

# Contents

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10. RAPD Marker Studies in Bixa Orellana  
*S. Poornima, S.R. Ambika, Rajashekar P.E., Prakash and Pradeep* ..... 59-65
11. Antimicrobial Activity of Honey samples collected from Different Eco-Habitats of Karnataka  
*Leena Alexander and Thilagavathy Daniel* ..... 66-69
12. Early Onset Listeriosis - Correlation of Antenatal Manifestations and Neonatal Outcome  
*Sajna Abraham and N.C. Ananthkrishna* ..... 70-74
13. Fungal diversity in the Rhizosphere of different accessions of *Holostemma ada-kodien* Schultes. - an endangered medicinal plant  
*S.R. Ambika and L.Thanuja* ..... 75-79
- 14- Semi-structured Data Extraction using Object Exchange Model  
*R. Suchithra and M V. Ashok* ..... 80-84
15. Hayavadana and Naga-Mandala: Polygonal Perspectives  
*Sharon Lopez* ..... 85-90
16. Change Management in Civil Society Organizations: A case study of Deccan Development Society (DDS)  
*S Hanuman Kennedy and Smitha Srinivasan* ..... 91-101
17. A Study of Business Models of Forward and Backward Linkages in Rural India  
*Anahita Dalai Pagdiwalla* ..... 102-107
18. A Comparative Study of Consumer Attitude towards Branded and Non Branded Products in South Bangalore  
*GitaKishore* ..... 108-112

## RAPD Marker Studies in *Bixa orellana* L.

S. Poornima, S.R. Ambika, Rajashekaran P.E., Prakash and Pradeep

### Abstract

Germplasm of *Bixa orellana* L., a medicinal and a natural dye yielding plant were collected from various parts of Bangalore, Karnataka. Among the 20 accessions studied 5 diverse accessions could be selected based on their Morphology and Physiology and these were subjected to RAPD (Randomly Amplified Polymorphic DNA) analysis to check for their genetic closeness. Analysis of RAPD data of the 5 different accessions showed higher levels of genetic variation. 15 primers studied amplified a total of 68 DNA fragments. Out of them 62 were found to be polymorphic (91.0%) in one or the other of the 5 accessions studied. The levels of polymorphism were different with different primers among these accessions. Primers BGD6 and BGB3 produced maximum numbers of amplified products (24 and 20 respectively) and the RAPD data clearly indicated that accessions H1, H2 and N1 were found genetically very close. The details are discussed in the paper.

**Keywords:** *Bixa orellana*, RAPD analysis, morphological, physiological, genetic variations.

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# Antimicrobial Activity of Honey samples collected from Different Eco-Habitats of Karnataka

Leena Alexander and Thilagavathy Daniel

## Abstract

The antibacterial activity and the healing property of honey have been documented in ancient Greek, Egyptian, Indian and Chinese traditional form of medicine. Today, honey has been reconsidered as an alternative form of medicine due to the development of antibiotic resistant microbes.

The study aims to investigate the antibacterial activity of honey samples collected from different eco-locations of Karnataka. A total of 5 samples of honey were analyzed for their antimicrobial property against both gram- positive and gram-negative bacteria, like *Staphylococcus aureus*, *Escherichia coli*, *Pseudomonas aeruginosa*, *Salmonella typhi* and *Streptococcus pneumoniae* bacterial strains. The investigation was carried out under *in vitro* conditions by using the Muller Hinton broth and Muller Hinton Agar antimicrobial assays.

The honey, a natural product produced by the honeybees *Apis cerana indica* was used. The antibacterial activity of the natural honey was investigated in the laboratory by the sterile microbiological processes. The Zone of Inhibition was estimated for the pure concentrated honey samples by using the MH agar pour plating assay.

Marked variations in the antibacterial activity of different honey samples were observed. They showed antibacterial activity that was ranked as fair, good or excellent to at least one of the five bacterial strains tested. An agar well assay revealed that the development of the zone of inhibition of growth depends on the type and concentration of honey.

**Keywords:** honey samples, different eco-habitats, antimicrobial and zone of inhibition

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# Early Onset Listeriosis - Correlation of Antenatal Manifestations and Neonatal Outcome

Sajna Abraham and N.C. Ananthakrishna

## Abstract

*Listeria monocytogenes* is an under diagnosed and often overlooked cause of congenital sepsis. Perinatal listeriosis is rarely life threatening to the mother but neonatal morbidity and mortality are common. Listeriosis is most frequently documented during the third trimester of pregnancy; however cases have been confirmed as early as the second month of gestation. Two clinical forms of listeriosis have been described- early onset and late onset. In this study an attempt is made to establish a correlation between listeriosis in pregnant women and the neonatal outcome. A total of 100 mother-infant pairs were investigated during a one year period. All the mothers had more than two abortions or intra uterine deaths. A statistical evaluation was done as a test for correlation between antenatal manifestations and neonatal outcome, using Fisher's exact. The probability value or p value was found to be  $p < 0.00001$ . This shows very high significance. That is the positivity of the mother has high influence on the positivity of the neonates.

**Keywords:** *Listeria monocytogenes*, Listeriosis in pregnancy, neonatal listeriosis, Perinatal

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# Fungal diversity in the Rhizosphere of different accessions of *Holostemma ada-kodien* Schultes. - an endangered medicinal plant

S.R. Ambika and L.Thanuja

## Abstract

Fungi are the dominant group of micro organisms in the rhizosphere soil. Certain fungi are characteristic of a particular vegetational type or a geographical area and occur more frequently in the respective geographical areas. The rhizosphere and non rhizosphere soil samples of *Holostemma ada-kodien* Schultes collected from different agro climatic conditions during December and January, 2008 and 09, respectively were screened for the occurrence of fungal species. Serial dilution and pour plate method were followed for the isolation purpose. The total number and types of fungi isolated varied in different accessions and in different dilutions. The fungi isolated from the rhizosphere of *Holostemma ada-kodien* from four areas of collection were the species of *Rhizopus*, *Penicillium*, *Aspergillus* and *Fusarium*. Out of the fungi isolated, *Rhizopus* species occurred in the rhizosphere samples of *Holostemma* growing in both forest and grassland type of vegetations with almost the same frequency; *Penicillium* species occurred more frequently in the *Holostemma* rhizosphere samples of forest type of vegetation. Whereas, *Aspergillus* and *Fusarium* species occurred more frequently in the rhizosphere samples of grassland type of vegetation. The results obtained confirm the preference of certain type of fungi to the soils of particular vegetational types and their numbers are higher in rhizosphere than in the non rhizosphere soils.

**Keywords:** *Rhizosphere*, *Rhizopus*, *Penicillium*, *Aspergillus*, *Fusarium*, *Holostemma ada-kodien*,

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# **Semi-structured Data Extraction using Object Exchange Model**

**R. Suchithra and M V. Ashok**

## **Abstract**

The world wide web is the largest and most widely known repository of hypertext. Hypertext documents contain text and generally embed hyperlinks to other documents distributed across the Web. However the abundant information on the web is not stored in any systematically structured way, a situation which poses great challenges to those seeking to effectively search for high quality information and to uncover the knowledge buried in billions of web pages. Therefore web mining of interesting and valuable information from the web has therefore become an important theme in data mining.

**Keywords:** Hypertext documents, Web, Web mining, Data mining

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## ***Hayavadana* and *Naga-Mandala*: Polygonal Perspectives**

M. Sharon Lopez

### **Abstract**

Girish Karnad belongs to the formative generation of Indian playwrights who came to maturity in the two decades following independence and collectively reshaped Indian theatre as a major national institution in the later twentieth century. *Naga-Mandala* and *Hayavadana* are two plays of his which demonstrate his deep engagement with myth and folklore - techniques he uses as creative frameworks. These structures are used to reveal and establish man's relationship with past and to tackle contemporary problems by placing a continuous parallel between antiquity and contemporaneity. This article examines these two plays ie., *Naga-Mandala* and *Hayavadana* and explores the various ideas and tensions that Karnad creates in them.

**Keywords:** Girish Karnad, antiquity, creative frameworks, contemporaneity

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# **Change Management in Civil Society Organizations: A case study of Deccan Development Society (DDS)**

**S Hanuman Kennedy and Smitha Srinivasan**

## **Abstract**

Civil Society Organizations, also known as non-governmental organizations play a crucial role in policy making and governance. A simple way to see civil society is as a "third sector," or an "intermediary institutions" distinct from government and business such as professional associations, citizen advocacy organizations, community groups, or charitable organizations , that voices issues of various sectors of society and enrich public participation in democracy. Due to increasing number of International donors in this sector, Civil society organizations are becoming more professional and structured. It is bridging the gap between supply (resources) and need (social issues).

In India, Civil society derives its strength from the Gandhian tradition of volunteerism, but today, it expresses itself in many different forms of activism. Apart from meeting its objectives for which they are created, Civil society organizations are able to sustain over long periods by adopting various management principles and by roping in some of the corporate functioning styles.

The Study focuses on how the changes are managed by Civil society organizations from an organization of volunteers to an organization of true professionals, an incorporation where a donor is not a mere giver but an investor and how they are coping with changes in today's globalised world by altering their internal management practices, employing change management tools and training their staff to meet the challenges.

**Keywords:** Civil Society Organization (CSO), Human Resource Management, Paradigm Conflicts, Change Management tools

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# **A Study of Business Models of Forward and Backward Linkages in Rural India**

**Anahita Dalai Pagdiwalla**

## **Abstract**

Making direct contact with the consumer - to purchase inputs or sell products to them- is one of the biggest challenges companies face in rural India today. Two initiatives that have successfully used process innovation to directly link the industry with the rural sector are ITC's e-choupal project and HUL's Project Shakti. By integrating social development into business strategy, these companies pushed their communities into the next stage of development and, in the process, created new markets and opportunities for themselves. This study is an inter-model comparison between both these models, focused on defining commonalities between them. These strategies can also be used by other companies to achieve a rural connect. The key characteristics and strategic approaches that are common to both companies are: having a clear business opportunity/agenda, changing social behaviours and mindsets to step up acceptance of new business models, co-creation of shared value, solutions rooted in the local community, taking on a network orchestration role and commitment that goes beyond the immediate competitive context. In order to sustain these models and ensure that they are profitable for all stakeholders the companies must remain committed to scaling up the models, leveraging new corporate social opportunities, evolving the business interventions to match the state of local development and creating a social dimension to their value propositions.

**Keywords:** Corporate social responsibility, rural, India, strategy, e-choupal, project Shakti

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# **A Comparative Study of Consumer Attitude towards Branded and Non Branded Products in South Bangalore**

**Gita Kishore**

## **Abstract**

Brands are 'identifying tags' associated with a manufacturer, product or range of products which create an image in the minds of the buyer in respect of a product. Consumers develop a positive or negative attitude towards a product on the basis of the brand image built by the manufacturer while the reality is consumers are flooded with identical products both branded and non branded. Consumers are put to inconvenience of deciding whether or not to choose a product on the basis of the brand. This study reveals that consumers are specific on brands for certain items while they are not so specific for other items.

**Keywords:** Product, consumer attitude, branded, durables, consumables.

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