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Free Radicals and the Role of Antioxidants – A Review

Sophia .D

Abstract

Imbalance between antioxidants and oxidants in the living system results in oxidative stress. Oxidative stress can cause deleterious effects to both plant and animal cells which might lead to numerous cellular degenerations, dysfunctions, and diseases. It has a significant role in neurodegenerative diseases like Alzheimer's disease, Parkinson's disease and other major complications like cardiovascular diseases, nephrotoxicity, etc. This is due to the overproduction of oxidants/free radicals which are highly reactive, unstable and toxic causing damage to the biomolecules such as carbohydrates, proteins, lipids and nucleic acids. Antioxidants act as free radical scavengers/effective quenchers and neutralize the toxic effects of free radicals. Antioxidants have several medicinal properties and even small concentration can counteract free radicals and can inhibit the process of oxidation. Dietary sources like fruits, vegetables, green tea are considered to be the richest source of antioxidants. Several scientific studies have confirmed the role of antioxidants as one of the most promising protective agents against chronic diseases like diabetes mellitus, cancer, neurodegenerative diseases, ageing, etc. Thus, antioxidants help in preventing diseases by protecting the cells. The aim of this review is to emphasize the importance and role of antioxidants including its protective effect against free radicals.

Key words: Oxidative stress, Antioxidants, Oxidants, Free radicals, Cancer.

Survey of Medicinal Plants in Jyoti Nivas College Autonomous, Bengaluru, Karnataka, India

Priyadarshini Pillai

Abstract

This paper was an attempt to assimilate the medicinal plant status of the Jyoti Nivas College Autonomous, Bengaluru, Karnataka by analyzing their diversity and conservation status. Jyoti Nivas College covering approximately four acres of open area in addition to lawns, garden, teaching and administrative blocks. Survey of medicinal plant diversity was carried out in Jyoti Nivas College campus. This survey was conducted based on the participatory observations and field visit to all places of our college campus. During survey visit a total of 27 medicinal plants species were identified. The main purpose of this survey is to collect data about medicinal plants available in our college campus in-order to preserve its valuable bioresources. All these plants having enormous medicinal properties including antibacterial, anticancer, antidiabetic, antiviral, antifungal, antidote, anthelmintic, anti-analgesic and they can cure cough, cold, ulcers, diarrhea, skin disorders, snake-bite etc. Due to these enormous medicinal properties of surveyed plants, some precious plants which are sensitive to these hazards are getting a place in the list of 'an endangered plants'. After few decades some valuable plants may be disappeared in our college campus because of those risks, so we hope that this survey will be helpful to the upcoming batches of Jyoti Nivas College students, through this they can get some ideas and information about medicinal plants of Jyoti Nivas College campus.

Key words: Medicinal plants, diversity, conservation status, traditional uses.

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Synthesis of Simple Pyranopyrazoles Under Sonic Condition

Sudha.S

Abstract

Pyranopyrazoles possess diverse biological and industrial applications and also as pharmaceutical ingredients. A simple and energy efficient method for the preparation of pyranopyrazole derivatives by the one pot four component reaction of hydrazine hydrate, malononitrile, aromatic aldehyde and ethylacetoacetate in the presence of organo base, using water as a green solvent under sonic condition is reported.

Key words: ultra sound, green solvent, MCR.

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Indian Banking: The Road Ahead

Thimmaiah Bayavanda Chinnappa and N. Karunakaran

Abstract

Financial markets are a part of the changing business paradigms, across the globe. In fact, the financial markets are the first to unleash the creativity and imagination and lead the revolution. Today, globalization of competencies, thinking and perspectives has been the part of Strategic Action Plan of all the major players in the financial markets, globally. The cut throat competition across the market operators and the pressure to perform by the stakeholders has resulted in competition being fiercer than ever before. Both the business landscape and chemistry of competition has changed significantly over the period of time. All around, there is a fresh thinking on the financial products, structure of market players and possibilities for value creation. Financial markets are being redefined, reinvented and reconfigured on a persistent basis.

Key words: Banking; liberalization; merger; convergence; consolidation; India.

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Making of the Unification of Karnataka: A Study on Post–Unification Challenges

Jagadeesh G V

Abstract

The unification of Karnataka has been completed only after a mass movement called Kannada Ekikarana Chalavali under the leadership of Alur Venkata Rao, Kadapa Raghavendra Rao, Gangadhar Rao Deshpande, Hardekar Manjappa and others with the reluctance of the leaders of South Karnataka especially Mysore Princely State. Mumbai Karnataka, Madras Karnataka, Hyderabad Karnataka, Mysore State and Coorg States have been merged in the newly formed Mysore State (it was renamed Karnataka in 1973). This paper intends to study language movement for the unification of Karnataka as well as the formation of Kannada speaking regions. This paper discusses various problems and disputes such as peasant, dalit and OBC, women, water, border, cinema, separate State and so on which have been emerged after the post–unification Karnataka. Language disputes caused a large impact on socio–economic and political spheres of Karnataka and its neighbours particularly Tamilnadu after re–organisation of linguistic states. This paper examines the formation and nature of hundreds of language organisations which threatened the existence of non–Kannadigas in Karnataka. This paper, however discusses various ideological differences among these Kannada organisations.

Key words: Karnataka Unification, Post Unification Karnataka, Kannadigas, Non–Kannadigas

In the eye of the COVID–19 Storm: Making Tourism ‘Atmanirbhar’?

Priyakrushna Mohanty & Anila Thomas

Abstract

The Indian tourism and hospitality sector has suffered massive flow from the COVID–19 pandemic. With a plunge in the demand and supply of tourism products, Indian tourism and hospitality industry is in a serious need of stimulus packages from the Govt. side. However, many view that the industry’s pleas have not been adequately addressed. This article explores into the various facets of the impacts of COVID–19 pandemic on the Indian tourism and hospitality industry and provides a glimpse into the various ways which will drive the Indian tourism industry back on the track of recovery.

Key words: Indian Tourism, COVID–19, Atmanirbhar, Recovery, Relief Packages.

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Technology Advancement and Frauds in Banking

Sivakami R, Subhashree.K and Harshitha.S

Abstract

Technology plays an important role in our day-to-day life and makes our life easier. Technology serves various functions in our modern life like education, communication, business, banking etc. It makes our life easier and secured in business and personal life. Banking has grown a lot from barter system to internet banking with technological advancement. The growth and advancement in technology has led to the paradigm shift in the entire banking operations and systems. Technological advancements have made way to the growth of digitalization. Internet banking came into existence with development of internet technology around the world.

Technological advancements play a major role in economic development. Using technological advancements payment, transactions, deposits and withdrawals are made easier and convenient for the customers. Banks using technological advancements have come up with developments in mobile banking, telephone banking, internet banking, ATM, debit cards and credit cards, computerized banking softwares, core banking solutions, MICR cheque processing, cheque transaction and online loan processing. As there is increase in technological advancement, there is also a drawback in the technology. With the increase in technology advancement banks are also facing its adverse effect in the form of bank frauds.

The major pitfalls of technological advancement in banking are that the personal relationship with banks and customers are reduced. There are many complex transactions which cannot happen without face to face interaction. The major bank frauds are fake apps, malware, fraud through SIM swap, unsecured WIFI connections, PIN crack, password hacking, ATM cloning fraud.

The objective of this research is to identify a massive change in terms of fulfilling customer needs through e-banking, impact of technology in banking and creating awareness among the people regarding the frauds in banking.

Key words: Technological advancements, Bank frauds, Security, Customers, Internet Banking, ATM.

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Rural Marketing Challenges and Strategies

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Abstract

Over the past few years, Rural Markets have been growing steadily and is now even bigger than the urban markets. India has about 6,50,000 villages, making up for 70% of population and contributing to half of the country's GDP, though majority of people who live in poverty are from the rural areas, marketing firms are still struggling to turn them into their customer. Therefore the overall growth of the economy has resulted in substantial increase in the purchasing power of the rural communities.

Rural markets in India can be categorized into consumer goods which comprises of durable and non-durable goods and goods for agricultural purposes. The Indian rural markets consist of a special uniqueness which has always been difficult to predict. As the preferences of the rural markets are changing, investors are keen on investing in the rural markets. Though there is possible and considerable growth options in the rural markets, there are some challenges too which causes hurdles in tapping the untapped markets. The main aim of the study is to take a step forward in exploring various strategies which can be adopted in rural markets along with current scenario, highlighting the key challenges relating to rural marketing.

Key words: Rural marketing, marketing, challenges in rural marketing, rural marketing strategies.

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