# **INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT**



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2255 Cities in 155 countries/territories are visiting our journal on regular basis.

# **CONTENTS**

No.	TITLE & NAME OF THE AUTHOR (S)	Page No.	
1.	EXTENT OF ABSOLUTE POVERTY IN RURAL SECTOR OF HIMACHAL PRADESH: A MEASURE OF UNEMPLOYMENT	1	
	RAMNA		
2.	THE ENTREPRENEURSHIP CORE COMPETENCES FOR DISTRIBUTION SERVICE INDUSTRY SU-CHANG CHEN, HSI-CHI HSIAO, JEN-CHIA CHANG, CHUN-MEI CHOU, CHIN-PIN CHEN & CHIEN-HUA SHEN	5	
3.	THE RELATIONSHIP BETWEEN MACROECONOMIC VARIABLES AND CEMENT INDUSTRY RETURNS: EMPIRICAL EVIDENCE FROM PAKISTANI CEMENT INDUSTRY  MUHAMMAD IMRAN & QAISAR ABBAS		
4.	OUTLOOK OF MANAGEMENT STUDENTS TOWARDS EFFICIENCY OF ONLINE LEARNING-A CASE STUDY OF SHIVAMOGGA CITY, KARNATAKA STATE SANDHYA.C, R. HIREMANI NAIK & ANURADHA.T.S		
5.	TRAFFIC RELATED MORTALITY AND ECONOMIC DEVELOPMENT  MURAT DARÇIN	21	
6.	SUBSCRIBER'S PERCEPTION TOWARDS CUSTOMER CARE SERVICE IN MOBILE TELECOMMUNICATION WITH SPECIAL REFERENCE TO TUTICORIN CITY  S. ANTHONY BARRILL COLDEN, S. DR. V. CORALANDISHNAN	27	
7.	S. ANTHONY RAHUL GOLDEN. & DR. V. GOPALAKRISHNAN  A STUDY OF WAVELET BASED IMAGE COMPRESSION ALGORITHMS  CULTAN DUDUAGARA & DR. VICTOR ATTOTIVA	31	
8.	CHETAN DUDHAGARA & DR. KISHOR ATKOTIYA  A STUDY OF CONSUMER'S IMPULSE BUYING BEHAVIOUR WITH REFERENCE TO EFFECT OF PROMOTIONAL TOOL IN THE OUTLETS OF CHHATTISGARH  DR. MANOJ VERGHESE & POOJA G. LUNIYA	37	
9.	STUDY OF CONSUMER BEHAVIOR IN CELL PHONE INDUSTRY  DR. ARUNA DEOSKAR	41	
10.	ANOTHER APPROACH OF SOLVING UNBALANCED TRANSPORTATION PROBLEM USING VOGEL'S APPROXIMATION METHOD  DILIP KUMAR GHOSH & YASHESH ZAVERI	45	
11.	PROBLEM OF NON-PERFORMING ASSETS OF STATE BANK OF INDIA: A CASE STUDY OF NAGPUR DISTRICT  DR. N. K. SHUKLA & M. MYTRAYE	49	
12.	INVESTMENT STRATEGY OF LIC OF INDIA AND ITS IMPACT ON PROFITABILITY T. NARAYANA GOWD, DR. C. BHANU KIRAN & DR. CH. RAMAPRASADA RAO	59	
13.	PREDICTION OF DHAKA TEMPERATURE BASED ON SOFT COMPUTING APPROACHES SHIPRA BANIK, MOHAMMAD ANWER & A.F.M. KHODADAD KHAN	65	
14.	SET THEORETIC APPROACH TO FUNDS FLOW STATEMENTS – A STUDY WITH REFERENCE TO STATE BANK OF INDIA  DR. PRANAM DHAR	71	
15.	STRATEGIES FOR THE SUCCESS OF BRAND EXTENDED PRODUCT: AN ANALYTICAL STUDY OF DEHRADUN DISTRICT WITH SPECIAL REFERENCE TO FMCG  DR. AMIT JOSHI, DR. SAURABH JOSHI, DR. PRIYA GROVER & PARVIN JADHAV	80	
16.	VALUE ADDED TAX AND ECONOMIC GROWTH: THE NIGERIA EXPERIENCE (1994 -2010)	85	
<b>17</b> .	DR. OWOLABI A. USMAN & ADEGBITE TAJUDEEN ADEJARE  CORPORATE SOCIAL RESPONSIBILITY INITIATIVES BY POWER GRID CORPORATION OF INDIA LIMITED: A STUDY  DR. S. RAGHUNATHA REDDY & MM SURAJ UD DOWLA	90	
18.	METADATA MANAGEMENT IN DATA WAREHOUSING AND BUSINESS INTELLIGENCE  VIJAY GUPTA & DR. JAYANT SINGH	93	
19.	QUALITY OF WORK LIFE - A CRITICAL STUDY ON INDIAN HOSPITALS  B. UMA RANI & M. SARALA	97	
20.	BUSINESS ETHICS: WAY FOR SUSTAINABLE DEVELOPMENT OF ORGANISATION  DR. SATYAM PINCHA & AVINASH PAREEK	105	
21.	USE OF ICT TOOLS IN HIGHER EDUCATION SANDEEP YADAV & KIRAN YADAV	108	
22.	CONSTRUCTING CONFIDENCE INTERVALS FOR DIFFERENT TEST PROCEDURES FROM RIGHT FAILURE CENSORED NORMAL DATA V. SRINIVAS	111	
23.	RECOGNISING CUSTOMER COMPLAINT BEHAVIOUR IN RESTAURANT MUHAMMAD RIZWAN, MUHAMMAD AHMAD AHMAD ATHAR, MUBASHRA WAHEED, ZAINAB WAHEED, RAIMA IMTIAZ & AYESHA MUNIR	116	
24.	SOCIO-CULTURAL EFFECTS OF ALCOHOL CONSUMPTION BEHAVIOUR OF YOUNG COMMERCIAL DRIVERS IN SOUTH WEST NIGERIA DR. ADEJUMO, GBADEBO OLUBUNMI	123	
25.	MEAN-SHIFT FILTERING AND SEGMENTATION IN ULTRA SOUND THYROID IMAGES  S. BINNY	126	
26.	E-TAILING, ONLINE RETAILING ITS FACTORS AND RELATIONS WITH CUSTOMER PERSPECTIVE  WASIMAKRAM BINNAL	131	
27.	THE KNOWLEDGE MANAGEMENT AND THE PARAMETERS OF THE TECHNOLOGICAL INNOVATION PROCESS: APPLICATION IN THE TUNISIAN CASE MILLE MAALEJ RIM & HABIB AFFES	134	
28.	THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE FINANCIAL PERFORMANCE: META-ANALYSIS  ASMA RAFIQUE CHUGHTAI & AAMIR AZEEM	139	
	AN EMPIRICAL STUDY ON STRESS SYMPTOMS OF ARTS, ENGINEERING AND MANAGEMENT STUDENTS IN TIRUCHIRAPALLI DISTRICT, TAMIL NADU S. NAGARANI	144	
30.	PURCHASE INTENTION TOWARDS COUNTERFEIT PRODUCT MUHAMMAD RIZWAN, SYEDA RABIA BUKHARI, TEHREEM ILYAS, HAFIZA QURAT UL AIN & HINA GULZAR	152	
	REQUEST FOR FEEDBACK	159	

## CHIEF PATRON

#### PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

## FOUNDER PATRON

#### LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana Former Vice-President, Dadri Education Society, Charkhi Dadri Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

## CO-ORDINATOR

#### **AMITA**

Faculty, Government M. S., Mohali

# ADVISORS

#### DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

## EDITOR

#### PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

# CO-EDITOR

Faculty, Shree Ram Institute of Business & Management, Urjani

# EDITORIAL ADVISORY BOARD

#### DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

#### **PROF. SANJIV MITTAL**

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

#### **PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

#### DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

#### DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

## ASSOCIATE EDITORS

#### PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

#### **PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

#### PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

#### DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

**PROF. V. SELVAM** 

SSL, VIT University, Vellore

#### DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

#### DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

#### **SURJEET SINGH**

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

# TECHNICAL ADVISOR

#### AMITA

Faculty, Government M. S., Mohali

## FINANCIAL ADVISORS

#### **DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

#### NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

# LEGAL ADVISORS

#### JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

#### **CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

## SUPERINTENDENT

**SURENDER KUMAR POONIA** 

3.

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript anytime in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

TH	E EDITOR	DATED:		
IJR	CM			
Sul	bject: SUBMISSION OF MANUSCRIPT IN THE AREA OF			
(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)				
DE	AR SIR/MADAM			
Ple	ease find my submission of manuscript entitled '	′ for possible publication in your journals.		
	ereby affirm that the contents of this manuscript are original. Furthermore, it der review for publication elsewhere.	has neither been published elsewhere in any language fully or partly, nor is it		
I af	ffirm that all the author (s) have seen and agreed to the submitted version of t	ne manuscript and their inclusion of name (s) as co-author (s).		
	o, if my/our manuscript is accepted, I/We agree to comply with the formantribution in any of your journals.	ilities as given on the website of the journal & you are free to publish our		
NA	IME OF CORRESPONDING AUTHOR:			
D.	signation:			
Aff	iliation with full address, contact numbers & Pin Code:	A CONTRACTOR OF THE PARTY OF TH		
Aff Re:	illiation with full address, contact numbers & Pin Code: sidential address with Pin Code:	The same of the sa		
Aff Re: Mo	iliation with full address, contact numbers & Pin Code:	7770		
Aff Res Mo Lar	iliation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s):	TY THE		
Aff Res Mo Lar E-r	iliation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s):	T778		
Aff Res Mo Lar E-r Alt	iliation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address: ernate E-mail Address:	77		
Aff Res Mo Lar E-r Alt	iliation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): nail Address: ernate E-mail Address:	ersion is liable to be rejected without any consideration), which will start from		
Aff Res Mo Lar E-r Alt	illiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): nail Address: ernate E-mail Address:  The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN or	f the mail:		
Aff Res Mo Lar E-r Alt <b>NO</b> a)	illiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): nail Address: ernate E-mail Address:  The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN o New Manuscript for Review in the area of (Finance/Marketing/HRM/Gene	f the mail:		
Aff Res Mo Lar E-r Alt <b>NO</b> a)	illiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): nail Address: ernate E-mail Address:  The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN o New Manuscript for Review in the area of (Finance/Marketing/HRM/Gene Engineering/Mathematics/other, please specify)	f the mail: ral Management/Economics/Psychology/Law/Computer/IT/		
Aff Res Mo Lar E-r Alt NC a)	illiation with full address, contact numbers & Pin Code: sidential address with Pin Code: bille Number (s): ndline Number (s): nail Address: ernate E-mail Address:  The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN o New Manuscript for Review in the area of (Finance/Marketing/HRM/Gene Engineering/Mathematics/other, please specify) There is no need to give any text in the body of mail, except the cases where	f the mail: ral Management/Economics/Psychology/Law/Computer/IT/ e the author wishes to give any specific message w.r.t. to the manuscript.		
Aff Res Mo Lar E-r Alt NC a) b)	ililiation with full address, contact numbers & Pin Code: sidential address with Pin Code: shile Number (s): ndline Number (s): mail Address: ernate E-mail Address:  PTES:  The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN or New Manuscript for Review in the area of (Finance/Marketing/HRM/Gene Engineering/Mathematics/other, please specify) There is no need to give any text in the body of mail, except the cases when The total size of the file containing the manuscript is required to be below!	f the mail: ral Management/Economics/Psychology/Law/Computer/IT/ e the author wishes to give any specific message w.r.t. to the manuscript. 600 KB.		
Aff Res Mo Lar E-r Alt NC a)	ililiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address: ernate E-mail Address:  The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN or New Manuscript for Review in the area of (Finance/Marketing/HRM/Gene Engineering/Mathematics/other, please specify) There is no need to give any text in the body of mail, except the cases when The total size of the file containing the manuscript is required to be below! Abstract alone will not be considered for review, and the author is required.	f the mail: ral Management/Economics/Psychology/Law/Computer/IT/ e the author wishes to give any specific message w.r.t. to the manuscript. 600 KB.		

AUTHOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email

ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods,

MANUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

address should be in italic & 11-point Calibri Font. It must be centered underneath the title.

results & conclusion in a single para. Abbreviations must be mentioned in full.

- 5. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
- 6. MANUSCRIPT: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
- 7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 8. **SUB-HEADINGS**: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
- 9. MAIN TEXT: The main text should follow the following sequence:

INTRODUCTION

**REVIEW OF LITERATURE** 

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

**OBJECTIVES** 

**HYPOTHESES** 

RESEARCH METHODOLOGY

**RESULTS & DISCUSSION** 

**FINDINGS** 

**RECOMMENDATIONS/SUGGESTIONS** 

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

**ACKNOWLEDGMENTS** 

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.

- 10. **FIGURES & TABLES**: These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure**. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
- 11. **EQUATIONS**: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
- 12. **REFERENCES**: The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working
  papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

#### PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

#### BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

#### CONTRIBUTIONS TO BOOKS

Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

#### JOURNAL AND OTHER ARTICLES

 Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

#### **CONFERENCE PAPERS**

• Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

#### UNPUBLISHED DISSERTATIONS AND THESES

Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

#### ONLINE RESOURCES

Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

#### WEBSITES

• Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

#### MEAN-SHIFT FILTERING AND SEGMENTATION IN ULTRA SOUND THYROID IMAGES

# S. BINNY ASST. PROFESSOR KRISTU JYOTI COLLEGE OF MANAGEMENT & TECHNOLOGY CHANGANACHERRY

#### **ABSTRACT**

In medical imaging, image removal of noise has become a very necessary matter all through the diagnosis. In medical images there must be a compromise between noise reduction and the preservation of useful diagnostic information. The goals of an imaging modality is to provide the clinician with the necessary information needed for an accurate diagnosis .Speckle noise is an intrinsic artifact found in Ultrasound images. In this project, the Mean shift filter (MS) has been applied for speckle filtering and segmentation of medical images. The mean shift with uniform kernels was compared with the Lee filter in, proving that the mean shift can outperform the Lee filter in texture and edge preservation. To complete this study, Gaussian kernels have been used in this paper. As expected, the results are better, because it reduce the complexity of image and improve segmentation accuracy, with no significant increase in the average number of iterations, for a given lower bound of the magnitude of the Mean shift vector. A segmentation approach based mean shift has been applied, but some modifications have been introduced to adapt it to the characteristics of the considered medical images. As in the filtering case, the power of the Mean shift is related to the use of a combined spatial-range processing and the corresponding bandwidths. Both bandwidths combined with the clustering algorithm allow smoothing image areas, losing texture information, and maintaining edges.

#### **KEYWORDS**

Clustering, mean shift, Segmentation, Speckle noise, Ultrasound images.

#### INTRODUCTION

n the medical field ultrasound imaging systems is currently available medical equipment, which is portable, reliable, low cost and safe to the human body and does not affect human tissues. These features (and the last one in particular) make the ultrasound imaging be the most prevalent diagnostic tool in hospitals around the world, the quality of ultrasound images is limited due to various factor, which can be from image acquisition and due to image system design imperfection

Due to the growth of Thyroid cells, Thyroid nodules appear in the Thyroid gland or a thing walled abnormal sac containing fluid known as cyst. It become large enough to press on nearby structures in the neck, they can overproduce thyroid hormone (hyperthyroidism) or they may be indicative of thyroid cancer The use of high-resolution diagnostic ultra sonography (US) for clinical evaluation of thyroid nodules has proved to be a useful clinical diagnostic method. Ultrasound is one of the non-invasive low cost imaging techniques for thyroid scanning.

It can follow anatomical deformations in real time during biopsy and treatment and it is non-invasive and does not require ionizing radiation consists of resolution enhancement, contrast enhancement to suppress speckles and imaging of spectral parameters Contrast enhancement is a technique that able to suppress speckle in thyroid ultrasound image. One of the popular methods in contrast enhancement is histogram equalization.

Histogram Equalization is a technique for recovering some of apparently lost contrast in an image by remapping the brightness values in such a way as to equalize and distribute its brightness values Segmentation is a collection of methods allowing interpreting spatially close parts of the image as objects. Active contour is one of the methods in image segmentation and used in the domain of image processing to locate the contour of an image and allow a contour to deform so as to minimize a given energy functional in order to produce the desired segmentation Traditionally different image filtering techniques, such as mean and median filtering, other adaptive filtering techniques, like the Kuna, Lee, or Frost techniques, and new versions of these filters have been proposed to reduce speckle noise. Most of them use a defined filter window to estimate the local noise variance (NV) of a speckled image and perform individual filtering process. The result is generally a high reduction of speckle noise in areas that are homogeneous, but the image is over-smoothed due to losses in details and edges in heterogeneous areas.

The Lee in filter is often used as a reference because it combines an efficient noise reduction while maintaining the sharpness of the image. Disadvantage in Conventional image filtering is that provide Low segmentation accuracy and High complexity Note that the applicability of the wavelet de-noising to the problem of speckle noise reduction had been initially demonstrated in the field of SAR imaging, where the first work on this subject. Since then, many of the wavelet de-speckling methods have simply migrated from this field to the field of medical ultrasound imaging utilizing the similarity between the processes of producing the SAR and ultrasound images.

#### **RELATED WORKS**

Ultrasound image are widely used tool for clinical diagnosis. Ultrasound is also used as a popular research tool for capturing raw data, that can be made available through an Ultra Sound research interface, with the intension of tissue characterization and contrivance of new image processing procedures. Ultrasound is operated mainly on sound waves transmission and receipt of sound waves which is mainly differs from other medical imaging pattern. Based on the composition of the different tissues the high frequency sound waves are sent; the signal will be attenuated and advent at discreet intervals, multilayered structure is found in the part of reflected sound waves. Which can be described by input acoustic impedance and the relatives structures of reflection and transmission co-efficient. It does not cost any harmful effects and save to use. It is cheaper and rapid to perform

Various speckle noise removal technique are available in the literature[1][18][24][25][27]. Linear filtering techniques like spatial averaging have blurring effect. Adaptive filtering technique based on local statistics is good for preserving boundaries but suffers from speckle noise. The median filter is used to remove speckle noise[24]. The lee filter is used to remove speckle noise based on mean and variance of the pixel of the interest is equal to local mean and variance of all pixels with in the moving[24.]. Wavelet de-noising procedure is also used to remove speckle noise present in the signal by preserving the signal character regardless of frequency contents.

Speckle noise is a phenomenon that degrades the ultra sound image quality and arises because the relative phase of individual scatterers within a resolution cell is strongly dependent upon the viewing angle the resulting fluctuations generate ultra sound images with grainy appearance, which makes detection and classification tasks difficult. Speckle noise is a multiplicative noise

#### MEAN SHIFT ALGORITHM

Preprocessing is a very simple implementation of a mean shift filter that can be used for edge-preserving smoothing or for segmentation. Using mean shift filtering Important edges of an image can be easier detected. The circular flat kernel is used and the color distance is calculated in the YIQ-color space. In computer vision and image proc essing the Mean shift filtering algorithm is used. For each pixel of an image is having a spatial location and a distinct color, for each pixel, the set of neighboring pixels is intented. The new spatial center and the new color mean value are calculated For the set of neighbor pixels. for the next iteration, The calculated mean values will aid as new centre. The method will be repeated until the spatial and the mean stops adapting. At the end of the interaction, the final mean color will be of the iteration, the final mean assigned to the starting position of that iteration.

Mean shift is also known as mode seeking algorithm and non-parametric feature space technique. It is used clustering in computer vision and image processing It is a procedure for locating the maxima of a density function given discrete data sampled from that function. It is useful for detecting the modes of this density.

 $K_1(a_i-a)$ It is an Repetitive method, and we start with an initial estimate  $\,a\,$  . Let a kernel function be given. For the re-estimation of the mean, This

method intents the weight of near by points. Particularly, we use the Gaussian kernel on the distance to the current estimate,  $K_1(a_i-a)=e^{d\|a_i-a\|^2}$ 

The weighted mean of the density in the window is intented by  $\,K_{1}\,{}_{\mathrm{i}\,\mathrm{s}}$ 

$$M(a) = \frac{\sum a_{i \in N(a)K_1(a_i - a)a_i}}{\sum a_{i \in N(a)K_1(a_i - a)}} \quad (1)$$

where N(a) is the neighborhood of a, a set of points for which  $Ka\neq 0$ . The mean-shift algorithm now sets  $a\leftarrow M(a)$ , and repeats the estimation until M (a

Mode estimation is of utmost importance in many domains, and particularly in image processing. This field have a great place in our every day life, as widely used devices in multimedia, entertainment and professional applications in medicine, geography, or security use advanced signal processing and image de noising techniques. One of the most striking use of mode estimation methods is image de noising. Noise in pictures can arise because of poor light condition, short exposure and low photon detection, among others. The origin of this noise determines its statistical properties; it can be either additive or multiplicative, Gaussian, Poisoning, or follow a more complex model.

Image clustering and categorization is a means for high-level description of image content. The aim is to find a mapping of the sequential images into clusters. The generated cluster provides a summarization and visualization of the image content that can be used for distinct works related to image database management. Mean shift is a non-parametric feature – space analysis technique, a so-called mode seeking algorithm. Application domains include clustering in computer vision and image processing. Mean shift is a method mainly used for determining the maxima of a density function given for different data samples

and used for finding the modes of this density. It is a repetitive function .Suppose we begin the initial estimate <sup>a</sup> . The kernel function given. This method identifies the weight of nearby points for mean re-estimation. Particularly, the Gaussian kernel is used on the distance to the current

estimate.  $K_1(a_i - a) = e^{d\|a_i - a\|^2}$ . The window weighted mean of the density is intented by  $K_1$  is

$$M(a) = \frac{\sum a_{i \in N(a)K_1(a_i - a)a_i}}{\sum a_{i \in N(a)K_1(a_i - a)}}$$

where N(a) is the neighborhood of a, a set of points for which  $k(a) = \pm 0$ .

The mean-shift algorithm Now sets  $a \leftarrow M(a)$  , as mean shift algorithm and repeats the computation until M(a) coincides. A nonparametric clustering technique is mean shift filtering algorithm, which does not require shape of cluster and knowledge of the number of clusters.

let n data points  $a_i$ , i = 1, ..., n be on a d-dimensional space Rd, with kernel  $K_1(a)$  and window radius h, the multivariate kernel density estimate obtained

$$f(a) = \frac{1}{nh^e} \sum_{i=1}^{n} K_1(\frac{a - a_i}{h})$$

For symmetric kernels, it is adequate define the profile of the kernel  $\,k_{\mathrm{l}}(a)\,$  content as

$$K_1(a) = e_{k,e} k(||a||^2)$$

Here ck, d is a normalization constant which assures K1( $^{a}$ ) integrates to 1. The modes of the density function are located at the zeros of the gradient function of (a) = 0. The gradient of the density estimator (1) is

Where g(s) = -kO(s). The first term is proportional to the density estimate at a computed with kernel G(a) = cg, dg (kak2) and the second term

$$M_h(a) = \frac{\sum_{i=1}^{n} a_{ig} (\|\frac{a - a_i}{h}\|^2)}{\sum_{i=1}^{n} g(\|\frac{a - a_i}{h}\|^2)} - a$$

(5)

is the mean shift. The mean shift vector intended towards the maximum density. The mean shift method, acquired by continuous

- •calculation of the mean shift vector mh(at)

• the window Translation by  $a_t + 1 = a_t + mh(at)$ 

Until all point converge when the gradient of density n is zero. The process of finding Mean shift mode is demonstrated Figure 3.1. The application of the mode finding method mean shift clustering algorithm.

#### FIG. 3.1: MEAN SHIFT PROCEDURE



- 1. Begin on data points
- 2 Use mean shift method until a standstill points of the density function
- 3 Sort these points by maintaining the local maxima The points which belongs to same group is related to same cluster

#### SYSTEM ARCHITECTURE

The development of software in this project is to overcome the problem occur due to the detection of thyroid region and problem in ultrasound image. Then literature reviews need to know the anatomy physiology and pathology of thyroid to identify the position and shape of the thyroid region. After that the suitable method of segmentation and image enhancement is identified for the software development for automatic segmentation of ultrasound. Some step is needed to be done to develop the software system that able to segment and enhance the thyroid ultrasound image. Problem detection related to the topic is important before any system can be developed. In this work focused on technique to improve the quality and information of content of ultrasonic image of the thyroid, where the methods chosen are contrast enhancement to suppress speckles Ultrasound image



The ultrasound image is in RGB type which is an additive color of red, green, and blue. The image is converted into gray scale image for further processing.

FIG. 4.2: ORIGINAL THYROID IMAGE



FIG. 4.3: AFTER PROCESSING THYROID IMAGE

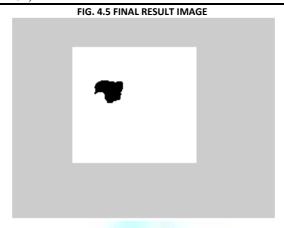


For the clustered method, the thyroid region will be segmented into different size. Resizing the image pixels into only the region of interest using initialization mask is significant for efficient image processing.



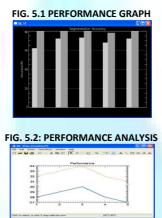


After the image is inverted, removing black spot on white area by converting black spot into white color in the thyroid region. Then, the small pixel of region will be removed as we assume it is the noise. In this case, the black color is filled if the spot.



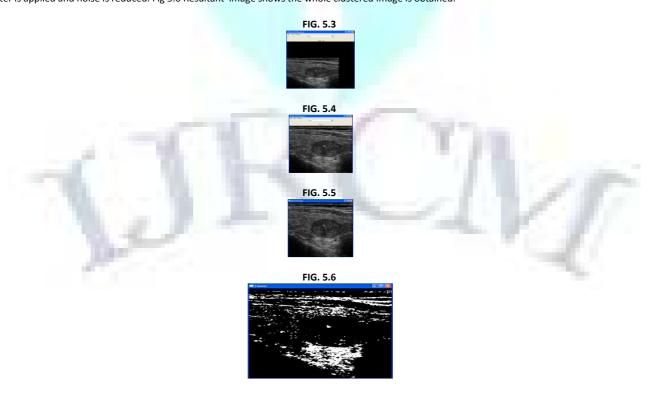
#### **EXPERIEMENTAL RESULT**

These results prove the efficient using MS filtering stage, which allows us to reduce speckle noise and preserving edges.



In this project, the MS has been applied for speckle filtering and segmentation of medical images. The MS with uniform kernels was compared with the Lee filter in, proving that the MS can outperform the Lee filter in texture and edge preservation. As expected, the results are better, with no significant increase in the average number of iterations, for a given lower bound of the magnitude of the MS vector (this value is reduced in some cases). A segmentation approach based mean shift clustering on has been applied, but some modifications have been introduced to adapt it to the characteristics of the considered medical images. As in the filtering case, the power of the MS is related to the use of a combined spatial-range processing and the corresponding bandwidths. Both bandwidths combined with the clustering algorithm allow smoothing image areas, losing texture information, and maintaining edges.

This section deals with the results that are obtained from the system. Fig 5.3 shows the processed image.fig 5.4 shows noised image .Fig 5.5 shows that mean shift filter is applied and noise is reduced. Fig 5.6 Resultant image shows the whole clustered image is obtained.



#### CONCLUSION

As a conclusion, In this works, the MS has been applied for speckle filtering and segmentation of ultra sound images. The MS with uniform kernels was compared with the Lee filter in, proving that the MS can outperform the Lee filter in texture and edge preservation. The advantage of MS is that provide high segmentation accuracy of the image and also have low complexity in our future work, the proposed work would be an essential structure which could be enhanced by speeding up the training phase, which will contribute to the possibility of training with multiple ultrasound images. Moreover, it could be embedded within an integrated system that will combine heterogeneous information to support thyroid nodule diagnosis. In future this system can be extended using different techniques to make this available more useful in different areas.

#### **REFERENCES**

- 1. A Biometric Identification System Based on Thyroid Tissue Echo Morphology, Jose, C.R. Seabra.
- 2. "Acoustics and brain cancer" http://www.eurekalert.org/pub\_releases/2007-11/aiop-hou110607.php
- 3. Analysis of Sonogram Images of Thyroid Gland Based on Wavelet Transform, M.Bastanfard, 2007.
- 4. Bennett, David (May 19, 2005). "Subiaco Abbey's Angus herd". Delta Farm Press. Archived from the original on February 27, 2010. Retrieved February 27, 2010.
- 5. Clinical Safety Statements. Efsumb.org. Retrieved on 2011-11-13.
- 6. DistanceDoc and MedRecorder: New Approach to Remote Ultrasound Imaging | Solutions | Epiphan Systems. Epiphan.com. Retrieved on 2011-11-13.
- 7. Eddy C.K. Tong, S.R., Scan Measurement of Normal Enlarged Thyroid Glands. 1972.
- 8. Fetal Keepsake Videos. Fda.gov (2009-04-21). Retrieved on 2011-11-13.
- 9. HOLGER Langer,"Advanced grayscale morphological filters for the detection of sea mine in side sane sonoar imagery, august 2000
- 10. Kerry G Baker; Robertson, VJ; Duck, FA (2001). "A Review of Therapeutic Ultrasound: Biophysical Effects". Physical Therapy 81 (7): 1351–8. PMID 11444998.
- 11. Lewis Jr., George K.; Olbricht, Willam L.; Lewis, George (2008). Acoustic enhanced Evans blue dye perfusion in neurological tissues. Proceedings of Meetings on Acoustics. 2. p. 020001. DOI:10.1121/1.2890703.
- 12. M. Savelonas, D.M., D. lakovidia, S.Karkania, A Variable Background Active Contour Model for Automatic Detection of Thyroid Nodule in Ultrasound
- 13. McKinnon and Voss "Equine Reproduction" (Lea & Febiger; 1993)
- 14. Peter C. Tay, C.D.G., John A. Hossack, Ultrasound Despeckling for Contrast Enhancement. IEEE Transactions on Image Processing
- 15. Shawn Lankton, A.T., Localizing Region-Based Active Contours. IEEE Transaction on Image Processing,
- 16. Soong-Der Chen, A.R.R., Contrast Enhancement using Recursive Mean-Separate Histogram Equalization for Scalable Brightness Preservation. 2003.
- 17. Speckle Noise Reduction by Using Wavelets, Aamndeep, Kaur, March 2010.
- 18. Strain Compounding: A New Approach for Speckle Reduction, Pai-Chi Li, Senior Member, 2002.
- 19. Sudha S, Suresh GR, Sukanesh R. Speckle Noise Reduction in Ultrasound Images Using Context-based Adaptive Wavelet Thresholding. IETE J Res 2009;55:135-43.
- 20. Ultrasound Characteristics of the Uterus in the Cycling Mare and their Correlation with Steroid Hormones and Timing of Ovulation. Equine-reproduction.com. Retrieved on 2011-11-13.
- 21. "Ultrasound for fetal assessment in early pregnancy".
- 22. "Ultrasound Imaging of the Pelvis". radiologyinfo.org.
- 23. Valma J Robertson, Kerry G Baker (2001). "A Review of Therapeutic Ultrasound: Effectiveness Studies". Physical Therapy 81 (7): 1339–50. PMID 11444997.



# REQUEST FOR FEEDBACK

#### **Dear Readers**

At the very outset, International Journal of Research in Commerce, IT and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail i.e. infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours** 

Sd/-

Co-ordinator

## **ABOUT THE JOURNAL**

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.

# Our Other Fournals





