

Contents

Volume 10, Issue 1

January - June 2016

1.	Synthesis of Coumarin Derivatives <i>Sandra Sebastian, R. Ramachandrappa, Arnet Maria Antony and Mahagundappa Divatar</i>	1-3
2.	Ant Diversity in Undisturbed and Disturbed Areas in Bhuvaneshwari Nagar Park, Bangalore, South India <i>Nishanth S and Sitavi Yathiender</i>	4-11
3.	Littoral Zone Malacofauna in Selected Water Bodies of Taralu and Taralu Estate, Bengaluru-South - A Pilot Survey <i>Alexander R, Karuthapandi M, Avinash K, Sagarika P and Jayashankar M</i>	12-14
4.	A Study on How does Kudumbashree can go Hand in Hand with the Concept of Village Tourism in Kerala <i>Asif. G. A</i>	15-18
5.	A Longitudinal Study on Stakeholder Engagement towards Destination Management: Critical Analysis with Destination Management Organizations <i>Bindi Varghese</i>	19-25
6.	Community Tourism Entrepreneurship for Sustainable Tourism Management in Puri District <i>Shvetasaibal Samanta Sahoo</i>	26-29
7.	An Empirical Study of the Problems in Agricultural Sector in India <i>Harathi. B and G. Indhumathi</i>	30-32
8.	Impact of Micro Finance on Living Standard, Empowerment and Poverty Alleviation of Poor Women - A Case Study of North Karnataka <i>Abhinandan Nagaraj</i>	33-40

Synthesis of Coumarin Derivatives

Sandra Sebastian, R. Ramachandrappa, Arnet Maria Antony and Mahagundappa Divatar

Abstract

The synthesis and characterization of 3-acetyl coumarin, 3-(ω -bromoacetyl)coumarin and 3-(2-amino-1,3-thiazol-4-yl)coumarin was carried out. 3-(2-amino-1,3-thiazol-4-yl)coumarin was synthesized according to Hantz Thiazole synthesis. The synthesized compounds were investigated by physical and spectroscopic methods.

Key words: *3-acetyl coumarin, 3-(ω -bromoacetyl) coumarin, 3-(2-amino-1,3-thiazol-4-yl) coumarin and Hantz thiazole synthesis*

Ms. Sandra Sebastian, Scholar, Department of PG Chemistry, Jyoti Nivas College Autonomous, Bangalore-95, India

Dr. R. Ramachandrappa, Head, Department of Chemistry, Coordinator, M.Sc. Chemistry, Jyoti Nivas College Autonomous, Bangalore-95, India, e-mail: rrchandra_jnc@yahoo.co.in

Ms. Arnet Maria Antony, Department of PG Chemistry, Jyoti Nivas College Autonomous, Bangalore-95, India

Mr. Mahagundappa Divatar, Research and Development Scientist, Merck (legacy Sigma Aldrich), Bangalore, India

Ant Diversity in Undisturbed and Disturbed Areas in Bhuvaneshwari Nagar Park, Bangalore, South India

Nishanth S and Sitavi Yathiender

Abstract

Ants are one of the most diverse, abundant and ecologically significant organisms inhabiting the earth. The parks, gardens and small patches of natural vegetation provide suitable environment in urban habitats. Based on the present preliminary investigation in two different study areas of the Park (Undisturbed and Disturbed) a total of 14 species belonging to 12 genera, that spread over 4 subfamilies were recorded. Of the 4 subfamilies, Formicinae was the most dominant subfamily in terms of species richness(7 species) followed by Myrmicinae (4 species) Dolichoderinae (2 species) and Ponerinae which was represented by only one ant species in all the surveyed areas.

Key words : Ants, Diversity, Distribution

Mr. Nishanth S, Post Graduate Student, Government Science College Autonomous, Bangalore 560 001, India
e-mail: nishanth.nishu383@gmail.com

Dr. Sitavi Yathiender, Associate Professor, Department of Zoology and Genetics, Jyoti Nivas College Autonomous, Bangalore 560 095, India
e-mail: yathisitavi@hotmail.com

Littoral Zone Malacofauna in Selected Water Bodies of Taralu and Taralu Estate, Bengaluru-South - A Pilot Survey

Alexander R, Karuthapandi M, Avinash K, Sagarika P and Jayashankar M

Abstract

A preliminary survey conducted to record the fresh water malacofauna in three water bodies in and around Taralu, Bangalore South is reported. Six fresh water malacofaunal species were documented during the present study viz., two species of Bivalves viz., *Parreysia corrugate*; *Lamellidens corrianus* and four species of Gastropods viz., *Bellamyia bengalensis*; *Indoplanorbis exustus*; *Lymnaea luteola*; *Melanoides tuberculata*.

Key words : Malacofauna, Taralu, Bivalves, Gastropods.

Mr. Alexander R, A Rocha, India

Mr. Karuthapandi M, Freshwater Biology Regional Centre, Zoological Survey of India, Hyderabad- 500048, India

Mr. Avinash K, A Rocha, India

Ms. Sagarika P, A Rocha, India

Dr. Jayashankar M, Department of Entomology and Nematology, Indian Institute of Horticultural Research, Bengaluru -560 089 and
Research Advisor, A Rocha India, Correspondence:jay81zoology@gmail.com

A Study on How does Kudumbashree can go Hand in Hand with the Concept of Village Tourism in Kerala

Asif. G. A

Abstract

Kudumbashree is one of the major women empowering projects in the country established by the Government of Kerala in 1998. This program has become one of the largest women's movement in Asia, built around three critical components: entrepreneurship, micro credit and empowerment with a membership of 45 lakhs members and covers more than 50% of the households in Kerala. Micro enterprises owned by the Kudumbashree units are spread over the service sectors and agricultural activities. Kerala is blessed with the presence of beautiful villages which provide the indelible memories to visitors. In Kerala, the major tourist's interest and attractions are found in and around the beautiful villages. It has been noticing that thousands of people including foreigners are visiting these villages. But in some villages, government as well as the villagers is struggling hard to provide the basic tourism amenities and services to these visitors. The tourism development authorities like KTDC and DTPC are unable to extend their services to these tourist attractions for various reasons. Hence, in order to tackle these problems for the development of tourism in villages, Kudumbashree units can play a vital role as their presence in all villages of Kerala. This paper focuses on how Kudumbashree can go hand in hand with the concept of village tourism in Kerala. Since Kudumbashree has been a well-organized structure, it can extend its services throughout the villages of Kerala and thus rural tourism will be flourished each and every nook and corner of villages.

Key words: Kudumbashree, Rural tourism and Women empowerment.

A Longitudinal Study on Stakeholder Engagement towards Destination Management: Critical Analysis with Destination Management Organizations

Bindi Varghese

Abstract

This article seeks to explain why structural differences transpire when destination management is trivial for stakeholders from an Indian perspective. The imperative nature of destination management organizations is to examine the archetypes in administrative structures. The territorial structure of the study investigated on the various functionalities, activities and roles of DMO. The collective investigation of the development of tourism in the state of Karnataka and the recent narration of regional planning directs towards conclusions regarding the role of Destination Management Organizations in tourism with contemporary development, which has resulted in the creation of a Competency model, and the role of a methodical planning approach. Relatively, the state and the administrative system authorize a certain statutory and discretionary functions to be accepted with different structures which is been acceptable by the host government and the tourism archetypes of the state depending on local regional circumstances. Perhaps, different perceptions on the specialized domains are in unison with the multi-functional bodies. The research adopted qualitative exploratory research design and employed in-depth executive interviews from public sector and private sector domains. In the multiple case study method and cross case analysis pedagogy, themes were drawn to substantiate the ideas and concerns put forth by the stakeholders at the destination. The data is analyzed with Computer Assisted Qualitative Data Analysis method using NVivo software (QSR 10). Every stakeholder directly or indirectly associated with the tourism sector at the destination was considered for the study.

Key words: Tourism, Destination Management, Integrated Planning, Destination Management Organizations (DMOs), destination management, destination marketing, Competitive advantage, destination governance, stakeholder relationships, destination competitiveness.

Community Tourism Entrepreneurship for Sustainable Tourism Management in Puri District

Shwetasaibal Samanta Sahoo

Abstract

Tourism development in Odisha has suffered the pitfalls of uneven development often producing disproportionate distribution of returns. While tourism has been promulgated as a panacea to the socio-economic development challenges, Puri district is facing, local and often marginalized rural communities have not meaningfully reaped the benefits through tourism income. In this paper community tourism entrepreneurship is suggested as a viable option to promote sustainable tourism as it places the local communities at the centre of tourism planning and management. The entrepreneurial model puts limelight on the Community Based Tourism evaluation criteria that fosters a broad-based ownership of the tourism resource base, and focuses on the degree of individual participation and the extent to which the tourism income is earned directly by local communities through entrepreneurial activities and administering tourism services. The findings of this study, based on a survey of the Community Based Tourism Enterprises in Puri District indicate that local communities occupy a peripheral role in the tourism sector matrix. The real tourism industry is taking place outside of community control and influence. There is therefore need to build Community Based Tourism Enterprises (CBTEs) capacity in terms of tourism product development, linkages with the tourism market and further enhance community collective awareness of tourism opportunities in their locality. In this paper it is therefore notable that a higher level of community tourism entrepreneurship leads to greater socio-economic benefits for the majority of residents leading to biodiversity conservation and sustainable tourism development in the study area.

Key words: Local community, Community Tourism Entrepreneurship, Sustainable Tourism, Tourism Value Chain, Socio-Economic Benefits.

An Empirical Study of the Problems in Agricultural Sector in India

Harathi. B and G. Indhumathi

Abstract

The agrarian distress which is unfortunately never far from the surface in much of India, is rearing its roots ahead. Across the country, farmers, especially small cultivators, are facing severe problems with already dire outcomes. There has been a spike in farmers' suicides in several States. In Maharashtra, itself it is estimated that there has been a 40 per cent increase in farmers' suicides in the past seven months compared with the corresponding previous seven-month period. In West Bengal, the State government appears to be in denial mode even though the number of farmers who have committed suicide this year in Bardhaman district alone is 106. Reports from Rajasthan, Punjab and elsewhere also point to more suicides by those from the farming community because of the prevailing crisis in agriculture in India. The paper tries to find out the problems faced by the farmers in India and the remedies to control the situation.

Key words: Agriculture, crisis, Cultivators, farmers.

Mrs. Harathi. B, Research Scholar, Department of Commerce, Mother Teresa Woman's University, Kodaikanal, India.

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

Impact of Micro Finance on Living Standard, Empowerment and Poverty Alleviation of Poor Women- A Case Study of North Karnataka

Abhinandan Nagaraj

Abstract

The number of the poor is enormous but ironically, the number of Micro finance Institutions catering to them is handful. Microfinance is not just about giving micro credit to the poor rather it is an economic development tool whose objective is to assist poor to alleviate poverty and become self-dependent. This shows that micro finance activities are relevant for the growth and development of Living Standard, Empowerment and Poverty Alleviation of Poor Women. This paper is based on descriptive research and uses secondary data for the research.

The study is limited to the North Karnataka. This paper deals with the functioning of micro finance institution in the growth and development of Living Standard, Empowerment and Poverty Alleviation of Poor Women. In this paper different point have been suggested for the development of micro finance which will help the economic and social life of the people.

Key words: Micro finance, Micro finance client, Micro finance Institution.