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# Enhancement of Body Image in Young Female Adults

Elizabeth C.S and Sudha Bhogle

## Abstract

This study reports the effects of an intervention programme on Body Image of young female adults. The group exposed to the Intervention Programme was found better than the Control Group on measures of Body Image. The pre and post intervention paired 't' test results indicated the efficacy of the Intervention Programme in increasing acceptance of the appearance of body parts and acceptance of overall body weight. The post and follow up assessments showed that the effects of the Intervention Programme were sustained through the intervening period. The results bear testimony to the enhancement of physical well-being in young female adults through intervention.

**Keywords:** Well-being, Intervention, Pre-post design, body image, Young adults

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# **Testicular Histopathology of the Freshwater Gobiid, *Glossogobius giuris* (Ham) under Malathion and Temperature Exposure**

**Sitavi Yathiender, Usha Anandhi D and P.S. Murthy**

## **Abstract**

Adult fish of *Glossogobius giuris* exposed to sublethal concentrations of malathion (0.05, 0.25 and 0.5 ppm), temperature (30° C and 20°C) and malathion-temperature combination for 24 to 96 hours, revealed cytomorphological alterations in the testis and an atrophy of the Interstitial gland. Seminiferous lobules were reduced in size, degenerated and showed necrotic germ cells. Spermatogenic activity was arrested at the spermatid level. Only cysts of spermatogonia and spermatids with degranulated and vacuolated interstitial gland cells were seen after treatment for 96 hours and 30° C. Various stages of germ cells with reduced sperms and empty spaces in the lobules and increase in the number of granulated, degranulated and vacuolated cells are seen in the gland at 20°C. These changes were more significant with increase in the concentration of malathion, temperature and duration of exposure.

**Keywords:** Fish, pesticide, testis, interstitial gland.

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# HPTLC Fingerprinting of Seed Extract of *Bixa orellana* L

S. R. Ambika and Reena Susan Philip

## Abstract

*Bixa orellana* L., a native of tropical America is a food yielding and medicinally important plant belonging to the family Bixaceae. The dye extract obtained from the seeds, commonly called annatto is one of the 13 basic food coloring pigments derived from natural sources that are permitted by the US-FDA and there is an ever-increasing demand for annatto. Annatto obtained from the oily aril of the seeds is the world's second most important natural colorant (after caramel), yielding yellow to red color. Tire color is produced by several carotenoids and apocarotenoids which account for up to 7% of seed's dry mass. Among these bixin and norbixin are two commonly identified components responsible for the dye effect and are used in the food, fabric and pharmaceutical industry as coloring agent.

*B. areUana* L. was reported to exhibit morphological and physiological diversity. This has been studied in 20 different accessions collected from different parts of Karnataka. High Performance Thin Layer Chromatography (HPTLC) Fingerprinting profile of annatto was undertaken in this study in order to obtain better resolution and separation of unidentified carotenoids and apocarotenoids.

Of the six accessions of *B. orellana* L., analysed, all of them exhibited presence of two characteristic compounds- bixin and nor-bixin. Apart from these several other compounds were identified indicating the presence of other carotenoids. Scanning the chromatogram at 500nm shows the presence of other carotenoids at varying quantity in different accessions, which shows the diversity in *Bixa*. Isolated R<sub>f</sub> (Retention Factor) was identified in the last few accessions indicating the presence of a compound not found in first two accessions.

**Keywords:** *B. orellana* L, Annatto, Diversity, Apocarotenoids, High Performance Thin Layer Chromatography (HPTLC).

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# **Alterations in Reproductive Hormone Levels of Selenium Exposed Male Rats**

**Chandrakala Shenoy K**

## **Abstract**

Selenium is required for normal testicular development and spermatogenesis in rats. However, there are reports that excess of selenium affects the testicular morphology resulting in the interruption of spermatogenesis and regression of accessory sex glands leading to decreased secretory activity. The hormonal mechanisms underlying these morphological alterations have not so far been investigated. Therefore in order to have a better understanding of the action of selenium in disturbing the fertility, this study was undertaken, taking into account certain hormonal parameters related to reproduction in selenium exposed rats.

Male albino Wistar rats of 84 days old, weighing approximately 120g were divided into two groups and administered intraperitoneally with sub lethal doses of selenium (250 µg & 500 µg of Se/100g body weight) once in five days for a period of 30 days. Serum FSH, LH, testosterone, T4 & T3 levels were estimated by immunoassay method and compared with control rats.

The study revealed slight decrease in the levels of Testosterone, LH & FSH in Se treated rats compared to control. The level of T4 hormone was found to be increased significantly whereas the level of T3 hormone showed significant decrease compared to control.

This study suggests that selenium might interfere with the androgen action at the target sites. It also indicates interference of excessive selenium with the activity of selenoenzymes.

**Keywords:** Selenium, LH, FSH, testosterone, rat.

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# **Emotional Intelligence and Self Efficacy in High School Students: Gender Differences and Correlates**

**Beena Daliya and Sudha Bhogle**

## **Abstract**

To do well in school and for overall development, both academic success and Emotional Intelligence play an important role. The objective of this research work was to determine gender differences, if any, in Emotional Intelligence and self efficacy, in high school students and study their relationship to academic achievement.

To do this, EQ41 (Tapia & Stock, 1998) and Self- Efficacy scale (Sherer, Maddux, Mercandante, Prentice-dunn, Jacobs and Rogers 1982) were administered to a group of 684 students, of which 363 were boys and 321 were girls. These students were selected from private schools of Bangalore; all the 4 zones - north, south, east, and west - were represented. All the students chosen were studying 8th std from the state syllabus (SSLC).

EQ41 measured four factors viz., empathy, utilization of feelings, handling relationships and self- control. The Self- Efficacy scale consisted of two subscales: General self efficacy and Social self efficacy.

The results of the research indicate gender differences in the following aspects of emotional intelligence - empathy, utilization of feeling and handling relationships. No gender differences emerged for general or social self efficacy in this sample of students. Highly significant correlations were obtained between emotional intelligence and self efficacy, in all its aspects. Academic achievement was significantly related to both aspects of self efficacy, emotional intelligence and 'utilization of feelings; however academic achievement and other facts of emotional intelligence yielded non significant relationships.

**Keywords:** Emotional intelligence, self efficacy, academic achievement, high school students

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# **Social Sector and Human Resource Development – Issues at the State Level**

**Radha Ganapathy**

## **Abstract**

In recent years development literature is recognising the significance of the expansion of human capabilities. The focus of governments till recent times has been the expansion of economic growth in terms of rising GNP, whereas enhancing human capabilities did not get its due importance. But economic development has to be adjudged in terms of policies and institutional changes that enhance human capabilities apart from increase in income and output. Development goals must be defined in terms of progressive reduction and elimination of malnutrition, disease, illiteracy, poverty, unemployment and inequalities. In development literature, the human capital approach to economic development rightly emphasises that education and health status of the people are significant factors in economic development. Recent studies have brought out the importance and role of labour, education, experience, health and thereby human capital in the process of economic development. In India there has been a glaring failure to provide primary and secondary education and basic health facilities. The liberalization and globalisation efforts undertaken by the economy will be deeply hampered by the neglect of social sectors such as education and health.

**Keywords:** Social Services Expenditure, Human Development Index, Human Capabilities.

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# **A Study on Burnout among Physical Education Personnel Working in Government and Private First Grade Colleges**

**T. Srinivasa and M.B. Keerthynarayanawamy**

## **Abstract**

The objectives of this research study were to compare the levels of burnout between physical education personnel working in government and private first grade colleges of Karnataka state. The population consisted of 424 physical education personnel working in Government and private First Grade colleges affiliated to the Bangalore University. The MBI (Maslach Burnout Inventory) was used. The data analysis was done for percentage, mean, standard deviation and 't' test. The demographic variables that have been found to have some influence on burnout are gender, age, and type of management. The results showed that there is a significant difference in burnout between male & female and younger and older and government & private first grade college personnel.

**Keywords:** Burnout, physical education personnel, First Grade College

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# Similarities and Dissimilarities of Methods in Science and Philosophy

Susanto Sen

## Abstract

Science and philosophy are subjects meant for the better understanding of universal matters to develop valid knowledge. But, as observed in time, the recognition of one of these subjects diminishes compared to the other. In earlier days, philosophy was of a greater reputation, but today science garners greater reputation. The possible reasons for this can be attributed to the methods of inference as followed by science and philosophy separately. These methods determine the practicality as well as the significance of the subjects for the entire mankind.

**Keywords:** Absolute truth; Analogy; Greater philosophy; Inquiry; Logic; Objectives of philosophy and science; Reasoning; Relative truth; Theism.

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# **A Comparative Study of Motor Fitness and Sports Achievement Motivation between Kurukshetra and CCS University Kabaddi Players**

**Mahadevaswamy B. and M.B. Keerthinarayanaswamy**

## **Abstract**

The 21st Century has augured well for the indigenous game of India and the popular South Asian Game-Kabaddi. Kabaddi is an outdoor team sport. It is a game of speed, strength, strategy and, most importantly, lungpower, and also flexibility. The most successful people would be those who coupled strong achievement motivation with strong competitive motivation. In any game the need for achievement is more important for all participants. The purpose of the study was to compare the interuniversity Kabaddi players in their motor fitness and sports achievement motivation. For this purpose male kabaddi interuniversity players were selected in the age group of 18 to 25. The data was collected during All India Interuniversity Competition during the year 2008-09. The subjects achievement motivation was measured using the Kamlesh Sports Achievement Motivation questionnaire. To test the significance of the mean difference between Kurukshetra University and Chaudhary Charan Singh (CCS) University kabaddi players, 't' test was used. The results show that there was a significant difference on motor fitness and sports achievement motivation level between Kurukshetra University and Chaudhary Charan Singh (CCS) University players. Kurukshetra players having the higher sports achievement motivation level and motor fitness than CCS University players.

**Keywords:** Motor fitness, Sports Achievement Motivation.

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# Promotional Programme of Retail Business with Special Reference to Reliance Fresh - A Study

Vidya Hebbur S.

## Abstract

Retail business has become one of the prospective forms of business. With time becoming sparse for people living in metros, like Bangalore, they search for better quality products, varieties of products, cost effective items, ambience, good customer relationship and the like under one roof. Retail marketing is the key to all these expectations than shop hopping.

Retail business like Reliance Fresh is a place in market which provides various range of products with amazing service for example grocery, clothes, insurance, footwear - you name it you have it, which is essential in day to day life.

With many retail outlets cropping up it has become a hard fought competition amongst various retail business like More, Shubiksha, Big Bazaar, Total, etc, attracting new customers and retention of existing customers is very much essential by providing various promotional activities. This study shows different promotional offers provided by Reliance Fresh and its impact on sales due to promotional offers.

**Keywords:** Market, promotion, retail business, sales, advertising.

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