

Contents

Volume 9, Issue 2

July - December 2015

-
- | | | | |
|-----|--|-------|-------|
| 9. | Studies on Enhancement in the Antimicrobial Properties of Two Vermicompost Treated Aromatic Medicinal Plants
<i>L. Shakunthalamma and Meera B.K</i> | | 43-45 |
| 10. | Key Data Security Issues and Feasible Solutions in Cloud Computing
<i>Shoby Sunny and Anil George Christy</i> | | 46-51 |
| 11. | Evaluation of <i>in vitro</i> Cytotoxic Effects of <i>Symplocos cochinchinensis</i> against HeLa and MCF7 Cell Lines
<i>Sophia Dominic and Divya Joseph Pereira</i> | | 52-55 |
| 12. | The Black and White of Racial Stereotypes: Kwame Kwei-Armah and Bruce Norris
<i>Sindhu J.</i> | | 56-59 |
| 13. | A Study on Promoting and Practicing Sustainable Technology in Tourism and Hospitality
<i>Nikhil Raj K</i> | | 60-66 |
| 14. | The Journey of India's Capital : Communalised Sentiments - Divided Identities
<i>Arundhati Majumdar</i> | | 67-74 |
| 15. | Forecasting Volatility of Gold Futures Prices: Evidence from Multi Commodity Exchange of India
<i>Aiyappa P A and Mahesh Kumar K.R.</i> | | 75-82 |
| 16. | Strategic Shift in Performance Management System
<i>Sivakami. R and Anto Juliet Mary</i> | | 83-87 |

Studies on Enhancement in the Antimicrobial Properties of Two Vermicompost Treated Aromatic Medicinal Plants

L. Shakunthamma and Meera B.K.

Abstract

The term 'Medicinal Plant' encompasses varied plant genera used in herbalism which are considered as rich sources of ingredients that can be used in drug development and synthesis. These plants find applications in synergic medicine or as support to the official medicine or as potent preventive agents. Many of the pharmaceuticals currently available possess a long history of use as herbal remedies, including aspirin, quinine and opium. Some of these plants are endowed with aroma characteristics. These plants have been used for thousands of years for many different purposes ranging from medicinal to religious, from protecting against spirits to culinary delights. Cultivation of these aromatic medicinal plants provides scope for the improvement of quality of the drugs which are in growing demand. In the international market, the present export of herbal raw materials and medicines from India is about US dollar 100-114 million/year. The present paper aims at disclosing the enhancement of antibacterial properties of two vermicompost treated aromatic medicinal plants viz: i) *Pelargonium graveolens* (fam: Geraniaceae) and ii) *Origanum syriacum* (fam: Lamiaceae) in contrast to the control samples.

Key words: *Pelargonium graveolens*, *Origanum syriacum*, vermicompost, pathogenic bacteria

Dr. L. Shakunthamma Department of Zoology, Rural College, Kanakapura, E-mail: shakunthala-shree@yahoo.co.in
Dr. Meera B.K., Post Graduate Department of Zoology and Genetics, Government Science College, Nrupatunga Road,
Bangalore-01
E-mail: basavanahalli68@gmail.com

Key Data Security Issues and Feasible Solutions in Cloud Computing

Shoby Sunny and Anil George Christy

Abstract

Cloud computing is one of the rapidly growing segments and represents a major change in the IT industry. It has become an emerging trend that is being increasingly appealing for storing, accessing, processing, and sharing information both by companies and individuals. As with every salient technological advancement, there are issues that limit the widespread adoption of Cloud Computing. Cloud Service Providers often store more than one customer's data on the same server in order to conserve resources, cut costs, and maintain efficiency. This could result in situations where one user's private data can be viewed by other users. Cloud service providers should ensure proper data segregation and logical storage isolation to handle such sensitive situations. Achieving data security and privacy in the cloud requires ensuring integrity and confidentiality of data and computations, and protection from unauthorized accesses. Our objective here is to identify the problems of proper data security and privacy in the cloud, and suggest possible solutions to these issues.

Key words : Cloud Computing, Data Security, Data Breach, Hybrid cryptosystems, Homomorphic encryption, Data Masking, Tokenization

Ms. Shoby Sunny, Dept. of Computer Science , Jyoti Nivas College Autonomous- 560095
Mr. Anil George Christy, Technical Lead, ABB global Services India

Evaluation of *in vitro* Cytotoxic Effects of *Symplocos cochinchinensis* against HeLa and MCF7 Cell Lines

Sophia Dominic and Divya Joseph Pereira

Abstract

The present study was performed to determine the cytotoxic effects of the ethanolic and ethyl acetate extracts of *Symplocos cochinchinensis* bark against HeLa and MCF7 cell lines. Five different concentrations (12.5, 25, 50, 100 and 200 µg/ml) of each extract were assessed for its cytotoxic activity. The results revealed that 200µg/ml of both the extract have significant cell growth inhibition based on concentration dependent manner. Based on the IC₅₀ value, ethyl acetate extract showed higher *in vitro* growth inhibition and effective level of potency to reduce HeLa cell and MCF7 cell viability compared to ethanolic extract. Thus from the results it was suggested that the bark of *Symplocos cochinchinensis* possess cytotoxic properties and can be used as an anticancer agent.

Key words: *Symplocos cochinchinensis*, HeLa cell lines, MCF7 cell lines, Medicinal plants, Cytotoxic.

Dr. Sophia Dominic, Lecturer, Department of Biochemistry, Jyoti Nivas College Autonomous, Bangalore, India. Email: sophiatino@gmail.com

Ms. Divya Joseph Pereira, Lecturer, Department of Biotechnology, Jyoti Nivas College Autonomous, Bangalore, India

The Black and White of Racial Stereotypes: Kwame Kwei-Armah and Bruce Norris

Sindhu J.

Abstract

The paper attempts an examination of two plays, *Clybourne Park* by the white American writer Bruce Norris and *Beneath's Place* (a work in progress) by African-American writer Kwame Kwei-Armah, in relation to Lorraine Hansberry's 1959 play *A Raisin in the Sun*. Both plays claim and have a close link with *Raisin*, but in very different ways. Hansberry's work in 1959 came at a crucial time of African-American history, when the anger and angst of the Harlem Renaissance had paved the way for open struggles against racial segregation, socio-economic injustices, and the fight for civil rights and racial equality. Underpinning these issues is the notion of racial stereotypes, which, to a large extent, can be seen as one of the outcomes of racial prejudices. Hansberry's play addresses, in part, the issue of racial stereotypes in the specific context of an African-American lower middle class family's attempt at self-determination through the enactment of their socio-economic aspirations. Their struggle to break the class/race nexus posed by the so-called mainstream white society is set against the backdrop of their community's racial history in America. The complexities and divisive conflicts of African-American identity politics are sounded in Hansberry's play, but are more or less subsumed in the larger racial black vs. white narrative. The plays of Kwei-Armah and Norris take up specific aspects of racial stereotypes that are gestured towards in Hansberry's work, and develop these further along the lines of contemporary debates, but crucially, from distinct and separate race positions. Both plays take into account the intervening five decades of African and African-American racial history and their role in the evolving of racial identities. The paper attempts to identify and highlight the different ways in which the notion of racial stereotypes and its impact on identity is developed in both the plays.

Key words: Racial prejudice, multicultural, identity politics, biracial, stereotype.

A Study on Promoting and Practicing Sustainable Technology in Tourism and Hospitality

Nikhil Raj K

Abstract

Vacationers are turning out to be progressively refined in their determination of tourism destination. A main consideration that has been picking up significance in their decision set is the natural nature of their favored destination. Various components influence the terms of business of a cutting edge traveler market, wherefore steady changes of desires and needs of a current, environmentally mindful visitor have a particularly critical effect, and also the changes which are occurring on the turbulent aggressive business of vacationer offer and interest. A central point that has been picking up significance in their decision set is the ecological nature of their favored destination. Today, tourism activity is increasingly being shaped by price comparison and combination technology; new applications for mobiles that offer a wide range of opportunities are being developed; social networks are consolidating themselves within a more transparent market in which citizens are able to provide services together; changes in the concept of the value chain are producing new business models. This paper embraces the contextual investigation approach to investigate the connection between executing cleaner advancements, a noteworthy sustainable issue, and manageable tourism with related to the technological advancement. The article exhibits that sustainable technology is progressively getting to be basic for the aggressive operations of the tourism and accommodation associations and in addition for dealing with the appropriation and promoting of organizations on a worldwide scale.

Key words: Sustainable development, Tourism and Hospitality, Technological practices, Manageable Tourism

The Journey of India's Capital : Communalised Sentiments - Divided Identities

Arundhati Majumdar

Abstract

Calcutta, which was the capital city of British Indian Empire, lost its position to Delhi in 1911. The Decision was announced in the Delhi Durbar 1911 together with the decision of revocation of Bengal partition. The two decisions were interconnected and kept amidst secrecy till the last moment. However the decision of transferring capital was indeed a major decision which had a strong background and a long-lasting effect as well. To understand the historic causation and repercussion of this decision one needs to look into the political and administrative intricacies of the preceding century. The article focuses on the various reasons responsible for the transfer of capital. Not only the official justification, but political assumptions and suspicions of contemporary intelligentsia have also been dealt with in the article. Further, it tries to demonstrate the connection between the two decisions and thus throws light on the early march of British 'Divide and Rule' policy. Not only the British attempt, but the emotional disconnection between two major religious groups of India becomes evident in the process. Government records from the Archives of Delhi and Calcutta have been considered as primary sources, which have been supported by secondary literature and contemporary news editions. The article thus aims at dealing with the journey of capital, which took the growth of religious sensitivity and emotional partition in Bengal along with it.

Key words: Capital Transfer, Bengal Partition, Bengal Hindu-Muslim relation, Divide and Rule.

Forecasting Volatility of Gold Futures Prices: Evidence from Multi Commodity Exchange of India

Aiyappa P A and Mahesh Kumar K.R.

Abstract

Gold futures as financial asset has occupied imperative position in terms of trading volume and turnover in the Multi Commodity Exchange of India. With increasing interest and attention towards Gold among the investors, the present paper attempts to forecast the volatility of Gold prices of Multi Commodity Exchange, using daily data covering a period from 2nd May 2005 to 31st July 2015. The forecasting models that are considered in this study range from the relative simple ARIMA (2,1,2) model to relatively complex GARCH models (including GARCH (1,1), Exponential GARCH (1,1) and Threshold GARCH (1,1) models). Based on sample forecasts and a majority of evaluation measures our result shows that EGARCH (1,1) model outperformed all the other models in forecasting volatility of Gold returns. This is followed by the GARCH(1,1) model and TGARCH (1,1) that performed better in forecasting the conditional volatility of the Gold returns. The study suggests that the EGARCH (1, 1) model performs better in forecasting conditional variance of the Gold returns rather than the symmetric and linear ARIMA model, confirming the presence of leverage effect.

Key words: ARIMA, Copper , GARCH, EGARCH

Mr. Aiyappa P A, Research Scholar –Jain University, Bangalore, Aiyappaa.a@gmail.com

Dr. Mahesh Kumar K.R., DEAN, Community Institute of Management Studies, krmaheshds@gmail.com

Strategic Shift in Performance Management System

Sivakami. R and Anto Juliet Mary

Abstract

With changing times, the success of business depends on appropriate, effective, well-communicated business as well as HR practices. Over a period of time, Performance management has become the key to success of businesses across industry segments, especially in knowledge industries. At its core, performance management is all about giving employees the information, resources and guidance they need to achieve specific goals. One reason performance management is so challenging—the business world isn't static. Business organizations evolve with the shift of business goals and targets. Customers' need change, some of these changes occur swiftly while others take time. Taking consideration over the challenges of performance management, this research paper will focus on the following three aspects a. Transforming Workplace - Performance management as a challenge to the HR's new growth agenda, b. Analyzes the Reasons for change in performance Management and lastly c. discuss the relationship between performance management and organizational performance in the preview of path breaking work force management and employee engagement practices.

Key words: Performance management, HR functions, Accountability, Challenges, Strategic HR, Organizational Performance

Ms. Sivakami. R, Lecturer, Department of Commerce, Mount Carmel College Autonomous, Bangalore, sivakami.rajesh@gmail.com
Ms. Anto Juliet Mary, Asst. Professor, Department of Business Studies, Mount Carmel College Autonomous, Bangalore, Julietbbmcc@yahoo.in