

Criteria - 3

3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five year

S. No.	Name of the teacher	Title of the book/ chapters published	Year of publication	Affiliating Institute at the time of publication	Name of the publisher
1	D.Ashok	Design and Analysis of Algorithm	2022	DR.R.K.Shanmugam College of Arts and Science	Selvam Publication
2	Dr.R. Anandaraman	Production and Distribution of Sugarcane in Kallakurichi District	2022	DR.R.K.Shanmugam College of Arts and Science	AkiNik Publication, New Delhi
3	M.Shanmugasundaram	Yetram Irakkam Sirukathaigal	2021	DR.R.K.Shanmugam College of Arts and Science	Aelay Publish
4	Dr. R. Jayaseelan	Text Book Of Medicinal chemistry (Thiruvalluvar University)	2020	DR.R.K.Shanmugam College of Arts and Science	Indian Academic Researchers Association
5	Dr.R. Anandaraman	Commercial Factoring Affecting of COVID-19 on Rural Marketing in Kallakurichi District	2020	DR.R.K.Shanmugam College of Arts and Science	Indian Academic Researchers Association, Tiruchirappalli
6	Dr.R. Anandaraman	Socio Economic Impact on COVID-19 through Micro Entrepreneurs in Villupuram	2020	DR.R.K.Shanmugam College of Arts and Science	Indian Academic Researchers Association, Tiruchirappalli
7	Dr.R. Anandaraman	NEFT on Nationalized Banks in Panruti Taluk in Cuddalore District	2020	DR.R.K.Shanmugam College of Arts and Science	Indian Academic Researchers Association, Tiruchirappalli

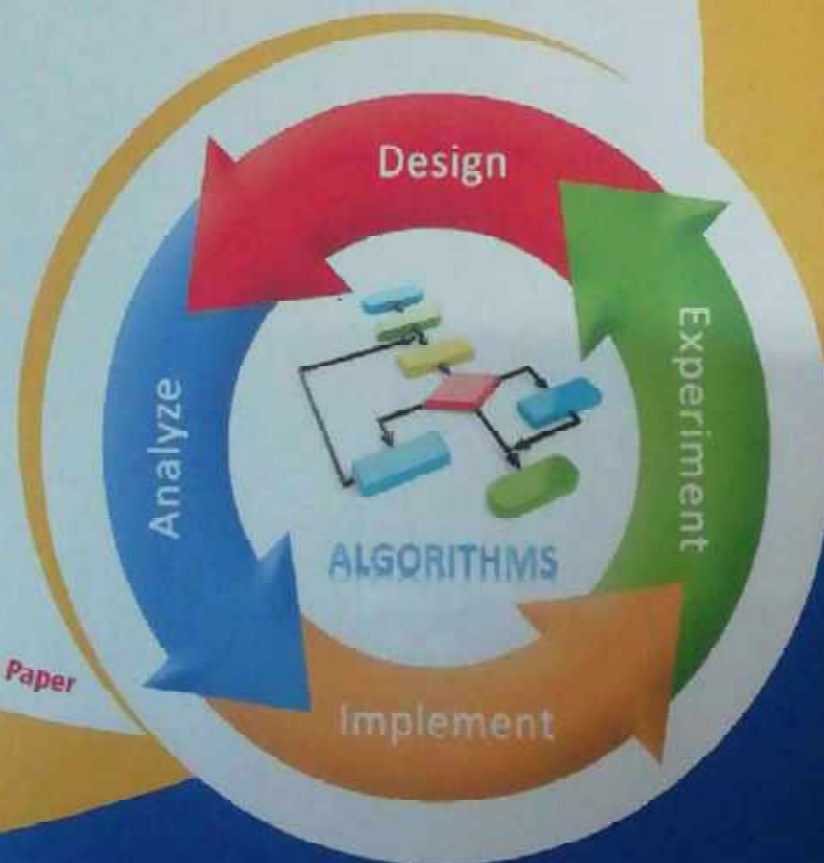
Design and Analysis of Algorithms

For Third Year V Semester

B.Sc Computer Science & B.C.A Students

As per Latest **Thiruvalluvar University** Syllabus

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DESIGN AND ANALYSIS OF ALGORITHMS

For Third Year V Semester
B.Sc Computer Science & B.C.A Students
As per Latest **Thiruvalluvar University** Syllabus

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I learned something recently that I thought I'd share..... because it saved me from doing something nice that could have turned into something uncomfortable.

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D. ASHOK

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The Ethnography of Everyday Life

Volume - 2

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Production and Distribution of Sugarcane in Kallakurichi District

G. Rathish and Dr. R. Anandaraman

Abstract

Production and distribution of sugarcane is significant of agricultural product day to day used for necessary commodities. Production of sugarcane is highly promoting the economic growth rate in our country. Agricultural sector is not developed lacking financial assistance, electricity, water and improper marketing sales of goods. Tamil Nadu government is allotted budget for various department but agricultural sector not fulfill the financial grand for production and cultivation of sugarcane. This article is highlighted production and distribution of sugarcane in Kallakurichi district.

Keywords: Agriculture, financial, land, production, tillage, sugarcane.

Introduction

Production of sugarcane cultivation is one the emerging products which we want utilized major of consumer goods. Sugarcane used almost all group of people preparation of multivariate purpose in our standard life. Farmer is the backbone of agricultural activities has spent time expenses for production of sugarcane in their own land. Farmer preparation of land tillage different methods adopted such as conventional, conservation and zero based. Production and cultivation of sugarcane is high risk no yield supply of goods transportation, labor and machinery cost is very huge amount. Farmer's production of sugarcane per hectares low quantity yields but high effect without any guidance. Now day's cultivation of sugarcane is the second stage of production which can adopted high tech machinery spent the cost of expenditure is more. Agricultural sector is de- promoted still now there is reinvestment of capital, rising of fund mobilization among rural farmers in Kallakurichi district.

In our society agricultural sector is downtrodden of rural farmer who have no benefit under government schemes and programme support their welfare. Production of sugarcane is normally higher risk regarding electricity, water

ஏற்றம் இறக்கம் சிறுகதைகள்



மு. சண்முக சுந்தரம்

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மு.சண்முக சுந்தரம்

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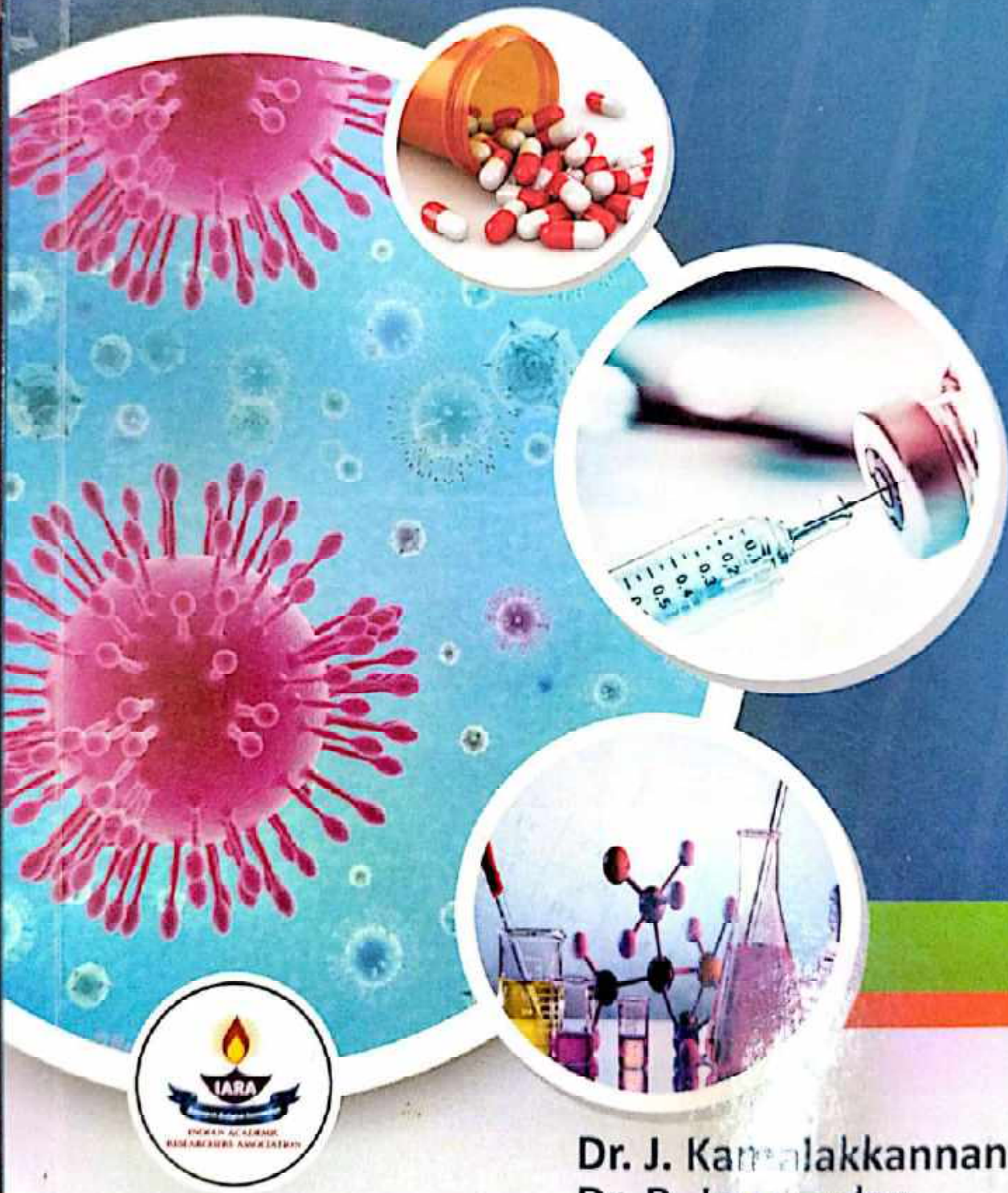
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Medicinal Chemistry



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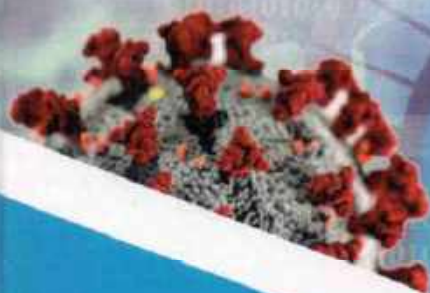


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**SOCIAL, ECONOMIC,
EDUCATIONAL AND ENVIRONMENTAL
IMPACT OF COVID -19
ISSUES AND CHALLENGES**



Editors

Dr.C.PARAMASIVAN

Dr.PRANAM DHAR

Dr.K.KRISHNAKUMAR

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COMMERCIAL FACTORS AFFECTING OF COVID -19 ON RURAL MARKETING IN KALLAKURICHI DISTRICT

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Abstract

Rural marketing is one of the emerging concepts which promote the socio-economic empowerment of rural entrepreneurs and reduce their poverty of standard living. Rural marketing is fifth impact of COVID -19 is the complete lockdown includes small industry units, business and micro/small entrepreneurs that manage a reduce size inventory and employ numerous direct and indirect employees. Rural marketing is continuously post lockdown their business is shut down and facing revenue hit. Post lock down period is highly suffered the rural marketing their income/profit level is very lean. Rural entrepreneurs faced may have to let go of the four reasons due to social, economic viability, migration, health and others

Key Words: Marketing, Entrepreneurs, Services, Business, Rural, Economic

Introduction

Rural marketing is services marketing supply of product every moment served uniformity quantity dimensions in various natures. Marketing is more number of people meets sharing market dealings for distribution and exchange of goods and financial aspects. Services marketing is major fundamental concepts only services motive developing the marketing strategy to attract more number of people. Rural marketing is drawbacks of Indian business model developing the customer services change the growth rate of economic and financial ratio. Rural entrepreneurs have impact on financial assistance and business communication skill there is no awareness and supportive the rural entrepreneurs. Basically rural business man however product development of marketing segment namely timely delivery of goods and services, transfer of product minimum cost of expenditure spent for transport charge, contribute the quality and quantity measurement scale of product distribution in rural marketing. Recently rural entrepreneurs have faced impact of GST in Indian business activities is compulsory pay tax both persons producer and customer. Rural marketing the product are not supply and distribution in rare occasion because there is no right and ability person doing the business activities. Government of India should be conducting business risk and return oriented workshop, seminar and conference among rural entrepreneurs. They are gaining some experience sharing about trading concept however change the technical concept however change the technical way of export and import of business learning effective growth. Rural marketing is general process for exchanges of cash transactions and business dealings between customers and buyers. Rural marketing support the function of financial assistance, insurance, advertising and transport are important role developing service of rural marketing.

SOCIO-ECONOMIC IMPACT ON COVID -19 THROUGH MICRO ENTREPRENEURS IN VILLUPURAM

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Abstract

Micro entrepreneurs are one of the sole trading business units which consideration of employment opportunities doing on economic activities earning additional income develops their society. Micro entrepreneurs are highly suffered in covid-19 production, marketing, transport and socio economic of their life. During the lock down period faced business risk, financial risk and operational risk etc. Micro entrepreneurs refers to decreasing economic deflation rate change promote the GDP measurement of our country. Covid -19 is continuously lockdown period impact of socio-economic empowerment in all over world.

Key Words: Entrepreneurs, Capital, Economic, Hypothesis, Marketing

Introduction

Micro entrepreneurs are manufacturing and service sector has significantly highly vibrant of economic growth in our country. Entrepreneurs is creativity of new innovation product marketing sell their goods and services through rural marketing. They are not proper advertising marketing channel is not availability promote the small scale business unit. Ministry of small scale industries are not allotted special funding budgets and training facilities they are undeveloped of their business firm. Basically small scale business is minimum investment to organizing running of enterprises they depend on any financial institution. Still now entrepreneur's expansion and growth of business unit develop the national and international trading activities. Micro entrepreneurs are inadequate knowledge of skill experience they are not managed trading association. In this regards NGOs is one of the social intermediaries and effective mechanism to promote certain guidelines framing through change innovate of business enterprises.

Statement of the problems

Micro entrepreneurs is one of the socio-economic growth in our country which refers increasing production capacity not achieve international national markets. Entrepreneurs do not know effective of marketing skill analysis price sensitive day to today. Micro entrepreneurs have investment financial resources are shortage not extent the production and marketing performance. Micro firm pay high overheads charges such as interest, rent, tax, salary remain same whether production is in small or large quantities. Banking and non banking companies not provide the financial assistance because the major impact on repayment of loan within short period. Government funds are uplifted to small scale firm change political defense of their own country. Micro entrepreneurs are poor management capacity supervision and controlling of the business firm not improves quality of techniques of modern trading activities.



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Dr. V.DHEENADHAYALAN
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**FINANCIAL TECHNOLOGY OF NEFT ON
NATIONALIZED BANKS IN PANRUTI TALUK,
CUDDALORE DISTRICT**

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Abstract

Financial technology is leading services of digitization which offer the customer services on accepting deposit, withdrawn cash from smart machine. Financial technology is transferring money on national electronic funds transfer and real time gross settlement operating high speed networks. Banking sector is primary services of financial support and helps the money the transfer through online banking. Net banking is traditional services sharing cash processing within quick movement from banker to bankers developed without financial risk. Financial technology is major part of online banking or mobile banking and core banking.

Key Words: Financial, Banking, Technology, Network, Services

Introduction

Financial technology of NEFT is one of the digital transaction promote the customer services of modern banking. Financial technology is services the offered variation of product, application connected in online banking. National electronic funds transfer is traditional services of cash electronic processing from bankers to banks. Financial technology of NEFT maximum unlimited cash transfer on working hours without services charges collected from customers. Financial technology is utilized maximum of personal, business, firm, and companies' cash transaction of higher amount sharing networks. Financial technology is high tech of boom transaction on electronic clearing system, automated teller machines and core banking. Banking sector is developed information technology networks high value effective growth offer smart communication. Financial technology is innovation of customer services how people and observe invention digitalization of double entry system. Banking sector framed is customer grievance of integration technology offering financial services improve their customer delivery through



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