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Associate Professor, Department of Computer Science and Engineering, Vignan’s Nirula Institute of Technology & Science for women, Guntur, (Andra Pradesh), India.
1. **Authors:** Devender Sharma  
   **Paper Title:** Marketing Services to Promote Art & Handicraft Practices Adopted by the Self Help Groups of Shimla District, Himachal Pradesh.  
   **Abstract:** Marketing services provided by government agencies to promote art and handicraft. The key objectives of the study were to study various marketing services provided by government agencies to promote art and handicraft, the awareness level of self-help groups, perception of the self-help groups towards marketing schemes used by government agencies to promote art and handicraft. A structured questionnaire was prepared for the present study. It was found that skills training on handicraft and cluster development were the schemes useful for the promotion of art and handicraft.  
   **Keywords:** Art & Handicraft, Cluster Marketing Services, Promotion.  
   **References:**  

2. **Authors:** Shaik Shamshuddin, T. Venkateswarulu, UV adinarayana, I. Bangaruraju, S G Ramarao  
   **Paper Title:** Buying Behaviour and Preferences of Consumers with Reference to FMCG Goods in North Coastal Andhra Pradesh  
   **Abstract:** The world has become a village and many MNCs have entered Indian operations as it is an attractive destiny for the burgeoning middle class with its increase in disposable income. This competition opened the new doors and ways to face the challenges encountered from FMCG Markets. There are many studies that analyse the consumer brand loyalty towards FMCG products, consumer buying behaviour and brand loyalty of the fast moving consumer goods in the rural markets, the contribution of FMCG goodsin economy of country, factors influencing demand of FMCG goodsamong people. Also there are studies that analyses the purchase behaviour of the male and female separately towards the FMCG goods. But no study has been done on buying behaviour of consumers in FMCG sector in the North Coastal Districts of Andhra Pradesh. Hence this Research Paper concentrated on North Coastal Andhra Pradesh Consumers and their buying behavior. The study of consumer preferences towards fast moving consumer goods relates to the buying preferences of FMCG products based on product attributes, price, quality etc. Before finalizing on the questionnaire a pilot study was carried out. This was to primarily check on the accuracy of the questions used in the survey. Field survey was carried out. This questionnaire was administered to 150 respondents. This Article is done with help of both sources like primary and secondary data. Articleconnected with the three districts of North Coastal Andhra Pradesh and consumers were selected both from rural and urban locations in each district.  
   **Keywords:** Consumer, Decision, Industry, Selection, Process, Behavior  
   **References:**  


Authors: Anju PS

Paper Title: Tussle for Existence: An Inquisitive Exploration on the Role of Women in Sangati(Events)

Abstract: Indian society is quite a complex one, because of its construction of hierarchal social order grounded on the premise of sophistication, social order and sex. Historically, women are placed at the margins that prevented them from having opportunities and denied them the flexibility to enter the general public sphere. This paper entitled “Tussle for Existence: An Inquisitive Exploration on the Role of Women in Sangati (Events)” which is a close to the accurate attempt to discern the penetrating expertise of lower-class women who passed through many unconditional subjugations from varied norms of the society, as well as Dalit women’s power of resilience to subdue these existing curtailments in the patriarchal social structure. Through the work, Sangati, Bama explores the lives of women, wherever caste and gender-based rights and rituals executed a women’s life as sacrificial fires. In her work Sangati, Bama, one among the predominant Dalit women writers, constitutes the themes of Dalit feminism and the celebrations of self-assurance within the community of subaltern women.

Keywords: culture, gender oppression, marginalization, subaltern studies

References:

Authors: Patrisha A/P David, Azlina Abdul Aziz

Paper Title: The Use of Digital Storytelling in Teaching Plot in Narrative Writing for Year 4 Pupils in a Primary School

Abstract: Narrative writing in ESL classrooms is usually seen as a complex process. However, the need to help the pupils to produce a narrative essay is becoming crucial as it is a part of the UPSR examination (Primary School Evaluation Test), which carries a very high weight-age of marks for that particular session. Therefore, Digital Storytelling used as a tool to help pupils to produce better narratives. This study reports quasi-experimental research on the use of Digital Storytelling in teaching plot development in narrative writing for year-4 pupils in an urban primary school. 30 pupils were chosen using purposive sampling in a school in Kuala Lumpur, Malaysia. A pre-test of narrative writing was administered to evaluate the participants’ writing skills. The quasi-experimental research design was used to conduct this study. The participants were separated into two different groups: one experimental group and one control group. The participants of the experimental group used Digital Storytelling, focusing on plot development to produce a narrative text while the control group received a conventional method of teaching narrative writing. Finally, all the participants answered a post-test of producing narrative writing. Besides pre-test and post-test, the data was qualitatively gathered using Feedback Form, Semi-structured Interview of 4 participants, and Document Analysis of the narrative text produced. This effective, innovative strategy can be used to develop pupils’ narrative writing skills on many levels besides year-4 pupils.

Keywords: Digital Storytelling, narrative writing, primary ESL learners and Technology in education

References:
Prudent Financial Behaviour among Youth: The Role of Financial Attitude

Abstract: This paper seeks to discuss the importance and the role of Financial Attitude (FA) in determining factors to prudent financial behaviour among youth. Arising of financial problems among young age groups in today’s life has attracted attention of stakeholders in many countries globally because the groups considered as backbone and future country leaders. This paper seeks to discuss the function of FA in ensuring prudent financial decision and improved youth financial behaviour. Further, this paper later expanded from concept and definitions of FA to the effectiveness and the relationship of FA with prudent financial behaviour. Significantly, FA aims at making individuals more financial literate, transform youth to change for prudent financial decisions and provide them with the skills and competencies to take more responsibilities in their personal financial management.

Keywords: attitude, behavior, youth, financial, prudent

References:

Authors: Omkar Gijare, Shubham Khaire, Mohd. Yasin Bagwan, Sahil Srivastava, Venuopal Kulkarni

Paper Title: Productivity Optimization in a Shopping Complex using Industrial Engineering and Facility Layout Planning Tools

Abstract: Due to constant supply and demand cycles of grocery, food, dairy & other everyday products in the shopping complexes, there is no provision available for revision of existing Standard Operating Procedure (SOP) to evaluate its productivity. The productivity of a shopping complex can be determined in terms of sales, utilization of material, machine and manpower, energy utilization and amount of waste utilized. The aim of this paper is to study existing SOP and plant layout in order to suggest modifications through scientific methods which will reflect in optimized productivity. This study implicates material handling processes and equipment as well. The methodology followed belongs to industrial engineering and facility planning tools and techniques. Layout redesigning is performed following the guidelines of various facility planning experts. Work study, time study is performed under observation of teaching professional and the management of the complex. The improvements emphasize on areas where occurrence of problems is more frequent and wastage amounts are very high. Knowing the fact that various factors such as infrastructure, building and capital constraints are inevitable in redesigning the total plant layout, the improvements suggested achieve increased productivity while following all regulations and limitations. This study will not only provide a betterment to the functioning of that complex, but it will provide guidelines for newly undertaken studies and projects.

Keywords: Facility planning, Material handling equipment, Method study, Productivity, Shopping complex

References:
2. ‘Using a productivity function based method to design a new shopping centre’, Rafael Suarez-Vega, Jose Luis Gutierrez-Acuna, Manuel Rodriguez-Diaz, Journal of Retailing and Consumer Services, Volume 51, November 2019, Pages 176-185

Authors: Neelakshi Borthakur

Paper Title: Transport Network Analysis: A Case Study on Upper Assam District of Assam

Abstract: This paper is totally based on a critical review of Transport Network Analysis in a Upper Assam district of State of Assam in India. It’s a comparative study between ASTC Bus Services and Traveller Services
from Jorhat District (Centre) to Tinsukia, Dibrugarh, Sibsagar, Golaghat, Lakhimpur and Dhemaji District. There have only 11 ASTC Bus Services and More than (on Average) 15 Traveler Service in every district. The ASTC Bus Services were fixed for riding every day but Traveller Services are not fixed. It is flexible on time and demand by the passengers situations. From these it is clear that the government (ASTC) bus service are very less than the traveler services in this Upper Assam. There have many factors for the shortage of Govt. service and increase of Traveller Services. For this there have face many problems by passenger like travel fare, capacity of arrangement of seats, lack of comfortness of travelling etc.

Keywords: Transport Network; Upper Assam; Factors; Problem and Future.

References:
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Authors: Parveen Nair A/L Sridharan, Nur EhsanMohd Said

Paper Title: The Effect of Graphic Organizer (KWL Chart) on Young Learners’ Reading Comprehension in an ESL Setting

Abstract: KWL is a pre-reading strategy used to improve reading comprehension. This paper aims to discover the effectiveness of the Know-Want-Learn (KWL) strategy in improving year-4 pupils’ reading comprehension is one of the elements assessed in the UPSR Examination in Malaysia. This study reports quasi-experimental research on the use of a KWL chart (graphic organizer) on year 4 pupils’ reading comprehension in an ESL setting. Thirty pupils were chosen using purposive sampling in a primary school at Kuala Lumpur. The test was conducted with 30 ESL pupils of the same age group. A pre-test of reading comprehension was then administered to evaluate the participants’ comprehension skills. The Quasi-experimental research design used to carry out this study. Participants were separated into two different groups: an experimental group and a control group. The participants of the experimental group used the KWL Chart to answer comprehension questions; the control group received the conventional method of teaching to answer reading comprehension questions. At last, all the participants answered a post-test on reading comprehension. This innovative strategy can be used to develop pupils’ reading comprehension not only for pupils in year-4 but also for pupils at other levels.

Keywords: Know-Want-Learn (KWL), Reading Comprehension, ESL learners, and Graphic Organizer.

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Inequality of Educational Opportunity in India: Changes over Time and across States.

M.Nazeeruddin

Abstract: The outbreak of the COVID-19 is affecting more than 3 Lakh confirmed cases from 180 countries and territories around the world. It is said to be that nearly 341 confirmed cases have been reported in India as of March 22, 2020. Normally the Corona Virus would be found in animals and can be transmitted from animals to human beings and then spread from person to person. The COVID-19 is getting by humans contact with animals. Poultry industry is one of the fastest growing and most profitable industries in India it also is an integral part of agricultural sectors. According to the recent surveys that about 3 million farmers and 15 million agarian farmers are employed in the poultry industry and it has contributed around Rs 26000 crores to the national income. Such a fast growing industry is now temporarily facing neck deep financial crises for the past one month due to COVID-19.

Keywords: COVID-19, Indian Economy, Resource based industry and Poultry Industry.

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Inequalities in Education: A Case Study of Dhubri District, Assam, India

Gwmsath Mushahary, Manjil Basumatory

Abstract: Gender inequality refers to the inequality between men and women in any aspect. Educational inequality is the unequal distribution of educational attainment including educational opportunities and achievement within a particular region. The educational attainment between men and women always varies in our society. The literacy gap between male and female is not only found in Dhubri district alone but in the state of Assam as well. The educational achievement and work participation of women is less than men in the Dhubri district of Assam. The educational achievement and work participation gap between male and female are very high in the district of Dhubri as compared to the other districts of the state. This is mainly because of various factors such as socio-cultural background of the communities; limited access to high quality education, School environment, lack of awareness etc. The study area is populated by various communities such as Muslims, Bengalis, Rabhas, Garos, Bodos, Rajbongshis etc of which Muslims are the dominant and girls are given less preference in the Muslim society in terms of education for which there is a vast gap in the educational attainment between male and female in Dhubri district. The present study will help in reducing the inequalities, be it in education, work participation, economic upliftment etc. The objective of the study is to understand the factors of inequality between men and women in terms of educational achievement and work participation of the region and also to suggest measures to address the issue.

Keywords: Educational achievement, Work participation, Economic conditions, Political pressure, Social rituals.

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Abstract: Anatomical, physical, chemical and veneer properties of wood are important aspect that affect applicability of wood based product. This study is focused on three fast growing species of Batai (Paraserianthes falcata), Eucalyptus (Eucalyptus ellipita) and Kelampayan (Neolamarckia cadamba). All trees were cut into three height portion (bottom, middle and top) and wood disc samples are taken for anatomical, physical and chemical determination from each part of height. Meanwhile veneer properties were determined for veneer sheet after peeling and drying process. Eucalyptus shows the highest number of vessel for 16 mm2 area and near pith has higher frequency of vessel occurrence than near bark. The highest specific gravity for Batai, Eucalyptus and Kelampayan were found in bottom portion, followed by middle and top portion. Percentages of moisture content for this tree species is increased going from bottom to top portion. Cold and hot water, alcohol toluene, ash content and lignin content were found to have significant differences for top, middle and bottom of tree portion. The highest of percentage of veneer shrinkage was shown by Kelampayan veneer. Meanwhile, Batai veneer exhibited the lowest contact angle. As the conclusion, species and tree portions were found to be significantly affected for the anatomical, physical and chemical properties. For veneer analysis, species were found to affect veneer parameters. The results are of importance in order to optimize the production of plywood from fast growing species in Malaysia.

Keywords: Fast growing species, Veneer properties, Wood properties

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Authors: Pollypriya Buragohain

Paper Title: The Determinants of the Reproductive Health of Women of Tai-Aiton Community of Assam

Abstract: Reproductive Health is one of the significant issues today as it is a pivotal part of general health. Reproductive health was defined in International Conference on Population and Development (ICPD) as “the state of complete physical, mental and social well-being and not merely the absence of disease or infirmity, in all matters relating to the reproductive system and to its functions and processes”(ICPD Programme of Action, paragraph 7.2). Worldwide maternal deaths fell by almost 44 percent from 1990 to 2015, but about 830 mothers still die daily in delivery cases or as a result of pregnancy or post partum causes. The health status of tribal women is very poor (Ramana, 2015). The Tai-Aitons are a recognizable scheduled tribe of Assam having their own distinctive culture and tradition. They have been recognized as Scheduled Tribes (Hills) and are listed as Man-Tai Speaking people by the Government of Assam. No specific data about the total population of the Tai-Aitons are available. Though data are not accessible, but various studies exhibit that population of Tai-Aitons is very less. There are number of factors which may influence the reproductive health of the above mentioned women of Tai-aiton community. So, the basic objective of this study is to find out and analyze the main determinants of the reproductive health of women of Tai-Aiton community of Assam. Data is collected from two development blocks of Karbi-Anglong district and one development block of Golaghat district (total 210 households) based on the data of Man-Tai Speaking National Council, Assam, Population Cun Education Data (2006). The data related to this study are collected from August 2019 to October 2019. In order to examine the influence of socio-economic and demographic factors on the reproductive health of the sample women, Multiple Linear Regression analysis has been carried out where value of Reproductive Health Index is taken as dependent variable. The result of the study find out that live birth ever born, education of women, distance to PHCs, occupation of husbands, age at birth of the females and infant mortality affect significantly and occupation of women, monthly income, exposure to mass media and birth interval does not significantly affect the reproductive health of the Tai-Aiton women of Assam. Thus, ensuring a better reproductive health of the women, it is mandatory to improve education among girls particularly beyond high school in tribal areas because education impacts upon the health status particularly the reproductive health status of women. In tribal areas, the Integrated Maternal and Child Health programme may also play an important role in improving the education level mostly take an important step to make aware of the tribal women about their health particularly their nutrition level.

Keywords: Reproductive Health, Tai-Aiton, Maternal, Women, Assam.

References:


Abstract: Around four lakh confirmed cases and more than one lakh eighty nine thousand death worldwide due to a virus called Coronavirus causing a respiratory disease “COVID19” were registered from 1st December 2019 to 25th March 2020 and it has been declared as pandemic by World Health Organization. This paper proposed a fuzzy rule based system which is used with MATLAB tools for simulations to give predictions related to whether one is suffering from Covid19 or not. At present, the testing kits of Covid19 are very limited and they take lot of time to give results but our proposed system can be used in initial predictions, which can save both time and money. This system is based on fifteen rules developed on the basis of guidelines given by World Health Organization and other Health agencies. The results given by the system are very promising and can be used to prevent testing and save time which is very crucial to save life of one and stop it from spreading further.

Keywords: COVID19, Virus, Respiratory Disease, Fuzzy Logic, Simulation Fuzzy rule based system, Expert System, MATLAB.

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16. Igor Barone de Medeiros et al., A Fuzzy Inference System to Support Medical Diagnosis in Real Time, 2017, Peer-review under responsibility of the scientific committee of the 5th International Conference on Information Technology and Quantitative Management, ITQM 2017. 10.1016/j.procs.2017.11.356
Abstract: This research has the aim to describe the organizational capabilities of the Local Disaster Management Agency (BPBD) Padang in efforts to reduce disaster risk in Padang City. This study uses qualitative research methods with a descriptive approach. Data was collected through interviews with informants, field observations and documentation studies. This research was conducted at the BPBD Padang office. While the research informants were determined using purposive sampling techniques. The results of this study indicate that the capability of BPBD Padang is still not optimal. This can be seen from the problems encountered in the field, such as the coordination function carried out by the BPBD Padang, which is very weak, the lack of human resources, facilities and infrastructure that are inadequate and the budget is still very minimal.

Keywords: Capability, Disaster, BPBD, Risk, Padang.

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Authors: Priyank Talesara, Aniruddh Bahuguna, Chintan Thakkar

Paper Title: Archaeological Exploration of Defence Structures & Fortress City based on Ancient Folklore of Mount Abu, Rajasthan, India

Abstract: In terms of archaeology the defence structure defined as protective or fortification construction or enclosure around any settlement on the area with or without a moat. In an archaeological context, defence structures are mainly constructed on a formal or informal plan and consist of walls and fortification built in massive size. In our winter exploration, we tried to investigate the discovery of the ruins of defence structure found near sacred place/pilgrimage site in Sirohi District. Methodology: Our field survey in Sirohi district based on ancient folklore of Mount Abu to relate its multidisciplinary archaeological science related to the field of geography about the number of defence structures & fortress city. Remote sensing and GIS applications use to tracing the geo-coordinate location of structures and ruins. Also tries to focus on the contour of the area to know its higher-point, elevation and even measured MSL. Aim & Objective: In the history of Sirohi, only a few forts have been reported for example Basantgarh/Vasantagarh, Chandrawati, Achalgarh, Sirohi city fort. First, three cities established in ancient time especially Vasantgarh is the oldest fortress city in the district, but What was purpose behind building these forts? What was the role of fortified temple in the kingdom? What trade links it have through trade routes and links with other kingdom? Why these cities got destroyed? We found ruins of defence structure near Vastanjji, Gharkav Mata Ji, Shergaon, Utraj and Oriya. These sites are explored near Mount Abu. Conclusion: Most of the sites in above finding seem to possibly destroy in the earthquakes as these sites located near Seismic fault zone and here we found fallen ruins, large scattered rocks and buried cities mound. Most of the Modern settlement of Sirohi district build their houses on the buried mound. Still, sometimes villagers finding here artefacts related to historical settlement of ancient cities. In the end, we like to conclude that the geography of the area is very difficult to explore in a short period, our exploration continues.

Keywords: Defence Structure, Earthquakes, Folklore, Mount Abu.

References:

Authors: Kamleendu Pandey, Ronak Panchal

Paper Title: A Study of Real World Data Visualization of COVID-19 dataset using Python

Abstract: The importance of data science and machine learning is evident in all the domains where any kind of data is generated. The multi aspect analysis and visualizations help the society to come up with useful solutions and formulate policies. This paper takes the live data of current pandemic of Corona Virus and presents multi-faceted views of the data as to help the authorities and Governments to take appropriate decisions to tackle this unprecedented problem. Python and its libraries along with Google Colab platform is used to get the results. The best possible techniques and combinations of modules/libraries are used to present the information related to COVID-19.

Keywords: Data Visualization, Corona virus (COVID-19), Python, Data Science

References:
Authors: Mehul Patel, Manisha Jaiswal

Paper Title: The Learning on CRM in ERP- with Special References to Selected Engineering Companies in Gujarat

Abstract: ERP is enterprise administration software—typically a suite of built-in applications—that a agency can use to collect, store, manipulate and interpret facts from many enterprise activities, including: product
planning, cost, manufacturing or carrier delivery, advertising and sales. Most of the agencies both MSMEs and massive scale groups have integration interfaces between ERP and CRM structures for the change of patron and income data. In latest years there has been a blurring of the distinctions between ERP and CRM systems. Most ERP structures have elevated to fundamental performance for CRM and Management Information Systems (MIS). Similarly, CRM structures now consist of a great deal commonplace ERP functionality. The whole CRM-ERP integration oriented engineering groups are 143 in Gujarat. The decision of 15 agencies is made feasible on the groundwork of 5 zones of Gujarat State. The supply of information is principal and secondary. The foremost statistics are amassed thru structured questionnaire administered to the respondents in individual and thru email. The legitimate pattern dimension for this find out about is decided on the foundation of the aforesaid formulation for the pattern size. The populace for deterring is in variant mode 3803 by means of getting records via net hyperlinks and private assembly with organization authorities. The pattern measurement may additionally be decided as 372. IBMSPSS.22 is employed as a statistical device for the reason of analysis. Demographic frequency of respondents, scale reliability test, correlations, component evaluation and regression evaluation are performed as statistical checks for attaining the objectives.

**Keywords:** CRM the commercial enterprise focus, appropriateness, Information Quality, System Quality, System Use

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**Authors:** Ebrahim Farhan Mubarak Busenan

**Paper Title:** The Effect of Complaints on Public Services Performance a Case Study of Public Sector Organizations of Bahrain

**Abstract:** the purpose of this paper is to highlight the importance of complaints as a tool to improving the public services performance in the organizations of public sector. The main findings of this paper is to focus on
complaints that present from citizens about performance of public services as an important tool to public sector of Bahrain in order to the implementation and development solutions to improve and enhance performance of public services. Moreover, practical implications, this can increase the possibility of restoring satisfaction and trust of citizens in public services performance.

**Keywords:** Complaints, Public Sector Organizations, Performance of Public Services, Overview of Public Sector of Bahrain.

**References:**