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on

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ENVIRONMENTAL ETHICS IN THE FICTION OF JACK LONDON'S "TO BUILD A FIRE"

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Sourashtra College, Madurai

Introduction

Eco Criticism or Green Study is closely interrelated with English Literature. Every writer, artist or even a spiritualist cannot avoid the impact of ecological effect on their works. Eco criticism is elated the entire gamut of literary forms in an interesting way. A poem is bio energy or an ecological text that sustains a symbiotic relationship with its readers. A *cli-fi* or climate fiction warns us about the global warming and the steps to be taken for the oncoming drastic weather change. This paper is an attempt to praise the beauty of nature in general and present the wrath of nature and the human being misconception of environmental condition in particular with a view to the American writer, Jack London's fiction, "To Build the Fire".

Significance of Eco Criticism in Regional Literature

The Green Study or the importance of bio energy is incorporated very well in ancient Tamil Classics from the *Sangam* Period onwards. In simple yet profoundly striking language, Tamil Poetess *Avvaiyar* lays the foundation for a genuine Kingdom relies only on the base of ecological balance and illustrates how if the ridge is prosperous, it leads to better level of water and consequently better produce, and better standards of living of the citizens and ultimately it leads to prosperity of the Sceptre and the King, as *Varappuyara Neer Uyarum, Neeruyara Nell Uyarum, Nelluyara Kudi Uyarum, Kudiuyara Kol Uyarum, Koluyara Kon Uyarvaan*. The most celebrated Tamil Poet *Bharathiyar* is longing and sung for fertile land and its picturesque view through the song *Kaani Nilam Vendum-Parasakthi, kaani nilam vendum*. (Kaani means 1.32 acre of green land). *Thiruvalluvar* also beautifully exemplified the Universal Truth in his Couplet *Neerinri Amaiyathu Ulagu*. The Tamilians knew well the significance of *Pancha Bhootas*, Five Elements of Nature and accustomed to cultivate the same in all walks of life.

Environmental Ethics in Indian Mythology

Eco criticism or ecological life, no doubt, is not a strange theory for us. In fact, we have made it as Eco Classicism in our day to day life; it is a heritage and habitual actions for all Indians. In the Hindu Mythology, *Lord Krishna* is celebrated as a great Environmentalist, who cleansed the poisonous pond from the venoms of snakes with His celestial dance known as *Kalinga Narthan* and also the episode of *Govardhan Giri* proved that He encouraged the rustic to worship the Mount of Govardhan, in spite of Lord Indra, in order to pay their tribute for fertile agriculture. Along with His sect of people, He was abode in *Brindhavan*, where flora and fauna abandon in size, looked after the cattle in lush, played

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5. Single and Multi-Regression Analysis of 2-Hydroxy-5-(Substitutedphenylsulfonamido) Benzoic Acids by Hammett Application

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Abstract:

A series of sulfonamides have been synthesized and their purity has been tested through literature survey[1,2]. Infrared and NMR spectral data of these compounds have been correlated with Hammett substituent constant and effect of substituent have been analyzed.

Keywords:

Sulfonamide, IR, NMR, regression analysis, effect of substituent.

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A Welcome Note

Dear Students!!

This self-instructional material (SIM) for the Ancillary Chemistry theory paper consists of 5 units in total. It is designed as a concise collection of organic, inorganic and physical chemistry. We request you to go through this SIM and cited references for further reading. We hope you are aware of your responsibility as a student of DDE, MKU, Madurai. Besides our guidance, your whole hearted effort is also required to be successful in this course. We assure you of our help, through learning materials and personal contact programs (PCP).

With best wishes!

Department of Chemistry
Directorate of Distance Education
Madurai Kamaraj University Madurai

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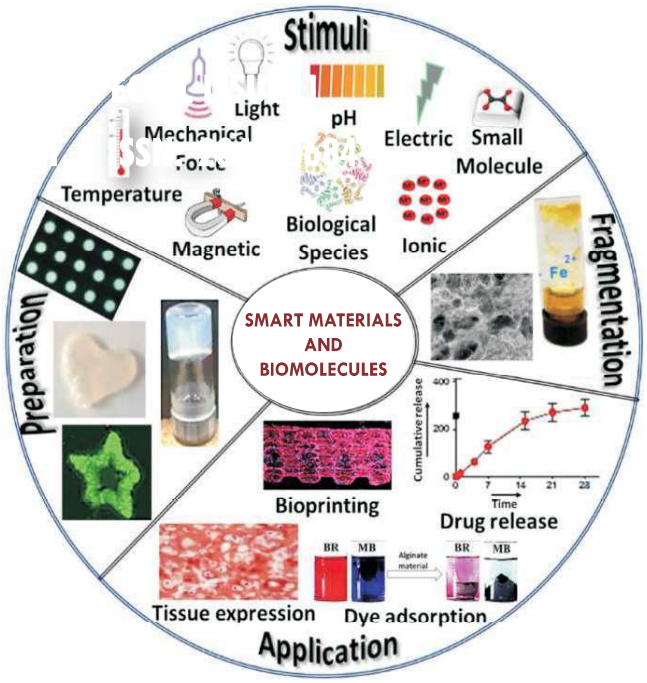

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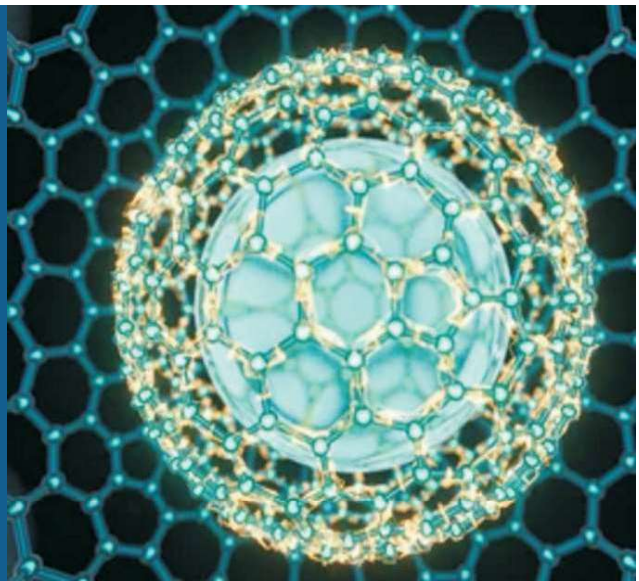

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SYNERGETIC EFFECT OF γ - GLYCINE – COPPER SULPHATE CRYSTAL FOR ENHANCED ANTIBACTERIAL ACTIVITY

M. BALAJI [1], T.R.K. PRIYA DARZINI[2], R. DAPHINE[2], B. SONA[2] & D. KEERTHANA[2]

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Abstract

Recent research interest is focused on the search of new semi organic materials, as they share the advantages of both inorganic (high thermal and mechanical stability) and organic (broad optical frequency range and biomedical application) materials. Most specifically the addition of amino acids with inorganic salts isacted as promising materials for antibacterial activity. Unlike other, copper sulphate is well known antibacterial agent as well the mixes of copper is used for cerebral pains, intestinal worms and ear contaminations. Meanwhile glycine amino acid constitutes the building blocks of proteins and their chemical species are indispensable for performing a huge number of biological functions. In the present study, we grown γ - glycine added copper sulphate single crystals by slow evaporation technique. Addition of γ - glycine with $CuSO_4$ was confirmed by powder X-ray diffraction analysis which affirms the crystal is in hexagonal and triclinic structure. Thedifferent mode of vibrations present in the crystal was identified with FT-IR spectrum.The antimicrobial action of the grown samples was deliberate by utilizing the agar diffusion method against *E.coli, Staphylococcus aureus, Klebsiella pneumonia,* and*Pseudomonas aeruginosa* bacteria. All the four bacteria shows the enhanced antibacterial activity when the addition of γ - glycine with $CuSO_4$.

Keywords: copper sulphate crystal, glycine, antibacterial, XRD, FT-IR

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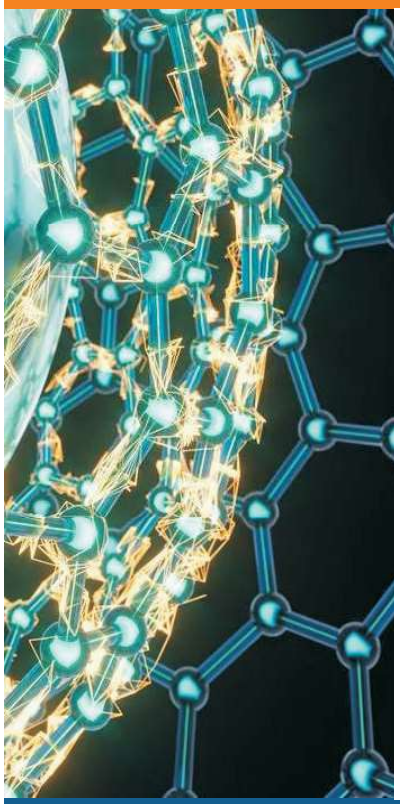

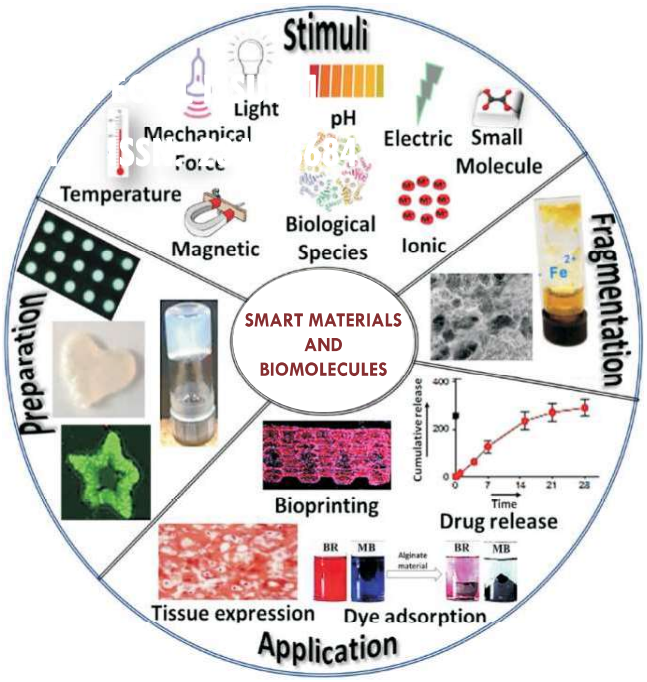

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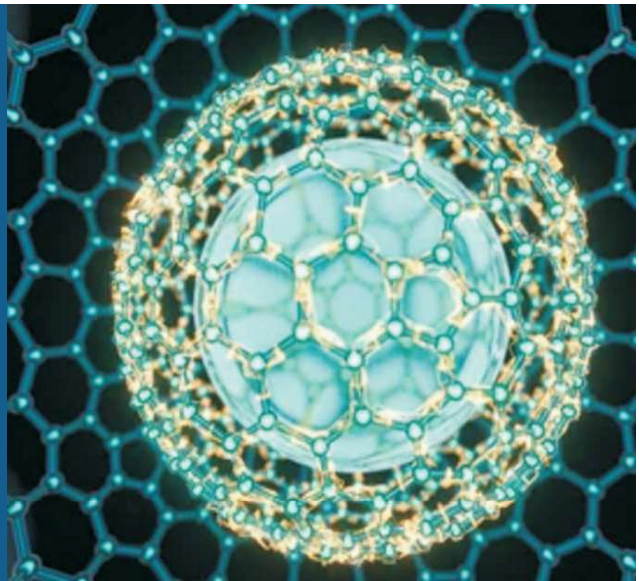

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CORRELATION BETWEEN MAGNETIZATION AND CELL VOLUME IN Mn^{2+} SUBSTITUTED COPPER FERRITE NANOCOMPOSITES

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Abstract

Magnetic $Mn_{(1-x)}Cu_{(x)}Fe_2O_4$ (where x = 0.0, 0.2, 0.4, 0.6, 0.8 and 1.0) spinel ferrite nanocomposites were successfully synthesized by chemical co-precipitation method. The XRD patterns of all the prepared samples have the face centered cubic spinel ferrite structure. The average crystallite size is in the range between 18-20 nm. The room temperature magnetic (VSM) measurement confirms the superparamagnetic behavior of the samples, which depicts the nano crystalline nature. The saturation magnetization value increases with increase in concentration of copper ions. The crystallographic parameters were calculated by UNIT CELL software, which attributes the decrease in cell volume is the main contribution to enhance the magnetization value.

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A STUDY ON FACTOR THAT AFFECTS USAGE OF DIGITAL TRANSACTION IN MSME

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Abstract

Digital transactions are the major initiatives for Micro, Small and medium scale industries in India which increases transparency in MSME business transactions, digital transaction also save time and labour convenience but still digital transactions have some factor that affects usage of digital transaction in business. In this study researcher focused on the factors which highly affects the usage of digital transactions in MSME. Interview schedule has been used to collect data from sample respondents 129 samples were selected for the study using Simple random sampling method. To analyse the statistical feasibility SPSS software has been used.

Key words: Digital transaction, factors affecting, Micro Small and medium scale, usage, Digital payment system.

Introduction

Digital transactions open up new business opportunity for MSME, it reduces problems in traditional transactions, digital transactions enable speed transactions from anywhere at any time, safer to the extent but there is a practical difficulty faced by the users. In India government has introduced digital India system demonetarisation increased digital transactions and during COVID-19 pandemic situation digital transaction is being considered as a safer way of transaction since virus can spread through rupees. Where as in this study researcher has focused only on the factors that affects usage of digital transactions in business. Those factors are the limiting factors which prevents the MSME entrepreneurs from using digital transactions.

Statement of the problem

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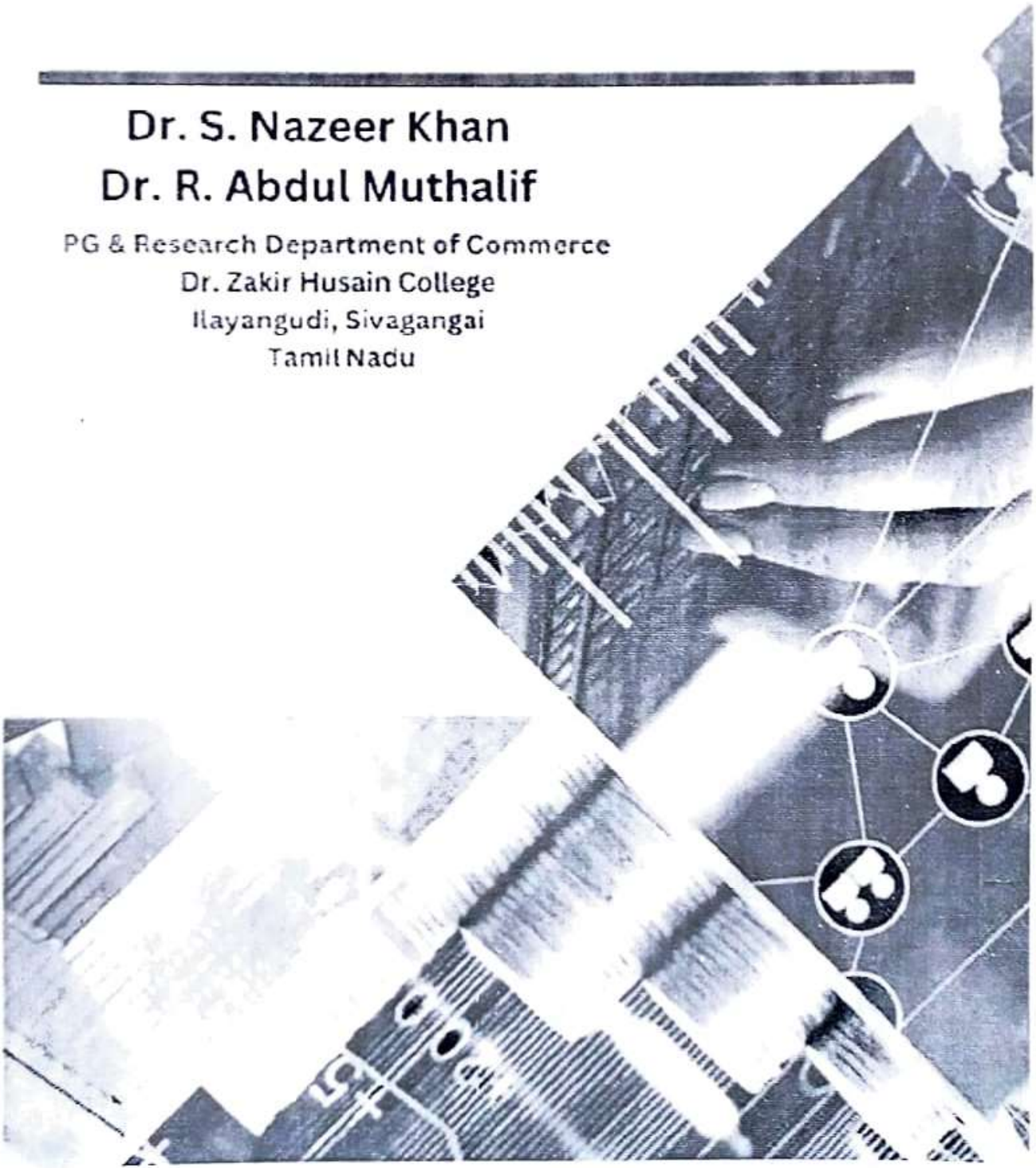

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A STUDY ON DIGITALIZATION ON CONTEMPORARY ISSUES ACROSS VARIOUS FIELDS

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ABSTRACT

This article explores the challenges that organizations face during the process of digitalization, which refers to the shift from traditional methods of operation to digital methods. The article examines common issues that arise during this transition, including the need to update existing systems, the high cost of implementing new technologies, and the challenge of training staff to effectively use new digital tools. In addition, the article delves into practical issues that organizations encounter during digitalization, such as security concerns, data storage, network connectivity, and compatibility issues. The study collected data from various sectors including education, banking, and government officials using a questionnaire, with a sample size of 95. Statistical analysis was carried out using the SPSS software to derive insights from the data.The findings highlight several significant challenges associated with digitalization, including security and privacy issues, network connectivity issues, and compatibility issues. The article concludes that organizations must carefully consider these challenges and adopt appropriate measures to ensure successful digitalization, which can ultimately enhance their competitiveness and keep up with ever-changing technological advancements.

Key Words: *digitalization, issues in digitalization, technology, digital methods, challenges in digitalization.*

1. Introduction

Digitalization has become an integral part of modern life, transforming the way we communicate, work, shop, and access healthcare. Despite the many possibilities it offers, rapid digitalization has also led to contemporary issues that require attention. One of the most pressing concerns is the lack of digital literacy, as many people lack the skills and knowledge to use digital technology effectively. This can result in limited access to digital services and an inability to safeguard personal data and privacy, particularly for vulnerable populations such as the elderly. Another issue is the security of digital data, as the increasing reliance on online platforms increases the risk of data breaches and cyber-attacks, leading to potential loss of personal information and financial damages. Thus, it is crucial for individuals and organizations to take measures to protect their data and secure their systems.

2. Review of literature

One study by Wang and Hajli (2020) explored the challenges of digital transformation in the hospitality industry and found that the lack of digital skills and knowledge among employees and customers can hinder the adoption of digital technologies. The study also identified privacy and security concerns as potential issues.

Another study by Ahuja and Medury (2020) examined the impact of digitalization on banking and financial services. The study found that digitalization has led to improved efficiency, reduced costs, and increased customer satisfaction. However, the study also identified cybersecurity threats as a significant issue that needs to be addressed.

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WOMEN EMPOWERMENT IN DIGITAL INDIA

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Abstract

Rapid transformation of the present scenario to the digitalisation is witness of the growth of the information technology. The contribution arising out of this transformation is not restricted to only particular strata of the society but to all segments of the society. Equal benefits are there for both man and woman as far as IT sectors are concerned. Even it is considered as a very powerful tool for the women to eradicate discrimination, well being, equal participation which is mandatory for their recognition among society and the future of their own communities. Today's scenario is of such nature where emphasis is on intellectual rather than physical resources and information technology through digitalisation have proved itself to the world of being a non-discriminating in this regard. Flexible timing, working home through internet makes their existence a considerable thing for the government to make the women participation in the major economic decision as well. The intensive growth of IT sector have not only made the women to come forward rather in exploring their hidden talents as well. From the past few years, IT sector has seen immense growth and generated many new type of challenging careers for women. Pradhan mantra digital sakshartaabhiyan and many other initiatives will benefit the women to come at forefront and lead a contributory and recognised life.

The main objective of this paper is to examine the different way in which IT has benefitted women in terms of employment, employment profile of women in IT, different way in which IT has benefited women, position of the women in newly emerging area of IT.

Keywords

Women Empowerment, Gender Equality, Digital Technology, Women Enrichment.

Introduction

The word empowerment means to give power which means the right to take decision with own intellectual expertise. Women empowerment means to give powers to women to steer themselves to the challenging social, economical and corporate environment. Our government also recognise role of women while framing policies for improvement in modern day society. All the world economies countries also consider their role pivotal in the growth of various fields. In a nutshell, we can say that our countries cannot progress if we left our half world behind. ICT sector is a powerful tool for the women to recognise their identity before the world through participation in decision making, entrepreneurship, and various other activities. No doubt, women have less accessibility to technology. But there are numerous example which shows that when they are trained in this field, it tweak their social status to the remarkable extent. The soared to the staggering date provided in this article is a evidence of the immense growth of the women in this sphere.

Role of the Digital Technology to the Women Empowerment

- Canon, a leading digital imaging company in India aims to grow its women workforce to 20 percent from the current 12 percent over the next two years.

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THE ROLE OF DIGITAL TECHNOLOGY BY SELF-HELP GROUPS IN WOMEN EMPOWERMENT

Dr. G. VIJAYALAKSHMI[*]

ABSTRACT

Women's empowerment is a pressing necessity of the hour. Women's empowerment in India enables long-term rural and urban development through improving women's economic, social, and political position. Today is the era of technology. Technology affects the way individuals communicate, learn, and think. During this era, country's survival are depends upon the use of this technology. Several Example we have taken from the different developed countries like America, Russia, Japan and Australia who are highly used this technology. Not only we are here taking about recently Covid-19 time, even during the general time, when every country are highly depends upon the information technology. "A women with a awareness of technology are more powerful than a man with a gun." The information and communication technologies (ICT) have also an effective tool to achieve our development in the country. These tools and technologies can enable the women to fight in developing countries due to change in economic, social and political environment. But we can't forget them, the use of ICT has been several social and economic benefits which are directly linked to these technologies. Information and communication technologies have created new types of environments that gave or the women because the technology possible for work from home and allow for better work. This paper is an attempt to study about the women empowerment through. ICT application in rural areas and to identify various barriers in context of Technology in rural area.

KEYWORDS: Women empowerment, ICT application, NGO initiatives.

INTRODUCTION

Societies and economies are not digitally neutral. Digital technologies are widely acknowledged as the key drivers for knowledge and information acquiring, labor and capital productivity, social, political, and economic empowerment (Graham, 219). Digital technologies, due to the strong network effects (Katz and Shapiro, 1985) that they generate, enable the emergence of various networks reshaping the ways in which businesses are run, trading and consumption patterns, economic and social behaviours, and social norms and attitudes (Graham & Dutton, 2019). Tracing and understanding existing relationships between society-wide adoption and usage of digital technologies and economic development deserves special attention for a variety of reasons; not only to claim that it deepens our knowledge on

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Skin Disease Classification Using Convolutional Neural Network Model

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ABSTRACT

In current circumstances, Investigators who are doing explore in various regions remote from their old neighbourhood are experiencing different skin issues like dermatitis, dry skin, and psoriasis because of environment or weather conditions changes, food sensitivities, and water changes. This results in itching and dry patching on their skin. An affected individual should investigate and analyse the skin sickness, take appropriate precautions to keep the illness from spreading, and look for therapy from a skin expert as quickly as time permits. Since the investigators come from different parts of the country, they are unfamiliar with hospitals and are unfamiliar with places, so they avoid such skin diseases without realizing the severity of the sickness. To detect the skin disease at an early stage, this work epitomizes a strategy using computer-aided model according to sophisticate deep learning neural network techniques such as convolutional neural network (CNN), Residual neural networks, and Xception neural network to detect skin disease. We use the HAM-10000 dataset, which contains data on seven different types of skin diseases. The CNN model produced the most significant performance accuracy of 98.3718 percent in the experiments.

Keywords: *Convolutional Neural Network, Dermatitis, Psoriasis, Deep Learning.*

1.0 INTRODUCTION

The epidermis is the protective covering of the body which cover from the heat, light, injury, origins, and poisonous substances, it's the largest organ of the mortal with a total area is about 20 square bases, it can also be called a "Hedge". It acts as a major part of regulating body temperature. The skin consists of different layers in that the three major layers are epidermis, dermis, and deeper subcutaneous. The epidermis is the thin and top most external sub case of skin that acts as a leak-proof hedge and forms skin tone. The dermis is below the epidermis subcase which contains a tough connective towel, blood vessels, jitters, hair follicles, and sweat glands, it's made up of a thin upper subcase called the reticular dermis is a thick more profound subcase of the papillary dermis. The deeper subcutaneous layer of the skin is made up of fat cells and connective tissue, and it's where the majority of your body fat is stored. This layer, which works as an insulator, protects your internal organs and muscles from strain and temperature expansion. Many elements affect skin health in human productive life, including Infections, radiation, smoking, drinking, athletic activities, and labor practices, as well as rapid changes in surroundings and dietary allergies. These elements not only influence the consistency of skin function, but also induce skin damage, harm human health, and in extraordinary situations, can even jeopardize human life.

Early detection is crucial in the treatment of skin disease because, in a college or overcrowded area, if one person's muscle shortens a skin disease as a result of his poor hygiene, the disease would then automatically spread to other individuals. Even though skin disease is contagious, to heal the sickness, it is critical to diagnose it at an early stage. To distinguish a skin sickness, an assortment of visual pieces of information might be utilized like the singular injury morphology, the body size conveyance, shading,

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DIGITAL SAFETY IN CYBERSPACE AND SOCIAL MEDIA USING AI AND ML

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ABSTRACT

Teenagers today have the ability to easily adopt social media and spend more time on it. This leads to stress, tension, depression, and mental illness. Hence, it is mandatory to make them aware of the risks and challenges in the environment and provide them with training in digital safety. This paper discusses the ease and pitfalls of social media. The information about how much time teenagers spend on social media and how much they are aware of digital safety is gathered through a Google form and analysed. This study suggests machine learning and artificial intelligence-based methods for improving digital safety.

Keywords: artificial intelligence, cyber space, digital safety, machine learning, social media

Introduction

Web-based technologies that assist in sharing information, beliefs, and views over the building of virtual networks and communities are known as social media (SM). People of all ages, share their personal information on social media from personal computers, laptops, iPads, and smart phones using social networks (SN) via the internet (figure 1). It is almost difficult to imagine life now without smart phones. Many of them spend their time watching videos, playing games, surfing, and chatting without knowing the risks to their security. Artificial Intelligence (AI) and Machine Learning (ML) are the booming technologies used to create intelligent systems. Social networking sites use AI and ML for monitoring people's activities on social media, predicting business plan and making people addicted. This paper, outlines the pros and cons of social media as well as making social media secure using AI and ML.

Figure 1

Advantages of Social Media

Social media connect people globally and allow them to share information instantly with a large audience. It helps to promote and advertise products for business people. Also, act as a new brand of ambassadors. It is one of the best entertainers. On social media, there are many communities assisting with financial support and counselling. It helps to update day-to-day information. Similarly, the government use these platforms for spreading public awareness. Students benefit by discussing assignments and tests; and teachers also use social media to support students in many ways.

Disadvantages of Social Media

Cyberbullying is the major disadvantages of social media. Anyone can send or threaten by sending rumours or prank messages and photos. It is very hard to trace because of fallacious social accounts. Hacking is a severe attack and many people are affected by it. Generally, hackers hijack social accounts and then threaten them with their personal information. Face-to-face interaction rapidly decreased. Unreasonably, spending more time on social media will affect health, so many of them get addicted. Social media can spread fake news globally to large audience without verification. Moreover, it causes many issues like depression, distraction in studies, sleepless nights, and loneliness.

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ROLE OF ARTIFICIAL INTELLIGENCE IN TEACHING AND LEARNING

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ABSTRACT

Education is the backbone of the progress of any person, nation, or world and brings social uplift too. Today's education system cannot guarantee students a job or work. Many of the institutions suffer from low graduation rates as well as insufficient infrastructure like a shortage of staff, tiny classrooms, and a lack of qualified teachers. Without human resource development in rural areas, we can't achieve an academy of excellence in higher education. In India, we have to promote innovation in higher education and encourage more research in the field of AI to uplift the infrastructure. Evolving technologies like artificial intelligence and machine learning will play a prominent role in the classrooms of tomorrow. It paves the way for personalised learning and global education, especially in rural areas. The purpose of the research is to explore the vision of AI in the field of education. This paper addresses the possibilities and issues for the implementation of artificial intelligence in the teaching and learning process.

Keywords: *Artificial Intelligence, Digital Literacy, Education Management Information System, Personalised Learning Environment, Machine Learning*

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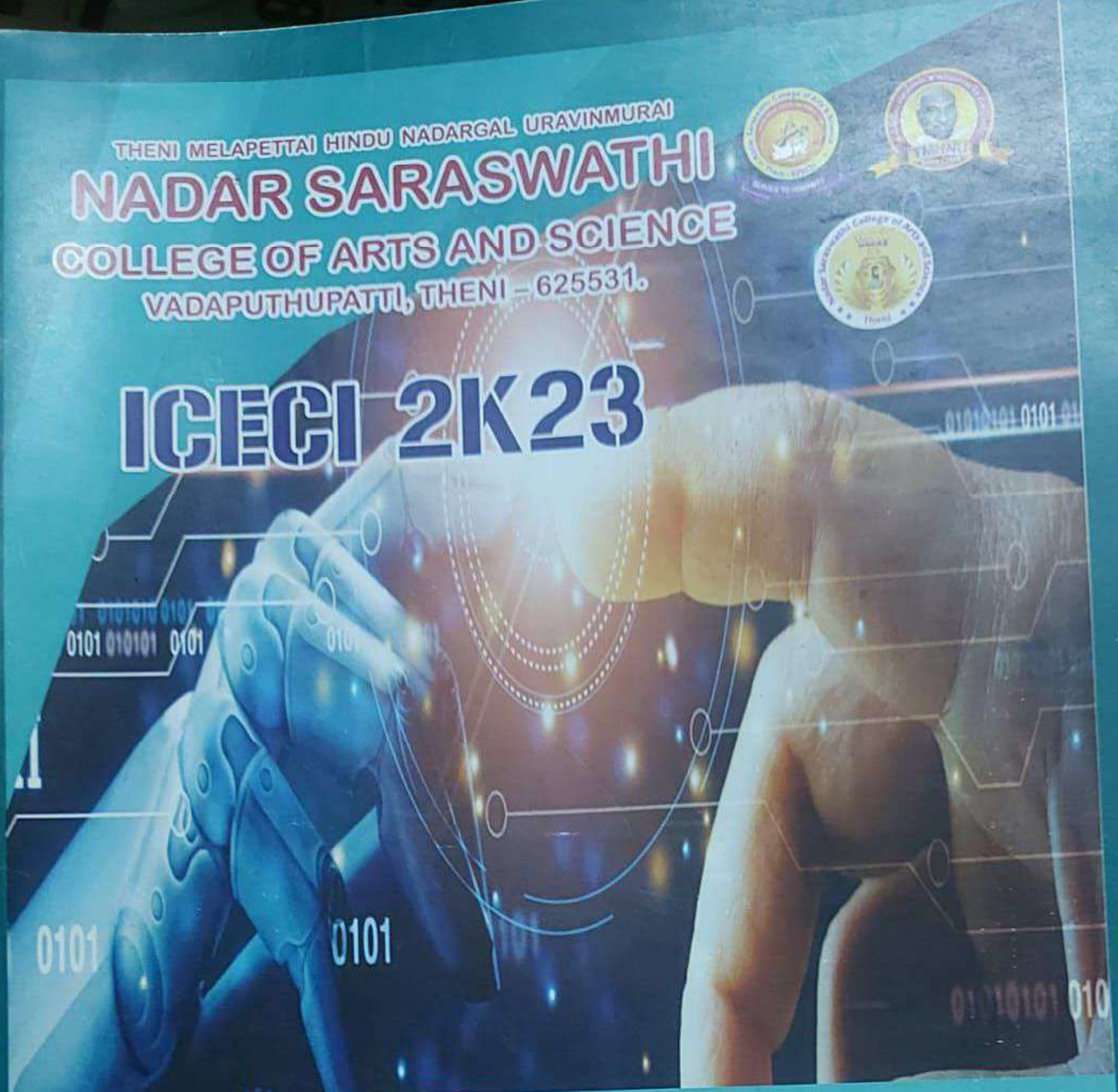

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LANGUAGE PROCESSING USING CHAT GPT

Dr.K.Anuratha, Head, Department of MCA, Sourashtra College, Tamilnadu, Madurai.

ABSTRACT

The mechanisation of industry using steam and water power, massive production utilising electric power, automation using electronics, computer power, and robotics are the sources of the industrial revolution. We are now in autonomous decision making without human intervention by means of artificial intelligence, big data analytics, internet of things and cloud computing. Recently, Generated Pre-Trained Transformer (GPT) a language processing tool has been employed in a number of industries, including business, education and medical, for creating text, categorising text, summarizing text, translating text, and answering questions. This paper explains the technology underlying GPT, the operational paradigm, and its prospective applications.

Keywords: Artificial Intelligence, Data Science, GPT, Machine Learning.

INTRODUCTION

In November 2022., Chat GPT, a chatbot launched by OpenAI is a proto type conversation based model using artificial intelligence and improve themselves with machine learning algorithm. It is used to generate text like essay and assignments to students, abstract and research papers to academies, social networking post, comments, e-mail messages, business letters etc. GPT is used to translate the content from one language to another. It is very much useful to analyse the longer texts such as research paper, books and provides concise summary which is most understandable.

As a language model, ChatGPT is trained to understand and generate human-like text in response to user input. Some examples of applications that use ChatGPT for language processing include chatbots, virtual assistants, and automated customer service systems. These systems rely on ChatGPT to understand user input and provide helpful responses, with the goal of mimicking human conversation as closely as possible.

Key terms

Artificial intelligence exploiting computers and machines to imitate the problem-solving and decision-making capabilities of the human intelligence.

Machine learning is a subset of artificial intelligence, has the capability of a machine to try to be like human behaviour.

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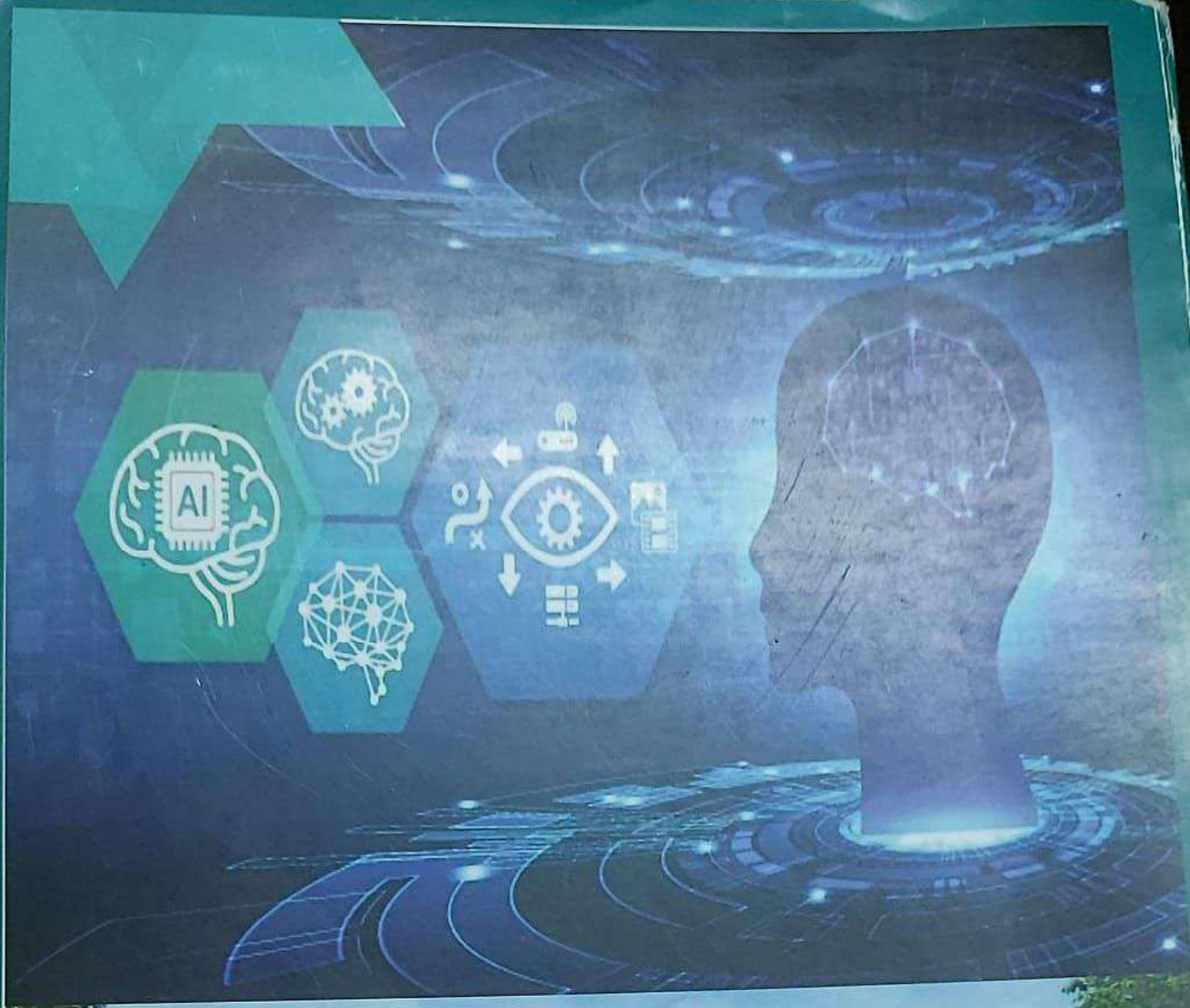

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An Emerging field of Entrepreneurship-Technopreneurship Business

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ABSTRACT

In this technology-driven era, technopreneurs start their businesses with a validated brainstorming session. Once they reach an innovative idea, they start plugging technology into this very brainchild. It is all about using creativity and innovation to revolutionize business productivity and traditional practices. The concept of Technopreneurship enables every startup venture and every aspiring entrepreneur to take a leap of faith and travel this path to greater success. moreover, in a post-pandemic world, people are looking for tech solutions for everything. As a result, the demand is rising in the market for tech-based start-ups.

INTRODUCTION

The term Technopreneurship is a fusion of two words, technology, and entrepreneurship. It is a kind of entrepreneurship in the field of technology. It involves tech-savvy, creative, innovative individuals who have a knack for taking a calculated risk, unlike entrepreneurship, which can sometimes be a one-person show. The success of a technopreneur depends on how well they can motivate a team of individuals. So, the success of any Technopreneurship startup involves a group of dedicated people with different skill sets and resources working hand in hand. A technopreneur starts with a new idea. This idea has the potential to change the way society has been traditionally functioning. They create a new product or come up with a