



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
Sivakasi**

(Affiliated to Madurai Kamaraj University, Reaccredited with "A" Grade by NAAC,
College with Potential for Excellence by UGC & Mentor Institution under UGC PARAMARSH)

NAAC SSR Cycle IV (2015-2020)

**3.4. RESEARCH PUBLICATIONS AND
AWARDS**

3.4.4. PUBLICATIONS

PAPERS IN CONFERENCE PROCEEDINGS

2015-2016

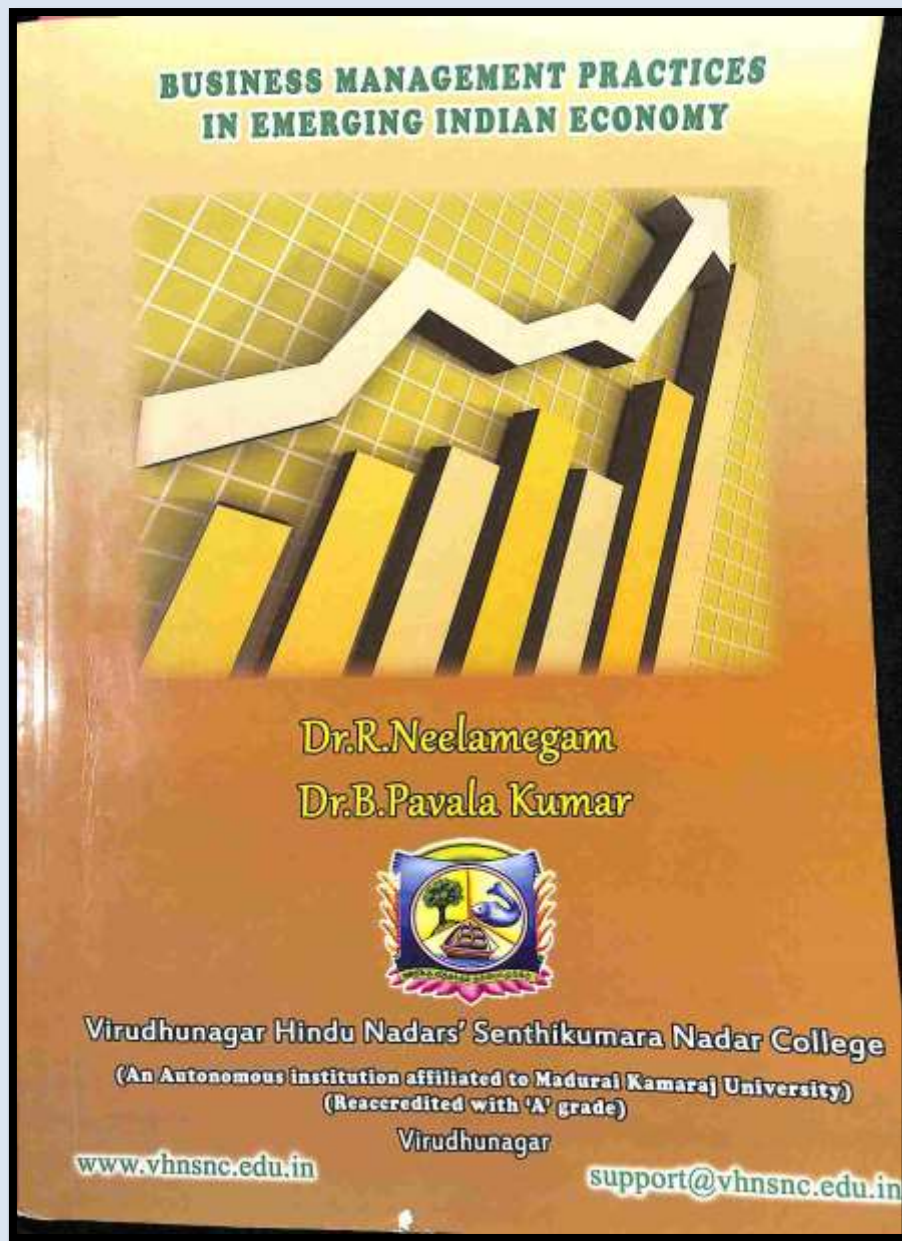


**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Mrs. S. Rengeswari & Dr. T. Palaneeswari

**Name of the Proceedings : Business Management Practices in Emerging Indian
Economy**



MARKETING			
S.No	Paper Title	Authors	Page No
1	Policy holders' preference for micro insurance policy vis-à-vis of residence	Dr.AS.Shaji Dr.R.Neelamegam	M1
2	A study on personal selling method of micro, small and medium enterprises in Virudhunagar district	Dr.R.Jeyanthi Dr.R.Neelamegam	M9
3	Usage pattern of smart phones among teenagers	Dr.A.Rama P.Saritha	M18
4	A Study on Technological problems of retailers in Virudhunagar district	M. Gurusamy Dr. M. Anbalagan	M29
5	A study on consumer's attitude towards organic food in Sivakasi	Mrs.Rengeshwari Dr.T.Palanceswari	M36
6	Challenges and tools of managing business online	Dr.A.A.Magesan	M47
7	Consumer awareness of rights and responsibilities- a study with reference to Sattur taluk, Tamilnadu	Dr.R.Neelamegam S.Subhashini	M60
8	Buyers' behaviour towards gold ornaments – a study with reference to Sivakasi town	M.Hema Dr.B.Pavala Kumar	M69
9	A study on trend in buyers' intention in online shopping with reference to Aruppukottai	Dr.M.Balaji R.Saranya	M77
10	Customers perception of service quality in private sector banks with special reference to Virudhunagar district	Dr.G.Murugesan J.ArunMozhi	M84
11	A study on customers' satisfaction towards e-CRM strategies followed by selected banks in Madurai city.	Dr.K.PushpaVeni V.Gayathri	M93
12	Shopping behaviour of consumers in big bazaar, Coimbatore	Dr.K.Rajamannar Mr.R.Thirumalai Kumar Ms.S.Umamaheshwari	M103
13	A study on consumer's brand preference for health drinks in Madurai district	R.JoshvaGnanaraj Dr.Sekar Subramanian	M109
14	Consumers awareness towards eco-friendly products in Sivakasi	Dr.K.PushpaVeni S.ManoPriya	M115
15	A study on coverage of cellular service network providers in Virudhunagar	Dr.M.Balaji M.K.Rajkumar	M126
16	Green Marketing And Its Influence On Buying Behaviour Of Consumers In Madurai City	K.Mangayarkarasi Dr.P.Shyamala	M132
17	A study on customer satisfaction towardsPepsico food products with special reference to Virudhunagar district	P.Ramachandran Dr.M.Jaisun	M138
18	Challenges and winning strategies for organized retailers	L. Joshua Paul Moses Dr. M. Sivakumar	M145

A STUDY ON CONSUMER'S ATTITUDE TOWARDS ORGANIC FOOD IN SIVAKASI

S.RENGESWARI

Ph.D. Research Scholar,
S.F.R. College for Women, Sivakasi

Dr.T.PALANEESWARI

Associate Professor of Commerce,
S.F.R. College for Women, Sivakasi

ABSTRACT

Now a day's food consumption patterns are rapidly changing as a result of environmental issues, concern about the nutritional value of food and health issues. Consumers generally act based on the knowledge they perceive. Knowledge may change the consumer perception either positive or negative attitude. The more information we get, the more we may have either favourable or unfavourable attitude towards the product. The present paper examines consumers' attitude towards organic food in sivakasi.

Key words: Organic food, consumer attitude, consumer preference.

INTRODUCTION

Since organic food is good for environmental and health, it is very important that people should be informed about the benefits, which in turn may lead the consumer towards the purchase intention. The most important reason for buying organic food is concerned with the health issues. The increase in organic food consumption in India is evident from the fact that many organic food stores are spurring up in India. Today every supermarket has an organic food store and every large city in India has numerous organic food stores and restaurants.

REVIEW OF LITERATURE

Gnanapandithan N and RajasekaranR(2014) in their article titled "A Study on Green Marketing: With Special Reference to Organic Product in Coimbatore City" explained that the world required new decision and innovations which would lead to

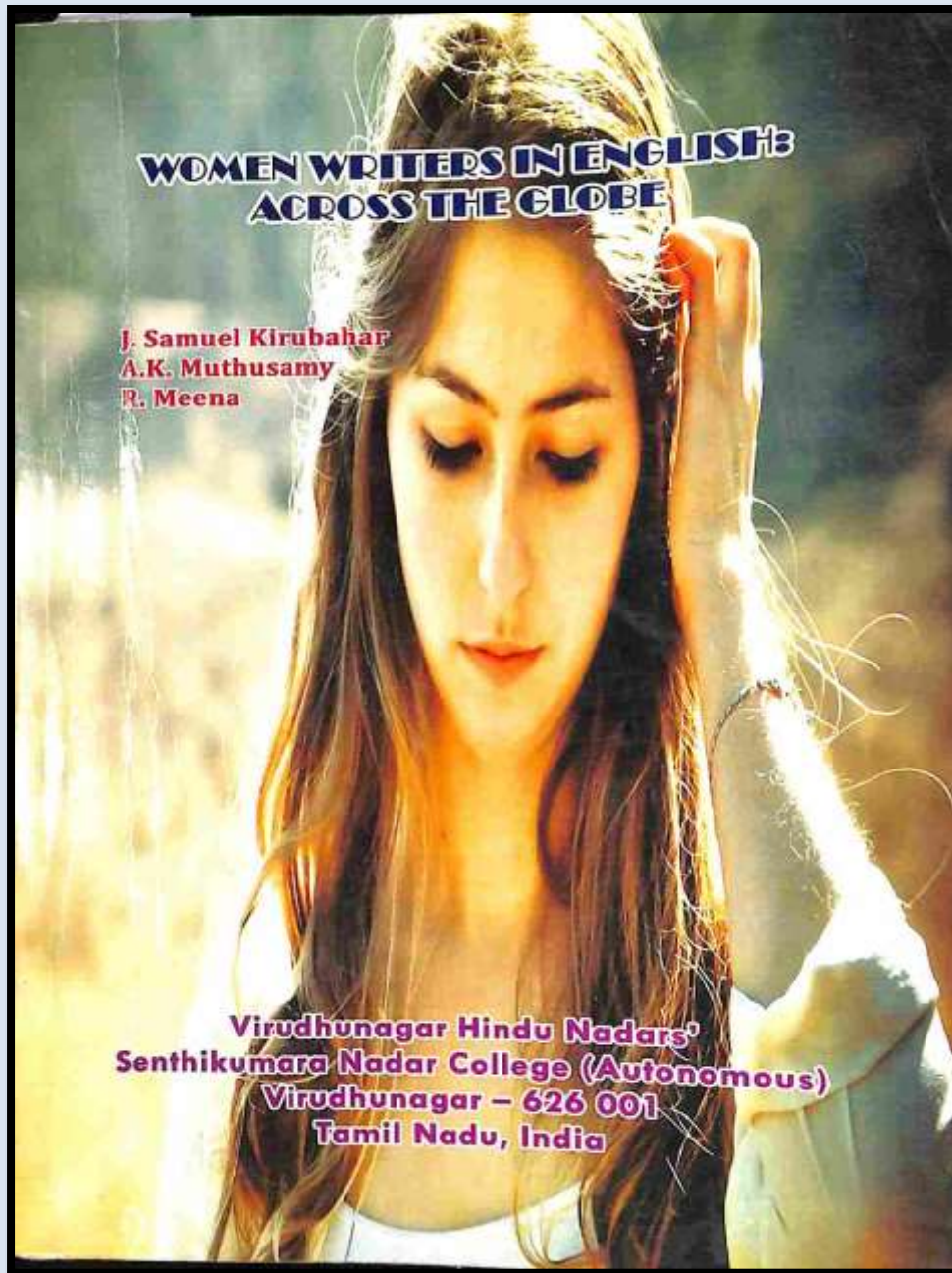


**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Dr. J. Sobhana Devi

Name of the Proceedings : Women Writings in English: Across the Globe



THE THEME OF EXILE AND SELF-ALIENATION IN ANITA DESAI'S *BYE-BYE BLACK BIRD*

DR.J.SOBHANA DEVI

Anita Desai is a well known among Indian women novelists in English in the 1960's. Her substantial fictional output has been well received by Indian critics who either eulogize her as 'a writer of anti-fiction', 'an existentialist', 'a psychological novelist' and 'a feminist', or applaud her skill to delineate such themes as 'alienation', 'philosophical quest' and 'sociological identity' in her novels. She is known for her sensitive portrayal of the inner feelings of her female characters. Many of Anita Desai's novels explore tensions between family members and the alienation of middle-class women.

Desai's *Cry, the Peacock* (1963) can be called the first step in the direction of psychological fiction in English. Her second novel, *Voices in the City* (1965) portrays the miserable plight of people in the city of Calcutta. *Bye-Bye, Black Bird* (1971) her third novel describes the plight of Indian immigrants in London. In *Where Shall we go this Summer?* (1975), the central figure Sita's predicament too is similar that of Maya and Monisha. She is obsessed with her loveless marriage with Raman. The next novel *Fire on the Mountain* (1977) shows the clash of generations between Raka and Nanda, the division of classes between Nanda's isolated hill community and the nearby village.

This paper entitled "The Theme of Exile and Self-alienation in Anita Desai's *Bye-Bye Black Bird*" purports to examine the inner recesses of the psyche of her characters rather than the outer spectacle of action. In an era of globalization, the power of border-crossing civil society networks is increasingly significant for scholars and business leaders. The novel is based on the theme of immigration of native Indians to England. There are clashes of ideas, traditions and cultures. The theme of the novel is simple rendering of emotions of Indians who face abnormal situation in living and partly living every moment of life in foreign land.

The title refers to England's bidding farewell to an Indian bird. The novel is divided into three parts 'Arrival, Discovery and Recognition and Departure'. This novel is different from that of the earlier two novels. The hero of the novel Adit, an Indian is married to Sarah, an English girl. Both of them suffer from problems such as loss of identity, alienation and humiliation largely on account of racial and cultural prejudices. In *Bye-Bye Black Bird*, the inter-action between the locale and the individual acquires a new dimension. For the tension here



THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Mrs.K.Muthamil Selvi

Name of the Proceedings: Women Writings in English: Across the Globe

CULTURAL CONFLICTS IN CHITRA BANERJEE'S *THE MISTRESS OF SPICES*

**K.MUTHAMIL SELVI
DR. MAHABOOB BASHA**

Spencer A. Rathus and Jeffrey S. Nevid in their work *Adjustment and Growth: The Challenges of Life* discuss the need of every individual to have a stable identity, and what will happen if that person loses his sense of identity.

"When that self-identity is threatened by disease, tragedy, personal crisis, or awareness that our actions are inconsistent with our values, we may experience anxiety, panic, a sense of loss of self, and a feeling of being cut adrift from life's purposes and meaning." (Rathus 1980: 30)

Immigration is a common process today. It is a frequently discussed concept in literature. An immigrant is a person who migrates to another country often as a permanent resident. He migrates from a familiar set of relationships to a foreign set of relationships. The impact of this migration is a complex affair. It demands a severing of bonds from one's traditional environment which is a very painful act. The loss of identity of an expatriate is too valuable to be disregarded. The crisis of identity is heightened in the coloured expatriate because of the indifferent treatment in the host countries. They experience marginalisation and long to win back their identity. Identity is also closely related to the term self. Rathus and Nevid see the self as "the individual's center of awareness, a fluid way of organizing perceptions of the world". They point out that "the questions of 'Who am I?' and 'What do I stand for?' are central to our self identities". (Rathus 1980: 31)

With a hope for a bright future, some are motivated to migrate to different terrains, where economic status can be enhanced. Some others migrate to win freedom from so many binding factors, be it relatives, or religion, politics or possession, and own an identity. The expatriates feel satisfied to the extent that their aim is fulfilled. Sooner or later they feel that it is like a mirage and not an enduring experience. The need for secured identity intensifies and they feel tormented by the loss of recognition. All these aspects find place in the works of expatriate writings.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher :Dr.B.Siva Priya

Name of the Proceedings : Women Writings in English: Across the Globe

26	Precarious State of Women in Manju Kapur's " <i>A Married Woman</i> " and " <i>Home</i> ": A Delineation	154
	N. Arun Karthik	
27	Multiple Identities of A Woman in Chitra Banerjee Divakaruni's <i>The Mistress Of Spices</i>	159
	P. Muthukrishnan	
28	Patriarchal Violence and Women's Suppression in Bama's <i>Sangati</i>	<u>167</u>
	Dr. B.Siva Priya	
29	Immigration and Identity in Bharati Mukherjee's <i>Jasmine</i>	172
	Dr. M. Subbiah	
30	Psychia Impotency of Women in Gloria Naylor's " <i>The Women of Brewster Place</i> "	179
	S.Durga	
31	An Expedient Expononet's Expedition in Manju Kapur's <i>Difficult Daughters</i>	185
	R. Kalaiselvi	
32	Feminine Sensibility in Anita Desai's <i>Where Shall We go this Summer?</i>	191
	R. Leelavathi	
33	Feministic Approach in Manju Kapur's <i>The Immigrant</i>	198
	M.Ramalingam	
34	Embodiment of Problematic Own: Maya Angelou's Movement From Re-Presentation to Self-Presentation	203
	S.Thenmozhi	
	Dr. P. Jeyappriya	
35	Self-Identity in Margaret Laurence's <i>The Stone Angel</i>	208
	Dr. N. Ginana Selvi	
	E. Jeya Pratha	
36	Stipulation of Women in Anita Desai's Novels	215
	Dr.J.Samuel Kirubahar	
	P.Vallideivanai	
37	The Complexities of Man-Woman Relationship: A Study of Shashi Deshpande's <i>The Dark Holds No Terrors</i>	220
	Dr.A.Subashini	
38	Exploration of The Escapist and Estranged Attitude of Men in Toni Morrison's <i>Sula</i>	226
	Dr. M. Devi Chandra	

PATRIARCHAL VIOLENCE AND WOMEN'S SUPPRESSION IN BAMA'S *SANGATI*

Dr. B.SIVA PRIYA

Women are treated as weaker sex and are marginalized by men. The writers in literature are very conscious in portraying women characters and their problems in the day-to-day life. By doing so, they throw light on the darker side of the society. Their writings are mere portrayal of their age. Dalit women writers in their writings focus on the sufferings of Dalit women who are the frequent victims of every kind of violence including abuse, battering and rape. Dalit women are viewed as sex objects without any compunction on the part of the males of the dominant culture. According to Dr. Sheela Swarupa Rani, "It is a well known fact that women are the marginalized sector in the society. They are the victimized and oppressed section. If they belong to Dalit community, the situation is worse". (Rani: 6)

Bama, originally called Faustina Mary Fatima Rani is the leading voice of the suppressed class-Dalits. Her writings celebrate Dalit women's subversive strategies to overcome their oppression. In Bama's *Sangati* (1994), Dalit women's dual oppression on account of gender and caste is depicted in great detail. It is a feminist narrative wherein Bama endeavours to expand feminist agenda to enlist caste oppression as a subject of concern. This paper entitled "Patriarchal Violence and Women's Suppression in Bama's *Sangati*" reveals how Paraiya women are suppressed in the hands of her own men and also in the hands of the upper-caste men.

Dalit patriarchy is an important subject of concern in Tamil Dalit literature. Bama's *Sangati* reveals how Paraiya women are doubly oppressed through several generations: the older woman belongs to narrator's grandmother's generation is Velliama Kizhavi's generation and downward generation belongs to the narrator, and the generation coming after as she grows up. It is an autobiography of her community, which highlights the struggle of Paraiya women. Bama chooses only a woman protagonist for every story in her novel.

Bama protests against the gender roles inscribed in the girl children right from their childhood. Baby boys are preferred to girls and are breast fed longer than girls. At the time of illness also, boys receive all the love and care. She talks about the plight of the young girls who have to take care of all the works at home, "cleaning vessels, drawing water, sweeping the house, gathering firewood, washing clothes and so on." (7), whereas the boys enjoy playing games or hanging out with their friends in the village. She has to nurture the small babies, being not in a



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Mrs. M. Sathya

Name of the Proceedings : Women Writings in English: Across the Globe

**AN APPROACH OF HUMANISM IN ANITA DESAI'S *CLEAR
LIGHT OF DAY***

M.SATHYA

The Post-Independence women writers describe the emergence of the new women in a fast changing milieu. The recurring themes of their novels have broadly been an exploration of women's identity and self awareness vis-à-vis her approach to society at large and her efforts to come to terms with the social and familial, intercultural relationships.

Anita Desai is one of the greatest Indian novelist and prolific Indian writer praised all over world for her selection of Novels, Short stories and Children's writing. She is one of the most thought-provoking and creative novelists in the realm of Indian fiction in English. Desai is more concerned with the interior world of her protagonist than the social and political realities. Anita Desai's novels make her a unique figure among the host of Indo-Anglian novelist of the modern times. Through her novels, she provides an interesting psychoanalytical study of human relationships – its bonds and Bondages. Parent- Child relationship is the fundamental relationship in human life. It is the only relationship a child is born with and by virtue of which other relationships come into existence. Unlike all other relationships, the parent-child relationship bears a vertical structure because of its hierarchical quality. It is a relationship between two immediate generations- the progenitor and its progeny.

Anita Desai's novels present a unique panorama of human relationships. The primary ties within the family fold are of utmost importance for her. Structure of family comprises of three fundamental bonds: the marital, parental and sibling. According to Robert A. Baron:

Sometimes these relationships develop into the most positive ties and sometimes they degenerate into cumbersome bondages. There are certain personality attributes and situational influences that help increase interpersonal harmony between very dissimilar individuals, to tolerate and sometimes to like one another. (Baron & Byrne 1977: 199)

In her novel 'Clear Light of Day' she has clearly portrayed the two characters, Raja and Bim, how they get bitterness and reconciliation with each other. In Anita Desai's Clear Light of Day the main and most important character Bim is the greatest humanist. The protagonist Bim is portrayed as a strong and intelligent woman who is, in many ways, in control of her own life and her own choices, the nature and extent of her victimization by gendered familial structures emerges only gradually



THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Dr.P.Prasanna Devi

Name of the Proceedings: Women Writings in English: Across the Globe

**SENSE OF (BE) LONGING IN THE MULTICULTURAL
ENVIRONS: A CRITICAL STUDY OF KIRAN DESAI'S
*THE INHERITANCE OF LOSS***

Dr. P. PRASANNA DEVI

Being the recipient of the prestigious Man Booker Prize, Kiran Desai's *The Inheritance of Loss* describes migration, a crucial part of human experience in today's multicultural world. The novel deals with issues such as globalization, multiculturalism, immigration, rootlessness, loneliness, loss of identity and insurgency. Almost all the characters in the novel belong to various cultural backgrounds. The novel unfolds through the social, cultural and mental entanglements of the immigrants and their predicament in the globalized world. The paper proposes to analyse the migrants' sense of (be) longing for home, for love and for acceptance that form the crux of the novel.

Kiran Desai who has personally experienced dislocation and displacement, presents her migrant characters who experience various losses due to the feelings of alienation, frustration and isolation. She portrays the various losses inherited by almost all the major protagonists of the novel *The Inheritance of Loss*. Though the setting of the novel ranges from India to England and America, the story basically centres on the insurgency in Kalimpong, at the foot of Mt. Kunchunjang, in West Bengal. In 1980's, the Gorkha National Liberation Front was formed mainly by the Indian Nepalese youth who "are fed up with being treated like the minority in a place where they were the majority" (9). They wanted a separate country of their own or at least a separate state. The situation in Kalimpong was highly tense due to the GNLF's violence.

The story of *The Inheritance of Loss* is centred on two main characters, Jemubhai Patel and his granddaughter Sai. Sai is a seventeen-year old orphaned girl living in the mountainous Kalimpong, in the northeastern Himalayas, with her maternal grandfather Jemubhai Patel, his cook and a dog Mutt. Sai's grandfather, a retired judge, takes her in his house to pay off his spiritual debts that he incurred from ill-treating and humiliating his wife and later killing her. He rejected everything that is Indian and embraced Western way of life. The characters found themselves in the turbulent time among the population of Indian-Nepalese, who wanted to have a separate country apart from India. Their longing for home, for love and for acceptance has been delineated artfully by the novelist.

As in the case of Jemubhai Patel, a Cambridge educated and retired judge, he never had a sense of belonging anywhere, whether it is



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Dr. A.Padma Priya

Name of the Proceedings : Women Writings in English: Across the Globe

**THE IMPACT OF WRITING FROM THE
RATIONALISTIC WRITERS: ARUNDHATI ROY AND
MEENA KANDASAMY**

Dr. A. PADMA PRIYA

WRITINGS OF ARUNDHATI ROY

Arundhati Roy one of the daring writes in India contributed a lot on social and political issues. She is popularly known for *The God of small things*. She has discussed a lot of themes in one novel: feminism, family, love and Communism. It has an autobiographical elements and she stood as an open book through *The God of small things*. One can never forget Velutha and spirit of communism the interpredity is obvious not only through her novel, but also through her constant reflection to social problems as articles. Regarding the impact of her content few instances can substantiate her stand. In 2003 her response on *The war that never ends* tells the state of Iraq and the domination of US towards the country. It was a period where people looked at the treatment of U.S Military force towards Iraq. For no human rights commission came forward to save the victims. She also stated the role of American soldier who were against the Vietnam war. She could be the one person could bring out the dichotomy of everything. She could be the one person could bring out the dichotomy of everything. She is the one could assail the democracy of any country. Her take on Iraq's privatization nailed her strength of political vantage point. She states that privatization is an anti-thesis of democracy. It will lead only to contradictions of India towards US. She comments that the then Indian Government Bharatya Janata Party was trying hard to align itself with US-Israel axis. She shams at the recognized act of killing Muslims after September 11 in India for the troops from India to help in controlling Iraq. Roy's external responses glow lighter than internal.

ROY AS INDIA'S CONSCIENCE

Roy is the right person to be named as India's conscience. Her constant questioning of India's any of the problem portrays her as India's conscience, particularly, the controversy towards Gandhi and Ambedkar. She looks both the persons on how they reached to the caste system in India. Roy's perspective on Gandhiji created a controversy. According to her Gandhi said everything and its opposite regarding the South African issues and his contemptuous reaction towards the Black Americans and indentured Indians. She depicts Gandhi in terms of race, caste, women, labour, religion and others issues on his later attitudes in



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Mrs.V.Lalithambigai

Name of the Proceedings : Women Writings in English: Across the Globe

13.	Tara's Mistri: A Psychological Transformation Towards Assimilation In Bharati Mukherjee's <i>Desirable Daughters</i>	63
	Dr.S.Mangaiyarkarasi	
14.	Marital Break-Up In Manju Kapur's <i>Custody</i>	70
	Dr. V.Prema	
15.	Struggle Against Patriarchal Domination In Manju Kapur's <i>Difficult Daughters</i>	75
	Mary Josephine Jerina	
16.	Sense Of (Be) Longing In The Multicultural Environs: A Critical Study Of Kiran Desai's <i>The Inheritance Of Loss</i>	83
	Dr. P. Prasanna Devi	
17.	Ecofeminism And Feminism In Margaret Atwood's <i>The Year Of The Flood</i>	89
	Mrs.V.Lalithambigai	
18.	Margaret Laurence's A Jest Of God – Rachel Realizing Realities Through The Jest Of God	92
	B.Kanagalakshmi	
19.	Quest For Identity In Maria Campbell's <i>Halfbreed</i>	97
	C.Nivetha	
20.	Man-Woman Relationship In Shashi Deshpande's Novels	103
	N.Raja Marichamy	
21.	Theme Of Gender And Class Victimization In Arundhati Roy's <i>The God Of Small Things</i>	107
	Dr.J.Samuelkirubahar	
22.	Maya's Martial Journey In Shobha De's " <i>Second Thoughts</i> "	114
	S. Karthika	
23.	Love In The Select Novels Of Toni Morrison	119
	E. Kasi Lakshmi	
24.	A Voice From The Margin In Mahasweta Devi's <i>Rudali</i>	125
	Binu.M.Daniel	
25.	Transition Of Doll Image- Women As Depicted In Manju Kapur's <i>Difficult Daughters</i>	130
	S. Kavitha	
	A.Shanti	

ECOFEMINISM AND FEMINISM IN MARGARET ATWOOD'S *THE YEAR OF THE FLOOD*

Mrs. V. LALITHAMBIGAI

Ecofeminism, a curious term, borrowing from two apparently distant fields of thought, is an ideology which hovers around nature and equates it with a woman who strives to assert herself against patriarchal odds. A feminist is one who empathises with woman and her struggle against oppression. An ecofeminist is one who does the same with nature in its struggle against oppression and exploitation by Mankind. Here, the binary extremes are nature and mankind. Nature is confined and secluded in the process of Man's seeming progress in lifestyle. The human modification of nature is ever-continuing and unending. It is mostly detrimental and suffocating to the original existence of nature. A response to this exploitation is the empathetic assertion by the ecofeminist. The imprisonment of nature is here questioned and alternative forms of lifestyle are proposed in such a way that the existence of human race does not in any way reduce the full-fledged, organic being of nature. Coined by the French feminist Francoise d'Eaubonne in 1974, "Ecofeminism uses the basic feminist tenets of equality between genders, a revaluing of nonpatriarchal or nonlinear structures, and a view ... of awareness of the associations made between women and nature. This philosophy emphasizes the ways both nature and women are treated by patriarchal society" (Miles 345).

Margaret Atwood's *The Year of the Flood* is a text which reverberates with ecofeministic thoughts and dimensions. The individual characters are studied according to their relationship with nature and the human race, as a whole, is assessed and penalised for its excesses against nature. The plot is woven around the year Twenty-five, which is christened as the year of the flood. The flood is specifically water-less and entirely man-made. The entire novel is partitioned in time intervals based on the events' temporal distance from the year of the flood. The narrator's age and the numbering of the years are correlated. In the year twenty-five, the narrator is in full adulthood when the time is ripe for the flood to occur. The lives of other characters are also entwined in with the progress of events in the environment.

The novel is a significant *via media* to *Oryx and Crake* and *Madd Adam*. The biological disaster which occupies centre-stage in the novel has already been spoken of in *Oryx and Crake*. The inevitable genesis of the event is portrayed vehemently. In *The Year of the Flood*, the after-math of the event and the comparatively tiny existence of the human characters are juxtaposed. The first few moments of the disaster

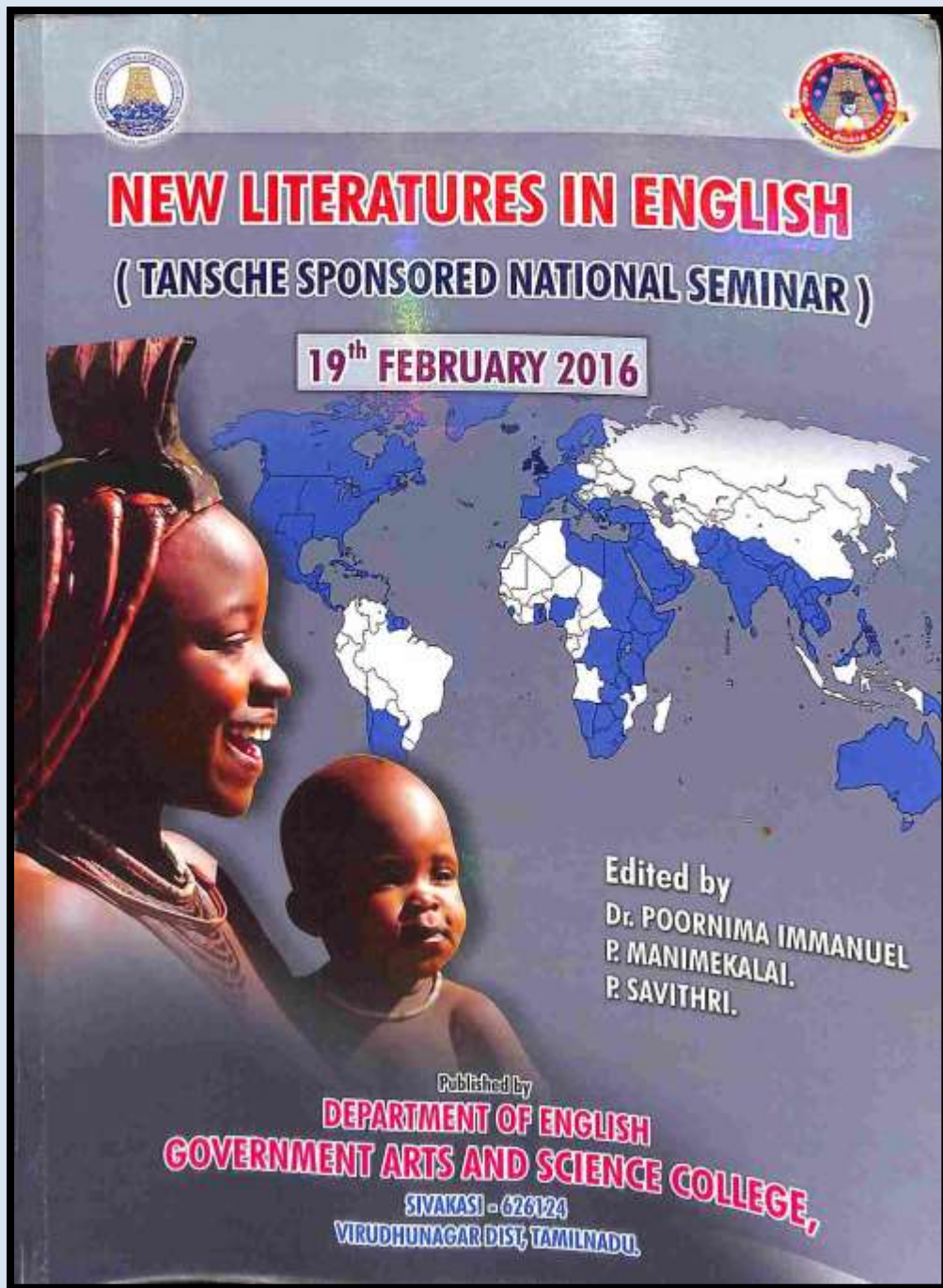


**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Dr.P.Prasanna Devi

Name of the Proceedings : New Literature in English



**Opium Network - Addiction and Emancipation: A Critique of British
Imperialism in Amitav Ghosh's *River of Smoke***

Dr. P. Prasanna Devi
Assistant Professor of English
S.F.R. College for Women,
Sivakasi.

Amitav Ghosh is one of the finest contemporary writers of Indian Writing in English. With his eight novels, several travelogues, essays and non-fiction, his contribution to the literary world is quite remarkable. Amitav Ghosh's fiction is characterized by themes that go side by side with post colonialism and it may be labeled as historical novels. He probes into the chronicles of nations, with specific events and dates. Emigration and commerce are the tides on which his characters are carried away and that to adventure, tragedy, fortune and disaster. Set against the backdrop of the Opium War of the nineteenth century, his Ibis trilogy highlights the transnational culture with the wide range of people, languages and religions.

River of Smoke follows *Sea of Poppies*, as the second part of Amitav Ghosh's Ibis trilogy. *Sea of Poppies* portrays the world of opium growers in Bengal and the social order built upon its profits. Local landowners profited by keeping the growers in a state of indebtedness. The British traders ran factories and shipped the drug to China. *River of Smoke* begins perhaps fifty years later, then backtracks to take up where *Sea of Poppies* left off. It describes the events that happened on the eve of the Opium Wars. The third part *Flood of Fire* depicts the Opium War between the British Raj and China.

Timothy Brook in his "Opium's History in China" writes, "The trafficking of opium tilted the balance of global trade to benefit the west" (qtd. in Mishra 193). The trade flourished for quite some time until the Chinese emperor took strong measures to put an end to it that ended up in the opium war (1839-42). The war ended with the defeat of the Chinese. The other side of the same coin of exploitation was that on the Indian farmers. Thus the two Asian nations – India and China were browbeaten by the selfish interests of Britain. "The Ibis Trilogy of Ghosh is possibly his most vehement indictment of the scourge of imperialism and colonialism" (Mishra 193). The paper attempts to bring out Ghosh's critique of British imperialism in connection with its opium trade mirrored in his *River of Smoke*.

Sea of Poppies ended amidst a raging storm, rocking the triple-masted schooner, the Ibis, and its colourful array of seamen, girmityas and convicts. Its sequel *River of Smoke* catches another storm-tossed vessel, the Anahita, a sumptuously built cargo ship laden with opium, owned by a Bombay-based merchant Bahram Modi, as it heads to China. In the same waters is the Redruth, on which sails a Cornish botanist looking for rare plants, especially the mythical golden camellia, and assisted by the Bengal-raised French orphan Paulette from the Ibis. What unites the novels, though, is opium. British opium interests in India were pressing for the use of force in China in the name of free trade.

In *Sea of Poppies*, Ghosh illustrated the rich details of opium production, from its harvest to its packaging in earthenware balls for shipment. The sailors transporting it introduced the readers to life at sea, and to their other cargo i.e. the people who had offered themselves into indentured servitude. The characters were all connected by the ship *Ibis*, having been on board during its voyage from Calcutta to Mauritius—as crew, indentured labourers, or in the case of two convicts being transported. Two of the major characters in the first novel, Deeti and Zachary, are barely mentioned in *River of Smoke*. Neel, the deposed-*raja*-turned-convict of *Sea*

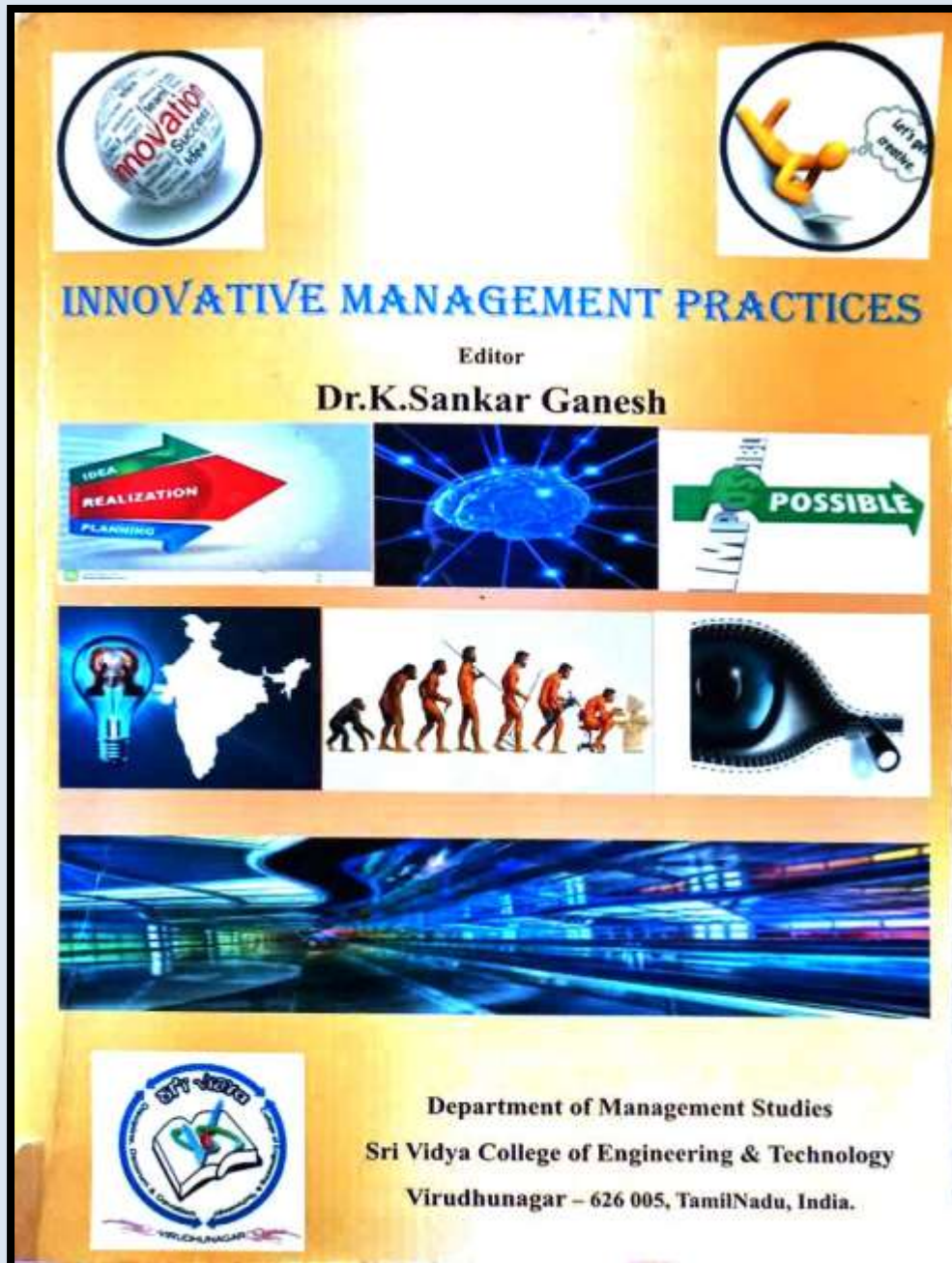


**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Mrs.R.Maheswari

Name of the Proceedings : Innovative Management Practices



SATISFACTION OF CUSTOMERS TOWARDS ONLINE SERVICES PROVIDED BY PRIVATE SECTOR BANKS IN SIVAKASI

*R.Maheswari, Research Scholar, Assistant Professor of Business Administration, SFR College for Women, Sivakasi, Tamil Nadu, India

**Dr.T.Palanceswari, Associate Professor of Commerce, SFR College for Women, Sivakasi, Tamil Nadu, India

1.1 INTRODUCTION

Today the world is dominated by the development of technology. Technology has become the principal driving force for long term economic growth. Information Technology has revolutionized various aspects of life. The world at large is rapidly entering into the 'Net Age'. Banks in India have invested heavily on technology such as telebanking, mobile banking, net banking, automated teller machines (ATMs), credit cards, debit cards, smart cards, customer relationship management (CRM) software, electronic payment systems and Enterprise Resource Planning, to bring improvements in quality of customer services, scale and specialization in products, alternative sources of income particularly from fee-based services, geographical reach through communication networks and electronic delivery channels, risk management practices, housekeeping, internal control systems and regulatory compliance, cost efficiencies and scale economies. Heavy investments in IT have been made by the banks in the expectation of improvement in their performance. But improvement in the performance depends upon, differences in the deployment, use and effectiveness of IT. In view of this it becomes pertinent to identify, those banks which have deployed and used the IT effectively from the rest of those which failed to do so. At the same time it also becomes important to find out the factors on account of which these banks became IT efficient. It becomes important to address these issues for

Commercial banks due to the dominant position enjoyed by these banks and their contribution towards socio-economic development of the country.

1.2 STATEMENT OF THE PROBLEM

The survival and growth of a bank does not depend on its size or funds, but it depends on its ability to provide quality services to its customers on a sustained basis. The expectations of the internet and modern customers from banks are changing now - a - days. Most of the customers use the ATM Card, Debit Card and Credit Card as convenient tools for their needy payment and service. As every service is internet bound in the present scenario, the researcher is interested in bringing out the extent of usage of online services provided to the clients. With this emphasis the researcher has chosen this topic.

1.3 OBJECTIVES OF THE STUDY

The main objectives of the present study are outlined below:

- To identify the customers' attitude towards ATM Services, Debit card and Credit Card Services of banks in Sivakasi.
- To offer practical suggestions based on findings.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Dr. J. Sobhana Devi

**Name of the Proceedings : Teaching Methods and Approaches in Learning and
Teaching English Using Multi-media**

**TEACHING METHODS AND APPROACHES
IN LEARNING AND TEACHING ENGLISH
USING MULTI-MEDIA**

**J. SAMUEL KIRUBAHAR
R. SURIYA PRAKASH NARAYANAN**



**Virudhunagar Hindu Nadars'
Senthikumara Nadar College (Autonomous)
Virudhunagar – 626 001
Tamil Nadu, India**

12	Role of Globalization and Internet in Teaching and Learning English Language	73
	Dr. N. Geethanjali	
13	ESOL Learners: Pedagogic Strategies For Developing Speaking Skills	79
	Dr. S. Soumia	
14	Implementation of the Interactive Method in Teaching English in the Language Classroom	86
	Dr. A. Subashini	
15	ICT - A Valuable Tool to Enhance Teaching and Learning	94
	Dr. J. Sobhana Devi	
16	Call as a Learned – Centered Approach	97
	Dr. K. Ravindran	
17	E- Learning	103
	Dr. K. Rathiga	
18	Recent Trends in English Language Teaching	110
	Dr. P. Balamurugan	
19	The Role of Information and Communication Technology in Enhancing Language Learning Among Adult Learners	114
	Dr. R. Pranesh kumar	
20	Effectiveness of Language Games Integrated with Technology in Teaching and Learning of English as First and Second Language- A Suggestive Intervention for English as First and Second Language Learners	117
	Selan Mable Saju	
	Bhavani Sanjeeviraja	
21	Language Learning in the 21 st Century Using Facebook and WhatsApp	125
	Dr. M. Devi Chandra	
22	Teaching Learning English as a Second Foreign Language	131
	N. Vimala Devi	

ICT - A VALUABLE TOOL TO ENHANCE TEACHING AND LEARNING

Dr.J.SOBHANA DEVI

In the era of globalization, trade and industry have the most pressing reasons for making use of English language. The control of the discourse of science and technology is what gives a language a hold over the future, not great literature and poetry. This creates a market for a large number of individuals who can communicate in English effectively. In other words, it can be said that in the employment market, the demand for good communication skills in English is increasing rapidly.

English is no longer an unknown language to a child because she is constantly surrounded by advertisements, broadcasts, films, also net surfing and many more things. Today in the context of global English there is a new concept about communicative English. "There is an international market for English. Mass Media information technology and communication networks have brought about the radical changes in national and international contexts. These developments also reinforced English and English education, and the demand for English is increasing. Western technology, which in turn reintroduces English as a tool of communication in international contexts, forces India to catch up with the rest of the world. English in India has become more international oriented than British-oriented." (Krishnaswamy, 2006:140)

Academies have an educational responsibility to raise standards through innovative approaches to management, governance, teaching and the curriculum; to provide principals and staff with new opportunities to develop educational strategies to raise standards and contribute to diversity in areas of disadvantage; to challenge the culture of educational under attainment and to deliver real improvement in standards. They are expected to play a key part in the regeneration of communities, to help break the cycle of underachievement in areas of social and economic deprivation whether inner cities, suburban or rural areas.

The evolution in technology has made it quite feasible to take help of various accessible conveniences in diverse aspects of communication. The language learning / teaching practice is no exception, since language in its strict technical sense is a means of communication. Audio-visual devices such as tape-recorders and video-tapes have frequently been used effectively in language classes. On the other hand, in view of the fact that human nature and the language learning / teaching practice are dynamic phenomena, the requirement for the most modern techniques and technological devices is considered. ICT stands for information and communication technology and is defined as a diverse set of technological tools and resources used to communicate and to create, disseminate, store

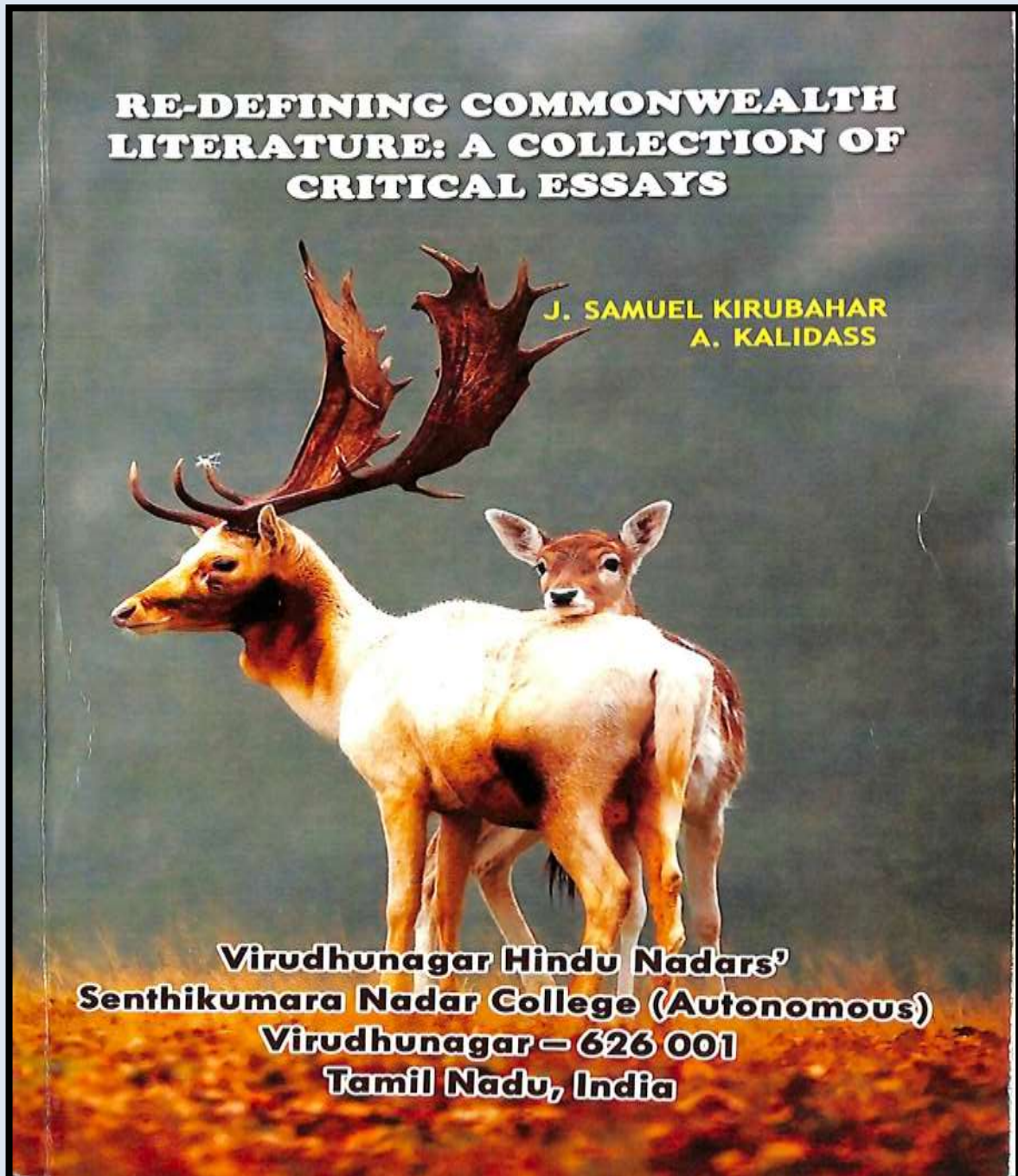


**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Dr. J. Sobhana Devi

**Name of the Proceedings : Re-defining Commonwealth Literature: A Collection of
Critical Essays**



CONTENTS

PREFACE

- 1 Impact of Post - colonialism on Ruth Prawer JHABVALA'S
Dr. S. Kanakaraj 1
- 2 Identity Crisis in *Coolie* and *The God of Small Things*
Dr. Kobaku Rama Krishna Reddy 9
- 3 P.Sivakami's *Unmaikku Munnum Pinnam* (Before and after
to Truth) as a Dalit Discourse 15
Dr. A. Selvam
V. Vellaichamy
- 4 Immigrants' Psyche in Bharati Mukherjee's Novels 26
Dr. A. Mahaboob Basha
- 5 Mother Daughter Relationship In Jamaica Kincaid's *Girl* 30
Dr. R. D.Dhanalakshmi
D. Vimala
- 6 Shock in *Shodh* - A Cultural Scrutiny of Taslima Nasrin's
Novel 36
Dr. M. Sumithra
- 7 Breaking Free- A Study on The Displaced Women
Characters Dolly and Uma in Amitav Ghosh's *The Glass
Palace* 44
Dr. M. Maheswari
E. Beryl
- 8 Recognition and Rejection of Victimization: A Study of
Margaret Atwood's *Bodily Harm* 50
Dr. J. Sobhana Devi
- 9 Colonialism in Derek Walcott's Poetry 55
Dr. B. Shyamala Devi
- 10 Identity Crisis in the Dattani's *Tara* and *Seven Steps Around
The Fire* 62
Dr. J. SamuelKirubahar
Prof. M. G. Ramprasath

RECOGNITION AND REJECTION OF VICTIMIZATION: A STUDY OF MARGARET ATWOOD'S *BODILY HARM*

Dr. J. SOBHANA DEVI

Margaret Atwood's fiction is often organized thematically around images of both cultural and individual issues of survival, as she has sought to portray the entrapment of women in patriarchy, and of men and women in suffocating social cultural imprisonment. Her fiction provides a comprehensive review of the problems women confront in attaining full recognition and enjoyment of all human rights and fundamental freedom. By 'survival' she does not mean continuity of mere physical existence, but a striving for dignity in the battle with society and circumstances.

Atwood's novels are examined in a cultural context, which explores the victimization of women. Victimization includes anything that affects women's survival, specifically, victimization through physical, psychological and economic manipulation. In her novels, she exposes the silent and hidden operations of gender and confront its politics, there by recommending for rewriting of women's history. She demands demolition of gender's system and hopes for a new world in which men and women are equal at every level of existence. As Christine Gomez says:

At the thematic level, Atwood's novel examines themes related to the politics of gender such as the enforced alienation of women under patriarchy, the delimiting definition of woman as a function, the patriarchal attempt to annihilate the selfhood of women, the gradual carving out of female space by woman through various strategies and woman's quest for identity, self-definition and autonomy... not only at the thematic and structural levels, but also in the organization of women characters, Atwood's novels are based on the politics of gender. (21)

Bodily harm (1981) is Atwood's best known post-feminist text. The novel shows that the legal, economic, political and social conditions of women are still miserable and that they are still where they were a century ago. It focuses on the contrast between affluent thinking and the brutal reality of power and sexual politics. Sexual politics, which is often disguised as 'love', is one more form of power politics. It is concerned with all sorts of bodily harm perpetrated on women as body image, female sexuality, male-female relationship and male brutality in patriarchal society. This novel shows that in society bodily harm is everywhere. There is no limitation of it but a woman should reject her submissive role and be ready to speak out the truth about the exploiter.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher

: Dr.P.Prasannadevi

Name of the Proceedings

: Identity and Ethnicity in Contemporary Literature

IDENTITY AND ETHNICITY IN CONTEMPORARY LITERATURE



The Department of English



**The Standard Fireworks
Rajaratnam College for Women, Sivakasi**

(An Autonomous Institution Affiliated to Madurai Kamaraj University
Reaccredited with 'A' grade by NAAC & College with Potential for Excellence by UGC)

CONTENTS

S.No.	Title	Page No
1.	Identity Transmits Strength and Values to the Natives: A Study of Jeannette Armstrong's <i>Slash</i> . Mrs. A. Kamaleswari	1
2.	Beyond Race, Gender And Ethnicity : A Study of Cosmopolitanism in Select Poems of Rita Dove. Dr. K.R. Vijaya	6
3.	Biocentrism And Ethnocentrism: Intermixing Strands in Gulzar Singh Sandhu's <i>Gods on Trial</i> . Dr. M. Rosary Royar	14
4.	From Victimization to Regeneration of Women in Chitra Banerjee Divakaruni's <i>Sister Of My Heart</i> . Ms. Jennifer Flora Garrett	20
5.	Fragmentation of Ethical Identity in Frances Harrison's <i>Still Counting The Dead</i> . Mrs. Millee Sensarma.	25
6.	Voyage of Ibis Across The Convergence of Cultures: A Critical Study of Amitav Ghosh's <i>Sea of Poppies</i> . Dr. (Mrs) P. Prassanna Devi	29
7.	British Consciousness and National Identity in A. S. Byatt's <i>Possession: A Romance</i> . Mrs. J. Nandhini	34
8.	Diasporic Perspectives in Salman Rushdie's <i>Midnight's Children</i> . Ms. R. Anchana Ms. S. Mahalakshmi	39
9.	Personal Instability and Cross Cultural Conflict in Bharathi Mukerjee's <i>Wife</i> . Mrs. T. Karpagavalli	44
10.	Crises of Existence and Identity – A Glimpse into Immigrants' Lives. Ms. K. Krishnaveni	49
11.	Adaption Versus Assimilation in Jhumpa Lahiri's Short Fiction Mrs. Sen's and "The Interpreter of Maladies". Ms. S.P. Saranya	55
12.	Quest for Identity in Margaret Atwood's <i>Lady Oracle</i> . Ms. Jain Varsia Rani. R	59
13.	Ethnic Fashion and Personal Health at Loggerheads. Mrs. P. Karthika Devi	65

Voyage of Ibis Across the Convergence of Cultures: A Critical Study of Amitav Ghosh's *Sea of Poppies*

Dr. P. Prasanna Devi

Amitav Ghosh, who has established himself as one of the most significant of contemporary Indian writers writing in English, has earned considerable critical acclaim and awards for his literary output. He is the author of *The Circle of Reason* (1986), *The Shadow Lines* (1988), *The Calcutta Chromosome*, (1995) *The Glass Palace* (2000), *The Hungry Tide* (2004), *Sea of Poppies* (2008) and *River of Smoke* (2011). His *The Shadow Lines* won the prestigious Sahitya Academi Award and the Ananda Puraskar. *The Calcutta Chromosome* won the Arthur C. Clarke award for 1997 and *The Glass Palace* won the International e-Book Award at the Frankfurt book fair in 2001. *The Hungry Tide* was awarded the Crossword Book Prize. His first novel of the Ibis trilogy, *Sea of Poppies* (2008) was shortlisted for the Man Booker Prize and was awarded the Crossword Book Prize and the India Plaza Golden Quill Award. His second novel of the Ibis trilogy, *River of Smoke* made it to the long list of the Man Asian Literary Prize. Currently he is living in New York with his wife and children and is working on the final part of his Ibis trilogy, *Flood of Fire*.

The Ibis trilogy is a work of historical fiction by Amitav Ghosh. The story of the first two novels in the series - *Sea of Poppies* and *River of Smoke* - is set in the first half of the 19th century. The trilogy gets its names from the ship Ibis. The Ibis was formerly an American schooner that transported the Black slaves to the Southern American states and now it is used to transport indentured labourers from India to Mauritius. The Ibis starts from Calcutta, carries indentured servants and convicts and transports them to Mauritius; but runs into a storm and faces a mutiny. While some of the inmates of the Ibis reach their destination i.e. Mauritius, others find themselves in Hong Kong and Canton and get caught up in events that lead to the First Opium War.

Sea of Poppies deals with the two major historical phenomena that act as the backdrop to the plot of the Ibis trilogy - the trade of opium between India and China run by the East India Company and the transport of indentured labourers or coolies from India to work on the sugar plantations of Mauritius. The British played a significant part in both of these. *Sea of Poppies* has a wide range of characters from different cultures - Bihari peasants, Bengali Zamindars, Parsi businessmen, British traders and officials, a French botanist and a Mulatto sailor. In addition to their native tongues, the novel also introduces the readers to various pidgins, including those spoken by the lascars. In a time of colonial upheaval, fate has thrown together a truly diverse cast of characters both Indians and Westerners into the voyage across the 'Black Water'. As their old family ties are washed away they come to



THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Mrs.P.Karthika Devi
Name of the Proceedings : Identity and Ethnicity in Contemporary Literature

CONTENTS

S.No.	Title	Page No
1.	Identity Transmits Strength and Values to the Natives: A Study of Jeannette Armstrong's <i>Slash</i> . Mrs. A. Kamaleswari	1
2.	Beyond Race, Gender And Ethnicity : A Study of Cosmopolitanism in Select Poems of Rita Dove. Dr. K.R.Vijaya	6
3.	Biocentrism And Ethnocentrism: Intermixing Strands in Gulzar Singh Sandhu's <i>Gods on Trial</i> . Dr. M. Rosary Royar	14
4.	From Victimization to Regeneration of Women in Chitra Banerjee Divakaruni's <i>Sister Of My Heart</i> . Ms.Jennifer Flora Garrett	20
5.	Fragmentation of Ethical Identity in Frances Harrison's <i>Still Counting The Dead</i> . Mrs. Millee Sensarma.	25
6.	Voyage of Ibis Across The Convergence of Cultures: A Critical Study of Amitav Ghosh's <i>Sea of Poppies</i> . Dr. (Mrs) P. Prassanna Devi	29
7.	British Consciousness and National Identity in A. S. Byatt's <i>Possession: A Romance</i> . Mrs. J. Nandhini	34
8.	Diasporic Perspectives in Salman Rushdie's <i>Midnight's Children</i> . Ms.R.Anchana Ms. S.Mahalakshmi	39
9.	Personal Instability and Cross Cultural Conflict in Bharathi Mukerjee's <i>Wife</i> . Mrs. T. Karpagavalli	44
10.	Crises of Existence and Identity – A Glimpse into Immigrants' Lives. Ms.K. Krishnaveni	49
11.	Adaption Versus Assimilation in Jhumpa Lahiri's Short Fiction Mrs. Sen's and "The Interpreter of Maladies". Ms.S.P. Saranya	55
12.	Quest for Identity in Margaret Atwood's <i>Lady Oracle</i> . Ms.Jain Varsia Rani. R	59
13.	Ethnic Fashion and Personal Health at Loggerheads. Mrs. P. Karthika Devi	65

Ethnic Fashion and Personal Health at Loggerheads

Mrs. P.Karthika Devi

All individuals are judged on several grounds for reasons more than one. It might be for professional reasons, financial causes or even social benefits. Most of the time, this sort of a judgment is carried out without any valid ground. In a collective manner, this type of a judgment is based on ethics. As ethics vary on a large scale from one country to another, they have regionally come to be called as the ethnicity of a particular culture or region. Collectively, a person is judged by the yardsticks of his or her immediate ethnic frontiers. Yet, this parameter is always at crossroads with the personal gratification that a person derives from harboring his or her strong inclinations and desires. Personal likes and dislikes do not gel well with the imposed ethnicity.

A clash between an individual's choice and the society's expectation of an individual are near permanent fixtures and it is a very difficult situation to handle. The course of civilization has ample examples of it and literature has recorded a few of it. Of all these cases a very interesting one is found in one of the novels of Deborah Ball. Ball, an American native has been employed for over two decades as a reporter for the Wall Street Journal. Ball's professional experience as a journalist, reporter and writer has gone into the writing of, *The House of Versace* (2010). The novel speaks volumes about the world-wide luxury-goods sector and Ball has interpreted it in a simple and lucid language.

The House of Versace was first published in 2010 and it is centered upon the life of Gianni Versace. The family of Versace's is of south Calabrian descent and their rustic and humble origin was unknown to the world until Gianni Versace exuded an interest in designing clothes for people of his town. It is said that he spent most of his time at his mother's atelier. Unlike other boys his age he was not drawn towards the world of guns, money or puzzling mechanisms. It was his pleasure to see women well dressed and he did his best to accentuate the effect of their attire on them. The novel says,

"Why don't you go out and play with your friends?" Franca asked Gianni, worried about all the time he spent in the shop.

"I don't want to," Gianni responded. "I want you to show me how you make the clothes" (32)

In a steadfast manner he cultivated the talent to clothe women, especially women and in his own words, he has mentioned in an interview, "My life was like a Fellini film. I grew up surrounded by all women. I was spoiled. I had twenty girl-friends and twenty mothers." (33). With due devotion to his mother and undue adoration for her works as a



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Mrs. J.Nandhini

Name of the Proceedings : Identity and Ethnicity in Contemporary Literature

CONTENTS

S.No.	Title	Page No
1.	Identity Transmits Strength and Values to the Natives: A Study of Jeannette Armstrong's <i>Slash</i> . Mrs. A. Kannaleswari	1
2.	Beyond Race, Gender And Ethnicity : A Study of Cosmopolitanism in Select Poems of Rita Dove. Dr. K.R.Vijaya	6
3.	Biocentrism And Ethnocentrism: Intermixing Strands in Gulzar Singh Sandhu's <i>Gods on Trial</i> . Dr. M. Rosary Royar	14
4.	From Victimization to Regeneration of Women in Chitra Banerjee Divakaruni's <i>Sister Of My Heart</i> . Ms.Jennifer Flora Garrett	20
5.	Fragmentation of Ethical Identity in Frances Harrison's <i>Still Counting The Dead</i> . Mrs. Millee Sensarma.	25
6.	Voyage of Ibis Across The Convergence of Cultures: A Critical Study of Amitav Ghosh's <i>Sea of Poppies</i> . Dr. (Mrs) P. Prassanna Devi	29
7.	British Consciousness and National Identity in A. S. Byatt's <i>Possession: A Romance</i> . Mrs. J. Nandhini	34
8.	Diasporic Perspectives in Salman Rushdie's <i>Midnight's Children</i> . Ms.R.Anchana Ms. S.Mahalakshmi	39
9.	Personal Instability and Cross Cultural Conflict in Bharathi Mukerjee's <i>Wife</i> . Mrs. T. Karpagavalli	44
10.	Crises of Existence and Identity – A Glimpse into Immigrants' Lives. Ms.K. Krishnaveni	49
11.	Adaption Versus Assimilation in Jhumpa Lahiri's Short Fiction Mrs. Sen's and "The Interpreter of Maladies". Ms.S.P. Saranya	55
12.	Quest for Identity in Margaret Atwood's <i>Lady Oracle</i> . Ms.Jain Varsia Rani. R	59
13.	Ethnic Fashion and Personal Health at Loggerheads. Mrs. P. Karthika Devi	65

British Consciousness and National Identity in A. S. Byatt's *Possession: A Romance*

Mrs. J. Nandhini

Contemporary British scenario is multicultural in nature as it includes the writings of Non-British immigrants. Post colonial literature all around the world has attempted to undermine the influence of western philosophy and culture. It has resorted to support and uphold oriental ideas and philosophies. In turn, the contemporary British consciousness is tainted with a sense of guilt towards its past imperialism. As a reaction to this post imperialistic attitude, some of the British writers strive to re-establish the British national identity through the collective memory of its glorious past.

Postmodern writers all over the world turn to history as the subject material for their fiction. One of the many reasons behind this is an attempt to redefine history which shapes their consciousness. Contemporary British fiction has also its own share of historicity as many of the writers set their story in a historical background. But these novels cannot be defined as 'historical fiction'. Literary theorist Linda Hutcheon has coined a new term to define these works. The term 'historiographic metafiction' is used by her to refer to the self-reflexive postmodern novels that are set in historical backgrounds.

The British writers explore the Victorian era in their fiction as it symbolizes prosperity and power to them. They try to re-invoke their past through their collective memory which in turn helps them to establish a British national identity void of its guilt and multiculturalism. Tracy G. Prince in *Culture Wars in British Literature: Multiculturalism and National Identity* argues that historicity in British literature is an unconscious attempt on the writers' part to re-create a complete English literary tradition neglecting its inevitable multicultural context. For this purpose they employ techniques like 'literary ventiloquism' and 'intertextuality'.

'Ventiloquism' is a Victorian stage technique of "throwing one's voice" using a puppet. In literature, the term refers to imitation of different genres or even writers. 'Intertextuality' is another literary technique, theorized by literary theorist Julia Kristeva. It denotes the literary text's reference to other texts, thus changing its position from a literary entity into a part of the whole literary tradition. The British writers successfully evoke their past through their parody of classic genres like historic fiction, romance, gothic novel, detective story etc., and their references to classic English writers like Shakespeare, Milton, Tennyson, etc.,



THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Mrs.A Uma Devi

Name of the Proceedings : Identity and Ethnicity in Contemporary Literature

S.No.	Title	Page No
14.	Eco-Ethnic Study of North Eastern Indian Writers with Special Reference to Mamang Dai. Ms.S. Aarthi	68
15.	Drive Towards Selfhood in Chitra Banerjee Divakaruni's <i>Sister of My Heart</i> And <i>The Vine of Desire</i> . Dr. Subitha Persis	73
16.	Whispers: Voices of the Unheard. An Ecofeminist Study of 'The Self' In Temsula Ao's <i>Laburnum For My Head</i> . Ms.Cheryl Antonette Dumeniel	78
17.	Ethnicity And Identity in Mahesh Dattani's <i>The Tale of a Mother Feeding a Child</i> . Dr. K.Madhavarajan	83
18.	War of Water and Tiger over the Sundarbans Settlers in Amitav Ghosh's <i>The Hungry Tide</i> . Ms.I. Saranya	86
19.	Expression of Motherhood as the Reflections of Cross- Cultural Amalgamation in the Novels of Chitra Banerjee and Thilagavathy: A Parallel Study. Dr. A. Padmashini	91
20.	From Self-Alienation to Self-Identification in Anita Desai's <i>Bye-Bye, Blackbird</i> . Ms.V.Krishnaveni	95
21.	Identity Crisis and the Double Bind in Monica Ali's <i>Brick Lane</i> . Mr.S. Samuel Rufus	101
22.	Taslima Nasrin's <i>Revenge: A Critical Study</i> . Mrs.K. Abilasha	107
23.	Ethnic Clash in Chetan Bhagat's <i>2 States : The Story of My Marriage</i> . Mrs.B. Rathika	110
24.	Diasporic Articulation in Kiran Desai's Novel <i>The Inheritance of Loss</i> . Ms.S. Guna Sundari	114
25.	Expatriate Sensibility in Bharati Mukherjee's <i>Wife</i> . Mrs. A. Uma Devi	119
26.	Quest for Identity in <i>the God Of Small Things</i> through the Character of Ammu. Ms.S.Padmaja	124
27.	Quest for Identity in Bharati Mukherjee's <i>Jasmine</i> . Mrs. K. Mangaiyarkarasi	129

Expatriate Sensibility in Bharati Mukherjee's *Wife*

Mrs. A. Uma Devi

The term 'Expatriate' comes from the Latin word- 'Ex' means 'out of' and 'Patria' means 'country, father land'. An expatriate is a person temporarily or permanently residing in a country and culture other than that of the person's upbringing and longs to return to their home country eventually.

Bharati Mukherjee belongs to the new generation of Indian writers who have chosen to settle in the west and write in the English language. These writers are termed as Asian - American Writers. Some of them are Jumpa Lahiri, Salman Rushdie, Rohinton Mistry, Vikram Seth, Meena Alexander, etc. Bharati Mukherjee as an Asian - American Writer represents the experience of resent Asian immigrants or the evolution of migrant selves in North America in her novels. Bharati Mukherjee's upbringing, career and marriage bring out the crucial fact about her background as a writer. Her personal history consists of a series of displacements. Throughout her life, she has travelled widely, moving from place to place, nation to nation and even continent to continent for one reason or the other.

Bharati Mukherjee finished her schooling at Loreto Convent School and earned her B.A. in English from the University of Calcutta in 1959 and completed her M.A. in English and Ancient Indian Culture from the University of Baroda. She received her M.F.A. from the University of Iowa in 1963 in the United States. Her academic career began in 1964 as an instructor in English at the University of Wisconsin at Madison. In 1966, she completed her Ph.D in English and Comparative Literature from the University of Iowa. Her marriage to the novelist-writer Clark Blaise has had a major impact on her career as a lecturer and as an author.

After her marriage, Bharati Mukherjee settles in North America. Her life in North America can be divided into three phases. At first she lived the life of an expatriate in Canada, thinking of herself as an Indian even as she raised a family and pursued a career in Canada. The products of her first phase are *The Tiger's Daughter* and *Days and Night in Calcutta*. (essay collection). In the second phase, her year-long stay in India made her to think that India had become just another Asian Country. The products of her second phase are *Wife* and *Darkness*. Then Mukherjee felt ready to commit herself to embrace the life at Canada. But as soon as she perceived that Canada would not accept her as one of its own, she resolved to move to the United States. In the third phase of her life in the States, Mukherjee can be seen in a celebratory mood, upholding the life of an immigrant in the United States. The works of her third phase are *Jasmine*, *The Middleman* and other stories, etc.



THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Mrs. Millee Sensarma
Name of the Proceedings : Identity and Ethnicity in Contemporary Literature

CONTENTS

S.No.	Title	Page No
1.	Identity Transmits Strength and Values to the Natives: A Study of Jeannette Armstrong's <i>Slash</i> .	1
2.	Beyond Race, Gender And Ethnicity : A Study of Cosmopolitanism in Select Poems of Rita Dove. Mrs. A. Kamaleswari	6
3.	Biocentrism And Ethnocentrism: Intermixing Strands in Gulzar Singh Sandhu's <i>Gods on Trial</i> . Dr. K.R.Vijaya	14
4.	From Victimization to Regeneration of Women in Chitra Banerjee Divakaruni's <i>Sister Of My Heart</i> . Dr. M. Rosary Royar	20
5.	Fragmentation of Ethical Identity in Frances Harrison's <i>Still Counting The Dead</i> . Ms.Jennifer Flora Garrett	25
6.	Voyage of Ibis Across The Convergence of Cultures: A Critical Study of Amitav Ghosh's <i>Sea of Poppies</i> . Mrs. Millee Sensarma.	29
7.	British Consciousness and National Identity in A. S. Byatt's <i>Possession: A Romance</i> . Dr. (Mrs) P. Prassanna Devi	34
8.	Diasporic Perspectives in Salman Rushdie's <i>Midnight's Children</i> . Mrs. J. Nandhini	39
9.	Personal Instability and Cross Cultural Conflict in Bharathi Mukerjee's <i>Wife</i> . Ms.R.Anchana Ms. S.Mahalakshmi	44
10.	Crises of Existence and Identity – A Glimpse into Immigrants' Lives. Mrs. T. Karpagavalli	49
11.	Adaption Versus Assimilation in Jhumpa Lahiri's Short Fiction Mrs. Sen's and "The Interpreter of Maladies". Ms.K. Krishnaveni	55
12.	Quest for Identity in Margaret Atwood's <i>Lady Oracle</i> . Ms.S.P. Saranya	59
13.	Ethnic Fashion and Personal Health at Loggerheads. Ms.Jain Varsia Rani. R Mrs. P. Karthika Devi	65

Fragmentation of Ethnic Identity in Frances Harrison's *Still Counting the Dead*

Mrs. Millee Sensarma

According to the eminent social scientist, Professor Beverly Crawford, "Ethnic identity refers to an individual's identity with a group of people who share physical and/or cultural traits that signal a blood relationship or a common and enduring descent." (31)

Thus individuals share a common language, common ancestry, and shared history, traditions, culture, religion, and sometimes kinship. A common collective identity evolves which forms the national identity for these individuals. When an individual recognizes that he or she shares these characteristics with others, unique individual and personal identities can dissolve, and a common identity emerges. Ethnic identities manifest themselves in cultural practices and institutions of a particular ethnic group e.g. Chinese cuisine, Latin music and Greek drama which sweep the global community with their wide acceptance and popularity.

Conversely the political implications of ethnic identity is often linked with claims to territory believed to be the exclusive "homeland". Ethnic nationalism urges individuals of a particular ethnic group to claim a particular territory as a homeland of their own. For much of the developing world, decolonization had led to violent ethnic disaggregation and the creation of states with distinct ethnic identities through the exchange or expulsion of local ethnic minorities. The creation of India and Pakistan are salient examples.

Discrimination forms the backbone of all conflict. In fact, since the end of World War II, ethno-cultural conflicts have been the most common sources of global violence. Racial superiority had led to the ethnic cleansing of Germany by Hitler resulting in an exodus of fleeing Jew emigrants. According to the primordialist view the urge to reject the "other" is embedded in the ancestry of mankind. Thus beneath globalization, simmering ethnic tensions remain susceptible to volatile eruptions.

In recent years the world has witnessed the breakup of multi-ethnic states which have sometimes been peaceful as in the case of the Czechs and the Slovaks. But most often ethnic conflicts have mostly resulted in huge collateral losses. Examples of ethnic wars since the 1990s were typically caused by secessionist movements leading to the breakup of multi-ethnic states along ethnic lines: the Yugoslav Wars, the First Chechen War, the Nagorno-Karabakh War, the Rwandan Civil War, and War in Darfur among others. Thus

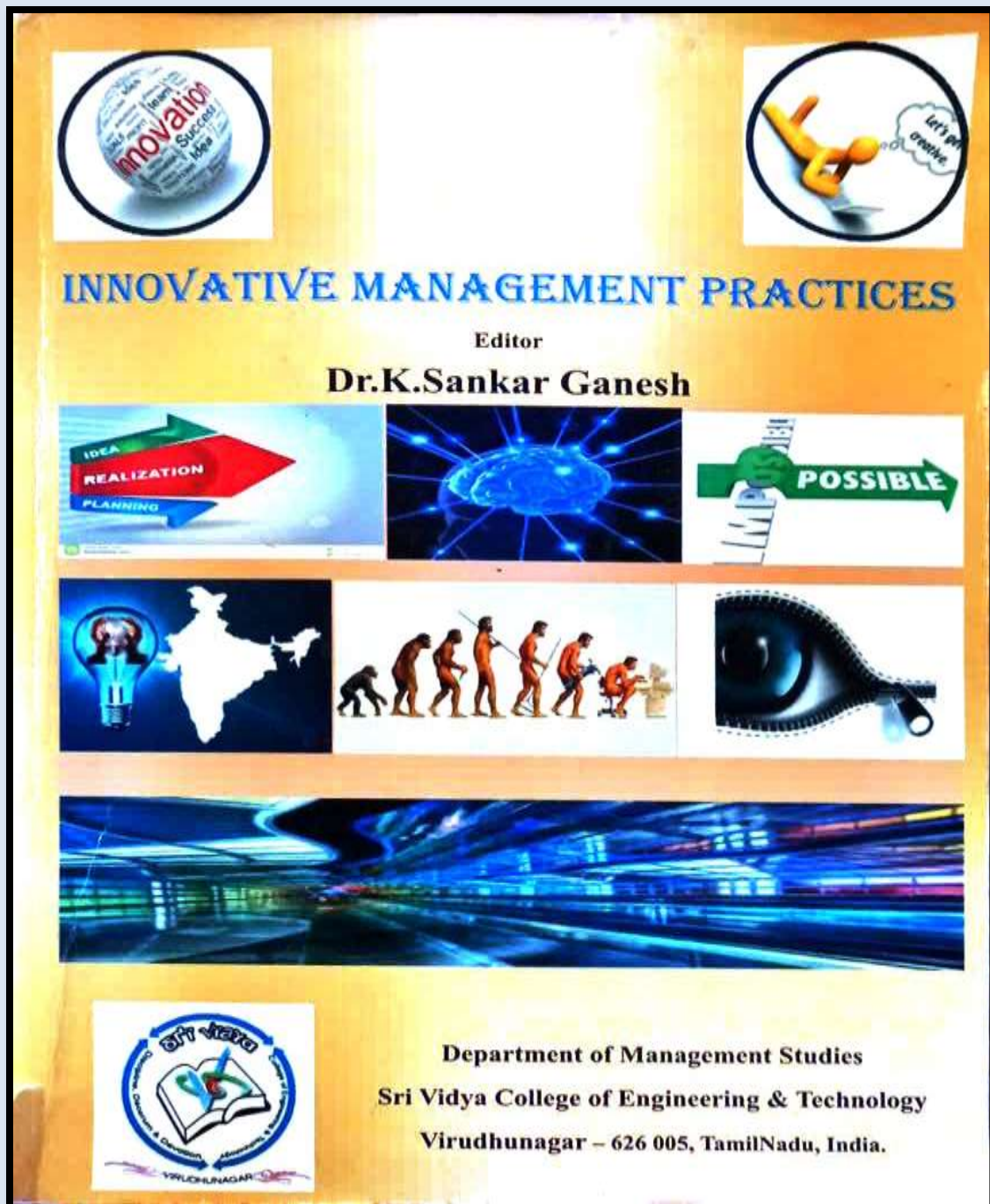


**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Mrs.K.Sindhuja

Name of the Proceedings : Innovative Management Practices



WORK-LIFE BALANCE OF WOMEN BANKERS -EMERGING HRM INTERVENTIONS

*Mrs. K.Sindhuja, Assistant Professor, Department of Business Administration, The S.F.R. College for Women, Sivakasi, Tamil Nadu, India

**Dr. S.Sekar Subramanian, Associate Professor & Head, Department of Business Administration, V.H.N.S.N. College, Virudhunagar, Tamil Nadu, India

1. INTRODUCTION

In this highly competitive world, the success of any organization depends on its human resource. A satisfied, happy and hard working employee is the biggest asset of any organization. Every organization wants best out of its employees and it can only be achieved by having satisfied employees. Personal satisfaction in the life of an employee depends upon the satisfaction he/she gets in his/her job. Work-life balance is significantly correlated with job satisfaction.

In today's world, Work and family domains influence each other greatly. It is a truism that work interferes with family as much as family interferes with work. Most of the women are coming forward to work in order to support their family. Unfortunately working women compared to men are often at a higher risk of work life imbalance. The effect of work life imbalance affects not only the individual but also his family and the society at large. Thus, there is an increasing need for organizations to address these demands of working women by implementing innovative HR policies. Work-life balance is one such HR practice that enables the employees particularly women to give proper prioritization between work and life roles.

Work-life balance is a broad concept including proper prioritizing between "work" (career and ambition) on the one hand and "life" (Health, pleasure,

leisure, family and spiritual development) on the other. The work Foundation, earlier known as the Industrial Society, believes that 'Work-life balance' is about people having a measure of control over when, where and how they work. Work-life balance should not be understood as suggesting an equal balance or scheduling equal number of hours for each one's work and personal activities. A positive work-life balance involves achievement and enjoyment. A good working definition of work-life balance may be meaningful daily achievement and enjoyment in each of the four quadrants of life-work, family, friends and self. The best work-life balance varies for an individual over time at different stages of career and age; different factors become important for an individual.

2. REVIEW OF LITERATURE

Vijaya Mani (2013) has revealed the major factors influencing the Work Life Balance of Women professionals in India such as role conflict, lack of recognition, organizational Politics, gender discrimination, elderly and children care issues, quality of health, problems in time management and lack of proper social support

Modi, Chima (2011), examined the extent to which Work Life Balance policies and practices are a reality for employees in Banking Sector. The study also examined if there were any barriers and reasons for mutual adoption of Work life balance policies in Nigerian Banking



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher

: Mrs.K.Valarmathi

Name of the Proceedings

**: செம்மொழித் தமிழ் இலக்கியங்களில்
அமைதியாக்கக் கொள்கைகளும்
செயல்பாடுகளும்**

**செம்மொழித் தமிழ் இலக்கியங்களில்
அமைதியாக்கக் கொள்கைகளும்
செயல்பாடுகளும்**

 **திஸ்பான்பிட்டு ஃபயர்வொர்க்ஸ் இராஜரத்தினம்
மகளிர் கல்லூரி (ஆன்டாட்டி), சிவகாசி.**  **CENTRAL
INSTITUTE OF
CLASSICAL
TAMIL**

(ஆற்றல்சாலை கல்லூரி,
தேசியத் தர நிர்ணயக்குழுவின் மறுமதிப்பீட்டில் 'A' தரம் பெற்றது)



**பதிப்பாசிரியர்
திருமதி கு.வளர்மதி, எம்.ஏ., எம்.பீல்., டி.லி.டி.,
கருத்தரங்க ஒருங்கிணைப்பாளர்
தமிழ்த்துறை உதவிப்பேராசிரியர்,
எஸ்.எஃம்.ஆர். மகளிர் கல்லூரி, சிவகாசி.**

செம்மொழித் தமிழ் இலக்கியங்களில்
அமைதியாக்கக் கொள்கைகளும்
செயல்பாடுகளும்

பதிப்பாசிரியர் : திருமதி கு.வளர்மதி

ISBNNo.



முதல் பதிப்பு : ஜனவரி - 2015

வெளியீடு : கிருஷ்ணா பதிப்பகம்,
65, ஜவுளிக்கடை வீதி,
சிவகாசி - 626 123.
செல் : 9095326299.

கணினி அச்சுக்கோப்பு : செல்வம் கம்ப்யூட்டர்,
சிவகாசி.

அச்சிட்டோர் : ஸ்ரீமதி பிரிண்டர்ஸ்,
சிவகாசி.

எண்	கட்டுரையாளர்	தலைப்பு	பக்கம் எண்
20.	முனைவர் க.சிவனேசன்	நான்மணிக்கடிகை-சிணம் தவித்தலும் நற்பண்புகளும்	147-153
21.	முனைவர் பா.வேலம்மாள்	அகநானூற்றில் அமைதியாக்கம்	154-62
22.	திருமதி கு.வள்ளமதி	தொல்காப்பியரின் அமைதியாக்கத் தத்துவம்	163-170
23.	முனைவர் க.முத்து இலக்குமி	செம்மொழி இலக்கியப் பதிலில் - புறநானூற்றில் நட்பும் அமைதியாக்கமும்	171-174
24.	முனைவர் மு.வள்ளியம்மாள்	மணிமேகலையில் பல்சுமய உறவுகள்	175-180
25.	முனைவர் பா.தமிழரசி	பதிற்றுப்பத்தில் அமைதியாக்கக் கோட்பாடு	181-187
26.	முனைவர் க.ஆண்டியப்பன்	திருக்குறளில் அமைதியாக்கச் சிந்தனைகள்	188-196
27.	முனைவர் ஆ.இராமலிங்கம்	புறநானூற்றில் அமைதிஆக்கம்	197-205
28.	முனைவர் இரா.இளவரசு	குறுந்தொகையில் குடும்ப உறவுகள்	206-212
29.	முனைவர் வீரா அழகிரிசாமி	அழகியலும் உளவியலும்: அமைப்பியல் வன்முறைநீக்கங்களுக்கோள்	213-217
30.	முனைவர் சு.செந்தில்குமார்	அகநூல்களில் அமைதியாக்கம்	218-226
31.	டாக்டர் பா.ஆனந்தவல்லி	திருவள்ளூரின் அக அமைதிக்கானபடிகள்	227-237
32.	பேராசிரியர் மு.இராமச்சந்திரன்	நிறைவுவிழா-சிறப்புரை	238-242



அமைதியாக்கக் கொள்கைகளும் செயல்பாடுகளும்

தொல்காப்பியரின் அமைதியாக்கத் தத்துவம்

திருமதி கு.வளர்மதி,
உதவிப்பேராசிரியர்,
தமிழ்த்துறை,
எஸ்.எ.பி.ஆர்.மகளிர் கல்லூரி,
சீவகாசி.



இன்றைய சூழலில் உலகெங்கும் வன்முறை நிகழ்வுகளே நிறைந்துள்ளன. வன்முறைக்கு மாற்று 'அகிம்சைநெறி' ஆகும். இந்நெறிப்படி ஒழுக்கினால் அமைதி பிறக்கும். வாழ்க்கைப் பொருளை எந்தியம்பும் தொல்காப்பியப் பொருளதிகாரத்தின் 'புறத்திணையியல், களவியல், கற்பியல், பொருளியல்' ஆகிய நான்கு இயல்களில் அமைதியாக்கத் தத்துவத்தைக் காண முடிகிறது.

அமைதியாக்கம் -- விளக்கம்:

இன்றைய சமுதாயம் மாறி அன்பின் அடிப்படையில் அமைய வேண்டும். மனிதன் சமாதானமாக வாழ காந்தியடிகள் காட்டிய வழிமுறையே 'அமைதியாக்கம்' ஆகும். இந்தியாவில் பிறந்த சமயங்களும் புகுந்த சமயங்களும் அமைதியாக்கக் கோட்பாட்டை வளர்ப்பதிலும் நடைமுறைப்படுத்துவதிலும் அக்கறை காட்டியுள்ளன. இந்தியா மட்டுமின்றி உலகப்பெரியோர் பலரும் அமைதியாக்கம் பற்றிய ஆய்வுகளைச் செய்து முடிவுகளை வெளியிட்டனர். இன்று உலகம் தழுவிய நெறியாக இது வளர்ந்துள்ளது.

இந்தியக் காடுகளில் வாழ்ந்த முனிவர்கள் அல்லது ரிஷிகள் கொல்லாமை அறம் பூண்டு தவம் செய்தனர். இவர்களைப் பாராட்டும் காந்திஜி, இம்சையின் இடையில் இருந்து அமைதியாக்கத் தத்துவத்தைக் கண்டு கூறிய ரிஷிகள் நியூட்டனை விடப் பெரிய மேதைகள் வெலிங்டனை விடச் சிறந்த வீரர்கள் ஆவர். அவர்கள், சோர்ந்து கிடந்த உலகம் உய்வதற்கு வன்முறை வழியன்று, அமைதியாக்கமே வழியென்று போதித்தார்கள் என்று குறிப்பிடுகிறார்.

உயர்வுகள் போதிக்கும் அமைதியாக்கம்:

ஒழுக்கம் பெருந்தன்மை நேர்மை, அகிம்சை, சத்தியம் ஆகியனவே ஒருவனின் தூயவாழ்விற்கு அமைகின்ற வழிகள் என்று உபலித்துக்கள் அமைதியாக்கக் (தியாகம்) கோட்பாட்டினைக் கூறுகின்றன. மனுதர்மம் அமைதியாக்கக் கோட்பாட்டை உயர்வாகப் போற்றியுள்ளது. கருணை, கொடை, பெருந்தன்மை ஆகிய அமைதியாக்க ஒழுக்கங்களுக்குச் சான்றாக வாழ்ந்தவர், சிபிச்சக்கரவர்த்தி.

சமணர்கள் அமைதியாக்க வாழ்வின் வழிகாட்டியாக இருந்தனர்.

“எவரையும் எதையும் கொல்லாதே
துன்புறுத்தாதே அடிமை ஆகாதே
யாரையும் அச்சுறுத்தாதே”

என்பது சமணசமயம் வழங்கும் பொன்மொழிகளில் ஒன்று.

“தன்னைப்போல் பிற உயிர்களையும்
கருதும் போது தான் ஒருவனுக்கு அமைதி
கிடைக்கிறது”

என்றும் சமணம் கூறுகின்றது.

செம்மொழித் தமிழாய்வு மத்திய நிறுவனம், சென்னை.





THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Mrs. J.Vallimayil
Name of the Proceedings : International Conference on Frontiers in Life
Science

34





INTERNATIONAL CONFERENCE ON FRONTIERS IN LIFE SCIENCE


(ICFLS-2016)
Organized by
DEPARTMENT OF BOTANY
(DBT-STAR & DST-FIST SPONSORED)
SCHOOL OF BIOLOGICAL SCIENCES
ST. JOSEPH'S COLLEGE (Autonomous)
Special Heritage Status Awarded by UGC
TIRUCHIRAPPALLI – 620 002, TAMIL NADU, INDIA

CERTIFICATE

This is to Certify that Mr./Ms./ Dr. VALLI MAYIL
Dept. of Botany, S.F.R. College for women, Sivakasi, Tamilnadu
has Participated / Presented (~~Oral~~ / ~~Poster~~) the paper entitled "Remediation of used
contaminated soil sample by bacteria"
in the "INTERNATIONAL CONFERENCE ON FRONTIERS IN LIFE SCIENCE (ICFLS -2016)" Organized
the Department of Botany, St. Joseph's College (Autonomous), Tiruchirappalli – 620 002, Tamil Nadu, India
7th & 8th JANUARY 2016.


Rev. Dr. F. Andrew SJ
PRINCIPAL


Dr. G. Melchias
CONVENOR


Dr. R. Jeyachandran
ORGANIZING SECRETARY



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Dr. T. Palaneeswari & Mrs. R. Maheswari
**Name of the Proceedings : Role of Information and Communication
Technology (ICT) on the Growth of Service
Industries**

Role of Information and Communication Technology (ICT) on the growth of Service Industries

e-waste. These options have a potential to conserve the energy and keep the environment free of toxic material that would otherwise have been released.

Conclusion

The overall goal is to guide, educate and implement global techniques and preventative solutions that will help to translate e-waste into safe and reusable forms. It will take the voice and support of people from different countries to implement changes and

to address the hard realities of what the environment will be faced with in the years to follow. Education is one of the most important strategies to address e-waste because most people in the developing world are unaware that a problem even exists. However, when the problem is presented with guidance and insight, its importance may be realized. This knowledge along with statistics to support it can be a very valuable resource for implementing strategic plans, addressing future policies and developing laws.

ROLE OF ICT IN BANKING INDUSTRY

Mrs. R. Maheswari., M.Com (CA), M.Phil., D.I.T.,

Ph.D. Research Scholar, Assistant Professor of Business Administration,

Dr. T. Palaneeswari., M.Com., M.Phil., Ph.D. Associate Professor of Commerce,
SFR College for Women, Sivakasi.

INTRODUCTION

Today's business environment is very dynamic and undergoes rapid changes as a result of technological innovation, increased awareness and demands from customers. Business organisations, especially the banking industry of the 21st century operates in a complex and competitive environment characterized by these changing conditions and highly unpredictable economic climate. Indian Banking sector has seen tremendous increase in advancements in Information and Communication Technology (ICT) in the past decade. The quest for survival, global relevance, maintenance of existing market share and sustainable development has made exploitation of the many advantages of ICT through the use of automated devices imperative in the industry.

INFORMATION AND COMMUNICATION TECHNOLOGY

ICT focuses primarily on communication technologies that provide access to information through Internet, wireless networks, cell phones, and other communication mediums. Modern information and communication technologies have created a "global village," in which people can communicate with others

across the world as if they were living next door.

APPLICATION OF ICT IN BANKS

Indian banking industry has adopted various technology applications in banking. Such as:

- * Data Warehousing
- * Data Mining
- * Electronic Data Interchange

Data Warehousing

Data warehouse is a repository of an organization's electronically stored data. Data warehouses are designed to facilitate reporting and analysis. A data warehouse houses a standardized, consistent, clean and integrated form of data sourced from various operational systems in use in the organization, structured in a way to specifically address the reporting and analytic requirements.

Data Mining

Data mining is the process of extracting patterns from data. Data mining is becoming an increasingly important tool to transform these data into information. It is commonly used in a wide range of profiling practices, such as marketing, surveillance, fraud detection and scientific discovery.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Dr. T. Palaneeswari & Mrs. S. Rengeswari
**Name of the Proceedings : Role of Information and Communication Technology
(ICT) on the Growth of Service Industries**

Role of Information and Communication Technology (ICT) on the growth of Service Industries

ROLE OF DISCLOSURE IN CORPORATE GOVERNANCE IN INDIA

Mrs. S. Rengeswari., M.Com., M.Phil., B.Ed.,
Ph.D. Research Scholar, SFR College for Women, Sivakasi
Dr. T. Palaneeswari., M.Com., M.Phil., Ph.D.
Associate Professor of Commerce, SFR College for Women, Sivakasi

INTRODUCTION

Information and Communications Technology (ICT) is an umbrella term that includes any communication device or application, encompassing: radio, television, cellular phones, computer, network hardware and software, satellite systems and so on, as well as the various services and applications associated with them, such as videoconferencing and distance learning. ICT is the conduits that transmit information and knowledge to individual to widen their choices for Economic and social empowerment. In near future people will be carrying a hand held computer connected to the Web to get the information about the World at their fingertips. Government of India is having an ambitious objective of transforming the citizen-government interaction at all levels to by the electronic mode (e-Governance). ICTs are often spoken of in a particular context, such as ICTs in education, health care, learning, banking, insurance, marketing and entertainment etc. Now- a-days ICTs are used in all the sectors. One among them is the agricultural sector. This paper highlights the role of ICT in agriculture, especially in Organic Agriculture in India.

ICT IN AGRICULTURE SECTOR

Agriculture is an important sector with more than 70% of the Indian population living in rural areas and earns its live hood by agriculture and allied means of income. The sector faces major challenges of enhancing production in a situation of dwindling natural resources necessary for production. The growing demand for agricultural products, however, also offers opportunities for producers to sustain and improve their livelihoods. ICT offers an opportunity to introduce new activities, new services and applications into rural areas or to enhance existing services.

SERVICES OF ICT IN AGRICULTURE SECTORS

Some agricultural development services that can be provided in India using ICT are

- Online services for information, education and training, monitoring and consultation, diagnosis and monitoring, and transaction and processing
- E-commerce for direct linkages between local producers, traders, retailers and suppliers
- The facilitation of interaction among researchers, extension (knowledge) workers, and farmers

365

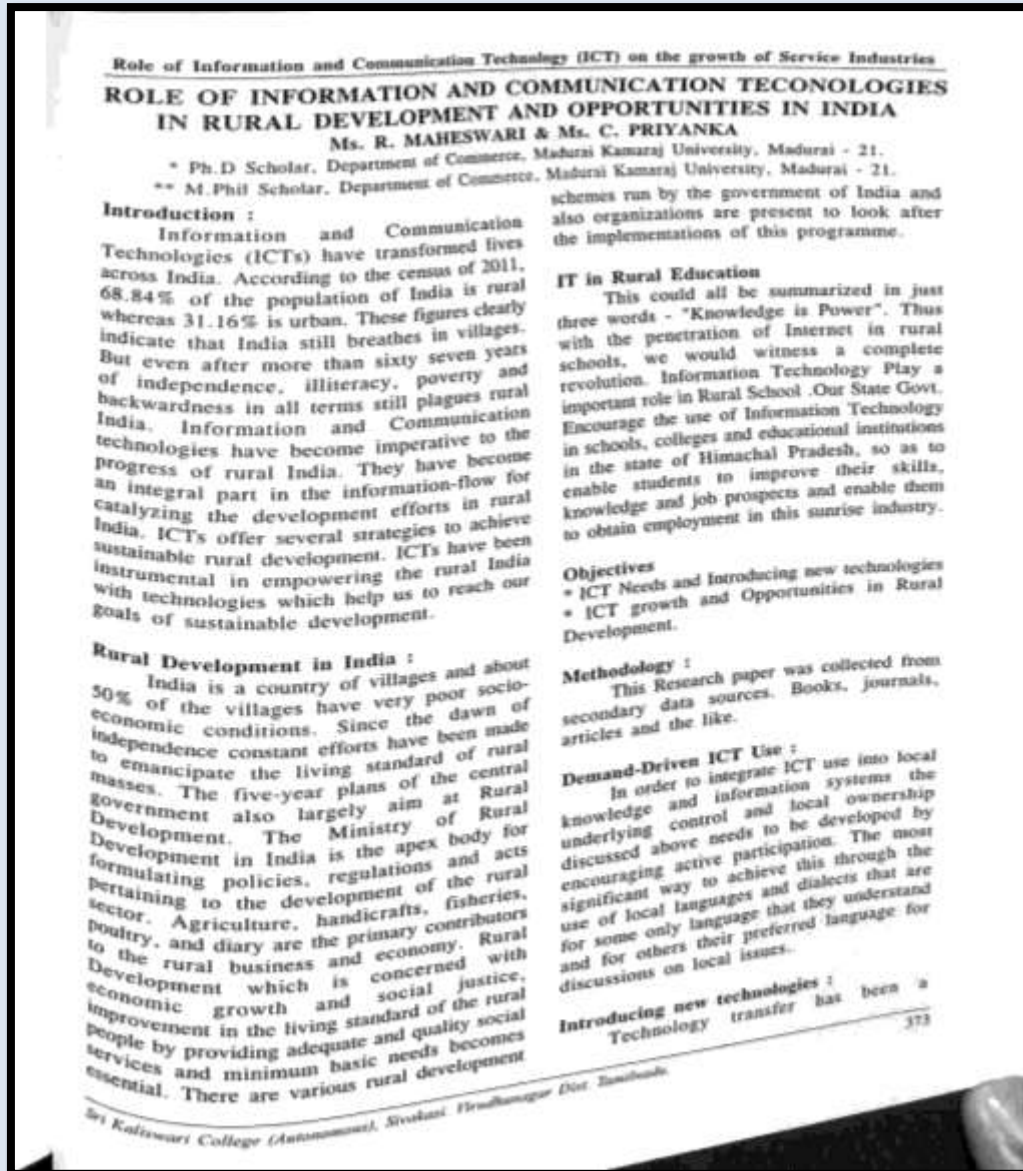
Sri Kaliswari College (Autonomous), Sivakasi, Tirudhinagar Dist, Tamilnadu.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Mrs. R. Maheswari
**Name of the Proceedings : Role of Information and Communication Technology
(ICT) on the Growth of Service Industries**



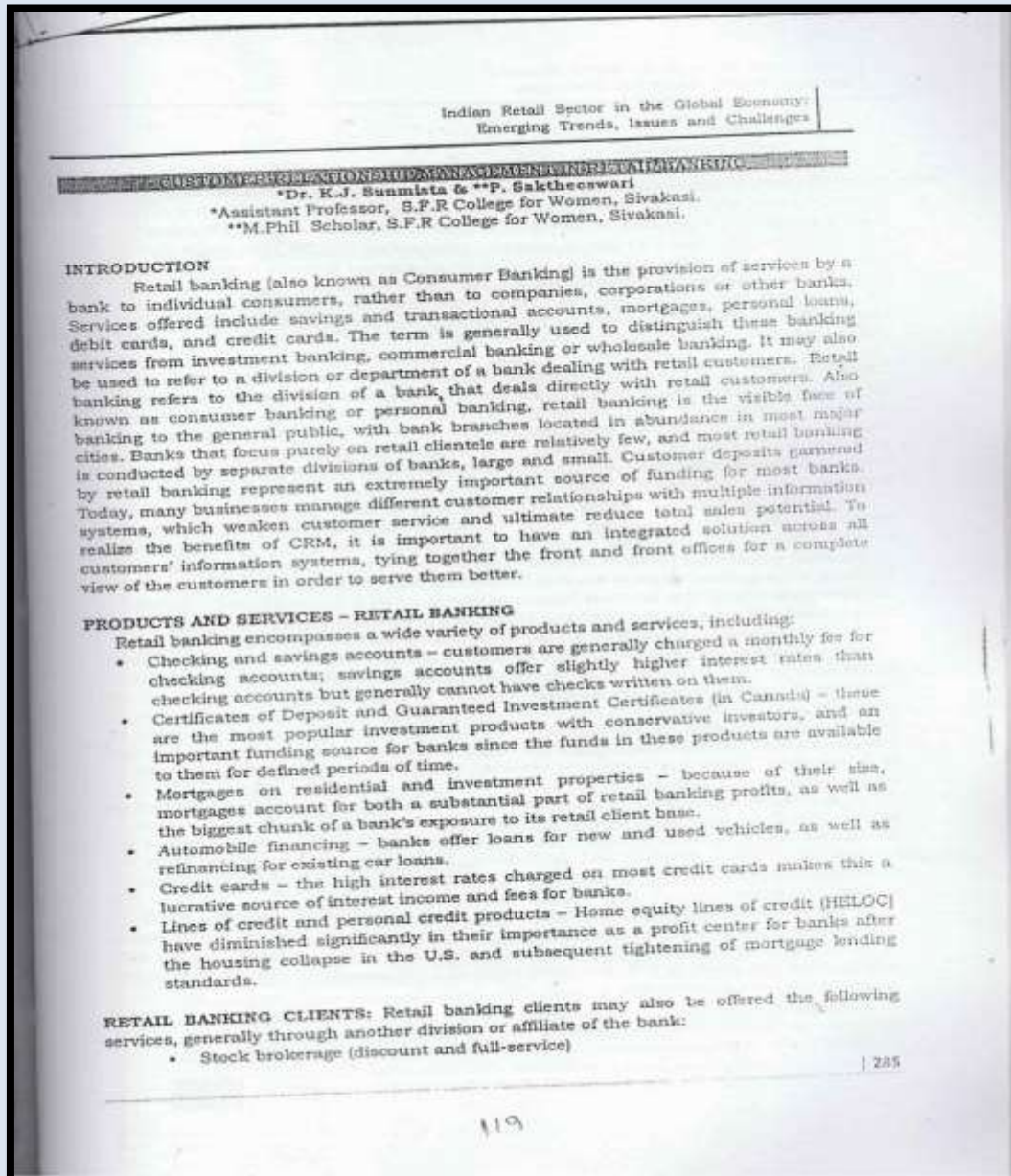


**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Dr.K.J.Sunmista

Name of the Proceedings : Indian Retail Sector in the Global economy: Emerging trends, issues and Challenges





**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

Name of the Teacher : Dr.K.J.Sunmista

Name of the Proceedings : National Conference on Online.Comm

