

Contents

Volume 15, Issue 1

January – June 2022

1. Quantitative Estimation of Micronutrients in APIS Honey from Karnataka M. Bhushanam, Madhusudan S and Meera B K		1-6
2. Production of Lignocellulolytic Enzymes from Solid State Fermentation Using Rice Straw and Husk Geeja S. Kurian and Shanmugam V M		7-21
3. Effect of Colchicine Treatment on Mitosis Cell Division Cycle in <i>Allium Cepa L.</i> Priyadarshini Pillai		22-28
4. Analysis of Pubic Relations Tools in Private Organization Renita Mendonsa		29-52
5. Liberal Politics of Colonialism and the Process of Unification with Special Reference to Kannada Organizations of North and South Karnataka Jagadeesh G V		53-56
6. Autobiography: A Discourse of Selfhood Shweta Singh		57-61
7. Managing Human Capital in the Globalised Era T. B. Chinnappa and N. Karunakaran		62-67
8. Representation of the 1980s phase of the Burmese Civil War: An Analysis of Pascal Khoo Thwe's Memoir <i>From the Land of Green Ghosts</i> as an Alternate Narrative to the Official History Parvathy Rajeev and Preetha Vasan		68-73
9. Social Responsibility Initiatives of Top CSR Funding Companies in India during the Pandemic Farah Mathew		74-82

Quantitative Estimation of Micronutrients in APIS Honey from Karnataka

M. Bhushanam, Madhusudan S and Meera B K

Abstract

Honey is an easily digestible food stuff that contains a range of nutritionally important compounds. It is a rich source of minerals that includes both micro and macronutrients. The mineral content is highly variable with the species of honeybee, the geographical area and botanical origin. The majority of medicinal properties of honey along with its flavour depend on its mineral content. The major components of honey include various saccharides, water, amino acids, minerals, proteins, vitamins and unstable compounds such as enzymes. In the present study, honey samples of *Apis florea*, *Apis mellifera*, *Apis dorsata* and *Apis cerana* were collected from Bengaluru and Coorg districts of Karnataka. The total ash content ranged between 0.11 to 0.35 percent. The F-test and analysis of variance values of total ash content parameter of honey samples were significant at 5% levels. The micronutrients with high frequency were; Copper 0.05 ± 0.004 , Iron 0.09 ± 0.03 , Manganese 0.16 ± 0.03 , Sodium 4.3 ± 0.01 and Zinc 0.09 ± 0.001 ppm. All the micronutrient contents were within range and varied significantly at $p < 0.05$ levels. The investigations confirmed the good quality of Indian honey.

Key words: Honey quality, *Apis* honey, total ash content, micronutrients.

M. Bhushanam, Department of Zoology, Maharani's Science College for Women, Bengaluru, India – 560001, Karnataka, India. E-mail: bhushanam.honey@gmail.com

Madhusudan S, Department of Biotechnology, Maharani's Science College for Women, Bengaluru – 560001, Karnataka, India.

Dr. Meera B K, Department of Zoology, Maharani's Science College for Women, Bengaluru, India – 560001, Karnataka, India.

Production of Lignocellulolytic Enzymes from Solid State Fermentation Using Rice Straw and Husk

Geeja S. Kurian and Shanmugam V M

Abstract

Lignocellulolytic enzymes, which include ligninolytic enzymes (peroxidases and oxidases) and hydrolytic enzymes, are a vast collection of mostly extracellular proteins (cellulases, hemicellulases, pectinases, chitinases, amylases, proteases, esterases, and mannases). Pulping, de-inking, decolorization, and detoxification of textile wastes, wastewater treatment, and bioremediation of polluted soils are just a few of the industrial and environmental applications for these enzymes. The present study was undertaken keeping in mind the problems of agro-industrial waste management and also the production of value added products such as lignocellulolytic enzymes through Solid State Fermentation (SSF) by bacteria *Bacillus* spp. and fungus *Aspergillus niger*. The raw material used was rice straw and husk. In the present study *Aspergillus niger* showed maximum cellulase, peroxidase and xylanase activities in Solid State Fermentation of the materials used. The production of cellulase was maximum at 21st day of fermentation at 1.70 U/μl, whereas the maximum xylanase and peroxidase activities were seen on 28th day of fermentation at 0.51 U/μl and 1.78 U/μl respectively. It was also concluded from the present study that a pH ranging from 4.0 – 6.0 and temperature at 35°C were required for the effective production of lignocellulolytic enzymes. The activity of *Bacillus* spp under different conditions such as particle size, incubation time, incubation temperature and pH of the medium was less compared to the fungus *Aspergillus niger* used for the degradation of both rice husk and straw. Thus the results of the present study indicates that *Aspergillus niger* was capable of quick degradation of lignocellulosic polysaccharides ensuring carbon and energy source from the fungal mycelia for both their vegetative and reproductive function. The results of this study indicated that by the selection of appropriate growth substrate and mode of fungal cultivation, it is possible to highly increase the secretion of all enzymes compared to the bacterial species selected for the study.

Key words: Solid State Fermentation (SSF), Cellulase, *Laccase*, peroxidase, Rice straw.

Dr. Geeja S. Kurian, Former Associate Professor, Dept. of Botany and Biotechnology, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India. E-mail: geejask@gmail.com

Mr. Shanmugam V M, Assistant Professor, Department of Biotechnology, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India. E-mail: shanmugam@jyotinivas.org; prohelix.sms@gmail.com

Effect of Colchicine Treatment on Mitosis Cell Division Cycle in *Allium Cepa* L.

Priyadarshini Pillai

Abstract

The Onion plant (*Allium cepa* L) is a suitable indicator plant for the determination of potential genotoxic agents in the samples taken from the environment. Polyploidy has the utmost importance in horticulture for the development of new varieties with desirable morphological traits referring to plant size and vigor, leaf thickness, larger flowers with thicker petals, intense color of leaves and flowers, long lasting flowers, compactness, dwarfness and restored fertility. Polyploidy may occur naturally due to the formation of unreduced gametes or can be artificially induced by doubling the number of chromosomes in somatic cells. Usually, natural polyploid plants are unavailable, so polyploidy is induced synthetically with the help of mitotic inhibitors. Colchicine is a widely used mitotic inhibitor for the induction of polyploidy in plants during their cell division by inhibiting the chromosome segregation. The aim of this study was to determine the effect of various concentrations and duration of colchicine treatment on root length, number of roots and stomatal densities in *Allium cepa* L

Key words: Chromosome, Polyploidy, *Allium cepa* L., Colchicine, Stomata.

Dr. Priyadarshini Pillai, Assistant Professor, Head, Department of Botany, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India. E-mail: priya.pillai07@gmail.com

Analysis of Public Relations Tools in Private Organization

Renita Mendonsa

Abstract

Public Relations (PR) plays a significant role in establishing long-term relationships with an organisation's stakeholders and customers in the selling of its product(s) and/or service(s) credibility and trust are pivotal in building relationships with customers because these concepts are central to agreeable personal relationships. PR focuses on building long-term relationships with customers in order to persuade them to buy a product or to make use of a service which is based on the PR tools.

In this study questionnaire and interview techniques are used to collect the information on the use of PR in private organizations. The study concluded that almost all large organizations either have a public relations department or outsource their public relations needs to a company. Public relations is seen as a vital part of maintaining the organization's image and of communicating its message to its customers, investors and the general public. A positive perception of a company or non-profit can increase its sales and improve its bottom line through PR tools and activities.

Key words: Public Relations (PR), Tools, Private Organization.

Ms. Renita Mendonsa, Assistant Professor, Department of Journalism, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India. E-mail: renitahri@gmail.com

Liberal Politics of Colonialism and the Process of Unification with Special Reference to Kannada Organizations of North and South Karnataka

Jagadeesh G V

Abstract

The contemporary Karnataka as we see after post-Unification period comprehensively had never been a “single administrative unit” during colonial or pre-colonial rule. According to a popular notion that was prevailing in Karnataka there were different intensive “non-Kannadiga” groups in the name of the language in bi-lingual areas such as Karnataka-Maharashtra border during late 19th and early 20th centuries. Consequently, Kannada speaking people began uniting them through language identity i.e., Kannada identity by forming powerful Kannada organizations both in northern and southern part of Kannada speaking regions. Consequently, Karnataka Vidyavardhaka Sangha was formed in Dharwad, the northern city in 1890 and Kannada Sahithya Parishad was established in Bangalore, in the southern city in 1915.

This paper attempts to analyze the nature, objectives, organizational patterns and the role of pro- Kannada organizations in the Unification movement. The second part of the paper critically examines relationship between the politics, activities and organizational styles of these organizations that ultimately contributed for the Unification of Karnataka.

Key words: Colonialism, Process of Unification, Karnataka.

Autobiography: A Discourse of Selfhood

Shweta Singh

Abstract

An autobiography is an account of the writer's life written by himself, as he wishes others to view it. The act of writing an autobiography is a discovery, creation and imitation of the self. Autobiography began as a narrative of events, but very early in its history it was discovered that, to achieve its full purpose, it should be entirely candid about the author's inner life as well as his public life. The progress of an autobiography, in other words, was from the outward to the inward, from the objective to the subjective. Its aim is a successful presentation of personality and, in the best examples, of the period to which the author belonged. Autobiography is a narrative which seeks, consciously and artistically, to record the actions and recreate the personality of own individual life. Unlike history, it deals with the individual.

In this paper I explore the different characteristics and features of autobiography as a literary genre. Few more pertinent questions regarding autobiography are being discussed like -Why a man writes autobiography? Why do people read autobiography? Is there any difference between men and women autobiography? Are there any categories in autobiographies?

Key words: Autobiography, narrative, retrospective, personality, self, society.

Managing Human Capital in the Globalised Era

T. B. Chinnappa and N. Karunakaran

Abstract

There are many benefits in making use of HR management theory in business for achieving great results by transforming these concepts into a reality. Once critical hiring has been completed; the organization has highly qualified technical personnel, that effectively converts talent requirements into successful manpower. The successes of organizations increasingly depend on people-embodied know-how, skill, and abilities as many companies are seeking business opportunities in global markets.

Key words: Human capital; globalization; management.

T. B. Chinnappa, Assistant Professor, Caucasus's International University, Tbilisi, Georgia.

Dr. N. Karunakaran, Principal and Research Guide in Economics, People Institute of Management Studies (PIMS), Munnad-Post, Chengala (Via), Kasaragod, 671541, Kerala, India, E-mail: narankarun@gmail.com

Representation of the 1980s phase of the Burmese Civil War: An Analysis of Pascal Khoo Thwe's Memoir *From the Land of Green Ghosts* as an Alternate Narrative to the Official History

Parvathy Rajeev and Preetha Vasan

Abstract

The paper aims to explore the 1980s phase of the Burmese Civil War from the perspective of the writer Pascal Khoo Thwe. His memoir *From the Land of Green Ghosts*, focuses on the human rights violations perpetrated by the Burmese government, explains about the majoritarian state's persecution of minorities and provides an alternate historiography to the dominant narratives created by the government to justify their deeds. In order to explore this, the research has interpolated historiographic accounts that have represented the dominant perspective and then compared it with the alternate accounts written by Khoo Thwe in his memoir to show that there is never a single truth, only a multitude of perspectives to describe the same event or situation.

Key words: Burmese Civil War, Alternate Historiography, Dominant narratives, 1980s phase.

Ms. Parvathy Rajeev, Scholar, Department of English, Post Graduate Centre, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India.

Dr. Preetha Vasan, Assistant Professor, Department of English, Post Graduate Centre, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India. E-mail: preetha869@gmail.com

Social Responsibility Initiatives of Top CSR Funding Companies in India during the Pandemic

Farah Mathew

Abstract

Corporate Social Responsibility (CSR) definition is the obligation of the companies to use its resources as a member of the society to which they belong to through their committed participation. The objective of this article is to provide a distinctive historical perspective on the evolution of CSR by examining the most relevant factors that have shaped its understanding and definition. The article attempts to examine the practices of CSR initiatives of the top CSR funding companies in India based on secondary data collected from the company's website, company reports and government reports published in their website. The study takes into account the amount spent by the companies in each of the sectors in the financial years 2019-2020 and 2020-2021. The study also analyses the different sectors the companies in India decided to spend as part of their CSR initiatives.

Key words: Corporate Social Responsibility (CSR), CSR initiatives, Funding.

Ms. Farah Mathew, Assistant Professor, Dept. of Commerce and Management, Jyoti Nivas College (Autonomous), Bangalore – 560 095, Karnataka, India. E-mail: farahmathew@jyotinivas.org