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# Palynological analysis of honey samples and pollen loads collected from Thally, Dharmapuri district, Tamil Nadu, India

J.D. Mary Scinthia

## Abstract

Melittopalynological investigation of Thally was taken up, to identify the honey flow season and bee foraging plants of this place. Microscopic analysis of 23 honey samples and 269 pollen loads collected from *Apis cerana* colonies of 3 centres in Thally, was carried out to assess the important bee foraging plants of the place. The major nectar sources recorded are *Brassica nigra*, *Guizotia abyssinica*, *Psidium guajava*, *Cocculus sp.* and *Phyllanthus sp.* Sample ACH-21 contains pollen grains of *Argemone mexicana*, which is considered toxic to bees (Thakar et al. 1962) of the 269 pollen loads collected from the honeybees and analysed, 255 were of unifloral and 14 bifloral types, which shows the floral fidelity of *Apis cerana* on one hand and on the other hand abundance of the particular plant species preferred by honey bees. The major pollen sources are *Brassica nigra*, *Guizotia abyssinica*, *Ricinus communis*, *Mimosa pudica*, *Eucalyptus sp.*, *Hygrophila auriculata*, *Vernonia cinerea*, *Ocimum sanctum* and *Cassia sp.* *Mallotus philippensis*, *Parthenium hysterophorus* and *Artocarpus heterophyllus* were also reported. The palynological studies revealed 86 nectar and pollen yielding plants. The honey flow season is from August to April and a dearth period of 3 months from May to July was observed. The above investigation reveals vast scope for Melittopalynological study in this area.

**Keywords:** *Apis cerana*, honey, pollen.

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# Process and Preparation of Organic - Rich Manure

Geeja S. Kurian and S. R. Ambika

## Abstract

This paper embodies the composition, process and science involved in the formation of organic - rich manure that was prepared by Japanese method using normal kitchen waste, vegetable peels, small weeds, colored leaves of *Acalypha* *sps.*, leguminous plants, dry hay, cow dung, cow's urine etc. which were found in abundance. To these the shoot system of *Chromolaena odomta*, *Azadirachta indica*, *Parthenium hysterophorus* and *Pongamia pinnata* were also added as organic amendments for composting. Mature manure was formed after 60 days and could hold its value as manure for 105 days. We have also attempted to show the growth improvement brought about in Wreat and Methi using the soluble aqueous extract of the manure at different duration of decomposition, demonstrating clearly that the bio-wastes could be converted into soluble inorganic nutrients by decomposition method. Here we have also used soil microbes, *Trichodenna* *sps.*, *Azospindlum* *sps.* and *Agaricus spawn* as decomposers.

**Keywords:** Organic-Rich Manure, Japanese Method, Organic Amendments, Bio-wastes, Inorganic nutrients, Decomposition, *Trichoderma*, *Azospirillum*, *Agaricus spawn*.

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# Estimation of Nuclear DNA content in four species of Orchids

G.Shubhakara

## Abstract

*Orchidaceae*, the largest plant family with an estimated 17000 to 35000 species has considerable interest due its broad geographic distribution, its diversity in growth habits and form, and high horticultural potential. Despite the large size and horticultural importance it has received very little attention with regard to nuclear DNA content, referred to as C-value. The DNA values are lacking for several of commercially valuable species which otherwise aid taxonomists, systematists and plant breeders. In this study, nuclear DNA contents of 4 species of Orchids were determined using Feulgen microdensitometry. The data thus obtained is compared with the DNA values available in the literature.

**Keywords:** Nuclear DNA content, *Orchidaceae*, Feulgen microdensitometry

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# **Biochemical Changes in the Rat Uterus after Diclofenac Sodium Administration**

**S.Arulmathi and G.Vanithakumari**

## **Abstract**

Oral administration of Diclofenac sodium (2mg and 3mg/kg body weight) for 20 days brought about a significant decrease in the uterine weight of adult albino rats. Diclofenac treatment significantly decreased the uterine concentrations of DNA, RNA and protein. Tire enzymes of carbohydrate metabolism in the uterus like glucose - 6 - phosphate (G-6-PD) and lactose dehydrogenase (LDH) were decreased in a dose dependent manner at 20 days. Tire above data suggest that Diclofenac treatment alters the uterine histology and function.

**Keywords:** Diclofenac sodium, Uterus, glucose-6-phosphate, lactose dehydrogenase.

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# **Studying the Cultural Similarities and Differences in Websites Using Hofstede's Cultural Dimensions: A Comparative Study of UK and Singapore Websites**

**Nirupama Dharmavaram Sreenivasan, Seema Panduranga Mundkur Pai, Rao Gadahad Pallavi**

## **Abstract**

Website design has taken a new meaning for interface designers with the advent of Internet explosion. As it reaches the global audience it has to consider all aspects of country-specific cultural adaptation that plays a significant role in understanding the needs and expectations of the diverse user base. This study explores if there is indeed a depiction of cultural values in the form of cultural similarities and differences in the diverse national cultures of two different countries. A research model was proposed for determining the cultural influence on Web user interface components of Metaphor, Navigation and Appearance based on Hofstede's cultural dimensions, thus determining cultural similarities and differences in websites of Singapore and UK. A research instrument was developed using which content analysis was performed over the sampled websites and Intercoder Reliability was conducted to determine the agreement between the four chosen coders. The data collected through content analysis was subjected to statistical t-test to test the validity of the hypotheses framed on the cultural differences embedded in the respective websites. The findings of this study provide evidence of the influence of the cultural dimensions over the interface components - Navigation and appearance of websites of Singapore and UK and also reveal cultural similarities and differences between the two countries across the chosen sectors of Higher Education and Food Chain.

**Keywords:** Hofstede, Cultural Dimensions, Culture, Websites, Interface Components.

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# Social Entrepreneurship and Experiential Learning

Karen Le Rossignol

## Abstract

Social enterprises and entrepreneurship are about accountability not just to commercial imperatives but to the wide range of stakeholders in a social enterprise, potentially an area of great tension. Social responsibility is about a commitment to society or community, entrepreneurship is usually understood to provide a business outlook on the enterprise - it needs to be sustainable commercially and balanced carefully. To educate the modern or millennial learner (born after about 1980 and grappling with burgeoning youth needs for creative employment development) into developing a small to medium enterprise with a social responsibility, modern postgraduate coursework programs have looked closely at experiential learning. This provides a transformative learning through workplace-based projects and strategic business conceptualising. This paper will include a case study of two postgraduate coursework units New Ventures in Creative Enterprise, and Building Creative Teams, part of a Masters in Communication/Creative Enterprise. These provide experiential learning about strategic planning for startup creative businesses, and work-based projects which build on interpersonal skills for ongoing success.

**Keywords:** social entrepreneurship, social enterprises, millennial learners, experiential learning, postgraduate coursework

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# **Impact of Tourism on Handicraft Industry in the Desert Triangle**

**Shweta Gaur**

## **Abstract**

Tourism is one of the fastest growing industries in the world. The potential of this industry in India has been realized quiet late; still it is showing no signs of late starter at the global front. Today tourism has established itself as a major contributor to the Indian economy. Apart from creating direct employment opportunities, tourism also creates demand for the local products especially the handicrafts. This leads to the economic development in the rural areas where the production of these handicrafts is taking place. The craft or handicraft sector is the largest decentralised and unorganised sector of the Indian economy, and is among India's largest foreign exchange earners. To study the interrelationship between tourism and the handicraft industry a detailed survey was conducted at the three destinations i.e Jaisalmer, Jodhpur and Bikaner. An effort has been made in the paper to understand the influence of location of the artisan unit on the arrival of tourists, income level of the artisans as well as on the marketing strategy of the unit. In the end a quantitative analysis has been carried out to prove the relationship of artisan and tourism.

**Keywords:** Tourism, Handicrafts, Industry, Artisans

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# **Trends and Prospects of Retail Business**

**Paramita Sen**

## **Abstract**

This study focuses on Trends and Prospects of Retail Business with special reference to Reliance Fresh. Retailing is a trading activity directly related to the sale of goods or services to the ultimate consumer for personal, non-business use. A retailer sells not merely the goods but services to the customers. From the analysis, it was observed that retail business is the fast booming business. All the respondents are of the unanimous opinions that concepts like retail business should be promoted. Now -a-days due to time constraints of the consumers, they search for good quality of products, wide varieties of products, cost effective, ambience, good customer relationship, etc under one roof and retail marketing is the answer to all these requirements

**Keywords:** Retailing, Channels of distribution, Consumers, Retailers, FMCG

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# **"Marketing strategies applied by banks to foster financing of small and medium enterprises run by women entrepreneur."**

**Julie Katak Pathak**

## **Abstract**

Strategy and marketing go hand in hand. Although strategy has been given more attention recently than in the past, marketing was never intended to be studied as a tactical field divorced from its strategies implementation. It is the strategy component of direction. The concept of marketing is essentially a concept of customer orientation. Marketing strategy encompasses the need for product innovation, product portfolio, rationalization, long-term planning, stress on profitability and other functions that support customer orientation.

The conventional definition of a small enterprise includes cottage and handicraft industries which employ traditional labour-intensive methods to produce traditional products, largely in village households. A small and medium industrial undertaking is one in which the investment in fixed assets i.e. plant and machinery whether held on ownership or on lease or on hire purchase, not exceeding Rs.5 crore for manufacturing units and does not exceed Rs. 2 crore for services units.

Women entrepreneurs can be categorized as one who starts a business and nurse it to a point of viability.

Marketing the financing schemes available with banks to SME women entrepreneur is one of the main criteria in bank marketing. Marketing promotional tools like training and development through bank's staff, SME cell and other organizations for women SME entrepreneurs helps in financing them efficiently and effectively.

Marketing strategies of bank services is an area of growing interest to researchers and managers.

**Keywords:** Marketing strategies, Women entrepreneurs, Small and medium enterprise (SME), Banks, Non Government Organization(NGO)

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