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ROBUST FACE IDENTIFICATION USING MOVIE**SUGANYA.C****RESEARCH SCHOLAR****DEPARTMENT OF COMPUTER SCIENCE****DKM COLLEGE FOR WOMEN'S (AUTONOMOUS)****VELLORE****SIVASANKARI.A****HEAD****DEPARTMENT OF COMPUTER SCIENCE****DKM COLLEGE FOR WOMEN'S (AUTONOMOUS)****VELLORE****SANGEETHA LAKSHMI.G****ASST. PROFESSOR****DEPARTMENT OF COMPUTER SCIENCE****DKM COLLEGE FOR WOMEN'S (AUTONOMOUS)****VELLORE****ABSTRACT**

Automatic identification of face in movies has drawn important concept research interests and led to interesting applications. It is a challenging problem due to the many variation in the appearance of each face. Although demonstrate promising results in best environment, the performances are restricted in complex movie scenes due to the noises produced during the face tracking and face clustering process. we present two schemes of global face-name matching based framework for face identification. The contributions of this work include the following. 1) A babel dead sign attachment model is include. 2) We launch an edit control dependent on graph algorithm. 3) Complicated face changes are dealwith coinciding graph division and graph coincide. 4) Beyond existence type identify application, we accessory execute an in-depth sensitive analysis by launching two types of simulated shouting. The aim schemes demonstrate state execute on movie face identification in many generous of movies.

IMPACT OF ECONOMIC AND NON ECONOMIC VARIABLES ON CORPORATE GOVERNANCE COMPLIANCE AND DISCLOSURE PRACTICES OF LISTED AND UNLISTED DEFENCE PUBLIC SECTOR ENTERPRISES IN INDIA

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ABSTRACT

Family controlled India Inc. is yielding place to professionally managed and technocrat entrepreneur led enterprises financed by global investors who demand transparency, to protect the interests of stakeholders. The current developments in India have facilitated a positive shift towards corporate governance. The article focuses on corporate governance transparency and disclosure compliances practices, which are important to protect the interests of stakeholders, and imperative for foreign investment in Defence sector in India. The impact of economic and non-economic variables on corporate governance disclosure practices of listed and unlisted Defence Public Sector Enterprises in India, is analysed based on the legislative guidelines applicable to these units for the year 2011-12. A corporate governance disclosure index is constructed, to study the impact of economic and non-economic variables on corporate governance compliance and disclosures. The findings revealed that, with respect to compliance and disclosures, there is good governance in all DPSEs. However, there is a room for improvement in corporate governance practices, in spite of business compulsions in the present day competitive environment.

IMPACT OF YOGA ON SCHOOL STUDENTS PERFORMANCE: A STUDY

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ABSTRACT

The present study is aimed at the surge of yoga practice and its role in human health. In order to determine the impact of yoga in the performance of students who are practicing it regularly, the Structural Equation Modeling has been used. A sample of 60 higher secondary school students who were practicing regular yoga were selected by using the simple random sampling technique. The result portrays that there is a positive impact of yoga practices in the performance of school students in Erode district of TamilNadu (State), India. Life is wonderful gift of nature. If life is to be happy, successful, harmonious, good physical health is indispensable.

A STUDY ON MUTUAL FUND INVESTMENT PERSPECTIVES IN INDIA

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ABSTRACT

Mutual funds are the one of the riskless financial instrument of the capital market in India. It is also safer and yields more returns on the portfolio investment. For many investors, mutual funds are the investment vehicle of choice. The role of mutual fund investment in capital market recently tremendously increased. The government is trying hard to protect the small investors from risks. It has introduced many mutual fund schemes to cover the rural mass in to financial sector. There is a vast opportunity for mutual fund companies to reach the all areas with innovative products which suits the needs of small and huge investors. The focusing of the study is to explore the increasing growth and development of Mutual Fund investment in India.

ADVANCED ESSENTIALS BASED ON AGRICULTURE USING SOLAR TRACTOR WITH WIRELESS SENSOR NETWORKS

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ABSTRACT

This paper presents an overview on agriculture using wireless sensor with solar tractor. Using wireless sensor, here we discuss about Soil Monitoring, Animal's Protection, and Manure so on. The farmer cultivates his field level by level to the growth of plant life, and farmer's waste lot of money for workers, and also wasting the time for yielding. Agriculture is the science of art practice of refining the soil, crops, and raise farm nature and in varying degrees the preparation and marketing of the resulting products. Agriculture is the basic need for animals, plants, fungi, and other life food, fiber, bio fuel and other goods used to sustain and enhance human life. For plants, this usually requires some outward show of irrigation, although there is method of dry land farming. Livestock are raised in a mixture of grassland-based and landless systems. And important task the farmers lands are enclosed by power supply to protect plants from animals like elephant, forest cow, and tiger. The tractor avoidance system gives an alarm and messages to the farmer and agriculture department to protect the plants.

AN INVESTIGATION INTO THE DETERMINANTS OF SERVICE QUALITY IN COMMERCIAL BANKS

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ABSTRACT

During the past few decades service quality has become a major area of attention to practitioners as well as academicians owing to its strong impact on business performance, lower costs, customer satisfaction, customer loyalty and profitability. Since the entry of new generation private banks into the banking sector in India, and with banking licenses being granted to corporate houses to start banks, intense competition in the industry has compelled banks to strive for high service quality levels not only for growth but also for mere survival. The developments of the service quality models highlight the change in the process of delivery of banking services from conventional to IT-based services (reflected in more work in the recent years). In light of the above scenario, the present study has been taken up to evaluate service quality in commercial banks in the temple town of Tirupati in Andhra Pradesh.

THE IMPACT OF ATM SERVICES IN CANARA BANK IN MYSORE CITY

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ABSTRACT

ATM is one of the most important core banking services as it enables customers to do 'Anywhere, Anytime banking'. ATMs offer the convenience of multiple locations. An ATM card is protected by a PIN, keeping one's money safe. ATMs are faster than going to the bank. Thus ATM impacts Core Banking Services leading to customer satisfaction. The purpose of this paper is to measure customer satisfaction towards use of ATM services offered by some of the branches of Canara bank in Mysore city since the time of introduction of Core Banking Services. Core Banking Services are ATMs, Internet Banking, Mobile Banking and Phone Banking. These banking services offer customers convenience, anywhere and anytime banking. A structured questionnaire was used to collect data from a sample size of 120 customers of some of the branches of Canara bank in Mysore City. The collected data from the sample was analyzed by using SPSS.

A CASE STUDY ON CORPORATE SOCIAL RESPONSIBILITY OF JINDAL STEEL WORK'S LTD, BELLARI (KARNATAKA)

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ABSTRACT

When India is making a transformational progress, GDP is growing at the rate of 8-8.5 percent per annum, sensex is reaching new heights every day, world is looking at us as one of fastest emerging economies of world. Shall we assume that our society is also progressing at the same rate as the economy is growing or there is a gap between economic vs. social progress of the country? If society is progressing at the same pace as the economy is growing then it is a very healthy sign but if there is a mismatch between the two then it would be very grave situation since it may widen the gap between the different strata of society. When most societies are wrestling with an acceleration and intensification of social change, there is a revolution of rising expectations. But how this change will happen. The businesses houses started realizing that they would have to rise over and above the profitability and take care of all those associated with their survival in the society directly or indirectly. This realization resulted into the concept of Corporate Social Responsibility (CSR). This research paper moves around developing an understanding about the corporate social responsibility (CSR), delving into its concept and finding out its scope taking the case study of the JSW Vijay Nagar Workers under Mr. Sajjan Jindal who has exemplified the sense of responsibility towards the upliftment of common masses and protection of the environment and development of the nation.

A STUDY OF LIQUIDITY AND PROFITABILITY ANALYSIS OF AN INDUSTRIAL UNIT IN ODISHA

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ABSTRACT

Liquidity and profitability plays an important role in financial statement analysis of any business organization. The finance manager has focus on both the concepts for financial decision making. This article is an attempt to analyze the liquidity and profitability position of an industrial unit in southern Odisha. And to find out the relationship between profitability and liquidity of the company. The study is conducted by taking into consideration of data of last five years ie from 2010 to 2014.

TRAINING AND MANAGEMENT DEVELOPMENT FOR PROMOTABILITY IN GHANAIAN ORGANIZATIONS

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ABSTRACT

Training and Management development have become key concerns of many chief executives in Ghana since the capabilities of staff in any organization largely determine its ability to compete with others engaged in similar activities. Increasing complexities in jobs, technological advancement, concerns for the environment and competing interests of stakeholders in most organizations demand continuous training and self-development of employees. Management that fail to invest cash in the training and development of their staff often pay for it through poor quality goods, poor customer service, loss of market shares and high labour turnover. This paper examines training and staff development programmes as necessary concerns that can ensure that employees rise to the highest level of their capabilities. The study relied on a review of literature (desk study) besides observation. The onset of mediocre performance, giving rise to non-promotability at certain levels can be reduced through constant training and taking of opportunities for self-development. Managers who fail to improve their skills and redesign their organizational structures to reflect the changing demands of their internal and external publics usually cede part of their market and image to the more visionary ones.

CROWD FUNDING AS INVESTMENT TOOL: DISCOVERING SOMETHING ADDITIONAL

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ABSTRACT

The purpose of this paper is to analyse the emerging crowd-funding phenomenon, that is a collective effort by investors who network and pool their money together, usually via the internet, in order to invest, which gives small investor erstwhile option to make investment apart from traditional modes of Investment. Computer-mediated crowd funding is an emerging paradigm used by individuals to formulate their investment and to solicit funds from other individuals to realize projects. We are interested in how and why these platforms work. In this paper, we report preliminary findings from a qualitative exploratory study of Investors on three popular crowd funding platforms. Design/methodology/approach – there is explorative research based Findings – The research addresses two research questions: how and why do investors turn into crowd-funding participants? Crowd funding in some form or fashion will inevitably increase over the next few years. Companies requiring stealth or huge amounts of start-up capital may continue to be funded in more traditional ways. Venture capitalists will still plug the funding gap for growth- and later-stage companies. However, in the immediate term, crowd funding is poised to alter the entrepreneurial ecosystem significantly - just like angel investing, venture capital, and private equity before it. Gaining deeper understanding about crowd funding could be useful for entrepreneurs choosing a way to raise capital and investors seeking for different investment opportunities. This research paper also helps in understanding the investor's preference and the various factors which affects their decision for selecting the modes if given the choice. However, Crowd funding gives an edge to investors as an investment tool which gives less return and less risky. The implications for research on crowd funding and for practice are discussed.

CHILD SEXUAL ABUSE AND EXPLOITATION: ROLE OF JUDICIARY

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ABSTRACT

Childhood is the most crucial period in a person's life because growth and development happens to be maximum during this period. Nurturing environment is essential during this period for the child to grow up into a well adjusted person. If children are deprived of their childhood socially, economically, physically and mentally the nation gets deprived of the potential human resource for social progress, economic-empowerment, peace and order, the social stability and good citizen.

GREEN MARKETING AND MNCs: GO GREEN PROCESS IN INDIA

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ABSTRACT

Green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process packaging changes, as well as modifying advertising. In the modern era of globalization, it has become a challenge to keep our natural environment safe. And this is the biggest need of the time. Environmental pollution is a buzz word in today's business environment. Consumers are also aware of the environmental issues like, global warming and the impact of environmental pollution. Green marketing is a phenomenon which has developed particular important in the modern market and has emerged as an important concept in India and also in other developing and developed world, and is seen as an important strategy of facilitating sustainable development. In this research paper, main emphasis has been made of concept, need and importance of green marketing. Data has been collected from multiple sources. Many research papers, journals, websites, news papers and books have been consulted to understand the importance of green marketing and sustainability management. The Paper aims at finding out what actually Green Marketing is all about and how can a business firm be more competitive by using green marketing strategies to gain a competitive edge over others. It explores the main issues in adoption of green marketing practices. The paper describes the current Scenario in Indian. Why companies are adopting it? And it concludes that green marketing is something that will continuously grow in both practice and demand.

A STUDY STRESS MANAGEMENT AMONG TRAFFIC CONSTABLES WITH SPECIAL REFERENCE TO MYSURU CITY

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ABSTRACT

Traffic constables play a significant role in ensuring smooth flow of traffic and pedestrians and work for the societal well being. They are doing their job round the clock without week end and occasional holidays which causes tremendous mental pressure and physical exertion. In recent years, Mysuru city is seeing an unprecedented increase in vehicular population. With the steady rise of human population and vehicular traffic in the city, constables manning the traffic are being exposed to various kinds of problems leading to stress. The present study aims at identifying the causes and effects of stress and suggests suitable measures to cope with the work place stress for better performance.

MARKETING STRATEGIES OF PHARMACEUTICAL COMPANIES IN INDIA: A COMPARATIVE STUDY OF LUPIN AND RANBAXY

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ABSTRACT

The present research paper studies the marketing strategies adopted by two leading Pharmaceutical companies Lupin and Ranbaxy in the Indian business environment. According to annual report (2013-14) of Ministry of Pharmaceuticals, Govt. of India, it constitute about 3% of India's GDP, 13-14% of total exports & 8-9% of total imports of the country. The study was exploratory in nature and survey based method was used with sample size of 280. Primary data from end users was collected with the help of self designed questionnaire containing 15 close ended (on 5 point Likert Scale) and 2 open ended questions. SPSS 16.0 version was used for reliability, factor analysis and t-Test. This paper highlights on the marketing strategies being adopted by the companies for the industrial products.

GREEN MARKETING: EVOLUTION, REASONS, ADVANTAGES AND CHALLENGES

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ABSTRACT

The study found that this is the right time to select Green Marketing globally. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods.

IMPORTANCE OF RECORDS MANAGEMENT IN AN ORGANIZATION

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ABSTRACT

The paper was necessitated by the incessant conflicts and embarrassment on organizations and their clients resulting from records management problems such as unauthorized access, authenticity of information, difficult retrieval and destruction of records among others. It focused on the importance of records management in an organization. The introduction highlighted the value of records as the corporate secret weapon and winning strategy that gives an organization a competitive edge over others. Distinction was made between documents and records and types of records based on three different classifications were discussed. The author presented a contextual definition of records management, the popular stages involved and highlighted ten best practices guide for effective records management based on retention, policies and procedures, access and indexing, compliance and accountability and disposal. In discussing the ten guiding principles for good records management in an organization, the author stated that the major principle is that information is available when and where needed in an organized and efficient manner. Finally the author outlined conflict prevention and prompt resolution, reduced risk of records mishandling or misplacement and improved compliance with statutory and regulatory requirements among others as benefits that underscore the importance of records management in an organization.

FACTORS RELATED TO JOB SATISFACTION OF ACADEMIC STAFF IN SRI LANKA INSTITUTE OF ADVANCED TECHNOLOGICAL EDUCATION (SLIATE)

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ABSTRACT

The purpose of this study was to investigate the factors related to job satisfaction of academic staff in SLIATE in Sri Lanka. Job satisfaction of academic staff is very important because of, it is directly affected to produce quality students. Job satisfaction was considered as the dependent variable, and job satisfier factors (work itself, achievement, recognition, responsibility, and advancement) and job dissatisfier factors (salary, promotion, organization policy, supervision, and working condition, Interrelationship and job security) were considered as the independent variables. The researcher randomly selected 100 academic staff in SLIATE for this research study. One questionnaire was used to collect the data from the academic staff. Respondents were asked to indicate their level of job satisfaction on five point likert scale as the scaling method. The measurement scale for independent and dependent variables were "interval". The data was analyzed using Statistical Package for Social Sciences (SPSS) Version 16. Mean Score and Standard deviation were used for Univariate analysis and correlation and simple regression were used for bivariate analysis. Multiple regression was used to multivariate analysis. The Hypotheses were tested using the Pearson Product Movement Correlation Coefficient(r), beta value (β) and p value. The result indicated that academic staffs of SLIATE are dissatisfied with their job. Work itself, recognition and organizational policy are the highly significant and correlated factors on job satisfaction of academic staff. Other factors have also affected on job satisfaction, the correlations are stronger. All together these factors have explained 53.8% of job satisfaction of academic staff.

WORKING CAPITAL ANALYSIS WITH SPECIAL REFERENCE TO SESHASAYEE PAPER AND BOARDS LIMITED, ERODE

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ABSTRACT

Working capital is the life line of every concern whether it is a manufacturing or non- manufacturing one without adequate working capital there can be no progress in the industry. Finance is the lifeblood of any business. It is an art of raising and spending money. Prudent management of finance will ensure not only liquidity as well profitability, which reflects on growth of the enterprise. The funds raised may be invested in assets for retention in the business to earn profits, which by their nature are regarded as being fixed, such as land and buildings, and equipment. Funds may also be invested in assets of non-permanent and working nature such as cash, short-term investment, receivables and inventory better known as working capital. In the latter case, assets will be in a state of continual change. There will be a constant movement of funds, where the original form of cash transforms into various stages of inventory, debtors and back to cash. The firm's fixed assets actually produce the goods for sale; create operational-base and earning capacity, whereas the working capital actually makes possible the production of such goods. Working capital puts the earning capacity of the fixed assets to effective use. In India, working capital management has acquired even more important due to the restrictive policies adopted by the R.B.I, It is believed that key to the success of any enterprising organisation in a developing country is utilisation of its working capital.

IMPACT OF ENVIRONMENTAL AWARENESS ON YOUNG FEMALE CONSUMER ATTITUDES IN SELECTION AND PURCHASE OF ECO-FRIENDLY APPARELS IN SELECTED CITIES OF UTTARAKHAND

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ABSTRACT

Around the world, growing numbers of consumers are purchasing supposedly eco- friendly products such as organic clothing, energy- saving light bulbs, and reusable shopping bags. Interest in “being green” and purchasing green- friendly products continues to grow. Apparel consumption is a contributing cause of environmental change, and environmental integrity requires the encouragement of eco-conscious apparel acquisition. Unfortunately, among consumers, there is limited engagement in this behaviour. Therefore, the purpose of this study was to expand the environmental awareness and knowledge base of eco-conscious apparel consumption and question the limited participation by identifying barriers that constrain consumers. The study is conducted to explore young female consumers’ existing level of environmental awareness and knowledge and whether it is reflected in the evaluation and selection of apparel. The target group is selected using non- probability sampling techniques from two cities of Uttarakhand , Dehradun and Haridwar. The results also highlight the product attributes important to the participants while selecting apparels such as price , aesthetics and functionality of the garments along with certain environmental attributes which did not feature high in the consideration. Environmental awareness was low and also did not have much of impact on the consumer attitudes leading to the purchase of green apparels even though participants indicated that they do care about the environment but to a limited extent.

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Thanking you profoundly

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