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Synthesis and Photocatalytic Property of Zinc oxide Nanoparticles from *Cymbopogon citratus*

Ritika Tyagi and T.S Perundevis

Abstract

ZnO nanoparticles were synthesized from the aqueous extract of *Cymbopogon citratus* using zinc sulphate heptahydrate as the metal precursor. The obtained particles were characterized by Fourier transform infrared spectroscopy, X-ray powder diffraction, and scanning electron microscopy. The photocatalytic activity of ZnO NP's on the degradation of organic dye methyl orange was studied. The study was carried out under solar radiation and the results prove the ZnO NP's is a significant photocatalyst.

Key words: ZnO nanoparticles (ZnO NPs), *Cymbopogon citratus*, Photocatalytic degradation, Methyl Orange.

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Biochemical Effect of Heavy Metals on *Salvinia Molesta*

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Abstract

Phytoremediation is the natural ability of certain plants to bioaccumulate, degrade or render harmless contaminants in soil, water and air. Hydrophytes due to their large amount of existence in the ecosystem and its uses as an indicator for the removal of heavy metals from the industrial effluents are of current interest. The effluents coming out from industries had high concentration of chromium, lead, copper and cadmium. One month laboratory experiments have been conducted to mark the percentage removal of different heavy metals at different concentrations and the effect of heavy metals on nitrate reductase activity, total chlorophyll and protein contents of the plant. Approximately 93% of total heavy metals present in the medium were accumulated by *Salvinia molesta* at lower concentration used in the experiment. At higher concentrations heavy metal induced-toxicity appears resulting in the reduced activities of nitrate reductase, total chlorophyll and protein contents of the plant. The results recommended the use of *Salvinia molesta* to ameliorate the waste water contaminated with heavy metals.

Key words: Heavy Metals, Industrial Effluent, *Salvinia molesta*, Physiological parameters. AAS.

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Synthesis of Aromatic Amides by Pinnick Oxidation

Rosemary and A. Karthika

Abstract

In the present work, Pinnick-type oxidative amidation of aldehydes has been successfully developed. Sodium chlorite was found to be a useful oxidant in coupling an aldehyde and amine to form an amide bond. A large variety of substrates are suitable and many functional groups are tolerated due to mild nature of amidation methodology.

Key words: Pinnick oxidation, Sodium Chlorite, Sodium Dihydrogen Phosphate, Aromatic aldehydes.

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Too Loud a Solitude and My Golden Trades : Cartographies and Experiences of Workers in a City under Control

Naureen Aziz

Abstract

Physical spaces. Mind spaces. Thoughts and abstracted repetition of physical spaces. Cartography helps analyse the travel between these 'spaces', helps us assess a situation and mark escape routes from disaster scenarios or Totalitarian cities.

This paper will examine the cartographies drawn by the experiences of workers in a city under control. It will explore the spatial relationship from the sewers of Prague to the cellars in order to understand the people who inhabit these cellars while they work.

Work which “in the conditions prevailing here, it is rare for someone to be doing what he was trained to do, or what he is suited for”-Klima.

This paper will examine these concerns through a study of Bohumil Hrabal's *Too Loud a Solitude* and Ivan Klima's *My Golden Trades*. The workers in both the books practice trades in a city (Prague) which are determined by a system and not the individual. The politics of the system and the mapping of a city affect the individual worker. Both writers explore life in Prague under the Communist Regime before the Velvet Revolution. Ironically while these individual workers perform their bound duties, their experiences shape their minds and thoughts much against the intention of the Regime.

A series of blue collar jobs examined by Klima and Hrabal in their stories, tell us how new maps are created with these new experiences. As the Czech proverb goes – for him with nine trades the tenth is poverty. So how does the world of books impact a worker who destroys them for a profession? How does the path of a courier boy mark the experiences of an outcast writer? This paper hopes to examine cartographies of these workers in Prague – the city under control and see how the maps cease to be just physical lines but become more experiential cartographies of a Totalitarian existence.

Key words: *Cartography, mind maps, cellars, workers, experiences, Totalitarian, city, control, Prague.*

Agricultural Economy of Kerala: Some Reflections

N. Karunakaran

Abstract

Agriculture is an important source of livelihood and income for majority of population in Kerala. But this sector is under the big threat of economic reforms like liberalization, privatization and globalization. The State of Kerala's agricultural development history witnessed shift in cultivation. The growth trends of crops in Kerala shows significant change from food crops to non-food crops and recently towards rubber. Rice cultivation decreased continuously and widened the supply demand gap. Recently the growth performance of this sector is fluctuating and its share to total GSDP of the state is also declining. A study of the factor productivity growth across the districts and state and the percentage share of total factor productivity in output growth of the crop sector revealed stagnation in the agricultural growth of Kerala.

Key words: Agricultural economy, shift in cultivation, supply demand gap, GSDP, stagnation, Kerala.

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The Dalit : Historical and Literary Imaginings

Suparna Sengupta

Abstract

In 2018, the Ministry of Information and Broadcasting issued an advisory, urging the use of the constitutionally validated term 'Scheduled Caste' in public discourse, as against the perceived derogatory reference 'dalit'. Scholars, intellectuals, activists immediately responded, invoking the cultural and political legacy of the term, which has come to be associated with Ambedkarite thought and struggle. Under the Poona Pact of 1932, the word 'dalit' came to represent a caste/community/collective, historically oppressed by the 'upper'/privileged castes. The Pact announced the right and need of the dalit to reservation of electoral seats. While the official term 'Scheduled Caste' indicated the legality of a distributive category, Ambedkar emphasized on the word 'dalit' to historicise the struggle and identity of a people, otherwise unrepresented by mainstream narratives. In its moment of christening, the word 'dalit' wrestled for dignity and humaneness, against the paternalising 'harijan'. It also tried to redress and subvert the limitations of 'jhoothan'(waste) or 'achyut'(untouchable). In the 1970s, the Dalit Panther Movement reclaimed the word with new political and cultural charge. The dalit in Panther discourse was the post-Independence child of equality, raising questions about India's 'tryst with destiny'. The paper takes a retrospective look at the emergence of the epistemological category 'dalit' from its long, submerged history of 'untouchability'. The 'story' of the dalit thus subsumes within it several strands of histories from below. At a time, when the nation is grappling with multiple chronicles of resistance, to be a dalit might have resonance, at various levels, with the existential reality of being 'crushed', 'oppressed' or 'grounded'.

Key words: Dalit, Ambedkar, narrative, historicise, Dalit Panther.

An Empirical Study on Linkage between Psychological Contract and Organizational Commitment among Flexpatriates in IT Industry

Rajendra Kumar V.R, Shruthi. K and Anni Arnav

Abstract

Since the 1980s, research on international assignments (IA) has principally focused on traditional long-term expatriates. However, due to pressures to reduce long-term expatriate assignments and to reduce cost of expatriation alternative forms of deployment of IA has emerged. The purpose of this paper is to examine the flexpatriates relationship by applying psychological contract. This paper highlights the employer and employee obligations and its role in building a congenial environment for employee to take up international assignments. This study employs a quantitative research approach and empirical data was collected from 150 respondents working in IT companies involved in flexpatriate assignments.

Key words: Flexpatriates, Psychological Contract, International Assignments.

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A Study on Impact of Work - Life Balance on Employees' Job Satisfaction at Taj Tristar Hotel (Group), Hyderabad

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Abstract

One of the key factors for employees to achieve success is Work- life balance. Each and every employee in an organisation will have personal and professional life; both of them are inseparable and are indirectly dependent on each other. The core purpose of this study is to find out the factors which affect the work-life balance of an employee and analyze the impact of work life balance on employee job satisfaction in Taj Tristar hotel (group), Hyderabad. Collection of data is done through Primary data which includes structured questionnaire and secondary sources. In primary data collection a total of 100 questionnaires are distributed among the employees of Taj Tristar hotel. Secondary data is collected through past research, journals and online web-sites. The study found that work-life balance has a significant impact on employee job satisfaction in Taj Tristar hotel and thus work responsibilities negatively impact the personal life of employees. The factors are long working hours, family support, dual couple career, stress, overload of work, health, flexible working practices, competition Therefore, it is important for an employee to maintain a right balance between work and life.

Key words: Work-life balance, Job satisfaction, Working conditions, Support from family and Income.

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An Empirical Study on Impact of Customer Loyalty Programmes on Customer Retention

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Abstract

The customer retention and customer expectations with regard to efforts made by marketer's on customer loyalty programs. Loyalty programmes have been an important element of customer relationship management to add on rewards on cumulative purchasing are an explicit attempt to enhance retention. Such programmes encourage repeat buying and thereby improve retention rates for customers to purchase more frequently in larger volumes. The main objective of the study is to analyze the traditional practices to retain the customers and to study the innovative practices that are being adopted by marketers to retain the customer loyalty. The scope of the study was restricted to Bangalore and customers of Westside. The survey was conducted to collect data from the sample, in total (100) questionnaires was distributed to Westside customers and interviewed 5 important retailers with regard to marketing strategies and practices. From the study it was revealed that the traditional practices have a strong foundation in their attempt to retain customer loyalty but, due to increasing competition and smaller margins means that marketers have to adopt various innovative means to retain customer loyalty.

Key words: Loyalty programmes, point system, tier system, traditional practices, innovative practices, customer retention.

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