

Contents

Volume 7, Issue 2

July–December 2013

9.	Leaching of Nutrients from Cut Vegetables due to Soaking in Water <i>G. Vanitha, S. Rekha and R. Parvathi</i>	57-60
10.	Processing and Electrical characterization of Quantum Well Infrared Photo Detector <i>Celin Joseph</i>	61-63
11.	The Dynamics of Language and Representation <i>V. Shantha</i>	64-67
12.	India's Outward Foreign Direct Investment – Charting New Courses <i>Leena Nair and V. Basil Hans</i>	68-75
13.	Voices of Reform or Feminism?: A Study of Late Nineteenth and Early Twentieth Century Periodicals in Malayalam <i>Roopa Phillip</i>	76-82
14.	Can Sustainable Tourism preserve the Rich Heritage of Handicrafts? A study on Channapatna Wooden Toys <i>Ananya Mitra</i>	83-87
15.	Hindu Pilgrimage: Issues and Challenges in Kerala <i>Nikhil Raj K</i>	88-94
16.	Corporate Social Responsibility Perceptions of IT Executives <i>Leena James</i>	95-100
17.	Socially Responsible Investing (SRI) & Integrating Environmental, Social and Governance (ESG) Factors <i>Arpana. D</i>	101-104

Leaching of Nutrients from Cut Vegetables due to Soaking in Water

G. Vanitha, S. Rekha and R. Parvathi

Abstract

In the present investigation an experiment was conducted to find out the effect of soaking of vegetables in water for 2 hours and to analyze some nutrient composition of fresh and soaked vegetables. In addition, the loss of nutrients were analysed in the water in which the cut vegetables were soaked. The carbohydrates such as starch and reducing sugars, protein and ascorbic acid showed decline in their amount after soaking. However the amount of amino acid showed increase after 2 hours of soaking. The leachates of all the vegetables were estimated for the presence of reducing sugar and amino acid. In all the vegetable leachates, a substantial level of reducing sugar and amino acid were estimated indicating the leakage of nutrients due to soaking before cooking.

Key words: Leachate, bitter gourd, bean, plantain, brinjal, drumstick, nutrient content, ascorbic acid.

Processing and Electrical Characterization of Quantum Well Infrared Photo Detector

Celin Joseph

Abstract

The 10.5 micron GaAs/AlGaAs QWIP wafer was grown with 83Å well width, 550Å barrier width, with 0.36 aluminium mole concentration, 0.7×10^{18} atoms/cc silicon dopant, for thirty number of wells and thirty one barriers. The top and bottom GaAs contact layers with silicon dopant concentration 1×10^{18} atoms/cc thickness are 7000Å and 5000Å respectively. The wafer was grown by molecular beam epitaxy method at the Cavendish Laboratory. The optical pyrometry oscillations measured the GaAs and AlAs growth rates to be within $\pm 1\%$ tolerance as expected. High resolution X-ray diffraction was taken and the clear satellite structure confirms excellent crystal quality and growth uniformity. The grown wafer was chipped into 1cm \times 1cm area and it was processed by chemical wet etching method. The Ohmic contacts were given by metallization. The top and bottom contacts were insulated by polyimide layer. Later the wafer was mounted on the cryogenic set up and the dark current measurements were taken. By calculating the activation energy the amount of aluminium content in the barrier region was estimated and it was found within the performance limits of the detector. The electrical characterization was found to agree with the experimental results.

Key words: *Electrical characterization, Quantum Well Infrared Photo Detector (QWIP).*

The Dynamics of Language and Representation

V. Shantha

Abstract

Language is not just a medium of communication and creative expression, but a tool through which a cultural and social ethos, a particular world view are fore grounded. What have been the recurrent issues and concerns for Indian writers writing in English? How have they overcome the challenges to their writing? What kind of reception has Indian writing in English been accorded? How has the dynamics of literary representation been handled by Indian Writers in English? What is the relationship between the bhasha and English writers in India?

Key words: Orientalists, nativism, Bhasha, authenticity

India's Outward Foreign Direct Investment – Charting New Courses

Leena Nair and V. Basil Hans

Abstract

Outward foreign direct investment from India is a reflection of the growing global economic integration of the country with rest of the world. These investments have been in existence since the 1960s when they were a form of co-operation between developing countries and a feature of their regional economic integration. Since liberalisation and globalisation policies were initiated in 1991, the OFDI from India has increased considerably, with changing geographical direction. Investments to developed regions are on the rise, as is evident from the rising acquisitions abroad. The present study analyses these changes in the OFDI from India.

Key words: India, locational, markets, OFDI, OLI paradigm, outflow of FDI.

Mrs. Leena Nair, Asst. Professor and Head, Department of Economics, Jyoti Nivas College, Autonomous, Bangalore – 560 095. Email: leena.kkmenon@gmail.com

Dr. V. Basil Hans, Associate Professor and Head, Department of Economics, St. Aloysius Evening College, Mangalore.

Voices of Reform or Feminism?: A Study of Late Nineteenth and Early Twentieth Century Periodicals in Malayalam

Roopa Philip

Abstract

The paper attempts to establish how within the Reform Movements of Kerala in the late Nineteenth and early Twentieth Century, there emerged a set of voices that can be recognized as distinct from the voices of reform. These feminist writers/activists, most of them unknown or forgotten, entered the debates of the time concerning women's position in Malayalee Society through articles that were published in popular journals intended for women during the time and often paucited views that challenged the mainstream reform agenda.

Key words: feminism, reform, Malayalam literature, women's periodicals.

Can Sustainable Tourism Preserve the Rich Heritage of Handicrafts? A Study on Channapatna Wooden Toys

Ananya Mitra

Abstract

Karnataka has rich resource of natural and cultural heritages and the wooden toys of Channapatna is one of them. Channapatna toys by the virtue of being eco-friendly have gained popularity in International market by giving a tough competition to Chinese Toys. Such an important eco-friendly cultural heritage need to be protected preserved and supported for its future growth. Sustainable Tourism Development can be an ideal way to preserve the heritage, conserve it for the future generation and develop the local economy at the same time. Thus in the following study an effort has been made so that Channapatna can be developed as a Sustainable Tourism Destination so that the handicraft of eco-friendly wooden toys can be preserved.

Key words: Karnataka, Channapatna toys, heritage, tourism.

Ananya Mitra, Lecturer, MTA Dept., KLE S. Nijalingappa College, Rajajinagar, Bangalore & Research Scholar, Department of Geography, Bangalore University, Bangalore.

Hindu Pilgrimage: Issues and Challenges in Kerala

Nikhil Raj K

Abstract

The major objectives of the study include, investigating the problems faced by Hindu Pilgrim centres in Kerala and the crisis management initiative undertaken by the authorities. Examine whether the interest of the pilgrims and the locals are safeguarded. Study the environmental threats faced by Hindu pilgrim centres in Kerala. Determine the basic needs of the ever increasing population of pilgrims. The purpose of this research was to identify various issues & challenges with each of these destinations in relation to crowd management, infrastructure, and provision of basic amenities, traffic movement, hygiene, and other related issues. These issues have to be tackled in order to safeguard the needs of pilgrims and local residents, and provide better environment for the sustainable development of the destination. The total sample size consisted of 240 pilgrims and local residents. The research proved that the pilgrim centres of Kerala do not come up to the proper standards with regards to infrastructure, sustainable development, provision of basic facilities, hygiene, traffic movement and crowd management. And much more can be done by the government and authorities concerned in developing the scope of this form of tourism in future.

Key words: Hindu Pilgrimage, Sustainable Development, Basic amenities.

Corporate Social Responsibility Perceptions of IT Executives

Leena James

Abstract

Corporate Social Responsibility has become a global concept through which organizations taking care of the interests of society by considering responsibility for the impact of their activities on shareholders, customers, employees, communities and the environment in all aspects of their operations. Corporate Social Responsibility becomes one of the most important global issues with serious challenges and implications on almost all sectors. This study is an attempt to explore the perception of CSR in association with demographics variables of executives in the corporate scenario. Surging economies, including India, are coping with issues related to poverty, child rights, community welfare etc and are a hotbed for an innovative CSR scenario which is still shaping up.

Key words: Corporate social responsibility, Demographic variables, socio-economic variable

Socially Responsible Investing (SRI) & Integrating Environmental, Social and Governance (ESG) Factors

Arpana. D

Abstract

Ethical Investing is also known as sustainable investment and socially Responsible Investment. It is an investment process that incorporates environmental and social factors when selecting investments, in addition to the objective of achieving a competitive financial return. Most investors are looking for the following from their investments: Investments which have adequate financial returns, Investments which are secure, Investments which are ethical. SRI and ESG “screens” are particular ways to determine what you have in your investment portfolio. Socially Responsible Investing (SRI) is a steadily growing market segment. Socially responsible investing is done to fund activities that have a high social utility. It involves evaluating companies on CSR issues, analyzing corporate social and environmental risks, and engaging corporations to improve their CSR policies and practices. More and more investors apply socially responsible screens when building their stock portfolios. This raises the question whether these investors can increase their performance by incorporating such screens into their investment process. SRI fund managers employ several screens at the same time such as tobacco, alcohol, community, employee relations, environment, and diversity. Indian investors are not ready for SRI funds as yet since there is a feeling (even among high net worth investors) that fund managers will compromise on returns for the sake of meeting social objectives. Socially responsible investing also has tax advantage. SRI funds, currently, have \$3 trillion in assets across the globe. SRI ratings are a valuable information for investors. A simple trading strategy based on this publicly available information leads to high abnormal returns. This immediately raises the question of where this extra profit stems from. Does it result from a temporary mispricing in the market or does it compensate for an additional risk factor? Answering this question seems to be a promising avenue for future research. Investors who choose to place their money in socially responsible investing product accept that their savings are invested in activities related to activities that help people in difficulty, improving housing of society, protecting the environment or even in international solidarity.

Key words: Ethical investing, Investment portfolio, tax advantage, Socially responsible investing.