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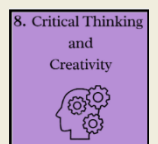
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First Page of Research Papers

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Biomedical & Pharmacology Journal, March 2022.

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Cytotoxic Effect of Cypermethrin and Neem Extract on Human Lymphocytes

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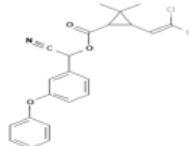
There is a need to increase our agricultural production of food grains and other crops to feed a continuously increasing population. To achieve this food security, use of insecticides/pesticides has become necessary. Cypermethrin is a pyrethroid insecticide used for control of pests of cereals, fruits, vegetables and cotton etc. but it has several toxic effects on human beings. Apart from being neurotoxic, it has harmful effects on lymphocytes also. Neem is also a potent insecticide of herbal and indigenous origin. In this investigation the cytotoxicity of cypermethrin (dissolved in DMSO) and aqueous extract of neem leaves to human lymphocytes was studied by MTT assay. It was found that after an exposure of two hours to LC50 concentration of cypermethrin viability of lymphocytes fell to 87.83%; however at lower concentration the viability fell further because of the increase in the DMSO concentration, proving the toxicity of DMSO. Treatment of lymphocytes with 45% of neem extract increased the viability by 196% but at lower concentrations lesser increase was noted due to the increase in concentration of PBS. Thus apart from being a safe insecticide neem extract can be used to promote viability and proliferation of cells of animal origin also.

Keywords: Cypermethrin; Cytotoxicity; Lymphocytes; MTT Assay; Neem.

Cypermethrin is a pyrethroid of synthetic origin and is a commonly used insecticide in agricultural practices in India and globally. Natural pyrethroids are compounds derived from chrysanthemum flowers and many synthetic pyrethroids are in use as insecticides. In general the pyrethroids are considered to be less toxic to humans as compared to other classes of insecticides. Apart from its agricultural uses Cypermethrin is also used in consumer products to exterminate common domestic pests. It is used as pesticide for protecting cotton, cereals and fruits, specifically from diamond back moth, stem borer, fruit borer, Bihar hairy caterpillar in cabbage, okra, brinjal,

wheat and sunflower crops. Its chemical formula is $C_{27}H_{30}Cl_2NO_2$ and molar mass is 416.30g/mol.

The structural formula is:



Cypermethrin

IUPAC name [Cyano-(3-phenoxyphenyl)]3-(2,3-dichloroethyl)-2,2-dimethylcyclopropano-1-carboxylate

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AN ONLINE SURVEY BASED ON THE EFFECTIVENESS OF THE COVID-19 VACCINE

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^{*}Swastik kumar upadhyay

ABSTRACT –

The Coronavirus Disease 2019 (COVID-19) pandemic is the defining global health crisis of our time and the greatest challenge the entire world is facing. Vaccination could be an effective strategy for delaying the spread of the current COVID-19 pandemic. It's evident that the vaccination could be the best way to fight against the Coronavirus Disease 2019 (COVID-19) because vaccination has been an effective practice since the 18th Century and has always been considered to show the highest standards of potency of the drugs. Our main aim of this paper is to study the effectiveness of the COVID-19 Vaccine on humankind, in addition to the side effects caused by the vaccine, based on the data collected through the online survey so as to understand the degree of potency of the vaccine on humans.

Key word –COVID 19, Vaccination

Introduction-

The introduction of the new virus to the human population is one of the greatest enigmas an epidemiologist can hope to elucidate. The origin of SARS-CoV-2 seems to be from bat, while then role of intermediate host is still debatable. While some of the most common and deadliest human diseases are caused by bacteria or viruses of animal origin that include avian flu, Ebola virus disease, influenza, leprosy, MERS-CoV, rabies, SARS, smallpox, tuberculosis, Zika fever and other well-known diseases, it has been studied in recent decades that this trend has only surged, with an estimated 70 per cent of emerging and re-appearing pathogens coming from animals.

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Factors of overweight and obesity in adolescence of age group 11 to 19 years; A Cross sectional study of Jabalpur City Madhya Pradesh India

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²Prof.

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INTRODUCTION

Worldwide, obesity is recognized as a serious health problem (B. Caballero 2007) and increase in childhood overweight and obesity (Y. Wang, T. Lobstein 2006) portend an ominous upsurge in rates of weight-related disease. Body mass index is a convenient, easy to measure and useful tool for diagnosis obesity or malnutrition and related health risk. Overweight and obesity has become a serious health issues as it give rise many disease at once so it is important to treat it as soon as possible especially in adolescence. Recent lifestyle pattern and food habit lead to increase in weight and create issues related to it. The adolescent have to go through mentally and physiology changes already. This is the age of freedom and independency; also they are very conscious to their body. The one who have higher BMI will feel conscious to their body and ultimately start social cutoff.

Aim of this study was to provide information to local population about their health needs. Obesity can cause the mortality and various health problems in teenage. Therefore it is necessary to make them aware what are the effects of obesity and overweight on their health.

MATERIAL AND METHODS

A cross-sectional study was carried out in the schools of Jabalpur. Students were effectively interviewed by predesigned questionnaire. 500 adolescents screened in the present study. Weight of the subjects were measures wearing light clothing and without footwear and to the nearest 0.5kg using a bathroom scale which was calibrated on weekly basis with known weights. Weight was measured in kilograms.

Height was measured with the subject standing erect with head in the Frankfurt plane and ankles pressed against the wall on which the measuring tape has been fixed. It was measure in centimeters.

Data were input in metric to calculate body mass index. Body mass index of adolescence was calculated by CDC calculator (center for diseases control and prevention). Definition of Categories were according world health organization

RESULT AND DISCUSSION

BMI has been recommended as the most appropriate single indicator of an overweight patient and obesity in the pediatric population in the clinical setting. Present study reveals that the families, diet, screening time during meal, no physical activity are the most important factor of overweight and obesity. (Table 1). Strong WB et al 2005 in their study suggested that at least 60 min that is one hour activity is needed to achieve optimum cardiovascular health (4). Present study result are corresponding to the study done by Luisa et al 2017 that the adolescents with one obese parent were 3.86 times more at risk of being overweight than whose parent were not obese (3). Every hour of sedentary activity increases the chance of obesity and is also contributory to failure of many weight reduction attempts in adolescences (5). Reducing screening time to less than 2 hours, limiting outing meals can decrease the chances of being overweight and obese (6).



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Effect Of Frozen Storage -20, On Total Protein Content Of The Sea Lobster (Panulirus Homarus)

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St. Aloysius College Autonomous Jabalpur India

Abstract – Present study was to examine the change of nutritional value such as protein in sea lobster at freezing time. It has some effect on the protein compositions of the selected lobster, which was taken under the experiment. To observe this study, it revealed that there were few changes in the protein composition of lobster in frozen condition after three weeks. This kind of deterioration was occurred by freezing time in addition to protein denaturation. Lobster enriched with protein, but the protein content dropped with processing and storage time; however, for long-time preservation, freezing is the best method when a nutrient is a focus. To conclude that a significant difference between the freezing days as the freezing period increases, the presence of protein in the muscle decreases because of the process of protein Denaturation.

Key words-Sea lobster, protein & sea food

INTRODUCTION

Any life form in the sea is seen as food by man as seafood. This can range from fish, shellfish, shrimps, oysters, and so on. Demand for seafood is increasing worldwide due to increasing health consciousness. Millions of people suffering from malnutrition in our India, Protein deficiency may be minimized to some extent by making available cheaper fish meal items which are available to local communities. Edible Crustaceans, such as Crab, Prawn, Cray fish and Lobster constitute one of the major sources of nutritious food for human beings (Bugel et al., 2001)¹. Since seafood is recognized as a healthy food in terms of protein, unsaturated fatty acids and minerals, the demand for seafood in the global market is increasing.

Lobster can serve as the main source of protein in a meal. Lobsters are invertebrates that feed mainly on fish and molluscs, but also consume plant life especially algae. Lobsters are rich in copper, selenium, zinc, phosphorus, vitamin B12, magnesium and vitamin E. They are highly prized, economically important seafood. A report suggests that individuals consuming shellfish like lobsters may reduce their

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Review > Appl Microbiol Biotechnol. 2021 Dec;105(23):8593-8614.

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Biotechnological interventions of in vitro propagation and production of valuable secondary metabolites in *Stevia rebaudiana*

Shahnawaz¹, Devendra Kumar Pandey², Merinashwari Konjengbam¹, Padmanabh Dwivedi³, Prabhjot Kaur¹, Vijay Kumar¹, Durga Ray⁴, Puja Ray⁵, Romaan Nazir¹, Harmeet Kaur¹, Sidharth Parida⁶, Abhijit Dey⁷

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PMID: 34708277 DOI: 10.1007/s00253-021-11580-9

Abstract

Plant cell and tissue culture makes provision of a sustainable and nature-friendly strategy for the production of secondary metabolites, and modern progress in gene editing and genome engineering provides novel possibilities to improve both the qualitative and quantitative aspects of such phytochemicals. The ever-expanding quest for plant-based medicine to treat diabetes facilitates large-scale cultivation of *Stevia rebaudiana* to enhance the yield of its much-coveted low-calorie sweetener glycosides. The potential to process stevia as a "natural" product should enhance the acceptance of steviol glycosides as a natural calorie-free sweetener especially suitable for use in diabetic and weight control drinks and foods. Besides sweetener agents, *S. rebaudiana* is a potent source of many antioxidant compounds and is used to cure immunodeficiencies, neurologic disorders, inflammation, diabetes mellitus, Parkinson's disease, and Alzheimer's disease. This comprehensive review presents the research outcomes of the many biotechnological interventions implicated to upscale the yield of steviol glycosides and its derivatives in in vitro cell, callus, tissue, and organ cultures with notes on the use of bioreactor and genetic engineering in relation to the production of these valuable compounds in *S. rebaudiana*. KEY POINTS: • Critical and updated assessment on sustainable production of steviol glycosides from *Stevia rebaudiana*. • In vitro propagation of *S. rebaudiana* and elicitation of steviol glycosides production. • Genetic fidelity and diversity assessment of *S. rebaudiana* using molecular markers.

Keywords: Biotechnology; Elicitation; Micropropagation; Phytochemistry; Steviol glycosides



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Podophyllum hexandrum and its active constituents: Novel radioprotectants

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Ramesh Kandimalla⁶, Anupama Chaudhary⁷, Birbal Singh⁸, Nanda Kishore Routhu⁹,
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PMID: 34954639 DOI: 10.1016/j.biopha.2021.112555

Free article

Abstract

Human exposure to radiation has expanded considerably in recent years, due to a wide range of medical, agricultural, and industrial applications. Despite its beneficial utilities, radiation is also known to have a deleterious effect on cells and tissues, largely through the creation of free radicals, which cause severe damage to biological systems through processes such as DNA double/single-strand fragmentation, protein modification, and upregulation of lipid peroxidation pathways. In addition, radiation damages genetic material while inducing hereditary genotoxicity. Developing measures to counter radiation-induced damage is thus considered to be of significant importance. Considering the inherent capability of plants to survive radiative conditions, certain plants and natural compounds have been the subject of investigations to explore and harness their natural radioprotective abilities. Podophyllum hexandrum, an Indian medicinal plant with several known traditional phytotherapeutic uses, is considered in particular to be of immense therapeutic importance. Recent studies have been conducted to validate its radioprotective potential alongside discovering its protective mechanisms following γ -radiation-induced mortality and disorder in both mice and human cells. These findings show that Podophyllum and its constituents/natural compounds protect the lungs, gastrointestinal tissues, hemopoietic system, and testis by inducing DNA repair pathways, apoptosis inhibition, free radical scavenging, metal chelation, anti-oxidation and anti-inflammatory mechanisms. In this review, we have provided an updated, comprehensive summary of ionizing radiations and their impacts on biological systems, highlighting the mechanistic and radioprotective role of natural compounds from Podophyllum hexandrum.

Keywords: Cancer; DNA damage; Free radicals; Genotoxicity; Lipid peroxidation; Podophyllum



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Research Article

Tephrosia Purpurea: From Traditional Use to Scientific Assessment: A Review

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Introduction

Medicinal plants play a crucial role in the lives of people for health care. From ancient times plants have provided a source of inspiration for novel drug compounds, as plant derived medicines have made large condition to human health well-being. According to World Health Organization (WHO) more than 80% of the world's population uses of plants for the treatment of their diseases. Before the onset of the synthetic era, man is completely dependent on medicinal herbs for prevention and treatment of diseases. With introduction of scientific procedures, the researchers were able to understand toxic principle present in the green flora. The scientists isolated active constituents of medicinal herbs and after testing, some of them were found to be therapeutically active. Traditional system of medicine is prepared from single plant or combination of more than one plant. In India medicinal plants are widely used by all sections of people either directly as remedies or indirectly in the pharmaceutical preparation of modern medicines. Today there are at least 120 distinct chemical substance derived from plants. One such plant with high medicinal value is *Tephrosia purpurea*, which has been used since ancient times for its medicinal properties. *Tephrosia purpurea*, belongs to the family Fabaceae, subfamily Faboideae, tribe Millettieae.

Traditional Use

Tephrosia purpurea is used traditionally as folk medicine. According to Ayurveda, the plant is anthelmintic, alexiteric, restorative and antipyretic. It is used in the treatment of leprosy, ulcers, asthma and tumors, as well as diseases of the liver, spleen, heart and blood. A decoction of the roots is given in dyspepsia, diarrhea, rheumatism, asthma and urinary disorders. The root powder is salutary for brushing the teeth, where it is said to quickly relieve dental pains and stop bleeding. African shepherds use crushed plants to make an antidotal beverage for animals bitten by snakes. *Tephrosia purpurea* has been reported to provide fodder to animals such as goats. It makes also a good green manure in fields. In the Ayurvedic system of medicine, the whole plant has been used to cure tumours, ulcers, leprosy, allergic and inflammatory conditions such as rheumatism, asthma and bronchitis. *T. purpurea* is an important drug of indigenous systems of medicine and has been attributed a number of medicinal properties in ayurveda. *Tephrosia purpurea* Linn. (Leguminosae), commonly known in Sanskrit as Sharapunkha is a highly branched, sub-erect, herbaceous perennial herb. The genus name *Tephrosia* derives from the Greek word "tephr (o)" meaning "ashes, ash colored, and gray" as the colour of the stems leaves and fruit of all the species are gray in colour [1]. *Tephrosia purpurea* is usually used to cure several type of external wound and gastrointestinal disorders. The plant has cure to kidney, liver and blood related disorders. The another use as dried herb are effective as tonic laxative, diuretics, doobstruent and as well as used in the treatment of bronchitis, febrile attack, boils, pimple while bleeding pulp an extract of pods is helpful as analgetics and inflammatory and their decoction is been reported as anticancer activity. More works have been done on some of the members of this family. Botany, Taxonomic status, Pharmacognosy studies on *T. purpurea* have been reviewed by Zafar and Mujeeb (2000) [2]. Based on the ethno botanical studies *T. purpurea* roots used as an ailment for fractures, gut troubles and gastritis. This drug is said to be useful in cough and in derangement of the kidneys. A decoction of the drug was administered in one-ounce doses to cases of Bright's disease with dropsy and found to possess diuretic properties in a mild degree. Powder is used for cough, asthma and respiratory diseases, as paste applied on belly to cure dyspepsia, powdered and boiled in milk is applied on leprosy and wounds. *Tephrosia purpurea* is tonic, laxative, anthelmintic to children given to purify the blood and as cordial, decoction is tonic. Root is bitter chewed to cure colic pain, used in asthma. Juice is mixed with molasses and given for stomach pain applied on skin eruptions. There is a traditional utilization of the plant to treat respiratory diseases.

Phytochemical and Pharmacological Studies

Tephrosia purpurea can be useful in many chronic degenerative or mild to moderate functional ailment, can have an important role to play in recovery from serious illness [3]. The protective role of *T. purpurea* has been investigated by the alcohol extract of *T. purpurea* showed a significant hydroxyl radical scavenging activity in vitro. Using a Trypan blue exclusion assay, it was found that the extract markedly increased the percentage viability of the isolated rat kidney cortical cells in gentamicin-induced cell damage. By the evaluation of LDH activity and acid phosphatase content, it was established that the cell damage was minimized in the case of cells treated with the extract of *T. purpurea*. The hydroxyl radical scavenging effect of the extract was enhanced with increases in the concentration of drug, suggesting the role of free radical scavengers in minimizing kidney cell damage. The effect of *T. purpurea* pers on Gentamycin model of acute renal failure *T. purpurea* leaves were evaluated for protective & curative effects against gentamycin - induced acute renal injury in albino rats of both sexes. The finding suggested that the ethanol extract of *T. purpurea* leaves possessed marked nephroprotective and curative activity without any toxicity. The chemo preventive efficacy of *T. purpurea* against N-diethyl nitrosamine initiated & potassium bromate - mediated oxidative stress and toxicity in rat kidney was investigated data indicated that *T. purpurea* besides a skin anti-oxidant can be potent chemo preventive agent against renal oxidative stress. Scarcinogenesis induced by N-diethyl nitrosamine and H₂O₂ 55. The activities of *T. purpurea* in radiation induced haemopoietic injury to total body irradiation. It induced significant increase in haemoglobin and total RBC count. After irradiation, there was no fall in RBC count and haemoglobin and *Tephrosia* has a selectively effective on erythroid compartment. Taraphdar et al (2002) [4] Root, stem and leaf of *T. purpurea* in tissue culture cultured successfully developed and maintained on Murashige and Skoog's medium supplemented with various plant growth regulators. The content of rosetoids and rutin in the callus cultures were estimated by spectrophotometric method. (Zafar and Mujeeb) (2002) *Tephrosia purpurea* (aerial parts) powder was administered orally, serum levels of transaminases (SGOT and SGPT) bilirubin, and histopathological changes in the liver were used as the biochemical markers of hepatotoxicity. The administration of *T. purpurea* along with the hepatotoxins offered a protective action in both acute (D-galactosamine) and chronic (CCI) models. The fresh extract of *T. purpurea* root was treated for antibacterial and antifungal activity by agar well diffusion and R&B agar well diffusion method respectively. This extract shows antibacterial activity [5-13]. The seed extracts of the plant *T. purpurea* were tested for their antimicrobial and antifungal properties in various solvents against some human, animal and plant pathogenic bacteria. The

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Lantana camara: Conversion from soil destructor to constructive approach with green nanoparticles

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ABSTRACT

Lantana camara is considered to be a voracious and poisonous weed, as it spreads rapidly and chocks the native vegetation, spoils animal habitats, biodiversity, leads to shortage of fodder for herbivores, and exerts toxic effects when ingested by livestock, hence *L. camara* is regularly eradicated by the villagers. The present study was carried out to assess the Hazardous effect of *Lantana camara* on soil microflora. It is clear from results that *Lantana camara* possess adverse effect on soil microflora & thereby decreases fertility of nearby soil. The bare land development is final cause of growth of *Lantana camara* plant on waste / agriculture land . As we know presence of microbial population and their activity in soil is directly proportional to the fertility of soil. In cities & villages *Lantana camara* is growing in uncontrolled way on waste land and so that it also affect agriculture land via seed migration , resultate into the decrease in soil fertility of agriculture land. On the basis of our study we can suggest that *Lantana camara* plant growth should be controlled in village, cities & in agriculture land. However, present study advocates its uses by pharmaceutical industries for preparing plant-based antimicrobials drugs in addition to fungal nanoparticles, rather than to throw the eradicated plants as garbage.

Keywords: Antimicrobials drugs, fungal nanoparticle, *Lantana camara* , Soil Fertility, Soil microflora, Spoil biodiversity, Toxic Effects, Weed

1. INTRODUCTION

Weeds cause severe losses in agriculture due to competition between the crop and weeds for nutrition, light and humidity, with a maximum estimated yield loss of 34%. The crop loss caused by weeds is estimated at more than \$100 billion US dollars per year (Swanton *et al.* 2015). *Lantana camara* Linn. belong to the family Verbenaceae , familiarized in India as a decorating plant but entirely naturalized and found throughout India (Ross *et al.* 1999). *Lantana camara* has been standing as one of the most fundamental medicinal weeds in world. The word *Lantana camara* obtains from Latin 'lento' which means 'to bend' (Ghisalberti *et al.* 2000).

The plant *Lantana camara*, commonly known as wild sage or red sage, is the plant of the genus of Verbenaceae family with 600 variations existing natural, and it is an arboreous plant with different flower colours i.e. red, white, yellow and violet .It is an evergreen potent smelling shrub, and its leaves are opposite, simple with large petioles, oval blades which are rugged and hairy and have bluntly toothed margins (Thamotharan *et al.* 2010).

Berries of *Lantana camara* are round, fleshy, two-seeded bean. In initially seeds of *Lantana camara* are green colour and turning purple and finally to a blue-black colour. *Lantana camara* is indigenous plant found in tropical regions. *Lantana camara* is well-noted by several names in several languages in India viz. Kakke and Natahu (Kanada), Arippu and Unnichedi (Tamil), Aripooov, Poochedi, Konginipoo and Nattachedi (Malayalam), Thirei, Samballei, Chaturangi and Vanachedi (Sanskrit), Nongballei (Manipur), Raimuniya (Hindi), Tantani and Ghaneri (Marathi) and Pulikampa (Telugu) (Thangavel *et al.* 2010) & (Kumar *et al.* 2010)

1.1 Growth and distribution

Lantana camara is the most outspread species growing abundantly at altitudes up to 2000 m in tropical, subtropical and temperate regions. The species name (*camara*) is probably followed from the West Indian. (Ghisalberti *et al.* 2000).



Figure 1- *Lantana camara*





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Development, Optimization & Application of Corn Cobs as Cost Effective Matrix for Immobilization of Fungal Strains *Paecilomyces sinensis* and *Geotrichum pseudocandidum*

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Abstract: Fungal strains *Paecilomyces sinensis* and *Geotrichum pseudocandidum* were successfully immobilized on cheap yet effective support matrix, corn cobs. Immobilization was analysed by obtaining growth of the immobilized fungi from induced corn cob on solid media and further confirmed by FTIR analysis. Immobilization was successfully optimized on various temperatures and for different time duration. Activities of economic importance, performed by selected fungi were heavy metal absorption (in water and on solid medium), synthetic dye removal, enzyme production, were also performed efficiently by them in their immobilized form. Proposed work is an inclination towards immobilization of fungi via waste material appropriate for their growth and activity. Other fungi of economic importance may be immobilized using other matrices. The work suggests a cost-effective technique in order to increase industrial production.

Index Terms: Atomic Absorption Spectrophotometer (AAS), Bio-Remediation, Fourier-Transform Infrared (FTIR) spectroscopy, Immobilization, Synthetic dye removal.

1. INTRODUCTION

Fungi are ubiquitous microorganisms that are continuously being researched upon and utilized for production of many commercially important products like antibiotics, enzymes and organic acids. The application of fungi has not been limited till production, rather these being applied as an agency for bio-remediation, for example, detoxification of coal wastes, sewage sludge and heavy metal contamination (Baldrian, 2003; Spina, 2012). Mere use of the fungal mycelium will never benefit the purpose of application because of the exposure to the

environmental stress. For such applicative purposes fungi need to be associated with a support matrix, since the mycelium can never be used due to obvious drawbacks (Rodriguez-Couto, 2008). This particular step of providing a support matrix is one of the most important procedure since it affects the measure of fungal activity directly. The selection of the support biomass/matrix is crucial. Studies have proposed obtaining a better performance by the microbe associated as compared with the free microorganism (Gao, 2010). Such scaffolding studies have impacted the perspective of research on utilizing the best support matrix for the purpose of immobilization. The selection of support matrix makes the process more advantageous and economic with continuous progress in the technology, which includes use of system repeatedly (Spina, 2012: 175-180). Such scopes in the field make the efforts of the researchers noteworthy.

Immobilization is the imprisonment of all types of biocatalysts including enzymes, cellular organelles, animals and plant cells in a distinct phase that allows exchange with but is separated from the bulk phase or the external environment. Immobilization has a wide range of application in many industries like biotechnology, pharmaceutical, environmental, food and biosensor industries. As stated before, Immobilization can affect the purpose directly therefore it becomes the key aspect of the process of optimization of the commercial product (Sheldon, 2007). Immobilization is a good practice but requires constant research and raw material (support matrix) which brings extra financial load.

Utilization of fungi for bioremediation has been proven significant since the contamination of water bodies with heavy

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An Analytical Study of Effects of Covid-19 on Virtual Classroom Software

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Abstract

Covid-19 pandemic have tainted the every aspect of human lives specially the learning process. The future of millions of learners is at stake. This is big task for Educators that how to impart the Higher Education to Learners. Virtual Classroom software has proved as a boon to such stakeholders. The present study is an effort to understand the challenges and opportunities to have it operational. The proposed study is an analytical approach towards the Virtual Classroom Software. 229 responses were collected through questionnaire. The objective of paper is to unearth the preference of educators and learners for virtual classroom software, to analyze the relation between demographic factors and awareness of virtual classroom software and to identify the variation in the level of satisfaction regarding the various aspects of virtual classroom software.

Keywords: *Virtual Classroom Software, Covid-19 Pandemic and Higher Education*

INTRODUCTION

E-learning, online learning, virtual learning all are the synonyms to the learning process over the internet. This is one of the trending forms of learning opted

by the major portion of the world including our country India. In the process of online learning, the students can access any kind of study material, course, etc., being in any corner of the world, in just a



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VOCAL FOR LOCAL – REINVENTING THE AGRICULTURE SECTOR OF INDIA
POST COVID-19

Dr. Sanjay Kumar Rajak Assistant Professor Department of Commerce St. Aloysius College,
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Abstract:

COVID-19 is having a widespread impact on agriculture in India and elsewhere. This report provides situational analysis around impact of Covid-19 on backbone of our country i.e. agriculture sector of India. Covid-19 is an unprecedented challenge for India: its large population and economy's dependence on informal labor make lockdowns and other social distancing measures hugely disruptive. The problems in agriculture at the moment are primarily related to (a) labor availability and (b) inability to access markets for produce due to issues in transportation as well operation of markets. During the challenging times, how does Indian Agriculture respond to the crisis and how do government measures affect 140 million farm households across the country and thereafter affect the economy. The magnitude of the economic impact will depend upon the duration and severity of the health crisis, the duration of the lockdown and the manner in which the situation unfolds once the lockdown is lifted.

Key words : COVID-19, supply chain, agriculture sector

Covid-19 is disrupting some activities in agriculture and supply chains. Preliminary reports show that the non-availability of migrant labor is interrupting some harvesting activities, particularly in northwest India where wheat and pulses are being harvested. There are disruptions in supply chains because of transportation problems and other issues. Prices have declined for wheat, vegetables and other crops, yet consumers are often paying more. Media reports show that the closure of hotels, restaurant, sweet shops, and tea shops during the lockdown is already depressing milk sales. Meanwhile, poultry farmers have been badly hit due to misinformation, particularly on social media, that chicken are the carriers of COVID-19. The government views the pattern of the spread of Covid-19 as similar to the 2009 H1N1 influenza pandemic, meaning the spread is unlikely to be uniform. After the 21-day period expires, it is planning to maintain the full lockdown in "hotspot" areas and relax it in other places. These measures may help in limiting the health crisis, but-as in other countries- the complete shutdown of all economic activities except essential services will create an economic crisis and misery for the poor, with massive job losses and rising food insecurity. The economic shock will likely be much more severe for India, for two reasons. First, pre-COVID-19, the economy was already slowing down, compounding existing problems of unemployment, low incomes rural distress, malnutrition, and widespread inequality. Second, India's large informal sector is particularly vulnerable. Out of the national total 465 million workers, around 91% (422 million) in 2017-18. Lacking regular salaries or incomes, these agriculture, migrant and other informal workers would be hardest-hit during the lockdown period. Here, I focus on the likely impacts on agriculture, supply chains, food and nutrition security and livelihoods.

OBJECTIVES

The main objectives of this paper are as follows:

1. To analyse the structure of agriculture sector after Covid-19.
2. To study the policies provided by the government.
3. To know the impact of Covid-19 on the livelihood of daily wage workers.
4. To know the impact of Covid-19 on Indian economy.

RESEARCH METHODOLOGY

1. DATA COLLECTION

The survey was conducted by with the help of social media, internet access and local newspapers.

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शिक्षाजगत की कसौटी और ऑनलाइन कक्षाएँ

डॉ. रीना थामस

इस समय समस्त विश्व आपदा के कठिन समय से गुजर रहा है। वर्ष 2019 का अंत न केवल भारत के लिए बल्कि संपूर्ण विश्व के लिए एक महामारी का दौर लेकर आया था। वर्ष 2020 के प्रारंभ से ही वैश्विक स्तर पर कोरोना के मरीज मिलने प्रारंभ हो गए और मार्च महीने के अंत से ही भारत में इसने एक विकराल रूप धारण कर लिया। ऐसे समय में आवश्यकता थी लोगों को सुरक्षित रखने की, इस बीमारी से बचाने की, जिसमें समाजिक दूरी बनाए रखना, मास्क लगाना अपने हाथों को सदैव साफ रखना ये सब बहुत आवश्यक था और इन बातों का पालन करने के लिए लोगों का घर में रहना एक अनिवार्यता बन गया। लॉकडाउन प्रारंभ होते ही मानो लोगों के जीवन पर भी लॉकडाउन लग गया। सारे लोग अपने घरों तक सीमित हो गए, जो कार्य घर पर रहकर ऑनलाइन माध्यमों से संभव थे वह तो धीरे-धीरे चलते रहे, किंतु अन्य कार्य इससे बाधित हो गए। न केवल सामाजिक अपितु राजनैतिक, आर्थिक और धार्मिक सभी क्षेत्रों पर इसके दुष्प्रभाव को देखा जा सकता है। सरकार पूरी तरह से यह प्रयास कर रही थी कि लोगों के जीवन को बचाया जा सके। इसी दौरान यह देखा गया कि शिक्षा जगत् में भी ठहराव आ गया है और उसे दूर करने की आवश्यकता है। इसी संदर्भ में सरकार ने यह प्रयास किया कि शिक्षक शोध कार्यों में तथा अपने कौशल विकास पर ध्यान दें और अपनी गुणवत्ता का विकास करें। शिक्षाजगत् को सुचारु रूप देने के लिए ही सरकार के मानव विकास संसाधन मंत्रालय तथा विश्वविद्यालय अनुदान आयोग लगभग सभी ने ऑनलाइन शिक्षा पर जोर दिया जिससे विद्यार्थी शिक्षा जगत् से जुड़े रहें और शिक्षा का पहिया धमने ना पाए। वैसे भी किसी राष्ट्र के लिए विद्यार्थी उसके भविष्य के सूचक होते हैं तथा उनकी गुणवत्ता, उनके प्रयास, उनकी क्षमताएं ही राष्ट्र के विकास की नींव बनती हैं। यही कारण था कि महामारी के दौर में ऑनलाइन कक्षाएँ विद्यार्थियों के लिए, शिक्षकों के लिए और अभिभावकों के लिए उम्मीद की एक किरण बनकर सामने आईं।

यहां यह समझना आवश्यक है कि ऑनलाइन कक्षाएँ होती क्या हैं? ऑनलाइन कक्षाओं से तात्पर्य है ऐसी कक्षाएँ जो इलेक्ट्रॉनिक माध्यमों के द्वारा संभव होती हैं चाहे वह कंप्यूटर हो, मोबाइल हो, रेडियो हो या टेलीविजन। इन कक्षाओं से सबसे बड़ा लाभ यह होता है कि दूरस्थ स्थित विद्यार्थियों को पढ़ाया जा सकता है। इस प्रकार इस विषम दौर में यह एक ऐसा माध्यम बनकर सामने आया जिसने शिक्षाजगत् के पहिए को पुनः गति प्रदान की। उल्लेखनीय है कि हर सिक्के के दो पहलू होते हैं। ठीक इसी प्रकार ऑनलाइन शिक्षा के भी सकारात्मक एवं

समीचीन

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नारी शिक्षा के संदर्भ में स्वामी विवेकानंद के विचारों का विश्लेषण

डा. श्रीमती रीना वासुद

सहायक प्राध्यापक हिन्दी,

सेत अकादमिक्स स्वराजी महाविद्यालय

जबलपुर (म.प्र.)

स्वामी विवेकानन्द महान् भारतीय धर्म प्रचारक, चिन्तक, विचारक और समाज सुधारक के रूप में जाने जाते हैं। वे एक ऐसे भारतीय महात्मा हैं जिसने सर्वप्रथम विदेश में भारतीय धर्म और संस्कृति की अवगत कराई थी। स्वामी की महान् विरासत और उष्ट्र शक्ति थी, उन्होंने भारत में देशांतर के दौरान भारतीय जन-मानस की विघटन के दौरा था और भारतीय समाज की निरुत्थान के कारणों पर चिन्तन और शोध किया था। सामंजस्य, भारत प्रथम और उन्नतित था, लोगों के मन बर्बाद था और स्वामी का अभाव था, अस्मिता कमी समाज कमी समाज का भारतीय धर्म-द्वेष अस्तित्व में उद्वेग की विघना थी। वे अपने धर्म और संस्कृति की महान् विविधताओं के अवधिक अध्ययन जीवन स्वामी का रहे थे। ऐसे समय में स्वामी की कार्यक्रम सम्मेलन में धारणा और अविकारण का अभाव था, उन्होंने ही मुन: लीकित किया। स्वामी की वे भारतीय समाज को समाज समन्वयों का समाज कार्य हेतु शिक्षा की

आवश्यकता का अनुभव करते हुए लिखा है कि मैं जनसाधारण की उद्देश्य को महान् राष्ट्रीय धर्म समझता हूँ। यह हमारी अफनति का एक बड़ा कारण है। उन्नति की कोई भी यात्रा किसी काम की नहीं होगी जब तक कि भारत में जनसाधारण को फिर से अच्छी तरह शिक्षित नहीं किया जाता, अच्छी तरह सुरक्षित नहीं किया जाता। यदि हम भारत को पुन: लीकित करना चाहते हैं तो हमें जनसाधारण के लिये कार्य करना चाहिए। (पृ. २८२, विवेक के श्रेष्ठ शिक्षा शब्दांश - डा. रामराज कश्यप)। स्वामी की दृष्टि विवेकानन्द था कि यदि जनशिक्षा का सम्पन्नता से प्रचार एवं प्रसार किया जायेगा तो निश्चय ही भारत का नागरिक जागृत, उन्नति करेगा और भारत का अर्थव्यवस्था उन्नत होगी।

स्वामी की शिक्षा-दान की श्रेष्ठ धर्म की रूप में स्वीकार करते हैं। समाज सुधारक यह है कि शिक्षा ही मनुष्य की मानवीयता की परिपूर्ण करने का महत्वपूर्ण कार्य शिक्षा के द्वारा ही सम्भव किया जाता है। शिक्षा के अभाव में मनुष्य अधिकांशतः अधिम भुक्त प्रवृत्तियों के ही शक्ति प्रदान है किन्तु शिक्षा कभी स्वयंसेवक होने का समाज दुर्दिनीय और जीवन-मार्ग दोनों ही अव्यक्तित ही उद्वेग है। यदि समाज है कि स्वामी की वे शिक्षा-दान की जीवन-दान के ही मनुष्य समाज है। वे उद्वेग है कि वे धर्म का विवेक समाज में अभाव है। शिक्षा दान और जीवन-दान। किन्तु शिक्षा का दान अभाव है शिक्षा की जन समाज सुख अभाव है। समाज सुधार की अभाव है। (पृ. ११०, विवेकानन्द की शिक्षा में सुखदाता)। स्वामी (पृ. १११) की विधि द्वारा एक समाज की शिक्षा विविधता समाज - समाज सुधार, सामाजिक है कि जो



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विद्यार्थियों के चरित्र गठन के परिप्रेक्ष्य में तिरुवल्लुवर एवं कबीर के विचारों का अनुशीलन

किसी राष्ट्र की युवा पीढ़ी उस राष्ट्र की रीढ़ होती है। राष्ट्र निर्माण में युवाओं का भूमिका को अत्यंत महत्वपूर्ण माना जाता है। युवा चाहे तो अपने दृढ़ निश्चय द्वारा स्वयं में निहित अदम्य ऊर्जा एवं उत्साह का सार्थक प्रयोग कर विश्व में सुविचारों की क्रांति ला सकते हैं और राष्ट्र को सम्यक् विकास की संपन्न विरासत प्रदान कर सकते हैं। ध्यातव्य है कि भारतीय स्वतंत्रता संग्राम में युवाओं द्वारा युगांतकारी भूमिका का निर्वहन किया गया था। किन्तु विगत कुछ वर्षों के सामाजिक विकास और स्थिति पर दृष्टिपात किया जाए तो यह तथ्य सामने आता है कि युवा पीढ़ी का एक बड़ा हिस्सा दिशाहीनता का शिकार हो रहा है। दिशाहीनता की इस स्थिति में युवाओं की ऊर्जा का नकारात्मक दिशाओं की ओर मार्गांतरण और भटकाव होता जा रहा है। लक्ष्य विमुखता के इस माहौल ने युवाओं को इतना दिग्भ्रमित करके रख दिया है कि उन्हें सूझ ही नहीं रहा है कि करना क्या है? अनुशासन विद्यार्थियों का मूल गुण है किंतु वर्तमान पीढ़ी पर न तो घर-परिवार का, न गुरुजनों का और न ही समाज का कोई अनुशासन कार्य कर रहा है। अमर्यादा के इस दौर में युवा अनुशासन की सीमाएँ लॉच कर इतने निरंकुश, स्वेच्छाचारी और उन्मुक्त हो चले हैं कि अब उन्हें मर्यादित करना समाज की प्राथमिकता हो गया है।

युवा पीढ़ी पढ़ाई के बजाय नशे में डूबने लगी है। एक ताजा सर्वे के अनुसार छात्रावासों में रहने वाले 26 वर्ष की आयु के छात्रों में से औसतन दस में से आठ शराबखोरी की लत के शिकार हो रहे हैं। तीव्रता से बढ़ती यह सामाजिक बुराई पश्चिमी संस्कृति के बढ़ते प्रभाव का नतीजा है। ठीक इसी प्रकार हिंसा और अपराधों का बढ़ता स्तर भी एक चिंतनीय विषय है। कुसंग, व्यसन, सिनेमा और फैशन युवाओं को विकास करने में बाधक बन रहे हैं। आज समाज भी नैतिकता से दूर हो रहा है, लोग विशेषकर युवा विद्यार्थी अपनी संस्कृति से विमुख हो रहे हैं। उनकी वेश-भूषा, खान-पान, रहन-सहन, आचार-व्यवहार आदि में स्वच्छंदता की प्रवृत्ति बलवती हो रही है। समाज में अपराध-जगत् फल-फूल रहा है। यही कारण है कि मनुष्य के आचरण और व्यवहार को नियंत्रित करने वाले नैतिक-मूल्य अब उसे पाँव की बेड़ी लगने लगे हैं और वह इनसे छुटकारा पाना चाहता है।

वर्तमान युग को तकनीकी युग के नाम से जाना जाता है और युवा भी संचार माध्यमों और प्रौद्योगिकी के दीवाने हैं। एक सीमा तक तो अद्यतन उपकरणों का प्रयोग उपयोगी होता है किन्तु इन पर अत्याधिक निर्भरता युवाओं को जीवन के स्वाभाविक आनंद से दूर ले जा रही है। सामाजिक व्यक्ति के रूप में उनका विकास अवरुद्ध हो रहा है। वे स्वयं इन उपकरणों की भाँति मशीनी व्यवहार करने लगे हैं अर्थात् उनकी मानवीय संवेदनाएँ कम होने लगी हैं। उन्हें परिवार एवं समाज के लोगों से मेलजोल बढ़ाने हेतु समयभाव रहता है। हृद तो यह है कि वे स्वयं को पहचानने के लिए भी समय नहीं निकाल पा रहे हैं। अन्य शैक्षणिक, सांस्कृतिक-सामाजिक कार्यों एवं गतिविधियों में भी युवा भाग नहीं लेना चाहते। इस तकनीकी विकास में ये आधुनिक चीजों से तो परिचित हो जाते हैं, परंतु सांस्कृतिक पक्षों से अनभिज्ञ रहते हैं। अतः उनका एक पक्षीय विकास हो रहा है।

प्रत्येक समाज की श्रेष्ठता वहाँ व्याप्त उच्च आदर्शों, चारित्रिक उत्कृष्टता एवम् नैतिक मूल्यों के



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Review Article : Verity and Versatility of Verse: Deliberations on Khandelwal's Dwelling With Denial

By: Neelanjana Pathak

Page No : 108-113

Author :

Neelanjana Pathak

Head, DOE, St. Aloysius' Autonomous College, Jabalpur. She has published more than 25 scholarly papers in national and international journals, magazines, has co-edited and published 5 books. She has also published poems. She was awarded the 'Saksharta Mitra' award in 2009. In 2010, she received the 'Editor's Choice Award' for creative and critical writing from Home of Letters, India. She is the editor of Ninad, a multidisciplinary biannual journal and is on the editorial board of an international journal on Women published from Jabalpur University.

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PSALMS AS SPIRITUAL CONFESSIONS: RE-READING NISSIM EZEKIEL'S LATTER DAY PSALMS 06

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ABSTRACT

*"Now I am through with
the psalm; they are
part of my flesh" (Latter Day Psalm -Ten)*

Nissim Ezekiel is the most significant poet of India who wrote in English and regarded the founder of modern poetry in English. Ezekiel is the poet of modern world, a contemporary man, pragmatic, essentially a humanist and a rationalist. Poetry flowing out of his pen is the poetry belonging to his Ben - Israel origin. His poetry expresses national aspirations and he looks at poetry in relationship to the society stressing the centrality of man. He prefers poetry of contemplation in relationship to the poetry of statement and purpose. He totally rejects the imitative attitude of the writers and adopts an experimental outlook. Though, aware of his alienness he felt a commitment towards the country India. Ezekiel was affected by the charge leveled against him that he wanted to write more and more. This allegation served as the moving force behind the birth of his "Latter Day Psalms". His behaviour towards the divine is governed and conditioned by his Jewish heritage. The Old Testament is considered to be the gospel of the Jews and Ezekiel being a Jew is well-versed in it. The Old Testament in Bible contains a book on Psalms with one hundred and fifty psalms, attributed to King David. These psalms are used for worship by the Jews but Ezekiel being a Jew rejects this system of thought and religion and gives a modern outlook in "Latter Day Psalms". "Latter Day Psalm" six is written under the shadow of the original Psalm 78 from the Bible. Ezekiel's Psalm six is a parody on the Biblical Psalm 78 and talks of the glorious past of the ancient Jews where God spoke to them face to face. Psalm six of Ezekiel is the voice utterance of the modern Jew in the present context and scenario. This paper is an attempt to make a comparative study of Ezekiel's Latter Day Psalm six and the original biblical psalm 78.

Keywords: Psalms, Punishment, Benevolence, Humanism, Confession

Come, let us make a joyful noise unto him with psalms.

(Latter Day Psalm VII)

Nissim Ezekiel is the most noteworthy poet of India who wrote in English. He is regarded the founder of modern poetry in English. Ezekiel is a poet of the modern world, a contemporary man, pragmatic, essentially a humanist and a rationalist. Poetry born out of his pen is the poetry belonging to a Ben-Israel origin. His poetry expresses national aspirations and he

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 SHANLAX
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Hypocrisy in *The Man in Black*: A Critical Analysis

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Abstract

Oliver Goldsmith's *The Man in Black* is a brilliant literary illustration of an unspoken social evil-hypocrisy. There is nothing without a reason, thus, hypocrisy was dissected to reveal the inner truth and various practical ways were found to get some more essence of humanity back to its true owners, humans. The depth of hypocrisy within the society and how it manages to continue to prevail was also discussed in detail with a strong affirmation of the essay, hypocrisy and Albert Bandura's "Social Learning Theory". It is intriguing how a literary text lies in complete understanding of a theory put up more than a century later.

The research paper has a psychological, philosophical and literary attributes orchestrated to highlight the social reformations needed in the world. With the world getting smaller, our souls need to get bigger to live a life worth living.

Keywords: Hypocrisy, Self awareness, Character, Society, Oliver Goldsmith, *The Man in Black*, Albert Bandura, Social learning theory, Hypocrisy, Reasons for hypocrisy, Psychoanalysis of a hypocrite, Ways to cope with hypocrisy, Society, Empathy, Sympathy

"Write as it matters, and it will." - Libba Bray

Statement

The purpose of the paper is to probe the causes of hypocrisy, to understand the depth of its association with Albert Bandura's "Social Learning Theory" as hypocrisy was well established in the essay of Oliver Goldsmith *The Man in Black*. The paper further investigates the possible remedies to smoothen the concept of hypocrisy.

Oliver Goldsmith essay *Man in Black* is written in complete coherence with the aforesaid quote. Oliver Goldsmith did not write the essay for the mere fact of writing. He wrote it because what he spoke about in the essay mattered to him, and to his principles of living a good life. Oliver Goldsmith an Irish novelist, playwright and, poet, the one who rose from a humble beginning to strive and see the glory; his name almost even two-hundred and fifty years after his death. When one reads about the life of Goldsmith, nothing is noteworthy if read breezily. But if one observes his mannerisms and lifestyle closely. It has an affinity between the character, *Man in Black*, and Goldsmith himself.

Goldsmith supposedly an unorganized man, not having ample financial aid to lead a settled life. No matter how much he earned, was found giving away his earnings for a noble cause that he encountered. Washington Irving asserts, "... The money that he sporadically earned was often frittered away or happily given away to the next good cause that presented itself so that any financial security tended to be fleeting and short-lived". Several critics share a similar view of the personalities of the *Man in Black* and Goldsmith.



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Integrating Adaptive and Intelligent practices for an active E-learning environment

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Abstract

E-learning offers many benefits over traditional learning environments, namely remote learning with no constraints to place, distance and no constraints of time, self-time pace. Almost for decades, there were thousands of web-based courses and remote accessed educational applications; however, the problem is that most of these are nothing but a network of static hyper textual information. Among the learner fraternity, a large number of learners have different learning styles, coming from diverse backgrounds, and having different learning goals. Therefore, it is a challenge to create fit to all e-learning environments, improve learner engagement, upgrading to modern tech, and designing an e-learning curriculum for different levels of learners.

Learners coming from diverse areas experience difficulties in understanding and in keeping with the pace of the class. So it is essential to advocate the use of personalization and also making the learning systems that dynamically assess and adapt to the student's knowledge and ability levels. To meet the needs of students with varying backgrounds and abilities is a challenge.

The purpose of this research paper is to study Web-based learning environment that are adaptive and intelligent; adaptive learning that will meet the diverse social and academic needs of students and an intelligent system that will design instructional activities based on the learners' behavior to provide an active learning environment. Therefore, we propose a Recommendation based system that can be employed within the education domain to support educational practices. This system will assist in gauging the students' knowledge level, individual characteristics (cognitive and learning styles), and their preferences (independent variable) and map with appropriate learning materials and methodologies and assessment (dependent variables) by integrating and adaptive and intelligent (machine learning) techniques in E-learning to support learner-centered active learning.

This system will also help to predict the behavior and interests of the learners and accordingly the classroom curriculum can be developed to improve diverse students' learning efficiency. Further, this

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1

ROLE OF CSR IN BUSINESS SUSTAINABILITY & MARKETING

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Abstract

The term corporate social responsibility is gaining grounds in the dynamic corporate world. Even the blue chip conglomerates or the minor enterprises, all the organizations are getting conscious of their efforts and acts towards fulfilling their corporate social responsibility. The modern day business houses are very well aware of their accountability to their internal as well as external stakeholders and to the society at large. It is such a business practice where the companies aspire to fulfill their societal goals by their philanthropic acts and at the same time aligning them with their business and economic goals. The corporates embark upon undertaking such projects which would not have any kind of negative impact on the environment and community. CSR is closely linked with the principles of sustainable development, according to which companies should be obliged to make decisions based not only on financial/economic factors but also on the social, environmental and other consequences of their activities. The practice of CSR is rightly referred to as performance with purpose. This paper is trying to examine how corporates are able to sustain and maintain their market share and enhance their financial performance and brand image by fulfilling their corporate social responsibility. In the present world of cut throat competition, companies can leverage their brand image with the help of CSR activities undertaken by them. CSR these days can be assumed to be the tool in the hands of marketers to enhance their brand equity. Undertaking any Corporate social responsibility activity is not only beneficial to the community but it pays off equally or sometimes more to the organization.

Key words: CSR, Corporate Social Responsibility, Brand equity

INTRODUCTION

CSR has emerged as a bridge which connects the corporate world with the public. It helps the companies to reach out to the public through their philanthropic acts and practices. Studies of consumer buying pattern have revealed that customers are more influenced by the image of the organization as compared to the image of the product in the market. Companies are trying to integrate their corporate social responsibility with brand positioning strategies as a key to branding and marketing. Many corporates have CSR activities well incorporated in their business plans and a well planned budget for such activities. It enhances

the company's competitive advantage and boost up its brand recognition and reputation in the market. CSR activities shape up the image of the organization. Indian corporates have had a long history of being involved in such philanthropic acts and practices. But keeping with the spirit of social service, such activities were performed with out much deliberation. It is all after the incorporation of this concept in the Companies Act 2013, CSR gained momentum amongst corporate and business houses. As the business environment is getting more complex, the corporates need to have proper CSR policy and framework established in their business plans. Corporates need to



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(RESEARCH ARTICLE)



Pythagorean triangles with sum of its two legs as Dodecic

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Abstract

Number Theory is almost four thousand years old. In ancient clay tablet in Babylon, integral solutions of Pythagorean equations were listed down. Pythagoras theorem has always fascinated young and old mind alike. More than four hundred proofs of the Pythagoras theorem have been discovered so far. Pythagoras theorem is applied in almost every sphere of science- from geometry to Einstein's theory of relativity. New Pythagorean triangles are being discovered which satisfy certain constraints. Integral solutions of Diophantine equations related to Pythagorean equation are sought by many mathematicians. Applications of these triangles are also being explored in various fields of knowledge. In this paper, we have found nineteen extraordinary Pythagorean Triangles where their sum of two legs are dodecic numbers. These triangles are found by solving the dodecic Diophantine equation using the software *Mathematica*. Some interesting properties of these Pythagorean Triangles are also observed. Their applications can be explored in cryptography.

Keywords: Euclidean formula; Opposite Parity; Primitive Pythagorean Triangle; Dodecic

1. Introduction

The search for special Pythagorean Triangles continues till today. Darbari et al. [1] have discovered special Pythagorean Triangles with sum of their two legs as undecic. Darbari et al. [2] have found methods to use these Pythagorean Triangles in cryptography. Darbari and Darbari [3] have found out special Pythagorean Triangles in connection with Harshad numbers while Darbari and Darbari [4] have found exceptional Pythagorean Triangles with their perimeter as sum of three squares with two sides consecutive.

An attempt has been made to find special Pythagorean Triangles with sum of its two legs as a number which is a twelfth power of a number, i.e., is a dodecic.

2. Definitions

2.1. Dodecic

A number is called a dodecic if it is twelfth power of some number.

2.1.1. Pythagorean Equation

A quadratic equation

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qaI-CONNECTEDNESS IN IDEAL BITOPOLOGICAL SPACES

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Abstract: The purpose of this paper is to introduce and study the notion of qaI- connectedness in ideal bitopological spaces. We shall also study the notions of qaI- separated sets in ideal bitopological spaces.

Keywords: Ideal bitopological spaces, qaI- connected, qaI- separated sets, qaI- s-connected.

AMS Mathematics Subject Classification: 54A05, 54C08.

1. Introduction and Preliminaries: Njastad [13] introduced the concept of α - open sets in topology in 1965. A subset A of a topological space (X, τ) is said to be α - open if $A \subset \text{Int}(\text{Cl}(\text{Int}(A)))$. Every open set is α - open but the converse may not be true [13].

In 1961, Kelly introduced the concept of bitopological spaces as an extension of topological spaces [10]. A bitopological space (X, τ_1, τ_2) is a nonempty set X equipped with two topologies τ_1 and τ_2 [10]. The study of quasi open sets in bitopological spaces was initiated by Datta in 1971 [2]. In a bitopological space (X, τ_1, τ_2) a set A of X is said to be quasi open if it is a union of a τ_1 -open set and a τ_2 -open set [2]. Complement of a quasi open set is termed quasi closed. Every τ_1 -open (resp. τ_2 -open) set is quasi open but the converse may not be true. Any union of quasi open sets of X is quasi open in X. The intersection of all quasi closed sets which contains A is called quasi closure of A. It is denoted by $q\text{Cl}(A)$ [2]. The union of quasi open subsets of A is called quasi interior of A. It is denoted by $q\text{Int}(A)$ [2].

Further in 1985, Thakur and Paik [14] introduced the concept of quasi α - open sets in bitopological spaces. A set A in a bitopological space (X, τ_1, τ_2) is called quasi α - open [14] if it is a union of a $\tau_1\alpha$ - open set and a $\tau_2\alpha$ - open set. Complement of a quasi α - open set is called quasi α - closed. Every $\tau_1\alpha$ - open ($\tau_2\alpha$ - open, quasi open) set is quasi α - open but the converse may not be true. Any union of quasi α - open sets of X is a quasi α - open set in X. The union of quasi α - open subsets of A is called quasi α - interior of A. It is denoted by $q\alpha\text{Int}(A)$ [14]. The intersection of all quasi α - closed sets which contains A is called quasi α - closure of A. It is denoted by $q\alpha\text{Cl}(A)$. The study of ideal topological spaces was initiated by Vaidyanathaswamy [15] in 1945 and later studied by Kuratowski in 1966 [11]. Applications to various fields were further investigated by Dontchev [3], Jankovic and Hamlett [6], Nasef and Mahmoud [12] and others.

An Ideal I on a topological space (X, τ) is a non empty collection of subsets of X which satisfies:

- i. $A \in I$ and $B \subset A \Rightarrow B \in I$ and
- ii. $A \in I$ and $B \in I \Rightarrow A \cup B \in I$

An ideal topological space is a topological space (X, τ) with an ideal I on X, and is denoted by (X, τ, I) . If (X) is the set of all subsets of X, in a topological space (X, τ) a set operator $(\cdot)^*: \mathcal{P}(X) \rightarrow \mathcal{P}(X)$ is called the local function [3] of A with respect to τ and I and is defined as follows: $(\tau, I) = \{x \in X \mid U \cap A \in I, \forall U \in \tau(x)\}$, where $\tau(x) = \{U \in \tau \mid x \in U\}$. α - local function were introduced by W. Al-omeri, M. Noorani, M. Salmi and A. Al-omeri [1] in 2014.

If (X, τ_1, I) is an α - local mapping of A with respect to τ_1 , and I denoted by (τ_1, I) (more generally as) is defined as $(\tau_1, I) = \{x \in X \mid U \cap A \in I, \forall \alpha$ - open set U containing x).

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RESEARCH

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Best proximity point results with their consequences and applications

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Abstract

In the commenced work, we establish some best proximity point results for multivalued generalized contractions on partially ordered complete metric spaces along with the tactic of altering distance function. Furthermore, we deliver some examples to elaborate and explain the usability of the attained results. To arouse further interest in the subject and to show its efficacy, we devote this work to recent applications of fractional calculus and also invoke our findings to the equation of motion modeling to differential equations.

MSC: 54H10; 54H25; 47H10

Keywords: Best proximity point; Partially ordered set; F -contraction; Metric space

1 Introduction and preliminaries

Estimating the solution of fixed point problems is well thought-out as one of the main problems in the metric fixed point theory. This forces the researchers to use the contractive conditions on underlying functions, to guarantee the existence of the fixed point. However, this issue becomes more interesting and challenging when mappings involved are non-self. This evolves the concept of best proximity point and related theorems. In fact a best proximity point theorem is principally dedicated to global minimization of the real-valued function $y \rightarrow \sigma(y, Sy)$, which measures the error involved for an approximate solution of the equation $Sy = y$ (fixed point problem). In other words, a best proximity point theorem expounds sufficient conditions for the existence of an element y such that the error $\sigma(y, Sy)$ is minimum. The more general version of best proximity point theorems having more than one non-self-mapping is known as common best proximity point theorems. In 2010, Basha [3] found a best proximity point with the help of the Banach contraction principle. Basha et al. [4] gave the existence of common best proximity points for pairs of non-self-mappings in metric spaces. Karapinar and Erhan [7] also studied best proximity for different types of contractions. Interestingly, these best proximity point theorems also serve as a natural generalization of fixed point theorems. If the mapping under consideration is a self-mapping, then a best proximity point becomes a fixed point. Note that one can convert optimization problems to the problem of finding the best proximity points. Hence, the existence of the best proximity points develops the theory of optimization. Through this theory, one can guarantee that a solution of the multi-objective global

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Integrating Adaptive and Intelligent practices for an active E-learning environment

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Abstract

E-learning offers many benefits over traditional learning environments, namely remote learning with no constraints to place, distance and no constraints of time, self-time pace. Almost for decades, there were thousands of web-based courses and remote accessed educational applications; however, the problem is that most of these are nothing but a network of static hyper textual information. Among the learner fraternity, a large number of learners have different learning styles, coming from diverse backgrounds, and having different learning goals. Therefore, it is a challenge to create fit to all e-learning environments, improve learner engagement, upgrading to modern tech, and designing an e-learning curriculum for different levels of learners.

Learners coming from diverse areas experience difficulties in understanding and in keeping with the pace of the class. So it is essential to advocate the use of personalization and also making the learning systems that dynamically assess and adapt to the student's knowledge and ability levels. To meet the needs of students with varying backgrounds and abilities is a challenge.

The purpose of this research paper is to study Web-based learning environment that are adaptive and intelligent; adaptive learning that will meet the diverse social and academic needs of students and an intelligent system that will design instructional activities based on the learners' behavior to provide an active learning environment. Therefore, we propose a Recommendation based system that can be employed within the education domain to support educational practices. This system will assist in gauging the students' knowledge level, individual characteristics (cognitive and learning styles), and their preferences (independent variable) and map with appropriate learning materials and methodologies and assessment (dependent variables) by integrating and adaptive and intelligent (machine learning) techniques in E-learning to support learner-centered active learning.

This system will also help to predict the behavior and interests of the learners and accordingly the classroom curriculum can be developed to improve diverse students' learning efficiency. Further, this

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RESEARCH ARTICLE

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Multi-level K-Means Density-based Flow Clustering Algorithm for Data Stream Clustering

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ABSTRACT

Data stream clustering is an active area of research that has recently emerged with the goal of discovering new knowledge from a large amount and variability of constantly generated data. In this context, many researchers have proposed different algorithms for unsupervised learning that clusters multiple data streams. There is a need for a more efficient and efficient data analysis method. This paper introduces a multi-level K-Means density-based flow clustering algorithm (MKDCSTREAM) for clustering problems. This approach proposes to view the problem of clustering as an optimization process hierarchy that follows different levels, from unrefined to subtle. In the clustering problem, for the solution, divide the problem into parts by following different levels to make the first clustering a coarser problem than calculated. Coarse problem clustering is mapped level by level and improves the clustering of the original problem by improving intermediate clustering using the general K-means algorithm. Compare the performance of the hierarchical approach with its single-tier approach using tests with a set of data-sets collected from different areas.

Keywords: Clustering, MKDCSTREAM, Multi-level K-Means, Unsupervised learning.

SAMRIDDIHI: A Journal of Physical Sciences, Engineering and Technology (2022); DOI: 10.18090/samriddhi.v14i01.20

INTRODUCTION

The amount of data stored on your computer is growing at an alarming rate. However, it turned out to be very difficult to obtain useful information. In many cases, regular data research techniques and analysis tools are simply not suitable for meeting these growing demands for information.^[1] Data clustering is one of the main tasks of data analysis: pattern identification, data densification, analysis of an image, and machine learning.^[2] Our method first estimates multiple sub-clusters from the data stream and then applies task-specific clustering algorithms to these sub-clusters. Each subcluster is represented by a set of centroids that are one by one assessed using various parameters. Centroid updates continuously depending on the arrival of a new data object in the streaming input. The next step, clustering all fit points, is for the centroid to coincide with the cluster. This is based on the attribute of the data-set. Opposite to K-means clustering, the method which we are proposing a cluster can have multiple center points, one typical point per cluster.^[3] The major contribution of this research is:- A Multi-level stream clustering algorithm capable of processing large multidimensional data-sets.

LITERATURE REVIEW

Researchers have made several attempts to improve the efficiency and effectiveness of data stream clustering shown

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Conflict of interest: None

in Table 1. In this,^[4] the author proposes a density-based clustering algorithm for IoT streams. This method is fast and very useful for real-time IoT applications. In the Experimental results, authors find that this method can provide high-quality results for real data sets and synthetic data sets in a short computation time. In this^[5] paper, author's have developed an efficient and effective client method called CluStream for large-scale clustering. They are evolving data streams. This method has obvious advantages. Discourse about the latest technologies to combine Flow as a process that changes over time rather than looking at the entire stream at once. The stream CluS model provides a wide range of capabilities for describing clusters of data streams over different time periods in an evolving environment. In^[6] author's proposed a hybrid K-Means algorithm that joint the steps of reduction

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Survey on Machine learning Techniques used for Information Security

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Abstract: Today Machine learning algorithms are the driving force of many applications because of their adjustable and expandable characteristics. They are influencing almost every aspect of the research. Information security one of the evolving fields in research. Data is being generated by heterogeneous sources, which provides a great scope for the information security research and machine learning algorithms can play a vital role for this. This paper provides a literature review for information security threats and the effects of machine learning algorithms against these threats.

Keywords: Machine Learning, Information Security, Threats.

1. Introduction:

Machine learning (ML) is more accurate in prediction of outcomes without being explicitly programmed. In ML for such kind of predictions variety of algorithms are there. Recent adverts in the research shows that ML is spanning in almost every field like image recognition [1], pattern recognition [2], Security [3] [4] etc.

In the recent years Information security has fascinated many researchers due to voluminous growth of the data and variety of risks. Many researchers have worked on various aspect of the security i.e. what are the different threats and how they could be resolved. Due to versatile nature of the ML algorithms some researchers have imposed these algorithms against the threats. But in current literature does not provides synchronized information about Information Security risks and their solutions using ML algorithms.

This paper tries to bridge the gap between various researches. In the coming sections of this paper various security risks for Information security and ways to captivate using ML are described which have been suggested till now. Section II gives the basic idea of ML and related algorithms. This gives a very brief introduction about the concept. Section III presents various

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INCLUSIVE GROWTH AND TRIBAL WOMEN

Dr. Reeta Chouhan

"Woman is the companion of man, gifted with equal mental capacities, she has the right to participate in every minute details in the activities of man and she has an equal right of freedom and liberty with him"

Mahatma Gandhi

Introduction

There have been various shifts in policy approaches during the last few decades from the concept of "welfare" in the 70s to "development" in the 80s to "empowerment" in the 90s and now "inclusiveness" in the 20s. Now the emphasis is on the inclusion of women in decision-making and their participation at the policy formulation levels. Involving women in the development process has been engaging the attention of our policy makers in recent years not only for hastening the pace of economic development but also for achieving a wider spread of the benefits of development. The empowerment of tribal women is crucial for the development of India. Bringing women into the mainstream of development is a major concern for the Government of India.

Inclusive growth is the essence of developmental strategy across the economies. Since the introduction of economic reforms in early nineties, there has been greater focus of development and planning towards enhancement of human well-being and reduction in inequalities along with growth of per capita income especially targeting vulnerable social groups including ST and SC. Scheduled Tribes are indigenous, have their own distinctive culture, geographically isolated and are low in socio-economic conditions. The tribal population is an integral part of India's social fabric and has the second largest concentration after that of the African continent. For centuries, the tribal groups have remained outside the realm of the general development process due to their habitation in forests and hilly tracts. After independence, Government of India has scheduled the tribal groups in the Constitution and provided special provisions for their welfare and development.

Tribal population constitutes the weakest section of India's population from the ecological, socio-economic and educational aspects. They mainly contribute a major share of widespread poverty in the nation. The reason being they have been exploited and practically deprived of many civic facilities since so many centuries. The British government did provide some facilities for the upliftment of the tribal population in the towns and villages such as education, transport, communication, medical etc. but these facilities were inadequate and mainly with vested-interest. However, after independence many steps have been taken by the government for their upliftment and adding them to the mainstream of development. So far India has successfully completed Eleventh Five-year plans. The strategy of the 11th Five-year plan was "towards faster and more inclusive growth". Even the 12th Five-year plan emphasizes on "faster, more inclusive and sustainable growth".

Tribal Women: Indian Scenario

The government report shows that rural household accounted for a predominant share of

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Ghanaian Perspective of Agriculture Growth and Rural Development in India: Issues and Challenges

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Abstract

This paper examines the roles and challenges of small holding agriculture in India. It covers the Gandhi an view in trends in agricultural growth, cultivation patterns, participation of small holding agriculture, productivity performance of small holders, linking small holders with markets including value chains, Identify the issues and concerns of Indian agriculture and role in increasing GDP in India and how many worker are involve in it.

Keywords: Farm Size, productivity. Small and marginal farmers, livelihoods,

Introduction

Agriculture plays a pivotal role in the Indian economy. Although its contribution to gross domestic product (GDP) is now around one sixth, it provides employment to 56 per cent of the Indian workforce. Also, the forward and backward linkage effects of agriculture growth increase the incomes in the non-agriculture sector. The growth of some commercial crops has significant potential for promoting exports of agricultural commodities and bringing about faster development of agro-based industries. Thus agriculture not only contributes to overall growth of the economy but also reduces poverty by providing employment and food security to the majority of the population in the country and thus it is the most inclusive growth sectors of the Indian economy. Agriculture is the ancient, essential and the foremost important occupation in the world. Man began systematic cultivating of plants and crops thousands of years ago and produced food for the very basic need of life. In order to meet the needs of everyone, he ought to adopt various methods of cultivation, store grains and the produces, and enrich the ways of consuming the produces. He had to fight with the nature, the primary threat the agricultural farms face every day that includes sunlight, heat, rainfall, soil and

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Research Article

The structural and dielectric properties of $\text{Bi}(\text{Fe}_{0.95}\text{Sm}_{0.05})\text{O}_3$ ceramic

Nripesh Kumar, Alok Shukla, Nitin Kumar, Pramod Chaitanya & R. N. P. Choudhary

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Abstract

This article exhibits that how a polycrystalline $\text{Bi}(\text{Fe}_{0.95}\text{Sm}_{0.05})\text{O}_3$ ceramic was synthesized using Solid-State-Reaction route technique. The structural and dielectric characteristic properties of the ceramic have also been studied. X-Ray Diffraction technique has been used for the identification of single-phase orthorhombic symmetry. It has been observed that the minor substitution of Samarium (i.e. Sm; a rare-earth element) at B-site in Bismuth ferrite (BiFeO_3) suppresses the impurity section formation which is a basic disadvantage in BiFeO_3 based ceramics. The grains were found homogeneously spread on the ceramic surface. The detailed investigations of grain and grain boundaries have delivered numerous interesting and useful outcome for the further device applications.

Keywords: Ceramic Dielectric XRD Bismuth Ferrite

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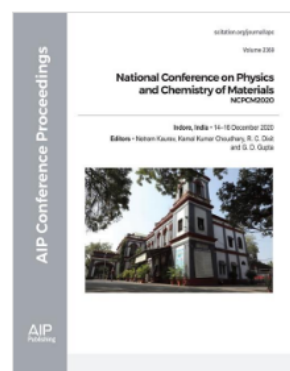


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RESEARCH ARTICLE | SEPTEMBER 13 2021

Crystalline properties of ZnO doped poly (methyl methacrylate) PMMA thin films

Nisha Pandey ; Arunendra Kumar Patel; Amrita Dwivedi

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AIP Conf. Proc. 2369, 020099 (2021)

<https://doi.org/10.1063/5.0061155>

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The present study deals with the synthesis and characterization of Pure PMMA polymer film and ZnO incorporated PMMA composite film using X-ray diffraction technique. The pure PMMA and ZnO incorporated PMMA composite were prepared by solution casting method. The crystalline properties such as crystallite size, interplanar distance and crystallinity index has been calculated and studied as a function of ZnO. The study reveals that, as we increase the concentration of ZnO in to the PMMA film, the crystalline properties are enhancing. The crystallinity index for pure PMMA, .05% and .1% ZnO doped PMMA are found to be 15.73% , 22.2% and 24.17% respectively.

Topics

[Doping](#), [Crystal structure](#), [Crystalline properties](#), [Polymers](#), [Thin films](#), [Diffraction](#), [Chemical compounds](#)

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ELSEVIER

Food Chemistry

Volume 368, 30 January 2022, 130810



Analytical Methods

Dispersive liquid–liquid microextraction and diffuse reflectance-Fourier transform infrared spectroscopy for iodate determination in food grade salt and food samples

Manju Gupta^a, Archana Jain^{b,1}, Krishna K. Verma^{b,2}

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Highlights

- FT-IR enabled integrating unperturbed band in azo dye.
- Solvent polarity and pH of final solution do not interfere.
- Response surface methodology employed for optimization of reactions used.
- Method applied to real samples of food grade salt, health supplements, and vegetables.
- Sensitivity of FT-IR method found comparable or better than spectrophotometry.

Abstract

A novel method based on diffused reflectance Fourier-transform infrared spectroscopy



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THE REFLECTION OF SUBALTERN VOICE IN MAHASWETA DEVI'S *MOTHER OF 1084*

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ABSTRACT

Subaltern Consciousness is the major theme of the decolonized literature. Human mind and spirit are basically free identities which resist external control and governance. Mahasweta Devi is one of the prolific women writers of India. She stands at the intersection of vital contemporary issues of politics, gender and class. Her concern is for the poor, landless from lower castes of eastern India. She has emerged as an important figure in the field of socially committed literature. The present research paper entitled The Reflection of Subaltern Voice in Mahasweta Devi's novel "Mother of 1084" is an attempt to examine the subaltern voice of that period. It explores how the Naxalite Movement brings two subaltern mothers instead of class barriers. It's a saga of the Naxalite resistance in Bengal that through the character of Sujata and Nandini, her powerful exploration of subjectivity voiced through the female characters, it's a tragedy of political mothers and a person of a class barrier. This is a very sensitive and thought-provoking novel centered on a Young, Idealistic, Intellectual, student, Brati Chatterjee, who is treacherously betrayed to the police by a mole in his revolutionary group.

Keywords :- Subaltern Voice, Naxalite Movement, Death.

INTRODUCTION

DR. ABHA PANDEY

MEETA AGRAWAL

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DIGITAL INNOVATION IN SMES: ANTECEDENTS AND CONSEQUENCES

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ABSTRACT The greatness of manufacturing is vital to our country's economy. The Indian government drafted the manufacturing policy in 2011, is currently being revised to incorporate part of Industry 4.0. With the promotion and help of the government and industry, it is being launched to promote and change manufacturing capabilities of the country. The research is dedicated to solving the research problem of how small and medium-sized enterprises can flexibly respond to digital innovation. This research establishes an agile structure that relies on the mechanism of regulating administrative firmness and creating innovation. This work is supposed to give people an understanding of the needs of digitalization of SMEs in India. It can empower the government and industry policy makers to help formulate policies to enable Indian SMEs to implement digital technologies, and promote the use of the Indian Institute of Technology's educational, skills development program to help the industry.

Keywords: Keywords: Digital innovation, SMEs, Nimbleness, antecedents.

1.0 INTRODUCTION-

Throughout the most recent forty years, a broad collection of work has surfaced on digital innovation in SMEs (e.g. AlBar & Hoque, 2019; Ramdani et al., 2009; Stair, 1979; Thong, 1999). Digital innovation was defined by Fichman in 2014 as "a new product, new cycle or action plan that requires some key changes to adopters, and is encapsulated or empowered by digital technology. It is a major term that is used to represent the organizational exploitation of digital technologies including, Information Systems (IS), Information and Communication Technologies (ICT) and Information Technology (IT) among others. Although researchers have carried out several reviews on the general literature of digital innovation (Fichman, 1992, 2004; Jeyaraj et al., 2006; Kohli & Melville, 2019), there is often uncertainty on what we know about digital innovation in SMEs. SMEs are commonly defined as firms that have



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Original Article

Antecedents of Pharmaceutical Digital Marketing Challenges and opportunities: A Descriptive Research Design

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Abstract

Purpose/Aim- The aim of the present research study was to study the facilitating factors of pharmaceutical digital marketing challenges and opportunities in the contemporary context. The role of digital marketing plays a crucial role for better interaction, cost-effectiveness, to build a relationship between physicians and people with personalized care. **Research Methodology/Approach/Design-** It is a descriptive research design, the data collected through structured closed ended questionnaire with a sample of 50 from undergraduates and post-graduates. **Statistical tools-** Applied both descriptive and inferential statistics like: Mean, SD, ANOVA and Chi-Square test to assess the opinion of the respondents. **Findings-** The outcome of the research witnessed that the majority of the respondents agreed that Pharma products should be produced for specific purpose, availability of website and online content, usage of WhatsApp, twitter, Instagram other platforms plays a crucial role to interact with the customers, recommendations by experts, users, building loyalty and trust plays a significant role to interact with the customers and to increase the sales of the business. Further, product differentiations, advertisements, building the databases are the essential aspects to strengthen the digital marketing. **Novelty-** The concept which is novel, as few literatures are available on digital pharma marketing in the contemporary scenario. **Generalizability-** The outcome of the research can be generalized under any phenomenon where need arises to strengthen the pharma digital marketing strategies in India. **Originality-** The present research on antecedents of digital marketing strategies has not been copied from any source. **Type of Research-** It is a descriptive research study where it has taken the advantage of both descriptive and inferential statistics.

Keywords: Pharma Marketing, Digital Marketing, online Marketing, E-Commerce, Digital, online, etc.

INTRODUCTION

The role of digital marketing in the field of pharmaceutical sector plays an important role to render personalized services, care, to build relationship with the people which enhances firm reputation and long-run survival. In the developing economies like: India is not up to the mark to take the advantages of digital marketing to sell products to the clients. Apart from this social media platforms like: WhatsApp, Twitter, Instagram and other social media platforms play a significant role to build relationship with the clients and the two way quick interaction, cost effective, global service, will be possible with the personalized care and content marketing, where content available to the customers in websites and catalogues, quick response are the various factors which facilitates to get success in digital platform. The digital pharmaceutical marketing is a strategic tool to gain competitive advantages over those firms depends up on and follows the traditional marketing practices. The global and best service to the clients to interact with world class experts will be possible through digital marketing only. The present research aims to investigate the challenges and opportunities of pharmaceutical digital marketing in the contemporary scenario. Especially, the pharma digital marketing facilitates to create awareness about various products being offered by the companies and the expert's opinion, recommendations by the users of the products and the video/audio reviews of the users will boost-up on the sales of the company. Therefore, it can be evident from the literature that the future pharma marketing may depends up on the digital marketing rather than the traditional marketing. The E-Commerce, SEO Tools, Mobile Commerce, Digital practices and its related awareness to the customers, clients, retailers and manufactures essential to sustain in the competitive world.



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IMPACT OF SOCIAL MEDIA IN PROMOTION OF ORGANIC FOOD PRODUCTS

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Abstract

In today's world, people are very sensitive to their health issues, and often take precautions to make sure they live a healthy lifestyle, which results in the increased demand of organic food products that are prepared and processed without using any chemicals. India is a democratic nation, where social media (Face Book, Whatsapp, Twitter, Instagram) is a vibrant tool to connect and share our thoughts. In this paper descriptive research design is used to collect 170 data. Also, for data analysis the descriptive statistics and Chi-Square tool is effectively used. Today, social media is the largest source of entertainment, this study analyse the role of various social media tools as a channel to develop a healthy nation. Therefore, this paper highlights the consumer's awareness towards organic foods products, and analyzes the role and impact of social media in promoting the organic products.

Keywords- Consumer awareness, Organic food products, Social media, E-commerce, Digital marketing




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Revival and Resurgence of Our Lost GEM - The Ancient Indian Education System

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Abstract

After witnessing the unruly and disruptive behaviour amongst college students on trivial topics, a study was conducted to find the reason behind it. The study consisted of students discussing topics like politics, situational problems etc. and it was observed that students lacked the concept of perception.

Studying this even further, it was found that the cause for this was because our modern-day education focused more on literally manufacturing people for jobs and less on value systems and critical thinking. The present education system is finding it very difficult in ensuring the required quality that every student must possess. This also gives rise to students being confused about their career paths and life in general. They don't realise their true potential and abilities and thus start developing a "follow the crowd" mentality.

To improve this situation, a radical change has to be brought into the education system and this change can only be supported by retrospection of India's ancient education system. The focus must now divert towards developing skills rather than just concentrating on academics. These ancient practices cannot be applied as it is in this modern era. Hence, their application calls for reinvention and resurgence to benefit today's students.

Keywords: Education, student, Reinvention, Value System, Ancient India, Skill development

Introduction

As quoted by the great Swami Vivekanand - "Each nation like each individual has a theme in this life, which is its centre, the principle note, around which every other note comes to form the harmony. If any nation attempts to throw off its national vitality, the direction, which has become it's own through the transmission of centuries, nation dies."

India is a country famed for its diverse and rich culture as well as heritage. But it was truly celebrated for its ancient education system, which focused on the development of an individual on all levels, be it physical, emotional and psychological. Moral education was a perennial aim of Vedic education. The principles of Vedic education have been a source of inspiration to all the educational systems of the world. This was the primary reason why India produced great scholars like Chanakya, Aryabhata, Pingala, Sushruta, Charaka etc.



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Technology and Education - Prospects of a Future Classroom

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Abstract

In an age where everything has become more Visual and access to technology and its devices has increased significantly, there is a need to bring about a radical change in how education is imparted and delivered. Using modern age technology, we can not only save resources and time but also make learning more interactive and attractive. This research study was undertaken to ascertain which methodology of teaching works best in the modern-day scenario. Two studies were undertaken.

In the first study, a test was conducted on a group of 40 students of the school who were experimented with by delivering lessons in both modern and traditional teaching methods. After analyzing the results, it was observed that the modern way of teaching is a better source of imparting knowledge as it engages the students and makes them want to learn more.

In the second study, increased use of the internet and a subsequent rise in online education portals is observed, thereby proving that the modern way of teaching holds the key to a better future in the field of education.

Keywords: Education, Information age, Innovation, Smart classroom, Technology, Teaching method

Introduction

The primary trait of human beings that differentiates us from the animal kingdom is our ability to learn and acquire knowledge and use it for our development and betterment. This process of transfer of knowledge from one party to another is called teaching. The ancient techniques included writing on clay tablets with a stick, recitation and drawing pictures on the walls of caves. As time progressed, the concept of paper, pencils and pens emerged with the teachers writing lessons on a black chalkboard. But, at the advent of the 21st century, the world witnessed a technological boom that proved to be a total game-changer.

People were now glued to their T.V. screens, Computers and Mobile phones. The reason being that technology gave them a way to see pictures in motion, which was not only more fascinating than the traditional words and pictures printed on paper but also gave a better understanding of the concept and helped them retain that knowledge for a longer period.

Education and the Use of Technology For Students

Corporations like Apple and Microsoft have always promoted technology for students by making most of their offered products and devices affordable for students.

Apple offers student discounts on its high-end laptops and introduced an affordable range of laptops specially designed for students. Technology is designed to be as limitless as a child's imagination.