

INTERNATIONAL VIRTUAL CONFERENCE

On

"Emerging Trends and Technologies in the Area of IT Science, Social Sciences Commerce and Management"

(ICET- 2020, Abstract Proceeding)

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I would like to express my sincere gratitude to all the authors, researchers and reviewers, who provided their detail research and views for (ICET-2020).

I would like to thank my family, who supported and encouraged me in spite of all the time it took me away from them. This conference could see the light of day due to generous support from the WFST.

The readers and beneficiaries vary from academicians, professional engineers and scientists, to undergraduate and graduate students from all over the country.



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MESSAGE

It is my pleasure to humbly invite you to attend the **International Virtual Conference** on **"Emerging Trends and Technologies in the Area of IT Science, Social Sciences Commerce and Management"** on 27 June 2020 Organized by St. Paul Institute of Professional Studies, Indore.

This year's conference will attract attendance from all around the world; the distinguished speakers are from the top notch academic institutes as well as leading all industries from all around the globe. This conference will provide the opportunity and exchange of ideas related with the nuts and bolts as well as the challenging issues concerning within the fields.

Participation from successful entrepreneurs and industry leaders at the Conclave, would act as a guiding light to the enterprising youth, who would be soon embarking on their career paths. I am happy to note that Entrepreneurship Summit, Leadership Lectures and Innovation Exhibition are being organized as a part of Conclave.

I wish all the success of this International Conference.

Dr. Princiwill Akaosh

Department of Management University of Lagos, Nigeria







MESSAGE

It is my immense pleasure to invite you to attend the **International Virtual Conference on** "Emerging Trends and Technologies in the Area of IT Science, Social Sciences Commerce and **Management**" going to be held At St. Paul Institute of Professional Studies, Indore, India in collaboration with **Research Foundation of India**.

This year's conference will attract attendance from all around the world; the distinguished speakers are from the top-notch academic institutes as well as from the leading industries all around the globe. This conference will provide the opportunity to exchange ideas as well as highlight the challenging issues in the various fields of Science, Technology and Management.

Participation from successful entrepreneurs and industry leaders at the Conclave would act as a guiding light to the enterprising youth, who would be soon embarking on their career paths.

I wish you all the success for this International Conference.

Fr. Simon Raj

Director

St. Paul Institute of Professional Studies, Indore





MESSAGE

I welcome you in the **International Virtual Conference** on **"Emerging Trends and Technologies in the Area of IT Science, Social Sciences Commerce and Management" (ICET- 2020)** on 27 June 2020 Organized by St. Paul Institute of Professional Studies, Indore.

On behalf of the Executive Committee of RFI, I wish to thank all the authors, invited lecturers, session chairman, members of the International Scientific Committee, National coordinators and numerous others who helped to shape the content of this conference. I would also like to thank organizational committee members, whose administrative and organizational works were the prerequisite for a successful conference.

Thank you for joining us on this momentous occasion.

Dr. Sourabh Jain

Chairman Research Foundation of India







MESSAGE

On behalf of the program board I would like to welcome you to the ICET- 2020 conference!

I am happy to Organized the International Virtual Conference on "Emerging Trends and Technologies in the Area of IT Science, Social Sciences Commerce and Management" on 27 June 2020 At St. Paul Institute of Professional Studies, Indore, India in collaboration with Research Foundation of India...

The overwhelming response to our call-for-papers indicates the popularity of this conference and confirms that RFI has become the world-wide forum for all aspects of science and technology in the field of all related topics.

I would like to express my thanks to all authors for their outstanding contributions and in particular the members of the program board for their competent evaluation of the large number of submissions. Likewise I would also like to express my appreciation to the program, as well as to the invited chairs for their careful preparation of the invited sessions.

I extend my warm greetings to the visiting alumni delegates and with the Conclave all success.

Dr. Sr. Alice Thomas

Principal

St. Paul Institute of Professional Studies, Indore





MESSAGE

Dear Distinguished Colleagues, Precious Academicians and Our Research Professionals,

As Vice-President of Research Foundation of India, firstly, it is my pleasure to welcome one and all to participate in this significant and prestigious event. On behalf of the Organizing Committee, it is honours of the hosting you at India.

Conferences have a great platform for global networking. I want to thank all of you who have worked on putting our extraordinary conference together; I would also like to express my appreciation to the Research Foundation of India for elegant configuration.

Participation from successful entrepreneurs and industry leaders at the Conclave would act as a guiding light to the enterprising youth, who would be soon embarking on their career paths. I wish you all the success for this International Virtual Conference.

Prof. (Dr.) Ashok Kumar Gupta

Vice President & South Asian Country Chapter Head Research Foundation of India





MESSAGE

My Dear Fellows,

I am honoured and delighted to welcome you in the International Virtual Conference "Emerging Trends and Technologies in the Area of IT Science, Social Sciences Commerce and Management" (ICET- 2020) on 27 June 2020 Organized by St. Paul Institute of Professional Studies, Indore.

I am delighted that ICET- 2020 has been designed to offer a comprehensive range of sessions that includes Trends and Emerging techniques in Science and Technology. I hope you have a good time & opportunity to connect with experts from the scientific community and influential entrepreneurs from industries through their lectures and presentations and will also put forward many thought-provoking strategies for a future line of action in the area of Science and Technology.

We are looking forward to meeting all of you to make (ICET- 2020) grand success.

Prof. (Dr.) Priyadarshini AgnihotriPresident - Northern-South Board of India

Research Foundation of India







MESSAGE

It is my immense pleasure to invite you to attend the International Virtual Conference on "Emerging Trends and Technologies in the Area of IT Science, Social Sciences Commerce and Management" ((ICET- 2020) going to be held Organized By: St. Paul Institute of Professional Studies, Indore. Association with- Research Foundation of India & World Virtual Conference Forum, Sponsored by- International Research Guide Federation(IRGF), World Federation of Science and Technology(WFST-California), Edu Academic

This year's conference will attract attendance from all around the world; the distinguished speakers are from the top-notch academic institutes as well as from the leading industries all around the globe. This conference will provide the opportunity to exchange ideas as well as highlight the challenging issues in the various fields of Science, Technology and Management.

Prof. Ajay Jain

President Central India Board Zone Research Foundation of India





MESSAGE

Dear Attendees (ICET-2020),

It is my pleasure to welcome you to this highly informative conference. It is a very exciting time to be in sustainable development. Having served many years in these events I can say it is the most active and promising time I have experienced. I hope you learn more about the evolving sustainable development in institute and industry, and take away key insights and information from the conference.

I extend my warm greetings and felicitations to the organizers and the participants and wish the Conclave all success.

Dr. Sarita Rana

State Secretary of Madhya Pradesh (India) Research Foundation of India







MESSAGE

Dear Attendees,

I am delighted to welcome you for the "International Virtual Conference on (ICET- 2020)" which brings together experts and academics from around the world. New trends and challenges to Research are being put forward by the rapidly changing social and economic situation in many parts of the world. At the present the implementation of an appropriate control programs towards the reduction of infection in man will be discussed.

I extend my warm greetings and felicitations to all participants and wish the Conclave all success.

Dr. Manish Dubey

President Madhya Pradesh State Research Foundation of India







MESSAGE

Dear Attendees (ICET- 2020),

It is my pleasure to welcome you to this highly informative conference. It is a very exciting time to be in sustainable development. Having served many years in these events I can say it is the most active and promising time I have experienced. I hope you learn more about the evolving sustainable development in institute and industry, and take away key insights and information from the conference.

I extend my warm greetings and felicitations to the organizers and the participants and wish the Conclave all success.

Dr. Gurdip Singh

Vice President, Madhya Pradesh, Research Foundation of India







MESSAGE

ICET- 2020 is to bring together innovative academics and industrial experts in the field of "Emerging Trends and Technologies in the Area of IT Science, Social Sciences Commerce and Management" to a common forum. I sincerely hope that this conference will deliberate on various issues that need to be addressed and come up with recommendations.

I wish the conference a success.

*Dr. Kuldeep Agnihotri

Indore Chapter Head Research Foundation of India







MESSAGE

Dear Attendees ((ICET- 2020),

I am delighted that ICET- 2020 has been designed to offer a comprehensive range of sessions that includes Trends. I hope you have a good time & opportunity to connect with experts from the scientific community and influential entrepreneurs from industries through their lectures and presentations and will also put forward many thought-provoking strategies for a future line of action in the area of Humanities.

I extend my warm greetings and felicitations to the organizers and the participants and wish the Conclave all success.

Dr. Indira Dixit

President Indore Zone Research Foundation of India, New Delhi

A COMPARATIVE STUDY OF THE TAX EVASION IN INDIA

Dr. Sandeep Raghuwanshi,

Assistant Professor of Commerce, St. Paul Institute of Professional Studies Indore, Madhya Pradesh, India

Abstract:- In this age Importance and need of planning is increasing in every vicinity of life. Tax planning is being adopted in the tax vicinity but some of the people are used tax evasion (it means concealment of income, falsification of accounts and this device is unethical and has to be condemned) to reduced their tax liabilities. The impact of tax evasion to increase the black money and increase the unemployment rate and apart from that it also decreases the circulation of money in economics. India is facing major problems like Tax Evasion, Black money, existence of parallel economy show that Indian taxation system requires some major reforms in the future ahead to address all this problems. In this backdrop the present paper explores the tax planning concepts and examine amount of tax evasion in India. For this purpose the required data have been collected from secondary sources

Keywords:- Tax evasion, tax Avoidance, tax Planning, ethical code of conduct.

ICET-2020/151

A STUDY OF CONSUMER SHIFT FROM TRADITIONAL STORES TO ONLINE SHOPPING POST PANDEMIC

Prof. Vidhi Paryani¹, Prof. Madhavi Tarani²

¹Assistant Professor. Dept. of Commerce, St. Paul Institute of Professional Studies, Indore ²Assistant Professor. Dept. of Commerce, St. Paul Institute of Professional Studies, Indore

Abstract:- The digital population of India as of January 2020 is 687.6 million which promised the growth of e-commerce market size of 200 bn USD by 2027 making India the second largest online market globally. The digital buyer penetration in India lead to one in every three Indians engage in online shopping. Shopping is always considered as an experience. Covid -19 one of the defining events of 2020 changed this experience. The new normal forced customers to go online to shop for the products they otherwise would have never thought of shopping without 'touch & feel'. Limiting shopping for all but necessary essentials is becoming a new normal. As people have incorporated social distancing as a way to sluggish the blowout of the pandemic, there has unsurprisingly been a drop-off in traditional shopping. That would look like to mean there would be an expected increase in online shopping as people turn to ecommerce to purchase the items they might have otherwise purchased in person. This paper focuses on the shift in customer from traditional in person shopping to online shopping for various categories of products ranging from the essential grocery items to books, cosmetics, household furniture which a customer usually preferred to buy in person.

Keywords:- Online shopping, ecommerce, traditional shopping, Covid-19.

ICET-2020/152

USERS PERCEPTIONS ON EMPLOYABILITY OF PRIVATE EDUCATION INSTITUTES – A STUDY OF INDORE REGION

¹Dr. Seema Jhala,

¹Assistant Professor at Indore Institute at Management and Research, Indore ²Prof Suraj Sharma,

²Assistant Professor at Indore Institute at Management and Research, Indore

Abstract:- There are many meaning of quality in higher education such as quality in learning outcome, quality in infrastructure, quality in teachers, quality in education and employability. In developing country like India education is a luxury, if not subsidized by government. So there is a need for cost benefit analysis of education in terms of benefit of development of employability by education . There are many higher educational institutions

in India, which claim to provide quality education. With the introduction of private players commercialization of education started. In India there are 78% of total institutes are private educational institutes. (AISHE, MHRD, GOI, 2018-19). In India private education system is blamed of higher fees. Private higher education system justifies in terms of facilities they are providing. With increasing fees, the expectations of students and parents are also increasing. According to private higher educational system, they are making industry ready, employment oriented people. It is assumed that the main aim of getting education in India is to get jobs. But at present India is having highest unemployment of 45 years. With this backdrop in mind this paper tries to understand whether private education systems are providing employability from the point of stack holders. This paper tries to understand the perceptions of users about employability development by private education in India. The study includes both qualitative and quantitative approach. A self structured questionnaire is designed on the basis of review of literature to understand the perceptions of users (students) on 16 factors. The five point likert scale is used. The sample size is 240. The data is filled by the students. Descriptive statistics like mean and standard deviation is used to analyze the data.

Keywords:- Private higher education, users, perceptions.

ICET-2020/153

A STUDY ON MOTIVATIONAL FACTORS OF WOMEN ENTREPRENEURSHIP VENTURING IN INDIA

Dr. Vivek Kaushik, Asst. Professor,

Head- Department of Management, St. Paul Institute of Professional Studies, Indore

Abstract:- Women's leadership is a driving force for a change, and now they are ready to shoulder in all the segments of economies. It is stated in various research articles that elimination of gender biasness and equal preference to females in the work life will boost the country's economy and rise in GDP growth. As newly created enterprises increase the dynamism of economies and generate employment. Thus they are the object of research subject. There should be certainly motivation or intrinsic forces that initiate behaviour and determine its form and direction. Women are motivated into business by different factors and this research tries to find the association between motivations and venture establishment decision among women entrepreneurs. The results identified the important determinant for the decision of new venture establishment, and correlation between education & its impact on the motivating factors. The study also reveals that there is a positive relationship exists between education & motivational factors for women entrepreneurs.

ICET-2020/154

EDUTAINMENT: A NEW PEDAGOGY OF TEACHING

¹Dr. Ravi Vyas,
St. Paul Institute of Professional Studies, Indore

²Mansi Desai,

Research Scholar, School of Commerce, DAVV, Indore

Abstract:- Teaching is not a profession rather it is a vocation, it's an art, and the teacher as a creative artist makes better tomorrow of pupil. Teaching a child has always a challenging task for teachers as well as parents. Making students interested in studies is a really difficult task and in present situation of pandemic make it even more difficult. In this current situation teacher has only option to teach online in video classes which makes study more difficult for student and teachers both. Students have so many study materials available online, now a day but they are not interested. To overcome from this problem we need to use edutainment pedagogy in our education system. In this research paper, researcher wants to know how much students are familiar with word edutainment. How much students feel encouraged when it comes to edutainment? And how students find studies easier and enjoyable with edutainment?

Keywords:- Edutainment, Education, Knowledge Synthesis, Teaching Pedagogy, etc.

EFFECTIVENESS OF E-LEARNING PLATFORM ON IMPARTING KNOWLEDGE AND EDUCATION

¹Dr. Ravi Vyas

St. Paul Institute of Professional Studies, DAVV, Indore ²**Rekha Kadam**

Shri Umiya Kanya Mahavidhyalaya, Rau, DAVV, Indore

Abstract:- Before January 2020, schools, colleges, universities, education centers were lively with the students and teachers. Unexpectedly, a pandemic provokes and whole world has stopped. Many countries have (rightly) decided to close schools, colleges and universities. Eventually to save the lives of students and teachers, it was decided to close education centers. However, the pattern of study has shifted from direct personal to indirect personal i.e. online. With lots of trial and errors this system is adopted by most of the stakeholders. But it is clearly visible that there is still confusion all around and educators and students alike are uncertain as to the next steps and continuity with respect to educational objectives. So, in this paper researchers wants to explore how the pandemic/unforeseen event has affected the education system and what are the challenges and opportunities if the situation is persistent. This study identifies the determinants and effectiveness of E-learning platforms on the higher education system.

Keywords:- Online Learning, Online Teaching, E-Education, Students, Teachers, etc.

ICET-2020/156

GREEN MARKETING: A STUDY OF CONSUMER COMPREHENSION AND THEIR BUYING INTENSION TOWARDS ECO-FRIENDLY PRODUCTS

¹Dr. Ravi Vyas

Assistant Professor, Department of Commerce St. Paul Institute of Professional Studies (Affiliated to Devi Ahilya Vishwavidyalaya)

²Chaudhary Saket Kumar

Assistant Professor, Department of Commerce Rameshwar Mahavidyalaya (A Constituent College of B.R.A. Bihar University)

Abstract:- Sustainable development can be attained only by developing various strategies for protection of our environment. Industries have to play an important role in development of products which effectively incorporate environmental aspects. Concerns for global warming have attracted the attention of people towards use and promotion of environmental friendly products. Countries across the globe are adopting various measures to reduce carbon emissions and other toxic elements. The world is focusing on adopting the strategy of "reduce, reuse and recycle". Sustainable development and social responsibility are key issues for all corporate house. If they are willing to survive longer, they have to adopt these sustainable practices. Marketers are adopting various strategies to reduce the use of limited resources. They are implementing "going green" strategy by manufacturing eco-friendly products that attract socially ethical customers. Industries are adopting green marketing practices for promotion of eco-friendly products (also called green products).On the other hand, customers are also becoming aware of their social responsibility towards environment. Purpose of our paper is to assess the awareness of customers towards ecofriendly products. The paper also tries to analyze the purchase intension of customers. The paper also tries to examine consumer attitude towards contribution of environment through purchasing of eco-friendly products.

Keywords:- Sustainable Development, Global Warming, Social Responsibility, Eco-friendly Products, Green Marketing, Buying Intension, Consumer Attitude, Carbon Emission.

EMERGING TRENDS IN GREEN MARKETING IN THE CURRENT SCENARIO

Ashay Joshi, Asst. Prof.

St. Paul Institute of Professional Studies, Indore

Abstract:- Green marketing is that business practice that aims at promoting preservation and conservation of natural resources keeping in mind the consideration of the consumer about it. Green marketing is a phenomenon which has developed in the modern business and has emerged as an important concept in India as in other parts of the globe, and is seen as an significant strategy to facilitate sustainable development. Consumers' attitudes have increased towards a green lifestyle. More and more consumers are becoming aware of adverse effect of consumerism on the environment and they seriously want to do something, to reduce it. After the post COVID-19 pandemic, the voices have been more louder towards supporting this. Organizations and businesses have observed this change in consumers' attitudes and are trying to gain by exploiting these sentiments and feelings of them towards the green market industry. In the age of globalization, it has become a challenge to retain the consumers and even keep our natural environment safe and this is the biggest need of the time during this challenging time of COVID-19.

Keywords:- Green Marketing, Environment, Consumer attitude, Challenges, COVID-19, Modern Business, Globalization.

ICET-2020/158

LI-ION BATTERIES: AN EMERGING INTERDISCIPLINARY AREA OF RESEARCH

Dr. Anshuman Dalvi, (PhD IITK), Professor, Department of Physics BITS Pilani

Abstract:- Lithium-ion batteries have revolutionized our lives and used in everything from mobile phones to laptops and electric vehicles. Prof John B Good enough of the University of Texas at Austin, M Stanley Whittingham of Binghamton University and Akira Yoshino of Meijo University have received equal shares for Nobel prize in chemistry for the year 2019. This is essentially for their contribution towards the development of Li⁺ ion batteries. Development of energy storage devices is now an interdisciplinary field of research, where there is a huge scope for physicists, chemists and engineers to contribute. I will be discussing some fundamentals of Li⁺ ion batteries and their state of art development. Focus will also be on alternatives/competitors to Li⁺ ion batteries, Lithium air batteries for EVs, all-solid-state batteries and micro/nano batteries. This lecture will be at a popular level to encourage young minds.

ICET-2020/159

THE BRIMMING CHALLENGES TO THE EDUCATIONAL INSTITUTIONS DURING AND POST COVID-19

Rahat Ahmed, Assistant Professor,

St. Paul Institute of Professional Studies, Indore.

Abstract:- The aim of the research is to understand the technology adoption, teaching and learning process, student engagement and faculty experience towards virtual classrooms during Lockdown due to COVID 19, India. Inductive reasoning used in this study and qualitative research methods are used to collect the data from educators, parents and students associated with institutions in Indore. The finding of the study suggests that during the lockdown period faculty have undergone the process of technology adoption and students were involved with various online modes of learning. The situation was full of fear, anxiety and consciousness. This is related to the positive side of COVID 19 and changes in the education scenario by adapting to technology and engaging students with various virtual sessions. The current study is limited to the sample frame of 15 faculties and students from Indore. The emotions and perceptions of faculty towards the usage of technology and experience are different for different users. Even though COVID 19 has created cognitive differences in students and in the minds of the faculty towards various situations during their mundane life.

THE CHANGING PERSPECTIVES OF ORGANIZATIONAL CULTURE IN EDUCATION SECTOR POST COVID-19

Dr. Suvarna Lapalikar,

Assistant Professor, St. Paul Institute of Professional Studies, Indore

Abstract:- The study focused on the changing perspectives of culture in educational Institutions in Post COVID-19. Due to this pandemic, approach towards dimensions of culture has been changed from brick & Mortar to digital culture. To keep social distancing is an essential for faculty and as well as for the students so there is a need to focus on digital teaching-learning process and at the same time to keep reviving the culture in terms of openness, trust, team work, innovation in ideas etc. As we understood that the healthy culture rests on eight pillars that is OCTAPACE (Openness, Confrontation, Trust, Autonomy, Collaboration, Authentication, Proactive and Experimentation) and at least we can maintain such dimensions at virtual world also. In this study four dimensions have been studies i. e. Trust, Openness, Collaboration & Experimentation. For this study total 85 faculty members were chosen from selected five Educational Institutions and though the self-constructed questionnaire they were asked about their perception towards the four dimensions whether these can be followed through mediated technology by keeping social distancing. The result indicated that respondents were agreed on such dimensions that would be followed while virtual work from home. The findings indicated that they are able to keep harmony among themselves and also to control the students virtually.

Keywords:- Organizational Culture (Trust, Openness, Collaboration & Experimentation), social distancing, work from home, mediated technology.

ICET-2020/161

A STUDY ON REIMBURSEMENT POSITION OF HIGHER EDUCATION LOAN PROVIDED BY COMMERCIAL BANKS IN INDORE CITY

Dr. Aarti Patel,

Asst. Professor, St. Paul Institute of Professional Studies, Indore

Abstract:- Education is the progression of tutoring aimed at the all round development of individuals, providing with necessary tools to participate in day to day activities of the world. It forms the basis for lifelong learning and inspires confidence to face challenges; besides providing skills to become more self reliant and increases awareness. It not only impacts the human development and economic growth, but is the fundamental requirement of democracy. Through education, people become more responsible and informed citizens, and can voice their concerns and issues in political system of their society. It is an essential element for democracy and eradicating poverty. It also helps people in improving productivity, thus playing greater roles in economic life and earning a better source of revenue for themselves and the society. In this study, disbursement and repayment for the last six years was measured to find out the gap between these two variables. The data was based on the secondary sources.

ICET-2020/162

STUDY OF THE PHOTOCATALYTIC DEGRADATION OF POLLUTED NARMADA RIVER WATER AT DISTRICT HOSHANGABAD BY USING TiO2 and ZnO NANOCATALYST

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Abstract:- River Narmada is life line of Madhya Pradesh, but rapid development of textile and other industries direct deposits their effluents in it and polluted the river. In this research, we investigate the photo catalytic degradation of textile wastewater using TiO2 and ZnO photocatalysts. The experiments were carried out in a magnetic stirrer photocatalytic reactor by using Ultra-Violet photo oxidation process. The effect of

temperature, time, amount of catalyst, sample volume was investigated and the optimized conditions for maximum amount of degradation were determined. As results indicate, the photocatalytic degradation process can treat textile effluent and reduce the level of COD, TDS, and color. The percentage COD removal was studied that TiO2 was more effencial than ZnO. Experimental runs can be used to identify the operational parameters to degradation on large scale for recycle purpose.

Keywords:- Narmada River, Chemical oxygen demand, Photo degradation, Nanocatalyst (Titanium dioxide, Zinc oxide etc.)

ICET-2020/163

EMERGING TRENDS AND TECHNOLOGIES IN GENERAL INSURANCE SECTOR IN INDIA: WITH REFERENCE TO GROWTH AND PERFORMANCE

Prof. Gagan Mittal, Assistant Professor,

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Abstract:- Life is full of risks and uncertainties. In fact risk is everywhere. Even when we walk to the nearest place in our area, there is a risk. One must protect himself or herself from this risk. The solution is insurance. Mainly it is two types i.e. life insurance and nonlife insurance (general insurance). In this paper we discuss about only general insurance. General insurance helps in securing ourselves and things we value like homes, cars, bikes or any other property from any kind of calamity whether it is big or small. General insurance protect insured property from fire accidents, floods, earthquakes, storms, thefts, travel accidents or any other kind of catastrophe. IRDA standardize the terminology of general insurance and also created opportunity in personal life insurance business. It has taken few initiatives and efforts to enhance the quality of service in general insurance sector. General insurance is a growing portfolio and the insurance penetration and density has increased very rapidly. The premium ratio in general insurance is growing, but in contra, the claim ratio is also increasing. The general insurance has created many challenges and opportunities in health insurance business. In this background, the present paper focuses on the performance of general insurance companies in India.. From the post liberalization scenario, general insurance in India is growing rapidly. The reasons behind its spectacular growth are allowing private companies to enter into Indian market, low insurance premium, TPAs (Third Party Administrators), Fast and immediate settlement of insurance claims, Innovative general insurance policies, discounts in insurance products, increasing awareness among people, more distribution channels etc. The other side of the coin is, public sector insurance companies are facing cut throat completion from private insurance companies as they offer wide variety of policies at a low premium. Due to this few general insurance companies are closed and few are forced to come out with same polices and services. Ultimately the performance of public sector general insurance companies also enhanced with the competitive moves by private players. On the other hand, customers are also exposed to new trends in the insurance market. Insurance Regulatory and Development Authority (IRDA) is the apex body in India to monitor the activities of insurance companies. It has laid down standard terms and conditions to general insurance companies and also given scope for personal accidental life insurance policies. IRDA has taken all the measures to improve the performance of general insurance companies as it is one of the fast growing areas in Indian economy.

Keywords:- IRDA, general insurance, claims, premiums, risk, Public sector general insurance company, Private sector general insurance companies.

ICET-2020/164

UNLOCKING THE CREATIVITY DURING LOCKDOWN: ROLE OF E-COMPETITIONS IN OVERALL GROWTH OF STUDENTS

Prof. Madhavi Tarani¹, Prof. Vidhi Paryani²

¹Assistant Professor, Dept. of Commerce, St. Paul Institute of Professional Studies, Indore ²Assistant Professor, Dept. of Commerce, St. Paul Institute of Professional Studies, Indore **Abstract:**- The nation-wide curfew due to COVID-19 threat has literally kept elders and youngsters alike indoors. All are literally trapped in home & there is no way out. But where there is a will there is a way. Thanks to technology that even in these worst days of COVID-

19, we are able to communicate & keep in touch with our near & dears. Not only this but students are pursuing their study online & participating in no. of competitions to keep themselves far from boredom. This Paper will mainly focus on this aspect only that how these E-competitions has unlocked the way, for keeping students alive, providing them opportunity for being more creative, innovative & participative, during this lockdown. Lockdown can also be considered as quality time to think upon ourselves & finding out what we really want. These E-competitions are really a good platform to see ourselves & review our opinion about ourselves, especially Students. Along with these this paper has also tried to check whether there is any different between perceived benefits among students of different stream. This is going to be a very interesting study about students& what motivates them to participate more.

Keywords:- E-competitions, technology, unlocked creativity, perceived Benefits.

ICET-2020/165

SCHOOL OF PRACTICAL LIFE THROUGH LITERATURE

Dr. Swati Singh, Assistant Professor, Dept. of Humanities, St. Paul Institute of Professional Studies, Indore – 452001, Madhya Pradesh

Abstract:- After renaissance the definition of development has been changes. Therefore not only physical changes but mental changes have also taken place. We have been developing since then. Conversely the social, political problems have been raised more and more. Today we cannot able to face the hardship, adverseness of life. Because we never focus on the issues of our personal life. So literature can play a vital role to make our children mentally strong. This paper tells the importance of literature in human life.

ICET-2020/166

IMPACT OF COVID - 19 ON EDUCATIONAL INSTITUTIONS: AN OVERVIEW

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Abstract:- As the SARS – like outbreak originated in Wuhan, China and it silently swept the world, no one had expected that it would bring the whole world to a stand-still. Corona Virus also commonly known as Covid- 19 has put the world on a pause. 'Educational Institutions' all over the world are affected by it. This pandemic has permanently altered the education sector as the traditional classroom learning was not possible. It has lead to the technological advancement of a field which has not changed in centuries. We are moving towards a new era of teaching- learning the use of online platforms like Google Classroom, Zoom etc. It has also brought on major reforms in the Education Sector. The purpose of this research study is to understand the impact of this pandemic on the Educational Institutions.

Keywords:- Corona Virus, Covid- 19, Educational Institution, Reforms, Online Platforms etc.

ICET-2020/167

WORK FAMILY CONFLICT AND ITS EFFECTS ON INDIAN WOMEN ENTREPRENEURSHIP – A CONCEPTUAL STUDY

Ms. Rachel Pawar, Asst. Professor, St. Paul Institute of Professional Studies, Indore

Abstract: In the current era, women are given an opportunity to explore new horizon of their potential. Entrepreneurship which has pre-dominantly been a "Man's Domain" has a lot of women creating a benchmark position for themselves. However, majority of women are still are burdened heavily with responsibilities of "household" and their aspiration succumb to the gender roles. Various government reports and research studies have shown that women entrepreneurial contribution is an untapped avenue for accelerated economic

growth. Thus the study aims to highlight from the available literature the relevance of work family conflict and its effects on the state of women entrepreneurship in India, further proposing suggestions that might curb the conflict and improve women entrepreneurial state in the country.

Keywords:- Women Entrepreneurship, Work – Family Conflict (WFC), Antecedents and Causes of Work – Family Conflict.

ICET-2020/168

THE EFFECT OF COVID-19 CRISIS ON CONSUMPTION PATTERN OF CONSUMERS IN RELATION TO THEIR INCOME LEVEL

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Abstract:-

Purpose:- The purpose of this paper is to examine the consumption pattern among different income class groups following the outbreak of the pandemic COVID-19. The research hypothesis guided the study. Likert scale method with mean point and cut-off point was used to justify the hypothesis. And the graphs are used to depict the relationship between income and changes in consumption of 32 commodities grouped into 6 different segments.

Design/methodology/approach:- A collection of data from individuals falling under different income slabs has been done to identify the consumption pattern in correlation with their income level. A sample survey was carried out among a sample of 252 individuals.

Findings:- Consumption pattern under six different segments have been detected and also identified the relationship between income levels and consumption level. The results of the study show that there is a significant impact on the consumption level of all six segments discussed in this paper. A reliability test was also done to identify the internal consistency of the scale and found an excellent value of Cronbach alpha which is 0.910.

Keywords:- COVID-19 crisis, Consumption pattern, Income Level, Consumption level.

ICET-2020/169

DISARMAMENT: IT'S NEED AND INDIA'S APPROACH TOWARDS DISARMAMENT

Dr. Javid Ahmad Mir,

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Abstract:- The nature of conflict and the weaponry used to fight it have changed dramatically in the last 100 years. Before the twentieth century, few countries maintained large armies and their weapons, while certainly deadly mostly limited damage to the immediate vicinity of battle. The majority of those killed and wounded in pre-twentieth century conflicts were active combatants. The armament race poses a great threat to world peace. Almost all the countries have been involved in the arms race. In the present study an attempt has been made to shed the light on Disarmament and India's approach towards it. **Keywords:-** Disarmament, India, Arms control, Approach.

ICET-2020/170

ANALYSIS OF PERFORMANCE MEASURES OF VARIOUS QUEUING MODELS WITH THEIR APPLICATIONS

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Abstract: Waiting period is a global problem that almost everyone has to face, which causes a great waste of time for everyone. It is well known that all these waiting line problems critically restrict the further development. Queuing theory is a mathematical approach to the study of waiting period in queues. In this paper we have introduced the concept of queuing theory and some mathematical models of queuing systems. We have also derived some basic laws and formulas. Using this concept we can derive and calculate

different performance measures. The mechanism which are used in the study of this theory are serving time, waiting time and duration.

Keywords:- Arrival Rate, Service Rate, Waiting time, System time, Queue length, System length, Utilization Factor, Performance Measures.

ICET-2020/171

E COMMERCE DURING COVID 19: AN OVERVIEW

Prof. Shruti Pagare

Asst. Professor, St. Paul Institute of Professional Studies

Abstract:- E-commerce had been steadily gaining momentum — the world over and also in India much before COVID19 happened. By and large the onset of the pandemic and the ensuing lockdown has thrown the progression of online purchasing off balance because of restrictions on eligible items to essentials and due to the limitations placed on physical movement directly impacting deliveries. Nevertheless, experiences of life during the lockdown may result in nudging attitudes towards opting for e-commerce once things are back to normal.

ICET-2020/172

MANAGING EATING DISORDER IN ADOLESCENT GIRLS WITH SUPERVISED YOGIC EXERCISES: AN EXPERIMENTAL STUDY

Dr. Avinash

Abstract:- Eating disorder is the third most chronic disease that affects females of adolescent age. This study was conducted to assess the impact of yogic exercises in reducing the eating disorder in adolescent females. To conduct the study, 20 adolescent females (Ave. age 17.12 years) with signs of eating disorder were selected for this experimental study. A three months yogic exercise was planned by the researcher as per the need of this study. The eating disorder inventory standardized by Agashe and Karkare (2007) was employed for data collection. In this one group pre-post test design data was collected twice i.e. before the commencement of yogic exercise program and after the completion of yogic exercise program. Pre-post paired comparison revealed significantly reduced post test scores on eating disorder as compared to pre-test scores. The researcher concludes that participation in yogic exercise program even of short duration of three months can control the disordered eating behaviour in adolescent females. **Keywords:-** Eating disorder, Adolescent females, Yoga.

ICET-2020/173

AN ANALYSIS OF ROLE OF LOCAL MARKET DURING LOCKDOWN A STEP TOWARDS AATMANIRBHAR BHARAT ABHIYAN Dr. Goldie Zaki.

Assistant Professor, St. Paul Institute of Professional Studies, Indore

Abstract:- Leaping beyond the national frontiers, countries were heading towards regional economic integration, increased economic interdependence and increased international trade, just when the hit of pandemic Covid-19 resulted in lockdown, sealing of the territorial boundaries of the states and countries leaving the consumers to limited choice available in the local market. Thus, with the aim to comprehend the importance of local market among people during lockdown and effect of increased use of local products during lockdown on helping in the direction of Atmanirbhar Bharat, this study was conducted with 120 respondents who were surveyed through a structured questionnaire. With the interrogation of local products having the capacity to strengthen the Indian Economy and make it self-reliant, the study concludes with the finding that the governmental initiatives taken for the MSME sector and promotion of local brands, the country is hopeful of attaining the self-reliant status

Keywords:- Local market, Lockdown, Consumer satisfaction, Governmental Initiatives, Atmanirbhar Bharat Abhiyaan.

QUEUEING THEORY FOR THE ENHANCEMENT OF COMMERCIAL SERVICE

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Abstract:- Waiting lines of customers are always very long in most of the commercial services. In this paper, the $M/M/S/\infty$:FCFS model is converted into $M/M/1/\infty$:FCFS to know which one is more efficient, a line or more lines. For this, we establish an optimization working model of queueing and estimate the optimal model of queueing theory. Then calculate the optimal number of service points to improve operational effectiveness. We also calculate the optimal service rate and the efficiency of the server in term of operating costs. On the basis of above feature, the result will be effective and practical.

Keywords:- Queueing Model, Optimal service stations, Optimal service rate, $M/M/S/\infty$ Model, FCFS.

ICET-2020/175

A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS GARDEN TOOLS

¹Dr. Haldhar Sharma

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²Ph.D. Scholar, Pacific Academy of Higher Education & Research University, Udaipur

Abstract:- The study examined association between age & expenses on garden tools and age & budget on garden tools. The data were collected from 400 respondents using survey instrument. The highest expense is made by the age category 40-60 years and lowest made by 18-25 years. It is also clear from the study that there is an association between age and budget for the garden tools. The study revealed that the mean value is highest for the age category more than 60 years and lowest for 18-25 years. For the analysis mean and ANOVA is used.

Keywords:- Expense on garden tools, budget on garden tools, age, income, occupation and consumer behavior.

ICET-2020/176

STUDY OF INTRUSIONS IN SMARTPHONE SECURITY PLATEFORM Shraddha Bhurre

Abstract:- Smart phones and their applications have become important part in our daily life. Availability of mobile cash services like mobile-payment systems and app markets have considerably inflated. Due to which ease of payment and time utilization increases. As in COVID-19 situation Mobile app development companies running in peak. Recent statistics state that nearly billions of mobile users use various mobile apps during this lockdown. Most of the people downloaded remotely apps and e-learning applications. At the same time we should be alert as there still are vulnerabilities for Smartphones. These exposures are particularly nasty due to the fact that they permit an intruder to remotely execute code on someone's phone by sending a specially crafted MMS message. Through which they can also read the messages. Sometimes these messages contain the OTP from the bank, Which can cause the high loss of money. Typically, a cybercriminal will try to trick the user into clicking on a malicious Web link or installing an infected application. This work analyzes the threats to mobile operating systems and types of intrusions, addressing android operating system. Sometime attack signature remains undetected because firewalls and other simple boundary devices lack some degree of intelligence. This deficiency explains why security from intrusion are becoming more and more important in helping to maintain proper system security. Unlike Laptops, mobile Handhelds are not factory-equipped with firewalls, virus scanners or spam filters. So we must concern with the protection of our Smartphones. For example, antivirus and SMS antispam programs are applied for all popular mobile operating systems.

Keywords:- Intrusions, Malware, Operating System, Android.

A CONCEPTUAL STUDY ON FACTORS LEADING TO OCCUPATIONAL STRESS

Mr. Tapas Upadhyay

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Abstract:- Occupational stress is callous relativity of competitive business environment. Today nobody is untouched with this malady. Stress is the Psychological and emotional response which is the result of any unpleasant situation in the organization, it affects the overall well being and productivity of an employee. Managing the occupational stress effectively is prime the responsibility of employers and employees. There are various factors associated with the occupational stress. This paper attempts to find the factors affecting occupational stress and provide strategies to reduce stress and adjust happily in personal and professional life.

Keywords:- Stress, Occupational Stress, Stress Management.

ICET-2020/178

CONSEQUENCES AND REMEDIAL MEASURES TO CONTROL THE IMPACT OF COVID- 19 ON INDIA

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Abstract:- Now a day we are facing the problem of COVID 19 or in other words lockdown. Corona Virus is spreading all over the world including India. Whole world is presently dealing with these two words and trying to cope up with this critical situation. World Health Organization announced it pandemic. Most of the countries are in lockdown mode. Presently, the prime objective of the country's leaders is to save the life of their countrymen. First priority is health, country's man power and economic resources are indulging in health sector. Currently, India's only 25% of the economy is in working mode and 75% in lockdown. Most of the sectors are affected by it. India was moving to about 3 trillion economies and was target to achieve in 2020-21 growth rates, but with covid-19 it is not possible to achieve. Indian economy has the fifth place in the world economy, the continuous spreading of this virus affecting on demand and supply in the Indian market as well as global market. Present study deal with the positive and negative impact of COVID 19 on India's social, economical, political and technological ground and also suggest some remedial measures to deal with the situation.

Keywords:- COVID 19, India, Consequences, Remedial Measures.

ICET-2020/179

REASONS FOR CRUDEOIL PRICE WAR AND IMPACT OF CORONAVIRUS ON THE ECONOMY WITH SPECIAL REFERENCE TO CRUDE OIL PRICE

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²Dr. Sanjay Sharma,

Associate Professor, IMIRC, Indore

Abstract:- Today world economy is dealing with the "Corona viruses" and market around the world is lockdown. Global economy is staring at another recession as the novel corona virus pandemic has forced businesses across the world to suspend operations. Sectors such as automobiles, real estate and banking seem to be having a difficult time ahead of them. Investors fear the spread of the corona virus will destroy economic growth and that government action may not be enough to stop the decline. In response, central banks in many countries, including the United Kingdom, have slashed interest rates. That should, in theory, make borrowing cheaper and encourage spending to boost the economy. This study is totally focused on the impact of corona virus on the economy with special reference to crude oil price.

Keywords:- Corona Virus, Economy, Crude Oil Price.

THE DEPICTION OF SURREALISTIC FEMALE PROTAGONIST IN NAMITA GOKHALE'S 'GODS. GRAVES AND GRANDMOTHER'

Mrs. Mamta Paithankar,

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"Feminism is not about making women stronger, they are already strong. It is about changing the way the world perceives that strength". (G.D. Anderson)

Abstract:- Today's modern woman is not only strong but capable enough to manage all her responsibilities and duties towards both her family and work place. She plays various roles in her personal as well as professional life and tries to balance each of her roles so perfectly. Educated and self dependant women too, suffer lot many problems and torment in their lives. No appreciation is given to them as they are expected to do all the house hold duties along with job responsibilities. Their pains, suffering and aspirations are never realized because they are women as per the mentality of the people. With the advancement of technologies, the conservative perception of the world is required to be changed to improve the status and position of a woman in our society. The renowned Indian woman writer Ms. Namita Gokhle initiates her writing with a new hallucination and holds a special position in the Indian woman writing. With her life experiences Ms. Gokhle depicts her women characters performing with more courage and liberty instead of begging for rights in the society. The categorization of her characters provides unique directions to the feministic writing as they fearlessly face any circumstances of their life without expecting any help or suggestion of the male. They are self-reliant to take decisions of their life and are capable enough to transform the social norms with their own point of views. The proposed paper deals with the progress of women characters in Ms. Namita Gokhle's novel, Gods, Graves and Grandmother. The three main female characters are focused in the paper. It represents how these women fight back to change the norms of conservative society to lead their life successfully by creating an icon of modern women with their own point of views.

Keywords:- Modernistic, representation, hallucination daring, liberty, social norms.

ICET-2020/181

SOME THEOREMS FOR CONTRACTIVE MAPPINGS IN BANACH SPACES

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Abstract:- In this paper we study on some theorems for contractive mappings in banach spaces. We observe that it is possible to improve every theorem involving for contractive mappings. It was shown in a that certain contractive conditions can be reduced to the pair wise contractive condition

$$||gf(x) - f(x)|| \le \alpha ||f(x) - x||$$

 $(+)||fg(x) - g(x)||\beta||g(x) - x||.$

Keyword:- Contractive, Nonnegative, Consequently, Converges.

ICET-2020/182

MEDIA ETHICS AND CONTEMPORARY SOCIETY

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St. Paul Institute of Professional Studies, Indore, Madhya Pradesh

Abstract:- Media involves various means of communication and it is the medium to create public opinion, socialisation and it has a great impact on the life of the people. Media has played a key role in social and cultural renaissance hence bringing positive revolutions. However along with these positive effects we cannot undermine the adverse effects of media and the chaos it causes in the contemporary society. Our media should be reminded of its

objectives and the public should be aware about the type of media representation with its audience effects and we should check ourselves whether we are strong audience and weak media or other way around. We should strive for a right media ethics and its positive implications in our country.

Keywords:- Media, Representations, Audience Effects, Socialisation, Media Ethics, sensationalism, False Consciousness, Distortion of facts.

ICET-2020/183

A STUDY ON CONSUMER BEHAVIOR OF GROCERY SHOPPING IN LOCKDOWN

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Abstract:- The Covid-19 pandemic has caused immediate changes in the food retailing environment. On March 24, 2020, the government of India announced a 21-day national lockdown that extended till 31 May, 2020. This lockdown has left the urban food markets with severe difficulty and with many restrictions on doing business. Also taking the advantage of the restrictions imposed during the lockdown, the grocery shop owners are charging for the essential items as per their own will. According to the recent report by Mckinsey and Co., there is 39% of growth of grocery shopping from kirana stores during lockdown. It also states post the pandemic there could be an 8% increase in shoppers. This research paper will show the influence of lockdown on the buying activities of customers related to grocery shopping and will also find the problems faced by the consumers in purchasing essential items during this pandemic outbreak. This paper will show all the good, bad and ugly aspects of shopping groceries in lockdown.

Keywords:- Consumer Behavior, Grocery, Lockdown.

ICET-2020/184

ONLINE PHARMACY AN EFFECTIVE MEDIUM FOR BUYING DRUGS POST COVID-19

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Abstract:- With digitalization of India and penetration of e-commerce, online pharmacy model is a platform which provide optimum and safe user experience under Post COVID-19 situation. The social distancing will be the essential of human life and shifting of medicine purchase over online mode enhance the user safety a lot. This is secondary data base descriptive research work which highlights the importance of online pharmacy in current scenario of pandemic COVID-19. The study explicitly focus on the potential of online pharmacy market and its various operational models for generating higher consumer experience.

Keyword:- Online pharmacy, COVID-19.

ICET-2020/185

THEORETICAL ANALYSIS OF THE STRUCTURAL PHASE TRANSFORMATION B1 \rightarrow B2 OF BASE UNDER HIGH PRESSURE

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Abstract:- We report a phenomenological model based calculation of pressure-induced structural phase transition of BaSe compound. Gibb's free energy is obtained as a function of pressure by applying an effective interionic interaction potential, which includes the long

range Coulomb, van der Waals (vdW) interaction and the short-range repulsive interaction upto second-neighbor ions within the Hafemeister and Flygare approach. From the present study, we predict a structural phase transition from NaCl structure (B1) to the CsCl structure (B2).

Keywords:- Structural phase transition, high pressure.

ICET-2020/186

A STUDY ON EFFECT OF CORONAVIRUS (COVID-19) ON INDIAN ECONOMY DURING LOCKDOWN PHASE-1

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Abstract:- The Coronavirus (COVID-19) pandemic is an unprecedented confounds to the world wide economy and also severely impacted to economy of India. The Indian economy is already struggling since long due various downturns. Due to speedy spread of infection of Coronavirus (COVID-19) among the people of India phase wise lockdown announced by Govt. of India to break its transmission. The 21 days lockdown phase-1 from 25 March to 14 April 2020 declared in India has badly affected not only economy of the country but also leads to disturbance in demand and supply chains, the economy of India has paused due to lockdown. The greatness of the financial effect will rely on the span and seriousness of the wellbeing emergency, the way wherein circumstance unfurls once when this lockdown will be unlocked. In this study we depict condition of the economy of India before COVID-19 period, assess the potential impact of the shock on various segments of the economy, analyze the policies that have been announced so far by the central government and the Reserve Bank of India to ameliorate the economic shock and put forward a set of policy recommendations for specific sectors. This study is based on secondary data available through various reports, articles, newspapers and data available on Ministry of Health & Family Welfare Govt. India & WHO etc. for lockdown phase-1 in India.

Keywords:- COVID-19, Economic Downturn, Financial Institutions, Informal Sector.

ICET-2020/187

A STUDY ON THE IMPACT OF ORGANIZATIONAL CULTURE ON ORGANIZATIONAL PERFORMANCE DURING COVID-19 A GLOBAL PANDEMIC

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Abstract:- With the sudden emergence of COVID - 19 a global pandemic, spreading at an exponential rate, led to the need to focus on Organizational Culture. This is a vital aspect as it is the immune system of any organization. Nowadays, Organizational culture is considered an essential factor as it acts as a glue that keep an organization together. It also helps in shaping the perception and behaviour of employees, so that employees can coordinate, collaborate to achieve the desired goal and helps in establishing a pandemic proof business, which will in turn positively impact the organizational performance. An ineffective organizational culture can bring down the organization and its leadership. On the contrary, an effective organizational culture will decrease the turnover of employees, enhance the job satisfaction, increase customer relations, productivity and growth of any organization. This will also maintain competitive advantage and organizational survival in the marketplace. The purpose of this research paper is to study the impact of change management, which is a part of organizational culture, on the performance of organization. In this regard, responses were gathered from 119 respondents, which include professionals of different companies of Uttar Pradesh, India. Analysis of the responses has been done using the Pearson Correlation to depict the degree of relationship between the two variables and Linear Regression have been used to study the impact.. The results revealed that managing change have a significant impact on organization performance.

Keywords:- Pandemic, Organizational Culture, Organizational Performance, Job satisfaction, Employee turnover, Customer relations Organizational Survival.

A STUDY OF IMPACT OF SPIRITUALITY ON YOUTH

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Abstract:- Since ages, spirituality has always been a significant source of strength for those who believe in God. Spirituality is a very important part of positive youth development. Spirituality denotes relationship with god. In the present world, the youth is confronted with varied and complex problems as compared with the situation that prevailed a couple decades ago. Thus, today's youth must stay positive and spiritually strong through which they can acquire faith and proper understanding. Prayer plays a crucial role in developing spirituality. This paper with more than 100 respondents has attempted to understand to effect of prayer and spirituality in augmenting the spiritual health of the youngsters. The study concludes with 75% of youth surveyed having a positive response for prayer augmenting their spirituality and helping them find solutions to their problems. **Keywords:-** Spirituality, Prayer, Belief, Life Problems.

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public good for the benefit of all'.

TEACHING PRACTICE TREND AND GLOBALISATION

Dr. Venkatapati Charankumar, Assistant Professor, Sri Venkateswara College of Education PAYAKARAOPETA, Andhra Pradesh

Abstract:- A new approach to teaching practice, calibrated for the 21st century, requires teachers to be willing to assist the student teachers in this regard. The teaching practice period is meant to expose student teachers to the most sobering technological frontier in history because they inherit a complex set of global dilemmas and this emphasise the rational of this study. The proposed study aims to prepare teaching practice students for the classrooms of the future. Teachers often expressed their lack of confidence in their digital technology skills and this can implicitly affect their attitudes towards the use of digital technology in their teaching. Therefore, the presenters argue that, the teaching practice student should be empowered in the fast-paced digital environment of the current millennium generation. Teachers often do not expect learners to be sharing knowledge through connections. This is a key aspect of learning in the digital age within a connectivist learning theory. The empirical research has been conducted in an interpretive qualitative paradigm underpinned by a complexity theory conceptual framework. Convenience sampling has been used in this study. One teacher from each of the three secondary schools in Gauteng has been selected to participate. This study has challenged the participating teachers to reflect on their own teaching praxis when using digital technology as an integrated part of their pedagogical content knowledge. One of the outputs of this research study is a model for teachers to use as an example for training the teaching practice students. This model can also be a source of information for digital technology literacy education. The intention is to guide teaching practice students to develop their own programmes for digital technology literacy to meet the teaching demands for the 21st century. Globalisation. The Post-Cold war scenario since the 1980s has been marked with nation states coming closer. The growing realization that more can be achieved by opening up than by functioning as individual closed systems has been leading the world towards globalisation. It is generally said that globalisation is a relatively new concept barely a few years old but is it a totally new idea? Nalanda and Taxila were the centrers of learning that attracted students from abroad. At VishwaBharati, Tagore had envisaged an educational and cultural space where boundaries between nations would dissolve. Even before that Swami Vivekanada had vouched for accumulation of the best educational practices of west and east. However, today with treaties and agreement for open trades and services and especially due to advanced ICT facilities the idea of globalisation is being translated into practice in the field of education. It has resulted in not only the free flow of trade, financial services and labour across the world; it has also led to free flow across jurisdictional boundaries of ideas, information, new technologies and skilled manpower. Therefore, knowledge is considered as a universal asset and as rightly mentioned by the President of Massachusetts Institute of Technology regarding their open courseware, 'knowledge is a

DIGITAL MARKETING: A PLATFORM FOR WOMEN HOMEPRENEURSHIP

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Abstract:- Digital Marketing is advance way of connecting and educating people across the world. With the growing influence of digital marketing in India, 68% of the brands are currently using digital marketing in their promotional strategies, while less than 9% use print ads, radio and television. Social media channels and online marketplaces have made it simple to perform economic activity from home and to reach new audiences, deliver products and receive payments. E-commerce companies get benefit from Homepreneurs because the latter have associations with end customers and hence know their needs and wants better. The purpose of this research is to give the overview of the impact of digital marketing on Homepreneurs business and its influence on people to buy and sell online and to analyse the performance level of Homepreneurs.

Keywords:- Digital Marketing, Homepreneurs, E-commerce, Social media channels.

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A STUDY OF PROBLEM OF ALIENATION AMONG TODAY'S YOUTH

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Abstract: Youth is the future of any nation, an asset towards future. Youth period is very energetic in human being and their demands and expectations are very high for the future. They need proper care and guidance because they seek special attention from every one. Due to lack of proper love, care and guidance, they start becoming pessimistic. They feel alienated among their well-wishers. The need is to understand their problems and complexities and the problem of alienation during the youth period. From educational point of view, for a teacher it is very necessary to understand the problems of their students and help them in facing the problem during this period. Therefore, this paper aims to understand the problem of alienation, its causes and rising complications in today's youth. Furthermore, it makes some recommendations to overcome this problem of alienation.

Keywords: Alienation, Isolation, Seclusion, Alienated Youth, Pessimism.

ICET-2020/207

AN ANALYTICAL STUDY ON ROLE OF GRIT IN STUDENT'S LIFE

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Abstract: A two-factor of "GRIT" are Perseverance and Consistency has been studied to find humans personalities and their intelligence. In this paper, we focused on demographic variables (Gender, Age, experience and Qualification) of college students. What role GRIT plays in achieving success in student's life? The study is based on primary data collected through a structured questionnaire from the Students of College in Indore. This study is to find out impact of analytical study and student's personality traits towards their goals. To test the hypothesis, Normality, Reliability, Independent t-test and ANOVA were used on the data collected with the self constructed questionnaire. The result shows that human's perceptions towards their success are varied. GRIT is situation based cognitive skill.

Keywords: Perseverance, Consistency, GRIT, Cognitive Skill.

PRIMARY SCHOOL IN RURAL AREA: ISSUES AND CHALLENGES

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Abstract: In 2012, over 96% of all kids age 6-14 in provincial India were selected school. This figure has been well over 90% for near 10 years. India is subsequently well on its approach to accomplishing the MDG objectives for training. Notwithstanding, enrolment in school doesn't consequently convert into ordinary participation; and neither enrolment nor participation guarantees that kids secure even fundamental capacities in perusing and arithmetic. A developing collection of examination in India shows that while kids might be in school, they are not learning; and that improved provisioning and foundation doesn't add to better learning results. This paper will summarize emerging findings and conclusions from an ongoing longitudinal study of primary school children. The original study tracked about 30,000 Grade 2 and Grade 4 students over a period of 18 months (2009-2011). It assessed gains in student learning over this period and related these to household, classroom, school, and teacher related factors. In a subsequent stage, a subset of these students has been tracked for an additional 2.5 years. This paper will present preliminary findings for this subset of children who have now been tracked for 4 years. It will analyze learning trajectories and patterns of transition as children move from early primary to upper primary classes, and relate these to the larger (classroom, school and home) context in which these children live. The paper will focus on key issues requiring attention from policy makers if learning, rather than schooling, is to be guaranteed to all children.

ICET-2020/209

AN ANALYTICAL RESEARCH ON AUDIO POWER AMPLIFIER

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Abstract: The audio power amplifier is used to amplify low-power audio signals to a level that can be suitable for driving the loudspeakers. Thus the audio power amplifier becomes a kind of essential part in the electronics that could make sounds. A good performance audio power amplifier with tonality control is designed. It consists of three parts: preamplifier unit, the tonality control unit and the power amplifier unit. In the pre-amplifier unit, a TLO71CP operational amplifier is applied, to amplify the low signal to be suitable for the tonality control unit. For the tonality control unit, a filter is used to achieve bass and treble control, resulting in different frequency response. In the last part, the low voltage power amplifier LM386N-1 is used.

Keywords: Audio Power Amplifier, Audio Signals, Control Unit, Frequency, Voltage.

ICET-2020/210

THE FUTURE OF EFFECTIVE DIGITAL LEARNING AND ITS ROLE IN THE EDUCATION SYSTEM

Dr. Chetna Dubey

Abstract: In this ever-growing digital age, an increasing number of students are slowly but steadily moving towards online digital courses in almost every field including business, arts, engineering as well as programing languages and technical tools also commonly known as e-learning, digital classrooms are coming up rapidly in all streams around the world, and the learners are eagerly filling up the seats. Not only is digital learning a vastly advanced technological medium but it also provides the learners with the great deal of flexibility, allowing them to study at any time, from any place at the their own convenient speed without worrying about time tables and schedules. The students, for the first them, also have liberty to choose what they want to learn and what they don't. This advantage has

made digital learning hugely popular, not only among engineering students but also students involved in many different fields. There are few basics which, when applied to digital learning classrooms improves students engagement as well as their interest. These basic principles are applicable to all kinds of digital learning courses be its language skills, process training skills or even soft skills etc.

In the age of internet and personal computer the phrase "online education" is heard regularly in regard to schooling at nearly every level. It's has changed the concept of teaching and learning as we know it. In today's world the internet can be used as the primary means of instruction and assessment.

ICET-2020/215

A STUDY OF THE ROLE OF ARTIFICIAL INTELLIGENCE DURING THE COVID-19 PANDEMIC

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Abstract- SARS-CoV-2, popularly known as the Corona virus has engulfed the entire globe. The whole world is putting incredible efforts to fight against the spread of this deadly disease in terms of infrastructure, finance, data sources, protective gears, life-risk treatments and several other resources. The artificial intelligence researchers are concentrating their proficient knowledge to develop mathematical models for analyzing this epidemic situation using nationwide shared data. This paper is a study of different researches ongoing in the field of Artificial Intelligence with respect to the Corona virus.

ICET-2020/216

A STUDY OF IMPACT OF MOOC LEARNING ON UNDERGRADUATE STUDENTS

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Abstract - With the widespread increase in online learning programs there comes a concern that how best they are supporting in the learning of the graduate students. Various MOOC platforms like TCSion, Google and Coursera and many webinars, web series of lectures are providing a great opportunity by leveraging the knowledge of various experts of various fields. Such platforms are helpful in widening the opportunities for students they help to curb price, place and distance issues. They prove to be affordable and flexible in every sense for the customers. It is helping students to take next step towards their personal and professional goals with such web based platforms. These platforms are also proving effective for students by rewarding them with certificate for the courses they pursue which not only enhance their knowledge but adds to their credentials. The main aim of this research paper is to identify the effectiveness of MOOC learning for under graduate students. This study will help to explain the online learning through MOOC platforms. It will help to know the factors which make students choose such online learning platforms to study over others. **Keywords:** MOOC learning, e-learning, undergraduate students.

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CHALLENGES AND OPPORTUNITIES ASSOCIATED WITH INTERNET BANKING ADOPTION BY BANKS

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Abstract:-

Purpose— The current exploratory investigation is an endeavor to find the elements influencing a bank's choice to embrace Internet banking in India. Especially, it tries to inspect the connection between the bank's reception choice and different bank and market attributes.

Design/Methodology/Approach— The data for this study consist of panel data of 88 banks in India covering the financial years 1997-1998 to 2004-2005. Logistic regression technique is employed to study the relationship.

Findings- The results show that the larger banks, banks with younger age, private ownership, higher expenses for fixed assets, higher deposits and lower branch intensity evidence a higher probability of adoption of this new technology. Banks with lower market share also see the Internet banking technology as a means to increase the market share by attracting more and more customers through this new channel of delivery. Further, the adoption of Internet banking by other banks increases the probability that a decision to adopt will be made.

Research Limitations/Implications- The primary limitation of this study is the scope and size of its sample as well as other variables (e.g. market, environmental, regulatory etc.) which may have an effect on the decision of the banks to adopt Internet banking.

Originality/Value— A comprehension of the elements influencing this decision is fundamental both for business analysts contemplating the determinants of development and for the makers and makers of such advancements. From this viewpoint, understanding the variables deciding the appropriation of innovation turns out to be exceptionally significant from the strategy perspective. Additionally, the examinations on the appropriation of monetary advancements are identified with created markets, for example US or European financial business sectors. Thus, this paper adds to the experimental writing on dissemination of monetary advancements, especially Internet banking, in a non-industrial nation, for example India.

Keywords: Banking, Internet, Financial services, Virtual banking, India.

ICET-2020/224

"NFC BASED SECURE MOBILE HEALTHCARE SYSTEM FOR EXTENDED WITH DIVISION AND REPLICATION TO ENHANCE SECURITY,"

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Abstract - Mobile devices are today widely accepted and their capability to provide access to services independent of user time and location make them well suited for provision of healthcare services to both patients and healthcare personnel. However, mobile services are still not generally allowed to operate with highly sensitive and personal data, mainly due to the lack of a defined security standard, low protection of data transferred through the mobile and wireless network and no standard and widely accepted user authentication method that ensure confidentiality. In this paper we propose a secure solution for mobile access to Electronic Health Record (EHR) systems. The proposed solution enables secure authentication and communication between a mobile device and a healthcare service provider through usage of a two-factor authentication method on a mobile phone and encryption. The proposed solution is independent of mobile network provider and type of the mobile device the application is running on, and provides multifactor authentication without the traditional requirement that the user has an additional authentication token. This simplifies use without compromising security. In the paper we present the usage scenarios, discuss the feasibility of the proposed solution together with its limitations, and present results from a prototype test bed.

Keywords: Cryptography, Educational institutions, Mobile handsets, Mobile communication, Bluetooth, Irrigation.

ICET-2020/225

OPTIMIZED SEMANTIC RETRIEVAL OF TEXT AND DESIGN TRADEMARK BASED ON CONCEPTUAL SIMILARITY

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Abstract - A trademark is a sign that you can use to distinguish your business goods or services from those of other traders. Trademark can be defined expressly in the form of any

symbol, logo, titles etc. so, they need to be secure. This project deciphers the hypothetic similarities among trademarks, which happens when more than two or more trademarks hail equal or relevant semantic implant. The state-of-the-art by offering a semantic algorithm to similitude trademarks in pre conditions of hypothetic parallelism. By using data similarity, it is derived that search and indexing technique developed similarity distance. The offered reflow algorithm is confirmed using two resources: a trademark database of conflicting cases and a databases company name.

Extends the conceptual model by developing and evaluating a semantic algorithm for trademark retrieval based on conceptual similarity. The conceptual comparison of text documents that share similar domain, use similar concepts, or express similar ideas has been studied extensively. The underlying technology embedded in existing trademark search systems is primarily based on text-based retrieval. Use the different domains to measures the accuracy of the algorithm which gathered different data.

Keywords: Conceptual similarity, trademark infringement, trademark retrieval, trademark similarity.

ICET-2020/226

A STUDY OF FACTORS AFFECTING CHOICE OF HEALTH INSURANCE PLANS

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Abstract - Health insurance policies are nearly policies and every year it is required to renew these policies. There are public as well as private companies which offer their services in this area. There are various factors that affect the decision of choice of company or the service provider when it comes to health insurance. In this paper we have tried to analyze the different factors that affect the purchase of health insurance policies for customers in India. It was found that when a person decides the health insurance policies are there are a number of factors that play an important role for this decision making. The sum of the important factors that were found in this study were the premium that is to be paid for the health insurance be added services that are offered with the health insurance the reputation of the insurance company in the market if there is an existing policy in the family and the feedback has been satisfactory this plays a major role in selecting the same company by the other family members also. In this paper it was also found out that normally people go by the trusted advisor that is given to them by a insurance agent and this person becomes a type of a family member who tries to give them the bus best kind of advice that is available and people in India generally trust this insurance advisor. It was also found out that the number of diseases that are covered in health insurance policies is also a major factor that contributes to the decision of purchasing a particular health insurance policy. This study is an explorer exploratory attempt to understand the various factors which affect the purchase of health insurance in India and do we all feel that money is an important criteria it was found that the credibility of the insurance company as well as the past experience faced by the relatives friends and the inner circle of the buyer play a major role in the decision of purchase of health insurance.

Keywords: decision, health insurance, purchase.

ICET-2020/227

IMAGE PROCESSING BASED SILENT SOUND TECHNOLOGY

Raj Tiwari

Manager – Technology and Training, Spotcheck Global Pvt. Ltd., Coimbatore **Abstract** - These days at whatever point we are chatting on a PDA in a group, at that point really we are not talking, we are hollering a direct result of loads of aggravation and commotion around us. Nonetheless, there is no compelling reason to shout to pass on our message and squandering our energy any longer. For this reason another innovation known as the "Quiet Sound Technology" has been presented that will stop the commotion contamination. The Silent sound innovation is ideal answers for those individuals who have lost their voice however wish to talk on cell phones. It is created at the Karlsruhe Institute of Technology and you can hope to see it sooner rather than later. At the point when this

innovation is utilized, it distinguishes each lip development and inside changes over the electrical heartbeats into sounds flags and sends them ignoring any remaining encompassing clamor. It will be truly advantageous for individuals who disdain talking boisterously on PDAs. "Quiet Sound innovation" expects to see each development of the lips and change them into sounds, which could help individuals who lose voices to talk, and permit individuals to settle on quiet decisions without annoying others. Rather than making any sounds, your handset would decipher the movements your mouth makes by measuring muscle activity, then convert this into speech that the person on the other end of the call can hear. So, basically, it reads our lips.

Keywords: Silent sound, image processing, electromyography, cell phone.

ICET-2020/233

A CRITICAL REVIEW BASED ON ABT MODEL OF SOCIAL RESPONSIBILITY ACCOUNTING

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Abstract- The growing instance of corporate frauds has necessitated the stronger regulations in the field of corporate with the help of increasing technological invocations. The Social Responsibility Accounting is a phrase that is gaining significance in such a corporate environment to bring light on the societal obligations. In spite of the growing stress laid on the need for Social Responsibility Accounting, the regulatory framework even in the most advanced economies has failed to establish a universally accepted standard for such reporting, as is available for traditional financial information reporting. The present study aims to identify the most widely accepted models and critically review them, to enhance its applicability in the modern-day business environment. For that purpose the various models of social responsibility accounting such as Seidler's Model of Social Accounting, Ralph's Comprehensive Social Benefit Cost Model, and The Cost-Benefit Analysis Technique (ABT Associate model are analyzed and a Conceptual Frame Work for Social responsibility accounting is suggested based on the analysis of these models. Such a model combines all the superior aspects of all models for the purpose of culminating all primary stakeholders' perspective.

Keywords: Difference, Frauds, Integrate, Models and Review.

ICET-2020/234

HUMAN RESOURCE EMPLOYABILITY EXPECTATION OF INDUSTRY AND PROFESSIONAL INSTITUTES OF STUDENTS: A REVIEW

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Introduction- Across the globe it is a known fact that countries can achieve economic well being and productive efficiencies only through higher intellect capital and professional capabilities of workforce. In today's competitive environment in both industry and academia it is important that both the sectors have a extremely good quality human resource base. So the concept of development which has been prevailing in industry and academia for the past two decades has moved from income and income distribution to development and training of human resource.

ICET-2020/235

A STUDY OF NON PERFORMING ASSETS OF PRIVATE AND PUBLIC SECTOR BANKS IN INDIA

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Abstract- Growing non-performing assets is a recurrent problem in the Indian banking sector. The present research critically evaluates the trend in movement of nonperforming assets of private and public sector banks in India during the period 2000-01 to 2020-21. The non-performing assets is not a function of loan/advance alone, but is influenced by

other bank performance indicators and also by the macroeconomic variables. In addition to explaining the trend in the movement of NPA, this research also explained the moderating and mediating role of various bank performance and macroeconomic indicators on incidence of NPA.

To achieve the stated objectives secondary data are utilized. Statistical packages like Microsoft Excel, and SPSS were used to analyze the data and to generate inferences. The research utilized statistical techniques such as Exponential Growth rate (EG Value), correlation and regression, ANOVA are used to explain the causes of NPA. The research findings highlighted NPA can be effectively managed through incorporating more proactive measures, notably an improvement in the credit evaluation, appraisal and monitoring system of banks.

Keywords: Banking Sector, Public Banks, Private Banks, NPA.

ICET-2020/236

EVALUATION OF JOB SATISFACTION OF BANKING SECTOR EMPLOYEES: A COMPARATIVE STUDY OF EMPLOYEES OF PRIVATE AND PUBLIC SECTOR BANKS

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Abstract - The positive feeling or attitude that an individual has towards their work and job is called as job satisfaction. If a person is very happy with his or her job and he/she say that they really like it and feel good about it, then it means that they are satisfied with their job and they value the dignity of their job. To motivate employees to work harder in the organization, job satisfaction is an important tool. Studying job satisfaction of employees in banking industry is necessary as there are different aspects of job, which are highly attractive and makes employees satisfied and other factors makes them dissatisfied. Some of the positive aspects that make employees satisfied from their jobs are new opportunities, employees able to accomplish their goals, good pay scale, and positive working environment. An organization must identify the factors that lead to job satisfaction and those that lead to job dissatisfaction.

Keywords: Job Satisfaction; Bank Employees; Work Environment; Promotion, employee productivity.

ICET-2020/240

PHYSISORPTION ANALYSIS OF CATIONIC DYE REMOVAL PROCESS BY MODIFIED MULTI- WALLED CARBON NANOTUBES

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Abstract - Natural issues have consistently been a significant issue among mankind for last 30 years. As the time cruises by, the innovation field has developed and has helped a ton to decrease these natural issues. Ventures, for example, metal plating offices, mining tasks and batteries creation are a couple of models that includes in the ecological issues. Carbon nanotube is demonstrated to have amazing adsorption limit concerning the expulsion of methyl blue and orange-red dyes. The impact of procedure parameters, for example, pH and contact time was examined In this exploration we considered the adsorption procedure of Basic Red 46 (BR46) cationic color onto as-developed Multi-Walled Carbon Nanotubes (MWCNTs) were incorporated by the substance fume statement technique utilizing ethylene as a carbon source and Nano crystalline iron as an impetus and oxidized by concentrated nitric corrosive to give MWCNTs. The impacts of introductory color fixation, temperature and pH on BR46 adsorption onto MWCNTs were considered. Because the balance information provided by Langmuir as isotherm for MWCNTs the isotherm information were broke down utilizing Langmuir and Freundlich conditions. The pseudo-first-request and pseudo-second-request motor models and the intraparticle dissemination model were utilized to depict the active information. Dynamic examinations indicated that the active information was all around portrayed by the pseudo-second-request active model. The trial results showed that the most extreme BR46 expulsion could be accomplished at an answer pH and the adsorption limit got has some significant outcome for MWCNTs, separately. Thermodynamic parameters were gotten and it was discovered that the adsorption of BR46 onto MWCNTs was an endothermic and unconstrained procedure.

Keywords: Multi-Walled Carbon nanotube, Methyl blue dyes, Orange-red dyes, Thermodynamic parameters, Carbon nanotube abortion.

ICET-2020/241

A STUDY ON PERCEPTION BETWEEN MALES AND FEMALES FOR SMASHING THE GLASS CEILING BY WOMEN IN THE CORPORATE WORLD IN INDIA

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Abstract- India is a very diverse country with different religions languages customs and traditions but with all the diversity the one thing which is common if the state of women within cultures. The status of women in the country that there are very few women at the top of the corporate ladder .The study is conducted for an in-depth understanding using secondary data and semi-structured in depth interviews to understand the concept and to suggest remedies for women to reach the top position Indian organizations. The study aims to find out the differences on study perception between males and females for Glass Ceiling in the corporate world in India. The data has been analyzed using statistical tests and suggestions have been made for removing gender inequality in top management positions.

Exercises Smoothing the Ceiling Women Perception Moles**

Keywords: Smashing the Ceiling, Women, Perception, Males.

ICET-2020/242

महिला स्वास्थ्य एवं कुपोषण समाप्त करने हेतु शासकीय प्रयास : एक समाजशास्त्रीय अध्ययन

कंचन राय

(शोध छात्र), समाज शास्त्र विभाग, शहीद स्मारक राजकीय स्नातकोत्तर महाविद्यालय युसुफपुर, मोहम्दाबाद, गाजीपुर, उत्तर प्रदेश

डॉ. राजेश कुमार

एसोसिएट प्रोफेसर-समाजशास्त्र, शहीद स्मारक राजकीय स्नातकोत्तर महाविद्यालय युसुफपुर, मोहम्दाबाद, गाजीपुर, उत्तर प्रदेश

कुपोषण भारत की गम्भीरतम समस्याओं में से एक है वर्तमान में भारत सरकार द्वारा इस पर ध्यान दिया जा रहा है, कुपोषण के कारण ही देश में बीमारियों का बोझ अधिक है। हालांकि राष्ट्रीय पारिवारिक स्वास्थ्य सर्वेक्षण—4 (NFHS-4) के आंकड़े बताते हैं कि फिरहाल देश में कुपोषण की दर घटी है, लेकिन न्यूनतम आमदनी वर्ग वाले परिवारों में आज भी आधे से अधिक बच्चे (51 प्रतिशत) अविकसित और सामान्य से कम वजन (49 प्रतिशत) के है।

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DIVERSITY OF ENDOPHYTIC FUNGI

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Abstract- Endophytic fungi, a group of microorganisms residing within the internal tissues of plants, have gained significant attention due to their diverse ecological roles and potential applications in various fields. This review highlights the remarkable diversity of endophytic fungi and their multifaceted interactions with host plants and the environment. The ecological significance of these interactions encompasses symbiotic relationships, disease suppression, enhanced stress tolerance, and the production of bioactive compounds. Moreover, endophytic fungi contribute to the overall health and resilience of plants, making them a subject of extensive research. The exploration of endophytic fungal diversity using

advanced molecular techniques has unveiled a plethora of novel species with unique attributes. However, challenges related to taxonomy, culture conditions, and functional characterization still persist. This review underscores the importance of understanding the diversity and functions of endophytic fungi for harnessing their potential benefits across agricultural, pharmaceutical, and biotechnological domains.

Keywords: Endophytic fungi, diversity, plant-microbe interactions, symbiosis, bioactive compounds, ecological roles, stress tolerance, microbial ecology, applications, taxonomy.

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GENOMIC ANALYSIS OF EXTREME STRESS ADAPTATIONS IN HALOPHYTES

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Abstract - Halophytes are a unique group of plants that have evolved to thrive in high-salinity environments, exhibiting remarkable adaptations to extreme stress conditions. This study employs genomic analysis to unravel the molecular mechanisms underlying the extreme stress adaptations of halophytes. By comparing the genomes of halophytes with non-halophytic relatives, we identified key genetic traits associated with salt tolerance, osmotic regulation, ion homeostasis, and water conservation. Through transcriptomic profiling, we elucidated the gene expression patterns that drive these adaptations. Additionally, epigenetic modifications were explored to understand their role in regulating stress-responsive genes. This comprehensive genomic analysis provides insights into the evolution of halophytes and offers potential applications for improving salt tolerance in crops facing abiotic stress.

Keywords: Halophytes, extreme stress adaptations, genomic analysis, salt tolerance, osmotic regulation, ion homeostasis, water conservation, transcriptomic profiling, epigenetic modifications, evolution, abiotic stress.

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TRACKING METHODS FOR MIGRATORY SPECIES

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Abstract - Migratory species play a crucial role in maintaining ecological balance and biodiversity across the globe. Effective tracking methods are essential to understand their migration patterns, behavior, and habitat preferences, which in turn informs conservation efforts. This review provides an overview of various tracking methods employed for studying migratory species, ranging from traditional techniques like banding and radio telemetry to modern innovations such as satellite tracking and geolocation. We discuss the advantages and limitations of each method, considering factors such as accuracy, spatial coverage, data resolution, and impact on the tracked individuals. Furthermore, we highlight the integration of advanced technologies like machine learning and remote sensing in analyzing tracking data to extract meaningful insights. By examining the strengths and weaknesses of different tracking methods, this review aims to guide researchers and conservationists in selecting appropriate approaches based on the specific objectives of their studies. Ultimately, a comprehensive understanding of migratory species' movements and behaviors will contribute to more effective conservation strategies and the protection of these remarkable animals.

Keywords: Migratory species, tracking methods, migration patterns, behavior, habitat preferences, conservation efforts, banding, radio telemetry, satellite tracking, geolocation, machine learning, remote sensing, ecological balance, biodiversity.

NUTRIENT EXCHANGE IN MYCORRHIZAL NETWORKS

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Abstract - Mycorrhizal networks are intricate underground fungal networks that form symbiotic associations with the roots of most plants. These networks play a crucial role in nutrient exchange between plants and fungi, enhancing nutrient uptake and overall ecosystem productivity. In this review, we explore the mechanisms and significance of nutrient exchange in mycorrhizal networks. We discuss the key players involved, such as arbuscular mycorrhizal fungi and ectomycorrhizal fungi, and their interactions with host plants. Additionally, we examine the factors that influence nutrient exchange, including environmental conditions and microbial communities. Understanding the complexities of nutrient exchange in mycorrhizal networks is essential for improving agricultural practices, restoring ecosystems, and mitigating the impacts of global environmental changes.

Keywords: Mycorrhizal networks, Nutrient exchange, Symbiosis, Arbuscular mycorrhizal fungi, Ectomycorrhizal fungi, Plant-fungal interactions, Nutrient uptake, Ecosystem productivity, Environmental factors, Microbial communities.

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FACTORS AFFECTING CATALYST ACTIVITY AND REACTION RATES

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Abstract - Catalysts play a crucial role in enhancing reaction rates in various chemical processes, making them pivotal in industries ranging from petrochemicals to pharmaceuticals. This article explores the key factors influencing catalyst activity and reaction rates. Through an analysis of catalyst types, surface area, temperature, concentration, and pressure, we elucidate the intricate interplay of these variables. Understanding these factors enables the design and optimization of catalytic processes, leading to increased efficiency and reduced environmental impact.

Keywords: Catalyst Activity, Reaction Rates, Catalyst Types, Surface Area, Temperature, Concentration, Pressure, Catalytic Processes, Efficiency Optimization, Environmental Impact.

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ADAPTIVE ROBOTIC CONTROL SYSTEMS

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Abstract - Adaptive robotic control systems play a crucial role in achieving flexible manufacturing processes. These systems leverage advanced technologies such as machine learning, artificial intelligence (AI), and sensor fusion to enhance the performance and adaptability of robots in dynamic environments. This paper explores the design and development of adaptive robotic control systems and their significance in flexible manufacturing. The focus is on two key subtopics: machine learning and AI in robotic systems, and sensor fusion and perception in robotic systems.

Keywords: adaptive robotic control systems, flexible manufacturing, machine learning, artificial intelligence, sensor fusion, perception, dynamic environments.