

# SOUVENIR

**3<sup>rd</sup> INTERNATIONAL CONFERENCE**

*On*

**Global Issues in Multidisciplinary  
Academic Research**

**Date: 29<sup>th</sup> July 2023**

**Organised By**



**Indian Academicians and Researchers Association (IARA)**

**In Association With**



**Rajabhat Maha Sarakham University, Thailand**

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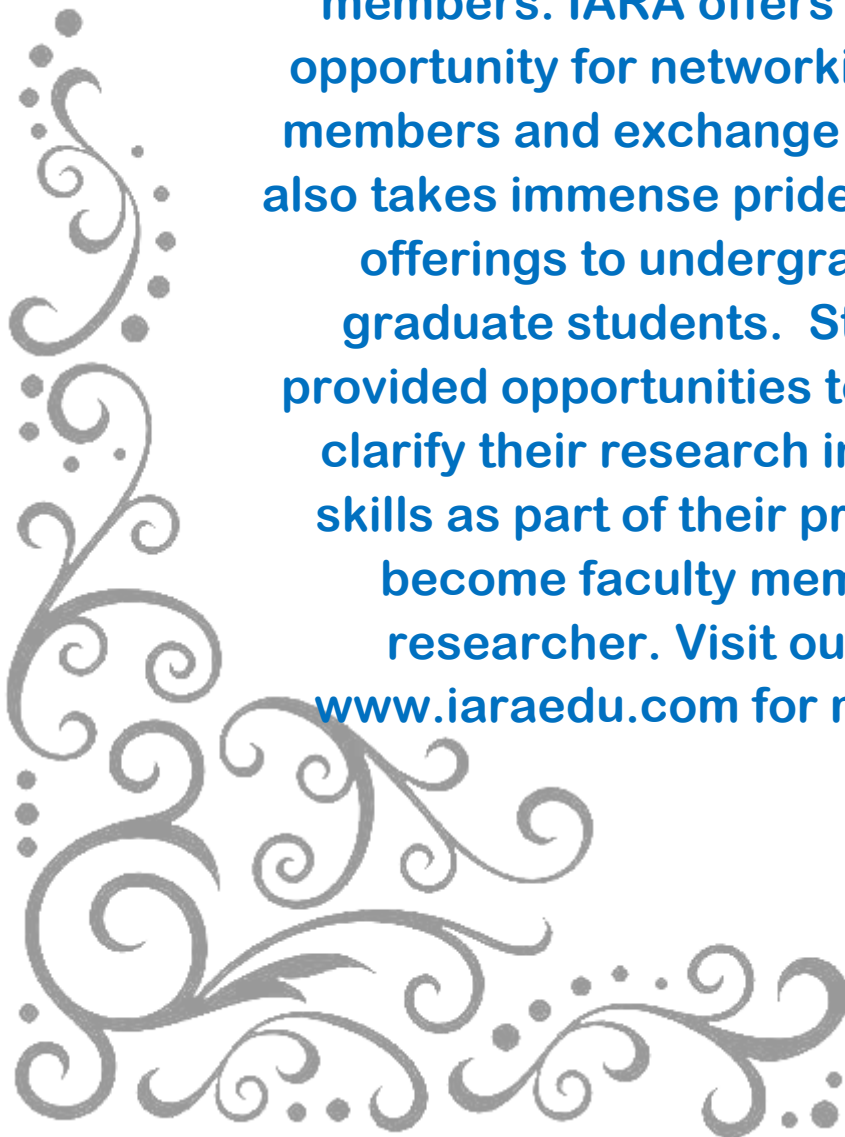
**In Association With**



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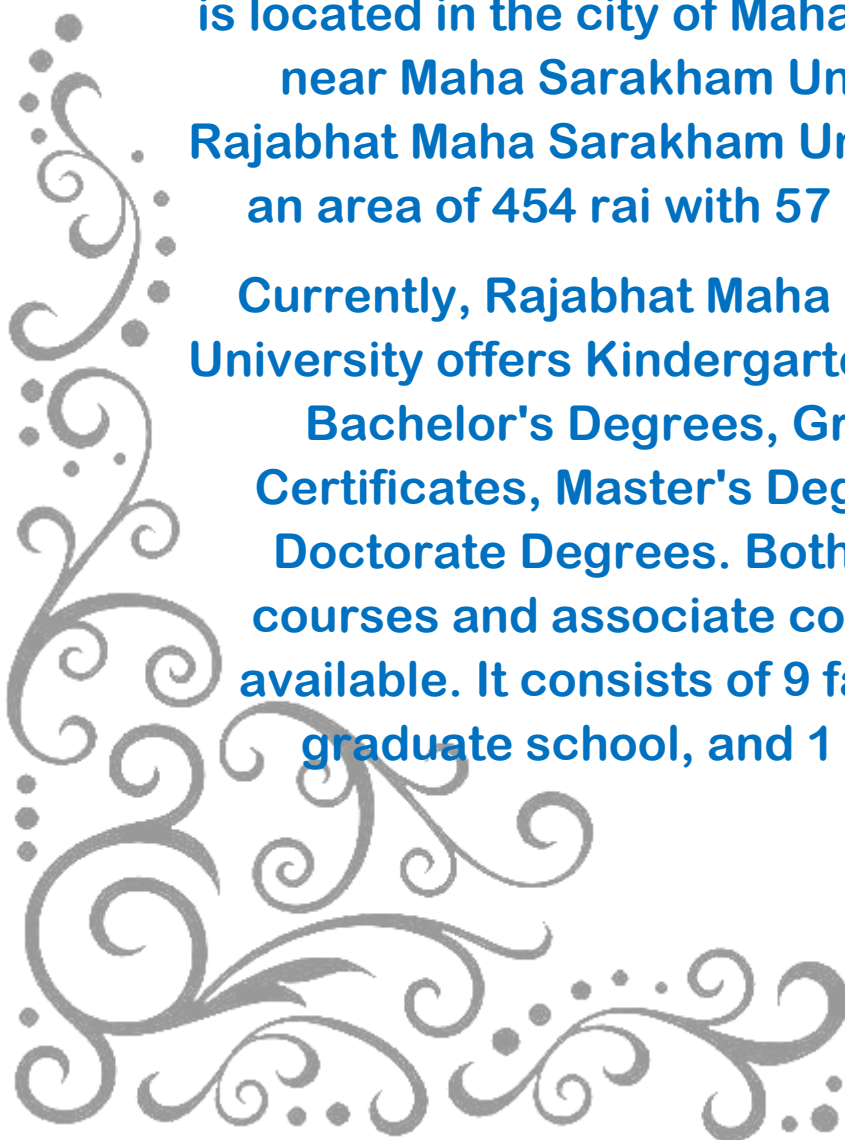


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**Rajabhat Maha Sarakham University is a Public Higher Education Institution in Maha Sarakham Province Developed from the Mahasarakham Teacher College that was established in the year B.E. 1962 and Maha Sarakham Rajabhat Institute in the year 1992. The university is located in the city of Maha Sarakham, near Maha Sarakham University.**

**Rajabhat Maha Sarakham University has an area of 454 rai with 57 buildings.**

**Currently, Rajabhat Maha Sarakham University offers Kindergarten, Diploma, Bachelor's Degrees, Graduate Certificates, Master's Degrees and Doctorate Degrees. Both general courses and associate courses are available. It consists of 9 faculties, 1 graduate school, and 1 school:**



# ABOUT THE CONFERENCE

The conference aims to provide a forum for the exchange of ideas on the researches and developments made in Agricultural Science, Food Science, Environmental Sciences, Pharmaceutical Sciences, Medical Sciences, Veterinary Science, Applied Science, Management, Social Science, Tourism and Engineering & Technology during recent times. The conference aims to provide a common platform for researchers from the Academia as well as the Industry to discuss and present their research work and also will try to provide an opportunity for collaboration among them.





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## GUIDELINES FOR ACCOUNTING DEVELOPMENT AND INTERNAL CONTROL OF VILLAGE AND URBAN FUNDS CASE STUDY: WARIN CHAMRAP DISTRICT UBON RATCHATHANI PROVINCE IN THAILAND

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### ABSTRACT

*The Village and Urban Community Fund (NAT) was policy to provided financial assistance to people who do not have access to commercial bank loans. For investment to generated income and lead to the creation of a good welfare fund for members of the fund. There were funds nearly 71,742 and urban fund offices as administrators. During the 3 years of the COVID-19 epidemic crisis, village fund members had been affected. Impact on earnings affecting the debt management of the Fund. Can't sent financial report in system.*

*This study aimed to investigate the objective of this research was to study the factors affecting the accounting and internal Control success of the village fund. The questionnaire was used as a tool to collect data from 200 accountant village fund and the questionnaire after the amendment to test the confidence (Reliability) using the Alpha coefficient method the confidence was at 0.924. The data were using analyzed factor analysis. Analysis of Variance, F-test, t-test was used with the confidence interval of 95% ( $\alpha=0.05$ ). Multiple Comparison Test methods Least – significant Difference (LSD) would be used if the F-test revealed a statistically significant finding.*

*The results show factors affecting the success of bookkeeping found that bookkeepers pay attention to support from government agencies. The staffs of the fund network should play a role in continual accounting knowledge. Chairman's leadership Fund Committee should provide support to promote accounting operations and working together as a team of the committee and members respectively. If classified according to the factors of the village fund accountant with the education and attending different accounting training courses have success in fund accounting. Overall and in different aspects statistically significant at the 0.05 level. From the research results of Accountants were an opinion that bookkeeping requires continuous skill training and receive advice from professional. Therefore, government agencies should focus on providing accounting knowledge to people in particular or volunteering in the community with accounting knowledge to help. The results of the analysis of the opinion level of the sample have an opinion on the overall internal control. It was found that the indicators within the control activities aspect.*

*Keywords: Accountant, Internal Control, Village of fund*



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## ANALYSIS OF THE TRANSIENT STABILITY FOR AN ELECTRICAL NETWORK BY THE EQUAL AREA CRITERION

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### ABSTRACT

*The demand for electricity doubles every decade, to meet this demand, the electrical networks are exploited to their limits, which makes the electrical networks vulnerable in terms of its stability and security. The study of the stability of electrical networks has become essential for network operators. The most important objective of stability studies is to find the dynamic behavior of the main variables that determine the operation of generators as well as angle, speed, current, voltage and power. Also, thanks to these variables, it is possible to determine the critical fault clearance time or the stability margin. In other words, transient stability aims to answer the following question: what is the maximum fault release time for which the network remains stable? The established Equal Area Criterion (EAC) using Matlab programs is remarkably efficient, which, it is based on the principle that when the power angle  $\delta$  oscillates around the equilibrium point with a constant amplitude, transient stability will be maintained by determination of critical clearing angle (CCA) and critical clearing time (CCT). It gives results of great precision with phenomenal speed, unlike the traditional analysis method which must be laborious and which requires long and complex mathematical calculations.*

*Keywords: Transient stability, power angle  $\delta$ , Equal Area Criterion, critical clearing angle (CCA) and critical clearing time (CCT).*



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## EXPRESS METHOD FOR QUALITY CONTROL OF PRODUCTS AFTER THE FLUIDIZED BED AEROSOL CHAMBER BY DETECTING RADIO THERMAL EMISSION OF NANOPARTICLES

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### ABSTRACT

*Objective: The main objective was to study physical and chemical activity of biotechnological pharmaceutical drugs (BPD) produced in a fluidized bed chamber and to compare it with placebo in order to further develop an up-to-date quality control method.*

*Methods: Lactose monohydrate as a filler; affinity purified polyclonal rabbit antibodies (Ab) for recombinant human interferon gamma (INF $\gamma$ ) as an active pharmaceutical ingredient (API); intact lactose (IL) powder. Pilotlab fluidized bed chamber, which was used to saturate lactose powder with solutions of pharmaceutical substances prior to granulation; Built-in flux density meter TES-92 (TES Electrical Electronic Corp., Taipei, Taiwan), which was used to determine the flux density of radio thermal emission in the gigahertz range.*

*Results: In the experiment aimed at studying the intrinsic radio thermal emission of BPD containing antibodies for INF $\gamma$ , it was found that, as compared with the placebo preparation and IL, BPD exhibits radio thermal emission with a flux density of  $80 \pm 10 \mu\text{W}/\text{m}^2$  at  $37^\circ\text{C}$ , which is more than an order of magnitude higher than background values obtained using IL. It is observed when all samples are transferred from the powder state to the solution. When transformed into 5% solutions, BPD emit with a flux density of  $30 \pm 4 \mu\text{W}/\text{m}^2$ , which is 15 times higher than similar values for 5% placebo solutions and IL.*

*Conclusion: The developed method based on broadband detection of intrinsic radio thermal emission can be used to control the efficiency when BPD is prepared in a fluidized bed chamber.*

*Keywords: antibodies for interferon  $\gamma$ , supramolecular complex, radio thermal emission, lactose, interferon*

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## EVALUATION OF EFFICACY SIRAVYADHANA (VENEPUNCTURE) IN VENOUS ULCER IN FEMALES – CASE SERIES

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### **ABSTRACT**

*Background – Venous ulcer is a condition that is often seen in females and is usually managed by the surgeon. It is discontinuity of connective tissue and skin. It occurs due to any superficial vein may become varicosed, but the veins most commonly affected are those in lower legs. That's because standing and walking, upright increases the pressure in the veins of lower body. Symptoms are achy or heavy feeling in lower legs, Burning, throbbing, muscle cramping and swelling in lower legs, Worsened pain after sitting or standing for a long time, Itching around one or more of veins, Skin discoloration around a varicose vein. Prevention of long standing and walking are the keys to successful non – surgical management.*

*Aims – Evaluation of efficacy of Siravyadhana (Venepuncture) in Venous ulcer in Females*

*Methodology – Female patients of age between 34-64 years were included in this study with complaints and symptoms of Venous ulcer. Siravyadhana (Venepuncture) done in weekly once for 28 days (4 weeks) followed by Amalaki Churna 250mg in night time with Mahamanjishthadi Kwatham 30 ml BD with luke warm water for 28 days in 10 patients. Subjective and objective parameters were studied on day 0 and 28<sup>th</sup> day.*

*Result- Siravyadhana (Venepuncture) is the most efficacious Para surgical procedure found in this trial.*

*Conclusion- Siravyadhana (Venepuncture) is found efficacious and statistically found efficacious in management of Venous ulcer. It may inhibit sclerotherapy and further surgical corrections in females. It is easy to perform and effective Ayurvedic parasurgical procedure to female patients suffering from Venous ulcer.*

*Keywords –: Venous ulcer, Siravyadhana, Venepuncture.*

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## SYNTHESIS, MOLECULAR DOCKING STUDIES AND ANTI-INFECTIVE SCREENING OF 1, 2, 4-TRIAZOLE DERIVATIVES

M.P. Toraskar\*, Vinayak Pande, Sambodhan Dhawane and Rizwan Khan

### ABSTRACT

*The emergence of drug-resistant bacterial strains continues to be one of the major challenges of medicine. For this reason, the importance of searching for novel structures for anti-infective activity chemically different from the currently known antibiotics is still of great importance. The thiosemicarbazone derivatives of 4-amino-1, 2, 4-triazole moiety were synthesized and their anti-infective efficacy was evaluated in this work. The anti-infective activity of the synthesized substances was tested against E. coli, S. aureus, C. albicans, and M. tuberculosis. Among the tested compounds, 4g have shown activity at concentrations 1µg/mL and 2µg/mL for E. coli and S. aureus. The compound 4c has shown activity at a concentration of 6.25µg/mL for M. tuberculosis. Four compounds with nitro, anthracene, and chlorine (mono and disubstituted) groups in their structures demonstrated the activity against all strains of bacteria. Additionally, we confirmed the compound's ability to bind to the target molecule with the use of molecular docking.*

*Keywords: anti-infective activity, 4-amino-1, 2, 4-triazole.*





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## ARTIFICIAL INTELLIGENCE IN ADVANCED HORTICULTURE

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### ABSTRACT

*Artificial intelligence is the process through which humans create intelligent machines. It falls under the broad category of computer science that emphasises the development of physical and intangible systems that not only behave intelligently but also exhibit behaviour on a par with how people think and act, achieving human-like performance in all cognitive tasks through the use of only logical reasoning. The fundamental building blocks of AI are decision-making that is rapid and efficient and learning from past data. A part of artificial intelligence called machine learning is where the tools are developed.*

*A system based on AI has been created and developed to automatically recognise the pineapple that is the most ripe. This method uses an algorithm based on computer vision and machine learning that uses Haar-like characteristics. The characteristics of an adult pineapple have been evaluated using the Python programming language. The created method was put to the test in the real world and was successful in identifying 93% of the fruits. The issues are being quickly fixed by AI technology, which also suggests precise steps that need be taken to solve the issue. AI is effective at keeping track of information and swiftly identifying solutions. The digital revolution of the agricultural and horticulture sector offers both producers and consumers enormous possibilities. The next revolution will be sparked by the introduction of digital agriculture, industrialization and mechanisation of production processes, networking, and data management. are set to unleash the next revolution in the history of agriculture and farming.*

*Keywords: AI, Horticulture, Data Management, Digital Revolution, Robotics, CIAES*



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## ASSESSING THE THERAPEUTIC POTENTIAL OF CHANDRA BHEDI PRANAYAMA ON ELEVATING ADOLESCENT HAPPINESS LEVEL

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### ABSTRACT

Adolescence is a crucial stage of human development characterized by various physical, emotional, and psychological changes. Promoting happiness and well-being among adolescents is essential for their overall growth and development. Pranayama, a fundamental component of yoga, has gained recognition for its potential therapeutic benefits on mental and physical health. The present study was conducted with the aim to assess the therapeutic potential of Chandra Bhedi Pranayama, a specific breathing technique, in elevating happiness level among adolescents. For the purpose of the study, pre-post test design was constructed in which 54 participants (N=54) were selected from Amity University, Noida Uttar Pradesh. Their age group was ranging from 18-25, both male and female. Participants were divided into control (N=27) and experimental group (N=27). These subjects were given Oxford Happiness Questionnaire to assess their Level of Happiness as their pre-test. Yogic Intervention was administered by the experimental group for 30 mins a day for 16 weeks. Control group received no intervention. Post test was conducted to test the hypothesis. Descriptive statistics was performed on the pre and post raw scores. Results revealed that the Happiness in the adolescents in the Experimental Group increased abruptly from 18.05 to 20.77 after Yoga Intervention and no significant changes were found in the Control Group at Pre-Test (18.97) and Post-Test Level (19.07). In nutshell, experimental group subjects were found to be happier than the subjects in control group and therefore Yoga Intervention proved effective in promoting Happiness

**Keywords:** Chandra Bhedi Pranayama, Happiness, Adolescence, Therapeutic Potential, Yoga



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## BRAILLE AND REGIONAL LANGUAGES: A REVIEW

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### ABSTRACT

*A regional language is a language that is spoken in a particular area of a city, state, or country. Regional language is mainly spoken in smaller parts. It changes with the change in the religion, culture, and or economy of that region. Braille is the physical form of writing and reading used by vision-impaired or blind persons. It was developed in 1829 by Louis Braille. It is believed that barely two percent of the 70 million disabled persons have access to education in India. The present paper aims to discuss the research paper available related to Braille development in various Indian regional languages. In this paper, we only cover the introduction of each paper that we can find.*

*Keywords: Braille, Punjabi, Regional Language, Disabled person.*



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## A STUDY ON THE CONSUMER KNOWLEDGE REGARDING SELECTED ASPECTS CONCERNING ONLINE BUYING BEHAVIOR

**Dr. Mona Mehta<sup>1</sup> and Ms. Monika Pedgaokar<sup>2</sup>**

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<sup>2</sup>Research Scholar, The Maharaja Sayajirao University of Baroda, Vadodara, India

### **ABSTRACT**

*Consumers and firms are carrying out extensive and rapidly increasing volumes of businesses on internet these days. Online shopping or e-shopping is an emerging trend in many developing countries. Online shopping is basically a process of selling and buying of goods and services on World Wide Web. It also obtained a very important position in the 21st century as most of the consumer are busy, loaded with hectic schedule. In such a situation online shopping became the easiest and most suitable mode of shopping. Online shopping gives consumer more choices, information regarding the price, time of delivery, material of clothes, color, quality of the products and services. Moreover, online shopping will remain as a medium to sell products, services and content over the internet and consumer can buy or sell anything, at any time, from anywhere through online shopping. So consumer remain motivated to buy online as it easy in payment, give home delivery facility, saving travel costs and at the same it also saves times rather than having to traveling from store to store, and offering varieties of products and services. The popularity of online shopping has raised the interest of the consumers. In response to the dearth of research in this area, this study contributed to the literature to assess the knowledge of consumers regarding several aspects concerning online buying behavior. Therefore, the present study was undertaken. Descriptive research design was considered, 120 consumers were selected through convenience purposive sampling method and the data was collected through a self-constructed questionnaire. The findings of the present study revealed that Quality and Consciousness, Security and privacy, Websites features, Convenience, Time saving, Attractive and Satisfaction influenced the online buying behavior of the consumers.*

*Keywords: Consumers, Knowledge and various Aspects, Buying Behavior, Online shopping.*

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## CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN INDIA: A CASE STUDY ON TATA STEEL LIMITED

**Dr. R. Jayanthi**

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### **ABSTRACT**

*Tata Steel Limited, is the tenth largest steel producer in the world. It is one of the most diverse regions of metal production in the world. Together with its subsidiaries, affiliates and joint ventures, the company operates in five countries and employs more than 65,000 people. Tata Steel Limited's Corporate Social Responsibility (CSR) aims to improve the quality of society by creating long-term benefits for all stakeholders. Tata Steel Limited's Corporate Social Responsibility (CSR) is based on the provisions of Schedule VII Established in Section 135 of the Companies Act 2013.*

*Tata Steel has managed to positively affect the lives of more than 2.87 million people, most importantly with its employees who contribute more than 51,000 hours of volunteer work in areas such as health, drinking water, education, lifestyle, sports and infrastructure. Most importantly, through interventions that support community responses to the COVID-19 pandemic.*

*The main purpose of this paper is to study and analyze the Corporate Social responsibility (CSR) Practices in India with reference to Tata Steel Limited between the years 2014-15 to 2021-22.*

*The study was conducted on the basis of secondary data drawn from multiple sources of evidence as well as books, magazines, websites and newspapers.*

*Keywords: Corporate Social responsibility, Education, Environment, Health, Profit and Revenue from Operations.*



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## COVID-19 DETECTION FROM CHEST X-RAY IMAGES USING THE LOCAL BINARY PATTERN (LBP) AND GRAY LEVEL CO-OCCURRENCE MATRIX (GLCM) FEATURE EXTRACTION METHODS

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<sup>1</sup>Student, M.Tech and <sup>2</sup>Assistant Professor, Department of Computer Science and Engineering, Punjabi University, Patiala, 147001, India,

### ABSTRACT

COVID-19, which began in December 2019, resulted in a substantial number of human death and financial losses. Medical images help in early diagnosis of COVID-19 and decrease the risk of death rate. The manual observation of the images is not an efficient approach for handling large volumes of radiological imaging data. The detection of COVID-19 from chest X-ray images using a variety of deep learning techniques has been the subject of numerous investigations. This study uses pretrained convolutional neural networks (CNN's) to analyze the feature extraction from the local binary patterns (LBP) and grey level co-occurrence matrix (GLCM) approaches for COVID-19 detection from chest X-ray images. The dataset consists of 3000 chest X-ray images from various sources that have been sorted into three classes: normal, pneumonia, and COVID-19. The initial steps in preprocessing CXR images include converting color images to grayscale images, resizing the images, adding Gaussian noise, and applying DCNN for image denoising using the sigma 25 function. The deep learning feature extraction process for image texture analysis is taken place by the consolidation of local binary pattern (LBP) and gray level co-occurrence matrix (GLCM) from chest X-ray (CXR) images. We apply GLCM along with LBP over the filter images to generate high dimension information pattern. Confusion matrices and performance parameter findings revealed that the proposed model has greater accuracy of highest accuracy value of 0.9919, PPV of 1.0, F1 Score of 0.9919, sensitivity of 0.9940, Specificity of 1.0. The purpose of this work is to provide a summary of the enhanced texture-based features analysis into normal, pneumonia, and COVID-19 X-ray images.

Keywords: COVID-19, Grey Level Co-occurrence Matrix (GLCM), Local Binary Pattern (LBP).



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## CREDIBILITY ANALYSIS OF SOCIAL CONTENTS WITH 3 WAY DEEP LEARNING

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### **ABSTRACT**

*The opinions of specialists and recognized experts are more likely to be credential and to reflect a significant viewpoint. For that reason, we propose a new method to define the credibility of sentiment polarity based on their expertise or background knowledge and apply on Twitter: social media. Hence, we identify the credibility of tweets polarity for a particular topic, we add weight of authors according to their expert knowledge. We classify tweets sentiment polarity using machine learning technique: Recurrent Neural Network and we combine it with weight of authors' background knowledge based on author's profile, twitter List feature and their tweets behavior for a given topic and then show the result as the percentage of credibility on their positive or negative views.*

*Keywords: social media, Tweets, Credibility, Sentiment Analysis.*



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## CURRENT STATUS OF EDUCATIONAL INSTITUTIONS - A STUDY

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### **ABSTRACT**

*In case of the Hon. Courts of India; it is said that they are good only for the Practicing Advocates and the Hon. Judges since they are not giving justice to the common litigants. Likewise; are the Educational Institutions catering to the needs of their stakeholders? This Research Question leads to several other sub-questions.*

*Are the students getting the Qualitative Inputs; they need? Is the Teaching Fraternity getting the benefits; it deserves? Is the Non-Teaching Staff happy and satisfied? Does current education confer the benefits on the society; at large? Does the Industry get the candidate; it requires? Are the parents satisfied with the Gestation Period of Educational Courses; they are offering to their wards? Is the Government obtaining satisfactory returns from the learned students after investing valuable resources through educational institutions?*

*The present research is carried out to get the replies to all such Questions.*

*Keywords: Elite Class, Elementary Inputs, Rosy Picture, Brain Drain*





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## AVAILABILITY, PRICES AND AFFORDABILITY OF ESSENTIAL MEDICINES IN A NORTH INDIAN STATE

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Assistant Professor, Department of Economics, Sri Guru Granth Sahib World University, Fatehgarh Sahib

### ABSTRACT

*Medicines play a very important role for saving the human race from various communicable and non-communicable diseases. The human capital formation and growth of an economy is dependent on good health. Medicine prices played a very important role in determining compliance to treatment. If the medicine is provided at cheaper rates, but its availability is inadequate then the cheap prices will not serve the purpose. Adequate availability of essential medicines is of utmost importance and is one of the key components of universal health coverage. This paper is devoted to study the availability, prices and affordability of essential medicines in the state of Punjab. We have used the WHO – HAI methodology for the same. The essential medicines listed in the Punjab Essential Drug List (2017-18) have been used for the analysis. The data have been collected for 132 medicines from 18 Jan Aushadhi Kendra and from 29 private pharmacies. Overall the availability of essential medicines was low (less than 50%) across the sectors. The essential medicines had been procured at reasonable prices. Patient prices in the Jan Aushadhi Kendras were not excessive in the terms of Median Price Ratios. For majority of the items their medicine prices were acceptable ( $MPR \leq 2.5$ ) in the private sector. The cost of treatment and affordability data indicates that majority of the medicines were affordable for the target group (unskilled workers). It has been suggested to adopt more efficient procurement policies, increase consumer awareness about the efficiency of generic drugs and improve prescribing policies of doctors so that required medicines can be afforded by everyone.*

*Keywords: Essential Medicines, Availability, Prices, Affordability, WHO – HAI Methodology*



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## TRANSITIONING THROUGH CHANGE: LEADERSHIP IN POST COVID ERA

**Dr. Anita Jacob**

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### **ABSTRACT**

*As the world waits for a breakthrough from Covid 19 Pandemic, organizations and its leaders are looking for ways in which their organizations can adapt to change. There is a big responsibility on the corporate leadership to help their organization maneuver through this maze. The pandemic has left a long-term impact on the way organizations are going to conduct their activities in future. Organizational Change will be crucial in organizations adapting to the new normal. Strong leadership is required at the organizational front to seize every opportunity and transform businesses rather than react to the situation. This paper tries to differentiate between change and transition. It identifies opportunities in the hands of the organizational leader on how they can leverage on the pandemic wave to reorganize their organization and help their employees adapt to change normally without chaos.*

*Keywords: Organizational Change, Covid -19 Pandemic*



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## IMPLICATIONS OF BALANCE OF PAYMENT METHODS IN EXPORT-IMPORT FINANCE: AN OVERVIEW STUDY PERSPECTIVE

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<sup>2</sup>Ph.D Research Scholar, Department of Commerce, Dr.NGP Arts and Science College, Coimbatore

### **ABSTRACT**

*This article aims to explore the implications of balance of payment (BOP) methods in the context of export-import finance. The balance of payment is a crucial indicator of a country's economic health and provides valuable insights into its international trade activities. Understanding the various BOP methods and their implications for export-import finance is essential for businesses, policymakers, and financial institutions involved in cross-border trade. This study examines different BOP methods, such as the current account, capital account, and financial account, and analyzes their impact on export-import financing decisions. It also investigates the potential risks and challenges associated with each method, highlighting the importance of managing BOP effectively to ensure sustainable economic growth and stability. The findings of this study contribute to the existing literature on BOP and provide practical insights for stakeholders involved in international trade and finance.*

*Keywords: Balance of Payment Methods, Foreign Exchange and Risk Mitigation, Trade Balance & Implications*



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## INTERNATIONAL TOURISTS' PERCEPTIONS TOWARDS DESTINATION BRAND IMAGE: A CASE STUDY OF SOCOTRA ISLAND, YEMEN

**Ahmed Abdullah Omer and Dr. Madhuri Sawant**

Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, India

### **ABSTRACT**

*The influence of brand image on consumer behavior is widely recognized. It affects how tourists make pre-purchase decisions, making destinations with more substantial images more likely to be chosen. Additionally, the destination needs a strong brand image to maintain its position in the competitive business world. Product differentiation is crucial because Socotra Island, the research area, can be seen as a homogeneous site for many people seeking sun, sand, and sea. Purposive random sampling was used to gather data from 410 foreign tourists at the sample locations for this study, which intends to examine how tourists perceive their expectations and experiences after visiting Socotra Island. Descriptive statistics and pair t-tests were used to analyze the data collected. The findings show that solid waste management, Accessibility, and capacity building for tourism providers need to be improved. The study has also suggested that tourism products, e.g., cultural heritage, Nature-based tourism, and Adventure sports, must be positioned and promoted aggressively.*

*Keywords: Experiences, Expectations, International Tourists, Socotra Island Tourism, Perceptions, Destination Brand Image*





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## VARIATION IN HEPATIC ARTERIAL SYSTEM IN HUMAN CADAVER

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<sup>4</sup>Professor, Department of Anatomy, and DEAN, Sree Balaji Medical College and Hospital, BIHER, Chennai, India

<sup>5</sup>Final MBBS Student, ESIC Medical College, Hyderabad

### ABSTRACT

*Background:* Normally, in 50-55% of individuals the common hepatic artery arises from coeliac trunk and divides into right gastric, gastro-duodenal, and continues as proper hepatic artery. However it has been observed that 40 - 45% variations in anatomical features of common hepatic arterial system in humans. The major changes occur in the origin of common hepatic artery seen in individuals 1. arising from aorta; (2%), 2. May arise from superior mesenteric artery (2%) 3. trifurcates into right hepatic, left hepatic, gastroduodenal arteries without giving proper hepatic artery (6%)

*Findings:* In our cadaveric study, while tracing out the hepatic arterial system we observed that the common hepatic artery has been raised from superior mesenteric artery. We found that accessory hepatic artery was arising from coeliac trunk instead of common hepatic artery. According to the classification of variations in the anatomy of hepatic arterial system described by Michel et al., 1955 this specific case comes under IX category, i.e., common hepatic artery replaced to superior mesenteric artery, clinicians and radiologist should be aware of such aberrant vascular anatomy so as to reduce the incidence of surgical complication.

*Conclusion:* We observed that the common hepatic artery is arising from superior mesenteric artery and there is an extra accessory hepatic branch which is arising from coeliac trunk in the cadaver. Aware of such variation is very important in the planning of surgical interventions, especially transplantation, as well as in the prevention of complications due to ischemia.

*Keywords:* Aorta, Artery, Cadaver, Hepatic

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## SYNTHESIS, CHARACTERIZATION AND BIOLOGICAL EVALUATION OF SOME 2,3-DI SUBSTITUTED QUINAZOLIN-4(3H)-ONES

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<sup>2,3</sup>Sri Padmavathi School of Pharmacy

### ABSTRACT

*This work involves the synthesis and characterization of novel quinazolin-4(3H)-ones compounds and evaluating their pharmacological activity. Quinazolin-4(3H)-ones derivatives are associated with wide range of biological and pharmacological activities. The synthesis involves the reaction between a variety of amines with benzoxazine-4-one which in turn prepared from anthranilic acid. The chemical structure of the synthesized compounds were confirmed on the basis of the spectral data (FTIR, UV-visible, <sup>1</sup>H NMR and <sup>13</sup>C NMR spectral analysis). All the synthesized compounds were tested in invitro conditions for number of microorganisms (Staphylococcus aureus, Bacillus subtilis, Escherichia coli) and two fungal (Aspergillus flavus and Candida albicans) in order to assess antimicrobial property. All the synthesized compounds were screened in invitro antimicrobial activity and antifungal activity by using Ciproflaxacin and Griseofulvin as standards. The results had shown that some of the synthesized molecules had shown more significant activity when compared to standard. As some of the titled compounds have significant antimicrobial and antifungal activity, the further research on this work in future might lead to the discovery of some novel potent and safe pharmacological active drugs.*

*Keywords: Quinazolin-4(3H)-ones, benzoxazine-4-one, antimicrobial activity, antifungal activity.*





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## A STUDY ON IMPACT OF EMPLOYEE ABSENTEEISM IN SELECTED MANUFACTURING COMPANY

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Assistant Professor, Akhand Anand Arts & Commerce College, Surat

### **ABSTRACT**

*Absenteeism is generally understood in different ways by different persons. It is majority understood as an employees or a Industries of workers remaining absent from work either continuously for a long time or back for short period. The sample size of the study was 50 Employee randomly selected Two Corrugated box Manufacture Company in Kaprada Taluka in Valsad District in Gujarat State. The information needed for the research has been received from primary and secondary data. Primary data collected was questionnaire and Personal Interview has been designed by the researcher according to the Study of objective. And secondary data collected by researcher various Journal, Magazine and Websites also. This research analysis by researcher used Percentage analysis and hypothesis test through ANOVA used as tools for data analysis. This Research study will Help This areas now working all Corrugated box Manufacturing Companies To Know Their Current Practices Regarding Absenteeism in employee of Corrugated box Manufacture Companies. Researcher give suggestion To Better Improve The Business in A Better Prospect And Result.*

*Keyword: Absenteeism, Employee, Manufacturing, Industries*



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## PERFORMANCE EVALUATION OF ROUTING ALGORITHM FOR VEHICULAR AD HOC NETWORKS

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### ABSTRACT

*The challenge to select the best routing algorithm for network performance is a major concern in present research area. Vehicular Adhoc Network (VANET) has its own difficulties in deploying routing algorithm. The standard algorithm like DSDV, AODV, OLSR and some bio inspired routing algorithm are already available for VANET. In this paper authors discussed the problem and proposed a new framework that has been applied and tested on such routing algorithm to analyse the performance of selected routing algorithm. The Ad Hoc On-Demand Distance Vector (AODV) routing protocol is used for three distinctive traffic scenarios in the VANET environment. Open Source tools like SUMO, NS is opted for simulations. Simulation of Urban Mobility (SUMO 0.32) is the traffic simulator and Network Simulator NS-3.29 is used for network simulation to acquire the experiment results. The simulation is executed for three considered traffic scenarios are taken including realistic city traffic scenarios of Dehradun city. Through this paper, the authors wish to present the best way for performing and testing the routing protocols in VANET. Through the simulation test results it is concluded that the proposed framework is best fitted for VANET routing performance evaluation.*

*Keywords: VANET, DSDV, AODV, OLSR, SUMO, NS, Simulation*



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## INDIAN TRIBAL HEALTH: A CALL FOR A COMPREHENSIVE HEALTH POLICY

**Apurva Narendra Thosar**  
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### **ABSTRACT**

*The well-being of any group of people or any living thing is significantly influenced by their state of health. One of the critical components of human advancement, development, and well-being is health. The parts of tribal populations with the worst socioeconomic conditions of the Tribal. There are several problems that people must deal with, with health ranking highly among them. Even though it's one of the most often discussed subjects, it continues to be disregarded. It is more sensitive and prone to serious health difficulties due to the socioeconomic situation as well as inadequate sanitation and health conditions. This essay intends to emphasise the numerous aspects of tribal health and the medical services accessible in the nation's tribal communities. It also seeks to talk about the necessity of health policy to address the priority.*

*Keywords: Tribal Health, Health Policy, Socioeconomic, Vulnerability.*



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## LABOUR CODE: UPLIFTMENT OF LABOUR

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Andhra Pradesh

### **ABSTRACT**

*Labour is one of the most important factors of production. Labour laws in India, as in several other countries, have been enacted to create conditions for the protection of labour from unfair employer practices and to provide a legal framework within industrial relations. Indian labour legislations origin and growth can be traced back to East India Company regulation of 1837 which was on recruitment of Indians for employment in British colonies. An average Indian worker of today is distinctly different from one at the time of attainment of the country's Independence. The amalgamated form of multiple statutes thus obtained is called a labour code.*

*Keywords: Labour laws, Independence, recruitment, legal framework.*



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## PERFORMANCE EVALUATION OF PIG, HIVE AND PYTHON SCRIPT

**Ms. Yogita<sup>1</sup> and Dr. Priti Singla<sup>2</sup>**

<sup>1</sup>Research Scholar and <sup>2</sup>Professor, Department of Computer Science & Engineering, Baba Masthnath University, Rohtak

### ABSTRACT

*In the modern business world, it is essential to put in place a system that is able to evaluate significant amounts of data in a very short amount of time. To do this, it is necessary to take into account not only the desires of the purchaser but also their ability to make a purchase with their available funds. Big data includes both structured and unstructured data, as well as information from online retailers like as Amazon and Flip kart. In addition, it includes data from social media platforms. Controlled information organization is necessary for the effective operation of any data management system. Because of the ever-increasing demands put on big data, it is very necessary to do research into the variables that drive the clustering of massive data sets. In this piece, we will go through the research that has been conducted in the field of science in relation to massive data sets and clustering. It has come to everyone's attention that conventional research has only achieved a modest level of success in the field of huge data clustering, which is the area where commercial application focuses on satisfying consumer demand. On the other hand, Hadoop is the platform that is used the majority of the time to do analysis on massive amounts of data. For customer requirement research, however, there is a pressing need for the development of a big data clustering approach that is more capable of scaling, adapting, operating in an effective manner, and achieving high performance. In present research Pig , Hive and Python script are simulated for big data to evaluate the performance.*

*Keywords: Big data, Clustering, Hadoop, Customer Requirement analysis, Pig, Hive, Python.*



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## PACKAGING STRATEGY FOR THE SUCCESS

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### **ABSTRACT**

*Effective packaging is an essential part of any global strategy for international success. Packaging means container wrapper or any other means for packing goods. In older day retailing was larger in offline but in E-commerce importance of packaging really gone up. In E-commerce everything is virtual, digital marketing, digital payment. The first physical interaction when you receive the delivery of goods. Receiving and unboxing the product is the first physical experience customer has with the brand as we all know first impression is the last impression. So the first impression has to be good. In E-Commerce packet goes through various process and multiple hands before it reaches customer, hence there are high chances of damage as well as chance of theft. Packaging can be described as one of the important factors or keys to success of effective marketing globally. The paper focuses on the impact of packaging on E-commerce, to become a global market leader and explains how packaging can protects the product, differentiates the product from its competitors, attract buyers, keep products safe and promotes the product in international boundaries.*

*Keywords: E-commerce, Packaging, Global marketing, strategy.*





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## PHARMACOGNOSTICAL AND PRELIMINARY PHYTOCHEMICAL EVALUATION OF NOVEL ANTIDIABETIC POLYHERBAL FORMULATION

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### ABSTRACT

**Background:** The present study focused on conduct of pharmacognostical testing, preliminary phytochemical testing, standardisation, and heavy metal analysis on an antidiabetic polyherbal formulation. The polyherbal formulation composition included *Momordica charantia* (fruits), *Eugenia jambolana* (fruits), *Trigonella foenum graceum* (seeds), *Gymnema sylvestre* (leaves), and *Garcinia cambogia* (fruits), all of which have a scientific basis in the treatment of diabetes.

**Materials and methods:** The pharmacognostical and phytochemical properties of the formulation were evaluated using standard procedures. **Results:** Pharmacognostical evaluations evaluate and document organoleptic and macroscopic qualities such as colour, taste, size and form, while standardization parameters consider and document ash levels, extractive values and loss on drying. According to phytochemical analysis, the extract included alkaloids, tannins, saponins, flavonoids, steroids, glycosides, and sugars. Heavy metal's standard parameters are followed in the formulation. **Conclusion:** The outcomes of this study support the use of aqueous extracts of polyherbal formulations in ethnomedicine, with antidiabetic chemicals extracted from polyherbal formulation extracts being preferred. Because the study was conducted in a controlled and authenticated manner, all of the assessment metrics employed in it can be used to standardise the above-mentioned formulation.

**Keywords:** Polyherbal Formulation, Phytochemical, Pharmacognostical, Antidiabetic, Standardization.





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## ARTIFICIAL INTELLIGENCE-BASED TECHNO-ECONOMIC ANALYSIS AND OPTIMIZATION OF GRID-TIED SOLAR PV FUEL CELL HYBRID POWER SYSTEM

**Mrs. Pooja Soni and Dr. Vikramaditya Dave**  
Electrical Department,MPUAT,CTAE,UDAIPUR

### ABSTRACT

*A hybrid combined generating system that makes use of renewable storage technologies such as those provided by fuel cells and uses hydrogen as a fuel, which is regarded to be a sustainable energy vector, is subjected to analysis in terms of techno-economically. To fulfill rapid rising in energy demand, all energy sources have to be explored. Renewable energy sources have no finite end and produce no harmful byproducts, but their intermittent nature presents a significant challenge. To get over this problem, engineers have developed something called a hybrid renewable energy system (HRES) by combining several energy sources. The purpose of this work is to analyze the state of the art in published research on HRES and provide an in-depth discussion of the findings. This review covers a system for HRES which would be used for sizing (software or traditional methods), optimization (hybrid methods, classical, and artificial method), control (hybrid control, centralized and distributed), and energy management (techno-economic objective, technical objective, and economic objective).*

*Keyword: HRES, Renewable energy, Tech-economically, Energy management*



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## SOLAR BASED ENERGY STORAGE AND CONSUMPTION SYSTEM

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<sup>1</sup>Professor, Department of Physics, G. N. Khalsa College, Matunga, Mumbai, India

<sup>2</sup>Assistant Professor, Pillai HOC College of Engineering and Technology, Rasayani, Maharashtra, India

### ABSTRACT

*Causal approach towards energy use consequently energy wastage has become a vital problem now-a-days in all the sectors may be industrial or may be residential. This happens largely due to the ignorance towards the proper use of electricity and due to other reasons like unwanted use of power at stadiums, malls, entertainment industry, auditoriums, multiplexes, etc. Hence, power should be used effectively not only to preserve the sources producing it but also to optimize the pollution produced in the environment. The practice of regulated use of energy should start from one's home which can be further extended to the larger scale. The best way is to go for renewable source of energy like solar energy instead of using conventional sources because solar energy is available almost free of cost, it is pollution & noise free as well.*

*A Battery Based Controlled Home Energy Consumption (SBESC) system monitors the State of Charge of the battery and decides the sequential SWITCHING OFF the loads as per the need of the house owner. The discharging of a battery is accompanied by drop in the instantaneous voltage which is sensed by the corresponding load through the programmed microcontroller and the load gets switched OFF automatically. This paper explains hardware as well as software realization of the SBESC system which helps in effective utilization of the available battery energy to minimize the energy wastage. The algorithm to perform the load control is analysed with synchronised power consumption details. The paper basically talks about the use of battery at night which may run out due to late night use and can be recharged again in the daytime, once the sun arrives in the sky.*

*Keywords: Relay module, Arduino, DC Loads, Battery, Voltage Sensor.*



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## A STUDY OF HYBRID WORKING AND ITS IMPACT ON CULTURE AND PRODUCTIVITY OF TEACHERS WITH REFERENCE TO INDIAN EDUCATION SECTOR

**Ms. Renu Bharti<sup>1</sup> and Dr. Abhay Kant<sup>2</sup>**

<sup>1</sup>Research Scholar, Department of Management, Dayalbagh Educational Institute, Agra

<sup>2</sup>Assistant Professor, Agra Public Group of Institutions

### **ABSTRACT**

*Education is the building block of any nation; it builds skills, habits, knowledge and mind of the child. Any nation cannot afford the discontinuation of its education system. Health is also a major concern for any nation and keeping its countrymen healthy is the responsibility of the nation's government. The study aims to know the teacher's perception and its impact on online teaching productivity during COVID – 19 Pandemic. An online questionnaire was prepared and distributed to 100 teaching professionals in higher education through online from which 65 responses were received and analysed. Study analysed the impact of hybrid working on culture of online classes, as well as teacher productivity. Google meet is the most commonly used for providing education through digital platform.*



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## TRAFFIC SIGN RECOGNITION SYSTEM USING CNN AND YOLOV4

Meena Arora<sup>1</sup>, Vaibhav Trikha<sup>2</sup>, Ritu Singh<sup>3</sup>, Vishal Choudhary<sup>4</sup> and Mohit Singh<sup>5</sup>  
Department of Information Technology, JSS Academy of Technical Education, Noida, India

### ABSTRACT

Road signs play an important role in our driving lives. They provide important information to road users. In today's world as the number of vehicles are increasing so are the road accidents and according to reports, India is on 1st spot in most number of accidents in a country. It can be caused due to many reasons such as poor enforcement of laws, carelessness etc. It gives rise to the need of such a system that recognizes traffic signals. Classification of traffic signs is used to identify and warn drivers to prevent violations. Existing classification system suffer from some disadvantages often cited by the process, such as inaccurate estimation. The proposed method uses a convolutional neural network to perform a signal classification algorithm. It also includes a webcam to detect traffic signs. This will help the driver to see traffic signs more accurately without missing,

Keywords: CNN, YOLOv4, GTSRB, mAP, IoU, SVM, KNN.



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## RHEUMATOID ARTHRITIS: PATHOGENESIS AND ITS BIOMARKERS

**Aqsa Kazi, Chaitali Murdio, Sampada Bhosale and Swati Dhande**

Department of Pharmacology, Bharati Vidyapeeth's College of Pharmacy, C.B.D Belapur, Navi Mumbai

### ABSTRACT

*Rheumatoid arthritis is a systemic autoimmune malignancy that influences the lining of synovial joints and is related to dynamic inability, untimely passing. The major parts of the body that are affected by rheumatoid joint pain comprise aggravation within the synovial joints of the knees and fingers. The other characteristic highlight of RA is the nearness of synovial hyperplasia that is related to devastation of both bone and cartilage. The side effects of rheumatoid joint pain incorporate: torment, swelling, solidness and tenderness in more than one joint conjointly weariness (extraordinary tiredness), shortcoming and fever. A much better understanding of neurotic instruments of RA in people is required to create medicines that will successfully treat the patients. Understanding the pathogenetic part in RA seems to advance the revelation of potential helpful targets and approaches. Later pharmacologic treatments (counting routine, organic, and novel potential little particle disease-modifying anti-rheumatic drugs and HDAC inhibitors) have been created for the treatment of RA and a noteworthy advance toward accomplishing malady abatement without joint distortion has been observed.*

*Keywords: Rheumatoid arthritis (RA), DMARD, HDAC, TNF- $\alpha$ , Matric metalloproteinase.*





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## ROLE OF ARTIFICIAL INTELLIGENCE IN COMBATING NOMOPHOBIA

Ms. Iba Nyori<sup>1</sup> and Dr. R. D. Padmavathy<sup>2</sup>

<sup>1</sup>Research Scholar and <sup>2</sup>Assistant Professor, Department of Education, Tezpur University (Central), Assam

### ABSTRACT

*Nomophobia, or the dread or anxiety of being without one's cell phone, is becoming more common in today's digital age. This occurrence raises worries about the potential detrimental impact of excessive smartphone usage on people's health and quality of life. Researchers and practitioners are looking to artificial intelligence (AI) as a potential answer to this problem. This abstract investigates the role of artificial intelligence (AI) in combating nomophobia by investigating its applications in detecting and managing smartphone addiction, boosting digital well-being, and delivering individualized solutions. AI-powered algorithms can evaluate smart phone usage trends, identify harmful habits, and provide consumers with real-time feedback and treatments. Furthermore, AI chat bots and virtual assistants can provide support, resources, and customized techniques to help people lessen their reliance on smart phones. AI holds potential in eliminating nomophobia and creating healthy interactions with technology due to its ability to process massive amounts of data and deliver personalized solutions. However, ethical constraints and privacy concerns must be addressed to ensure that AI-based solutions are implemented responsibly and securely. More research is required to investigate the efficacy and long-term impact of AI interventions in treating nomophobia and promoting digital well-being.*

*Keywords: nomophobia, artificial intelligence, mobile phones, trust, ethics, design*



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## A STUDY ON DEVELOPMENT STRATEGY OF YOUNG AGRICULTURAL ENTREPRENEURS IN KARNATAKA STATE

**Mr. Manjunatha Sharma R H<sup>1</sup> and Prof. H.M. Chandrashekar<sup>2</sup>**

<sup>1</sup>Research Scholar and <sup>2</sup>Professor Agribusiness Management, IDS, University of Mysore, Mysore

### **ABSTRACT**

*Today's young agricultural entrepreneurs are developing innovative ways to revolutionize the entire food chain. They are at the forefront of reducing food loss and waste, increasing crop yields, improving market access, developing novel technologies, and increasing urban and sustainable farming practices across the globe. They come from diverse backgrounds, with unique insights, perspectives, and approaches to tackling global food system challenges. The agricultural sector is currently experiencing various problems such as the decreasing number of farm workers, the lack of interest of the young generation in the agricultural sector, and fewer agricultural jobs. Therefore, concrete efforts and policies are needed to overcome it.*

*Keywords: Agricultural Entrepreneurs, Young Entrepreneurs, Development Strategy*



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## THE SUSTAINABILITY THROUGH MATHEMATICS: A NECESSARY INTERDEPENDENCY

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### ABSTRACT

*Guarantying a sustainable future for our children is truly the greatest challenge facing humanity and raises a profusion of scientific and mathematical challenges. In the language of the Brundtland Report, World Commission on Environment and Development, 1987, it means leaving for future generations the same options we have for how we want to live our lives. However, operational that concept is easier said than done*

*Here, Mathematical modelling is considered as an indispensable tool for sustainable development. Sustainable development is to balance our economic, environmental and social needs allowing prosperity for now and future generations. Mathematical Science plays as tackle the challenges facing our planet. Mathematical modelling plays useful roles towards sustainable development in arriving the understanding, prediction and control of development process. Mathematical modelling can be a powerful tool for understanding and observed phenomena which cannot be understood by verbal reasoning alone. It is conclude that for sustainable development, it is necessary to build mathematical model.*

*Keywords: Mathematical Modelling; Sustainable Development; Real life*



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## TRADITIONAL DWELLINGS: AN ASSESSMENT WITH REFERENCE TO MODERN INTERIORS

**Ms. Rutu Modi<sup>1</sup> Dr. Pooja Arya<sup>2</sup> and Ms. Monika Pedgaokar<sup>3</sup>**

Temp. Assistant Professor<sup>1</sup>, Assistant Professor<sup>2</sup> and Research Scholar<sup>3</sup> and Department of Family and Community Resource Management, Faculty of Family and Community Sciences, Vadodara, The Maharaja Sayajirao University of Baroda, Vadodara, India

### ABSTRACT

*Traditional interior design is one of the most popular and timeless styles in interior design. As the name suggests, traditional interior design reflects the traditional aspect of design furniture, patterns, colors, flooring, etc. Traditional interior design is all about a serious mix of extraordinary finds. While modern traditional interior design meets elegant proportions to create a bespoke space and the result is ideal for formal hosting. On the one hand, the coffered ceiling with wood inlays brings depth and visual intrigue. Modern design characteristics support the idea of using simple design with obvious cleanliness that is less intricate in design items from furniture to furnishings. Geometric and organic shapes are stylized with the simplified use of decorative elements. Accessories and artifacts too play a big role in achieving look. The purpose of the research was to get the true responses based on the Needs & Preferences of the owner with regards to redesigning or making new house of selected interior aspects. Descriptive research design was used for the research study. Convenient sampling was adopted for the study and the data was collected from 75 respondents of Vadodara city, Gujarat, India through Google form and then collected data was analyzed in the form of frequency and percentage. The researcher found that the majority of the respondents were female in the age group of 20-40years and majority (82%) of the respondents were aware about the current modern interior but 57.5% respondents prefer to have a detailed furniture in their home followed by 26% of less-detailed furniture in their homes. 64% of the respondents prefer to have simplicity and functionality for their home while 59% of the respondents would like to give a minimal look with classical design and symmetrical shapes.*

**Keywords:** Traditional Interiors, Modern Interiors, Dwelling

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## TRAVEL LITERATURE AND INDIAN CONSCIOUSNESS

Alka Dhariwal

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### ABSTRACT

*Travel is an investigation into a city's hidden corners. It broadens the horizon of understanding. The traveler can experience the colors and flavors of the country's cultural consciousness by probing the depths of its outward and internal places. Train travel throughout India offers a unique fusion of tastes that showcase the core Indian sensibility and passion. Indian trains, which pass through many Indian states, are real-world illustrations of various cultural trends. Indian trains are unique in that individuals from many caste, genders, sexes, and cultures can be seen. The best illustrations of cultural diversity may be found in Indian trains and stations. Because railway stories serve as symbols of the enduring hallmark of Indian culture, they are considered cultural travelogues. The nation's Indianness can be precisely located through the railways because its citizens have inexorably left their marks there. A study of railway narratives also sheds light on the issues that hamper national progress such as poverty, bribery, hunger, and corruption.*

*This paper examines the significance of Indianness in travel narratives of Bishwanath Ghosh. Works include *Chai Chai: Places Where You Stop But Never Get Off* and *Gazing at Neighbours: Travels along the line that Partitioned India*. It also examines the significance of Indian railway stations.*

*Keywords: Travel narratives, Indian Trains, Culture, Railway Stations.*





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## TRIBAL COMMUNITY WANT TO READ

**Soumen Pradhan**

B.A.(H)Education W.B.S.U. ,M.A.(Regular) Education C.U., B.Ed.(pursuing)Ramakrishna Mission  
Sikshanamandira, Belur Math, Howrah,711202

### **ABSTRACT**

*Scheduled Tribes are defined in Article 342 of the Constitution of India. In this section, it was said that the people belonging to all communities are indigenous, have their own culture, and are separated geographically. They are called Scheduled Tribes or Scheduled Tribes. 8.9% of the total population in India, the number is not less. In a democratic country like ours, some constitutional safeguards are normally provided for this weaker section, these constitutional safeguards are*

- 1. Article 14 of the Constitution provides for equal treatment and equal rights in the eyes of the law.*
- 2. Article 15(4) of the Constitution entitles all States to provide special facilities to SC, ST, and OBC who are socially and educationally backward, according to circumstances.*
- 3. Article 16(4) of the Constitution entitles the State to special reservation for the backward people in the field of scholarship. At present this reservation has been extended to admissions in higher education as well. Apart from this, special privileges are given to SC, ST and Other Backward (OBC) people through various Articles of the Constitution like- 17, 46, 275(1), 330, 340, 341, 342, 244 (1) etc.*

*Despite the above-mentioned opportunities, we see that the tribals are lagging behind, so where is the real problem, what is our attitude towards their education, how can we take them forward, how can we make them an educated citizen in the society by giving them opportunities, and contribute for the better society. We all want an equal society where no one is left behind. This paper shows the difficulties faced by the tribes and social and governmental facilities for them in terms of education ,job and society but despite all these things there occurs certain gap between the opportunities given and the out come the gap lies basically in the social mind set that we bear for prolong time and some how in the twenty first centuries we cannot get rid of it .this paper shows a few plausible solutions for the betterment and equal treatment for all irrespective of any one in society especially for the tribes*

*Keyword: Scheduled Tribes, Constitutional safeguards, special privileges, education, social mindset.*

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## ASSESSMENT OF PRECIPITATION AND POTENTIAL EVAPOTRANSPIRATION TEMPORAL VARIABILITY AND THEIR RELATIONSHIP IN JHARKHAND, INDIA

Vibhanshu Kumar<sup>1\*</sup>, Birendra Bharti<sup>2</sup> and Harendra Prasad Singh<sup>3</sup>

<sup>1</sup>Research Scholar, <sup>2</sup>Assistant Professor and <sup>3</sup>Professor, Department of Civil Engineering, Central University of Jharkhand, India

### ABSTRACT

*The assessment of drought is of utmost importance in agriculture due to its significant influence on crop growth and vegetation. The study takes place in the state of Jharkhand and has its climate and vegetation due to its location and hypsometric zone, to determine the relationship between precipitation and potential evapotranspiration throughout time. In order to accomplish goals, this study collected and analysed monthly precipitation and air temperature data over a period (2001-2021). Sen's slope approach determined the magnitude of upward or downward trends in seasonal and annual precipitation, potential evapotranspiration (PET), and their ratio (P/PET) which is term as aridity index (AI). According to the findings of th study, the examined climatic variables exhibit substantial seasonal change. Increases in precipitation over time in Jharkhand were statistically significant in most cases. In contrast, negative PET trends were identified throughout the autumn and monsoon seasons. Several variables contributed to the wide range of drought severity. The drought trend analysis found decreasing trends for annual, winter, spring, and summer values and a little increasing trend for autumn values. In addition, the AI for rain in Jharkhand varied to 0.14, -5.87, 2.39, -0.71, and 7.75 per year for annual, autumn, summer, monsoon and winter precipitation, respectively. These results can be used as a management tool for agriculture and vegetation, making them more resilient in the face of climate change.*

*Keywords: Precipitation; Evapotranspiration; Drought; Mann–Kendall; Trend Analysis*



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## DESIGNING AND EXECUTION OF PROTECTED ENCRYPTED CLOUD IN PERSPECTIVE OF DATA SECURITY

**Mr. Anil Kumar<sup>1</sup> and Dr. Mukesh Singla<sup>2</sup>**

<sup>1</sup>Research Scholar, Department of CSE, BMU, Rohtak-124001

<sup>2</sup>Research Supervisor, Department of CSE, BMU, Rohtak-124001

### ABSTRACT

*There are many problem related with cloud computing traffic, security and resource management. We can provide security in cloud by many ways like on data, network and storage. I propose holomorphic encryption to provide security on cloud. Holomorphic Encryption systems are used to perform operations on encrypted data without knowing the private key (without decryption), the client is the only holder of the secret key. When we decrypt the result of any operation, it is the same as if we had carried out the calculation on the raw data. This method provides more security on data because provider is not involving in key management. I use proxy re-encryption technique that prevents cipher text from chosen cipher text attack. This system is more secure than existing system.*

*Keywords: - Cloud computing, Cryptography, Encryption, Decryption, Cipher Text, DES.*



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## OVERCOMING ANXIETY AND DEPRESSION: THE ROLE OF COGNITIVE-BEHAVIOURAL THERAPY

**Rupali Yadav**

Rehabilitation Psychologist & Psychotherapist (RCI), Mental Health & Well-being Support Services, Jaipur

### ABSTRACT

*Anxiety and depression are prevalent mental health conditions that can significantly impact individuals' well-being and quality of life. Cognitive-Behavioural Therapy (CBT) has emerged as a leading evidence-based approach for the treatment of anxiety and depression. This article provides an in-depth exploration of the role of CBT in overcoming anxiety and depression.*

*The article begins with an overview of anxiety and depression, highlighting their symptoms and the challenges they pose for individuals. It then delves into the fundamental principles and techniques of CBT, emphasizing its collaborative and action-oriented nature. Cognitive restructuring, a key component of CBT, is discussed, focusing on its role in identifying and challenging maladaptive thoughts and beliefs associated with anxiety and depression.*

*Additionally, the article explores the role of exposure therapy, another essential technique in CBT, which assists individuals in gradually confronting and managing their fears and anxieties. The effectiveness of CBT in targeting and modifying behavioural patterns is examined, highlighting the importance of behavioural activation and skills training in combating depression.*

*Furthermore, the article discusses the empirical evidence supporting the efficacy of CBT in treating anxiety and depression. It presents findings from various randomized controlled trials and meta-analyses, demonstrating the positive outcomes of CBT interventions in reducing symptom severity, improving functioning, and preventing relapse.*

*Finally, the article addresses the broader impact of CBT beyond symptom reduction. It discusses the promotion of resilience, empowerment, and well-being through CBT techniques, as individuals learn to develop adaptive coping strategies and build emotional regulation skills.*

*Overall, this article underscores the vital role of Cognitive-Behavioural Therapy in overcoming anxiety and depression. By providing a comprehensive overview of CBT principles, techniques, and empirical evidence, it aims to inform clinicians, researchers, and individuals seeking effective interventions for anxiety and depression, ultimately guiding them towards a path of recovery and improved mental health.*

*Keywords: Anxiety, Depression, Cognitive-Behavioural Therapy (CBT), Coping strategies, Emotional regulation.*



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## DESIGN OF MIMO FRACTAL BASED ANTENNA FOR SATELLITE COMMUNICATION

**P. Palniladevi<sup>1\*</sup>, P.G. Jayagopika<sup>2</sup>, E.Sagunthaladevi<sup>3</sup> and S. Bharathi<sup>4</sup>**

<sup>1</sup>Assistant Professor, <sup>2,3,4</sup>UG Student (B.E), Department of Electronics and Communication Engineering, Mepeco Schlenk Engineering College, Sivakasi, Tamil Nadu, India

### ABSTRACT

*In this letter, a modified triangular multiple input and multiple output antennas for satellite applications is presented. The Fractal enabled MIMO design enables a significant reduction in antenna size which is applicable for satellite communication. The proposed MIMO antenna is designed in ANSYS HFSS and analyzed with excellent performance in the frequency range between 12GHz to 18GHz (Ku-band). The experimental measurements demonstrate the return loss of -14.24 dB, -36.46 dB, -34.16 dB, isolation loss of -23.24 dB, -17.91 dB, -31.68 dB, and a gain of 4.6dB at the frequencies 12.76 GHz, 13.77 GHz, 16.31 GHz respectively. The compact and cost-effective nature of the proposed antenna makes it a promising solution for satellite communication systems, offering reliable and efficient wireless communication capabilities.*

*Keywords: MIMO, fractal antenna, Satellite communication, Ku-band, size reduction.*





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## A STUDY ON MARKETING STRATEGIES ON HINDUSTAN UNILEVER LIMITED TOWARDS ERODE DISTRICT

**Ms. V. Yuvapriya**

Assistant Professor, Kongu Arts and Science College (Autonomous), Erode, Tamilnadu

### **ABSTRACT**

*In the modern day, there are several ways in an effective marketing strategy can be made. Companies use conventional as well as modern channels for devising a working strategy. The elements of Marketing strategies are product, price, place and promotion. Stages to study the Marketing Strategy are Analyze market, Analyze competition, Marketing Research, Define marketing mix, Financial analysis, Review and revise, Understand customers etc.. The purpose of the study was developed based on the marketing strategies on the particular brand and it will be helpful for the management to identify the customer preference on the questionnaire asked. It helps in learning about the particular brand detailed from production to sales and helps the organization to know why customer are willing and not willing to buy the product. The scope of the study helps the organization to overcome or steps will be taken on the particular product which customer dislikes or not willing to buy and change its current marketing strategies. The data were collected by using the questionnaire method form 250 samples and the data analyzed by the percentage and chi-square method using the SPSS. Based on the findings and conclusion that*

*Keywords: Marketing strategy – Elements - Analyze market - Understand customers – Marketing mix - Willing – Organization.*



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## CONSUMER BUYING RULES AND ROLES IMPACT ON PURCHASE DECISION MAKING OF CONSUMER DURABLE GOODS

**Kumar N.N<sup>1\*</sup>, H. N. Ramesh<sup>2</sup> and S. Raviraja<sup>3</sup>**

<sup>1</sup>\*Research Fellow, Management Department, Kuvempu University, Karnataka, India

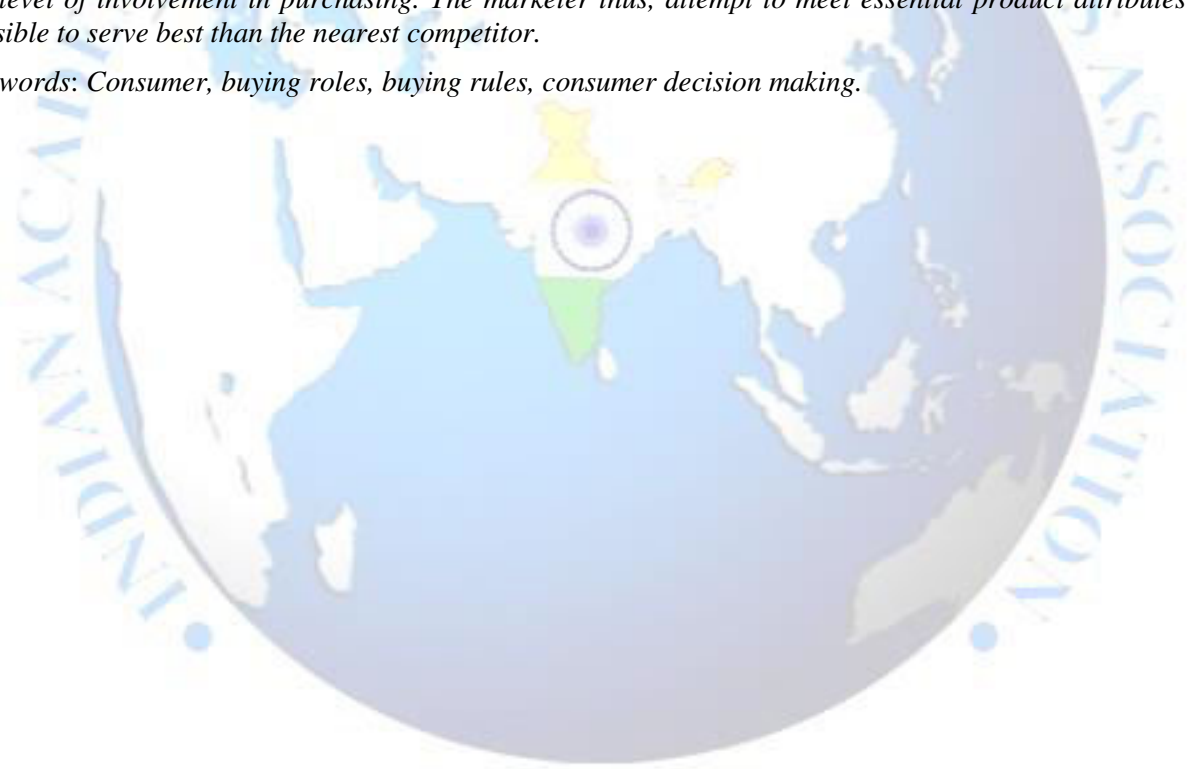
<sup>2</sup>Professors, Department of Business Administration, Kuvempu University, Karnataka, India

<sup>3</sup>Dr. S. Raviraja, Professor & Administrative Officer, Sri Siddharth Institute of Medical Sciences & Research Centre, Siddharth Academy of Higher Education, Tumkur, Karnataka, India

### ABSTRACT

*In this research article, authors made an elementary study on consumers to find out the impact of the Consumer buying rules and buying roles on purchase decision-making of consumer long-lasting goods. This research study focused to explore the reviews of various literatures in depth on the effect of buying rules and buying roles on purchase decision-making of long-lasting goods based on the consumer behavior. The research work outcome has revealed that consumer roles makes higher impact on purchase decision making and in a nuclear family parents most of the times assume the role of a decider, preparer and maintainer and on the other hand most of the children assumes the role of an initiator, influencer, user and disposer. Further concludes that the consumer to employ one or more non-compensatory decision rules, apply a rule to shortlist the brands, sequentially to apply another to make the final choice and finally decision depends on the level of involvement in purchasing. The marketer thus, attempt to meet essential product attributes and possible to serve best than the nearest competitor.*

*Keywords: Consumer, buying roles, buying rules, consumer decision making.*



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## THE EVOLVING LANDSCAPE OF MARINE FISH MARKETING IN KERALA: A JOURNEY TOWARDS SUSTAINABILITY

Sethulekshmi J R<sup>1</sup> and Dr. T.G. Manoharan<sup>2</sup>

<sup>1</sup>Research Scholar, Amrita School of Arts, Humanities and Commerce, Kochi Campus

<sup>2</sup>Assistant Professor (Sr. Grade.), Amrita School of Arts, Humanities and Commerce, Kochi Campus

### ABSTRACT

*Kerala is one of the significant marine fish-producing and consuming states in India. This study investigates fishermen's marketing challenges in Kerala, India, and the importance of distribution channels for middlemen in the fish marketing system. The fishing sector in Kerala is crucial to the state's economy. Still, little research has been done on the distribution channels' role in the marketing structure or the marketing issues fishermen face.*

*The main goals of the study are to assess the marketing difficulties faced by fishermen and to look at the significance of distribution routes for middlemen. By concentrating on these objectives, the study seeks to provide recommendations for improving marketing practices in the fishing industry, focusing on increasing fishermen's profitability, reducing the impact of intermediaries on pricing, and increasing the overall efficiency of the fish marketing system in Kerala.*

*This study is limited to Kerala's marine districts, which comprise a significant portion of the country's coastline. Using simple random sampling, 465 households from the districts of Kollam, Ernakulam, and Kozhikode were chosen to participate in the survey. To solve this knowledge gap, a descriptive study approach was employed. Data were acquired from fishermen, traders, retailers, and consumers in the marine fish market using a structured questionnaire survey.*

*The findings offer relevant data regarding the factors influencing the marketing of fish products, the roles of middlemen in the supply chain, and the overall structure of the fish marketing system. It would benefit fishermen and other participants in the business if the outcomes of this study were to improve the profitability and effectiveness of the fish marketing system.*

*Keywords: Marketing challenges, Distribution channels, Fish marketing structure, Fishermen, Kerala.*

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## A CRITICAL REVIEW ON SKILL BASED EDUCATION IN INDIA

**Neha Bhat**

Faculty of Management & Commerce, Jagannath University, Bahadurgarh

### **ABSTRACT**

*In countries like India, people dream for job and for getting proper job there should be skilled persons. These skilled persons can work in different areas of their expertise. High percentage of Indian population lives in rural area where getting basic and higher education is somehow difficult. In India, every-year lakhs of students come out of colleges/universities with degrees in their hands but only a few are able get good jobs. The ratio of the employability skills makes this difference among the students. Graduates studying in colleges can have multiple opportunities to develop their skills. Therefore, skill based education becomes important for employability and to develop any country. The National Education Policy (NEP) 2020 has given special attention on skill based vocational education through integration and mainstreaming of vocational with general education. This will help students to acquire various skills which are helpful in meeting the needs of industries and improving the education quality. Keeping the facts in view, different studies related to skill-based education have been reviewed and discussed that how skill-based education has been studied and progressed over the years. It has been found from the study that, India is a young nation where about 75% of its population is in the working age and employment is one of the most important concerns for the country; this may be achieved with skill-based education. There are many schemes that have been introduced like recognition of prior learning that helps the students attain benefits and security as the scheme provides acknowledgement of learning in formal as well as non formal setups. Students especially formed the human capital asset of a country and so it is the responsibility of that country to empower these students who intern will help in the development of the economy. Qualified workforce which also possessed the Skills which were vital for all these industries to operate and function properly.*





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## CHILDBIRTH EXPERIENCE IN WOMEN PARTICIPATING IN A CONTINUITY OF MIDWIFERY CARE AT SRIKAKULAM, ANDHRAPRADESH, INDIA

Mrs. K. Sridevi<sup>1</sup> and Dr. Kuldeepsingh Gurjar<sup>2</sup>

Phd Scholar<sup>1</sup> and Guide<sup>2</sup>, Mangalayatan University, Aligarh, U.P

### ABSTRACT

**Background:** Continuity models of care are rare in Andhrapradesh, India, despite the evidence of their benefit to women and babies. Previous studies have shown certain factors are associated with a positive birth experience, including continuity of midwifery care.

**Aim:** The aim was to investigate women's childbirth experiences in relation to background data, birth outcome and continuity with a known midwife, in a rural area of Andhrapradesh, India.

**Methods:** An experimental cohort study. Participating women were offered continuity of midwifery care in pregnancy and birth, during selected time periods. Data were collected in mid-pregnancy and two months after birth. The Childbirth Experience Questionnaire was used to determine women's birth experiences.

**Results:** A total of 100 women responded to the follow-up questionnaire. Not living with a partner, fear of giving birth, and a birth preference other than vaginal were associated with a less positive birth experience. Having had a vaginal birth with no epidural, no augmentation and no birth complication all yield a better birth experience. Women who had had a known midwife were more likely to have had a positive birth experience overall, predominantly in the domain Professional support.

**Conclusions:** The results of this study showed that women who received care from a known midwife in labour were more likely to have a positive birth experience. The results also pointed out the benefits of a lessHospitalised birth as important for a good birth experience and that some women may need extra support to avoid a less positive birth experience.

**Keywords:** Birth experience, Cohort study, Continuity, Midwifery



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**Journal**

**Volume 7, Issue 2 (I)**  
April – June 2020

ISSN 2394 - 7780

International Journal of  
**Advance and Innovative Research**



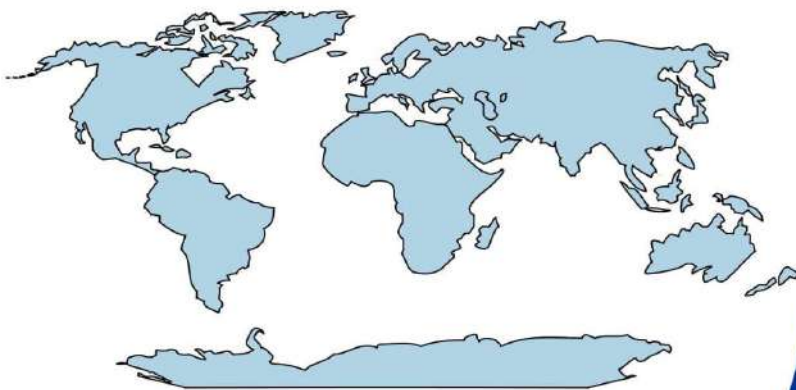
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ISSN 2322 - 0899

**INTERNATIONAL JOURNAL OF RESEARCH  
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**Volume 8, Issue 2**  
April - June 2020

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**Journal**

ISSN 2394 - 9554

**International Journal of Research in  
Science and Technology**

Volume 6, Issue 2: April - June 2019



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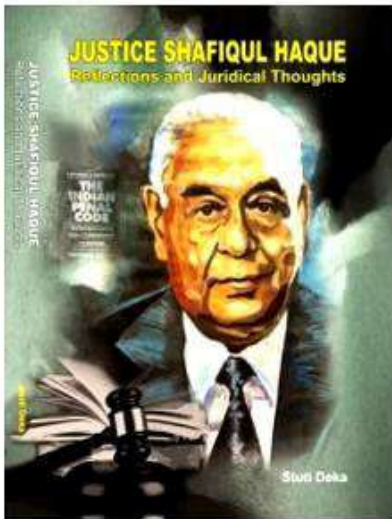


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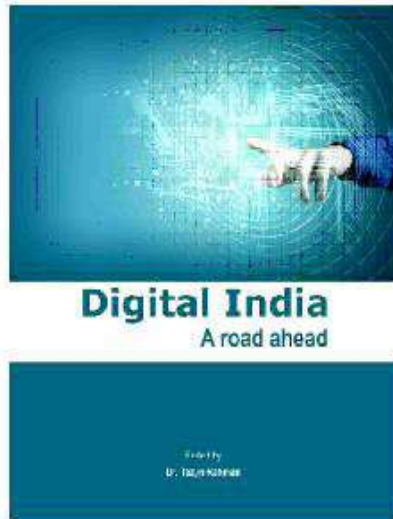
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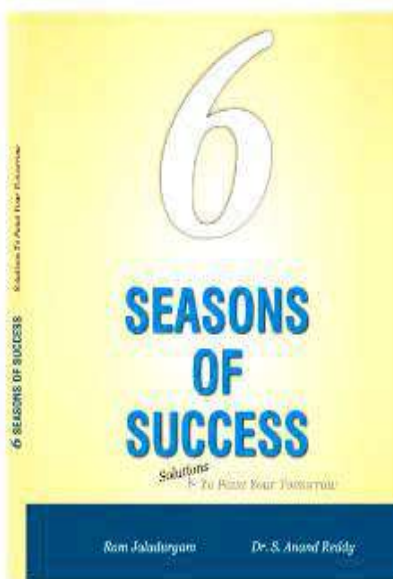
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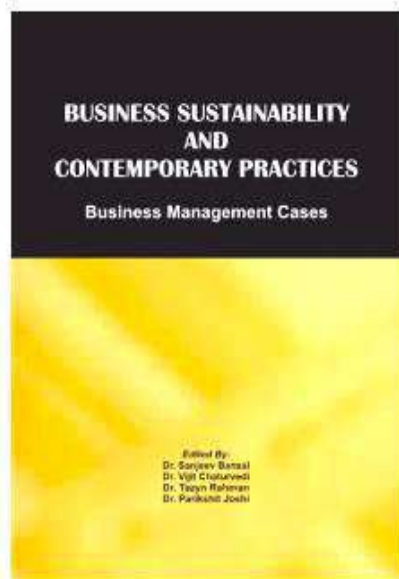
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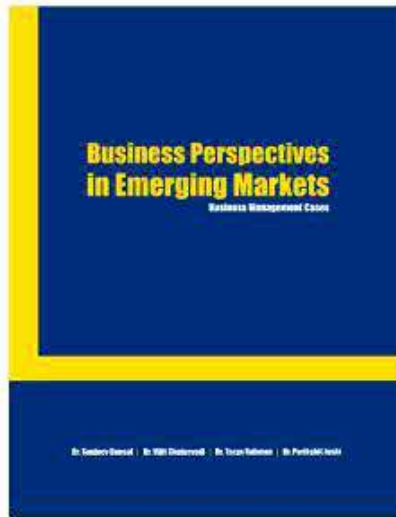


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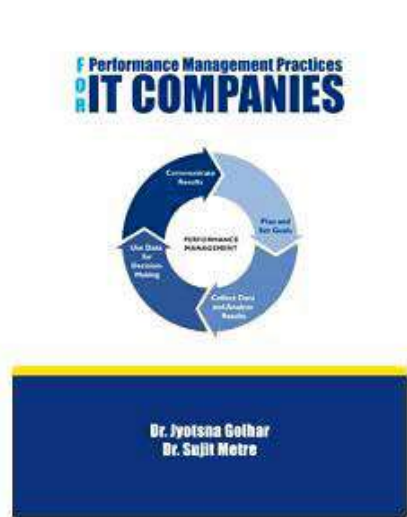
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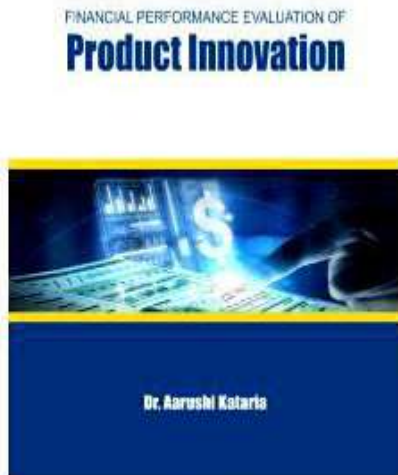


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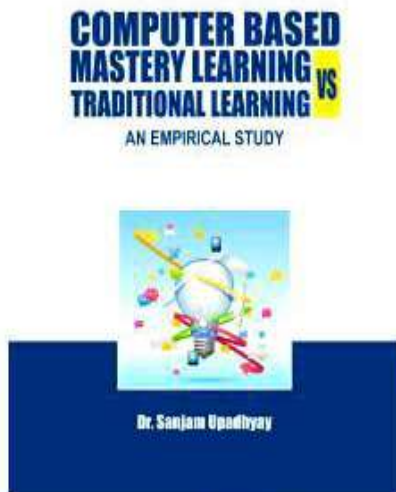
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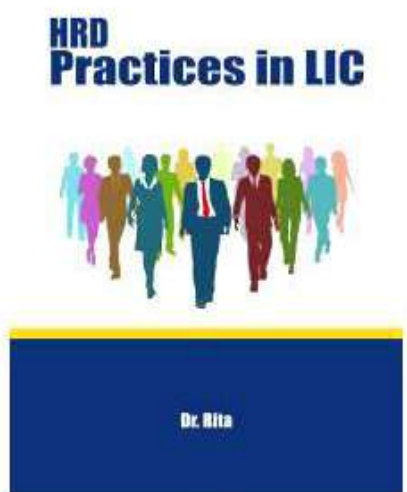
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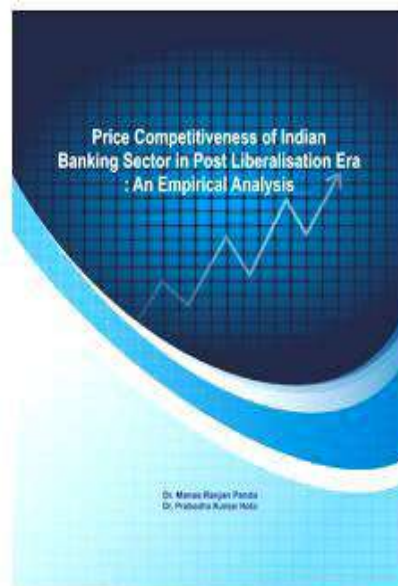
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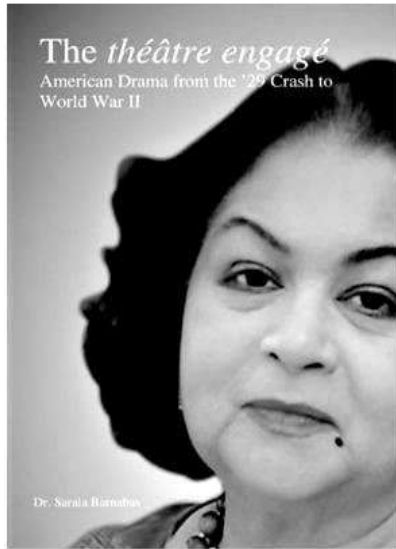
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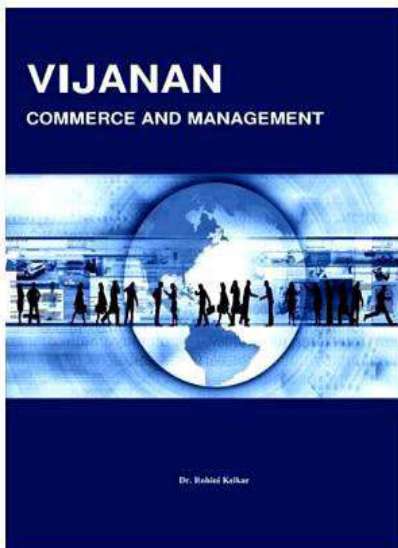


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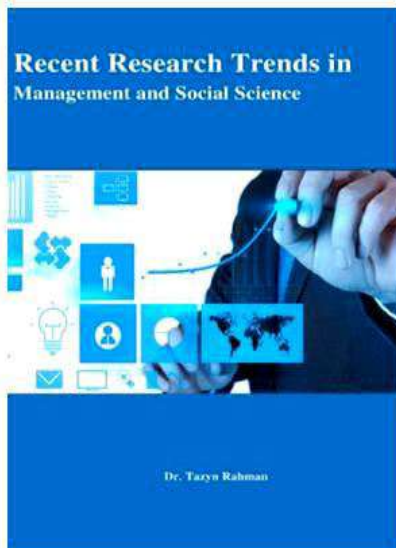


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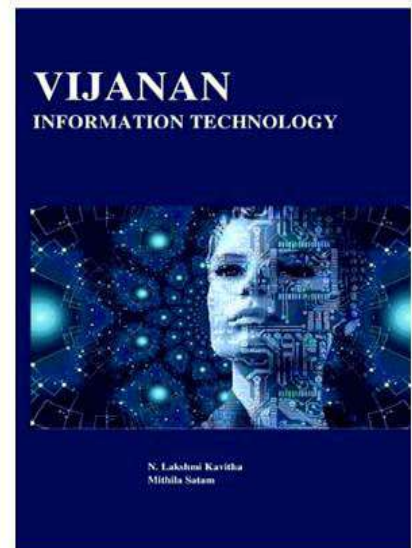
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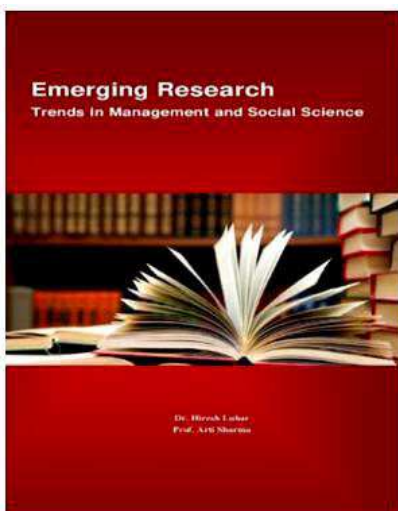
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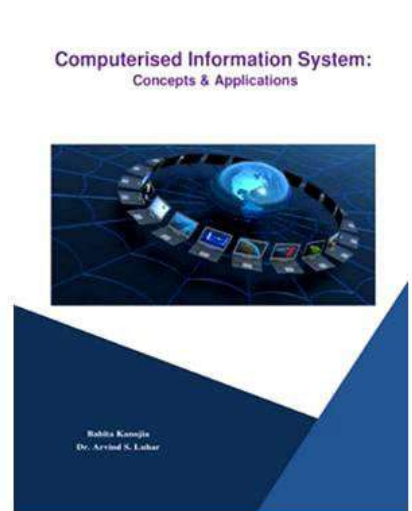
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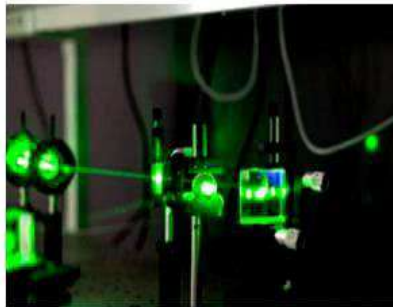
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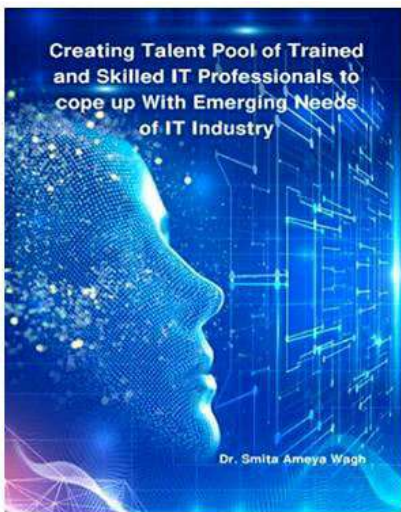


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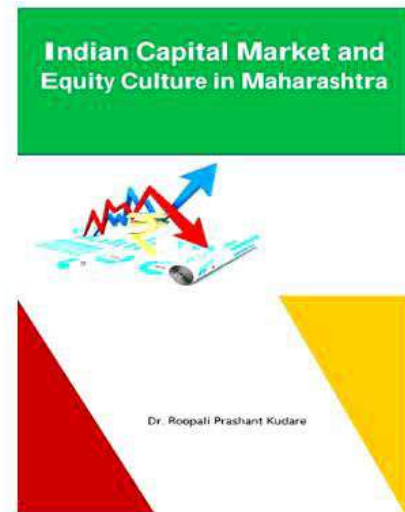
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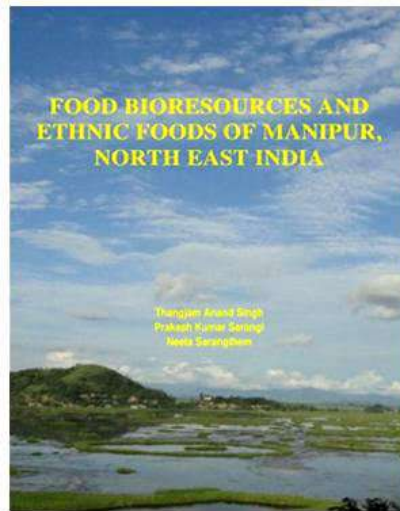
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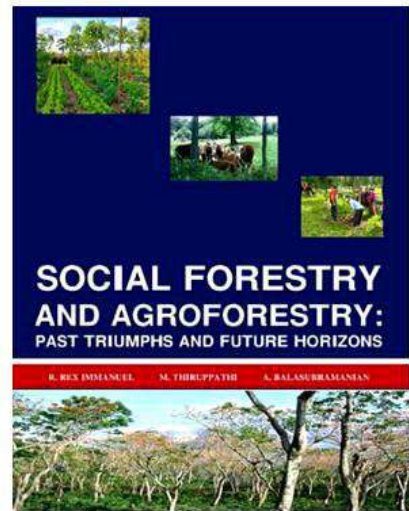




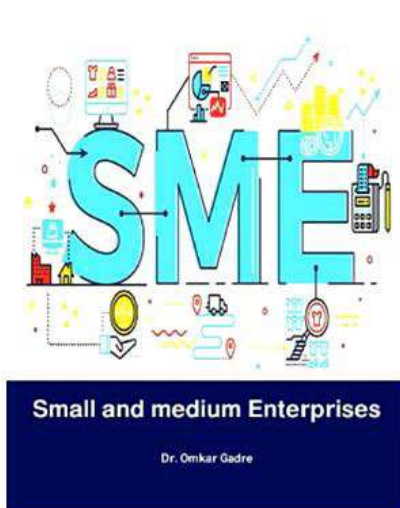
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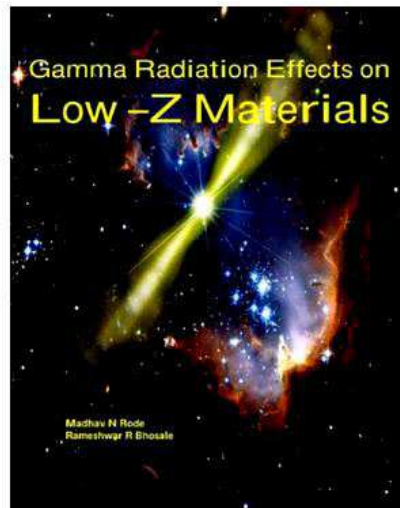
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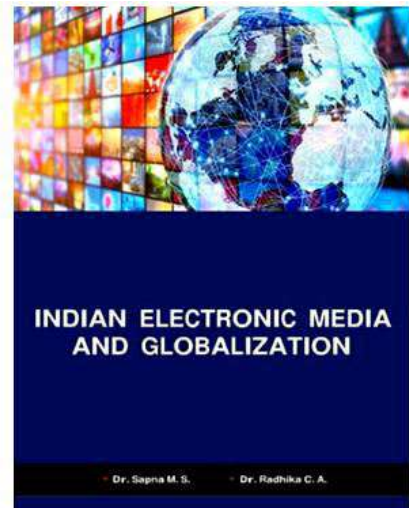
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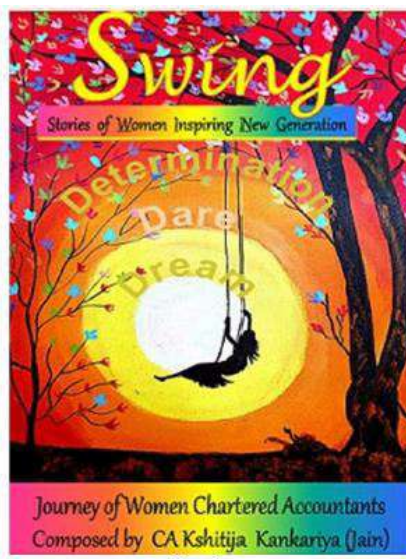
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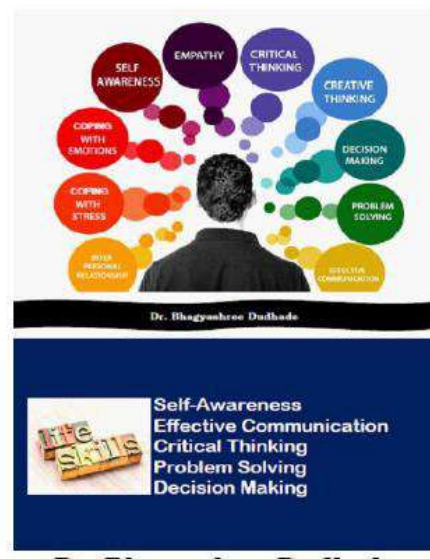
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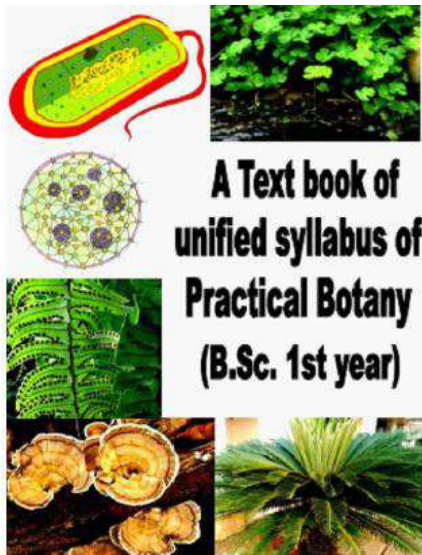


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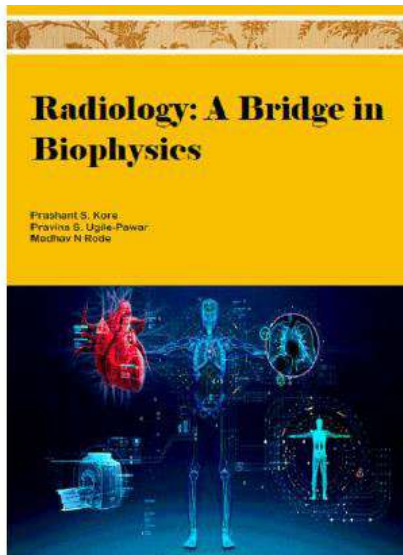
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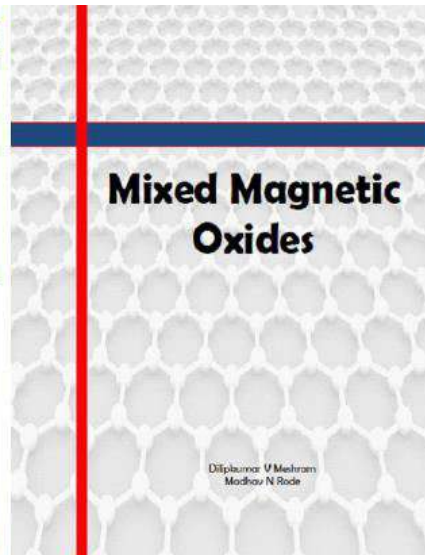
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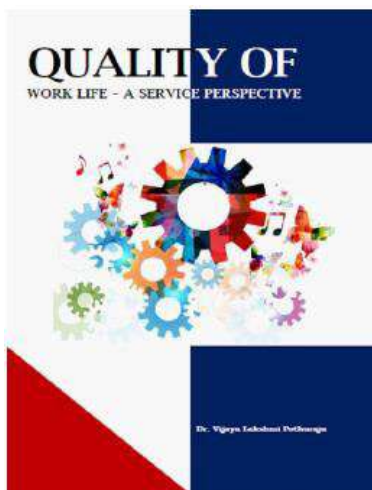
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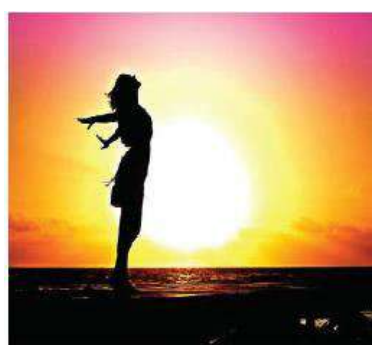
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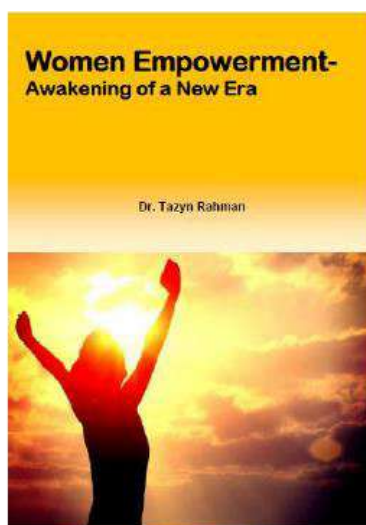


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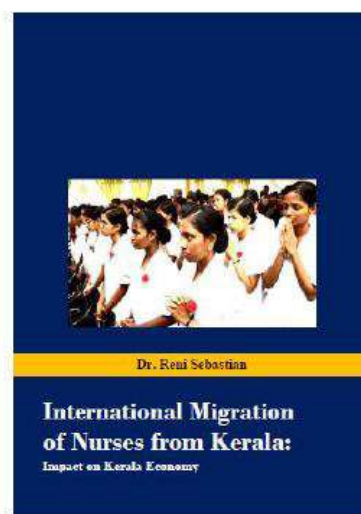
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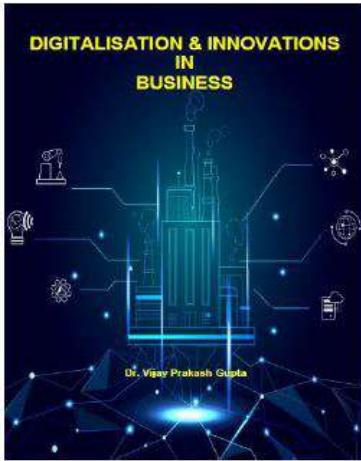
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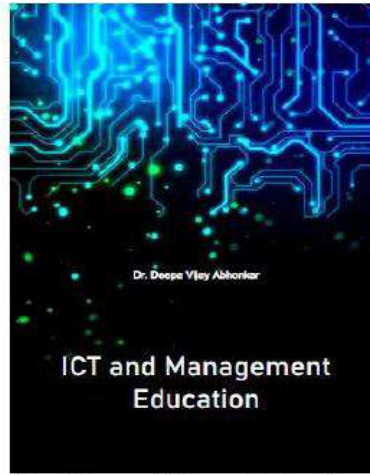
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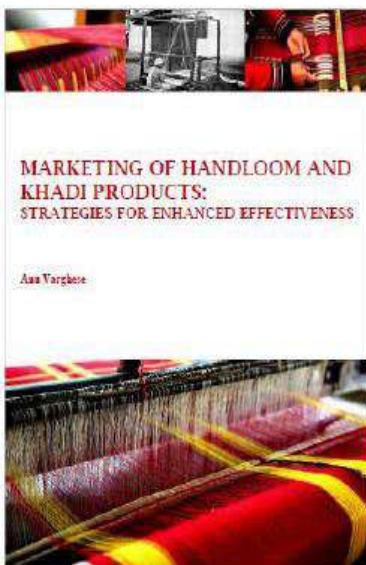
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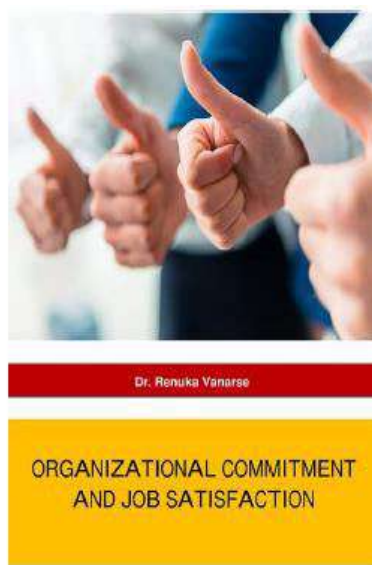
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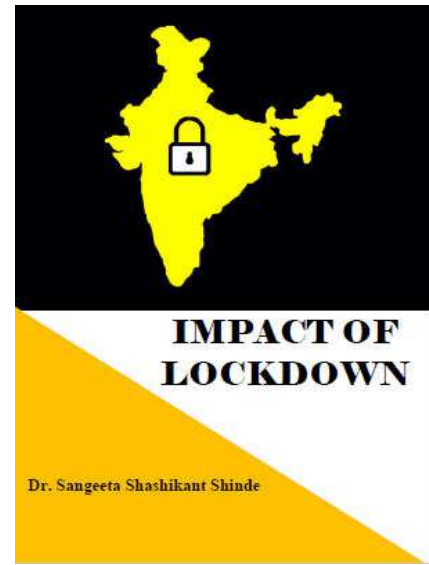
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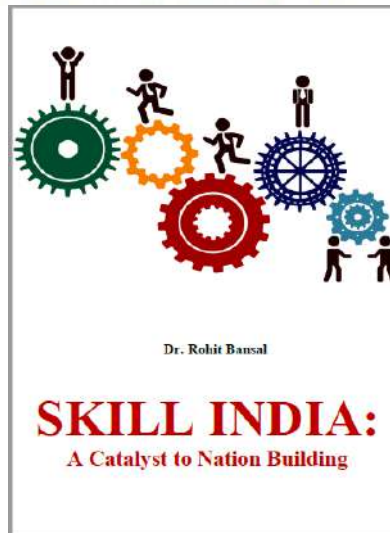
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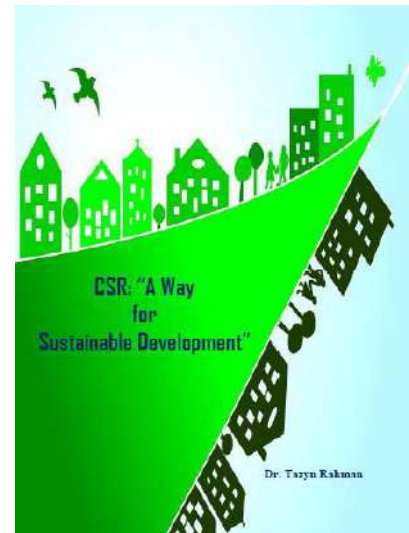
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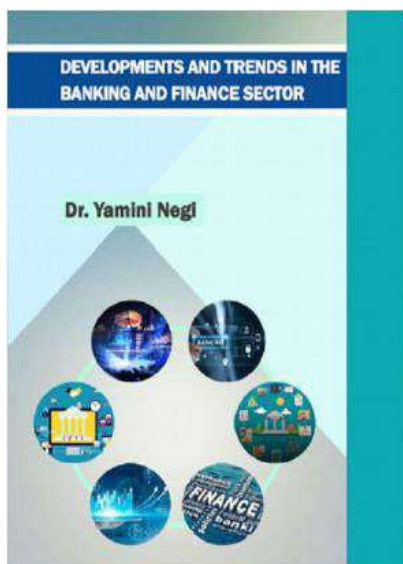


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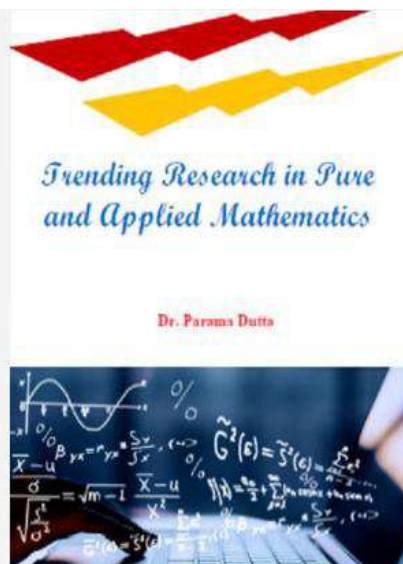


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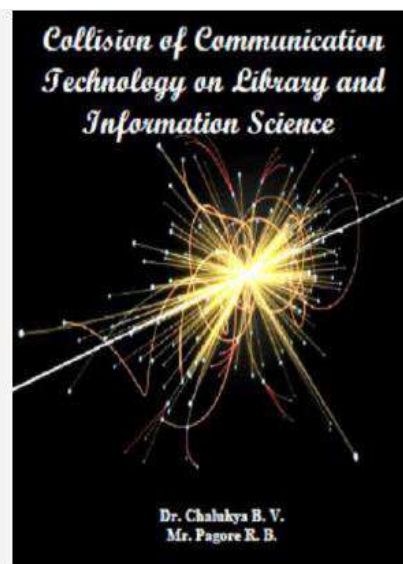




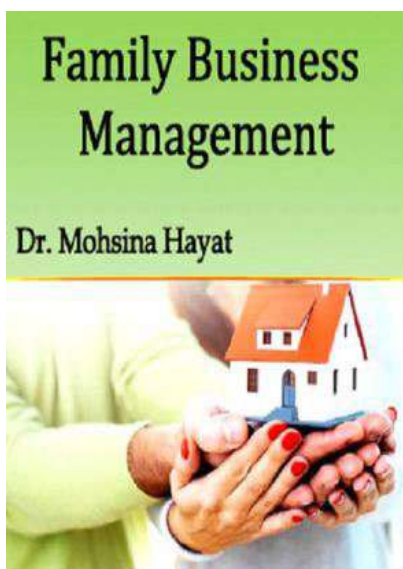
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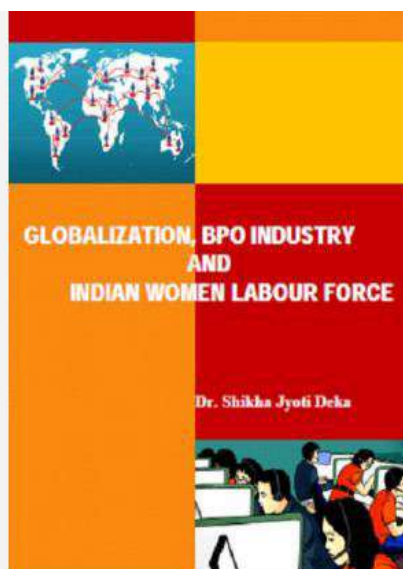
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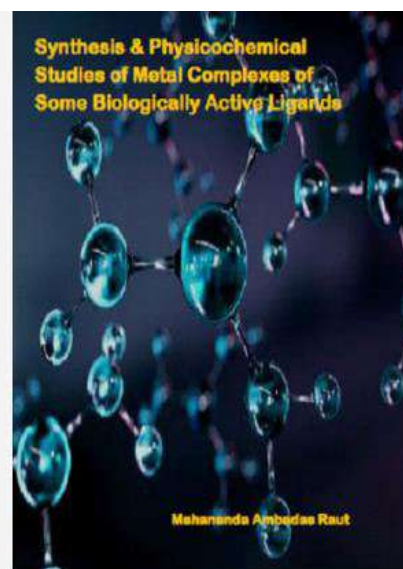
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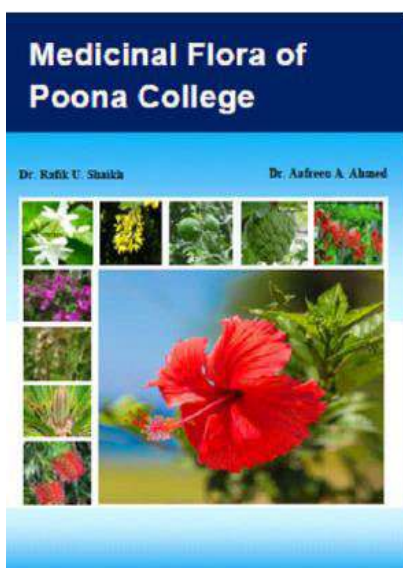
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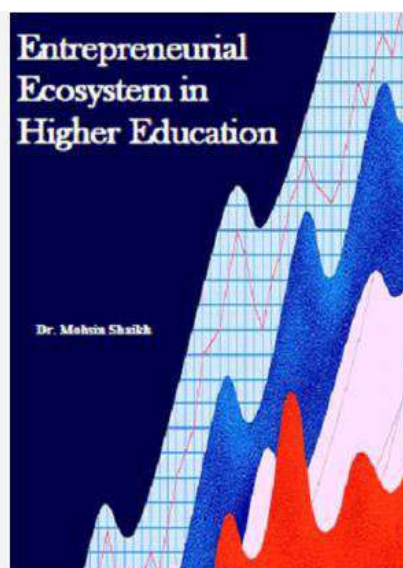
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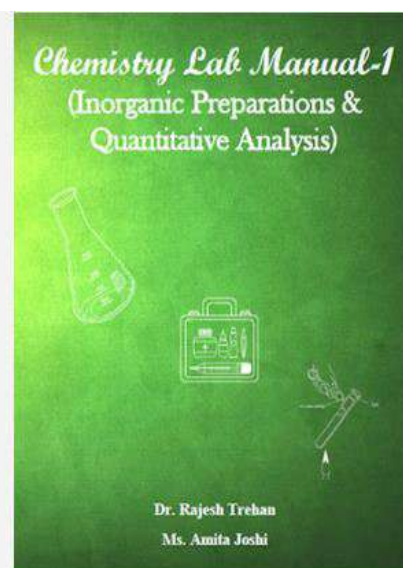
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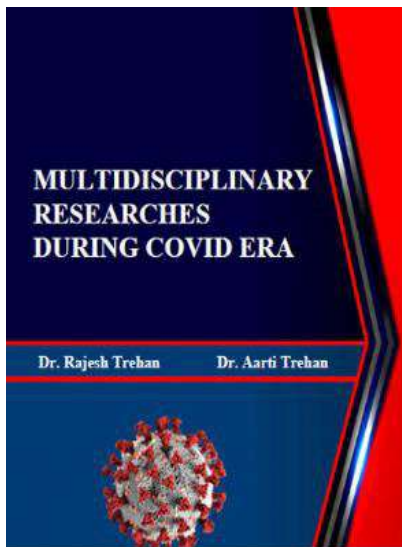


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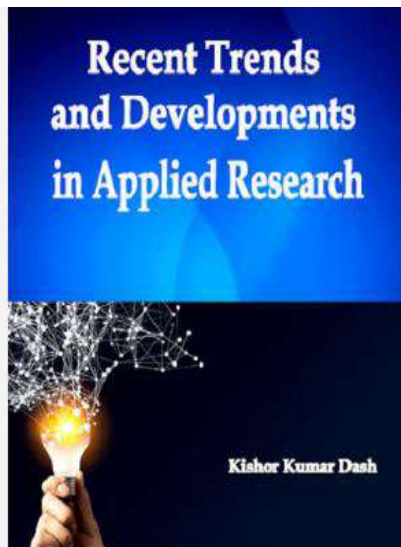




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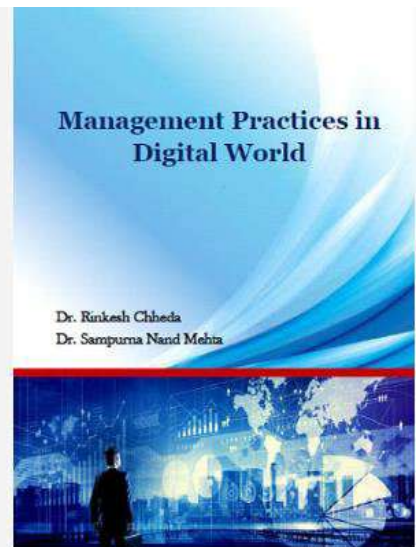
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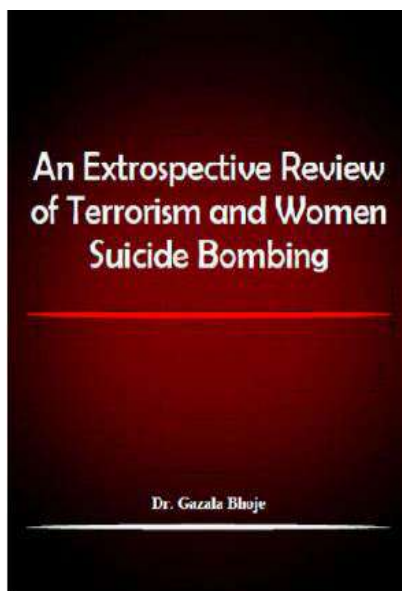
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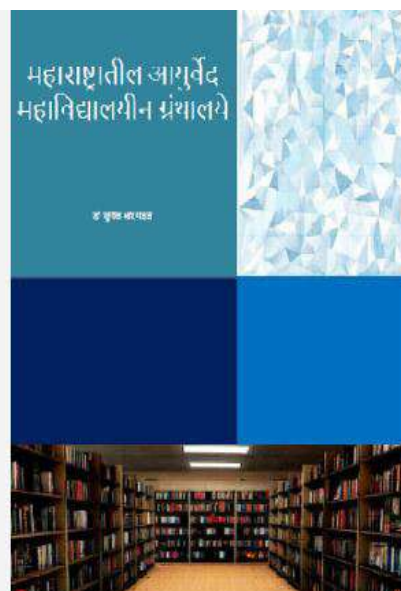
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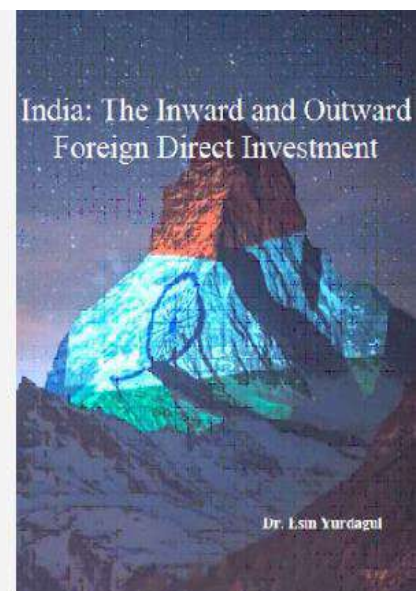
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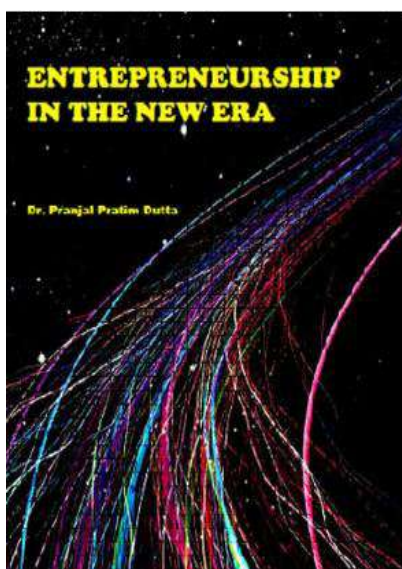
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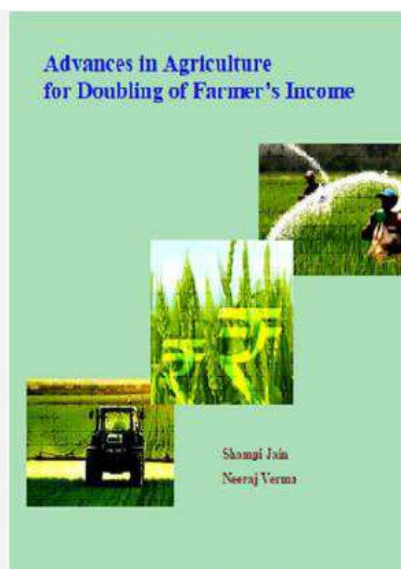
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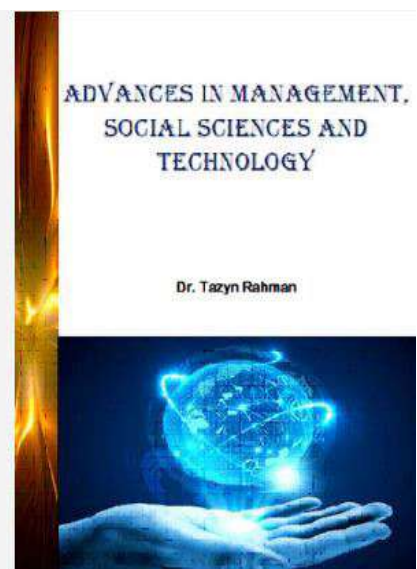
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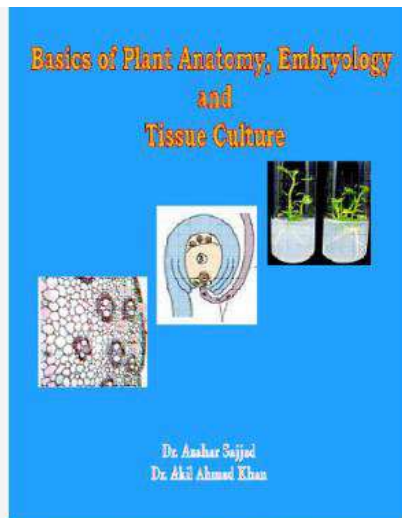
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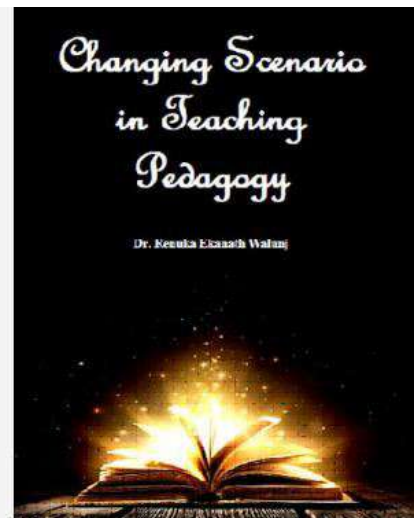




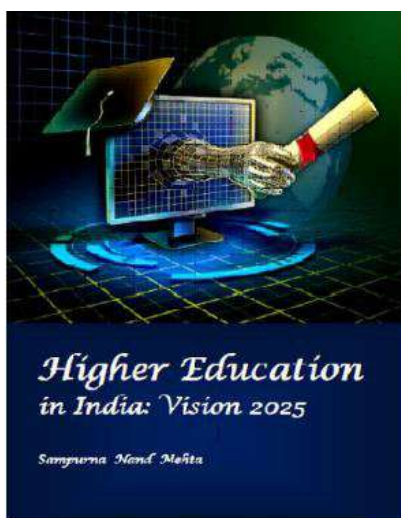
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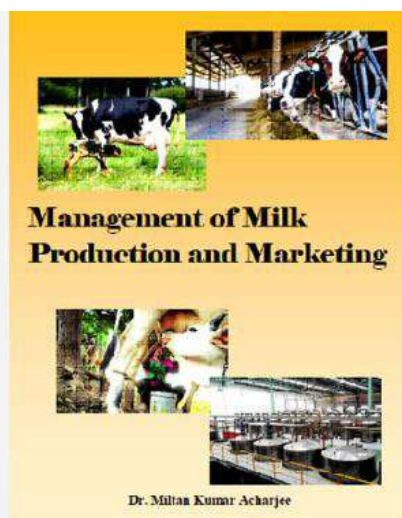
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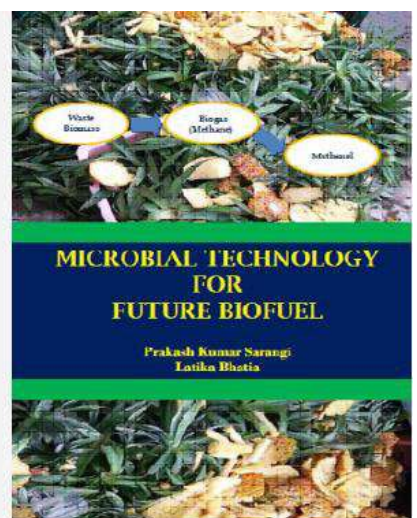
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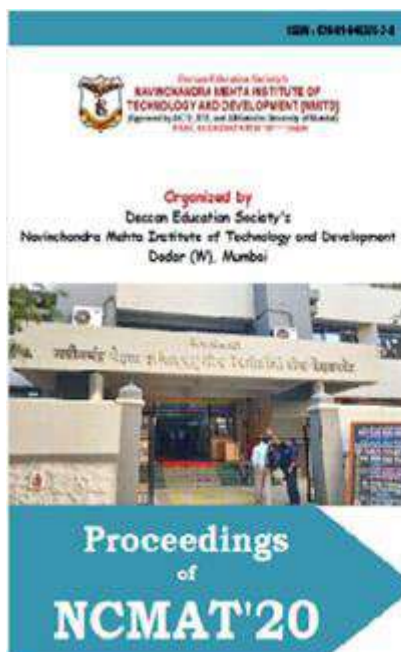
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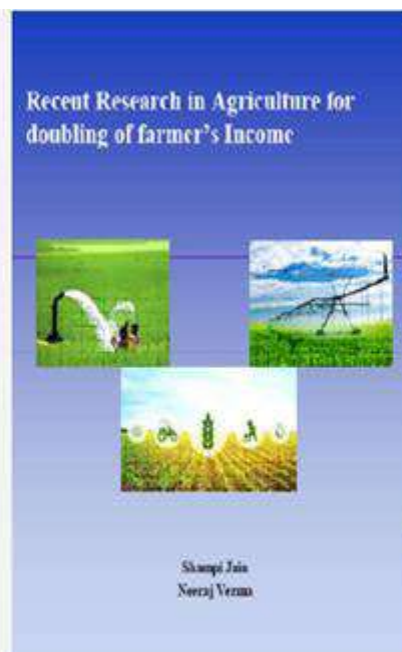
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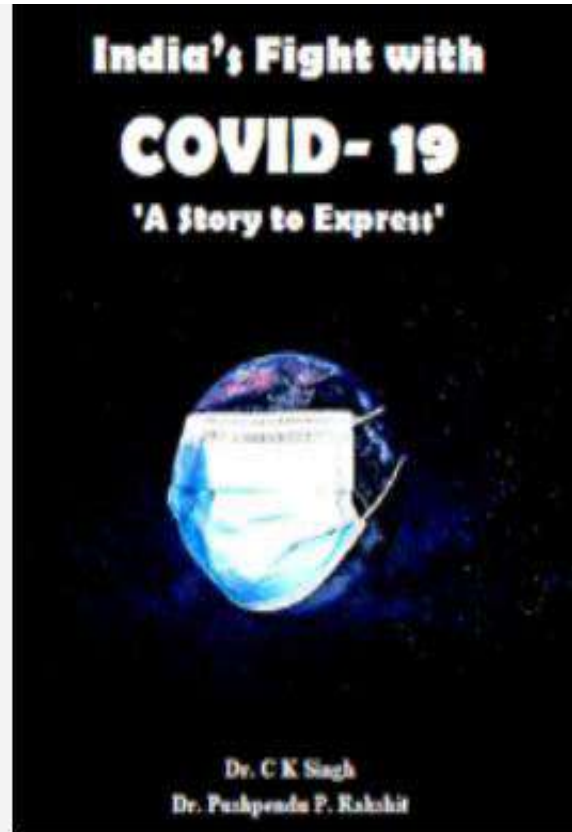


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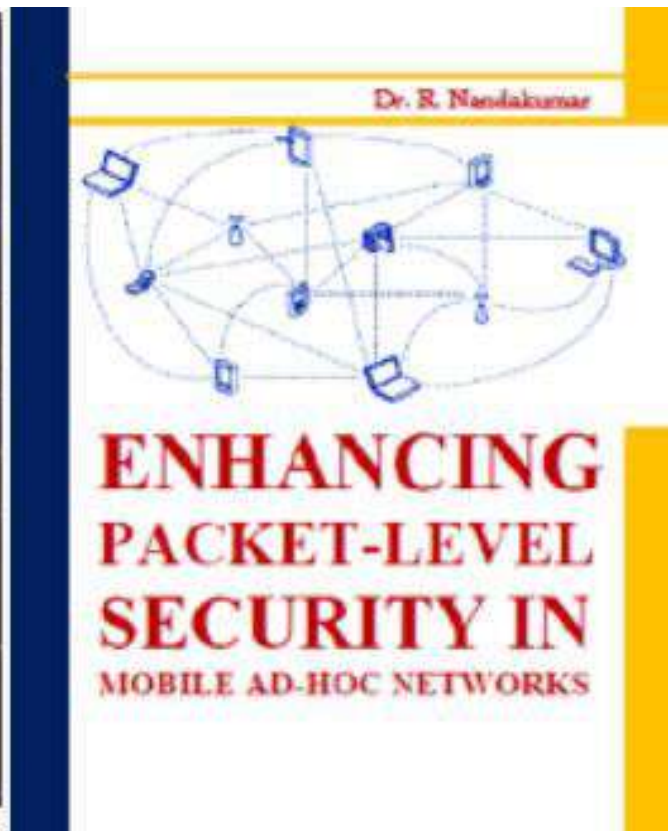
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