, children and family. The present era of women in India consists of various women working in factories, companies, armed forces, politics, businesses, etc. thus breaking the stereotypes that women cannot compete with men. Although women in India are the most underutilized asset or resource and in order to boost their confidence and to give them a

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2020-21

34. IMPACT OF EMOTIONAL INTELLIGENCE ON WORK-LIFE BALANCE: A STUDY ON EMPLOYEES OF A PRIVATE SECTOR BANK IN INDIA

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**IMPACT OF EMOTIONAL INTELLIGENCE ON WORK-LIFE BALANCE: A STUDY ON
EMPLOYEES OF A PRIVATE SECTOR BANK IN INDIA***

BY

Mandeep Kaur*

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ABSTRACT

The study has been conducted to examine the impact of Emotional Intelligence on Work-Life Balance among employees of private sector bank. Work-life balance is defined as a concept which includes a proper prioritizing between "work" and "lifestyle". Work is related to career and ambition of an individual and lifestyle relates to family, health, leisure and spiritual developments. WLB is at the core of Human Resource Development's major functions and that it may be a powerful tool for promoting effectiveness and efficiency among the individuals and the organization. The scale used for the study is general survey questionnaire. The sample size is 25 and simple random sampling was used to choose the respondents. The respondents for this study were the employees of different grades employed in Axis Bank. The study showed that the Emotional Intelligence had a positive and significant impact on the Work-Life Balance of the employees.

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INTRODUCTION

Emotional Intelligence:

Emotional intelligence is basically defined as the ability of an individual to be aware of, control and express his/her emotions and to handle interpersonal relationships in a good way. Individuals with high EI usually have greater mental health, better job performance and good leadership skills. Organizations not only deal with materials, but also deal with people. The success of any organization mainly depends on its human resource, because among all the resources, human resource is recognized as the most important one, because it's the human being who use all other resources and gets the desired output. "Human resource reflects an inherent dynamism and development potential" (Patra, 2004). Emotional Intelligence plays an important role in this regard. Emotional Intelligence is more important than normal intelligence and technical-skills in order to achieve success. According to HR magazine "Success at work is 80% dependent on emotional intelligence and only 20% is dependent on IQ". It has two types "INTERPERSONAL- Insight into others" and "INTRAPERSONAL - Self-awareness".

According to (Wong and Law, 2002) there are four different dimensions of emotional intelligence: -

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35. A STUDY ON IMPACT OF INDUCTION ON EMPLOYEE SATISFACTION AND PERFORMANCE AMONG THE NEWLY RECRUITED STAFF

Jijnasa

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A STUDY ON IMPACT OF INDUCTION ON EMPLOYEE SATISFACTION AND PERFORMANCE AMONG THE NEWLY RECRUITED STAFF

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ABSTRACT

It is an undisputable fact that the world around us is changing at an extremely fast speed. This condition therefore requires a change if every organization and institution are to respond to these changes. It is due to these reasons that organizations need to proactively initiate or induct the employees to prepare and equip them with current skills and knowledge and the future expectations of the same.

Employee Induction, being one of the principal ways of introducing incoming employees to their organizations, is more often than not a missing ingredient in today's organizations. Orienting the new employees to their work-places and their respective jobs is one of the most neglected functions in the present-day organizations. A well-designed induction or orientation program, whether it lasts a day or half a year, will help in not only retaining the employees, but also enhance their performance. The Organizations that have well thought orientation programs get the new employees to have better alignment between what the employees actually do and what the organization expects them to do. A well-planned employee orientation program will help the new employees to get off on the right foot immediately. Effective employee orientation has also been known to be a precursor to excellent performance.

Therefore, the main objective of this study was to find out how the effectiveness of employee induction or orientation programs affects performance and satisfaction. The methodology that was used in collecting the research data was a survey design that used a systematic sampling technique where questionnaires were distributed in different phases to the new recruits. The results indicated that the organization needs good induction or orientation programs for its employees in order to increase employee satisfaction. A positive relationship was also found between induction and employee performance.

INTRODUCTION

Training and orientation are absolutely essential for new employees in any organization. Without guidance and training, many risky things can happen that can negatively impact the business and new entrants. It is essential to understand and recognize that orientation and training are not the same. Because each has a different purpose and plays a different role within the organization. Orientation is the process of communicating new obligations and how they are fulfilled. Training, on the other hand, is the process of developing the specific skills needed to perform the tasks described in the orientation (Outlaw, 1998). According to Mathias (1994), orientation is a planned introduction of new employees to work, colleagues and organizations. Most organizations offer worker orientation programs coordinated by the Department of Human Resources Development (Blackwell, 1997). In most developed countries, such as the United States, the United Kingdom and Japan, human resources have played an important role in economic development. Therefore, we conclude that developing countries such as India, with their abundant natural abundance and the necessary financial support, can experience such economic success with due care in their talent development and training.(Laing, 2009).

To effectively impact new employees through orientation and training, employees need to be taught about

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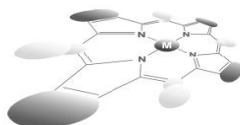


36. STUDY OF GEOMETRIC, ELECTRONIC STRUCTURE AND VIBRATIONS OF 4,4',4'',4'''-(PORPHINE-5,10,15,20 TETRYL) TETRAKIS (BENZENE SULFONIC ACID) COMPOUND BY COMPUTATIONAL AND EXPERIMENTAL TECHNIQUES

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Study of geometric, electronic structures and vibrations of 4, 4', 4'', 4'''-(porphine-5,10,15,20 tetrayl) tetrakis (benzene sulfonic acid) compound by computational and experimental techniques

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ABSTRACT: The optimized geometry and vibrational frequencies of a substituted compound of tetraphenylporphyrin namely 4, 4', 4'', 4'''-(porphine-5,10,15,20 tetrayl) tetrakis (benzene sulfonic acid) have been investigated using density functional theory. The vibrational spectra of tetraphenylporphyrin and its substituted complex were simulated to study the substitution effects of sulfonic acid group at the peripheral sites of tetraphenylporphyrin. Experimentally, vibrational properties of these molecules have been studied using infrared absorption spectroscopic technique. The vibrational frequencies obtained from the theoretical studies generally agree with the experimental values. For substituted molecules, due to a change in charge distribution, ring vibrations accompanied by the S–O motions also appear at the higher wavenumbers. In the lower region, C–H bending vibrations diminish and SO₃ group vibrations arise. The electronic absorption spectra of the substituted tetraphenylporphyrin in different solvents have been studied using UV-vis spectroscopy. In addition to dipole-dipole and electrostatic interactions, hydrogen bonding plays a key role in molecular-solvent interactions. The energy gap between the highest occupied and lowest unoccupied molecular orbitals and natural bonding orbital analysis show the intermolecular charge transfer interactions. The molecular electrostatic potential and solvent accessible surface area analysis were made in order to study the interaction sites of the molecules. The current-voltage characteristics for the substituted molecule were also plotted. It was found that substituted tetraphenylporphyrin show good photoconductivity.

KEYWORDS: porphine, density function theory, infrared and UV-vis absorption, natural bonding orbital, molecular electrostatic potential.

INTRODUCTION

Owing to conjugated systems, structural diversity and biological importance, porphyrins and related compounds have shown significant applications in various fields such as non-linear optics, sensors, light harvesting systems, photodynamic therapy photo-sensitizers, near-infrared dyes *etc.* [1–8]. The ubiquity of porphyrins in nature and their vast biomedical and industrial applications

have motivated both experimentalists and theoreticians to study unique porphyrin properties such as structural, photophysical, physicochemical and optical *etc.* [5, 9–12]. This motivation has led scientists to attempt the replication of these various porphyrin properties in synthetic molecular analogues to obtain high efficiency in various fields such as solar energy, photonics applications, cancer treatment, gas sensors *etc.* In this direction, porphyrin compounds have been studied by making small changes in their structures such as by changing central metal ion in the case of metal porphyrins or by making peripheral and non-peripheral substitutions on the porphyrin ring

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37. CONVOLUTIONAL NEURAL NETWORK BASED ADVERTISEMENT CLASSIFICATION MODELS FOR ONLINE ENGLISH NEWSPAPERS

<https://pdfs.semanticscholar.org/f24d/713e3d3746f2d8f0ef7481a693ad4cef9f5c.pdf>

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Research Article

Convolutional Neural Network Based Advertisement Classification Models for Online English Newspapers

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Article History: Received: 10 November 2020; Revised: 12 January 2021; Accepted: 27 January 2021; Published online: 05 April 2021

Abstract: Image processing for knowledge management and effective information extraction is the key element for steering towards society 5.0. There has been a substantial research and progress in the area of image recognition and classification in the recent years but at the same time, there is a lack of significant work in the field of advertisement image classification from online English newspapers. This research paper analyses and compares various popular image classification techniques to find out the most suitable technique for advertisement image classification problem. Automatic feature extraction without any prior knowledge of features makes Convolutional Neural Networks (CNN) the most suitable technique for advertisement image classification. This paper further explores and implements three different CNN-based image classification models that can classify advertisement images from online English newspapers into four pre-defined categories including Admission-notices, Job-advertisements, Sales and Promotional advertisements and Tenders. These models are trained and tested on an advertisement image dataset collected from four different online English newspapers over a time frame of 15 months. Fine-tuned ResNet50 Model using 'Transfer-learning' is found to be the most suitable model for this advertisement image classification task with results exhibiting around 74% accuracy. This CNN-model based automated classification of advertisement images will help newspaper readers in performing exhaustive advertisement search in a category of their own interest, saving the time and efforts of sequential manual search across a range of multiple newspapers. Also, the proposed research will help in performing advertisement analysis and studies.

Keywords: Advertisement image classification, Convolutional Neural Networks (CNN), Image classification techniques, Residual Networks (ResNet), Transfer learning

1. Introduction

Online newspapers are in much trend these days for the convenience of accessing information on our laptops, mobiles, smartphones, tablets and desktops etc. anywhere at any time. Moreover, home locked situations during unprecedented circumstances like pandemics which restrict the access to the printed copy of newspapers have further boosted this trend many folds. With younger population increasingly embracing technology, this trend of online newspaper reading is going to last for many years to come. Along with the news articles, advertisements in the newspapers are of much interest. Government departments, recruitment agencies, educational institutes, private companies etc. use newspaper advertisements as a primary source for advertising tenders, jobs, admission notices, sales and promotions etc. and people anxiously wait for these advertisements to be out in the newspaper. Students may be interested in admission-notices whereas job aspirants may look for job-advertisements in the newspapers. A contractor may be interested in the relevant tender-notice and a shopping enthusiast may be looking for sales and promotional advertisements. But online newspapers do not give this type of category-wise personalised search options. Also, no search engine including Google has a primary purpose of searching advertisements from online newspapers. As a result, when we search for some advertisement in the newspapers through search portals, we may get hundreds of images but needless to say that only a few of them are relevant. Hence the reader is left with no option but to sequentially go through all the newspapers and manually search the relevant advertisements for himself or herself. This sequential manual search is very time consuming and tedious specially when the reader is searching for a particular advertisement across a range of newspapers. An advertisement image classification model which can classify each input advertisement into various pre-defined advertisement categories can be very helpful in performing this type of personalised advertisement search. When combined with OCR (Optical Character Recognition) techniques and user-friendly search interface, this advertisement image classification model can help a reader in performing category-wise advertisement search across a range of newspapers saving the time and effort of sequential manual search.

Advertisement image classification is typically a supervised machine learning problem which involves two phases. The first phase is the learning or training phase in which a classification model is created using a classification technique (learning algorithm) and the model is trained on advertisement dataset. Second phase is the recognition or classification phase where the advertisement classification model is used to classify the new advertisement images into different pre-defined categories. Many image classification techniques are available to

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38. WHICH OCR IS GOOD AND WHY: A COMPARATIVE STUDY

<https://www.semanticscholar.org/paper/Which-OCR-toolset-is-good-and-why-A-comparative-Jain-Taneja/85daf1e223c28ec43d5e2dd99a7268e3b983a681>

Which OCR toolset is good and why? A comparative study

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Abstract

Optical Character Recognition (OCR) is a very active research area in many challenging fields like pattern recognition, natural language processing (NLP), computer vision, biomedical informatics, machine learning (ML), and artificial intelligence (AI). This computational technology extracts the text in an editable format (MS Word/Excel, text files, etc.) from PDF files, scanned or hand-written documents, images (photographs, advertisements, and alike), etc. for further processing and has been utilized in many real-world applications including banking, education, insurance, finance, healthcare and keyword-based search in documents, etc. Many OCR toolsets are available under various categories, including open-source, proprietary, and online services. This research paper provides a comparative study of various OCR toolsets considering a variety of parameters.

Keywords: ABBYY FineReader; Calamari; Google Docs; OCR; Tesseract.

1. Introduction

OCR (Bokser, 1992; Mori *et al.*, 1992) is a commonly used technology for recognizing text within digital images such as scanned documents, advertisements, photographs, etc. It is widely used as an information entry tool that can extract useful information from scanned documents, including printed forms (filled by users), computerized receipts, bank statements, invoices, business cards, passport documents, mails, or any other suitable documentation. Other applications include searching within institutional repositories and scanned legal documents, automatic number plate recognition (ANPR), processing cheques in banks, recognizing barcodes, testing text-based captcha codes, etc.

1.1. OCR process

OCR process (Goswami *et al.*, 2013; Cao, 2014; Tomaschek, 2018) generally goes through multiple stages, as shown in Figure 1, including Image-acquisition (downloading image from an online source or capturing it using a camera or scanner), Pre-processing (modifying image in a way that may increase the accuracy of OCR), Binarization (separating the content from the background), Layout Analysis (a division of the document into various homogeneous regions), Character level segmentation (segmentation of the image into lines, words, and characters), Recognition (feature extraction of every character image) and finally, Classification (determining the output characters) followed by Postprocessing where classification results can be enhanced using various language models and dictionaries.

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39. COVID-19 AND THE ELDERLY POPULATION: DIETARY GUIDELINES

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ISSN : 0972-7175

COVID-19 AND THE ELDERLY POPULATION: DIETARY GUIDELINES

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INTRODUCTION

The current COVID 19 pandemic has taken the entire world by surprise and still doesn't show any signs of slowing down. COVID-19 is a highly infectious disease caused by a new corona virus called SARS-CoV-2. It was first reported in November 2019 from Wuhan in China, after which it spread to the entire world.

The most common symptoms of COVID-19 include high fever, a dry cough and extreme fatigue. Other symptoms include loss of taste or smell, nasal congestion, sore throat, headache, muscle or joint pain, nausea or vomiting, chills or dizziness

Severe COVID-19 disease may include shortness of breath, loss of appetite, confusion, persistent pain or pressure in the chest and high body temperature (above 38 °C). Other less common symptoms may be reduced consciousness, seizures, anxiety, strokes and nerve damage.

Among those who develop symptoms, most patients recover from the disease without needing hospitalization. About 15% of those infected may require oxygen and 5% can go on to be critically ill and need intensive care. Complications leading to death may include respiratory failure, acute respiratory distress syndrome (ARDS) and/or multi organ failure.

COVID IMPLICATIONS FOR THE ELDERLY

The present situation is very disturbing, with personal isolation, quarantine and social distancing being the need of the hour. Though all age groups are being affected by it, the elderly are especially vulnerable, owing to their weaker immunity. There are other serious concerns like hypertension, diabetes, cardiac disease, lung infections, etc which lower their immunity and maybe adversely affected by COVID. These senior citizens have a higher risk of developing severe corona virus infection which may require hospitalization. Mortality rate is also significantly higher in the elderly.

We are well aware that nutrition plays an important role in maintaining and preserving health. Immunity boosting foods and those rich in vitamins and minerals can surely help to strengthen immunity.

With advancing age, the immune system becomes slower in responding. Vaccines may not be as effective or give prolonged protection. Healing also tends to slow down as there are fewer immune cells in action.

According to a study by Bajaj et al, there is a progressive decline in the immune system's ability to fight infections. It affects an individual's susceptibility to infections and also determines the severity of the disease, its course and clinical outcomes.

It therefore, becomes imperative that special attention is given to their diet, health, and needs, which maybe compounded by co-existing health problems.

A diet pattern with minimum regular exercises can ensure fitness and optimum health, while also taking into account their sleep-rest patterns and psychological conditions.

DIET:

"We are what we eat"

Foods we eat affect our health and influence our nutritional status. Eating balanced meals according to the recommended dietary allowances will go a long way in promoting and preserving our health.

We must aim to eat fresh and minimally processed foods, while following portion control. Overcooking and over-processing of food leads to the loss of important vitamins.

Dining alone or increased isolation may cause a loss of appetite in the elderly, which in turn, leads to a reduction in the food intake. This may make it difficult to achieve recommended intakes for nutrients such as protein, vitamins and minerals. This leads to a loss of body weight and muscle mass.

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40. CONVOLUTIONAL NEURAL NETWORK BASED INTELLIGENT ADVERTISEMENT SEARCH FRAMEWORK FOR ONLINE ENGLISH

<https://www.eurekaselect.com/article/116738>

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Research Article

Convolutional Neural Network Based Advertisement Classification Models for Online English Newspapers

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41. IMPACT OF HR POLICIES ON EMPLOYEE TURNOVER INTENTION: A STUDY ON BANKING SECTOR

ANVESAK

ISSN : 0378 – 4568

UGC Care Group 1 Journal

IMPACT OF HR POLICIES ON EMPLOYEE TURNOVER INTENTION: A STUDY ON BANKING SECTOR

Mandeep Kaur

Research Scholar, Panjab University, Chandigarh

ABSTRACT

In today's world the employee's recruitment and selection process is not a tough task, but the retention of employees has become a major subject of concern. So, if an organization wants to retain their valuable human resources within an organization, then they have to provide with an environment in which employees feel secure and satisfied. Providing a better working environment can increase the efficiency of employees and also increase the total output of an organization. HR policies are the major factor in providing better work culture in the organization and have impact on turnover intention of an employee. The research study basically focuses on determining the relationship and impact of HR Policies and Employee Turnover Intention. The study has been conducted in Banking Sector of Tri-city area that consists of Chandigarh, Mohali and Panchkula. Data was collected with the help of structured questionnaire. Results of the study were analyzed using statistical tools. It was concluded that there is a negative and significant relationship between HR policies and Turnover Intention of employees.

INTRODUCTION

Due to sudden increase in globalization, there is increase in competitiveness between the organizations due to which the demand on people to serve their organization becomes more and more important. So, the solution for the businesses to increase their organization's performance through people is by adopting efficient Human Resource Management (HRM) Practices. It is proved that the Human Resource functions are successful in performing their role in improving organizational performance as well as retaining the employees. Human Resource Practices are also helpful in developing attitude, capacity, skills and knowledge of employees. HRM also focuses on maintaining a healthy balance between the softer human concerns and the hard business objectives.

So, in today's world the employee's recruitment and selection process has not been a tough task, but the retention of employees has become a major subject of concern. So if an organization wants to retain their valuable human resources within an organization then they have to provide with an environment in which employees feel secure and satisfied. Providing a better working environment can increase the efficiency of employees and also increase the total output of an organization. HR policies are the major factor in providing better work culture in the organization and have impact on turnover intention of an employee. According to research by Kenexa Research Institute in year 2007 which shows that in organizations where the employers made an effort to support the work-life balance, in that or employees had a much lower intention to leave the company, a willingness to recommend it as a much better place to work, greater sense of belongingness in their organization, and also leads to higher level of job satisfaction.

The research study basically focuses on determining the relationship and impact of HR Policies and Employee Turnover Intention. The study has been conducted in Banking Sector of Tri-city area that consists of Chandigarh, Mohali and Panchkula. India's banking sector is well-capitalised and well-regulated. The economic and financial conditions in India are far greater to any other country in the Vol. 50, No.2 (VI) July – December 2020

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42. INTELLECTUAL CAPITAL PERFORMANCE: A CASE STUDY OF PUBLIC SECTOR BANKS IN INDIA

Intellectual Capital Performance : A Case Study of Public Sector Banks in India

Himanshu¹
Madhur²

Abstract

This paper aimed to study the intellectual capital performance of public sector banks of India for the time period from 1998–2017 using the VAIC model. The findings suggested that intellectual capital performance of public sector banks of India had a mixed trend during the period of study. However, on examining, it was observed that the PSBs were found to be poor performers. The government should take stern measures to improve intellectual capital performance in order to survive in an intellectual economy.

Keywords : intellectual capital performance, public sector banks, VAIC model, human capital

JEL Classification : C6, G20, G21, G28

Paper Submission Date : February 4, 2020 ; **Paper sent back for Revision :** August 24, 2020 ; **Paper Acceptance Date :** September 9, 2020

The banking industry of India is one of the most skill-based, knowledge-intensive, and relationship-rich industries and continues to be the primary engine of economic growth. The role played by banks in mobilization of financial resources to promote investment and enhance economic growth in an emerging economy like India is extremely significant. They provide transaction and payment services, which increase the efficiency of economic activities in general. This efficiency is responsible for the lucrative performance of banks, thereby making the Indian banking industry a flourishing and secured industry in the banking world.

In India, prior to nationalization, banking was restricted mainly to urban areas and major portion of credit facilities were enjoyed by large industries and well established business houses due to which some of the crucial segments of the economy like agriculture, small-scale industries, etc. were neglected. Prompted by this drawback and to ensure an adequate flow of credit into productive activities, 14 major banks were nationalized in 1969, and six more got nationalized in 1980. Since then, India has developed a vivacious banking system serving as an instrument of social and economic change. Financial globalization, intense competition, recent developments in information and communication technology, regulation and deregulation are the primary drivers for the change. Instigated by this, the banking reforms initiated in India in 1990 transformed the Indian banking system and elevated it as one of the most efficient, well capitalized, and a competitive one.

The changing nature of banking industry where banks are moving from on-balance to off-balance sheet

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43. EMOTIONAL REGULATION IN PANDEMIC TIMES

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ISSN : 2581-8252

EMOTIONAL REGULATION IN PANDEMIC TIMES

Dr. Savneet*

Abstract:

Life has taken a stressful course due to Covid 19. There is a feeling of fear, disappointment, tension, illness and confusion. Everyone is struggling with anxiety, restlessness and meaninglessness. Many people are struggling with relationships, health, careers and finances and this appears to be an irretrievable state and there seems to be no way out of the mounting difficulties.

Social isolation results in loneliness and also leads to disconnect from the self. In the times of social distancing which means physical distancing, now is the time to reconnect with ourselves and our dear ones.

The times have been difficult lately and the world has made headway indoors. Depression and recession have made a down turn effect both economically and psychologically. The need today is to focus on the positivity and experiencing calm and wellbeing in all situations.

Key Words: Stress Management, Emotional Regulation, Pandemic

Introduction:

In these days of Pandemic there is uncertainty, uncontrollability, aimlessness-loss of sense of purpose, disruption of routine. There is misfortune, illness and death. It is the fear which causes worry in the mind. There is fear and anxiety of what will happen tomorrow or remembering the grievances of the past. To overcome these worries one becomes intolerant, feeling distracted, being overwhelmed and denial i.e. the tendency to escape. WHO (2020) has labeled Covid 19 as a pandemic as a large population has been affected by it all around the world.

Responsibilities have increased, expectations to be met with and above all, time is to be utilized to the fullest. For children there is no playtime, virtual interaction with friends is limited to academics and homework. There is pressure to cope with the new lifestyle.

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44. USER BEHAVIOUR INTENTION TOWARDS E-TAILING APPLICATIONS

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Volume III, December 2020

USER BEHAVIOR INTENTION TOWARDS E-HAILING APPLICATIONS

Arshveer Kaur* and Anisha†

Abstract

Technological advancements related to Global Positioning System (GPS) have led to the growth of automated transport systems. The most innovative mode of travelling is a cab/taxi which can be booked through E-hailing apps using smartphone. The acceptance of digitization and information technology has fetched outstanding change in the prospects and desires of the consumers. Khalifa et al. (2006) in their study pointed that effectiveness and usefulness helps in impacting the objective to adopt m-commerce. Li et al. (2011) state that perceived usefulness affects user adoption on mobile securities service. In India the rapid augmentation in the espousal of aggregator model has offered lucrative chances to the unorganized taxi service providers. Thus, there is need to study the intention of e-hailing application usage and the impact of these apps on the users. So the objective is to study the users' behavior intention towards e-hailing applications.

Key Words: E-Hailing Applications, Convenient, Economical, Safety

Introduction

Technological advancements related to Global Positioning System (GPS) have led to the growth of automated transport systems. The most innovative mode of travelling is a cab/taxi which can be booked through E-hailing apps using smartphone.

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45. CHILDREN'S UPRISING'- ROLE OF STUDENTS WHO TOOK UP CUDGLES IN QUIT INDIA MOVEMENT

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'CHILDREN'S UPRISING'- ROLE OF STUDENTS WHO TOOK UP CUDGLES IN QUIT INDIA MOVEMENT

Dr. Hardeep Kaur*

Abstract

'Bharat Choro', 'Quit India', a passionate war cry presented by Yusuf Meherali to Gandhiji, was indeed a mass revolution which was unparalleled in its amplitude and spontaneity which was unheard of in world history before 1942. World had seen two great revolutions of France and Russia but what happened in August, 1942, a multi-dimensional scenario unseen before shook the British *Raj* to its core and made them feel the heat of masses potent call towards freedom. In this struggle to freedom, the role of young leaders and student including boys and girls of elite class, becomes imperative to acknowledge, who lent their services and *sacrificed* their career and studies to join the gospel of Revolution. Point No. 4 of the 12-Point Programme of the 'AICC' was addressed to students. The big jargons of Congress, *Meherali, Ashok Mehta, Purshottam Trikamdas, Sardar Patel, Shakarrao Deo and Kamala devi Chattopadhyaya*, through the secret camps by conducting workshops on reorientation of the youths on the subject of 'How to make a Revolution' cultivated the student community. Many instances can be traced in the '*August Struggle*', where students' activities have made a struggle more youth oriented. This upsurge in the youth was at all India level (Amritsar, Lahore, Allahabad, Calcutta, Benaras Lucknow, Patna, etc.) but the most prominent was the Bombay City. Intelligence Report had frequently mentioned the names of student leaders in Bombay:- M.L. Shah, Laloobhai A. Shah, Jaffer Abidali, Usha Mehta, Chandrakant C. Dalal, M.R. Masani, K.S. Dharia, Batuk Desai et al. In retrospect, a sophisticated student leadership had emerged in the *Bombay City* over the period of 14 years prior to the Movement. Congressmen had done the spadework towards politicization of the student community and it indeed proved to be a significant factor in the success of Quit India Movement. The present paper will try to bring forth the activities and unequivocal support of student community and leaders who lent their resilience towards the struggle.

Keywords: *Quit India Movement, August Struggle, Youth and Student leadership, Political training of students*

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46. PREM SINGH: HIS JOURNEY AS AN ARTIST

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Gyankosh: An Interdisciplinary Journal
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PREM SINGH: HIS JOURNEY AS AN ARTIST

Dr. Anju Bala*

Abstract

Chandigarh has contributed a pivotal role in nurturing the art scenario of the country. A large number of artists from the city are contributing to art a great deal. Prem Singh, Jodh Singh, Balvinder Singh, J.S. Garcha, Malkit Singh, Shiv Singh are some of the pioneer artists who have contributed a lot in the upgrading of the city's art. These artists early realized that a conscious and concerted effort was needed to take art to the public and foster interaction with them thus building a platform where they could showcase their work. These artists, a number of them from rural backgrounds, came together to form art societies and artists groups in the city also. This research paper aims to throw ample light on the artistic journey of a senior artist Prem Singh from Chandigarh who has played a seminal role in the art scene of the city and the country as well as an art educator and an artist.

Keywords: Chandigarh, art history, Prem Singh

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2019-20

47. EFFECT OF PYRIDINE ON THE STRUCTURE AND VIBRATIONS OF COBALT PHTHALOCYANINE

<https://www.sciencedirect.com/science/article/abs/pii/S2214785320303011>



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ISFM-2018

Effect of Pyridine on the Structure and Vibrations of Cobalt Phthalocyanine

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Abstract

Effect of pyridine on cobalt phthalocyanine (CoPc) has been studied by the density functional theory and Raman spectroscopy. Thermal evaporation method has been used for the preparation of a thin film of CoPc and then Raman spectra of CoPc film have been recorded with and without exposure of pyridine. The molecular structure of CoPc and its coordinated complexes with pyridine have been computed using B3LYP/6-31(d,p) level of density functional theory calculations by employing Gaussian program package. Calculations show some in-plane and out-of-plane distortions in the structure of CoPc. Some noticeable changes have been observed in the Raman spectrum of CoPc thin film after its exposure with pyridine. Changes in wavenumbers and relative intensities of some of the bands have been observed. Most of the observed bands show downward shifts in the wavenumbers. These changes, are attributed to the weakening of some bonds and change of symmetry of CoPc, and confirm the coordination of pyridine molecule(s) with CoPc molecule.

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48. EXPERIMENTAL AND THEORETICAL VIBRATIONAL SPECTROSCOPIC ANALYSIS OF ETORICOXIB

<https://www.sciencedirect.com/science/article/abs/pii/S2214785320304028>



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Materials Today: Proceedings 21 (2020) 1981–1990

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ISFM-2018

Experimental and Theoretical Vibrational Spectroscopic Analysis of Etoricoxib

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Abstract

Etoricoxib is one of the non-steroidal anti-inflammatory drug used primarily in the treatment of various types of arthritis. In this work, the vibrational analysis of etoricoxib molecule has been presented using density functional theory calculations. Fourier transform Infra-red and Raman spectra of the inspected molecule have been reported in the regions 4000-400 cm⁻¹ and 1800-100 cm⁻¹, respectively. The observed bands have been compared with the calculated wavenumbers, yielding good agreement. To have a better understanding of the vibrational spectra of etoricoxib and to identify the key vibrational bands, the complete assignments of fundamental vibrations have also been performed on the basis of calculated vibrational wavenumbers and potential energy distribution analysis of the vibrational modes.

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Keywords: Etoricoxib; Vibrational spectra; Potential Energy Distribution Calculations; Density Functional Theory

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49. AN ASSESSMENT OF DISEASE BURDEN AND OUT OF POCKET EXPENDITURE IN TERTIARY HEALTH CARE FACILITY; A PILOT STUDY

Studies in Indian Place Names
(UGC Care Journal)

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Vol-40-Issue-40-March-2020

An Assessment of Disease burden and Out –of- Pocket expenditure in Tertiary healthcare facility: A Pilot Study

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Co-Author –Dr.Madhur Mohit Mahajan

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Abstract

Diabetes and its related complications can impose a heavy economic burden to the individuals/households in terms of higher out-of-pocket health expenditure and loss of family income associated with mortality and morbidity. The present study aims to assess the disease burden and direct out of pocket expenditure of diabetic patients at a Civil hospital in S.A.S Nagar (Mohali) district, Punjab. The study was conducted as pilot study. Data was collected through primary survey. A well designed questionnaire and structured interview (Face to face) were conducted for a week in the hospital. The sample size was taken n=40. The sample was collected from those Patients visiting the Out-Patient Department (OPD) having Diabetes Mellitus (type 2) with complications and/or without complications and age above 18 years. The result showed that mean total Cost Of Illness or Economic burden of Diabetes care amounts Rs. 11,004.9 (per household) during past one year. The impact of this high Out –of-pocket expenditure & income loss results into the reduction of the consumption of non-health goods, indebtedness, low savings and low standard of living. It could be catastrophic in those cases with no full medical insurance (97.5 percent respondents had no medical insurance policy) and same percentage (97.5 percent) without any medical allowance (provided by the employer).

Key words- Disease burden, Out-of-Pocket expenditure, medical cost, non-medical cost, indirect cost, Cost of Illness, Diabetes

1. Introduction

Diabetes mellitus (type 2) is a lifestyle disorder and a metabolic disease. It’s a chronic condition where human body either resists the effects of insulin or does not produce enough insulin to maintain normal glucose levels. It results into abnormally high levels of blood sugar levels. A study by Ramachandran (2007) pointed out that majority of the population in any country, 90-95 percent population is affected by Type 2 diabetes. According to International Diabetes Federation (IDA), the prevalence of diabetes in India (Adults) is estimated to be 8.7 percent and its related risk factors, such as, overweight, obesity and physical inactivity accounted for 21.4 percent, 4.7 percent 12.1 percent respectively. In another study, the results of prevalence of diabetes and pre diabetes in 15 states of India were analysed based on the ICMR –INDIAB population based study during the period 2012-15. The study showed that the overall “prevalence of diabetes varied between 8.7 -11.2 percent in Punjab. It was high in urban areas as compared to the rural areas” (ICMR-INDIAB Collaborative study group,

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50. THE LAST JOURNEY OF GURU TEGH BAHADUR JI (NINETH SIKH GURU)

Studies in Indian Place Names
(UGC Care Journal)

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THE LAST JOURNEY OF GURU TEGH BAHADUR JI (NINETH SIKH GURU)

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There are journeys which define the future of humanity. It is these journeys which when undertaken leave lasting impressions on the way mankind would negotiate with its most difficult transition. The last journey of Sri Guru Tegh Bahadur Ji invokes an imagery of the collective will, an odyssey undertaken by the living devotee to express dissent towards all that was draconian and evil. For every human being these journeys are a heart wrenching saga where the hollowness of pride and the limits of power is put under strict scrutiny vis-à-vis the spiritual and moral dissent of Guru Tegh Bahadur. These journeys are a symbol of timelessness, rooted in civilization's defining moments. The traveller here though dead physically, is alive forever in the millions of heart who revere the traveller. Though his own heartbeat is silent, it resonates with the throbbing of the eternal 'Akal Purakh.' These journeys are an imagery of the collective effort which change the course of history. For time immemorial, millions would relive this journey as it becomes a personal pilgrimage of self-discovery. At the heart of this searing journey lies the celebration of devout faith. In every hymn, the spiritual victory of Guru Tegh Bahadur over the satanic forces would be sung as the song of life. Guru Gobind Singh writes,

*De Shiva bar mohe eh-hey subh karman te kabhun na taro
Na daro arrseo jab jaye laro nischey ka rapni jit karo
Arr Sikh ho apne he mann ko, eh laalach hou gun tau ucharo
Jab aav ki audh nidan bane att he rann me tabh joojh maro*

(Chandi Charita, Ukti Bilas, Dasam Granth)

(Dear God, grant my request so that I may never deviate from doing good deeds. That, I shall have no fear of the enemy when I go into battle with determination I will be victorious. And when the time comes, I should die fighting heroically on the field of battle). On November 11, 1675, Chandni Chowk became witness to a barbaric act as Guru Tegh Bahadur Ji was executed on the orders of Aurangzeb in Delhi. It is said that there was a wave of fear and terror spread among the people of Delhi who became so timid that even the Sikhs who were present there dared not protest against this cruel act of Aurangzeb. It seemed that Delhi had become a land of many wounds. What history had witnessed was not only profound in implications for the Sikh community, but is a pioneering saga of undying faith and a tale of courage and morality. When all had seemed lost, there stood common men who with their heroic deeds, bravery and fearlessness established a legacy of reclaiming the pious against all odds. The heroism with which the head and the body of the Guru Ji was reclaimed shows the courage and spirit of self-sacrifice Guru Ji's martyrdom inspired. The loss that seemed to tear them apart became a point of departure, a historical tale of love for the Guru, a sacrifice of his human form, so as to create a bridge that spans across all faiths and belief system.

After the confinement of Guru Tegh Bahadur, the daring and devout Sikhs of Delhi had planned to secure the body and severed head of the Guru Ji. When hatred and bigotry were ruling the roost, Bhai Gurditta, Bhai Nanu, Bhai Kalyana, Bhai Gurbaksh Singh and Bhai Jaita saw through their eyes the heartbreaking event of martyrdoms of Bhai Sati Das, Bhai Mati Das and Bhai Dyal Das, one after the other. The ominous dark day was approaching.



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51. CONCEPTUAL DFT AND TDDFT STUDY ON ELECTRONIC STRUCTURE AND REACTIVITY OF PURE AND SULFUR DOPED $(\text{CrO}_3)_n$ ($n=1-10$) CLUSTERS

<https://www.sciencedirect.com/science/article/abs/pii/S1093326320301194>

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Conceptual DFT and TDDFT study on electronic structure and reactivity of pure and sulfur doped $(\text{CrO}_3)_n$ ($n = 1-10$) clusters



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ABSTRACT

Different isomers of $(\text{CrO}_3)_n$ ($n = 1-10$) cluster units have been investigated using Density functional approach. Their stability and reactivity has been analyzed by plotting chemical potential and HOMO-LUMO gap as a function of cluster size. The CrO_3 , $(\text{CrO}_3)_6$ and $(\text{CrO}_3)_9$ are identified as the most reactive species. Reactivity of each atomic site in the cluster has been interpreted using local reactivity descriptors called Fukui Function plots. The clusters have been doped with sulfur by adding it as substitutional impurity, effect of sulfur doping has been understood by analyzing excitation energies and absorption wavelengths using time dependent-DFT(TDDFT) at CAM-B3LYP level of theory.

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1. Introduction

Chromium-based oxides are well known catalysts in various industrial processes [1,2] that involve selective oxidation/reduction and dehydrogenation [3]. The basis for Cr oxide catalysis over a wide spectrum of reactions is alleged to lie in its variety of oxidation states, coordination environments, and various degrees of polymerization [4]. Chromium forms a wide range of oxides such as CrO_2 , Cr_2O_3 and Cr_5O_{12} and various salts that have varied structure and properties [5]. For instance, CrO_2 has rutile structure, it is ferromagnetic, semiconductor and is widely used in magnetic recording systems [6] whereas Cr_2O_3 is antiferromagnetic, insulator and has a corundum structure. Cr_5O_{12} exists in a three-dimensional framework and is non-magnetic in nature [7]. Among the various oxides of Chromium, Cr_2O_3 is the most stable bulk oxide in which metal atoms occupy two thirds of the octahedral interstices between two layers [8]. There have been numerous gas-phase experimental [9-16] and theoretical [13-15,17,18] studies on small chromium oxide clusters. Pandey and co-workers [19] have investigated structure and bonding of Cr_mO_n ($m = 1, 2$ and $n = 1-3$) clusters and observed significant difference between CrO_n and

Cr_2O_n series in their bonding and fragmentation energetics. Zhai and Wang [14-16] have investigated two series of clusters that are CrO_n^- ($n = 1-5$) and Cr_2O_n^- ($n = 1-7$) to probe their evolution as a function of oxygen content. Brønsted basicities and Lewis acidities of $(\text{MO}_3)_n$ clusters ($M = \text{Cr, Mo, W}$; $n = 1-6$) have been studied by Li and Dixon [18]. Joint theoretical and experimental [20,21] studies have been performed for the M_3O_8 and M_3O_6^- as well as M_4O_{10} and $\text{M}_4\text{O}_{10}^-$ pairs ($M = \text{Cr, W}$). A study on structure, stability and reactivity of neutral and charged monomeric chromium oxide clusters has identified possible oxidizing agents in monomeric chromium oxides [22]. Interactions of small $(\text{Cr}_2\text{O}_3)_n$ clusters ($n = 1-3$) with ions contained in seawater [23] and NO oxidation by $(\text{CrO}_3)_3$ cluster has also been simulated [24]. Several chromium oxide compounds have also gained much attention as catalyst in photoelectrochemical water-splitting reactions [25,26]. Morawski and coworker [27] reported the production of hydrogen by using CrO_3 -graphite complex. The generation of dihydrogen by a chromium based bifunctional autocatalyst, $\text{Ph}_4\text{P}[\text{CrO}_3(\text{OH})]$, has also been reported in literature [28].

Considering the immense scope of catalytic activity of chromium oxide clusters in industrial synthesis, it is highly relevant to

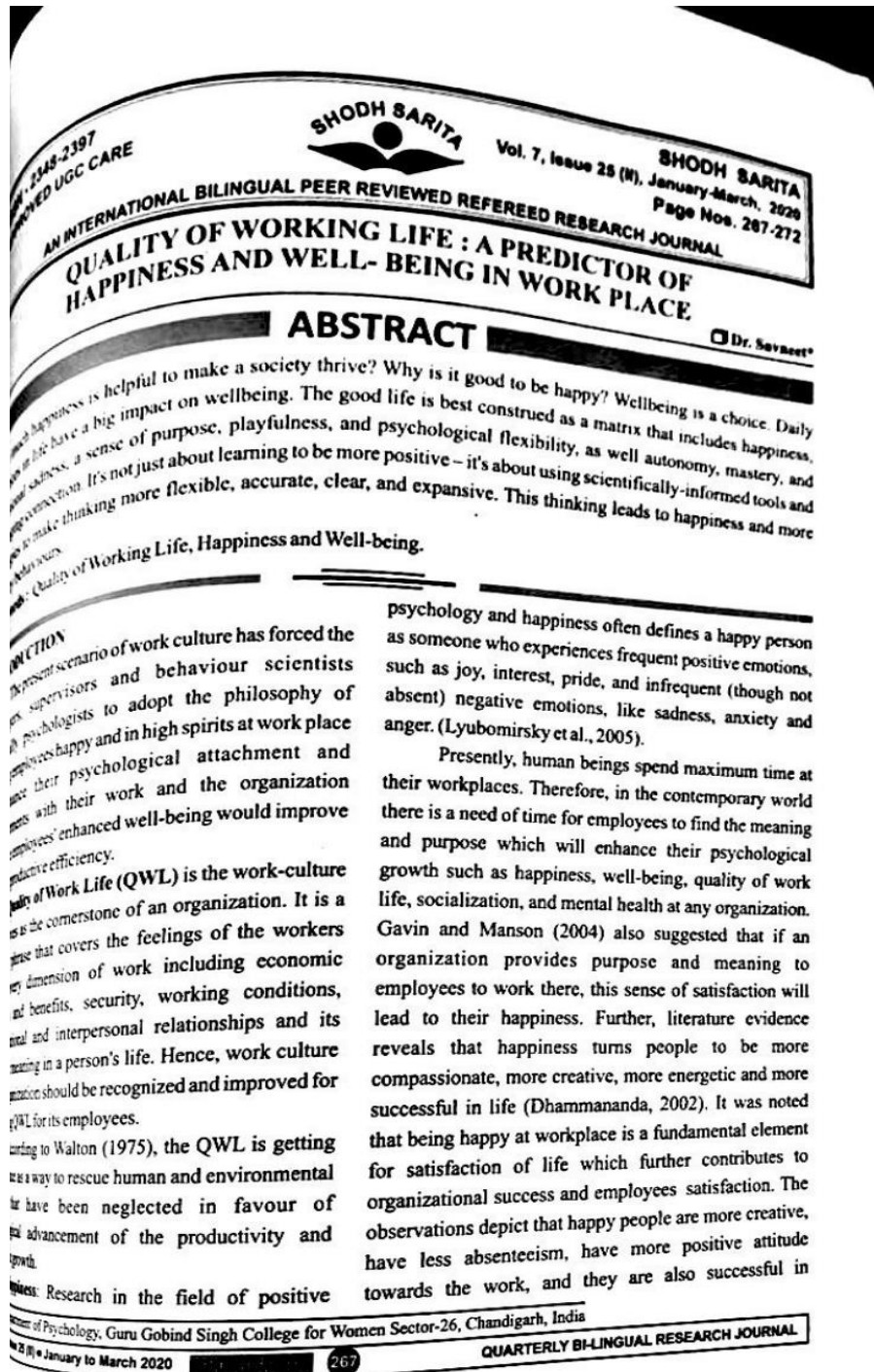
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52. QUALITY OF WORKING LIFE: A PREDICTOR OF HAPPINESS AND WELL-BEING IN WORKPLACE



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53. MUNSHIZAKALLAUH: POPULARISATION OF WESTERN SCIENCE IN VERNACULARS IN THE NINETEENTH CENTURY

https://old.rrjournals.com/wp-content/uploads/2019/07/1179-1181_RRIJM190406253.pdf

Munshi Zakallauh : Popularisation of Western Science in Vernaculars in the Nineteenth Century

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Renaissance ; Delhi College; British politics ;Western Science ; scientific and technical literature; Vernaculars.

ABSTRACT

Munshi Zakallauh(1832-1911) - a prolific author and translator ,was a teacher at Delhi College , and one of the most distinguished scholars of his day. He belonged to that small fraction, who , at a time, when Muslims in Delhi were largely indifferent to new learning, showed much keenness for western education and the new sciences. He was conceivably the last historical object of an era that saw many changes and for a while , simultaneously accommodated the two world- the rotting and the evolving . While on the one hand he personified the traditional values of an old world culture, he was also a creative thinker whose revolutionary input to modern education in northern India earned him the reputation of a dedicated educationist and open-minded enlightenment rationalist. Encouraged by the feeling that western education could be disseminated through the vernacular, he devoted his life to translating and writing numerous textbooks in Urdu on science and mathematics. This paper is focused on the contribution of Munshi Zakallauh for the popularization of western science in vernacular.

The nineteenth century was a period of critical evaluation and introspection of for most of the intellectuals, who were exposed to the philosophy of European enlightenment through the British colonial expansion. The reaction to this stream of thinking essentially took three forms. The first was complete westernisation, where traditional learning was considered to be totally irrelevant. The second manifestation was revivalism, in which modern scientific developments were telescoped into the past. The last response was of revitalisation, according to which traditional knowledge needed to be resuscitated and strengthened, wherever necessary with the help of modern knowledge.

Throughout the nineteenth century, India continued to accept and assimilate occidental thoughts on science and education. The schools, colleges and universities established throughout the length and breadth of the country had produced a powerful intelligentsia; this in its turn further unfolded a remarkable educational renaissance. Northern India grew more conscious of the likely impact of modern science on the individual and national life. However, in spite of the educational growth, there was very little scientific research done till the end of nineteenth century. This is hardly surprising, since the British were always half-hearted in spreading scientific education in this country. As Delhi fell to the British in 1803 after the third Maratha war¹, western learning and science transmitted in Delhi through British administrators and missionaries. Under the impact of these influences, a 'Delhi Renaissance' developed². A new atmosphere was created in Delhi because Mughal Emperor, Bahadur Shah (1803-1857), a nominal king, himself showed interest in cultural awakening. His pensioner's

existence and political security led the court to develop as a centre of new and cultural learning³. Western civilisation began to be regarded as a superior culture to be copied but as from which that was useful might be learnt⁴. The renaissance, which started in Delhi before the revolt of 1857, brought a lot of changes in the atmosphere of Delhi.

Munshi Zakallauh (an eminent product of Delhi College), also represented the ethos of Delhi renaissance, and strove to reemphasise the role of science and scientific values for cultural and material advancement of his countrymen. He joined Delhi College in 1844 when he was only 12 years old. He entered a new environment, which opened for him a new world of knowledge. The Delhi College really caught the imagination of Zakallauh for the windows it opened. Students in the college were allowed to try astonishing experiments with unknown chemical gases. The students felt themselves to be pioneers in their own country. He was very much influenced by two his teachers working in the college –Ram Chandra, his teacher of modern science and mathematics, and Imam Baksh Sahbai, Professor of Persian. He developed special interests in mathematics and turned out to be the most brilliant and promising student of Ramchandra. Both came very close to each other. His proximity and love for his teacher even led to unfortunate rumours that Zakallauh was about to follow his tutor's lead and openly profess himself as a Christian. It never happened because their friendship was at an intellectual level, solely devoted to learning and the advancement of knowledge. As a student at Delhi College, Zakallauh became actively involved with the Vernacular Translation Society and translated many works from English to Urdu⁵.

¹ Mildred Archer, 'Artists and Patrons in 'Residency' Delhi, 1803-1858', in R.E. Frykenberg (ed.), *Delhi Through the Ages- Essays on Urban History, Culture and Society*, (Delhi : Oxford University Press, 1986), p. 157.

² Gail Minault, 'Sayyid Ahmad Dehlvi and the Delhi Renaissance', in R.E. Frykenberg, *Delhi through the Ages*, p.175.

³ *Ibid.*

⁴ Gupta, Narayani, *Delhi Between Two Empires, 1803-1931* (Delhi: Oxford India Paper Backs, 1981) p.227.

⁵ *Ibid.*, pp. 140-141.



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54. COMMERCIAL BANKS REFORMS: A COMPARATIVE STUDY OF URBAN AND RURAL PUNJAB

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Research Paper

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COMMERCIAL BANKS REFORMS : A COMPARATIVE STUDY OF URBAN AND RURAL PUNJAB

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ABSTRACT:

KEYWORDS:

INTRODUCTION

For the overall development of the state in terms of income, employment generation and poverty alleviation both urban and rural area plays an imperative role. Therefore, development of appropriate institution and mechanism plays crucial role for catering fiscal requirement of these areas. Despite of enormous network of branches in rural area in India, there is more dependence on informal sources of credit such as money lenders, landlords, traders, etc. to meet their financial needs which exploits them in various ways. Banking sector focuses to achieve balanced regional development with larger social purpose to serve national priorities and objectives for the well being of people. With the help of banking sector various government interventions were made to ensure credit flows to deprived section of the society since independence. By the 1960's, the Indian banking industry had become an important tool to facilitate the development of Indian economy. In 1969, 14 larger commercial were nationalized in the country which had 85% of bank deposits in the country and again in 1980 six (6) more commercial banks were nationalized. This was done to achieve social objectives with allowing the state to target financial backwardness. In 1977, government came out with a policy which focuses to open 1 branch in banked area and then the particular bank had to open 4 branches in non-banked locations. This policy was operational till 1990 and this phase was considered as consolidation phase. The period of financial liberalization begins in the early 1990's. However, banks became more exclusive in post reform era.

Despite of escalating development in access of financial services, significant proportion of the population belonging to the poor and deprived sections of the society are still excluded from the formal financial institution in India. The migration of rural and semi urban saving to

urban and metropolitan area, lead to banking divide between rural and urban area.

REVIEW OF LITERATURE

N.J. KAURIAN (2000) Regional disparities in India are bound to be emphasized. It is crucial that the present trend be re-detained and pre-arranged for overall development and it can be achieved with both the effort of state and central government.

B.B. BHATACHARYA and S.SATHIVEL (2004) in regional growth and disparity in India: Comparison of pre and post reform decade explored by analyzing growth rate of aggregate and sectoral domestic product of major state in pre (1980) and post reformed (1990) decade. The results focused that while the growth rate of GDP has improved hardly in the post reformed decade, the regional disparity in state domestic product has expanded much more significantly. He also focused that industrial state are growing faster than the non-industrial states.

MOHAPATRA, M.K. (2006) in his study "Performance of scheduled commercial banks in India during pre-reformed and reformed period" analyzed that improvement in mobilization of deposits and allocation of credit is restricted till urban area.

DR. BARIK PRASAMA (2010) in the study Banking and Development : observation in reform era using simple descriptive statistic method, observed that inspite of increasing credit distribution to all area, regional disparity in term of per capita net district domestic product exists.

This paper focuses to study the trend and growth performance of scheduled commercial banks in the rural banking in the state of Punjab during the period of 1983-2018.

OBJECTIVES OF THE STUDY

1. To study the Commercial Banking development in

INTERNATIONAL EDUCATIONAL SCIENTIFIC RESEARCH JOURNAL

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55. EFFECT OF CORPORATE GOVERNANCE ON STOCK MARKET LIQUIDITY: EMPIRICAL EVIDENCE FROM INDIAN COMPANIES

<https://link.springer.com/article/10.1007/s40622-019-00221-w>

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Decision

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RESEARCH ARTICLE

Effect of corporate governance on stock market liquidity: empirical evidence from Indian companies

Manjit Kaur Sidhu · Parmjit Kaur

Received: 25 February 2019 / Accepted: 5 September 2019
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Abstract Despite the crucial role that stock market liquidity can play in the financial markets during times of financial turmoil, little is known about its drivers. The series of high-profile firm failures and economic distresses which have been initiated by liquidity risk mismanagement and model failure has highlighted the mounting importance of stock market liquidity, predominantly in the increasingly integrated global market. Corporate governance has been characterized as a set of mechanisms for board effectiveness and transparent disclosures. It protects investors from opportunistic behavior as it results in improved quality and quantity of information made available to them. It encompasses internal corporate governance variables pertaining to board structure and audit committee characteristics as well as the external corporate variables such as market control and takeovers. Indian companies are required to have more effective boards and are more transparent as required by the corporate governance and tougher disclosure legislations. The information so provided facilitates quality of price formation and helps in improving the stock market liquidity. This paper endeavors to investigate the impact

of corporate governance (CG) on the stock market liquidity in Indian companies. The CG and stock market liquidity were measured in the sample BSE 500 listed companies during the FY 2013–FY 2017. Panel data regression model is applied for testing the hypothesized association. In addition, an effort has been made to investigate the overall scope of stock market liquidity in a broader context through a comprehensive analysis of stock market liquidity across industry sectors, size and individual company-specific characteristics. The study provides evidence of the important role played by CG in enhancing stock market liquidity of the company. It can guide the board of directors to enhance financial disclosures which consequently increases stock market liquidity. The analysis provides regulators, educators and investors an insight into the role of CG attributes in capital markets and thus helps them in improving their decision-making. It provides corporate policy makers some of the necessary inputs to chart the course of CG reforms and their enforcement in the country in future.

Keywords Corporate governance · Stock market liquidity · S&P BSE 500 index · Panel data regression model

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Introduction

Liquidity is an important issue for securities traded in financial markets (Izadinia and Ramsheh 2011). It is generally defined as the ability to trade large volumes

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56. UNDERSTANDING STRUCTURE-ACTIVITY RELATION IN V_xO_y CLUSTERS OF VARIED STOICHIOMETRY AND SIZES THROUGH CONCEPTUAL DENSITY FUNCTIONAL APPROACH

Journal of Molecular Modeling
<https://doi.org/10.1007/s00894-019-4168-3>

ORIGINAL PAPER



Understanding structure-activity relation in V_xO_y clusters of varied stoichiometry and sizes through conceptual density functional approach

Navjot Kaur¹ · Shuchi Gupta² · Neetu Goel¹

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Abstract

Computations have been performed on V_xO_y clusters (with $x = 1-8$, $y = 1-21$) to explore their structure, stability, and reactivity based on local and global reactivity descriptors defined within the formalism of density functional theory (DFT). The vertical and adiabatic ionization energies and electron affinities are in accordance with Franck–Condon principle and suggest that the V_xO_y clusters are more likely to be electron acceptors than donors. The structure and reactivity of V_xO_y clusters delicately depend on their oxygen content and environment. Distinct active sites have been identified for each cluster species on the basis of coordination, symmetry, and charge distribution. The propensity of all the reactive sites towards an approaching electrophile and/or nucleophile has been studied using local reactivity descriptor. In oxygen-poor clusters, the vanadium atoms are more prone to nucleophilic attack. With an increase in oxygen concentration, the coordination number of vanadium increases and reaches four-fold, the site for nucleophilic attack shifts to terminal oxygens. We conclude that of all the stoichiometries, the stable V_xO_y clusters have the $(VO_3)_a(V_2O_5)_b$ formula unit. The localization of positive charge density in cubic cage structure of V_8O_{20} successfully traps halide ions (F^- , Cl^- , and Br^-). In view of increasing use of metal oxide clusters in heterogeneous catalysis, the understanding of structure-activity relationship in vanadium oxides' clusters provided in the current study is highly desirable.

Keywords V_xO_y clusters · Density functional theory · Global reactivity descriptors · Local reactivity descriptors

Introduction

Vanadium exhibits different oxidation states within the range of +2 to +5, and its oxides in the bulk phase exist in diverse chemical compositions, such as VO with V in +2, and V_2O_5 with V in +5 oxidation state. Due to structural variability and redox activity, vanadium oxides are frequently used in

heterogeneous catalysis [1], primarily in selective oxidation processes for the production of olefins [2], sulfur trioxide from dioxide [3], and maleic or phthalic anhydride from aromatic hydrocarbons [4]. Apart from the abundant use of vanadium oxide catalysts in chemical industries and synthesis in the condensed phase, small clusters of vanadium oxide have also attracted the attention of both experimental and computational chemistry research groups [5–11]. The generation of metal oxide clusters using laser ablation and collision-induced dissociation techniques [12–15] in the last few decades have sparked much interest in these cluster species [16–18]. Castelman Jr. and coworkers have made pioneering contributions in the gas phase studies of cationic and anionic vanadium oxide (V_xO_y) clusters [13–15, 19–21]. The structure and growth pattern of V_xO_y cluster species have been reported by various groups [22–30]. The structure of neutral V_xO_y clusters has been explored and compared with a bulk counterpart by Vyboishchikov and Sauer [31]. Generation and separation of V_xO_y clusters have been accomplished and these structures are being explored for their reactivity with organic substrates [12, 20, 21, 32, 33]. These cluster species have

Electronic supplementary material The online version of this article (<https://doi.org/10.1007/s00894-019-4168-3>) contains supplementary material, which is available to authorized users.

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57. EARLIEST PAHARI RUMAL EMBROIDERED BY BEBI NANKI JI

<https://ggscw.ac.in/Downloads/14EARLIEST%20PAHARI%20RUMAL%20EMBROIDERED%20BY%20BEBI%20NANKI%20JI.pdf>

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To Commemorate 550th Birth Anniversary of Guru Nanak Dev Ji

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EARLIEST PAHARI *RUMAL* EMBROIDERED BY BEBI NANKI JI

Dr. Rohini Arora*

The *rumal* embroidery is distinguished pictorial handicraft practiced in the region of Hill states of Punjab from very ancient times and flourished from 17th to 19th centuries. The earliest extant specimen of embroidery is a *rumal* dating back to 16th century. It is believed to be embroidered by Bebe Nanki, sister of Guru Nanak Dev ji, the founder of Sikh religion. This piece is now kept in Gurudwara Dera Baba Nanak, district Gurdaspur, Punjab, (approximately 96 kilometers from Jalandhar by road). This *rumal* is in the possession of Baba Kuldip Singh Bedi, 15th Generation of Guru Nanak Dev ji, in Dera Baba Nanak Gurudwara. It is placed in a slanting flat showcase, placed close to Guru Granth Sahib (figure 1). Although only the lower portion of coverlet is visible, because Chola Sahib is placed on it, but it retains the attraction and charm. The Chola Sahib of Guru Nanak Dev ji is kept folded on the upper portion of *rumal* and inscribed in Persian language. A miniature painting of Guru Nanak Dev ji wearing such inscribed robe is in Government Museum and Art Gallery, Chandigarh.

Bebe Nanki's embroidered rectangular *rumal* illustrates the village life of Pahari region in interesting way (figure 2&3). The *rumal* depicts varied motifs such as *nayak* and *nayaikas* in traditional costumes, peacocks, deer, banana tree, willow tree and small shrubs. The similar kind of motifs is seen in miniature paintings and mural paintings of the region. It is made on hand spun and hand woven unbleached muslin cloth. The embroidery is worked using untwisted silk yarns in limited range of natural colours including pink, red, blue, off white, light and dark shades of green and yellow. The embroidery is worked using long and short darning stitch in vertical and horizontal direction (figure 4).

The outline in black color in running stitch is seen for highlighting, separating and defining certain areas in embroidery. The remarkable textures are achieved in animal skin

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58. GURU NANAK DEVJI AND DAWN OF NEW AGE: A STUDY OF DIVINITY

<https://ggscw.ac.in/Downloads/13GURU%20NANAK%20AND%20DAWN%20OF%20NEW%20AGE%20A%20STUDY%20OF%20DIVINITY%20SOCIETY%20AND%20POLITY%20OF%20NANAK'S%20LIFE.pdf>

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Guru Nanak Dev Ji and Dawn of New Age: A study of divinity society and polity of Guru Nanak Dev Ji's Life

Dr.Surinder Kaur*

Abstract

The paper attempts to map out the various socio-political trajectories which Guru Nanak witnessed during his life time. It is imperative to understand that Nanak divinity was an outcome of his meditation on the plight of the masses, his soul searching endeavour for the way ahead and a charter of deep philosophical and social 'vanis' which would take the ruler and the subject on the righteous path. His monotheistic understanding of Almighty arose in his consciousness against the Brahmanical diktats and Islamic religious bigotry. The paper argues that Nanak's philosophy was equally spiritual as well as social and political as it was rooted in the socio-political firmament of its times.

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59. NEWSPAPER LAYOUT SEGMENTATION: GETTING THE RELEVANT ADVERTISEMENTS

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Newspaper Layout Segmentation: Getting the relevant Advertisements

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Abstract:

India is one of the largest newspaper markets in the world with newspapers as a primary source for advertising jobs, tenders, admission notices and product sales and promotions etc. Search for relevant newspaper advertisements becomes very crucial for people waiting for such advertisements to be out in the newspapers. With the help of Internet technologies, online newspapers are becoming more and more popular, replacing printed version. Online newspapers are mostly available in .pdf formats for free download. Similar to printed version, searching for a specific advertisement in online newspapers also requires sequential manual search in multiple newspapers which is very time consuming and tedious. This paper presents an adaptive thresholding plus connected component based image processing technique to identify the images in the newspaper .pdf files. Non-advertisement images can be later filtered out and the relevant advertisement can be provided to the user after keyword matching.

Advertisements play a major role in our lives. Every day we get up in the morning with a cup of tea and newspaper in our hands, anxiously looking for particular advertisements including jobs, admission notices, tenders, sales, product launch, lost and found and much more. With the tremendous increase in the popularity and usage of internet equipped mobile devices during the last one decade, the focus has now shifted from printed newspapers to online newspapers (e-papers). So much so, that some newspapers are available only in electronic form and not as printed copies. Rather than waiting for the newspaper in the morning, people have started reading newspapers online (e-papers) as per their convenience (on their laptops or mobile phones) and according to their taste or need.

Along with the news articles, advertisements in the newspapers are of much interest. Many online newspapers give the advanced search options using which we can search particular news articles by giving the appropriate keywords but the same is not true with the advertisements in the newspapers. Also, no search engine including Google has a primary purpose of searching advertisements from online newspapers. As a result when we search for some advertisement in the newspapers through search portals, we may get hundreds of images but needless to say that only a few of them are relevant. Most of the times, news articles from newspapers containing the related keywords are served or old advertisements (which are of no relevance on the present day) are displayed. Their source is most of the times the Job portals or organization's websites but not the direct online newspapers.

To facilitate this advertisement search from online newspapers, newspaper layout segmentation needs to be performed to extract images from the online newspapers. Online newspapers are mostly available in .pdf formats for free download. Hence, the problem is identified as finding the images in these .pdf files as the first step. These images can be further classified into various categories as per the needs of the user. This paper presents an adaptive thresholding plus connected component based image processing approach for newspaper layout segmentation.

The rest of the paper is arranged as follows. Section 2 reviews the literature for techniques used for newspaper layout segmentation. In section 3, an adaptive thresholding plus connected component based image processing algorithm is proposed to separate out the images in the newspaper .pdf files. Section 4 explains the implementation of the proposed algorithm and section 5 presents the results and discussion followed by section 6 which concludes the paper along with the future scope of this research.

Literature Review

Before 2000, only rule-based approach for newspaper layout segmentation was used similar to Gatos et al. [1] (1999) where articles in the newspapers were identified by extracting image components like line, title blocks and image and drawing etc using rules. A dataset of 100 scanned pages of 'TO VIMA' newspaper S.A. was used here.

2000 onwards, bottom-up approach was used for newspaper layout segmentation. Liu et al. [2] (2001) proposed an algorithm for newspaper layout analysis using bottom-up approach in which connected components were detected first and then classified into basic components like line, text or graph components. Considering component attributes, basic components were merged by a heuristic rule.

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60. PSYCHOLOGICAL PERSPECTIVES OF GURU NANAK'S TEACHINGS

<https://ggscw.ac.in/Downloads/12PSYCHOLOGICAL%20PERSPECTIVE%20OF%20GURU%20NANAK'S%20TEACHINGS.pdf>

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Psychological Perspective of Guru Nanak's Teachings

Dr. Savneet*

Abstract

Satguru Nanak pargateya, mitti dund jag chanan hoya

With the emergence of the Guru Nanak, the mist cleared and all the four directions and nine divisions of earth were liberated. Nanak was not only a person but the Divine Preceptor with mission who founded Sikhism for which he has the divine sanction which is unique and revolutionary in character. His teachings are universally relevant and hold the promise of salvation to everyone. His knowledge determines the spiritual as well as temporal contours of Sikhism. Guru Nanak's 974 poetic hymns in the Guru Granth Sahib, with some of the major prayers being the Japji Sahib, the Asa di Var and the Sidh-Ghost. Guru Nanak's sanctity, divinity and religious authority descended upon each of the nine subsequent Gurus when the Guruship was devolved on to them. This paper tries to understand the teachings of Guru Nanak Dev from psychological perspective and the relevance of his teachings in present time.

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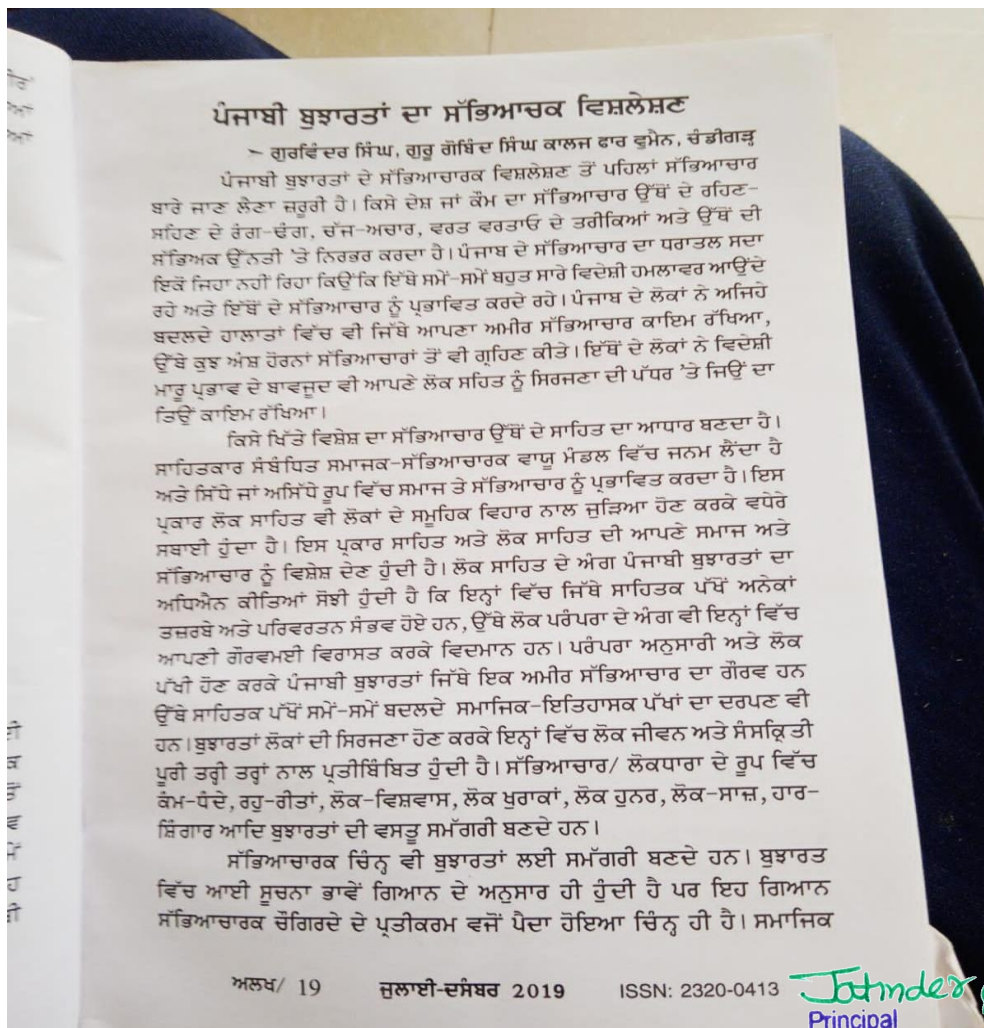
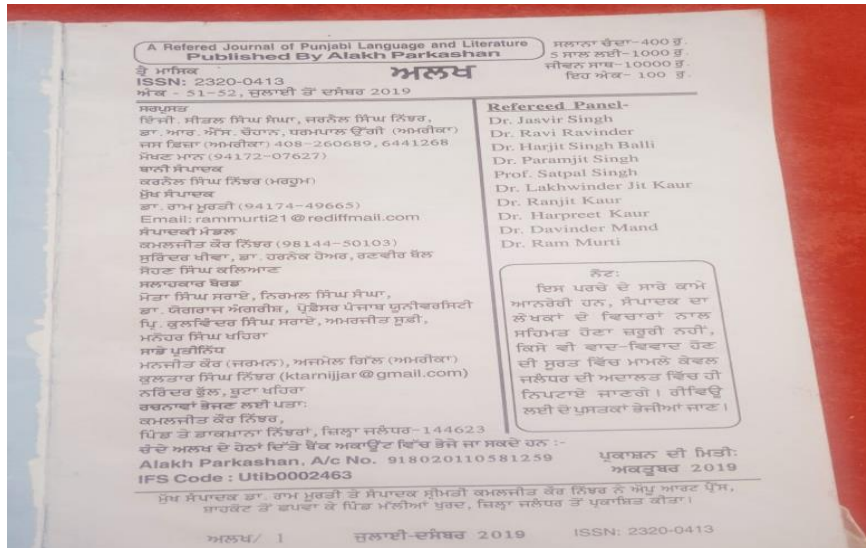
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61. PUNJABI BUJARATAAN DA SABHYACHAARAK VISHLESHAN



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62. RAMAN SPECTROSCOPY: AN EXPERIMENTAL TOOL TO PROBE MOLECULAR LEVEL PROCESSES

<https://ggscw.ac.in/Downloads/4RAMAN%20SPECTROSCOPY%20AN%20EXPERIMENTAL%20TOOL%20TO%20PROBE%20MOLECULAR%20LEVEL%20PROCESSES.pdf>

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RAMAN SPECTROSCOPY: AN EXPERIMENTAL TOOL TO PROBE MOLECULAR LEVEL PROCESSES

Ms. Tanvi*

Dr. Anamika Mukhopadhyay*

ABSTRACT

Raman Spectroscopy (Marchl, Knoll, & Kiefer, 1988) is an experimental technique to study the molecular interactions and gives molecular fingerprints corresponding to different Raman Spectra. These fingerprints (unique in nature) in turn identify the vibrational and rotational levels and thus a particular molecule. In Raman Spectroscopy, the concentration of the molecule is measured from the intensity of the Raman lines emitted or absorbed which forms the basis for the quantitative analysis. Following the principle of inelastic Raman Scattering, Raman Spectroscopy works on the lines of absorption or emission of radiations by a transparent substance under consideration. The scattered radiations can have energies lower or higher than the incident beam in accordance with the laws of quantum i.e. the energy difference between two allowed rotational or vibrational levels/states. This review article illustrates the classical and quantum viewpoint of Raman Spectroscopy, its experimental design and working, its types and applications. Perturbation of hydrogen bond network of pure water upon addition of salt has described at the end.

KEYWORDS: Raman Effect, Types of Raman Spectroscopy, Salt-Water interaction, Hydrogen bond

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63. SOCIAL MEDIA AND ITS ROLE IN KNOWLEDGE SHARING AMONG EMPLOYEES AT WORKPLACE

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Social Media and its Role in Knowledge Sharing among Employees at Workplace

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Abstract

Knowledge sharing is an important ingredient for any organization's success. No organization can survive for long in the absence of proper knowledge management. Social media is a contemporary concept and is proving to be very useful for the purpose of knowledge sharing. The paper is based on the review of the studies already done in this context. In this article an attempt is made to throw some light on the concept of knowledge sharing in an organization and social media. The paper also studies the barriers that affect the flow of knowledge sharing in an organization and to understand the role of social media in this concern. The paper has also tried to limit the views of the researchers on the implementation of social media tools at the workplace. Overall the study supports the use of social media at workplace for knowledge sharing purpose as it has the potency to overcome many barriers that resist the knowledge sharing in an organization.

Keywords: *Social media, Knowledge sharing, Employees, Workplace.*



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64. THE SAGA OF A SAGE- SHIV SINGH

<https://ggscw.ac.in/Downloads/2THE%20SAGA%20OF%20A%20SAGE%20-%20SHIV%20SINGH.pdf>

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THE SAGA OF A SAGE - SHIV SINGH

Dr. Anju Bala*

“Engaged in work a day life, I wander in a dreamland of artistic creation: when in my bed I lie, I begin to sculpt, when I fall to sleep my sculpture is done and the destination I reached. Every day starts with a painting or a sculpture this setting out to unexplored regions, when the mysteries and wonders are revealed in completion, my destination is attained.”

Shiv Singh

Shiv Singh (b. 1938, village Bassi Gulam Hussain, Hoshiarpur - d. 2015, Panchkula) contributed in nurturing the art scenario of Chandigarh immensely. He was a bright alumnus of Govt. School of Art and Craft, Shimla who earned an international fame. He remained in touch with his mother land and his oeuvre gives the glimpses of the same. His sculptures are the expressions of the experiences of his life which he carved and sculpted on various mediums. For him Mother Nature was a great source of inspiration.

Shiv Singh completed his education in art from Shimla and Chandigarh respectively. From 1958 to 1963 he studied in School of Arts and Crafts, Shimla but later when the School shifted from Shimla to Chandigarh in 1961 he also came to Chandigarh to complete his study in Government College of Art located in Sector 10 (at that time it was known as Government School of Art). While studying in Shimla he went through all the five sections of craft as the part of syllabus which were jewellery, wood work, metal ivory inlay, metal work and black smithy.¹

He completed his diploma and immediately joined Sainik School in Kapurthala as an Art Teacher in 1963. In the year 1968 he was awarded with a scholarship by the Government of the Federal Republic of Germany for advanced studies and research in the field of art for three years and when he came back to the country he was full of new zeal and contemporary ideas.² Singh was a person of versatile qualities. He was not only active as an artist but was also the part of the art academic of that time. For instance, he was the member of Lalit Kala Akademi, New Delhi from 1972 to 1982 and was also one of the founder members of the Punjab Lalit Kala Akademi, Chandigarh. This eminent sculptor was also the Chairperson of the Chandigarh Lalit Kala Akademi from 1999 to 2005.³ During his tenure the Akademi while conducting its regular activities also acted for specific causes. Two important art exhibitions were organized, one exhibition entitled ‘Homage to Kargil Heroes’, from 20th to

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65. IKKISAVIN SADI MEIN SWAMI VIVEKANANDA KE SANDESH KI PRASANGIKTA

संस्कार चेतना

अन्तरराष्ट्रीय मूल्यांकित शोध पत्रिका

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इक्कीसवीं सदी में स्वामी विवेकानन्द के सन्देश की प्रासंगिकता

डॉ आराधना

असिस्टेंट प्रोफेसर

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चण्डीगढ़, मकान नं. 91, सैक्टर-4, मनसा

देवी कॉम्प्लेक्स, पंचकूला (हरियाणा)

21वीं सदी विज्ञान की सदी है। वैज्ञानिक आविष्कार मनुष्य के जीवन में आमूलचूल परिवर्तन ले आए हैं। विश्व सिमट कर एक गांव में परिवर्तित हो गया है। इन आविष्कारों के कारण आज का मनुष्य अत्यन्त शक्तिशाली हो गया है। उसने प्रेति के अपार रहस्यों को जान लिया है। जल, बिजली तथा भाप पर उसका अधिकार हो गया है। आकाश उसके शब्दों को विश्व के एक कोने से दूसरे कोने में ले जाने में समर्थ है। पृथ्वी उसके चरणों में है तो गगन उसकी मुट्ठी में। परन्तु मनुष्य का यह विकास एकांगी है। उसकी बुद्धि का विकास तो हो गया है परन्तु उसके हृदय की भावनाएँ पीछे रह गई हैं। आज भी मनुष्य दूसरों के अधिकार छीन रहा है। कमजोर व्यक्तियों के जीवन को मसल रहा है। वह अर्थ, जमीन तथा सत्ता प्राप्ति के लिए युद्ध छेड़ रहा है। वह दूसरों को मिट्टी में मिलाकर अपनी उन्नति करना चाहता है। वह प्रेम, सत्य तथा न्याय के साथ आपसी झगड़ों को सुलझाने के स्थान पर बल प्रयोग करता है। अब भी वह हिंसा से प्रेम करता है। उसके हृदय में विद्यमान क्रोध का सर्प चहुँ ओर विष फैला रहा है। अपहरण, शोषण, लोभ, वासना तथा विषमता की कुप्रवृत्तियाँ उसे घेरे हुए हैं। इस प्रकार एक ओर तो आज का मनुष्य आकाश पर चढ़कर ग्रहों नक्षत्रों की आवाज़ सुन रहा है तो दूसरी ओर मानवता को अपने पैरों तले रौंद रहा है। उसका शरीर दूसरों के खून से रंगा हुआ है। उसके काम पशुओं से भी बदतर है।

वर्तमान सदी में प्रत्येक मनुष्य का जीवन बेहतर बनाने के लिए आवश्यकता है मानव की बुद्धि तथा हृदय के समन्वय की। हृदय के साथ बुद्धि का योग ही उसके आचरण को संतुलित कर सकता है। ईसामसीह, महात्मा बुद्ध, गुरुनानक, विवेकानन्द, दयानन्द सरस्वती तथा महात्मा गाँधी जैसे अनेक महापुरुषों ने समय-समय पर लोककल्याण के लिए उपदेश दिया परन्तु मनुष्य ने सदा ही इन महापुरुषों को वाचिक सम्मान दिया है। यदि हम सच में धरती को युद्ध, घृणा, मोह, लोभ तथा अहंकार से मुक्त करना चाहते हैं; धरती पर धर्म तथा दया का दीपक जलाना चाहते हैं तो हमें स्वामी विवेकानन्द की शरण में जाना होगा। उनके दर्शन तथा विचारों को अपने जीवन में लागू करना होगा। स्वामी जी का सन्देश ही मानवता के इस डूबते हुए जहाज को किनारे तक पहुँचा सकता है।

आज सम्पूर्ण विश्व युद्ध, आतंकवाद, धार्मिक विद्वेष, गरीबी, शोषण, महिलाओं की दुर्गति तथा भयानक रोगों जैसी अनेकानेक समस्याओं से जूझ रहा है। इन समस्याओं का समाधान करने में स्वामी विवेकानन्द का दर्शन तथा विचार अत्यन्त लाभदायक हो सकते हैं। स्वामी जी के विचारों से केवल भारत ही नहीं सम्पूर्ण विश्व लाभान्वित हो सकता है। स्वामी विवेकानन्द महान् इसलिए हैं क्योंकि इनके विचार देश तथा काल की सीमाओं का अतिक्रमण करते हैं। इनके विचारों से निसृत होने वाला ज्ञान, प्रेरणा तथा तेज आधुनिक युवा पीढ़ी का मार्गदर्शन कर सकता है।

संस्कार चेतना, अन्तरराष्ट्रीय मूल्यांकित शोध पत्रिका

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66. **TRANSFORMING SPIRITUAL LANDSCAPES: GURU NANAK AND MARTIN LUTHER AS CONTEMPORARIES**

Gyankosh: An Interdisciplinary Journal
Special Volume, November 2019
To Commemorate 550th Birth Anniversary of Guru Nanak Dev Ji

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Transforming Spiritual Landscapes: Guru Nanak and Martin Luther as Contemporaries

Dr. Harneet Kaur Sandhu*

Abstract

As mankind enters unprecedented domains in the field of technological and materialistic advancement, the moral and spiritual compass of human life needs firm anchors. Today, more than ever, the teachings of Guru Nanak can guide and help mankind navigate crisis of faith. The present paper examines the teachings and basic philosophical tenets of two figures, Guru Nanak and Martin Luther, who lived at the same time in history and founded two ways of life, Sikhism and Protestantism. The paper studies some thought processes which are common to both. There are vast grounds of differences also in the teachings of both Guru Nanak and Martin Luther, but both stressed on the human being as essence of the divine.

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67. THE VIEW OF GURU NANAK ON HINDUISM AND ISLAM

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THE VIEWS OF GURU NANAK ON HINDUISM AND ISLAM

Jasneet Kaur*

The notion and essence of present religions i.e. Hinduism and Islam during the time of Guru Nanak incite him not to recognize himself with any of them. Infact, he utilizes such concept to judge all present religious theory and process. For Guru Nanak, 'the true believer does not adopt a *marga*; he does not belong to a path; he is concerned with true religion alone.'

For Guru Nanak, spiritual knowledge is the basis of perfect divinity like other great saints. He was against the constituents of present religion which create caste discrimination, narrow-mindedness, sectarian divisions and all formalities. He appeared to brighten the life of people from false beliefs and prejudices. Nanak tried to inculcate logic behind every religious practice so that all men should not follow it blindly. In this way he was able to provide clear idea of religion. It resolves the malaise of doubt, thus supplied a ray of hope.¹

The invasion of Muslims had effected the cultural development of India immensely. At that time, Punjab had to face Muslim arms as well as culture which entered India. The Punjab was under the Muslim rule in the fifteenth century than any other state. The Muslim saints and faqirs were penetrated in the towns and villages of Punjab. The thoughtful environment was created by such saints in people. It prepared ground for integration of ideas that could take place². In such atmosphere of gloom and blindness, saints and prophets come to recover it from unpleasantness.³ In such world, Mehta Kalu (an accountant) was blessed with a son, Nanak, a name common to both Hindus and Musalmans.⁴

In the history, Guru Nanak is one among great men whose reflection was preserved in the sentiments of people and whose personality go beyond time and space. Infact, he was associated great men who are not the proprietorship of any particular creed or religion, but universal to entire human race. The subsequent well-known statement of the Punjab clearly represents the public perception of regard and honor for him:

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68. STUDY OF CERTAIN MIXED TYPE LACUNARY INTERPOLATORY POLYNOMIALS (0; 0, 2)

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STUDY OF CERTAIN MIXED TYPE LACUNARY INTERPOLATORY POLYNOMIALS ON (0; 0, 2)

Dr. Kumud Srivastava*

ABSTRACT

In the present paper we have studied the problem of existence, uniqueness and explicit representation for various mixed type Lacunary interpolatory polynomials on finite interval $[-1, 1]$. The study of interpolation mainly began with (0, 2)-interpolation problem of P. Tura'n which means prescribing values of the function and its second derivative at given set of nodes.

Introduction

The Constructive theory of functions has been developed as a vital branch of Mathematical Analysis. Approximation Theory is flourishing at the unprecedented rate and it has grown tremendously. After solid foundations laid by earlier mathematician De La Vallee, Poussin, Jackson and Bernstein the development of Approximation Theory has been possible on account of singular contributions of Russian mathematicians especially Acheizer, Natanson, Chebychev, Kalmogrov and Markov.

The Study of Approximation deals with the question that arises in the approximate representations of arbitrary functions by simplest analytical expedients possible. The investigation of relationship between various structural properties of functions, the character of their possible approximations by Polynomials, construction of such polynomial etc. constitute an interesting part of the subject, which is fast developing and has its link with other branches of analysis, such as classical analysis, probability, statistic and computer science.

Interpolation

For a given set of values of the function $f(x)$ at set of values of n , we may require to determine either the value of $f(x)$ at the intermediate values of x or the values of x for which $f(x)$ has some specified values. The process of this type is called interpolation. Polynomials have been use as approximation to given functions. One major reason for their importance is that they uniformly approximate continuous functions. This is illustrated by classical Weistrass theorem.

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69. THE INFLUENCE OF ONLINE SHOPPING BEHAVIOUR ON LOYALTY TOWARDS WEBSITES

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THE INFLUENCE OF ONLINE SHOPPING BEHAVIOR ON LOYALTY TOWARDS WEBSITES

Ms. Surjit Kaur*

ABSTRACT

The dawn of the internet has altered the shopping pattern of customers. Now, shopping is possible at any time from any place. One need not face the hassles of traffic and long queues for billing. With mushroom growth of shopping websites, it's a challenge to retain the customer base. Getting new customer can add to the cost of a firm, than retaining the existing customers, therefore prudent websites are constantly making exertions to improve customer loyalty. The purpose of this paper is to understand the online shopping behavior of customers and further to investigate that how shopping behavior of customers affect their loyalty for the websites visited and used by them for online shopping. The study draws its sample from the young population of India i.e. students. 200 college going students participated in the survey where data was collected using a self-administered questionnaire. The collected data was analyzed using descriptive statistics, independent –test and analysis of variance techniques. The results revealed that customer loyalty is high irrespective of online shopping behavior exhibited by them.

Keywords: Customer, loyalty, Online shopping, shopping behavior, websites.

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2018-19

70. FACTORS INFLUENCING PURCHASE BEHAVIOUR OF MILLENNIAL GENERATION TOWARDS PERSONAL CARE PRODUCTS



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Factors Influencing Purchase Behaviour of Millennial Generation Towards Personal Care Products

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ARTICLE DETAILS

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Published Online: 20 January 2019

Keywords

Purchase Behaviour, Personal Care products, Millennials

ABSTRACT

The consumer Purchase behaviour has emerged as a hot topic for the marketers of today. Keeping that in mind, the study aims to identify the major factors that determine millennial generation's purchase of personal care products. Millennials are the young consumers of 18 – 32 years and are considered as the most powerful consumers of today. To achieve the objectives of the study, the primary data has been conveniently collected from 200 young millennials of Chandigarh, Mohali and Panchkula. Further, it has been analysed using Exploratory Factor Analysis. The study revealed that there are six main factors that influence millennial's purchase towards Personal Care Products namely – Product Characteristics, Promotion, Packaging and Distribution, Offers and Easy Availability, Brand and Price. The research provides valuable insights for retailers and manufacturers of personal care products by indicating the important determinants that influence the millennial generation's purchase of personal care products.

1. Introduction

Today every individual is playing the role of a consumer and makes a lot of purchase decisions every day. This makes the consumer purchase behaviour always a hot marketing topic. They perform a vital part in the growth of organizations as they generate revenues for the organizations by purchasing, using and making others to buy their goods and services. On the other side, consumers are open to numerous windows of information, variety of products and a lot of choices available in the market place to influence their purchase decisions. Therefore, one could observe constant change in the consumer's buying patterns and product preferences which necessitates the marketers to have a detailed knowledge of the consumer's purchase behaviour. According to Lamb et al. (2010), understanding of purchase behaviour can be used to study the attitude of consumers, predict their behaviour and preferences in certain situations as well as helps in influencing their buying behaviour. According to Kardes et al. (2011), the knowledge of consumer purchase behaviour helps the marketers to understand the psychology of how consumers think, feel, augment and select among various alternatives. Further, the understanding of the consumer purchase behaviour, help the marketers to frame the marketing strategies which are appropriate for the target market.

The purchase behaviour of millennial generation is distinguishable and unique. Their purchase behaviour, attitude and purchasing pattern have become significant for consumer research recently due to their enormous spending power their immense spending power, their capacity of becoming trendsetters, their rapid adoption for new and innovative products and their ability for becoming a lifetime customer (Martin and Bush, 2000). The generation is very expected to spend their cash as speedily as they acquire it, usually on goods and personal services (Der Hovanesian, 1999). Their majority purchases are clothes, shoes, jewellery, sports equipment, entertainment, food and beauty and personal care (Barbagallo, 2003).

In this research, Millennial's or Generation Y rs purchase behaviour with regards to Personal care Products has been studied as the generation makes a huge portion of beauty and personal care consumers as personal grooming is deeply rooted in their culture. Their spending on purchase of beauty and personal care products is more than an average buyer.

2. Literature Review:

Osman S. et al. (2011) examined the influence of sales promotion on university student's purchase behaviour and concluded a significant relationship between sales promotion and purchase behaviour of generation Yrs. Zab, H. et al. (2011) revealed that status branding, brand attitude, paying premium for branded clothing, self – concept and reference groups have a positive influence on purchase behavior of females while purchasing fashion clothing. Eze et al. (2012) conclude that Brand image, product quality and product knowledge have a significant influence on purchase of cosmetics whereas promotion was not a significant factor. Lay-Yee K.L. et al. (2013) in their study showed that generation Y's purchase of smart phones are determined by product features followed by convenience, brand, dependency, social influence and price. Kowang, T.O. (2018) found that four factors namely – pricing, aesthetic, features and interpersonal influence, affect the car purchasing most amongst millennials.

3. Research Methodology:

(1) **Objective of the Study:** The main objective of the paper is to identify the major factors that determine millennial generation's purchase of personal care products.

(2) **Population, Sample, sampling technique and Data collection method:**

The population for the study comprised of millennial generation (born between 1982-2000), aged 18 – 32 years, as this generation has been proven to be the major influencers of purchases. A sample of 200 respondents from Chandigarh, Mohali and Panchkula was selected for the study. The data for

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71. BODY COMPOSITION AND FLEXIBILITY VALUES OF INTELLECTUALLY DISABLED CHILDREN: EFFECTS OF PHYSICAL ACTIVITY PROGRAMME

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BODY COMPOSITION AND FLEXIBILITY VALUES OF INTELLECTUALLY DISABLED CHILDREN: EFFECTS OF PHYSICAL ACTIVITY PROGRAMME

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ABSTRACT

Purpose. The aim of the present study is to evaluate the effects of structured physical fitness plan on body composition and flexibility values of intellectually disabled children of experimental and control group. **Methods.** An experimental study has been designed to see the effects of structured physical fitness plan on body composition and flexibility values of intellectually disabled children. The experimental group was undergo structured physical fitness plan for Twelve weeks whereas the control group was not exposed to any treatment. To determine the effects of structured physical fitness plan, 40 intellectual disabled boys from Government Rehabilitation Institute of Intellectual Disabilities (GRIID) Chandigarh were selected as subjects. The subjects were assigned randomly to experimental group (20) and control group (20). The age of subjects ranged between 13 to 17 years. The Brockport Physical Fitness Test Manual was used for the purpose of measuring the score of body composition and flexibility values of subjects for the present study. Sum of triceps and calf, Body mass index and Back-saver sit-and-reach test were used. **Results.** The results of the study illustrate that there was a improvement in the body composition (Sum of triceps and calf) of experimental group ($t=6.08, p<.000$) as the mean score of the post and pre-test differ significantly and significant differences were reported in the means score of pre and post-test of the control group ($t=4.12, p<.001$). The results of body composition (body mass index) of experimental group ($t=2.67, p<.015$) found significantly different and whereas control group ($t=1.97, p<.064$) reported insignificantly different. Flexibility reported significantly different in experimental ($t=8.80, p<.000$) and insignificantly different in control group ($t=.66, p<.516$).

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72. SINO- JAPANESE DIPLOMATIC RELATIONS (1871)

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Sino - Japanese Relations in early Meiji Era : Status of Ryukyu and Taiwan

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Both China and Japan had tributary relations with Ryukyu for several centuries prior to its annexation by Japan in 1879. Claimed simultaneously by two powerful neighbours, dual suzerainty over the Ryukyu archipelago, a chain of some 60 islands that lie between Taiwan and Japan, continued to remain shrouded in ambivalence, complexity, and peculiarities. Taking note of this wildered status of Ryukyu Islands, an eighteenth century Japanese scholar Hayashi Shihei (1738-1793) commented that the Ryukyu kingdom, being between two countries of China and Japan, "subjects herself to both countries and pays tribute to both. She uses the Japanese calendar when she deals with Japan and the Chinese calendar when she contacts China".¹

In an age when the international affairs of the countries of East Asia were governed according to the norms of the Chinese tributary system,² the kingdom of Ryukyu (Liu-ch'iu in Chinese) also maintained regular tributary relations with China. It was in 1372 that the Ryuku King Satto (1349-1395) sent the first mission from Okinawa to China, then under the rule of Emperor Hung-wu (1368-1403) of the Ming dynasty. The successive princes of Ryukyu continued this trend and every year ships sailed from Okinawa to Fukien. This annual contact with china, which was political and cultural as well as commercial, greatly enriched the 'Chuzan state', as the Ryukyu kingdom under Satto's rule came to be known. The kingdom gained further eminence during the reign of King Sho Hashi (b. 1372, r. 1406-1439) who brought various petty and loosely scattered principalities under his control and united them to the island of Okinawa, the seat of 'Chuzan state'. In order to derive benefits from the mainland trade and enhance his own position, Sho Hashi even entered into tributary relations with China during the reign of the Ming emperor, Yung-lo (r. 1403-1425). In course of time, the Ryukyu Islands became an important and thriving centre of East and Southeast Asian commerce.

¹ *Sangoku tsuran zusetzu (Illustrated account of three countries)* in Kikuchi Kenjiro, "Ryuku ga honpo oyobi Shina ni taiseshi kankei o ronzu" (Discussion of Ryuku relation with Japan and China), SZ, 7.10:860-861 (October 1896); quoted in Robert K. Sakai, "The Ryukyu (Liu-ch'iu) Islands as a Fief of Satsuma" in John K. Fairbank (ed.), *The Chinese World Order: Traditional China's Foreign Relations* (Cambridge: Harvard University Press, 1968), p.112.

² The tributary system was a distinct type of imperialism and diplomacy by which the power of the Chinese empire was extended far beyond its territorial limits. It was based on the belief that the Celestial (Chinese) Empire was the hub of the universe and that about this hub were grouped barbarian or uncivilized states. Under the tributary system, a tributary monarch was required to obtain investiture from the Emperor of China. In submitting to the overlordship of China, the acquiescing states were motivated by various considerations fear of the military might of the Chinese empire, need for security and military assistance against hostile neighbours and desire to partake of the benefits of a superior culture, and prospect of lucrative trade.



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73. FIRST DIPLOMATIC TREATY BETWEEN CHINA AND JAPAN (1871)

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First Diplomatic Treaty between China and Japan (1871)

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The purpose of this study is to assess the nature of first formal diplomatic relations between China and Japan in September 1871 and examine its impact on Sino-Japanese relations. It was a period when both Japan and China were trying to form an East Asian regional defence to resist their common foe, the west. This study is significant as it marked the first step in the course of Japanese diplomacy and imperialism.

In the long course of Japanese history, the initiative to establish contact with china, whether cultural, political or commercial, came primarily from Japan. A noteworthy feature of Sino-Japanese relations is that while the Japanese, overwhelmed by China's exemplary civilization, had accepted cultural tutelage – they made a lot of fuss in recognizing the existence of a superior international system or in accepting any degree of political subordination to China, and were able to remain outside China's international order. Except for a brief period, when the third Ashikaga Shogun, Yoshimitsu (1358-1408), accepted 'vassal state' relationship with the Ming Emperor of China, an arrangement which was ephemeral, Japan never became a dependent country.

The greatest problem from then on in Japanese foreign policy was how to interpret and build Japan's national identity vis-a-vis a Sinocentric order and how to conduct trade with China and at the same time uphold Japan's equality with China. The Tokugawa bakufu resolved it by building in 1630s a self-sufficient autonomous system of diplomacy in consonance with the demands of Japanese sovereignty and of bakufu legitimacy bound with the mythology of imperial divinity.¹ In this diplomatic network, the shogun asserted the title of 'Great Prince of Japan' (*Nihon-koku taikun*) and established contacts which were beneficial to them on an ad hoc basis dealing with each in a different fashion. The Tokugawa organized relations under two categories: (a) direct diplomatic relations (tsushin) with Korea and the Ryukyu. In this, however, while the bakufu recognized a peer in Korea, the Ryukyu kingdom was treated as a vassal state. The status of Ryukyu was peculiar as it was simultaneously regarded as a vassal state by China as well; (b) direct trade relations (tsusho) with China, and also a – Western country Holland.² There was no state-to-state correspondence between the bakufu and these two countries. Nevertheless, the Chinese and Dutch traders were permitted to participate in trade at Nagasaki, the only port opened to the outsiders after

the promulgation of 'national seclusion' (edicts) in 1630's which lasted till the middle of the nineteenth century.

After the appearance of European vessels in increasing numbers in Japanese waters in the late-eighteenth and early-nineteenth centuries, several Tokugawa intellectuals and strategies began to argue in favour of forming a defensive alliance with the countries of East Asia, especially to stave off the Western menace. Several distinct features emerged from the brief account of the long history of Japanese contact with the neighbouring continent. They include: (a) the central importance of china and its civilization in Japanese eyes, but resistance against being drawn into a subordinate relationship; (b) the distinction between diplomatic and commercial relations; and (c) the strategic importance of Ryukyu, Taiwan and Korea as routes to the mainland and conversely, to Japan.

The defeat of China, traditionally regarded by the Japanese as the region's "great power", at the hands of the British during the Opium Wars, came as a profound shock to the samurai elite, who were convinced that if China were to fall under the domination of the Western imperialist power, Japan would find itself increasingly vulnerable to Western pressure. After Commodore Perry's "Blackship" incident of 1853, fear of foreign domination became a fixation in the psyche of Japanese leaders. Despite revelation of China's military weakness in the opium Wars, the Japanese promoted the idea of Sino-Japanese solidarity and argued that Japan and China, which were "as close as lips and teeth", should stand together to defend East Asia against the intrusion of the predatory West.³ It was argued that the safety of Japan's neighbouring countries, Korea and China, was essential for Japan's survival as an independent state. Frightened by Russian attempts to grab the Tsushima islands (Passadonick incident, 1861) Hirano Kuniomi, a bakumatsu intellectual, recommended an immediate dispatch of an embassy to solicit China's cooperation and envisaged a plan to approach Korea as well.⁴

In June 1862, barely eight years after Commodore Perry had forced the opening of Japan to Western commerce and diplomacy, the Tokugawa shogunate made its first attempt to establish commercial and diplomatic ties with China: a mission was sent under an official named Mahira Rokuro with thirteen businessmen to obtain permission for the Japanese to trade in

¹ Sushila Narsimhan, *Japanese Perceptions of China in the Nineteenth Century: Influence of Fukuzawa Yukichi* (New Delhi: Phoenix Publishing House, 1999), p.2.

² Ronald P. Toby, *State and Diplomacy in Early Modern Punjab: Asia in the Development of the Tokugawa Bakufu* (New Jersey, Princeton University Press, 1984), p.97.

³ Sushila Narsimhan, p.82.

⁴ Kawahara Hiroshi, *Ajia e no Shiso* (Tokyo: Maeno Shobo, 1969), p.17; quoted in Sushila Narsimhan, p.83.

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74. AMBEDKAR A CRUSADER OF SOCIAL JUSTICE: WITH SPECIAL REFERENCE TO INDIAN WOMEN

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Ambedkar A Crusader of Social Justice: With Special Reference to Indian Women

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Abstract

The Indian society has undergone prodigious social transformation in aspects of structure, institutions, culture and ideologies overtime. From helm of a progressive society during the Vedic period to being caught up in various socio-religious rigidities of post-Vedic and a continuous fight against these in the colonial rule, these changes have been revolutionary in nature and evolutionary in character. The social transformation achieved by the Indian society is contained in the Constitution of the country, the cause of which was championed by Dr. Bhim Rao Ambedkar. His passion for the concept of 'fraternity' brotherhood of mankind made him a crusader of social justice and a voice of the voiceless, talking about the problems impeding our society. This paper makes an attempt to explore Ambedkar's ideas on social justice, his untiring efforts for incorporating them in the constitution and emphasis on the role of the state. As chief architect of India's Constitution, he got it shaped clearly on the values of justice, liberty, equality, fraternity and dignity of man. His approach was radical and inspirational and revolved around the concept of inclusive development, with gender justice being of vital importance. The realization of his dream calls for sound system of governance and fortification of the concept of fraternity.

Key Words: Justice, Liberty, Equality, Fraternity, Democracy a way of life.

Introduction

"Positively, my Social Philosophy may be said to be enshrined in three words- Liberty, Equality and Fraternity. My philosophy has roots in religion and not in political science. I have derived them from the teachings of my Master, the Buddha. In his philosophy, liberty and equality had a place; but he added that unlimited liberty destroyed equality, and absolute equality left no room for liberty. In His Philosophy, law had a place only as a safeguard against the breaches of liberty and equality; but He did not believe that law can be a guarantee for breaches of liberty or equality. He gave the highest place to fraternity as the only real safeguard against the denial of liberty or equality or fraternity which was another name for brotherhood or humanity, which was again another name for religion". (P. No. 503) —Dr. B. R. Ambedkar

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75. UNDERSTANDING OF SCIENTIFIC TEMPER IN PUNJAB: AN ANALYSIS OF THE PIONEERING CONTRIBUTION OF PROFESSOR RUCHI RAM SAHNI

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Understanding of Scientific Temper in Punjab : An Analysis of the Pioneering Contribution of Professor Ruchi Ram Sahni

Dr Surinder Kaur

ABSTRACT

The closing decade of 19th century in Punjab was a period of critical evaluation and introspection of for most of the intellectuals, who were exposed to the philosophy of European enlightenment through the British colonial expansion. The schools, colleges and universities established throughout the length and breadth of the country and produced a powerful intelligentsia; this is in its turn unfolded a remarkable educational renaissance. Punjab grew more conscious of the likely impact of modern science on the individual and national life. However, in spite of the educational growth, there was little scientific research done till the end of 19th century. This is hardly surprising, since the British were always half-hearted in spreading scientific education in the country. Ruchi Ram Sahni was the first Punjabi to gain recognition as a man of science in the 19th century. The paper attempts to weave diverse strands of colonial history into a coherent and comprehensive narrative so as to situate the development of scientific temper in colonial Punjab amidst historical moorings. Primarily the paper would focus on the contribution made by Ruchi Ram Sahni, (1863-1948) in fostering the scientific spirit in colonial Punjab.

Ruchi Ram Sahni was a professor, scientist, and good commentator on science. Though he was born in Dera Ismail Khan, his entire education took place in the city of Lahore. While doing M.A. in the subjects of chemistry and physics Ruchi Ram Sahni came into contact with Professor J.C. Oman, who was accredited for establishing the science branches in Government College, Lahore. Professor Oman instigated Ruchi Ram Sahni to get out of his dilemma, when as a student of M.A. he was reluctant to join his post as a Second Assistant Reporter in the Meteorological Department of the British Government owing to his interest in the teaching assignment and research activities. Aware of the bias of colonial authorities against the appointment of Indians in teaching jobs, he advised him to join Meteorological Department and return to teaching job whenever it was accessible. J.C. Oman argued that the excellent facilities for science education at Presidency College, Calcutta, would give Ruchi Ram Sahni a chance to complete his Master's degree. Ruchi Ram Sahni followed this advice and got training as Metrologist in Calcutta University. The Pioneer (Allahabad) – an English magazine published columns criticising his selection by putting forth arguments that Indians were unfit for such exalted tasks which involved preparation of reports. His detractors were quietened when he executed his duties effectively and also forecast an approaching cyclone in the Bay of Bengal.

During his days in Calcutta, he took keen interest in the propagation of Brahma Samaj. Where he met Professor J.C. Bose, who was working in Presidency College. The Brahma intellectuals Assistant Professor (History), Guru Gobind Singh College for Women, Sector -26, Chandigarh

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76. RESTORING THE TRADITIONAL TECHNIQUE OF RUMAL EMBROIDERY FROM HILL STATES OF PUNJAB

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RESTORING THE TRADITIONAL TECHNIQUE OF *RUMAL* EMBROIDERY FROM HILL STATES OF PUNJAB

Dr. Rohini Arora*

Abstract

Since olden times, before 1948, Hill states of Punjab have been famous for its textile industry. The tradition of *rumal* (coverlet) embroidery was prevalent throughout this region. The most popular article made was embroidered coverlets and hangings known as *dhkanu* (square coverlets) or *chhabu* (circular coverlets) used for covering the ceremonial gifts as well as offerings made both for gods and rulers(1). In the first half of 19th century, the embroidery activities declined in this region on withdrawal of patronage and radical political changes in the region. However, the tradition of embroidery was still continuing in Chamba but it lost its artistic element and reduced to mere embroidery (2). One of the significant factors declining the quality of embroidered products was deviation from traditional technique and decorative features seen in earlier artifacts. In present paper attempt was made to identify important characteristics of craft with respect to *rumal* and other articles made in embroidery. The significant findings were studied from photographs of museum pieces and personal collections. Technique was classified and studied with respect to stitch direction, filling stitches and outline stitches. Furthermore, ornamental features were also studied which were integral part of embroidery.

Keywords: *Rumal, Dhaknu, Chhabu*, Technique, Ornamental features

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77. SPLENDOR OF PAHARI EMBROIDERY

<https://globalinch.org/article/splendor-of-pahari-embroidery/#:~:text=The%20embroidery%20was%20seen%20on,to%20each%20one%20of%20them>



Crafts, Handlooms, Art

Splendor of Pahari Embroidery: Documentation of Technique and Decorative Features

Arora, Rohini
Issue 03, Autumn 2019

Issue #003, Autumn, 2019 ISSN: 2581- 9410

ABSTRACT Since olden times, before 1948, Hill states of Punjab (present day Himachal Pradesh or *Pahari* states) were well known for tradition of illustrious embroidery on articles made by women in their leisure time with great passion. The embroidery was seen on religious textiles, apparel and other utilitarian household objects. Since the Pahari embroidery was widespread in larger area, different styles of embroidery were discerned yet distinctive in treatments given to each one of them. The most acclaimed were double sided embroidered coverlets and hangings known as *dhkanu* (square coverlets) or *chhabu* (circular coverlets) used for covering the ceremonial gifts as well as offerings made both for gods and rulers (Sharma, 2009). However, the other articles were equally fascinating but not much attention was given to their documentation in comparison to embroidered coverlets. The double sided coverlets are still made in Chamba but other styles of Pahari embroidery are no longer practiced. The present research paper focused on



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YOUR VIEWS

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78. INFORMATION SEEKING BEHAVIOUR OF USERS OF T.S. CENTRAL STATE LIBRARY, CHANDIGARH

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Information Seeking Behaviour of Users of T.S. Central State Library, Chandigarh

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Public Libraries, Information Seeking Behaviour.

ABSTRACT

Public libraries are the manifestation of Democracy. They are the store house of intellectual works of our forefathers. They are charged with the responsibility to connect the society with education. The current study was undertaken to determine the Information Seeking Behaviour of T.S. Central State Library, Chandigarh. "The Information Seeking behavior is mainly concerned with who needs what type of information for what reason; how information is found, evaluated and used" (Kumar, 1990). The motive was to understand their information requirements and the problems they faced, so that the library may serve their needs in a better way. The study was carried out with the help of structured questionnaires to analyze the information seeking behavior of different types of users and indiscriminately selected 118 users of the library. The data was analyzed using descriptive statistics which include frequency count percentages and tables.

1. Introduction

Information enables the individuals to adjust herself / himself in changing environment. In the era of Information explosion and information overload, it is very difficult to have access to all the information resources. Libraries help us to tackle with this situation. Out of the different types of libraries develop by the society; Public Libraries are the most popular because of the functions performed and services they offered. Public libraries are the social organizations which provide services based upon books and information to the general public.

To serve the needs of the users of the libraries, it is very much required to study the information seeking behavior of their patrons, as the public libraries serves the whole community irrespective of their age, gender, socio-economic class, language, disabilities and profession.

2. Concepts and Definitions of Public Libraries

Public Libraries in general are those service organizations which serves the general public as a whole. They perform a very important role in upgrading the society by keeping them connected with the education. Public Libraries exist everywhere with a social mission of development of the community. They are the source of knowledge and information which is readily accessible to all the members of the community. Their purpose is to serve the general public and disseminate the information needed generally along with providing the CDs, light reading books, etc. for entertainment and leisure purpose.

The public library has been defined differently by different authors depending upon the importance they give to its objectives:

UNESCO defines Public Library as "the local gateway to knowledge, provides a basic condition for lifelong learning, independent decision making and culture development of the individual and social groups"

The National Knowledge Commission (NKC), of India illustrated Public Libraries as gateways of knowledge and continued that a "Library is not a building stacked with books – it is a repository and source of information and ideas, a place for learning and enquiry, and for the generation of thought and the creation of new knowledge. Public libraries in particular have the potential to bridge the gap between the information poor and information rich by ensuring that people from all sectors and settings of society and the community across India have easy access to knowledge seeking".

3. T.S. Central State Library, Chandigarh: An Overview

The T.S. Central State Library is a well renowned Public Library of the City Beautiful Chandigarh. It is named as "Tirlok Singh Central State Library". The library was established in 1955, under the scheme of Government of India for the promotion of Art and Culture. After reorganization of the Punjab, it came under the control of Chandigarh Administration. The liberal grants from the Chandigarh Administration have helped the library grow rapidly to fulfill the diverse needs of the users. The library is beehive of intellectual activities. The library has visitors from different walks of lives. Students, professionals, Housewives, Children, senior citizens flock to the library as it affords a wide range of books covering a large number of topics. Latest books are the earliest to reach this library.

The T.S. Central State Library has given a positive thrust to book culture and connected activities. The library accommodates the demands of northern sectors and villages of the Chandigarh with a set-up of two (2) branches and a mobile van. People have free access to the ideal reading material at their doorstep. It has a State Library Planning Committee under the Chairmanship of Home and Education Secretary and Special Secretary Finance Cum Director Higher Education is the Vice Chairman. Distinguished educationists and nominee of Raja Ram Mohan Roy Library Foundation are the members. The Committee meets at the regular intervals to



79. THE PRISON LIBRARY: ITS ROLES AND CHALLENGES

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The Prison Library: Its Roles and Challenges.

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Abstract

Reading is a universal right. Considering the need for sound library and information services to be provided to all in the society of today, establishment of Prison Library is very much required. In this paper, along with the role of Prison Library the challenges are also discussed. These libraries have very important roles to play in the life of inmates. To achieve the goals of these libraries, the staff and the authorities have many challenges in front of them. If the authorities follow the standards and guidelines, wisely plan their course of action and execute it properly, the goals can be achieved.

Keywords: Prison Libraries

Introduction

There is no friend as loyal as a book. A good book is a good guide, friend, teacher and a great company. The library, which is a hub of good books and other knowledgeable and recreational resources are made accessible for use, can fabricate the social, emotional and spiritual wellbeing among the people who are behind the bars or working in correction cells. It is important to build an atmosphere inside the correctional institutions so that the aim of these institutions may be achieved i.e. to normalize and reintegrate the inmates into the society. The inmates in the prisons or in the correctional institutions come in contact with the prison culture. If they get the access to the good books, mass media, etc. we can prepare them for the life outside. The significant tool in this course of action of normalization and rehabilitation is the prison library. The provision of the prison library helps the inmates to improve their personality behind the bars.

Prison Libraries Standards and Guidelines

Standards and guidelines are required to establish any institution. Therefore for Prison Libraries too the standards and guidelines do exist as a tool at national and international level for the establishment, development and management of these libraries. According to, the International Federation of Library Associations and Institutions (IFLA);

“Every institution shall have a library for the use of all categories of prisoners, adequately stocked with both recreational and instructional books, and the prisoners shall be encouraged to make use of it.”

The IFLA Guidelines were developed with the supposition that all citizens may be general public or prisoners, are allowed to have right to use the information. And for prisoners, the libraries should be located inside the prisons to provide access to the reading materials without any hindrance. In addition to this, the prison library must be an essential and integral part of the prison and the prisoners should get the ample time to use it. Further, the library should promote an environment of intellectual freedom, inquisitiveness,



80. DO AMINO ACIDS PREFER ONLY CERTAIN BACKBONE STRUCTURES? STEERING THROUGH THE CONFORMATIONAL MAZE OF L-THREONINE USING MATRIX ISOLATION INFRARED SPECTROSCOPY AND AB INITIO STUDIES

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Do amino acids prefer only certain backbone structures? Steering through the conformational maze of L-threonine using matrix isolation infrared spectroscopy and *ab initio* studies



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ABSTRACT

The conformations of L-threonine have been studied using matrix isolation infrared spectroscopy and *ab initio* computations. Computations at the M06-2X/6-311++G(d,p) and MP2/6-311++G(d,p) levels of theory, yielded 38 conformers of L-threonine. Single point energies were also computed at the MP2/CBS and CCSD(T)/6-311++G(d,p) level. All the conformers were classified into eight groups, depending on its backbone structure. Four conformers, whose populations were computed to be in excess of ~10% or greater, were observed in our matrix isolation experiments. We further analysed the factors influencing the conformational preferences in L-threonine and it was found, through our AIM and NBO studies, that the conformational stability resulted from an interplay of intramolecular hydrogen bonding and orbital delocalisation interactions, particularly the vicinal interactions. Earlier work had alluded to a bifurcated N-H...O=C type hydrogen bonding interactions as being important in stabilizing certain conformations. However, we do not find evidence for such interactions and it appears that those structures are stabilized more by vicinal delocalisation interactions. We have also demonstrated that a pattern seems to exist in the backbone structures adopted by the amino acids, which is displayed through a "conformational dashboard". We have shown that the low energy conformers of L-threonine adopted only certain backbone structures out of the possible eight. Our preliminary computations seem to show that the same backbone structures are probably adopted by a number of other amino acids, pointing to a general pattern adopted by amino acids; an aspect that may have important consequences in rationalizing protein structures.

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1. Introduction

Threonine and isoleucine are the only two naturally occurring α -amino acids with two chiral centres. Of the four diastereomers of threonine, L-threonine (2S, 3R) is an essential α -amino acid, which constitutes a large part of connective tissues and plays an important role in liver and bone health. The amino acid residues of L-threonine (Thr) in the GABA receptors, present in central nervous system (CNS), exhibit a crucial role in molecular recognition and docking action of anaesthetic agents, such as propofol, in the brain cells [1]. The structure and functions of proteins and enzymes depend on the nature of amino acid residues and it has also been established that the conformation of side chain of amino acid residues in proteins,

influence the protein structure [2]. A detailed understanding of conformational landscape of amino acids can therefore serve as the basis for understanding and predicting structure and function of protein and enzymes.

The conformational landscape of various amino acids such as glycine, alanine, valine, leucine, phenylalanine, isoleucine, serine, cysteine, lysine and others has been explored both experimentally and theoretically, using *ab initio* calculations at various levels of theory [3–19]. The conformations of L-threonine using *ab initio* computations have also been studied [20–24]. Zhang et al. [23] reported a total of 71 conformers of gaseous threonine, following a systematic analysis of 1296 initial geometries at the B3LYP/6-311G* level, whereas Szidarovszky et al. [24] in their computational studies of 7776 trial geometries, at the HF/3-21G level, followed by B3LYP and MP2 level studies, reported 56 different conformers of L-threonine. In an experimental study using Fourier Transform Microwave spectroscopy, Alonso and co-workers, observed seven

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81. EFFECT OF ASYMMETRICAL PERIPHERAL SUBSTITUTION OF SULFONIC ACID GROUP ON THE GEOMETRIC AND ELECTRONIC STRUCTURES AND VIBRATIONS OF COPPER PHTHALOCYANINE STUDIED BY COMPUTATIONAL AND EXPERIMENTAL TECHNIQUES

<https://in.search.yahoo.com/search?fr=mcafee&type=E210IN826G0&p=Effect+of+asymmetrical+peripheral+substitution+of+sulfonic+acid+group+on+the+geometric+and+electronic+structures+and+vibrations+of+copper+phthalocyanine+studied+by+computational+and+experimental+techniques>

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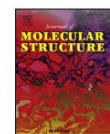


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Effect of asymmetrical peripheral substitution of sulfonic acid group on the geometric and electronic structures and vibrations of copper phthalocyanine studied by computational and experimental techniques



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ABSTRACT

The optimized geometry and vibrational frequencies of an organic compound copper phthalocyanine tetrasulfonic acid tetra sodium salt (CuPcTS) have been investigated using density functional theory. We have also optimized the structures of copper phthalocyanine (CuPc) and its substituted complex and simulated their vibrational spectra to study the substitution effects of sulfonic acid group at the peripheral sites of copper phthalocyanine. Experimentally, vibrational frequencies of these molecules have been studied using infrared absorption, Raman spectroscopic techniques. It has been found that the vibrational frequencies obtained from the theoretical studies generally agree with the experiment. Most of the bands show red shift in CuPcTS due to decrease of stretching force constant of C–C and reduction in the contribution from in-plane C–H bending vibrations. New bands have been observed due to S–O vibrations. Degeneracy of IR bands is removed because of change of symmetry from D_{4h} in CuPc to C_1 in substituted CuPc. Effect of substitution on the structural parameters and mode compositions of the vibrational bands have also been studied. The electronic absorption spectra of the substituted copper phthalocyanine in different solvents have been studied using UV–Vis spectroscopy. It has been found that the substituted copper phthalocyanine shows aggregation effect in water because of greater extent of hydrogen bonding. The direct optical band gap energy and refractive index of CuPcTS have also been calculated in the different solvents. We have also plotted the I–V characteristic for both the molecules and it has been found that electrical and photoconductivity of CuPcTS is more as compared to CuPc. The intermolecular charge transfer interactions have been studied by HOMO–LUMO and natural bonding orbital (NBO) analysis. The values of first order hyperpolarizability for both the molecules indicate that substituted copper phthalocyanine acquires excellent non-linear optical (NLO) properties. The interaction sites of the both the molecules have been studied by the molecular electrostatic potential (MEP) and solvent accessible surface area (SASA) analysis.

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1. Introduction

The study of phthalocyanine molecules has attracted a good amount of attention because of their biological importance. Due to their extensive coordination chemistry and thermal stability,

phthalocyanines (Pcs) have been extensively explored for their potential use in a number of applications such as the dye, solar energy conversion, artificial photo-synthesis, photo-dynamics therapy, non-linear optics and chemical sensors [1–10]. All these factors combined with various unique properties of molecules of this family have led to an unabated interest in their investigation. Electrical, thermal, optical properties etc. of phthalocyanines can be altered through three major pathways; (i) by replacing the central atom; (ii) by changing the meso atoms; and (iii) by modifying the

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82. IS MINIMALISM A SOLUTION TO GROWING CONSUMERISM

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IS MINIMALISM A SOLUTION TO GROWING CONSUMERISM

Dr. Savneet

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Abstract

Changing demographic profiles, increasing income levels, urbanization, technology, globalization and free flow of ideas from within and outside the country is bringing about a dramatic shift in consumer tastes and preferences.

The most challenging and exciting time to live in, is on the cusp of change. And that is where India is today. Will moving back to minimalism save the planet? David Wann has introduced the idea of "simple prosperity" as it applies to a sustainable lifestyle. From his point of view, and as a point of departure for what he calls real sustainability, "it is important to ask ourselves three fundamental questions: what is the point of all our commuting and consuming? What is the economy for? And, finally, why do we seem to be unhappier now than when we began our initial pursuit for rich abundance?" This paper is an attempt to understand the fact, that can simple living i.e. being less preoccupied with quantity and more concerned about the preservation of cities, traditions and nature a challenge for our modern quest for affluence.

INTRODUCTION

Indians have come a long way from being known as the shrewdest customers in the world, 'value factor' very much intertwined with their lives, so much so that even luxury brands have to devise unique pricing strategies to inspire the great Indian consumers. They are family people, giving more importance to nurture and care than ambition.

But the dramatic population growth with a large portion in the age band of 25-35 years with dual income is the catalyst behind the spectacular rise in consumer market in India. Liberalisation and globalisation- the twin drivers of employment and business opportunities.

The Indian consumer trend is moving towards bulk buying (buying from hyper markets) and living a stylish lifestyle, effect of the heavy western influence. Increasing number of beauty parlours in the city, eateries, designer wear, watches, hi-tech products are a few examples which mirror these changes.

The seller market is slowing giving way to the buyer's market. With economic liberalization initiated in 1991, new products have made way into the Indian markets, thereby increasing the product varieties. Import licensing restrictions have been abolished, and as a result an assortment of consumer goods has been flooding Indian markets. Indian consumers have always longed for foreign goods and with open-market policies being practiced by the government, their longings have apparently reached a fruitful end.

These changes in the structure of Indian society raise the question of whether consumption patterns in India will converge with those in Western countries. Will Indian consumers move closer towards what has been called a 'global consumer culture' (Alden et al. 1999; Merz et al. 2008) This idea is based on the assumption that globalization—i.e. greater and less restricted flows of capital, goods and information—together with media and the expansion of international brands will tend to homogenize consumer needs and wants

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83. SPIRIT OF FREEDOM

Gyankosh: An Interdisciplinary e-Journal
Volume I, December 2018

SPIRIT OF FREEDOM

Dr. Savneet*

Abstract

Each one of us is created with some purpose in life and that purpose can be attained by practicing free will. Free will is that we have the right to be free from the constraints that others might place on us. Sometimes, these restrictions are within our own psychological makeup. From the Humanistic perspective, freewill emphasizes the values of morality, dignity and personal transformation which mean that each human being is a good human being and each one needs love, acceptance and respect. But do we really get that? Are the individual differences accepted?

The main purpose of this study is to understand that the choices we make and our actions are the combination of the energies in the cosmos and the way they progress through time. This paper also considers why free will needs attention and how mastery to control the will results in the freedom of choice.

Key words: Free will, Freedom and Determinism

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84. THE ROLE OF WOMEN OF HARYANA IN THE FREEDOM STRUGGLE OF INDIA

Purva Mimaansa

A Multi-disciplinary Bi-annual Research Journal
(Double Blind Peer Reviewed)

Vol. 9 No. 1-2, March-Sep. 2018

ISSN : 0976-0237

UGC Approved Journal No. 40903

The Role of Women of Haryana in the Freedom Struggle of India

Dr. Surinder Kaur

Women participation in India's freedom struggle began over a century ago before it became independent in 1947. When the history of India's fight for Independence comes to be written, the sacrifice made by the women of India will occupy the foremost place. Mahatma Gandhi and Jawaharlal Nehru had remarked, "when most of the men-folk were in prison then a remarkable thing happened. Our women came forward and took charge of the struggle against British government. Their participation in protest meetings, and in the nationwide programmes of boycotting titles, honours, elections, legislatures, schools, colleges, courts and tribunals and foreign goods showed the great sense of patriotism. The purpose of this study is to assess the role of women especially of Haryana in the freedom struggle during the year 1901-1947.

In the issues of 'Young India', of July 26, 1918 and January 14, 1930 respectively Mahatma Gandhi discussed the importance of women in social revolution, reconstruction and in the nationalist struggle. He wanted the women to join the struggle for freedom at the appropriate time. In response to his call, women overwhelmingly participated in non-violent Satyagraha and Civil Disobedience Movement. They also lent their assistance to secretive societies which believed that only armed revolution could bring freedom to their country.

The participation of the women of Haryana in the nationalist movement can be divided into 5 phases from 1901-10, 1911-20, 1921-30, 1931-40, 1941-47. Only important events are taken into account which clearly shows women's participation.

During the years of 1900 to 1910 women were mainly involved in the reformatory works. Various educational institutions, widow ashrams and reformatory organisations were opened in Karnal, Bhivani, Rohtak, Hissar, Panipat, and Kurukshetra etc.. Even in the early two decades of 1900s local reformers and leaders were more inclined to reforms and were working against social customs like female infanticide, widowhood, purdah system, sati system, child marriage and others. Thus, female education was considered the best medium for women emancipation. Various organisations and associations were formed which led the women of Haryana to come out of their homes to contribute in the public sphere. 'Involvement of Women in the public life' made them aware about the other provinces of India; and events happening in these provinces. And most important, print media particularly vernacular press played a significant role. The appeals of local and national leaders through press and journals motivated women to participate in the Nationalist struggle. The Nationalist struggle in India against the British colonial rule brought about the political mobilisation of both men and women.

On Oct 16th 1905 Lord Curzon partitioned Bengal and leaders of Bengal announced that day as a day of national mourning. A general hartal was announced in Bengal and people fasted and went bare foot to take a bath in Ganga. There swaraj, swadeshi and National education became the slogans of the Nationalists. Meetings were arranged by women in streets. Bengali Swadeshi movement infused a feeling of patriotism among women of Haryana. Smt. Puran Devi of Hissar advocated the

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85. SERVICE QUALITY IN INDIAN ONLINE TOURISM INDUSTRY



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Cosmos Impact Factor-5.86

Service Quality in Indian Online Tourism Industry

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Dr Manjit Singh, Professor
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Punjabi University, Patiala

Abstract

This basic aim of the paper is to identify and confirm the factors of E-Service Quality in Indian Online Tourism Industry. Seven factors were explored which included User- Friendliness, Receptiveness, Appealing Website, Valuable Information, Personalization, Secrecy and Dependability. To provide superior e-services quality has become indispensable as leads to gratified and loyal customers. The online service providers must deliver reliable, efficient, attractive, and valuable tourism products and service to gain customer attention and retention.

Key Words- E-Service Quality, Online Tourism Industry

Introduction

Internet usage has evolved tremendously and has given admittance to new ways of conducting business and commerce. A new way of conducting business has emerged i.e. electronic commerce (e-commerce). According to Internet World Statistics (2014), nearly 40% of the world population is internet users. The percentage of population with internet has increased from 15.8% in 2005 to 40.5% in 2014¹. Tourism and internet are intricately related in today's world (Karekar, 2014). As a consequence an upshot called e-tourism has emerged. In fact e-tourism has now come to the fore front due to surge in the tourist activities world over. The traditional forms of tourism have given way to new forms of tourism based on innovative customized services broadly influenced through e-tourism.

Indian context

India has also risen over the years by evolvement of e-tourism. The high degree of convenience, increasing e-Commerce penetration, rapidly increasing internet and mobile penetration, and a growing middle-class population are some of the factors boosting online travel bookings. The online travel market in India, estimated at \$9.1 bn (2014), comprised air travel (\$5.1 bn), rail travel (\$3.1 bn), hotels (\$0.8 bn), and others (\$0.1 bn). Online penetration in travel and tourism bookings is estimated to increase from 41% in 2014 to 46% in 2017, according to Phocuswright, a leading travel data aggregator².

Electronic Service Quality (E-Service Quality)

¹ (www.internetlivestats.com)

² (www.aranca.com)

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86. IMPACT OF E-SERVICE QUALITY FACTORS ON CUSTOMER SATISFACTION: A STUDY OF INDIAN ONLINE TOURISM INDUSTRY

University Grants Commission, New Delhi Recognized Journal No. 41311

ISSN: Print: 2347-5021 www.research-chronicler.com ISSN: Online: 2347-503X

Impact of E-service Quality Factors on Customer Satisfaction: A Study of Indian Online Tourism Industry

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Dr. Manjit Singh

Professor, *University School of Applied Management, Punjabi University, Patiala, (Punjab) India*

Abstracts

The evolvement of online tourism services has transformed the industry. There has been massive increase in online bookings during the last decade. But along with this immense competition has evolved due to mushroom growth of E-tourism service providers in India. Therefore it has become necessary for online tourism providers to deliver excellent quality service which would lead to customer satisfaction. Through this paper an attempt has been made to determine the effect of four factors of E-service quality in customer satisfaction in Indian Online Tourism Industry. The results indicated a significant impact of three factors on customer satisfaction.

Key Words: online tourism, E-Service Quality, customer Satisfaction, services

Introduction

Due to speedy expansion of worldwide web in India, E-Tourism services have become an important aspect of online services. Online tourism services have reformed the tourism services with the help of technology. Web tourism service providers in many countries are trying to provide customer focused services because of competitive and vibrant business scenario. These days' customers prefer easy, supple and convenient services which traditional methods of services could not offer. Availability of comfortable, flexible and convenient options of e-booking has been appropriately set up in the globalised world.

E-Service quality has become a major aspect of customer satisfaction. Many authors have stated that with ample options accessible to customers, it has become difficult to retain and gain customers. The other alternative of online bookings is just a click away. Customers nowadays are well aware of the changing trends in technology, e-commerce and e-marketing. Therefore customer satisfaction has become important nowadays due to mushroom growth of web service providers. To grow as well as sustain in the market, the E-tourism industry needs to emphasize on cost reduction along with quality up gradation. A significant issue among the for online tourism service providers is overall customer contentment.

Volume VI Issue XI: November 2018 (5) Editor-In-Chief: Dr. B.N. Gaikwad

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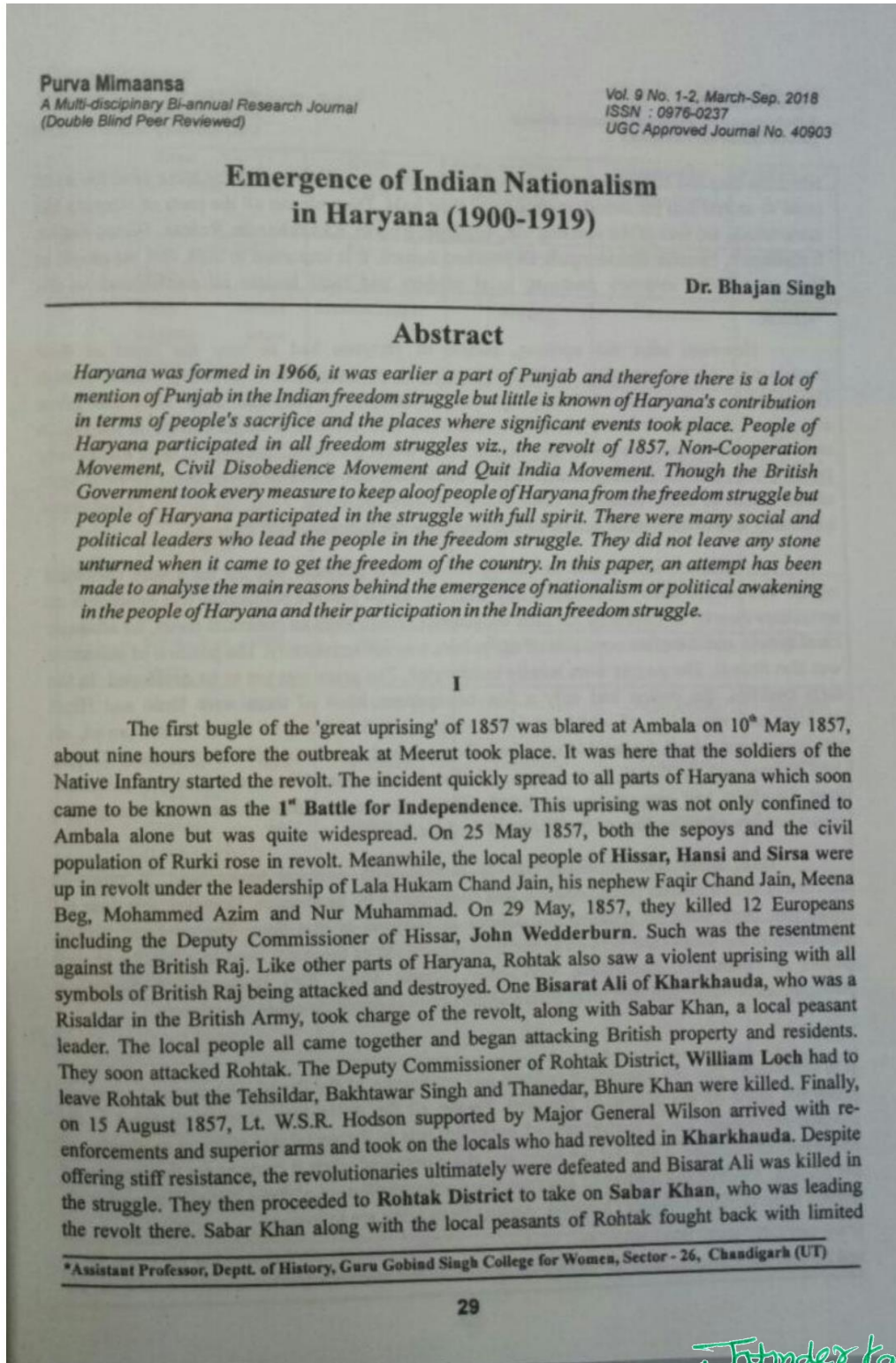
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87. EMERGENCE OF INDIAN NATIONALISM IN HARYANA (1900-1919)



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88. INTELLECTUAL CAPITAL PERFORMANCE OF COMMERCIAL BANKS OF INDIA



INTERNATIONAL JOURNAL OF BASIC AND APPLIED RESEARCH
SOCIETY OF EDUCATION AND RESEARCH



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CERTIFICATE OF EXCELLENCE

This is certified that our Editors-Reviewers accepted the research paper of Mr./Ms./Dr. Madhur.

This article is published in the Month of **October 2018** Volume VIII Number X.

Title of the paper is Intellectual capital performance of commercial banks of India

The research paper is original & innovative.

01.10.2018

Dr. Sibildo Thomas

Executive Editor

International Journal of Basic and Applied Research

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89. ANALYSIS OF INFLUENCE OF EXTRINSIC AND INTRINSIC FACTORS ON CONSUMER BEHAVIOUR

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<http://www.researchersworld.com/ijms/>

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DOIURL : [http://dx.doi.org/10.18843/ijms/v5i3\(2\)/04](http://dx.doi.org/10.18843/ijms/v5i3(2)/04)

Analysis of Influence of Extrinsic and Intrinsic Factors on Consumer Behaviour

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ABSTRACT

The consumer buying behavior is influenced by many factors which may be intrinsic or extrinsic factors. The intrinsic factors are the factors which are the internal factors like the belief and attitude, perception, cognition, learning, personality and role and status whereas the extrinsic factors are the factors which influence the consumer buying behavior externally, including, situational factors, product features and quality, reference group, annual income, lifestyle and social factors. This paper analyses the most influencing factor and the correlation amongst intrinsic and extrinsic factors using primary data wherein data was collected from 100 respondents from Amritsar. The results show that the reference group from extrinsic factors and learning from intrinsic factors are the most influencing factors.

Keywords: consumer behavior, extrinsic factors, intrinsic factors, learning, perception.

INTRODUCTION:

The marketers in the past have been trying their best to track the factors influencing consumer buying behaviour and many results have also been achieved but still the consumer behaviour remains unpredictable. There are numerous factors affecting the buying behaviour of consumers. There are certain factors which are external factors, which may be common for many consumers, these are known as extrinsic factors. Some of these factors are: product quality and features, lifestyle, reference group, culture and sub culture and situational factors. Product quality and features includes the quality and features that a consumer expects from a product, if the consumer is able to get as per the expectation, then he may accept the product or that particular brand else, he may reject it even for future purchase of that product or brand. Situational factors includes, the location of the store, ambience, music played in the store, the behaviour of the salesman and display of the products, the satisfaction received by the consumer from these situational factors will decide the future purchase of that particular product. Lifestyle includes the way in which a person lives his/her life, some people prefer having a very simple lifestyle whereas some people may prefer having a lot of show off or a regular party lifestyle so they will prefer buying branded clothes depicting their high profile lifestyle. Reference group includes the reference given to a person about a brand or a product by his friend, peer, family members, colleagues etc. sometimes even a stranger carrying a branded carry bag acts as a reference group member. India is a country or a hub of cultures, a person tends to buy a product or a brand as per the culture to which he belongs to, which enhances their cultural values. In the same manner, sub culture is a sub head of culture itself, for eg.: wearing a saree is a culture in southern part of India but the manner in which it has to be tied, is a part of their sub culture. Similarly, there are few factors which are internal to a human being, in other words, these differ from person to person depending upon their situation and circumstances, these are known as intrinsic factors. Intrinsic factors include belief and attitude, cognition, perception, personality, roles and status and learning. Belief and attitude means what a person believes and what attitude he develops towards the product based on his beliefs. For eg.: a person may believe an expensive product means a good quality product and at the same time, may develop an

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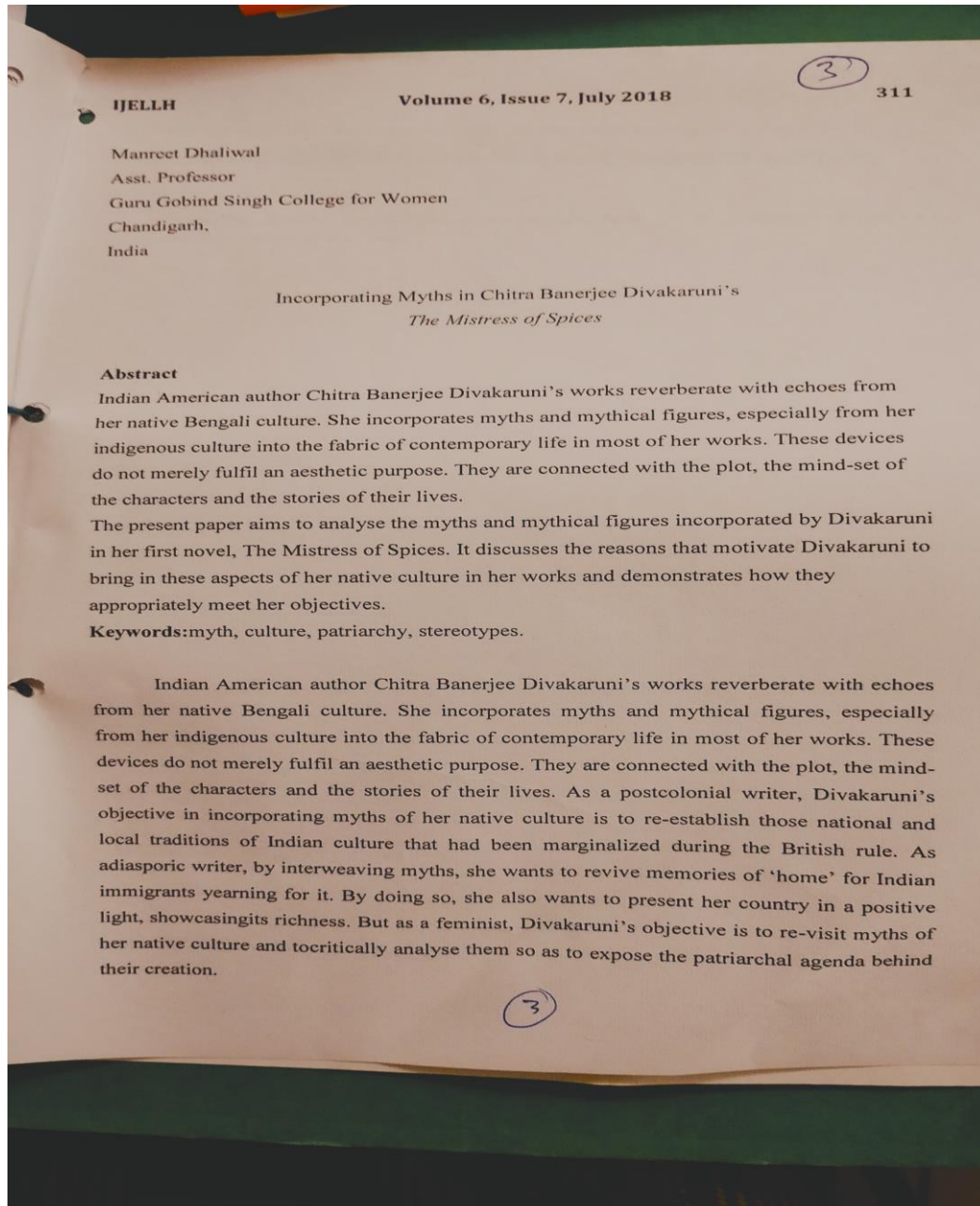
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90. INCORPORATING MYTHS IN CHITRA BANERJEE DIVAKARUNI'S THE MISTRESS OF SPICES



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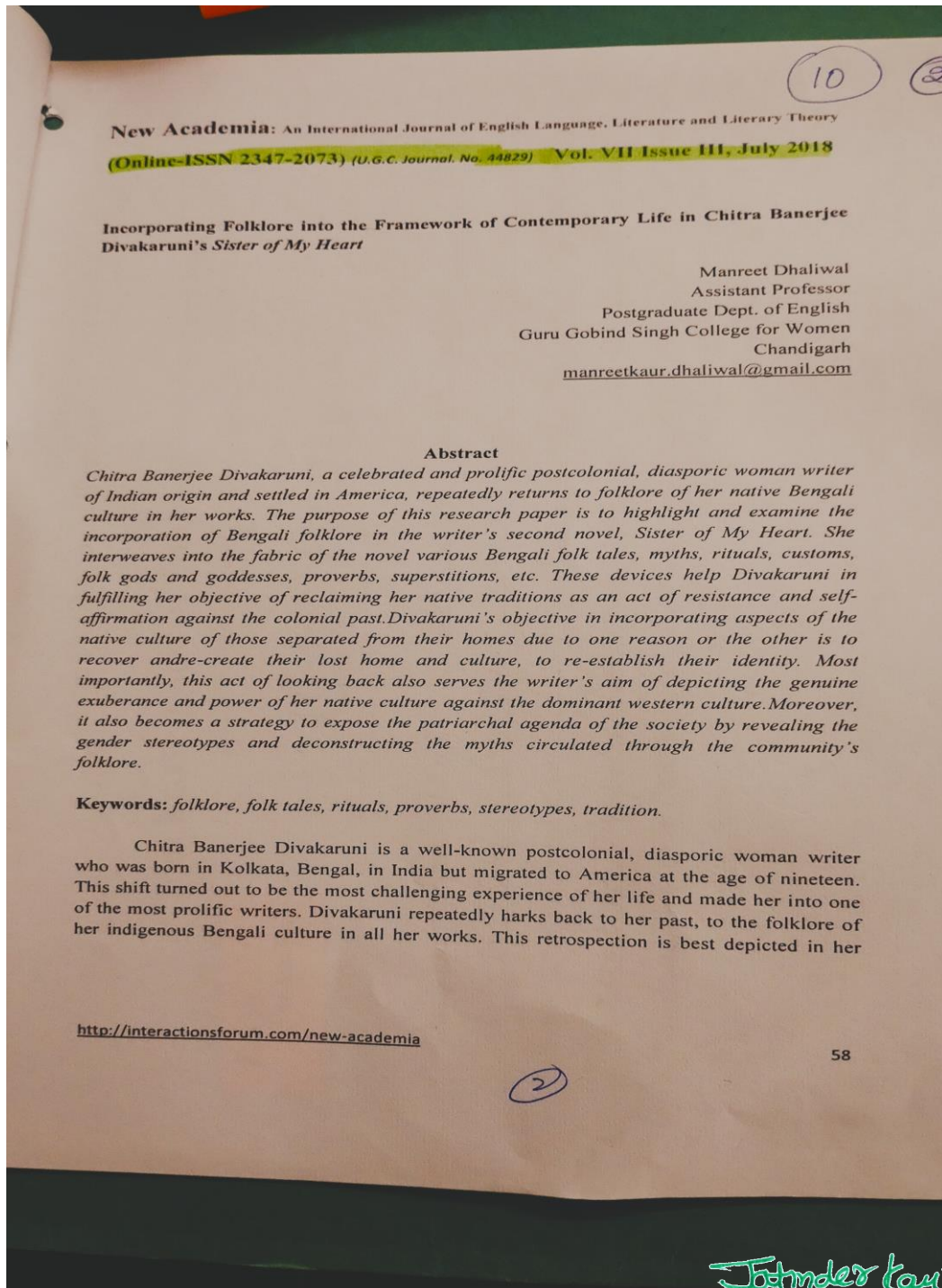
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91. INCORPORATING FOLKLORE INTO THE FRAMEWORK OF CONTEMPORARY LIFE IN CHITRA BANERJEE DIVAKARUNI'S SISTER OF MY HEART

[Manreet.pdf \(interactionsforum.com\)](http://Manreet.pdf(interactionsforum.com))



New Academia: An International Journal of English Language, Literature and Literary Theory
(Online-ISSN 2347-2073) (U.G.C. Journal. No. 44829) Vol. VII Issue III, July 2018

**Incorporating Folklore into the Framework of Contemporary Life in Chitra Banerjee
Divakaruni's Sister of My Heart**

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Abstract

Chitra Banerjee Divakaruni, a celebrated and prolific postcolonial, diasporic woman writer of Indian origin and settled in America, repeatedly returns to folklore of her native Bengali culture in her works. The purpose of this research paper is to highlight and examine the incorporation of Bengali folklore in the writer's second novel, Sister of My Heart. She interweaves into the fabric of the novel various Bengali folk tales, myths, rituals, customs, folk gods and goddesses, proverbs, superstitions, etc. These devices help Divakaruni in fulfilling her objective of reclaiming her native traditions as an act of resistance and self-affirmation against the colonial past. Divakaruni's objective in incorporating aspects of the native culture of those separated from their homes due to one reason or the other is to recover and re-create their lost home and culture, to re-establish their identity. Most importantly, this act of looking back also serves the writer's aim of depicting the genuine exuberance and power of her native culture against the dominant western culture. Moreover, it also becomes a strategy to expose the patriarchal agenda of the society by revealing the gender stereotypes and deconstructing the myths circulated through the community's folklore.

Keywords: *folklore, folk tales, rituals, proverbs, stereotypes, tradition.*

Chitra Banerjee Divakaruni is a well-known postcolonial, diasporic woman writer who was born in Kolkata, Bengal, in India but migrated to America at the age of nineteen. This shift turned out to be the most challenging experience of her life and made her into one of the most prolific writers. Divakaruni repeatedly harks back to her past, to the folklore of her indigenous Bengali culture in all her works. This retrospection is best depicted in her

<http://interactionsforum.com/new-academia>

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92. EFFECTS OF PHYSICAL ACTIVITY PROGRAMME ON AEROBIC CAPACITY OF INTELLECTUALLY DISABLED CHILDREN

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Intellectual Quest ISSN 2349-1949 Vol-10, Dec 2018 U.G.C. Approved Journals

(Sr.No. 64069)

EFFECTS OF PHYSICAL ACTIVITY PROGRAMME ON AEROBIC CAPACITY OF INTELLECTUALLY DISABLED CHILDREN

Amolak Singh¹

& Dr Gurcharn Singh Gill²

ABSTRACT

The aim of the present study is to evaluate the effects of physical activity program (12 weeks) on aerobic capacity of intellectually disabled boys of experimental and control group. An experimental study has been designed to see the effects of physical activity program on aerobic capacity of intellectually disabled children. The experimental group was to undergo physical activity program for Twelve weeks whereas the control group was not exposed to any treatment. To determine the effects of physical activity program, 40 intellectual disabled boys from Government Rehabilitation Institute of Intellectual Disabilities (GRIID) Chandigarh were selected as subjects. The subjects were assigned randomly to experimental group (20) and control group (20). The age of subjects ranged between 13 to 17 years. The Brockport Physical Fitness Test was used for the purpose of measuring the score of aerobic capacity of subjects for the present study. 20 M. PACER tool was used for this. The results of the study illustrate that there was a improvement in the Aerobic capacity of experimental group ($t=7.093$, $p<.000$) as the mean score of the post and pre-test differ significantly where as insignificant differences were reported in the means score of pre and post-test of the control group ($t=.922$, $p=.368$). The study concluded that improvement of Aerobic Capacity of Intellectually Disabled Children can be achieved through the implementation of Physical Activity Program.

INTRODUCTION

People of all ages, shapes, sizes and abilities can get benefit from being physically active. In case of exceptional children are different from normal ones in order to be acquired with their needs, attention, growth, special education services and physical activities according to their abilities. Regular physical activity seems to improve the quality of life and health of people with ID. Previous studies indicate that regular physical exercise improves aerobic endurance, cardiovascular capacity, flexibility, and agility, and decreases the adipose mass of adults with ID (Elinder, et al. 2010) and (Lin & Wang, 2012).

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93. WOMEN, CAGE AND FREEDOM: A THEMATIC STUDY OF MAYA ANGELOU'S SELECTED POEMS

Online International Interdisciplinary Research Journal, (Bi-Monthly), ISSN 2249-9598, Volume-08, Issue-04, July-Aug 2018 Issue

Women, Cage and Freedom: A Thematic Study of Maya Angelou's Selected Poems

Lovleen Kaur Baidwan

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Abstract

Feminism is a fairly complex term to be defined and explained, it has a diverse range of movements aiming to restructure the existing patterns of the patriarchal society. Within feminism there exists criticism, the biased representation of the black women by the white feminists needs a critique. The western feminists overlook the experiences and the struggles of the black women as non-existent and unworthy of mention. Black women suffer twice, one at the hands of patriarchy and second, oppression from white feminists. Many African-American writers focus on the experiences of the black women and make an attempt to destabilize the identity handed over to them by the elite feminists and white women writers. The focus of these writers is to define themselves to the world according to their own real experiences and not as depicted by the others. Being women of black colour they fight a dual battle, breaking the hegemonic structures built around them and reconstructing their identity as black women. Maya Angelou, is one of the few writers fighting for their representation and narrating the real struggles and oppressions faced by their community. The silenced experiences are given voice by their works and they assert their identity through them. This paper would focus on selected poems of Maya Angelou and bring out the feminist themes of women's identity in general and the discrimination faced by them. The paper would also include references of feminist poems from other poets mentioning issues of racism and discrimination of women and draw a comparison with the poems of Maya Angelou.

KEYWORDS: Feminism, Black feminism, African-American women

“History cannot do without the existence of two human subjects, man and woman, if it is to get away from master-slave relationships.”

(Irigaray,62)

Feminism is a diverse term to be defined and explained, it has a range of movements aiming to restructure the existing patterns of the patriarchal society. All the political and social feminist movements have one common goal, i.e equality of women. Feminism is a fight against discrimination and injustice to women based on gender. Bell Hooks defines Feminism in *Feminism Is for Everybody: Passionate Politics* as, “a movement to end sexism, sexist exploitation, and oppression”.(8) The movement focuses on the difference between sex and gender and attempts to break the essentials attached to it. Gender, a social attribute makes women the weaker sex, assigns her the domestic chores, deprives her participation in other spheres of life etc. Feminists break away from the stereotypes created by the society with the motive to redefine the roles of women. They believe that women has always been regarded as inferior to men, and the subordinate position has been deliberately created. Feminists work

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94. WOMEN AND SEXUAL SPACES IN ISMAT CHUGHTAI'S LIHAAF

Online International Interdisciplinary Research Journal, (Bi-Monthly), ISSN 2249-9598, Volume-08, July 2018 Special Issue (02)

Women and Sexual Spaces in Ismat Chughtai's Lihaaf

Lovleen Kaur Baidwan

Ph.D Research Scholar, Panjab University, Chandigarh

Abstract

The birth of the Urdu short story can be traced back to the influence of Western Literature, it gave a platform to many writers to explore variety of themes. Domestic problems, sociological issues, individual and community problems were taken up in this relatively newer genre of writing in Urdu literature. Out of many short story writers, prominent names are of Ismat Chughtai, Saadat Hassan Manto, and Krishan Chand. They were pioneers of the modern Urdu short story. The paper aims to study one of these pioneer writers, Ismat Chughtai, relatively a controversial writer for taking up themes considered taboo in the Muslim community. She explored variety of themes ranging from psychological aspects of female sexuality to the societal oppression faced by women under patriarchy. This paper would focus on her most popular and controversial short story, 'Lihaaf' or 'The Quilt'. The main focus would be on two issues, Firstly, homosexuality and the importance of female sexuality. Secondly the traumatic experience of sexual abuse faced by a young child who is the narrator of the story. Ismat Chughtai daringly discussed this theme, to highlight the oppression faced by women and how important it is for them to claim their sexuality as much as it is for the men of the society.

KEYWORDS: Female sexuality, homosexuality, queer theory, child sexual abuse

“ I asked my husband,

Am I hetero

Am I lesbian

Or am I just plain frigid?”

Kamala Das (4,5)

Ismat Chughtai, the first Indian woman Urdu writer vividly depicts the situation of women in India and throws light on the issues considered inappropriate in Indian society. Through her characters Chughtai highlights the silent sufferings of women, which had not found place on the literary scene until then. Her controversial style of writing left an indelible mark on the minds of the readers. Though much before she started writing, women writers were making efforts to educate and reform the masses. Yet these women writers made efforts within specific limits and consciously remained within the marked boundaries, but Ismat Chughtai clearly broke the glass ceiling and dared to dive into the unexplored zones. In spite of being a Muslim woman writer she delved into the themes considered immoral and taboo to be discussed by a woman in public.

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95. FACTORS INFLUENCING E-SERVICE QUALITY IN INDIAN TOURISM INDUSTRY

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Factors Influencing E-Service Quality in Indian Tourism Industry

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ABSTRACT

The online tourism industry is growing at a fast pace in India. The traditional forms of tourism are being replaced by new form e-tourism. The internet has offered with easy and cost effective solution to people who go for online travel bookings. E-service tourism companies need to understand the customer requirement and meet their expectations by evaluating and improving their website quality. The paper explores the factors of E-service quality in Indian context. The results indicated eleven factors affecting of electronic service quality. The study found that mere online presence was not important but providing excellent e-services on websites was essential to retain customers.

Keywords: Online tourism industry, privacy, attractiveness, receptiveness, E-Services.

INTRODUCTION:

Internet usage over the years has grown tremendously and has given access to new ways of conducting business and commerce. This has given rise to the growth of electronic commerce (e-commerce). "E-commerce is an emerging concept that describes the process of buying and selling or exchanging of products, services and information via computer network including the internet (Voss, 2003). The advancement and spread in information and communication technology has spread a wave of competition among companies and brought about a change in their quality and methods of conducting business. According to Internet World Statistics (2014), nearly 40% of the world population is internet users. The percentage of population with internet has increased from 15.8% in 2005 to 40.5% in 2014 (www.internetlivestats.com/internet/users)

ONLINE TOURISM INDUSTRY:

Tourism is defined as 'Services for the people travelling to and staying outside their usual environment for less than one consecutive year for leisure activities and could be more effectively viewed and evaluated as a market rather than an industry (Karekar, 2014). The spread of electronic network has greatly transformed the business and consumer behavior even in Tourism Industry. E-services have out shined and have become one of the star features of this transformation. Tourism and internet are intricately related in today's world (Karekar, 2014). As a result a new way of conducting business has evolved, even in tourism industry i.e. e-tourism. In fact e-tourism has now come to the fore front due to surge in the tourist activities world over. The traditional forms of tourism are giving way to new forms of Tourism based on innovative customized services broadly influenced through e-tourism.

An Indian Perspective:

The Indian tourism industry, which is at the stage of an upward growth, can be greatly influenced by e-tourism. Tourism is stated to be the third largest net foreign exchange earner for our country and also one of the sectors which employees number of man power (Karekar, 2014). The online tourism and travel industry is evolving at a

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96. IMPARTING MORALS AND CULTURAL VALUES THROUGH CHILDREN'S LITERATURE: A STUDY OF CHITRA BANERJEE DIVAKARUNI'S THE BROTHERHOOD OF THE CONCH TRILOGY

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IMPARTING MORALS AND CULTURAL VALUES THROUGH CHILDREN'S LITERATURE: A STUDY OF CHITRA BANERJEE DIVAKARUNI'S THE BROTHERHOOD OF THE CONCH TRILOGY

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Abstract: Chitra Banerjee Divakaruni is a postcolonial, diasporic woman writer whose works for children are influenced by the folk and fairy tales her grandfather used to narrate to her as a child. The grand heroes and heroines with their virtues and vices etched many cautionary morals into her child-consciousness. She incorporates these morals through the messages that she imparts in her literature for children. These messages are inspired from values, ethics and spiritual insights from Hindu mythology and Indian philosophy. The present paper explores and examines these messages conveyed by Divakaruni in her trilogy, *The Brotherhood of the Conch*.

Keywords: Ethics, morals, values, children, humanity.

Morals and values are an integral part of children's literature. Childhood is considered to be the best age for inculcating ethics, values and morals among children. Thus books for children and messages imparted through them have a great role in the building of their characters and in making them responsible and conscious beings who respect not just their own self but all their fellow beings and work towards the cause of making the world a better and a worthier place. One such effort has been made by an Indian-American author, Chitra Banerjee Divakaruni, through her works for children. Divakaruni is a postcolonial, diasporic woman writer whose works have continued to cast a spell on the readers across the world through her works such as *The Mistress of Spices* (1998), *Sister of My Heart* (1999), *The Palace of Illusions* (2008), *One Amazing Thing* (2010) and *Oleander Girl* (2013). Her works blend myth, magic and folklore of her native Bengali culture with the present-day reality, dealing with contemporary issues. As a diasporic writer, she mainly writes about immigrant experience and within that, she is most concerned about the predicament of women immigrants who face greater difficulties being embroiled in the patriarchal structure of their society.

Divakaruni has also penned some significant books for children. Her first novel for children was *Neela: Victory Song* (2002). It depicts the magical feats of a twelve-year-old girl, Neela, to find her missing father and also her involvement in India's struggle for freedom in 1939. Divakaruni has also written a picture book titled, *Grandma and the Great Gourd* (2013), for very young children. It retells an old Bengali folk tale about a grandmother and her adventurous journey through a jungle to meet her daughter. Her most significant work in the field of children's fiction is however her trilogy for young-adults, *The Brotherhood of the Conch*. This includes *The Conch Bearer* (2003), *The Mirror of Fire and Dreaming* (2005) and *Shadowland* (2009). The series follows the fantastic journey of a young Indian boy named Anand, his friend Nisha, and their mentor, Abhaydatta, on a mission to return a magical object, a conch, stolen by the evil Surabhenu, to its original place in the Silver Valley in the Himalayas and to save the world from annihilation. The characters on this journey discard many doubts and gain insight about their true selves and attain realization.

The aim of this paper is to explore and examine the morals and spiritual messages that have been incorporated by Divakaruni in *The Brotherhood of the Conch* trilogy.

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97. FOOD AS A METAPHOR IN CHITRA BANERJEE DIVAKARUNI'S THE BROTHERHOOD OF THE CONCH TRILOGY

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**FOOD AS A METAPHOR IN CHITRA BANERJEE DIVAKARUNI'S
THE BROTHERHOOD OF THE CONCH TRILOGY**

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ABSTRACT

Chitra Banerjee Divakaruni is a postcolonial, diasporic woman writer who keeps returning to her native Bengali culture, its rich traditions, myths, practices and customs while tracing the contemporary immigrant experience. Food is an integral part of her culture that she keeps bringing back in her novels to recreate memories of home for the Indian immigrants in foreign land. However, references to food have many cultural connotations and reflect the beliefs, practices, traditions and intricate ideologies of Bengali culture. The present paper aims at examining how Divakaruni uses food as a metaphor in her trilogy for children, *The Brotherhood of the Conch*.

Keywords: Food, Memory, Culture, Love, Fellowship.

Citation:

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MLA Dhaliwal, Manreet. "Food as a Metaphor in Chitra Banerjee Divakaruni's *The Brotherhood of the Conch Trilogy*." *Veda's Journal of English Language and Literature JOELL*, Vol.5, no.1, 2018, pp.98-105.

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98. REVISITING THE PROBLEMS OF IDENTITY AND MIGRATION: A CRITICAL STUDY OF JULIA ALVAREZ'S *HOW THE GARCIA GIRLS LOST THEIR ACCENTS*

[Lovleen-Kaur-Baidwan-.pdf \(interactionsforum.com\)](#)

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Revisiting the Problems of Identity and Migration: A Critical Study of Julia Alvarez's
How the Garcia Girls Lost their Accents

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Abstract

Julia Alvarez in her first novel How the Garcia Girls Lost Their Accents recreates events from her life, focusing on the issues of loss of identity and alienation that comes with migration. Alvarez reconstructs her family's history of displacement through the portrayal of the Garcia family in the novel. The novel deals with the life of the Garcia sisters in USA and the difficulties they face adapting to a new lifestyle. The entire experience of migration for Alvarez is full of struggles and hardships, in adopting a new motherland. Through a feminist reading, I propose to attempt a critique of the various problems of identity in migration with special focus on women in the novel and how the author constructs and reconstructs an identity for herself in an adopted homeland. The paper aims to study the many obstacles a woman faces inside her home as well as outside in a multicultural society.

Key Words: Displacement, Exile, Migration, Alienation, Dual Identity, and Identity crisis

"That's all I am, a woman cracked by multiple migrations"

Meena Alexander, *Fault Lines: A Memoir*(3)

Julia Alvarez is a Dominican American writer, currently residing in the U.S. Her novels depict the plight of the hyphenated space that exists in her dual identity as a Dominican-American. She along with her family was forced to flee their country, due to her father's participation in a failed conspiracy against the dictator (Rafael Trujillo). The struggles of adjusting in a new culture and country are vividly portrayed in her novels. Her personal

<http://interactionsforum.com/new-academia>

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99. MEANING, SCOPE AND AIM OF CULTURAL STUDIES

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. Meaning, Scope and Aim of Cultural Studies

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Abstract: 'Cultural studies' is an interdisciplinary area of research and teaching that studies everyday lived culture and examines meanings, ideas, behaviour, values, beliefs and attitudes held by a community. These meanings are generated and controlled by those in power. Cultural studies focuses on the politics of culture and its history by relating aspects of culture to social class, nationality, ethnicity and gender. The present paper examines the meaning, scope and aim of cultural studies.

Keywords: Culture, masses, power, meanings, ideology.

'Cultural studies' is an interdisciplinary area of research and teaching that examines the manner in which individual experiences, everyday life, social relations and power are created and transformed by culture. Thus, everyday lived culture forms the main focus of study for this research field. It examines not just the specific elements of a culture, but also the manner of everyday living in any society. Cultural studies is an amalgamation of various theories such as the political theory, feminist theory, social theory, history, philosophy, media theory and film studies. It hypothesizes about the dynamics from which all human beings work out their daily lives.

Cultural studies came to be established as a competent and independent field of study with the opening up of Centre for Contemporary Cultural Studies or The Birmingham School at the University of Birmingham in the UK in 1964 under the directorship of Richard Hoggart. Its commencement is connected with the rise of popular culture. Hoggart was assisted by Stuart Hall in directing this centre. Hall took over as the Director of the centre in 1969 after Hoggart's retirement, and effectively administered till 1979, passing on the directorship to Richard Johnson. Later in 1999, a new Department of Cultural Studies and Sociology (CSS) was formed after the annulment

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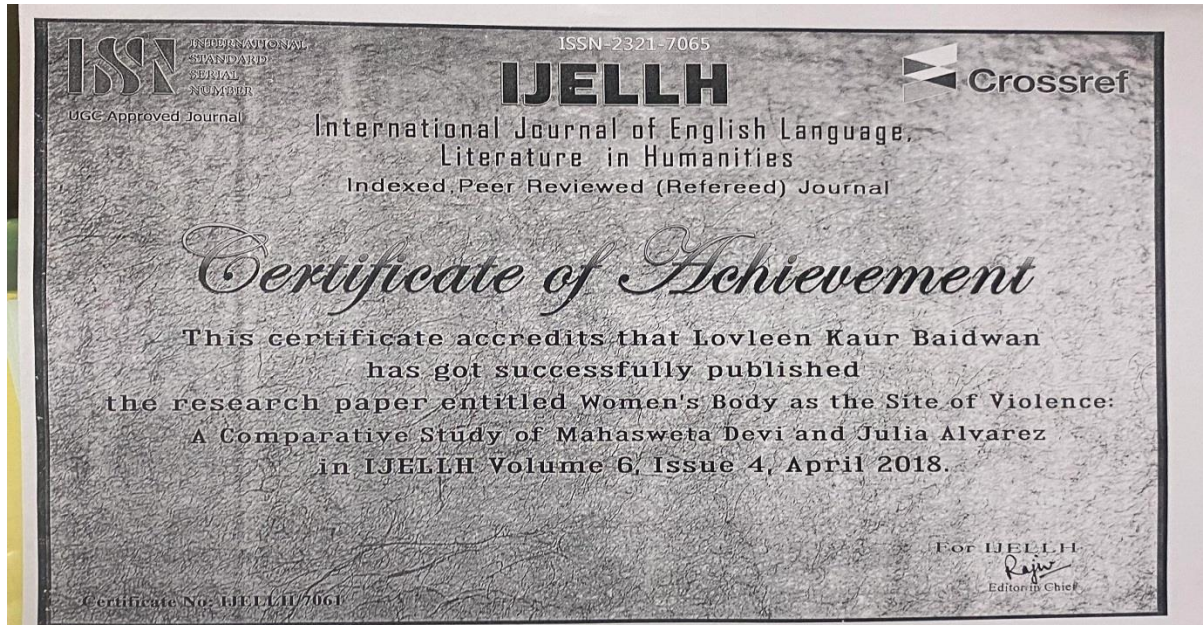
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100. WOMEN'S BODY AS THE SITE OF VIOLENCE: A COMPARATIVE STUDY OF MAHASWETA DEVI AND JULIA ALVAREZ'



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Women's Body as the Site of Violence: A Comparative Study of Mahasweta Devi and Julia Alvarez

Abstract

The portrayal of women in literature has always shown the docile version of the female gender, but there are stories that need to be told from the other side of the coin. Women as perpetrators of violence, not for any politically motivated reasons but solely for personal rights and freedom. Mahasweta Devi's *Draupadi* presents the story of a woman fighting for her rights as much as her man and towards the end becoming its victim Julia Alvarez in her path breaking work *In the Time of the Butterflies* vividly reflects the story of four sisters fighting for the betterment of their country against a dictatorial regime and getting murdered towards the end. This paper would focus on how violently the bodies of the women protagonists of both the texts are treated and the role of public state apparatus in it. Bodies of revolutionary or naxalite women become a site of physical torture, rape and violence of all forms. The strengths that women lay bare throughout these texts and the reversal of the power structures towards the end is done with a purpose to debunk them as victims. The paper aims at a comparative study of Mahasweta Devi's *Draupadi* and Julia Alvarez's *In the Time of the Butterflies* and bring out the similarities in both the novels which are otherwise set in completely different and non comparable zones.

Keywords- Feminism, Violence, Power, Patriarchy

"Women and camels need to be beaten"

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101.FROM 1940'S TO PRESENT: TRACING THE DEVELOPMENT OF MUSIC IN PUNJAB'

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From 1940's to Present : Tracing the Development of Music in Punjab

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Abstract

Any form of art is a carrier of cultural values, customs and codes. It is the connecting thread between the society and its traditions. Novels, poems, movies and songs reflect its milieu. Music is one of the most widespread forms of art, creating an instant rapport with its audience. This paper would focus on the changing trends and patterns in music with focus on lyrics and the values attached to songs in the current times. Its adverse effects on the younger generations and the distance it has created from the previous meaningful lyrics. The main aim is to highlight the existence of English words in Punjabi songs and how the essence of the Punjabi culture it kills. This shows the effect of English language on the people of vernacular speaking strata, and it is due to the privilege attached with the foreign language , that gets mirrored in the popular culture these days. It is not done consciously but the duality of languages that exist in our cognitive structures make it happen. This arises the question where does the purity and originality get lost in the process of becoming modern. The mass migration to their land of dreams, due to socio-economic reasons is a matter of concern, and the songs depict the lament, loneliness, and pangs of coming back to their motherland. The paper would trace this development from singers of the past to the present singers.

KEYWORDS: Culture, Popular Culture, dual language, popular music

In *Decolonizing the Mind: The Politics of Language in African Literature* Ngugi wa thiong'o lays emphasis on retaining one's mother tongue and sidelining the colonizers language rather than the other way around. The impact of colonization and imperialism is deep rooted in our history, and is difficult to completely erase it from the past. Ngugi himself was affected by the process of colonization and stresses on the dominance of English language as the main reason behind the increasing distance between him and his language (Gikuyu). The culture of his own was shown to be inferior and speaking in their native tongue called for punishment and meant insult , "Thus one of the most humiliating experiences was to be caught speaking Gikuyu in the vicinity of the school"(11)

Whereas on the other hand speaking in the English language brought laurels and applause. Thus, inculcating disgust for their own culture and language in the minds of the little kids, "thus language and literature were taking us further and further from ourselves to other selves, from our world to other worlds"(12) This is a scenario not only in African countries, but where ever colonizers settled. Thus writers like Chinua Achebe, and Ngugi wa Thiongo make an earnest effort to decolonize the mind of their people. They shun the colonizers language and take up their own to make careers in writing, to the utter shock of the English audience. They go to their roots, and strengthen them for their future generations. They want to inculcate respect and esteem in the citizens for

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102. UNVEILING RACISM IN AMERICA'S MULTICULTURAL SOCIETY: READING JULIA ALVAREZ'S *HOW THE GARCIA GIRLS LOST THEIR ACCENTS*



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Unveiling Racism in America's Multicultural Society: Reading Julia Alvarez's *How the Garcia Girls Lost Their Accents*

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Boundaries are the limitations constructed due to political, geographical, physical or even psychological reasons. Many a times living within those restricted zones can be claustrophobic. But when given a choice or without choice accepting life beyond the boundaries can be exhilarating for some, and can be further suffocating for some at the same time. Julia Alvarez, is a Dominican-American writer, vividly portraying the struggles of the Latino community in America. But at the same time she embraces the hybridity to construct a new identity across boundaries she never imagined. Leaving one's homeland is a daunting experience, full of challenges and struggles beyond imagine. But how the author adopts a new culture and a new country gives hope to thousands of such immigrants struggling to find a place for themselves. The feelings of loss, alienation is constructively used and put to purpose through the act of writing. But the darker side also presents that not everything is rosy across boundaries, some get past the up-rootedness and develop new roots, some are still stuck in the memory of their homeland. This paper would examine Julia Alvarez's *How the Garcia Girls Lost Their Accents*, and bring out the negatives of moving across boundaries. The paper would also analyze racism towards immigrants prevalent in the American multicultural society. The paper would highlight negative and hidden flaws of the American Dream; racism and segregation along with the various boundaries overcome by the characters. Boundaries that would include, geographical displacement, mental boundaries, cultural boundaries etc. also fighting everyday degrading insults It would also focus on the effect of the created boundaries and crossing them on women especially from the Latino community

Keywords: Exile, Identity, Migration, Race, Racism, Ethnicity

"To deserve a people's love, you must know them. You must learn to appreciate their history, their culture, their values, their aspirations for human advancement and freedom."
- Jesus Colon From "How to Know the Puerto Ricans" (Rois 1)

Julia Alvarez, a Dominican American novelist has specifically focused her writings around the experiences of the Latino community residing in the US. Her own experience of being from outside the American community provides depth to her novels. Her early childhood was spent on the island with an

affluent extended family. But the political conditions of her country, forced the family to leave a life of comfort and move to America for a safer and a prosperous life. Through an alliance of some American friends her father was allowed to enter America on a fellowship to specialize in the medical field. Thus the Alvarez family was abruptly uprooted and Julia Alvarez entered a new country at the threshold of adolescence and also at the time when racism was at its peak. Her first novel, *How the Garcia Girls Lost their Accents* depict a story of the Garcia family similar to that of author's family. It is a kind of an autobiographical novel, narrated through the experiences of Carlos Garcia and Laura Garcia along with their four daughters, Carla, Sandra, Yolanda and Sofia. Yolanda can be called the alter ego of the author. The novel is narrated in a reverse chronological order, and vividly depicts the circumstances under which they flee from their island to the States. Carlos Garcia being involved in a failed coup against the dictator, Rafael Trujillo, is forced to choose voluntary exile from their nation for the safety of the family. The novel then focuses on the growing up of the four sisters, and how they desire to live the American dream, but the constant pressure from the family to live within certain cultural codes deprive them of creating their own American identity. They are in a state of constant flux, leading to certain setbacks in relationships and their life. The struggles the family faces is a picture of the struggles faced by the author's family, and also a representative of millions of immigrant families. The way Yolanda one of the four sisters struggles and adopts writing as a way to carve her identity is the story of the author herself.

The paper aims to highlight the hidden setbacks of migration and how prevalence of racism crushes the spirit of a new immigrant in a new country. The hurdles each character has to overcome, to live the American dream is a story of all the immigrants. Race is a reflector of difference. Race is "In Henry Louis Gates, Jr's poststructuralist terminology, 'the sense of difference defined in popular usages of the term "race" has both described and inscribed differences of language, belief system, artistic tradition, and gene pool, as well as all sorts of



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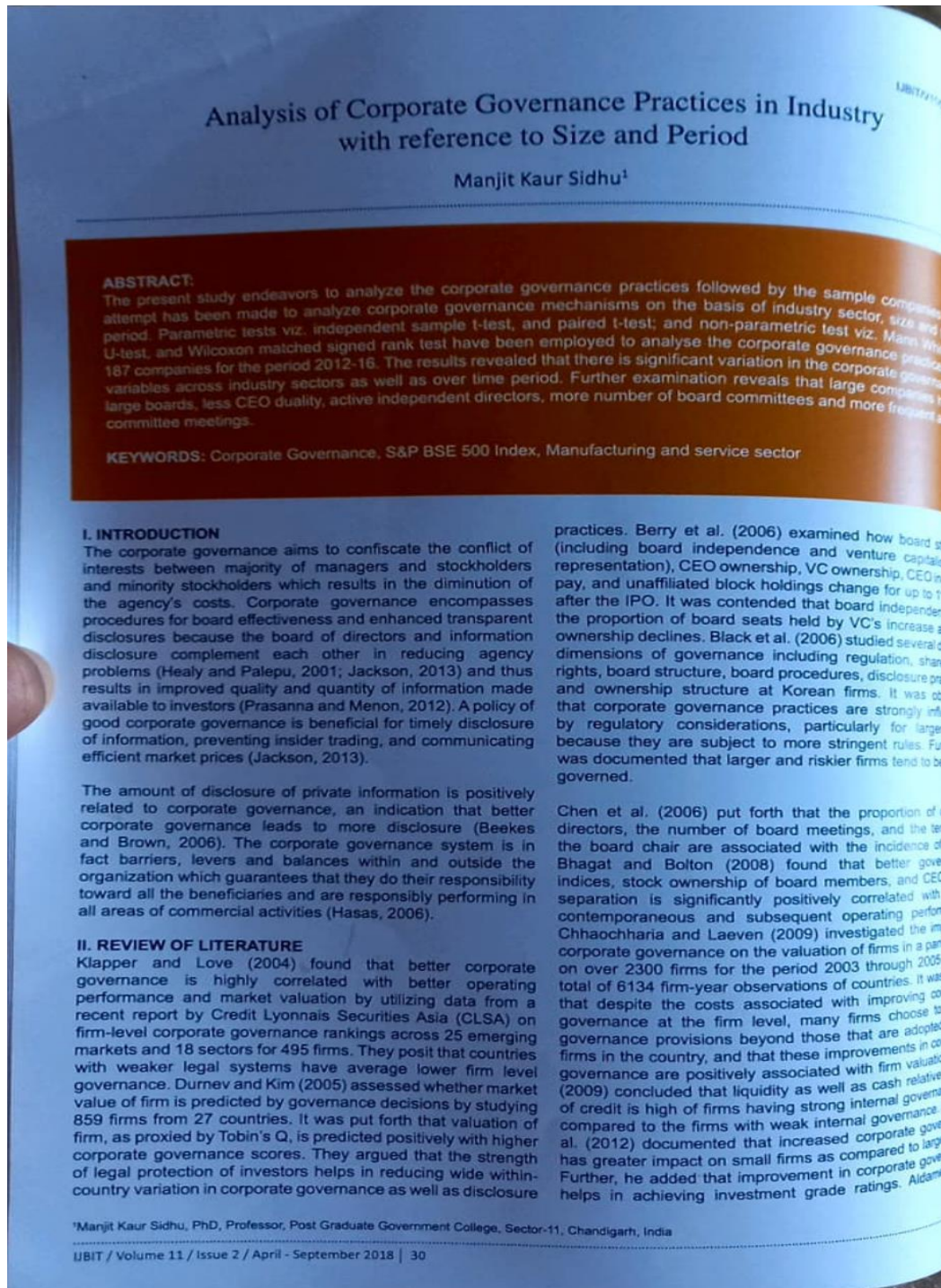
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103. ANALYSIS OF CORPORATE GOVERNANCE PRACTICES IN INDUSTRY WITH REFERENCE TO SIZE AND PERIOD



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104.ONLINE SHOPPING PREFERENCES OF CONSUMERS- THE WEB EXPERIENCE AND PURCHASE PATTERN

Research

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ONLINE SHOPPING PREFERENCES OF CONSUMERS-THE WEB EXPERIENCE AND PURCHASE PATTERN

Savneet Kaur*

Consumer behaviour analysis is the study of individuals or groups with regards to their process of selecting, procuring and using the products and services and the way they perceive the value they get out of them. The aim of this study is to understand the online purchase pattern and post purchase level of satisfaction of two consumer groups from two different regions of the state of Punjab. There are millions of people online at the same time and they all are potential consumers for the online marketers. Thus, it is important for the organizations to understand what are the needs and wants of their potential customers. Different people might have different utility from the same product. These differences can be seen more specifically when considered between two different sets of consumers. The study was conducted among the rural and urban consumers in Punjab and the data was collected with the help of structured questionnaire from a sample of 300 online shoppers. Collected data was analyzed with the help of Chi-square test and t-test. The results suggested that there exists significant difference among the two sets of consumers with respect to their online purchase pattern; but post purchase level of satisfaction remains same for both.

Keywords: Consumer behaviour, Online purchase pattern, Post purchase behaviour, Online shopping, Rural and urban consumers in Punjab.

Purchase pattern indicates how a consumer purchases the goods or services and how consumers are highly susceptible to change. Researchers and marketers often try to study the buying pattern and its relation with geographical, demographic and psychological characteristics of the consumers. Comprehensive surveys are conducted in order to understand the buying patterns of the consumers. Typical questions asked to understand the buying pattern of the consumer are about the products, brands, quantity and quality of the products and services purchased; persons influencing the purchase decisions; reasons for buying from a particular place; frequency of purchase; etc. Information collected through answers to these questions along with demographic and socio-economic information could provide valuable insights for understanding the buying pattern of the consumers for making marketing strategies.

Similarly, online purchase pattern of the consumers can be studied by asking certain questions about the purchasing preferences, preferred websites, reasons for making online shopping, etc. Before committing to making an online purchase, an online user like an offline consumer will go through need recognition, information search, alternative evaluation, steps to make the purchase and post-purchase evaluation. If the results are positive then the consumer will make online purchases. Some of these stages will take place offline such as need recognition, alternative evaluation and post-purchase evaluation. In some cases, even the purchase will take place offline (Singh, 2001). After the purchase is

complete, the consumer reaches a stage called post purchase stage.

Post-purchase behavior is the stage in buyer decision making process when a consumer will take additional action, based purely on their satisfaction or dissatisfaction. The level of satisfaction or dissatisfaction of a consumer is directly related to the pre-purchase expectation and post-purchase performance of the product in their hands. If the product performance matches their expectations then it leads to post purchase satisfaction among them; whereas, if the products' performance does not match their expectation, then it will lead to dissatisfaction or cognitive dissonance. The study of post purchase behavior includes elements like consumer expectations from the product, actual performance of the product, the comparison between expectations and product performance, confirmation or disconfirmation of expectations and the size and direction of the discrepancy score (whether satisfied or not) to determine consumer satisfaction. The consumers were tested on being loyal to a brand and speaking well about the product and the website if satisfied, discontinuing purchase and speaking ill about the brand and the website if not satisfied, impact of the advertisement on the product performance and consumer decision, etc. with following objective in mind.

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105. CULTURAL IDENTITY AND THE LOCATION OF DIASPORA IN DALJIT NAGRA'S LOOK WE HAVE COMING TO DOVER



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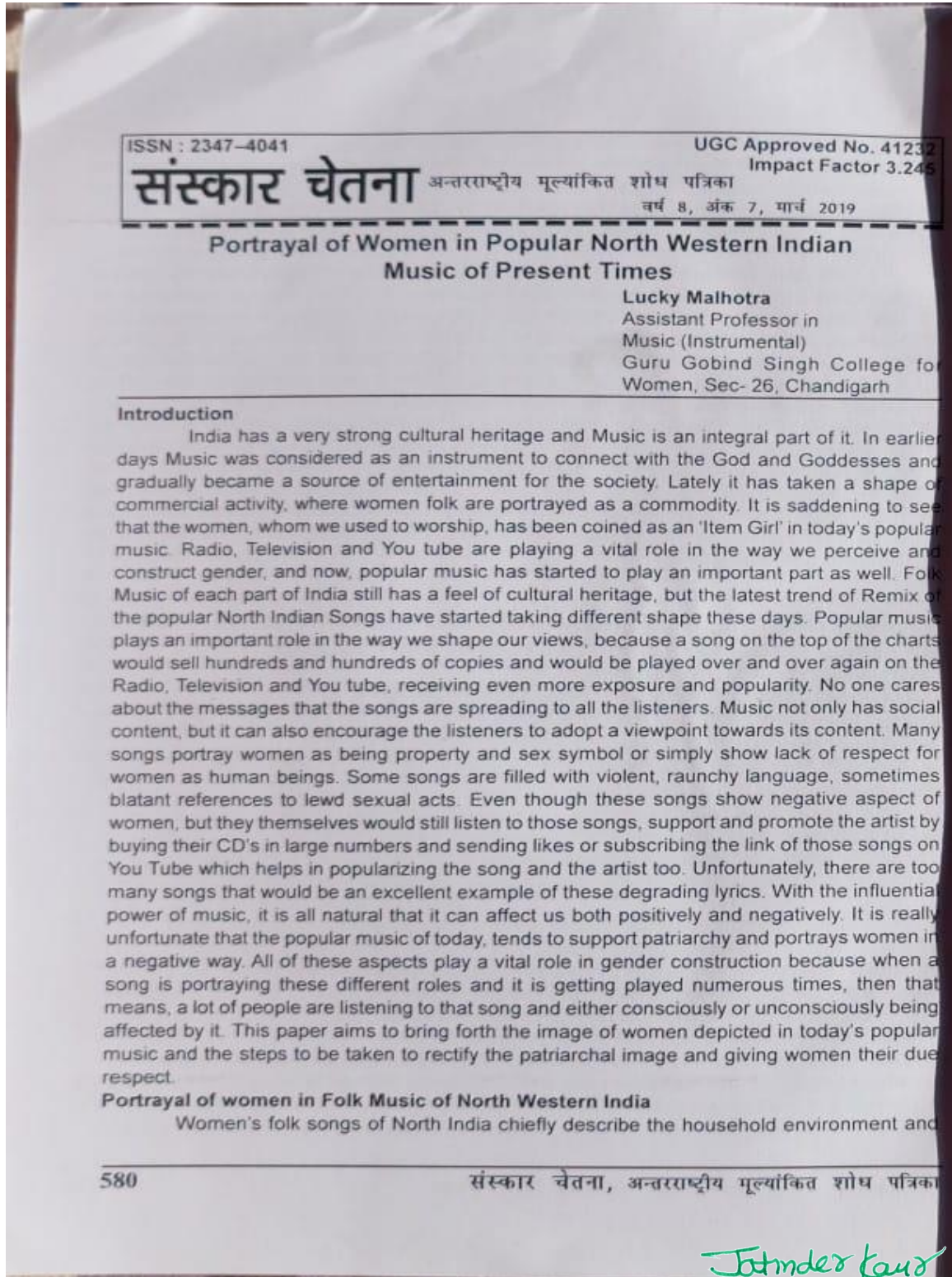
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106. PORTRAYAL OF WOMEN IN POPULAR NORTH WESTERN INDIAN MUSIC OF PRESENT AGE



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107. WHAT PROMPTS A CUSTOMER TO SEARCH AND SHOP ONLINE-A STUDY OF PUNJAB

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[extension://efaidnbmnnnibpcajpcgclefindmkaj/http://www.pbr.co.in/2018/2018_month/April/2.pdf](http://www.pbr.co.in/2018/2018_month/April/2.pdf)

Pacific Business Review International
Volume 10 Issue 10, April 2018

What Prompts a Customer to Search and Shop Online – A Study of Punjab

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Abstract

Shopping has gone to a new dimension with the presence of stores selling products and services through internet. E-commerce and online shopping has expanded like a forest fire in last few years. Most of the traditional retailers have become e-tailers along with traditional brick and mortar business houses. There are several factors which motivate the consumers to shift from the physical stores to online stores. Since, likes and preferences varies from person to person, it's not necessary that same factors affect the consumers buying behaviour in the same manner. What needs to be answered is - how the behaviour and expectations of the consumers will change when they shift from traditional physical markets to virtual markets. What's more challenging is to compare the two different sets of consumers with regards to their preferences towards online shopping. The present study was conducted among the rural and urban consumers of Punjab. Two cities and two villages falling under the districts of the selected cities were selected as per the convenience of the researcher for the purpose of the study. A hypothesis was tested to understand the impact of motivating factors on the online purchase behaviour of the rural and urban consumers in Punjab. The collected data was analyzed using KMO factor analysis, Pearson's correlation and stepwise multiple regression analysis. The results indicated that rural consumers in Punjab have better online behaviour as compared to their urban counterparts i.e. rural consumers are more satisfied with their online purchases.

Key Words: Online Purchase behaviour, E-tailers, Online shopping, Electronic Commerce, Consumer Expectations.

Introduction

Online shopping is a form of electronic commerce where the consumers use digital technology to purchase products or services over the internet using web browser. Online shopping has seen a tremendous growth in the recent past. Companies have started using internet as a medium of sales in order to cut down on their costs and providing product information for generating more customers. On the other hand, consumers use internet for comparing product prices and features, to generate product information and compare after sales services provided by various e-tailers. Thus, online shopping environment is playing an important role in the overall relationship between marketers and their consumers (Koo et al 2008). It is important for the marketers to study what a consumer sees, thinks,

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108.GENDER GAP IN FINANCIAL SERVICES IN INDIA: A STATE LEVEL ANALYSIS

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GENDER GAP IN FINANCIAL SERVICES IN INDIA: A STATE LEVEL ANALYSIS

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Abstract

Despite a tremendous progress in financial inclusion levels of different countries across the globe, the World Bank Findex data did not show any signs of improvement as far as gender gap in financial services is concerned over a period of three years from 2011 to 2014. The results of the findings have shifted the focus of policy makers toward the promotion of financial inclusion amongst the females to curb down this gender gap which has so far remained an untouched subject amongst the researchers. Though gender parity, gender equality is receiving an increasing amount of attention both at national and international level yet there is very limited research work undertaken to measure financial inclusion by disaggregating data sex-wise to identify gender gap in financial services. This paper is an attempt towards this direction and measures the gender gap in financial services across 36 states/UTs of India for the year 2014-2015 by constructing gender gap ratio index. The results portray presence of large gender gaps across all the states and at all India level, on an average against every 100 males only 58 females have been found to be covered under formal financial sector depicting a huge gender gap of 42 percent point.

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