

# IMPACT OF SMART PHONE ANDROID APP USAGE ON SUSTAINABLE ECONOMIC CHANGE IN CHENNAI CITY

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*An inevitable gadget in today's world is mobile phone. In the past two decades, mobile device market has grown enormously. In the last five years the growth of wireless subscribers has increased drastically. According TRAI recent reports released on 30<sup>th</sup> November 2020 the total number of wireless subscribers considerably increased to 1,155.20 million which is a collective no of subscribers from Urban (630.40 million) and rural (524.80 million). Today out of 139 Crores Indians 116 Crores Indians are wireless subscribers. This collectively shows that 84.5% of Indians are wireless subscribers. So, it is evident that people get passionate about mobile phones. An economy is a domain of the creation, dissemination and exchange, just as usage of items and ventures by different specialists. 'The economy is described as a social space that underline the practices, talks, and material enunciations associated with the creation, utilization and the chiefs of assets' (James, et al., 2015). There is a need and demand to understand the impact of Indian android smartphone users. In the present study, the researcher conducted In-depth interview mobile phone app with active android smartphone users. The study is meant to understand how the small medium created greater impact among younger and older age groups residing in Chennai city on the factors of economy.*

*Key words: Smart Phone, Media Convergence, Android Application, social media, Socio-economic,*

The market of Mobile Applications is a different business sector presented by Smartphone. There are various operating systems hence making the mobile phone market diverse. Smart phones have various mobile applications. The zones in online market allow people to transfer valuable and essential applications. Additionally, those markets provide some applications that are cost-free, and specific applications require reasonable payment. Smartphones influenced the marketing sector. Promotion is an ancient notion, but the smartphone features have established it as an additional effect: an extraordinary positive mobile apps influence for the ventures. It also decreases the necessity to meet directly for industry. In the technology industry, the polarity has been overturned, and currently, several stimulating growths in the IT field are performing in the marketplace of consumers then creating their technique into the fields.

Software applications are designed to work on mobiles like tablet and smartphones. It was an outcome of current innovations in technology. Mobile applications had evolved due to the convergence of information technology, media, Internet and other technologies.

Over the last years, each mobile company is constructing the feature and smartphone phone. And aggregating the computing power of that mobile phone quickly increases the application of smart mobile. The application of mobile is used in a different area and is as follows.

- Facebook, Voice chat, Twitter etc. Presently, all mobile has the application of Facebook for user to share their

information with family and friends from any place. People can use chatting messenger.

- The present position in locating a map, vehicle tracking, Road navigation etc. is the most used application through the GPS. The Google Map aids to find out someplace.
- By mobile commerce to choose and order the product. Some mobile application involves the Mobile Wallet in market or restaurant for finalizing payment. People can perform business activities through the mobile application. E-Ticketing and Mobile banking was another mobile application feature
- People may watch movie on an OTT (Over the top) platform and video directly from YouTube through its mobile application. They can play and share audio and video in various application available in the play store. Kids may play the game on mobile, which was also one of the mobile applications

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# Near rings characterized by intuitionistic fuzzy weak bi ideals

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## Abstract

Generalizing the idea of fuzzy weak bi ideals of near ring, the notion of intuitionistic fuzzy weak bi ideals of near ring is defined. Specially, we obtain a characterization of near ring in terms of intuitionistic fuzzy weak bi ideals.

**Keywords** Near rings · Fuzzy bi ideals · Intuitionistic fuzzy bi ideals · Intuitionistic fuzzy weak bi ideals

**Mathematics Subject Classification** 16D25 · 03E72 · 03F55 · 16Y30

## 1 Introduction

Fuzzy set is a theory which is used as a tool to describe a situation where the data is imprecise. Fuzzy sets handle such circumstances by attributing a degree to which a specific item belongs to a set. The intuitionistic fuzzy sets which is founded to mend off imperfect or imprecise information, is introduced by Atanassov [2, 3] whose sets are an intuitively straightforward extension of Zadeh's fuzzy sets: where a fuzzy set gives the degree of membership of an element in an outsourced set, there an intuitionistic fuzzy set gives both the degree of membership and non-membership. Many ideas in fuzzy set theory were also extended into intuitionistic fuzzy set theory, such as intuitionistic fuzzy relations, intuitionistic L-fuzzy sets, intuitionistic fuzzy implications, intuitionistic fuzzy logics.

After introducing the notion of fuzzy set by Zadeh [14] in 1965, the fuzzy set theory has been used for many applications beside with mathematics and elsewhere. The notion of near rings was introduced by Pilz [9], where fuzzy ideals of a ring was studied by Liu [6]. Yakabe [12] has introduced quasi ideal in near rings. In 1991, Abou-Zaid [1] introduced the conception of fuzzy subnear rings and ideals.

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## 15. வாழ்வியலில் இணைந்த இயற்கையெழில்

முனைவர் சி.வாள்மதி,

தமிழ்த்துறை,

சங்க கால அறிவியல் கல்வித்

சத்தியமங்கலம்.

### சுருக்கம்

நிழர் பண்பாட்டின் நிலைக்களன்கள் சங்க கால மக்களின் வாழ்க்கை நடைமுறைகளில் காணப்படுகின்றன. சங்ககால வாழ்வியல் வாழ்வியல் தொடர்ந்து பின்பற்றும் செயல்கள் இயற்கையோடு இயைந்து பழக்க வழக்கங்களாக உருவாகியுள்ளன. மக்களின் உணவுமுறைகள், உடைகள், அணிகலன்கள், வழிபாடுகள், சடங்குகள், விளக்கங்கள், தொழில்நுட்பங்கள், கல்வியியல், மருத்துவ இயல் போன்ற எல்லாவற்றிற்கும் அடித்தளமாக இயற்கை அமைகின்றது என்பது அனைவரும் அறிந்ததே.

வாழ்வியலில் இணைந்த இயற்கைக் கூறுகளே நிமித்தம் பார்த்தல், நட்சத்திர பலன் காணல், விரிச்சி கேட்டல் போன்ற நம்பிக்கைகளாகவும் நம் மனத்தில் உருவெடுத்துள்ளது. அவ்வகையில் மனித சக்தியை இயக்கும் ஆற்றல் இயற்கையே. வெற்றியாளர்களுக்கு பரிசளிக்கும் பரிசில்களில் நிலம் முக்கியத்துவம் பெற்றுள்ளதை, "பலதேயம்" என்ற சொல்லின் மூலம் நாம் அறிகின்றோம். நிலத்தின் வளங்களையும் இலக்கியப் பாடல்கள் உணர்த்திவந்துள்ளன. இறையின் மகத்துவத்தை நாம் உணர இயற்கையை நானும் அளவில் அறிவியல் துறையிலும் இயற்கையின் பங்கை நாம் காண்கின்றோம். நீர்நிலைகளும், ஆநிலைகளும், தாவரங்களும், மரங்களின் வகைகளும் உணர்த்தும் கால செல்வ செழிப்பின் நிலையை எடுத்துரைக்கின்றன.

கணிதவகை கலைகளில் தேர்ந்தவளாக உலகிற்கு அடையாளம் காட்டவும் இயற்கை நமக்கு உதவியுள்ளது. கணிதம், மனிதர்களின் மாபெரும் வளர்ச்சிக்கு இயற்கையின் பங்கு எவ்வகையில் அமைந்தது என்ற ஆய்வுக்களத்தை நாம்வழி இக்கட்டுரையின் நோக்கமாகும்.

### முடிவு

சங்க காலத்தில் இயற்கையோடு இயைந்த தொழில் முறைகளே பெருமளவில் இருந்தன. வளமான வாழ்விற்கு இயற்கை சார்ந்த சூழலே அடிப்படை என்பது அனைவரும் அறிந்த உண்மை. மனித இனத்தை இயக்கும் சக்தி இயற்கையில் ஊடுருவியுள்ளது என்பது ஊர்ஜிதமான மெய்மை. அவ்வகையில் நம் முன்னோர்களின் வாழ்வியலோடு ஒன்றிணைந்த இயற்கை எழிலைக் காண்போம்.

### கணித இயைந்த இயற்கை

கணிதத்தின் உதவியில்லாமல் எதுவும் நடைபெறாது. கணிதம் என்பது வாழ்வியலோடு இணைந்தது. அவ்வகையில் எண்கணிதத்தைக் குறிக்க "ஆம்பல்", "வெள்ளம்" போன்ற இயற்கை சார்ந்த எழில் பெயர்கள் பயன்படும், பதிலுறுப்பத்து போன்ற நூல்களில் காணப்படுவது சிறப்பிற்குரியது.

"தெய்வம், குவளையும், ஆம்பலும், சங்கமும்,

ஊதியம் கமலமும், வெள்ளமும், நுதலிய

செய் குறி ஈட்டம் கழிப்பிய வழிமுறை"

பரிபாடல் : பாடல் எண்: 2

"ஆயிரம் வெள்ளம் வாழிய பலவே"

பதிலுறுப்பத்து :21

"ஆயிர வெள்ள ஊழி

வாழி"

பதிலுறுப்பத்து :53

"- அருவி ஆம்பல்"

பதிலுறுப்பத்து :63

போன்ற அடிகள் மேற்கண்ட கருத்திற்கு சான்றாக அமைகின்றன.

### இயற்கையின் வளம்

சங்ககால வேளாண்மையில் தானியங்களின் விளைச்சல் அதிகளவில் இருந்துள்ளது.



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# Synthesis, characterization of Mn, Fe doped ZrO<sub>2</sub> composites and its applications on photocatalytic and solar catalytic studies

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## ABSTRACT

The photocatalytic degradation of Alizarin red S (AS) by nano zirconia-manganese (Zr/Mn) and Zirconia-iron (Zr/Fe) oxide composite catalyst is performed. The nano particles are synthesized by co-precipitation method and characterized with SEM-EDX, XRD and FTIR studies. The synthesized nanoparticles is applied for dye removal and the effect of various operating variables like pH, concentration of dyes, amount of catalyst and time also observed on the efficiency of the catalyst. The degradation of the organic dyes has been calculated and it follows pseudo-first order kinetics. Solar catalytic studies showed that the synthesized catalysts are suitable for removal of textile dyes under visible light. The synthesized materials of Mn/ZrO<sub>2</sub> and Fe/ZrO<sub>2</sub> with 1:1 ratio, 30 ppm of dye concentration, 0.1 g of catalyst showed 99% of colour removal efficiency in presence of UV light. Similarly, in presence of solar rays, the synthesized materials showed 95% colour removal efficiency.

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## 1. Introduction

Water scarcity is major issue in worldwide and it affects socio-economic factors. The less water availability opens a new gateway for many treatment technologies to treat impure water. In this connection, material science plays a major role in water purification. Different types of materials are employed for water treatment. Among natural materials such as carbon, sand, ceramics and zeolites and synthetic materials of composites, nanoscale materials, graphene, photocatalyst, electrocatalyst, fabricated electrodes and modified adsorbents are used for water treatment. In all, photocatalyst is a promising one for water treatment [1].

Photocatalyst is known as material which decomposes harmful substances beneath the sunlight containing ultraviolet rays. The most widely used materials are TiO<sub>2</sub>, ZnO<sub>2</sub>, doped TiO<sub>2</sub> and ZnO<sub>2</sub>. The photocatalytic degradation of azo dye is carried out in presence of TiO<sub>2</sub> and doped with some transition metals are done by Rauf et al. [2]. ZnO/ZnO<sub>2</sub> composite photocatalyst is synthesized by hydrothermal treatment and Photocatalytic activity was characterized based on photocatalytic degradation of methyl orange

under UV-light (300 nm) illumination the maximum activity was observed for the powder with an intermediate ZnO<sub>2</sub>-to-ZnO conversion [3]. ZnO/TiO<sub>2</sub>-B composite photocatalyst exhibits enhanced photocatalytic activity on photodegradation of 4-chlorophenol under visible light irradiation [4]. Zirconia, or zirconium dioxide (ZrO<sub>2</sub>), is a superior ceramic material capable of outstanding mechanical and thermal properties that are refined for specific applications as well as high-temperature, abrasive, and biomedical industries. Degradation efficiency of methyl orange aqueous solution at 25 °C in the presence ZrO<sub>2</sub> sample were tested by Basahel et al. [4]. The m-ZrO<sub>2</sub> photocatalyst shows 99% degradation of methyl orange in 110 min of reaction.

A thermally stable, ordered mesoporous visible light photocatalyst (Ce, Zr-codoped titania) are synthesized by Li et al. [5]. The photocatalytic degradation pathways of Rhodamine B by the mesoporous ZrO<sub>2</sub>-CeO<sub>2</sub>-TiO<sub>2</sub> are proposed based on product analysis. The results demonstrate that the mesoporous ZrO<sub>2</sub>-CeO<sub>2</sub>-TiO<sub>2</sub> could be a useful visible light photocatalyst. Highly selective oxidation of alcohol is carried out by using MnO<sub>2</sub>/TiO<sub>2</sub>-ZrO<sub>2</sub> and the reusability of catalyst is verified [6]. ZrO<sub>2</sub>/CeO<sub>2</sub> nanocomposite with photocatalytic activity in visible-light region is studied for the decomposition of Rhodamine B (RhB) dye [7].

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## A SYSTEM FOR NEURAL NETWORK COMPUTING USING ASYNCHRONOUS FEDERATED LEARNING

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### Abstract:

Due to increase in IoT devices the data produced every day is increasing rapidly. The growth in data means more processing and more computations are required without delay. This introduced us to new horizon of the computing infrastructure i.e. Neural network computing. Neural network computing gained prominence as a solution to the problem of delayed transmission, processing, and response by the cloud architecture. It was further augmented with the field of artificial intelligence. It has become a topic in research with preservation of data privacy as the focal point. This paper provides Privacy Shield: A System for Neural network computing Computing using Asynchronous Federated Learning where multiple Neural network computing nodes perform federated learning while keeping their private data hidden from one another. Contrary to the pre-existing distributed learning, the suggested system reduces the calls between the Neural network computing nodes and the main server during the training process ensuring that there is no negative impact on the accuracy of the model.

Keywords: Neural network computing computing, Cloud computing, Distributed computing, Federated learning

### 1. Introduction

IoT plays a significant role in day-to-day life and has greatly impacted the efficiency of the business world. IoT is responsible for generating an enormous amount of data which the companies store in their cloud-based server. This is where the necessary processing of the data takes place and effective inference models are extracted. The Internet giants collect myriads of training corpora from the client side to implement deep neural network. The indisputable extensive usage of deep learning, however, has some downsides.

Furthermore, the cloud-based approach cannot handle the bulk of data produced by the IoT devices which results in a slowdown in data processing and transmission bottleneck. This can be hazardous specifically to time-critical applications. To combat the challenges mentioned above, Privacy Shield is proposed in this regard each have A System for Neural network computing Computing using Asynchronous Federated real-time learning of data from multiple sources without unveiling their own private information. This method, as compared to the customary distributed learning, makes sure that the accuracy of each party's local model is impeccable. Every node trains autonomously on a local set of data. For higher accuracy of the models, models extracted by the participants are used for the purpose of optimizing parametric quantities of the global general model.

In this paper are itemized below:

(1) Offer an apt asynchronous federated learning system where the collaborative learning across the autonomous vertices, takes place except that there is no sharing of private information.

(2) Devise and improvise an algorithmic program, the gradient compression algorithm. It compresses gradient communications and minimizes the possibility of interception.

(3) To resolve the problem of deterioration of performance due to asynchronous learning of the Neural network computing nodes by designing, proposing, and validating a method called binary weights adjustment method.

The remaining part of this paper is structured as follows: Section 1 gives a concise introduction of work. Section 2 presents the already available solutions for federated learning. Section 3 shows the core structure of the proposed system, comprising two parts: gradient compression self-adjusting threshold and asynchronous federated machine learning using binary weights adjustment. It continues to elaborate the gradient compression by a self-adjusting threshold, and examines its test-free apparatus. It further suggests a binary weights adjustment method for asynchronous federated machine learning. Section 4 illustrates the proposed methods. Section 5 conclusion of the work.

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**Abstract**

A key concern in large-scale dense wireless sensor networks is the efficient usage of energy (WSNs). There is a better likelihood of redundant data owing to the high number of nodes within these networks. In order to conserve energy, since energy efficiency is a big concern for WSNs, data fusion and aggregation should be subjugated. On in-between nodes, surplus data can be aggregated, minimizing connectivity costs and energy consumption by reducing the number of messages sent between sensor nodes. To save resources in WSNs, the proposed study uses In-Network data collection and energy-saving protocol (LEACH). Providing the security and credibility of aggregated data during routing is a daunting challenge in the aggregation process. To classify malicious nodes within clusters, protection can be given by determining the confidence value between the cluster heads and cluster members based on their node identities. The results of our proposed work include an optimal approach to the problems of energy use and protection in the WSNs.

**Keyword:** LEACH, Data aggregation, Trust value, Surplus data, Credibility.

**1. INTRODUCTION**

The network of wireless sensors is an ad hoc network. It has of undersized, light-weighted wireless nodes entitled to deploy sensor nodes in severe or ecological environments. The parameters such as tone, power, temperature, and humidity can be quantified using them. Such sensor nodes are deployed and collaborated in large numbers to form an ad hoc network capable of reporting data to sink (base station). There are a variety of applications for wireless sensor networks such as habitat scanning, building screening, surveillance of human well-being, military survival lance, and target tracking. The nodes in the wireless sensor network, however, are resource-restricted, as they are restricted by electricity, processing and memory, etc. Both sensor nodes in the wireless sensor network may communicate directly or through intermediate sensor nodes with each other. Sensor networks of little and economical sensing instruments fitted with wireless radio transceivers for tracking the atmosphere have become possible with advancements in technology. The benefit of using these small devices to track the setting is that they do not require data accumulation infrastructures such as electrical power supply and irritated internet communication cables, nor do they need human intervention during implementation. Through gathering information from their surroundings, these sensor nodes may track the environment and work cooperatively to transfer the data for processing to a base station or drain.

**1.1 Wireless Sensor Network**

The term "It" is used to refer to a group of spatially dispersed and dedicated sensors for monitoring and recording the physical conditions of the environment, as well as organizing the collected data, which is stored at a central location. WSNs, a type of sensor network, measures environmental conditions like temperature, sound, pollution levels, humidity, wind, and so on. Read to find out about my recent prediction of the movement of a horse on a chess board. One of the other purposes of sensor nodes is to use sensors to research and find the best route for delivery of a message. In this case, the algorithm uses the leach protocol, which is implemented in MATLAB or Octave, to select a cluster head node in each round. With a few simple observations, you'll be able to locate the maximum density of number of nodes and where that lies in relation to where the horse can move ahead two and a half steps in a particular direction. In order to accomplish this objective, we first need to try to identify the optimal path for message delivery. The objective of the try is to ensure that the programme remains as dynamic as possible. While the focus of this project is on path optimization, future message transfer, and prediction within games, the topic can also be applied to path optimization, futurc message transfer, and prediction in other contexts. It is found that the



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# Perception on Online Education using Social Media Learning among Higher Secondary School Students with Special Reference to the Pandemic Period

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**Abstract:** The present study examined the Perception on Online Education using social media learning among Higher Secondary School Students with Special Reference to the Pandemic Period. The researcher randomly selected 250 higher secondary school students who have online education through social media among higher secondary school students from different schools in the Coimbatore district. The investigator constructed a self-made tool for this study and framed 35 statements for perception on online education using social media learning among higher secondary school students. The tool reliability value was 0.887. The results showed that many students used social media in online education, particularly in Google classroom; YouTube, Whatsapp, Zoom Meet, LinkedIn, and weber Meet, during the pandemic period in academic programs. The study's findings also suggest that the online education system could positively impact the students' academic progress and their regular classroom teaching. Online education using social media progresses the students' cooperative learning, and their declaration with the teachers becomes in formal, which means, in terms of student-centred education, online education is critical.

**Keywords:** Online education, Perception, Higher Secondary school students, Social media.

## 1. INTRODUCTION

Online education using social media is websites and applications that enable users to create and share content or participate in social networking. Social media is not just restricted to posting images about holidays online. Online education using social media has increased credibility over the years as a reliable source of evidence and platform where organisations can intermingle with audiences. With the pandemic period-a corona virus disease spreading across the globe, many countries have ordered the closure of all schools. Higher Secondary schools have come to a functional standstill since they had to protect their students from viral exposures, likely in a highly socialising student community. As the schools are shut for an indefinite period, both higher secondary schools and students are experimenting with ways to complete their prescribed syllabi in the stipulated time frame in line with the academic



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## Adoption of Ict Uzhavan Mobile Application tools by Farmers

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**Abstract-** Information and Communication Technology (ICT) mediations had been understood as a powerful and effective method for contacting farmers, especially in distant regions, to offer the technology at their doorsteps. The Rice Crop Manager (RCM) is one such mediation and was imagined to help farmers in dynamic and expanding ranch efficiency. In any case, its proposals are not promptly taken on by the farmers, despite the fact that their advantages are apparent according to the initiators' viewpoint. This paper endeavors to survey RCM commitment in rice creation, especially among its clients. The principle objective of this examination is to propose more reasonable and appropriate way to deal with enable Sri Lankan farmers through ICT. As passage rules for the primary goal there will be a reality discovering meeting, which estimates the current degree of ICT information on Sri Lankan farmers and recognizes the information needs, the example of utilization of ICT and elements that upset the utilization of ICT by farmers. However the versatile based administrations pointed toward further developing admittance to precise and opportune agribusiness information, the literature audits demonstrate that the reception of the administrations is obliged by poor technological infrastructure, improper ICT strategies and low limit levels of clients, particularly farmers, to utilizing the advancements. The discoveries further demonstrate that literature on a proper hypothetical structure for directing ICT developments is lacking.

**Keywords:**ICT, farmers, uzhavan application, Agriculture, Precision Farming

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## NEAR RINGS CHARACTERIZED BY INTUITIONISTIC FUZZY BI IDEALS

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### Abstract

Generalizing the concept of fuzzy bi ideals of near rings, the notion of intuitionistic fuzzy bi ideals of near rings is introduced. We also characterize and investigate some related properties of intuitionistic fuzzy bi ideals of near rings.

**Keywords:** near rings, fuzzy bi ideals, intuitionistic fuzzy subnear ring, intuitionistic fuzzy ideals, intuitionistic fuzzy bi ideals.

**2010 Mathematics Subject Classification:** 16D25, 03E72, 03F55, 16Y30.

### 1. INTRODUCTION

After introducing the notion of fuzzy set by Zadeh [16] in 1965, the fuzzy set theory has been used for many applications in the field of mathematics and somewhere else. Rosenfeld [13] introduced fuzzy subgroups and gave some of its properties. Liu [9] has studied fuzzy ideals of a ring and many researchers [6, 7, 8, 11] are engaged in extending the concept. The notion of near ring was introduced by Pilz [12] in 1977 and that of quasi-ideal in near ring was introduced by Yakabe



  
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#### Abstract

This paper presents the results of survey among post graduate, MPhil. and PhD.students of the Periyar University, Salem, Tamil Nadu. The objective of the study was to explore the Internet use behavior of students and Scholars. The results show that most of the students use this technology for course related reading and research needs. They are new users of the Internet. They use it at the University Library's and Digital Library as well as their departments and homes. A large number of them have learnt to use the Internet tools by themselves, or relying on assistance from friends without attending any formal training programs. Ease of work and time saving are the reasons of Internet use among university students. Google as a search engine and Yahoo as an email service are the most popular among students. The paper recommends that the university authorities should upgrade and extend the available facilities of Periyar University in Internet usage. The present work deals with the applications and giving of Internet Use Among University Students and Scholars in the educational purpose among the scholars and postgraduate students belongs to the 22 Departments of the Periyar University in Tamilnadu. Here we framed the questioner based on the variable such as Gender, Course, and Source. We have selected the 200 samples and by analysis the results we are concluding that how these Internet Use Among University Students are utilized by the samples and their importance in the development of education and research.

**Keywords:** Internet Use; educational web tools; User studies; Periyar University.

#### Introduction

At the present time Internet usage is dispersing quickly into our life, and in a straight line touching people's ideas and behavior. Internet has an impact in many areas including University and the higher education system. Internet heralded the growth and performance of new and innovative teaching strategies in universities. Educators who advocate technology mixing in the learning process believe it will pick up learning and get ready for students to successfully contribute in the 21st century workplace. Internet use has become a way of life for the mass of higher education students all around the world. For most college students the Internet is a useful tool, one that has significantly changed the way they relate with others and within sequence as they go about their studies. They use computers to bring about a wide range of academic tasks. Many students complete course assignments, make study notes, tutor themselves with focused multimedia, and process data for research projects. Most exchange emails with ability, peers, and remote experts. They keep up to-date in their fields on the Internet, accessing newsgroups, bulletin boards, and web sites posted by professional organizations. Most right to use library catalogs, bibliographic databases, and other educational resources in text, graphics, and imagery on the Worldwide Web (Asan & Koca, 2006). Usun (2003) mentioned that Internet is interesting to higher education for a number of reasons: it reduces the time lag between the production and use of knowledge; it promotes international collaboration and replace of opinions; it furthers the sharing of information; and it promotes multidisciplinary study.

#### Background Information

The Periyar University Library was established in 1997. It has 63,187 volumes of text and reference books on various disciplines. The Library subscribes 184 National and International journals



  
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**STUDY ON INFORMATION AND COMMUNICATION TECHNOLOGY IN HIGHER  
EDUCATION IN TAMILNADU WITH SPECIFIC REFERENCE TO COIMBATORE  
DISTRICT**

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**ABSTRACT**

Information and communication technologies (ICT) have become commonplace entities in all aspects of life. Across the past twenty years the use of ICT has fundamentally changed the practices and procedures of nearly all forms of endeavor within business and governance. Within college education, ICT has begun to have a presence but the impact has not been as extensive as in other fields. Education is a very socially oriented activity and quality education has traditionally been associated with strong teachers having high degrees of personal contact with learners. This article aims to investigate the information and communication technology in higher education in tamilnadu with specific reference to coimbatore district. The study is done based on the Gender, place of residence, age group, major subject of student teachers. In this study 150 student teachers from Government, Government Aided, and Private Colleges in Coimbatore district were selected through stratified random sampling technique and normative survey method was adopted for the study. Information and communication technology in higher education scale was developed and standardized by Dominick & Wimmer (2011) which contains 50 items and it is a five-point scale. The data collected were subjected to statistical technique like t - test and F-test. Results revealed that the higher education needs to take initiative involve users in developing new information and communication technology-based services in Coimbatore district.

**Keywords:** Information and communication technology, higher education, student teachers, ICT, College Education

**INTRODUCTION**

Information and Communication Technology (ICT) pervades everyday life of all types of people. Computers, mobile phones, internet and other entertainment devices are engaging day to day activities of our life. The famous communication theorist Marshall McLuhan (1964) notion on 'medium is the message' and shrinking the globe into the palm of the common man through the innovation of Information and Communication Technology (ICT) dream came have come to reality. The ICT is a boon for new generation (youth) to negotiate in each and every aspect. The personal computers, laptops, tablet PCs, smart phones and all other entertainment devices have made the society march over to the digital generation. The adoption and acceptance of the technology by the youth confirms their interest in using it (Davis, 1989). The ICT adoption among the youth has paved another dimension and paradigm shift to the ICT literacy. A new form of literacy has emerged out among the youth in this era, as computer literacy, digital literacy, internet literacy or cyberliteracy. All the countries have developed the youngsters to face the education with these technologies. The digital inclusion reduces the digital divide and imposes the quality of access of the internet (Livingstone, 2007). Innovation of new technology goes strongly to the early adopters (youth) and assists them in all the ways. The new born technologies would easily reach the youth and the rate of adoption level will be 2 high (Rogers, 1995). The reach of ICT is enormous in all the fields and reached is at its zenith in education.

**ICT GADGETS AND HIGHER EDUCATION**

Computer, internet, mobile phone and tablets are considered as the most popular ICT gadgets among the thirty-eight ICT gadgets identified by the UNESCO. It has attracted widely among the college



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RECONNOITERING ETHNIC VALUES OF NON-COMMERCIAL  
ADVERTISEMENTS- A,PERCEPTIONAL ANALYSIS

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**Abstract :**

*Non-commercial Advertisement is sufficiently distinct from Commercial Advertisement as it requires fresh thinking and new approaches. This Non-Commercial advertisement deals with Advertisement core benefits and values, whereas Commercial Advertisement often deals with superficial preferences. A Non-Commercial Advertisement approach does not guarantee that the social objectives will be achieved, or that the costs will be acceptable. Yet social appears to represent a bridging mechanism which links the behavioural scientist's knowledge of human behaviour with the socially useful implementation of what the knowledge allows. It offers a useful framework for effective social planning at a time when social issues have become more relevant and critical. This study aims how Non-Commercial advertisements focus on social values.*

**Keywords:** Marketing, Advertisement, Social Advertisement

**1. Introduction**

The competition faced by Non-Commercial advertisers is very different from the competition faced by commercial advertisers. In Commercial Advertisement, the emphasis is on competing with the products and services sold by the competitor, but in Non-Commercial Advertisement, the stress is on changing the current or preferred behavior of the target market. For e.g. smoking sensation, eating fruits vegetables, and having mammography. The fact that Advertisements greatly influences social attributes, values, outlooks, customs and traits that cannot be neglected. It acts as a tool which helps the masses to become more conscious. Advertisements have been broadly successful in commercial settings. Motivated by this success, the Government and organizations realized that perhaps this can also be applied to resolve social problems. (Rothchild 1999)

**2. Reviews**

"Socioeconomic role of advertising" was studied by Ayush Kumar (2013) and published in Abhinav National Monthly Refereed Journal of Research in Commerce and Management. The



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# Role of online advertising in digital era for business sustainability – a conceptual analysis

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**Abstract :** The contemporary ways of doing business has changed tremendously after the internet came into existence, particularly in the last two decades. The internet has huge impact not only among the business establishments but also among the internet users due to exponential growth in buying and selling through various available online options (Tsang & Tse, 2005). The impact of online advertising is phenomenal, with the use of internet as a modern mode of media for advertising has not only increased the business but also it is a contemporary concept for sustainable business. Because, online advertisements are well supported by considerable quantum of increase in the number of internet users all over the world which results in increase in business and its sustainability (Abd Aziz et al., 2008).

Furthermore, even small and medium business entities also began to think of using the internet as a medium to promote their products via online advertising (Ronald & Barbara, 2002). Now-a-days, online advertising plays a crucial role in the advertising mix of almost all business organizations (Lages 2004). This has enabled, the small, medium or large business organizations can deliver the product information, price, purchase terms, delivery of goods to customers, ordering and payment methods, etc., to their prospective customers directly without the boundaries of time and place.

Online advertisers can reach to the target audience directly through search engine marketing by displaying their advertisements on relevant web pages or related search results with the help of internet (Rodgers & Thorson, 2000). This helps the customers who prefer to shop online to gather the required product information in an easiest way while browsing internet at home or convenience place which also saves their time. Thus, this paper focuses on the use of online advertising for business sustainability in the digital era and draws conclusions based on the review of related research in the field.

**Keywords:** Contemporary Business, Digital Era, Internet, Online Advertisements, Sustainable Business

## INTRODUCTION

In recent days, the internet is becoming an emerging channel for marketing and advertising. Internet is one media which has an exposure across the national boundaries. Portals like Yahoo, Alta vista have the viewership across different countries. Thus, advertisers on the internet have an opportunity to spread awareness about their product at the global level. Further, advertisements displayed on the Internet are targeted to the particular audience type. For example, advertisement of baby products can be placed on the baby centre site, demat and other finance related advertisements can be placed on the financial advertisements, gift items advertisements can be placed on the sites relating to a greetings etc. Since, Internet is a form of one to one communication, the audience is directly targeted. This is due to the fact that the internet has the ability to deliver the product and product information at low cost and easy to access its services without any boundaries of time and place. Further, online advertising and marketing services with the help of internet is facilitating lot of internet users to have easy accessibility and communicate each other at low cost (Lages 2004).

### 1. ONLINE ADVERTISING

The advent of internet technology provides a greater opportunity for marketer and all other people who are involved in internet to carry out their business based on web advertisement. With the rapid growth of internet, several marketers have accepted and adopted new information and communication technologies in performing their activities. This can be achieved by the marketers with the help of establishing their websites as a new channel for business transactions and advertisements. It also enables the customers to make online purchases through internet and the marketers can access the global market for their products at low cost. In addition, websites provides companies and marketers to offer wide information about their products or services. Thus, the development of the internet is resulting in massive growth of online advertising.

In recent days technological advancement has enabled internet penetration into every one's day-to-day life and people are spending more time on internet (Abd Aziz et al., 2008). This ultimately enables the internet users to engage themselves in online advertising. Thus, marketers are capable of reaching their consumers at large level through online platforms to create awareness about their products and services (Abd Aziz et al., 2008).

Online advertising is a form of advertising that uses the Internet and World Wide Web in order to deliver marketing messages and attract customers. Examples of online advertising include contextual ads on search engine results pages, banner ads, Social network advertising, advertising networks and e-mail marketing. The unique characteristic of online advertising is the availability of information and content that is not limited by geography or time for its audience. Companies are now spending huge amounts on advertising through the online medium that helps them to target their specific group of consumers. With rapid changes and advances in technology, companies are experimenting with various forms of online advertisements like floating ads, click ads, pop up ads, flash ads, pop under ads and video ads. The consumers are also responding in terms of their varying attitudes towards the use of technology for promotions.

The online advertising is highly attracted by the several marketers due to the fact that it is highly flexible and it is easy to update their product information as and when (Ducoffe 1996). This will further enhance the consumers to obtain the up-to-date information about product and service in which they are intended to buy in the market (Ducoffe 1996). Online advertising is highly reachable without any boundaries and gets the attention of larger target audience. In today's internet era, world online advertising covers wide spectrum of geographical areas with the feature of high reachability when compare to traditional advertising (Blech and Blech 1998).







## கலையும், பண்பாடும்

\*“என்னாம்பங்கலம்” முனைவர் அ.பழநிசாமி, கோபிசெட்டிபாளையம்.

கட்டடக் கலை, சிற்பக் கலை, ஓவியக் கலை, இசைக் கலை, காவியக் கலை ஆகியவைகள் 'கவி' கலைகள்' என்றழைக்கப்படுகின்றன. அருந்தமிழாம் செம்மொழித்தமிழ் முத்தமிழ் என்கிற சிறப்பில் இயல், இசை, நாடகம் எனப் போற்றப்படுகிறது. முத்தமிழ்க்குள் பெருமை சேர்க்கும் கலைகள் ஏராளமாய் இருந்தபோதும், அவற்றுள்ளும் ஐக்கலைகளைக் கவி' கலைகள் என அறிவிக்கள் வகுத்தளித்துள்ளார்கள். அவ்வகையில் கலையும், பண்பாடும் சங்க இலக்கியங்களில் எவ்வாறு தோற்றம் பெற்றுள்ளன என்பதை இவ்வியலில் ஆராயலாம்.

பயன்பாடு (Utility) அடிப்படையில் துண்கலைகள், அழகுக் கலைகள் அல்லது கவி' கலைகளான கட்டடம், சிற்பம், ஓவியம், இசை, காவியம் ஆகியவற்றுள்ளும் உலகியற் பயன்பாடு உடைய கலைகளுள் சிறப்பு இருத்தவைக் காண முடிகின்றது.

மென்மை அல்லது மனிதம் கொண்ட விண்காவியிலும் காட்சிக் கலையாகிய கட்டடக் கலை ஒருவகையான அழகுணர்வுத் தூண்டுதல் பெற்று, நாகரிகத்தின் பிறப்பிடமாக அமைந்திருக்கிறது. மக்களின் பயன்பாடு நாகரிக வரலாற்றில் கட்டடக் கலை முக்கியப்பங்கு பெற்ற போதும், ஏனைய கவி' கலைகளுக்கும் சிறப்பு இதனிடம் இல்லையென்று ஆராய்ச்சியாளர்கள் கூறுகின்றனர்.

வரலாற்றுக்கு முற்பட்ட ஆதிமனிதன் காட்டுமிராண்டியாகத் திகித்ததுடன், கொடுமையான விலங்குகளுடன் முட்டி போதித் தவறு பலத்தால் பாதிப்புகளுக்கிடையேயும், மரக்கிளைகளிலும், மலைக் குகைகளிலும் தங்கித் தன் அயர்ச்சியைப் போக்கிக் கொண்டான்.


எஃது என்கிற கற்பனைய நெஞ்சில் உதிக்காத காலத்திலேயும், விலங்குத் தன்மையிலும், காம்பு பெருக்கின் காரணமாக, இன்ப பெருக்கம் என்பது மனிதனிடம் திகழ்ந்து கொண்டிருந்த இரத்தம். வேட்டையாடி, விலங்குகளின் இறைச்சியைத் தீயில் வேகவைத்து (கட்டு) உணவாக்கிக் கொள்ள வன், அவற்றின் தோல்களை ஆடையாகக் கட்டிக் கொண்டும், பறவைகளின் இறகுகளைத் தலைக்கலங்காரமாகச் சூட்டிக் கொண்டும் வாழலானான்.

தேவீக்கள் மலர்களிலிருந்து பெற்ற மகரத்தங்களினால் தேன் கூடு கட்டி, அதன் மேல் ஓட்டிக்கொண்டு அதுவே அவைகளின் உறையுளாக தம்மியல்பில் வாழ்கின்றன. புற்றுக்களைத் தவறு புகலிடமாகக்கி ஏறும்புகளும் கரையான்களும் திரிகின்றன. பட்டுப் புழுக்கள் மெல்லிழைக் கூடுகளுக்கும், குளவிகள் மண்ணாலான கூடுகளுக்கும், குருவிகள் புல்லாலான கூடுகளுக்கும், சிங்கம், புலிகள் மலைக் குகைகளுக்கும் வாழுகின்ற போது, இடம், காலம், தூய்ல் ஆகியவற்றைப் பார்த்துக் கொண்டிருந்த மனிதன் பரண் வீடும், குச்சி வீடும், ஓட்டு வீடும், தளவீடுமாக தவறு இருப்பிடங்களை அமைத்துக் கொண்டனர்.

இதனடிப்படையில் பார்த்தால், பகுத்தறிவின் காரணமாக ஏனைய உயிர்களிலிருந்து வேறாய் மனிதன், பெற்றறிந்தவைகளாய் எஃது கட்டலானான். கலை, சிறுகுடி, நாற்காற்பத்தி ஆகியவைகளே, மனையமைப்பிற்கு முன்னோடியாக அமைந்துள்ளது. மச்ச இலை வேய்த்த எயினர் குரம்பையும், தெங்கின் வாடுமால் வேய்த்த தனிமனையும், புதிய வைக்கோல் (புதுவை) வேய்த்த கவி' குடில் முனிநிலும், புல்வேய் குரம்பையும் சங்க இலக்கியங்களில் உறையுள் பற்றிய சிந்தனைகளுக்குச் சாட்சியங்களாகத் திகழ்கின்றன. நான்கு கால்களை நிறுத்தி பந்தலிட்டு, சிறிய வீட்டை எருவாக்கினார்கள் என்பதை புறநானூற்றின்,

“கலை துற்ற நாற்காற் பத்தரி  
சிறுமனை வாழ்க்கை”<sup>1</sup>



  
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## பண்பாட்டின் பரணைப்பற்றும் சங்ககால உழவுத்தொழில்

\*முனைவர் சி.வினாயகர், கௌரவவிரிவுரைப்பாளர், தமிழ்த்தொழில், அடிக் கலை அறிவியல்  
கல்வி, சத்தியமங்கலம்

### முன்னுரை

சங்ககாலத் தொழில்கள் பயிர்த்தொழில், கைத்தொழில் என இருவகையினர் அடங்கும். அதோடு நெசவுத்தொழில், உலோகத் தொழில், தச்சுத்தொழில், வண்டிகள் தோக்கள் செய்தல், சலவைத் தொழில், கோர்க்கருவிகள் செய்யும் தொழில், தோல் கருவிகள் செய்தல், உடைதாத்தல், சரிகைத் தொழில், பின்னல் தொழில், வாசனைப் பொருள் தயாரிக்கும் தொழில், முத்தெடுக்கும் தொழில், சங்கு அறுக்கும் தொழில், வட்டாத்தலை, பொய்க் கொண்டு செய்தல், ஓவியத் தொழில், சிற்பத் தொழில், கட்டிடத் தொழில், மண்பாண்டம் செய்தல், குழாய்ப்புற முதலிய இரைக்கருவிகள் செய்தல், மீன்பதப்படுத்தல், உப்புதயாரித்தல், மிதவை, ஓட்டம், படகு, கப்பல் செய்யும் தொழில், சாறு இறக்குதல், இறைச்சிவிற்றல், பனை ஓலையால் கைவினைப் பொருட்கள் செய்தல் முதலிய பல்வேறு தொழில்களைச் சங்ககால மக்கள் செய்தனர்.

எட்டுத்தொகை புறநூல்கள் உணர்த்தும் உழவுத் தொழிலைப் பற்றி பின்வருமாறு காண்போம்.

### உழவுத்தொழில்

சங்ககாலத்தில் உழவுத்தொழில் என்னும் பயிர்த தொழில் சிறந்த தொழிலாகக் கருதப்பட்டது. உழவர் சிறந்தகுடிகளாகக் கருதப்பட்டார்கள். நாட்டில் அறம் நிலைபெற வேண்டுமானால், உழவுத்தொழில் தடையின்றி நடைபெறல் வேண்டும் என்று சங்ககாலத்தவர் எண்ணினர்.


அறுத்தையும், அறிவையும் வளர்ப்பதற்கு இன்றியமையாத உணவுப்பொருள் வளத்தை நாட்டில் பெருக்கியவர் உழவுத்தொழில் செய்தமக்களேயாவர். இம்மக்கள் நிலத்தைமென்புலம் என்றும், வன்புலம் என்றும் பாடுபடுத்தினர். மருதமும் நெய்தலும் மென்புலம் என்றும், முல்லையும் குறிஞ்சியும் வன்புலம் என்றும் பிரிக்கப்பட்டன. உழவித்தா உண்பாரான உழவர், உழுது உண்பவரான களமரைக் கொண்டு இவ்விருவகை நிலங்களிலும் உழவுத்தொழிலைச் செய்தனர். உழவரும், நிலங்களில் பாடுபட்டு உழைத்த களமரும் வேறுபாடின்றிக் கூடிவாழ்ந்த பண்பு உடையவர்களாக விளங்கினர் என்பதை,

“விளைவதைவினைவென் மென் புல வன் புலக்

களவர் உழவர் கடி மறுகுபிறசார்” (பரி.திரட்டு.1:26-27)

என்ற அடிகள் நமக்கு உணர்த்தியிருக்கின்றன.



  
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## STUDY ON FUNCTIONALITIES AND OPERATION WITH SPECIAL REFERENCE TO MARRY BROWN – CHENNAI

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### ABSTRACT

In this I got to know real time franchising restaurant chain, how product is developed in restaurant, promotion of the product, resource allocation, recruitment of employees, logistics and warehousing techniques, framing and maintain quality standards, efforts that should be made to achieve target sales and various auditing methods to improve the standard of the organization.

### KEYWORDS :

#### INTRODUCTION

MARRYBROWN chain of Family restaurants, founded in 1981 in Malaysia, Marrybrown is fastest growing restaurant chain with over above 400 restaurants in Malaysia, Singapore, China, India, Dubai, Qatar, Iran, Srilanka.

Marry brown is among the nation's leading fast-food chains, with more than 130 quick-serving restaurants in Malaysia and more than 350 international restaurants.

Marrybrown, as the First major fast-food chain to develop and expand the concept of "Something Different" experiences. Marrybrown has always emphasized on halal products serving millions of guests world-wide.

The marketing strategies followed by Marrybrown are

- ONLINE MARKETING
- PRINTED MEDIA
- PROMOTIONS

When the sales are less compared to actual sales, marketing manager provides discounts and offers to achieve the targeted sales.

"BOOSTING POST" is the unique technique that used on online marketing. In Facebook and Twitter this option is majorly used in order to attract the targeted customer.

In order to improve the sales TV ADS are recommended, Television Ads are the another form of marketing. Most of the fast food organization use television ads as major marketing strategy. By this television ad they can attract family member and targeting new audience

Marrybrown pioneered a number of firsts in the quick-serve industry. It was the first major fast-food chain that introduced menu items that are now staples on most fast-food menu boards, including Rice based products, Chicken Porridge, Sate burger and Curry.

Today, Marrybrown offers a broad selection of distinctive, innovative products targeted at the fast-food consumer. Chicken represents the core of the menu.

Revenue for the company is only by making sales in the various outlets in and around Chennai and expenses are compensation for employees, raw material procurement, training for employees and advertising and promoting expenses.

The approximate percentages for the sources and categories of expenditures.

Pricing a product considers following percentage allocation

- 38%- food cost.

- 5%- wrappers and tissue papers.
- 57%- labors, EB, rent, logistics, promotion, advertisement, other expenses and profit. The area where the company have to improve the financial statement

The Master Franchiser of India is MGM group of companies headed by Mr.MGM Anand. Marrybrown operations started in India in the year 1999. Marrybrown India is well known fast chain in south India. Today there are about 45 family restaurant operating around India respectively.

The legal issue faced by the organization Jallikattu issue, health and safety, price inflation, competition, fair price to producers and affordability, all contributing to the difficult economic conditions we are currently experiencing. We are also seeing new legislation and tougher regulations being implemented on the environment, packaging, branding and waste

In this competitive level, the company has to maintain good relationship among the employees in the organization. The good employee relation should be maintained by friendly relationship with the employees and by proper communication with them. It includes

- Labour law
- Employee's health and safety labour

Initially the salary was decided based upon the qualification and experience of the employee and increment in terms of yearly basis. The increment will be 10 %(per year)

Bonus will be allotted to the employee during the festival period respectively.

ERP software is the software that is used only by Marrybrown, that include support service option respectively. "ERP SOFTWARE" is created and outsourced by WONDER SOFTWARES PVT LTD. This software was reassigned software which cannot be edited or modified. This software is available in both online and offline respectively.

Audits that are performed on the instruction of operation manager.

- Sudden audit
- Inventory audit
- Petti cash audit
- QSCV audit
- Direct management audit
- Midnight audit in individual outlet
- Mistry audit

The cost reduction strategies followed by the company is "something is better than nothing".

#### REVIEW OF LITERATURE:

1.Mark M. Davis, Thomas E. Vollmann, (1990) 'A Framework



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## THE EFFECT OF EQUITY INVESTMENT ON NON - TRADERS AND STOPPED TRADERS – ANALYSIS ON INVESTORS' PERCEPTION

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### ABSTRACT

The purpose of this paper is to understand the customer perception towards equity trading and their difficulties in accessing the ICICI direct online portal. To make non trader customer and stopped trader to start trading in equity market.

### KEYWORDS :

#### INTRODUCTION:

In a moving settlement, each exchanging day is considered as an exchanging period and exchanges executed amid the day are settled in view of the net commitments for the day. At NSE and BSE, exchanges moving settlement are settled on a T+2 premise i.e. on the second working day. For touching base at the settlement day all mediating occasions, which incorporate bank occasions, NSE/BSE occasions, Saturdays and Sundays are prohibited. Regularly exchanges occurring on Monday are settled on Wednesday, Tuesday's exchanges settled on Thursday and so on.

Dematerialization in short called as 'demat' is the process by which an investor can get physical certificates converted into electronic form maintained in an account with the Depository Participant. The investors can dematerialize only those share certificates that are already registered in their name and belong to the list of securities admitted for dematerialization at the depositories.

**Depository:** The organization responsible to maintain investor's securities in the electronic form is called the depository. In other words, a depository can therefore be conceived of as a "Bank" for securities. In India there are two such organizations viz. NSDL and CDSL. The depository concept is similar to the Banking system with the exception that banks handle funds whereas a depository handles securities of the investors. An investor wishing to utilize the services offered by a depository has to open an account with the depository through a Depository Participant Ordinarily to purchase and offer offers, you need the cash to pay for your buy and offers in your demat record to convey for your deal. However as you don't have everything to make useful for your buys or offers to convey for your deal you need to cover (square) your buy/deal exchange by a deal/buy exchange before the end of the settlement cycle. On the off chance that the cost over the span of the settlement cycle moves to support you (ascended if there should be an occurrence of procurement done before and fallen in the event of a deal done before) you will influence a benefit and you to get the instalment from the trade. In the event that the value development is unfavourable, you will influence a misfortune and you to should make the instalment to the trade. Edges are in this way gathered to defend against any antagonistic value development. Edges are cited as a level of the estimation of the exchange Purchasing at the correct minute is the best barrier against an unstable market. At the point when the load of a best class organization ascends out of a sound value base on substantial volume, don't pursue it more than five per penny past its purchase point. Awesome stocks can rise 20-25% out of a couple of days or weeks. On the off chance that you buy at those expanded levels, what may end up being an ordinary pull back could shake you out. That hazard ascends with a more unstable stock There are a few signs in money markets that propose alert, despite the fact that they're all extremely bullish. Here are some of them and what they may mean, in

light of past understanding. To begin with, everyone's bullish. On the off chance that everybody's bullish, that implies they've just purchased their stock and are trusting more individuals will take after their energy. Most individual financial specialists are completely contributed. Furthermore, as long as expansive inflows are as yet going into value shared assets, everything's fine. Watch out when the streams transform into streams. There won't purchase energy to continue boosting stocks. Second, fear of the Economy/Political scenario. This is an initial indicator, which would pull of sporadic selling that could eventually mount into an outright bear market.

The Bombay Stock Exchange and the National Stock Exchange of India Ltd are the two primary exchanges in India. In addition, there are 22 Regional Stock Exchanges. However, the BSE and NSE have established themselves as the two leading exchanges respectively which accounts for 80 per cent of the equity volume. The average daily turnover at the exchanges has increased from Rs. 851 crore to Rs. 1,284 crore in 1998-99 and moves up to Rs. 2,273 crore in 1999-2000 respectively. NSE has about 1500 shares listed with a total market capitalization of Rs.9,21,500 crore. The BSE has 6000 stocks listed and has a market capitalization of around Rs. 9,68,000 crore.

#### REVIEW OF LITERATURE:

1. Jiang Luo and Avanihar Subrahmanyam High levels of turnover in financial markets are consistent with the notion that trading, like gambling, yields direct utility to some agents. The purpose of this paper is to show that the presence of these agents attenuates covariance risk pricing and volatility, and implies a negative relation between volume and future returns. Since psychological literature indicates that the desirability of a gamble arises from the ex ante volatility of the outcome, the authors propose that agents derive greater utility from trading more volatile stocks. These stocks earn lower average returns in equilibrium, although the risk premium on the market portfolio is positive. The authors then consider a dynamic setting where agents' utility from trading increases when they make positive profits in earlier rounds (e.g. due to an endowment effect). This leads to "bubbles," i.e. disproportionate jumps in asset returns as a function of past prices, higher volume in up markets relative to down markets, as well as a leverage effect, wherein down markets are followed by higher volatility than up markets.
2. Viktoria Dalko The purpose of this paper is to assess the US Securities and Exchange Commission's new regulation, Limit Up-Limit Down (LULD), against the background of manipulative high-frequency trading (HFT).
3. Charwut Roongsangmanoon, Andrew H. Chen, Joseph Kang and Donald Lien Empirical evidence of the hedging pressure risk premium exists only in the futures contracts



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**ANALYSIS OF COMPANIES AMONG DIFFERENT  
PORTFOLIOS FOR INVESTMENT**

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**ABSTRACT:**

*In this project we have Selected two companies from 2 sectors (Auto (LUVS/HUVS) sector and Auto – ancillaries) thus 4 companies selected then Collected of balance sheet and profit and loss account to calculate the different ratio which will help determine to buy or hold or sell an share. In this research, we follow fundamental analysis and technical analysis on these companies to find which company is better for investment and quantitative research methods respectively. In this project going to find out the F scores and Z scores of the selected companies and opening and closing price of these companies respectively and comparison of some important ratios and rates of growth over a time period of a few years.*

**INTRODUCTION:**

Security Analysis, Portfolio Management, and Financial Derivatives integrates the many topics of modern investment analysis. It provides a balanced presentation of theories, institutions, markets, academic research, and practical applications, and presents both basic concepts and advanced principles. Topic coverage is especially broad: in analyzing securities, the authors look at stocks and bonds, options, futures, foreign exchange, and international securities. The discussion of financial derivatives includes detailed analyses of options, futures, option pricing models, and hedging strategies. A unique chapter on market indices teaches students the basics of index information, calculation, and usage and illustrates the important roles that these indices play in model formation, performance evaluation, investment strategy, and hedging techniques. Complete sections on program trading, portfolio insurance, duration and bond immunization, performance measurements, and the timing of stock selection provide real-world applications of investment theory.

Investment involves making of a sacrifice in the present with the hope of deriving future benefits. Two most important features of an investment are current sacrifice and future benefit. Investment is the sacrifice of certain present values for the uncertain future reward. It involves





**ORIGINAL RESEARCH PAPER**

**Management**

**THE EFFECT OF EQUITY INVESTMENT ON TRADERS AND ACTIVE CUSTOMER IN ICICI SECURITIES**

**KEY WORDS:**

**N. Parthiban**

**Guest Lecturer In Management Government Arts And Science College Sathyamangalam - 638401**

**ABSTRACT**

The stock market is one of the most vital and dynamic sector in the financial system making an important contribution to the economic development of a country. Investors are the backbone of the capital market. In this research we get know about customer perception towards equity investment and where customers invest most.

**INTRODUCTION:**

A equity market is a market in which shares are issued and exchanged, either through trades or over-the-counter markets. Otherwise called the share trading system, it is a stand out amongst the most imperative regions of a market economy since it gives organizations access to capital and speculators a cut of possession in an organization with the possibility to acknowledge increases in light of its future performance. Equity markets are the gathering point for purchasers and vendors of stocks. The stock market is the great place to make money. In order to ensure success, buy the shares of the big organization when the stock price is low. Organizations are facing increased competition of globalization, changes in technology, political and economic environments and therefore prompting these organizations to train their employees as one of the ways to make them to adjust to the increases above and thus increase their performance. Most of the clients were invested in equity market where the returns are high compared to other investment and risk also high compared other investment. Basically, you have to contribute with the goal that your cash develops and shields you against rising swelling. The rate of profit for speculations ought to be more prominent than the rate of expansion, abandoning you with a decent surplus over some undefined time frame. Regardless of whether your cash is put resources into stocks, securities, common finances or endorsements of store, the final product is to make riches for retirement, marriage, school charges, better way of life or to simply pass on the cash to the people to come. Additionally, it's energizing to audit your speculation returns and to perceive how they are aggregating at a quicker rate than your compensation

By investing into the market right way, your investments have chance of growing high, whereby the concept of compound interest will grow your income by consolidating your earnings and dividends respectively. The research and history indicates there are three golden rules for all investors

1. Invest early
2. Invest regularly
3. Invest for long term and not short term

**METHODOLOGY:**

**RESEARCH METHODOLOGY:**

The type of study was "DESCRIPTIVE STUDY", were done on Equity investment on trading of shares through online brokers in ICICI SECURITIES respectively.

**TOOLS USED FOR ANALYSIS**

In this research, tools used was questionnaire method to find out the problems occurred with the customers in ICICI Securities and data were collected through the questionnaire method

- Questionnaire-The instrumentation used to collect data was likert scale (5point scale)

- Research method-survey method

**SOURCES OF DATA**

The data collection was done by means of phone call is schedule in questionnaires form. Each person has approached separately al questions were read out and explained by researcher. The two types of data used for the purposes & the study are

- Primary data
- Secondary data

Primary data was collected from the respondents by using the questionnaire the following types of questions are used in questionnaire

- Closed ended questions
- Open ended questions

Secondary data was collected from company website, booklets and records of the organisation.

**SAMPLING METHOD:**

Sampling method followed was "RANDOM SAMPLING" method, were channel manager in ICICI Securities have provided 400 data from that I have randomly choose 150 data for my research.

**SAMPLE SIZE:**

Sample size taken was 150

**FRAMEWORK OF ANALYSIS:**

The framework of analysis was Survey was taken through questionnaire method and statistical analysis was done through SPSS tool and find whether there is a significant relation between cause and he effect respectively

**ASSUMPTION:**

The conclusion of the research has been made by interview over 150 clients who has DMAT account in ICICI with special reference to ICICI SECURITIES Ltd. The majority of the employees considered in this research are active traders respectively.

**ANALYSIS AND INTERPRETATION:**



Figure. 1: High returns attracts over investment



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# THE NEWS CONSUMPTION TRENDS AMONG DIGITAL NATIVES

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**Abstract:** The largescale proliferation of internet has revolutionised the news consumption behaviour of people. Nowadays news consumption mainly takes place in the digital medium. This changing trend could be gauged by an increasing number of print newspapers shifting to online mediums to deliver news. As transformation to the digital medium happens at a phenomenally faster phase, this study focuses on factors effecting the change among digital natives. Digital natives refer a generation grown up acclimatised to the use of digital technologies. The researches done so far has been more or less limited to news consumption through traditional media like new paper, television and radio. So, this research investigated the news consumption behaviour of the digital natives through qualitative approach. For the purpose of the study, a set of questions were prepared and responses collected from college students, as they represent digital natives. The study looked into aspects like accessibility, cost factors, time spent and easiness to use a digital media to consume news. The findings of the research indicate that there is a growing popularity for digital news delivery mediums. The respondents accorded top priority for easy to access and convenience for choosing an online news medium. This research has shown that youth spend a considerable time to get their daily dose of news through social media and mobile platforms. The payment options for consuming news through digital medium depends on the individual. Taking these factors into consideration, the research suggests that traditional media companies should gear up to serve better the emerging segment of digital natives.

**Keywords:** Digital natives, internet, news consumption.

## 1. INTRODUCTION

Internet has transformed the news consumption habits of people, Szekely and Nagy (2011) from traditional source of news consumption through print newspapers, the present generation has moved over to digital medium to consume news. News consumption mostly happens online for digital natives.

Digital natives refer to a generation born after 1980s and grown up using digital technologies for sourcing information. While the shift has been rather faster in developed European countries, India too is fast catching up with the trend towards a digital medium.

Thus far, researches Huang (2009), Szekely and Nagy (2011) and (Qayyum et al.2010), were done in ample to study the news consumption habits of people related to old media. It is generally perceived that the digital generation has largely drifted away from the traditional media to consume news by the digital medium. Largescale penetration of internet too has aided in the easy access of news through social media like face book, twitter, news apps, you tube and other online mediums

### NEED FOR THE STUDY:

This research is meant to investigate the news consumption habits among digital natives through online medium. Previous researches have focused mostly on the news consumption trends in European nations. They found youth to have gone digital favouring its speed in news updates and convenience. Both mobile and social media play a pivotal role in delivering news to the digital natives. However it becomes pertinent to study in detail of a trend in local context to gauge the news consumption patterns among digital natives





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**MARKETING PLAN FOR LAUNCHING A NEW PRODUCT  
(POCKET WATCH) - AN EVOCATIVE ANALYSIS**

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**ABSTRACT:**

*To inspire and motivate people by offering innovative lifestyle products we would position our product in such a way that, our product would seem most innovative and customization can be done easily. We would like to be brand where most of the products are custom made and have uniqueness in each of the design. For this project the target customers are working men and male scholars within the age group of 18-35 respectively. Social marketing is the main medium through which we are going to boost the sales of the product. The main aim of the project is to make customer to know about pocket watch by marketing strategies and advertisement*

**INTRODUCTION:**

Epoch pocket watch will be mainly concentrating on giving the customized pocket watches to the customer. The pocket watches in the recent trends have becomes a gift items. The pocket watches can be customized by the customers in our online website. Customers can choose their dials, design in the case, type of glass. All the customized options will be available for the order for the above 250 watches for the orders below there will be certain restrictions in designing we are going to concentrate on the people aged between 20 – 35.

The target market will be teenage and middle age people. If people want to buy the watches of around 5 to 10 pieces then they choose from the wide variety of the items that is being produced



# Impulse Buying Behavior

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**Abstract**— Today's consumer oriented market, consider consumers as the king for their business. Marketers are very well equipped to know the consumer behavior towards their products even before the production process, if purchases are planned consumer can know about the product brand, price, availability, usefulness and so on but if it is an impulse buying their buying behavior totally varies according to their internal and external factors triggers for the purchase. This paper addresses some of the impulse buying behavior factors of the consumers. The result indicates the buying behavior do not differ significantly among time spent in store groups and frequency of impulse buying group, The buying behavior differ significantly among frequency of shopping groups.

**Keywords**—Impulse buying, Buying Behavior, Consumers, Frequency of Buying, Purchase Factors.

## I. INTRODUCTION

Business can start and ends with the consumers. No business can exist without consumers. Every consumer is important for marketers to survive in this competitive market. In order to succeed in rapidly evolving marketplace marketer need to know about customer need, what they think, how they work etc. Consumer behavior emerged in the 1940s and 50s as a distinct sub discipline in the marketing area. The study of consumer behavior is concerned with all aspects of pre purchase to post purchase consumption.

## II. RESEARCH METHODOLOGY

A well structured 250 questioner was used to collect the primary data under purposive sampling techniques in Coimbatore city. The data used for the purpose of this study were collected for a period of 3 months from 1st January to 31st March 2018. The objective of the study is to find out the consumer buying behaviour on impulse buying. The techniques used for analysis are ANOVA and regression analysis.

## III. LITERATURE REVIEW

The buying behavior of a consumer is influenced by the needs and preferences of the consumers for whom the products are purchase. Practically every person who enters a store is a potential purchaser and represents a unit in the store's customer traffic [1]. Claims of irresistible impulse are popular among people whose self-control has failed. Self-control and self-regulation are interchangeable: both refer to

the self's capacity to alter its own states and responses. Effective self control depends on at least three major ingredients. These are the standards, a monitoring process and the operational capacity to alter one's behaviour. If any of these fails, self-control can be undermined [2]. The emergent impulse buying behavior occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately, when a consumer feels that impulse buying is acceptable in a particular context. Unplanned purchase included items for which the purchasing decision was made in the store and not prior to entering the store [3].

During the weekends, the number of impulse buying increases. Impulse buying consist of external environment factors, internal environment factors, the situational environment, variety of products and socio cultural environment and all influence the bargain seeking [4]. Impulse buying try and blame sources beside themselves. Shoppers who planned their purchases differ significantly from shoppers who made unplanned purchases on several emotional reactions [5]. For the more individualist group, the buying impulsiveness trait was more strongly associated with how often a consumer bought something on impulse than it was for the corresponding collectivist group [6]. Finance has an impact on impulse buying through the observations made by factors such as economic well-being and personal income level [7]. Impulse buying behavior is a sensitive behavior which gets influenced by various external and internal factor. Impulse buying is not necessarily always involve cognitive dissonance with it, it all depends on the experience of the consumer and the situation associated with the buying conditions [8].

Impulse buying is more virtuously motivated; it is likely to elicit more positive normative evaluations [9]. In addition to providing varying degrees of general motivation, mobilization and psychological capability mood states can encourage impulse buying in more specific ways. Individual mood states vary in the degree to which they are congruent with making impulse purchases [10]. Attempted to go beyond the view of impulse buying as nothing more than "Unplanned Purchase" [11].

## IV. RESULTS AND DISCUSSION

Hypothesis: The Impulse buying behavior score do not differ significantly among Frequency of shopping groups.



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# Homomorphism and Anti-Homomorphism of Interval Valued Fuzzy Weak Bi Ideals of Near Rings

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**Abstract**—In this paper, we introduce the conception of homomorphism and anti-homomorphism between near rings. We have characterized and explored a few related properties of homomorphism and anti-homomorphism of interval valued fuzzy weak bi ideals (IVFWBI's) of near rings

**Keywords**- Near rings-Bi ideals-Homomorphism-Anti-homomorphism-Fuzzy bi ideals (FBI's)-Interval valued fuzzy weak bi ideals (IVFWBI's).

## I. INTRODUCTION

Lotfi.A.Zadeh[10] launched the theory of fuzzy set as a general abstraction of set theory in 1965. Then the fuzzy sets have been utilized with in the reconsideration of classical science. Ten years later Zadeh[11] pioneered the concept of interval valued fuzzy subsets (IVFS's), where the values of the membership functions are the interims instead of numbers. In 1971, Rosenfeld[7] hosted the concept of fuzzy subgroup and give some of its properties. The concept of fuzzy subgroup and anti fuzzy subgroups was first discussed by Biswas [2] in 1994. Abou-Zaid [1] proposed the conception of fuzzy subnear rings and ideals of near rings. Davvaz[4] and Thillaigovindan et.al[8] applied a few concepts of interval valued fuzzy ideals (IVFI's) in near rings.

Also, Manikantan[5] proposed the idea of fuzzy bi ideals (FBI's) of near rings and discussed some properties. Yong uk cho et.al[9] hosted the concept of weak bi ideals of near rings. Similarly, the idea of fuzzy weak bi ideals (FWBI's) of near rings was brought forth by Chinnadurai et.al.[3]. The idea of interval valued fuzzy weak bi ideals (IVFWBI's) of near rings was initiated by M.Ramachandran and K.Dhilip Kumar[6]. In the present paper, we study the homomorphism and anti-homomorphism of interval valued fuzzy weak bi ideals (IVFWBI's) of near rings. Some characterizations are also discussed.

## II. PRELIMINARIES

**Definition 2.1.** A subset  $\mathcal{L}$  of a near ring  $\mathbf{N}$  is known as an *ideal* if

- (i)  $(\mathcal{L}, +)$  is a normal subgroup of  $(\mathbf{N}, +)$
- (ii)  $\mathbf{N}\mathcal{L} \subseteq \mathcal{L}$
- (iii)  $(x + a)y - xy \in \mathcal{L}$  for each  $x, y \in \mathbf{N}$  and  $a \in \mathcal{L}$ .

Here,  $\mathcal{L}$  is termed as *left ideal* if  $\mathcal{L}$  fulfils (i) & (ii), and  $\mathcal{L}$  is termed as *right ideal* if  $\mathcal{L}$  fulfils (i) & (iii).



# Interval valued fuzzy weak bi-ideals of near rings

**M. Ramachandran & K. Dhilip Kumar**

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## Interval Valued Anti Fuzzy Weak Bi-Ideals of Near Rings

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### Abstract

In this present paper, we introduce the notion of interval valued anti fuzzy weak bi-ideals of near-rings. We have characterized and investigated some related properties of interval valued anti fuzzy weak bi-ideals of near-rings.

**Keywords:** Near-rings, Bi-ideals, Fuzzy bi-ideals, Interval valued fuzzy weak bi-ideals, Interval valued anti fuzzy weak bi-ideals.

**Mathematics Subject Classification:** 18B40, 03E72, 16D25

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### INTRODUCTION

The fundamental concept of fuzzy set was introduced by Zadeh[11] in 1965. Again he introduced the notion of interval valued (in short i-v) fuzzy subsets in 1975 where the values of the membership functions are closed intervals of numbers instead of a single value. In 1971, Rosenfeld [4] introduced fuzzy subgroup and gave some of its properties. In 1991, Abou-Zaid[1] introduced the notion of fuzzy subnear-rings and ideals in near-rings. Jun and Kim[7] and Davvaz [5] applied a few concepts of fuzzy ideals and i-v fuzzy ideals in near-rings. Moreover, Manikantan [8] introduced the notion of fuzzy bi-ideals of near-rings and discussed some of its properties. Yong Uk Cho et al.[10] introduced the concept of weak bi-ideals applied to near-rings. Thillaigovindan et al.[9] introduced interval valued fuzzy ideals of near rings. Chinnadurai et al.[3] introduced fuzzy weak bi-ideals of near-rings.

In 1990, Biwas[2] introduced the notion of anti fuzzy subgroups of groups and Kim, Jun and Yon[6] studied the notion of anti fuzzy ideals of near-ring.

In this paper, we define a new notion of interval valued anti fuzzy weak bi-ideals of near-rings, which is a generalized concept of interval valued anti fuzzy ideals of near rings. We also investigate some of its properties with examples.

### PRELIMINARIES

In this section, we listed some basic definitions. Throughout this paper  $N$  stands for a left near-ring.

A near-ring is a non empty set  $N$  with two binary operations “+” and “.” such that

- (i)  $(N, +)$  is a group.
- (ii)  $(N, \cdot)$  is a semi group.
- (iii)  $x \cdot (y + z) = x \cdot y + x \cdot z$  for all  $x, y, z \in N$ .

Precisely speaking it is a left near-ring because it satisfies the left distributive law. We denote  $xy$  instead of  $x.y$ . A near-ring  $N$  is called zero symmetric if  $x \cdot 0 = 0$  for all  $x \in N$ .

Given two subsets  $A$  and  $B$  of  $N$ , the product  $AB$  is defined as

$$AB = \{ab \mid a \in A, b \in B\}.$$

A subgroup  $S$  of  $(N, +)$  is called left (right)  $N$ -subgroup of  $N$  if  $NS \subseteq S$  ( $SN \subseteq S$ ). A subgroup  $M$  of  $(N, +)$  is called subnear-ring of  $N$  if  $MM \subseteq M$ .

**Definition 2.1.** An ideal of a near-ring  $N$  is a subset  $I$  of  $N$  such that

- (i)  $(I, +)$  is normal subgroup of  $(N, +)$ .
- (ii)  $NI \subseteq I$ .
- (iii)  $(x + a)y - xy \in I$  for all  $x, y \in N$  and  $a \in I$ .

**Definition 2.2.** A two sided  $N$ -subgroup of a near-ring  $N$  is a subset  $H$  of  $N$  such that

- (i)  $(H, +)$  is a subgroup of  $(N, +)$ .
- (ii)  $NH \subseteq H$ .
- (iii)  $HN \subseteq H$ .

If  $H$  satisfies (i) and (ii) then it is called a left  $N$ -subgroup of  $N$ . If  $H$  satisfies (i) and (iii) then it is called a right  $N$ -subgroup of  $N$ .

**Definition 2.3.** A subgroup  $B$  of  $N$  is called a bi-ideal of  $N$  if  $BNB \cap (BN)^*B \subseteq B$ .

**Definition 2.4.** A subgroup  $B$  of  $(N, +)$  is said to be a weak bi-ideal of  $N$  if  $BBB \subseteq B$ .

**Proposition 2.5.** If  $B$  is a bi-ideal of a near-ring  $N$  and  $S$  is a subnear-ring of  $N$ , then  $B \cap S$  is a bi-ideal of  $S$ .

**Definition 2.6.** An interval number  $\bar{a}$  on  $[0,1]$  is a closed subinterval of  $[0,1]$ , that is,  $\bar{a} = [a^-, a^+]$  such that  $0 \leq a^- \leq a^+ \leq 1$ , where  $a^-$  and  $a^+$  are the lower and upper end limits of  $\bar{a}$  respectively. In this notion  $\bar{0} = [0,0]$  and  $\bar{1} = [1,1]$ . For any two



## A Note on Characterization of Intuitionistic Fuzzy Bi-Ideals of Near Rings

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**Abstract.** In this paper, we introduce the notion of intuitionistic fuzzy bi-ideals of near-rings. We give some characterizations of intuitionistic fuzzy bi-ideals of near-rings.

**Keywords:** Near-rings, Bi-ideals, Fuzzy bi-ideals, Intuitionistic fuzzy set, Intuitionistic fuzzy subring, Intuitionistic fuzzy ideal, Intuitionistic fuzzy bi-ideal.

**AMS Mathematics Subject Classification (2010):** 16D25; 03E72; 16Y30; 03F55

### 1. Introduction

The notion of intuitionistic fuzzy set (IFS) was introduced by Atanassov [2] as a generalization of notion of fuzzy sets. The concept of near-rings was introduced by Pitz [9] and that of quasi-ideal in near ring was introduced by Yakabe [12]. The notion of bi-ideals was introduced by Chelvam and Ganesan [4].

In this paper we study the intuitionistic fuzzification of the notion of bi-ideals in near-rings. We give characterizations of intuitionistic fuzzy bi-ideals in near-rings.

A **near-ring** is a non empty set  $N$  with two binary operations “+” and “.” such that

- (i)  $(N, +)$  is a group not necessarily abelian
- (ii)  $(N, \cdot)$  is a semi group
- (iii)  $(x + y) \cdot z = x \cdot z + y \cdot z$ , for all  $x, y, z \in N$ .

Precisely speaking it is a right near-ring because it satisfies the right distributive law. If the condition (iii) is replaced by  $z(x + y) = z \cdot x + z \cdot y$  for all  $x, y, z \in N$ , then it is called left near-ring. We denote  $xy$  instead of  $x \cdot y$ . A near-ring  $N$  is called **zero symmetric** if  $x \cdot 0 = 0$  for all  $x \in N$ .

Given two subsets  $A$  and  $B$  of  $N$ , the product  $AB$  is defined as

$$AB = \{ab | a \in A, b \in B\}$$

A subgroup  $S$  of  $(N, +)$  is called **left (right)  $N$ -subgroup** of  $N$  if  $NS \subseteq S$  ( $SN \subseteq S$ ). A subgroup  $M$  of  $(N, +)$  is called **subnear-ring** of  $N$  if  $MM \subseteq M$ . A subnear-ring  $M$  is called **invariant** in  $N$  if  $MN \subseteq NM \subseteq M$ .



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SOME PROPERTIES OF INTUITIONISTIC FUZZY BI-IDEALS OF NEAR RINGS

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ABSTRACT

In this present paper, we introduce the concept of intuitionistic fuzzy bi-ideals of near-rings. Also we investigate some algebraic nature of intuitionistic fuzzy bi-ideals of near-rings and some related properties of these fuzzy substructures.

**Keywords:** Near-rings, Bi-ideals, Fuzzy bi-ideals, Intuitionistic fuzzy set, Intuitionistic fuzzy subring, Intuitionistic fuzzy ideal, Intuitionistic fuzzy bi-ideal.

**Mathematics Subject Classification:** 16D25; 03E72; 16Y30; 03F55.

1. INTRODUCTION

The notion of intuitionistic fuzzy set (IFS) was introduced by Atanassov [2] as a generalization of notion of fuzzy sets. The concept of near-rings was introduced by Pilz [9] and that of quasi-ideal in near ring was introduced by Yakabe [12]. The notion of bi-ideals was introduced by Chelvam and Ganesan [4].

In this paper we study the intuitionistic fuzzification of the notion of bi-ideals in near-rings. We show that every intuitionistic fuzzy bi-ideal of a near-ring is an intuitionistic fuzzy subnear-ring. We give characterizations of intuitionistic fuzzy bi-ideals in near-rings.

A near-ring is a non empty set  $N$  with two binary operations "+" and "." such that

- (i)  $(N, +)$  is a group not necessarily abelian
- (ii)  $(N, \cdot)$  is a semi group
- (iii)  $(x + y) \cdot z = x \cdot z + y \cdot z$ , for all  $x, y, z \in N$ .

Precisely speaking it is a right near-ring because it satisfies the right distributive law. If the condition (iii) is replaced by  $z(x + y) = z \cdot x + z \cdot y$  for all  $x, y, z \in N$ , then it is called left near-ring. We denote  $xy$  instead of  $x \cdot y$ . A near-ring  $N$  is called zerosymmetric if  $x \cdot 0 = 0$  for all  $x \in N$ .

Given two subsets  $A$  and  $B$  of  $N$ , the product  $AB$  is defined as

$$AB = \{ab \mid a \in A, b \in B\}$$

A subgroup  $S$  of  $(N, +)$  is called left (right)  $N$ -subgroup of  $N$  if  $NS \subseteq S(SN \subseteq S)$ . A subgroup  $M$  of  $(N, +)$  is called subnear-ring of  $N$  if  $MM \subseteq M$ . A subnear-ring  $M$  is called invariant in  $N$  if  $MN \subseteq NM \subseteq M$ .

2. PRELIMINARIES

Throughout this paper  $N$  stands for a right zero symmetric near-ring.

**Definition 2.1:** An ideal of a near-ring  $N$  is a subset  $I$  of  $N$  such that

- (i)  $(I, +)$  is normal subgroup of  $(N, +)$
- (ii)  $I \cdot N \subseteq I$
- (iii)  $y(x + i) - yx \in I$  for all  $x, y \in N$  and  $i \in I$



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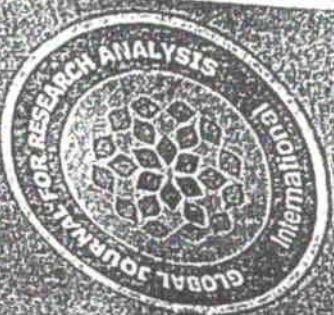
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