



3.3.2 Journal Publications

ANVESAK

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UGC Care Group 1 Journal

AN ANALYSIS ON THE PROBLEMS FACED DURING THE IMPLEMENTATION OF ICT IN HIGHER EDUCATION INSTITUTIONS, TAMILNADU

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Abstract

Information is growing at an exponential rate and in a variety of formats, especially the digital media. The present age is called as 'Era of Information Technology'. It is well-recognized that Information and Communication Technology (ICT) has immense plausible potential for the structural growth of a country. The new information and communication technologies of Internet and multimedia have revolutionized the field of Education as the basic to all, communication between teacher and student, institution and government and between peers. In Education, 87% of information enters our brain through eyes, 9% by ears and 4% via other senses. So, visual aids gain much attention of students' more than verbal teaching. The future trends of internet and multimedia will influence and change the traditional methods of teaching, learning and enlarge the sphere of dissemination of knowledge and information. The demand of computer technology in education and training has enhanced the ability of quality education service in various educational organizations and training institutes. Educators strongly feel that ICT is the most valuable tool to overcome the problem of illiteracy. Academics are now being challenged by the rapidly growing new information technologies of multimedia, internet, world wide web and other virtual computer technologies. This paper presents the results of the study conducted on the impact of ICT for teaching learning process in college and the assessment in using the developed Computer Assisted Instruction (CAI) package by the students and faculty of the selected five colleges in Tamil Nadu.

KEY WORDS: Information and Communication Technology (ICT), Computer Assisted Instruction (CAI), Central Institute of Educational Technology (CIET), Edusat satellite technology, The Choice-Based Credit System.

INTRODUCTION

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 endeavour within business and governance. Within 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. The use of ICT in education lends itself to more student-centered learning settings. With the world moving rapidly into digital media and information, the role of ICT in education is becoming more and more important stated by the Canadian Journal on Data, Information and Knowledge Engineering Vol. 1, No. 1, April 2010.

There have been a number of factors impeding the wholesale uptake of ICT in education across all sectors. These have included such factors as lack of funding to support the purchase of the technology, a lack of training among established teaching practitioners, a lack of motivation and need among teachers to adopt ICT as teaching tools. But in recent times, factors have emerged which have strengthened and encouraged moves to adopt ICTs into classrooms and learning settings. These have included a growing need to explore efficiencies in terms of program delivery, the opportunities for flexible delivery provided by ICTs, the capacity of technology to provide support for customized educational programs to meet the needs of individual learners and the growing use of the Internet and World Wide Web as tools for information access and communication. This paper seeks to explore the likely changes in education as ICT acts as a powerful agent to change many of the educational practices to which we have become accustomed. In particular, the paper explores the impact of ICT



3.3.2 Journal Publications

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Mining Implicit and Explicit Rules for Customer Data Using Natural Language Processing and Apriori Algorithm

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Abstract:

The Internet is a massive storehouse of organized and amorphous information. It is not an easy task to examine all these information to draw secret public views and emotions. It's extremely complicated to identify connections with large databases. There are several obsolete and incomplete information files in these archives that are not necessary to retrieve the laws. Therefore, the reliability of the organization rules is significantly affected by these irrelevant data and there is a need to pre-process these documents. In a rapidly growing technology world, there are many customers express their views through online, so organizations are highly dependent on the user's opinion. Natural Language Processing is the branch of machine learning which is about analyzing any text and used to handle predictive analysis. It can assist and interpret to profound the sentence structure in its meaning. A transaction is just a set of items that a customer purchases in a basket. To examine the connection between the items sold in a supermarket, Apriori algorithm is used to identify frequent sets of items that are explicitly bought together. Implicit relationship is ignored in Apriori algorithm which can be identified using sentiment analysis. Sentiment Analysis helps to identify the object and topic from the text to which the feeling is guided. This proposed analysis may assist to identify the implicit product in order to improve the sales by providing offers for respective implicit products.

Keywords: Natural Language Processing(NLP), Apriori Algorithm, Sentiment Analysis, Implicit products.

1. Introduction

Data mining is becoming increasingly essential with huge volume of information stored in databases, records and additional sources. If not essential for extracting the interesting information to create strong means of analyzing and possibly interpreting such information might assist in decision making [1]. The process of Knowledge Discovery in Databases (KDD) is the fact component of data mining [2]. In the database, process of Knowledge Discovery includes a few steps to obtain some sort of new knowledge from raw information collection[3]. In data mining, association is well-known approach. Association implies that associated objects which are grouped from a collection. An easy instance for the purpose of discovering association rules is to analyze a big supermarket transaction database [4] known as evaluation of market baskets or mining rules of association. Depending on an association of a specific item in the same transaction on other items, a pattern is revealed in association. For instance, in analysis of market basket, the association technique is used to recognize the products buy together often by the customers. It is vital to find bigger baskets in the trade professional, which can deal with 1000's of items [5]. Depending on this data, enterprises can advertise more products which can have a marketing campaign equivalent to generate a growth in income. This kind of finding helps companies to make definite verdicts namely cross-marketing, catalog design and behavioral analysis of customer shopping.



Teaching Effectiveness of English Language in Selected Private Schools in Greater Chennai

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Abstract

The teaching effectiveness of English language has been evaluated based on questions related to learning involvement of prose and poems in secondary learners. There are 93 respondents administered in the study. Their personal profiles, Reasons for poor in Listening, Reading and Writing and Speaking (LRWS) of English and their Learning Involvement English language as their second language have been studied among secondary learners of private schools in Greater Chennai. The study has found that foundation English Background, Parents Education, motivation, English practice and Confidence level on Learning Involvement in their order of influence. The schools have selected based on recently extended areas in suburban of Chennai is known as Greater Chennai.

I INTRODUCTION

The skill India movement plays an important role in improvement in employability skills among youths. (Sharma, 2019) India is introducing a credit system for skills especially secondary education. At this juncture, English is one among the skill whatever field of specialisation and it should be incorporated in the secondary school curriculum itself considering factors affecting learning involvement of second language. Without English, Global connectivity is not possible. Listening, Reading and Writing and Speaking should be encouraged among students in secondary school education in India. They are future contributors to national development in the globalised world. The English language is a significant skill in today's interconnected IT world. It has been a well-known fact that most people faced the problem of learning English as their second or foreign language especially in non-English speaking countries like India. Among 10.60% of total English speaking population, there is only (0.02%) people have reported as their first language and remaining of them reported second and third language.¹¹ It becomes the second or third language of almost all States in India. However, it is inseparable and unavoidable in the Indian Education System and it should be teaching as a language of comprehension, rather than literary language.

This research article analyses the data collected from the Secondary Schooling Students of the select three schools in Greater Chennai. Through distributing Questionnaires collecting their responses over their personal profile, difficulties of their learning process and the language skills acquired through Prose Lessons and Poems. The idea of enhancing the success of teaching among the pupils in these schools especially first-generation learners have been focused significantly in this research. Among many improvements in education, learning, and learners globally, the impact of first-generation learners' educational improvement becomes very important and important in the pre-primary, primary, Secondary and Higher Secondary Education

according to the growth and development of a country. "Why students are weak in English? This question has identified some reasons behind Involvement in English Language Learning such as Lack of motivation, lack of practice of English, Lack of Confidence, Father and Mother's education, Lack of foundation English Background. They are the major influencing factors for the development of English Language Skill among private school students in Greater Chennai.

II OBJECTIVE

To identify the personal profiles of secondary level students are studying in Greater Chennai Private Schools.



HRD Practices Impact on Organizational Climate of Insurance Sector

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Abstract:

The study aim to understand the impact of HRD practices towards the organizational climate in Life Insurance Sector. The data collected by using both methods primary & secondary data, the study conducted in the Chennai city & circulated 400 questionnaires distribution, 371 filled questionnaires returned in that 189 samples from the public sector insurers, i.e., LIC and 188 samples collected from the select private sector life insurers, i.e., ICICI prudential, HDFC, and SBI Life from sales employees namely, development officer, marketing executives, executive sales managers, assistant managers, and sales manager in sales. The study found that the public sector insurance company is excellently managing employee welfare practices and performance appraisal than the private sector life insurers and also identified that there is significant impact of HRD practices towards the organizational climate in the insurance region in the study area. **Keywords:** Wavelet, Transform, Medical, Images, Application

Keywords: HRD practices, employee welfare practices, performance appraisal, and organizational climate.

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1. Introduction

The achievement of any organization genuinely depends on the employee's embroilment. The employees are intangible assets of an organization. The dedicated employees are real asset of an organization [1]. The employees continue for a lengthier period; it provides performance of an organization.[2]. The well-performed employees are treated in the organization differently and reward them appropriately. The insurance market there is cut-throat competition exists. To manage competition, the insurers are ensured for implementing a pleasant HRD climate in their organization. Two factors are essential, i.e., Employee welfare and performance appraisal. It creates indispensable increase of the insurance zone. An effort to support employee welfare makes satisfied the quality of work-life, along with reputations and honors, to

encourage general climate of expansion and enthusiasm amongst employees.

Similarly, Performance appraisal offers a valuable opportunity to work on predetermined goals. It identifies and resolves the problems, encourages better future performance, and recognizes the work efforts. These mechanisms, if practiced well, provides to the accomplishment of overall HRD objectives paving the way for a healthy climate of organization, which is the observation of insurance employees about internal environment within which they work. Therefore, an attempt is made to determine the employee welfare and performance appraisal practices and how they relate to the organizational climate prevailing across public and private insurance companies.



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A STUDY ON EMPLOYEES EMPOWERMENT AT AMAR SEVA SANGAM, AYIKUDI

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Abstract

The objective of this study was to study the Employee Empowerment activities at ‘Amar Seva Sangam, Ayikudi’. The main objectives of this study were to analyze the employee's attitude towards the concept of Empowerment, to analyze the decision making and control power of employees, to find out whether the employees are satisfied with the current working environment, and to give suggestions like recognizing employees for their hard work, provide necessary resources, clearly define role and recommendations like the requisite of qualification, experience, and training availed for the employees in various departments to cater the needs of the development and growth of the organization. The research is totally based on a survey of employee empowerment in an organization. A descriptive type of research was used. Chi-square and Run tests were used as analysis tools.

Key Words: Employee Empowerment, Amar Seva Sangam, Organisation, Development.

Introduction

Employee Empowerment deals with the principles of employee's rules and regulations to be followed under higher authorities. It brings forth the company's set of rules to be followed. He /



3.3.2 Journal Publications

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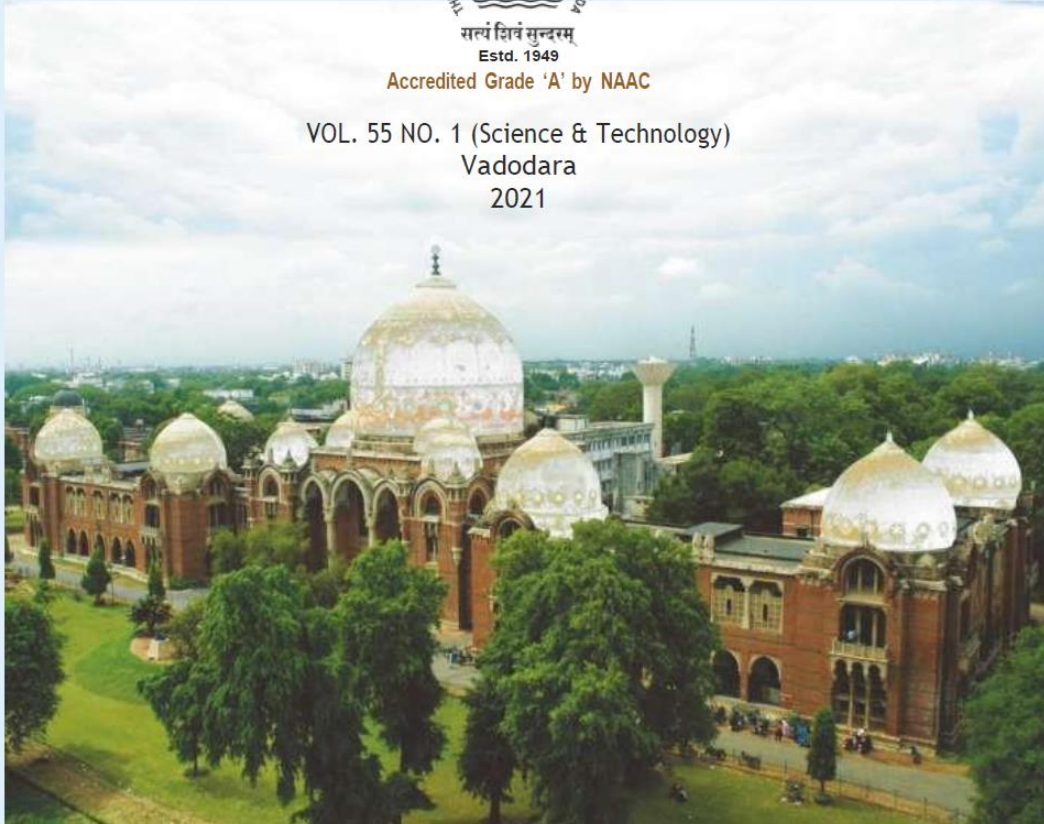
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**3.3.2 Journal Publications****CONTENTS**

Sr. No.	Topic	Page No.
1.	LI-FI TECHNOLOGY: THE TRANSMISSION OF VIDEO DATA THROUGH LED LIGHTS USING LI-FI TECHNOLOGY D. Chethan Kumar, S. Chandramma	1-4
2.	WHY ECLIPSE FOR CODE SMELLS DETECTION? James Benedict Felix S, Dr.Viji Vinod	5-11
3.	THE TRANSMISSION OF DATA THROUGH LED LIGHTS USING LI-FI TECHNOLOGY D. Chethan Kumar, S. Chandramma	12-15
4.	NEGOTIATING MAN NATURE CONFLICT IN A BODO NOVEL "THE HUNT": AN ECO-CRITICAL INTERPRETATION Pranab Jyoti Narzary	16-17
5.	LEARNING ANALYTICS USING DEEP LEARNING MODELS IN THE RESEARCH OF EDUCATIONAL DATAMINING Dr V.Preetha	18-21
6.	THE TRAUMA OF AUSCHWITZ: REMEMBERING THE HOLOCAUST IN THE WORKS OF IMRE KERTÉSZ Dr. D'Souza Pascoela Adelrich	22-25
7.	REFRACTION OF MYTH, RITUALS, OCCULTISM, AND HUMAN CONSCIOUSNESS IN BERNARD MALAMUD'S FICTION P.Malarvizhi, Dr.R.C.Sheila Royappa	26-29
8.	APPLICATION OF GIS IN VULNERABILITY RISK ASSESSMENT OF COASTAL VILLAGES AT RASAPETTAI VILLAGE PANCHAYT, CUDDALORE BLOCK, CUDDALORE DISTRICT Dr.M.Manohara Singh, Dr. A. Arputharaj, Mrs. S.Seethalakshmi	30-34
9.	A COMPARATIVE STUDY OF LEARNERS' PERCEPTION AND EXPECTATION FROM SCHOOL SYSTEM IN 21ST CENTURY Sraban Kumar Bag	35-41
10.	URBAN POPULATION AND GROWTH OF KARUR TOWN T.Yagnamoorthy, Dr.K. Katturajan, Dr.P.Alaguraja	42-48
11.	ASSESSMENT OF STUDENTS' READINESS FOR ONLINE CLASSES DURING COVID-19 PANDEMIC– REFLECTIONS FROM STATE GOVT. SPONSORED SCHOOLS OF WEST BENGAL, INDIA Rupa Das	49-55
12.	SECURING MANET WITH SECURITY PROTOCOL ON GRAY HOLE ATTACK USING AODV Kanchan	56-62
13.	THE FORCING DETOUR NON-SPLIT DOMINATION NUMBER OF A GRAPH Sheeba.G, T.M.Selvarajan	63-66
14.	EFFECTIVE MALAYALAM QUERY PROCESSING AND QUESTION ANSWERING SYSTEM FOR MEDICAL DOMAIN Liji S K, Muhamed Ilyas P.	67-70
15.	FABRICATION AND CHARACTERIZATION, ANTIMICROBIAL STUDY OF SILVER DOPED NANO HYDROXYAPATITE FROM WET LAND CRAB SHELL (CARDISOMA) G. Nedunchezian, C. Vijayaraj, D. Benny Anburaj	71-76



3.3.2 Journal Publications

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Why Eclipse for Code Smells Detection?

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Abstract:

Deduction of code smells is always improving the quality of code, extensibility, and readability. This paper describes how the Eclipse software tool detects code smells and refactoring of code smells in Java source code. Code smells are detected by various tools using different kinds of code smell search techniques. Eclipse tool is a special type of framework which is support different kinds of plug-ins. The Eclipse plug-ins is used to design a well structured java code. Various kinds of code smell detected by various plug-ins which is easily downloaded from market place help menu. Eclipse framework detected code smells automatically with the help of software plug-in. This research paper explained about various plug-ins of Eclipse framework, refactoring of code smells, metrics calculation and visually sees the code smell refactoring methods. Code is evaluated through the software code metrics which is calculated by Eclipse plug-in.

Keywords: Eclipse Framework, Eclipse plug-ins, Code smells and Refactoring, Code smell visualization.

Introduction

The Eclipse framework is an integrated development environment (IDE), which is designed to support tools and used to develop applications. Various plug-ins are can be added in Eclipse framework and additional development process is performed by plug-ins. All plug-ins can be replaced or removed in Eclipse framework depends on the requirement of application development. Use of plug-ins easily identifies code smells and refactoring the bad smells. Eclipse is an IDE (Integrated Development Environment) and it is also execute different kind of languages like PHP, Python and R etc, via plug-ins. In general, code smells are detected in Object Oriented Languages. Nearly 21 types of open source plug-ins supported in Eclipse Integrated Development Environment.

Eclipse framework

The standard Eclipse framework comes with the Java Development Toolkit (JDK), plug-ins and layout which is to be used to develop various Java applications, Servlets, web applications, C++ programs and create more Eclipse plug-ins. In Eclipse IDE, the developer can develop Pascal, COBOL and other programming languages or document formats are being developed. The bad designs are easily traced by code smell detection menus. It is working as an open source system and any developer can create a new plug-in and execute the plug-in and submit bug reports. The Eclipse Framework consists of the following items.

Menus, editors and views

The main development environment of Eclipse is defined by Menus and explorers which are used to perform or develop an application and debug the programs. When adding code smell detection plug-in in Eclipse, the Bad smells menu activated. The developer can easily identify the code bad design in the Program by the plug-ins and rectify or improve the design of code using Refactoring. The standard Eclipse framework comes with Java development, pre-defined perspectives, debugging and plug-in development for various applications. The Eclipse developer can easily switch over the tasks and easily develop projects.

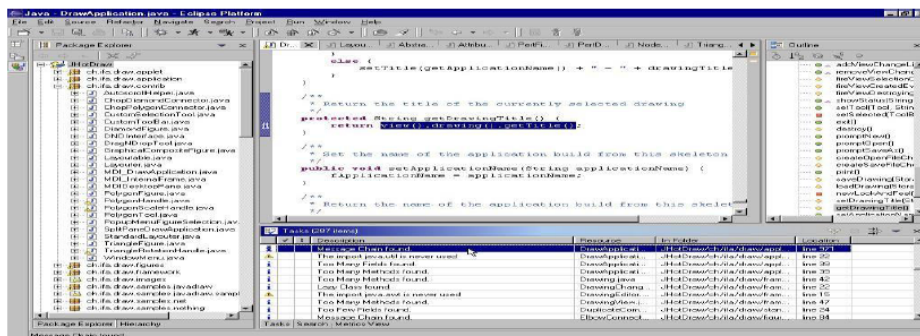


Figure 1. Eclipse IDE



3.3.2 Journal Publications

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**IDENTITY AND ROOT FACTORS IN DIASPORIC WRITINGS – A STUDY OF AMITAV
GHOSH’S ‘THE GHAT OF THE ONLY WORLD’.**

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ABSTRACT

This paper explores the presence of diasporic features with a kaleidoscopic view of subsistence in general. The diasporic writers do not break their relationship with the ancestral land. There is a search for continuity and ‘ancestral impulse’, an effort to look for their roots. The immigrants attempt to assimilate, adapt and amalgamate with the society of their host country.

Nostalgia, loss, betrayal and duty are the foundations of new homes as diasporic protagonist adjust to new countries. In adjusting to new countries, issues of acculturation and assimilation become the central point as these immigrants negotiate the imbalance of their hyphenated identities.

Diasporic Literature includes in it all those literary works written by the authors outside their native country. But these works show affiliations with the native culture and background.

Indian Writing in English plays a major role by rendering greater contribution to this literature widely known as Expatriate or Diasporic Literature. In the great success of diasporic fiction of Indian writers, particularly in the last two decades of the 20th century – there has appear a substantial sub-group within diasporic Indian fiction that is writing in English from the Indian domain.

Key words: diaspora, identity, subsistence, migration, sense of belongingness.

Introduction

The theory of Diaspora with its various features has influenced the Literary world. The word ‘diaspora’ is derived from Greek word ‘diaspora’ which means “scattering or dispersion” of people from their homelands and their migration to various parts of the world. ‘Dia’ means between, through or across and ‘spora’ means scattering. It was first used by the Greeks for the dispersion of the Jews from their homeland. Today the term is applied to a number of ethnic and racial groups living in an alien land.

Sub-group of Bengali diasporic writing within Diasporic Indian

Diasporic Literature includes in it all those literary works written by the authors outside their native country. But these works show affiliations with the native culture and background.

Indian Writing in English plays a major role by rendering greater contribution to this literature widely known as Expatriate or Diasporic Literature. In the great success of diasporic fiction of Indian writers, particularly in the last two decades of the 20th century – there has appear a substantial sub-group within diasporic Indian fiction that is writing in English from the Indian state of Bengal, the country of Bangladesh and by *Probashi Bengalis* (diasporic Bengalis) outside the two Bengals. This sub – group contains writers like – Bharati Mukherjee, Amitav Ghosh, Upamanyu Chatterjee, Sunetra Gupta, Nalinaksha Bhattacharya, and Joydeep Roy – Bhattacharya, Bidisha Bandopadhyay, Adib Khan, Amit Choudhary, Chitra Bananarjee - Divakaruni, and the three recent authors Amal Chatterjee, Ruchira Mukherjee, and Jhumpa Lahiri.

Literature review

The immigrants, whatever their reason for migration be, for trade and commerce, or as religious preachers, laborers, convicts, soldiers, expatriates or refugees, exiles (forced or voluntary), or workers in search of better life have shared some common things as well as differences which are based on their conditions of migration and period of stay in the adopted land. Mostly the migrants



3.3.2 Journal Publications

Kala: The Journal of Indian Art History Congress

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Factors influencing on consumer buying behavior towards aavindairy products with special reference to chennai city.

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ABSTRACT

This study focused on analyzing the consumer behavior and attitudes of demographic and economic factors that affecting dairy Aavinmilk consumption among the consumers of Chennai. Data were collected through a consumer survey conducted in Chennai district at randomly selected supermarkets, groceries, milk booths and retail shops. Factor analysis was carried out in order to weigh up the consumer attitudes and factor scores were introduced to the final model as independent variables which can be categorized as cost and usage, nutrition, sensory factors and availability. An ordered logistic percentage was carried out to find out the relationships between number of demographic and socio-economic characteristics of consumers such as age, gender, level of education, income, size and composition of the household. Results from estimation of an order consumption shown age of the respondent, cost and usage related attitudinal factor and Nutrition related attitudinal factors are the key determinants of milk consumption levels however, household monthly income, health problems affect on Aavin milk consumption and level of education play a more important role in consumption. Finally, these findings suggest the marketing strategies which are most suitable to fit with the consumer expectations.

Keywords: Consumer behavior, factors, Consumer Decision Making Process, Dairy Industry.

INTRODUCTION

The dairy industry is one of the most important industries of the country that has tremendous potentials in developing the economy. Milk is a unique food item that needs to be available in the market without any shortage since it plays a key role in infant feeding and all eviating nutritional poverty in all other age groups. It has been perceived by consumers as an important source of nutrients, especially calcium for good bone and teeth

Recent medical research has found out that there are positive dairy milk consumption and the reduction of risk for coronary heart diseases and strokes. Dairy fresh milk can provide benefits in weight management. In Chennai dairy milk consumption is not much significant because a majority of the consumers (90%) are used to consume full cream milk powder. Dairy milk consumption is about one percent of the overall milk consumption of



3.3.2 Journal Publications

In Chennai, in spite of the fact that the Medical Research Institute (MRI) recommends a consumption level of 60-65 kg per person per year, the availability of fresh milk is only about 36 kg per person per year.

STATEMENT OF THE PROBLEM:

Aavin product has different types such as Milk, Chocolate, Milk powder, Curd, Ice cream etc., Aavin has a strong network of over 3 million milk producers. Britannia industry and Nestle Ltd. are competitive products for Aavin. Aavin is a world's largest manufacturer of produced milk in India. Aavin is a world's largest food brand trusted for its quality and product. Aavin is available at an affordable price. A large number of popular milk products like Ice cream, Butter and Curd prefer to use Aavin rather than other products. This research is pertaining to find out the factors influencing the behavior of the present consumer of Aavin products.