

Contents

Volume 9, Issue 1

January-June 2015

1. Extraction of Phytochemicals from *Ocimum grandiflorum* and its Uses as a Food Supplement
M Mary Arpana 1-7
2. Synthesis and Characterization of Chalcones
Sumitra and Sudha S 8-11
3. Spirituality as Resistance: What would Jesus buy?
K S Jyothsna 12-14
4. A Study on the Economic Impact of HIV/AIDS in Bijapur
Bala Mary 15-18
5. Magic Casements: Teaching English through Children's Literature
Lata Marina Varghese 19-22
6. Impact of Overdraft on Liquidity and Income of Private Banks
Leena James and Krupa M..D 23-26
7. An Empirical study of the Problems in Multi-Level Marketing
Harathi.. B and G. Indhumathi 27-32
8. Food Retailing in Karnataka :Issues and Examination on Adherence to Government Regulations
B Rose Kavitha 33-40

Extraction of Phytochemicals from *Ocimum grandiflorum* and its Uses as a Food Supplement

M. Mary Arpana

Abstract

A number of phenolic compounds with strong antioxidant and antimicrobial activities have been identified in plants, especially in those belonging to the Lamiaceae family. *Ocimum grandiflorum* one of the members of the Lamiaceae family has shown to possess important phytochemicals which can be used as antioxidants to work against free radicals in the human system. In this research paper the important secondary metabolites of *Ocimum grandiflorum* were extracted and quantified.

Free radicals are produced through the normal process of any metabolism. However, these days there are additional sources of free radicals in our environment. Indoor and outdoor air pollution, home cleaning products, personal care products and cigarette smoke are the common sources of these free radicals which cause premature ageing and various other diseases.

The leaves of *Ocimum grandiflorum* were extracted using methanol and alkaloids, tannins, saponins and total polyphenols were determined. The estimation of alkaloids, tannins, saponins and total polyphenols of the leaves gives a view of its medicinal properties. The quantitative analysis of phenolic constituents was determined by using high-performance liquid chromatography. The phenolic constituents were screened for antiradical activity.

Key words: Total polyphenols, antioxidants, free radicals, antiradical scavenging, invitro assays.

Synthesis and Characterization of Chalcones

Sumitra and Sudha S

Abstract

A series of chalcones were synthesized by the condensation reaction of aromatic aldehydes and acetophenone in presence of NaOH, using ethanol as solvent. The structure of the synthesized compound was confirmed by ^1H NMR and ^{13}C NMR spectroscopic data.

Key words : Aldehydes, acetophenone, chalcone, Claisen–Schmidt condensation.

Ms. Sumitra, Scholar, Department of Chemistry, Post Graduation Centre, Jyoti Nivas College Autonomous, Bangalore–560 095, India
Dr. Sudha S (Corresponding author), Lecturer, P.G. Department of Chemistry, Jyoti Nivas College Autonomous, Bangalore–560 095, India

Spirituality as Resistance: *What would Jesus buy?*

K S Jyothsna

Abstract

There are several frames of resistance mediated through popular cultural visual texts; like spirituality, civil action and so on— we must note that these would not fall into the category of direct political action. Now, resistance is as much a patch work of methods as it is filamented. Resistance is both interpretative (reactionary, arising as a response to stimulus) and subversive (progressive and pro-active), in relation to authoritarian processes and metanarratives. For instance, in Bill Talen's political theater, we see how he and his colleagues mediate their Leftist Christian views through pastiche— they rely on parody, dystopia, theothanatology, inversion of the conventional performance theatre, inscription and inversion of liberation theology.

Key words: Political Theater, Post Colonialism, Spirituality

A Study on the Economic Impact of HIV/AIDS in Bijapur

Bala Mary

Abstract

HIV/AIDS has emerged as a serious challenge to the world today. It is now accepted that India is facing a formidable challenge of containing an HIV epidemic. Till recently, HIV and AIDS were regarded as having a minor presence in India. The first case in India was reported in 1986. Karnataka is one of the states of India most seriously affected by the HIV/AIDS epidemic and stands fifth on the number of reported AIDS cases in the country. The first case of AIDS was detected in the State in 1988. Of the 49 high prevalence HIV/AIDS districts in India, 10 are in Karnataka. Bijapur is one of the Districts in Karnataka where many people are infected with HIV/AIDS. HIV issue thus is not only a health issue, rather it is a socio-economic issue to be addressed by each one in the society and where every person has the responsibility of addressing the epidemic and towards building a healthy society and nation. The focus of the study is to understand if there is a change in income pre & post acquiring of HIV/AIDS and to analyze the occupational changes before and after the disease. To carry out this study effectively primary data is used that is, questionnaire method and focused group interview is conducted to collect the data. Descriptive statistics is used to analyze the data. The study was conducted in the 7 villages and one health center in the district of Bijapur in the month of October and December 2014. The results show that there is a drastic change in the income and occupational level pre and post acquiring of disease because of their deteriorating health conditions, lack of nutritious food to sustain their health and many more. The economic conditions of the people affected by this disease are very low. This is a very good opportunity for the Government and NGO's to formulate the policies and implement them towards this section of people who are affected and isolated by the society.

Key words : HIV/AIDS, Income, Occupational Changes

Magic Casements: Teaching English through Children's Literature

Lata Marina Varghese

Abstract

In an age of 'literacies', as teachers we are always looking for new ways to help our students engage with texts. Most of us fell in love with reading at an early age. But for many young adult readers these new discoveries of imagination are made for the first time in their college. Storytelling is an accepted and widely used holistic approach in the teaching of English language classroom. Extensive reading is an excellent way of improving English. Today professional organizations demand critical thinking. Therefore, it is imperative that teachers guide their students in developing higher level thinking skills. By learning to read critically, students learn to evaluate, draw inferences, and arrive at conclusions based on evidence. Children's literature is a powerful tool for teaching critical reading. As teachers we have to motivate our students to become critical thinkers and learners. This paper is an attempt to explore the potential of using children literature to teach English to students in Higher Education to make them better critical readers and learners.

Key words: English, Reading, Children's Literature, Higher Education

Impact of Overdraft on Liquidity and Income of Private Banks

Leena James and Krupa M.D

Abstract

The daily operations of the banks partly contribute for the ultimate growth. Income derived from such operations is due to services like deposits accepted and withdrawals provided. Overdraft was selected to find the extent of difference it creates on the other short term items such as liquidity and income. Data for analysis is taken from the respective bank's websites. Correlation analysis is applied. The analysis is done on year wise basis and it is found that the overdraft effects both liquidity and income positively.

Key words: Overdraft, Liquidity, Income, Private Banks

Dr. Leena James, Associate Professor, Department of Management Studies, Christ University, Bangalore, India.
Krupa M. D, Research Scholar, Department of Management Studies, Christ University, Bangalore, India.

An Empirical study of the Problems in Multi–Level Marketing

Harathi. B and G. Indhumathi

ABSTRACT

Multi–Level Marketing is a Marketing Strategy in which the Sales force is Compensated not only for sales they personally generate but also for the sales of others they recruit, Creating a down line of distributors and a hierarchy of multiple levels of returns.

Multi–Level Marketing Companies have been a frequent subject of Criticism as well as the target of lawsuits. Criticism like their similarity to illegal Pyramid schemes, Price fixation of products by their own etc., and to prove this there are also problems faced by the sales force at the time of marketing. Though MLM is a widely popular concept, due to many reasons both internal and external, it is not well taken by the society. The research work is to enlighten the concept, to identify the problems in Multi–level marketing and its working methodologies.

Key words: Multi–Level Marketing, Distributors, Pyramid

Mrs. Harathi. B, Lecturer, Department of Commerce and Management, Jyoti Nivas College, Bangalore – 560095, India.

Dr. G. Indhumathi, Assistant Professor, Department of Commerce, Mother Teresa Woman's University, Kodaikanal, India.

Food Retailing in Karnataka :Issues and Examination on Adherence to Government Regulations

B Rose Kavitha

Abstract

Food retailing is one of the fast growing sectors in the world. Food industry has always been a passionate and emotional business and the food and grocery retail is going to be the major driving force for the Indian retail industry. Prime importance is given to quality, health and flavor as the food retail market is getting matured in Karnataka. There is an increased need for food retailing players to differentiate through innovation. Contemporary retail sector is altered by way multiplex– malls, sprawling shopping centers, huge complexes offer shopping, entertainment and food all under one roof. The concept of shopping has altered in terms of format and consumer buying behavior, ushering in a revolution of shopping in Karnataka state. This research paper attempts to understand what the recent trends in food retailing are, and how retailers should respond to changes in government rules. It also provides an insight into the examination on adherence of ethics and Spiritual Quotient (SQ) followed by food retailers with respect to government rules and regulations through survey method. Suggestions are provided for the food retailers through identification of seven dimensions of ethics and SQ.

Key words: Food Products, Ethics, Spiritual Quotient and Government.

Dr B Rose Kavitha, Dean–Business Administration P.G. Course, Post Graduation Centre, Jyoti Nivas College Autonomous, Bangalore, India. E–mail : arkavithain@yahoo.com