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A Review on Facial Emotion Recognition and Classification Analysis with Deep Learning

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ABSTRACT

Automatic face expression recognition is an exigent research subject and a challenge in computer vision. It is an interdisciplinary domain standing at the crossing of behavioural science, psychology, neurology, and artificial intelligence. Human-robot interaction is getting more significant with the automation of every field, like treating autistic patients, child therapy, babysitting, etc. In all the cases robots need to understand the present state of mind for better decision making. It is difficult for machine learning techniques to recognize the expressions of people since there will be significant changes in the way of their expressions. The emotions expressed through the human face have its importance in making arguments and decisions on different subjects. Machine Learning with Computer Vision and Deep Learning can be used to recognize facial expressions from the preloaded or real time images with human faces. DNN (Deep Neural Networking) is one among the hottest areas of research and is found to be very effective in classification of images with a high degree of accuracy. In the proposed work, the popular dataset CK+ is analysed for comparison. The dataset FER 2013 and home-brewed data sets are used in the work for calculating the accuracy of the model created. The results are obtained in such a way that DCNN approach is very efficient in facial emotion recognition. Experiments and study show that the dataset, FER 2013 is a high-quality dataset with equal efficiency as the other two popular datasets. This paper aims to ameliorate the accuracy of classification of facial emotion.

KEY WORDS: FACIAL EMOTION RECOGNITION (FER), DEEP CONVOLUTIONAL NEURAL NETWORK (DCNN), OPENCV (OPEN-SOURCE COMPUTER VISION LIBRARY), VGG 16.

INTRODUCTION

Humans use a facial expression for non-verbal communication to show their emotional states. By observing someone's face, we can assume their emotion. However, FER (Fasel & Luettin, 2003)is still a challenging research area in various applications related to computer vision. But undoubtedly the application includes FER

for security (Butalia, et al., 2012), FER for mindset identification (Mandal, et al., 1998), FER for psychology aid, crime detection (Polikovsky, et al., 2009), Intelligent Tutoring System (Kumari, et al., 2015), Driver Fatigue Detection (Zhang & Zhang, 2006), Music based on Mood analysis (Dureha, 2014). Emotion refers to the internal feelings of human, through which they communicate their emotional states and intentions. The goal of this work was to classify the human emotions. The Conventional feature extraction and classification has complex computations for achieving high recognition rate. The proposed method used deep learning model to classify facial emotions from the dataset or real time image. The deep learning technique outperforms other conventional methods by its capability of handling large dataset and capability of faster computation. Deep learning consists of neural

FACIAL EMOTION RECOGNITION AND CLASSIFICATION – A REVIEW

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ABSTRACT

Facial emotion recognition is one of the hottest and challenging research areas in computer vision, image processing and pattern recognition. Facial emotion has its significance in artificial intelligence and affective computing. The paper generalizes the concept of Facial emotion recognition. Recently most of the researchers use Machine learning algorithms along with CNN [Convolutional Neural Network] for the real time face recognition and its applications. It is found to be helpful in learning the features, and the classifiers used, help in the classification of emotions. The proposed paper had done an investigation on previous research that are done over effective facial emotion recognition along with its accuracy and datasets used.

Keywords: *Facial Emotion Recognition (FER), Convolutional Neural Network (CNN), OpenCV (Open Source Computer Vision Library)*

Introduction

Human use a facial expression as the fastest means communication to convey their emotional states. By observing someone's face, one can judge his/her mental views. FER is still a challenging research area in various applications related to computer vision. FER for security [1] [2] , Intelligent Tutoring System [4], Music based on Mood analysis [6] FER for mindset identification [3], FER for psychology aid, lie detection , Driver Fatigue Detection [5] are the major applications of Facial Emotion Recognition.

The movement of facial muscles over the human face represents a basic emotion. Many researchers have undergone the areas of facial expression recognition and reached universal expressions like anger, fear, happiness, disgust, surprise, and sadness. There are some more expressions like contempt and neutral. This paper tries to present a comprehensive survey of different techniques used in facial feature extraction and classifying, also about the most used databases by various authors. Different techniques used by various authors are analysed, and some conclusions are done regarding the best recognition rates.

The paper is organized as follows.

Section I describes the introduction of FER and its applications, Section II describes the Major Classes of Emotion and its description, Section III deals with Steps of Facial Emotion Classification, Section IV will help us to learn about Conventional approaches to FER from various authors, Section V deals with the study of FER using Deep Learning approach by various authors, Section VI is Analysis and Conclusion of the review and references.

Classification of emotion

Communication can be done verbally

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Confronting Dalit Marginalization: A Close Reading of Bhama's *Karukku*

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Abstract

Marginalization is the process of removing or excluding people from the mainstream of a society, on the basis of caste or class. It may appear in every part of the world, knowingly or unknowingly a group of people are the victims of this cruelty. Bhama's *Karukku* is a real demonstration of a marginalized Dalit community. It presents the personal experience of the author, being in a Dalit community and how she overcomes all the bitter experiences. The novel develops a thought of tension between the self and the community, and presents Bhama's life as a process of self-realization and recovery from social and institutional betrayal. The objective of the paper is to study the different aspects of marginalization faced by the Dalit community on the background of *Karukku*. The protagonist, who is a Dalit, confronts discrimination from the society and every realm of her life, even from the Christian convent. That tempts her to leave the convent and to lead an independent life, serving the marginalized people in the society. These incidents prove that the theory of marginalization is present in the novel *Karukku.* Through the novel, she tries to liberate the suppressed voices of the Dalits and raises the voice of protest. The wide acceptance of this novel proves that the society is ready to hear the words of Dalits.

Keywords: Marginalization, Caste, Untouchable, Dalit

India is the land of diversity, in the case of caste, religion, culture and all. The constitution of India ensures equality and fraternity for all Indian citizens and people believe in it. But caste system and class discrimination is still a very significant problem in this country. 'Varna' was a class division system, which existed in Vedic era. According to the Varna system the society is divided into four different categories on the basis of people's caste or class. The Brahmins, Kshtriyas, Vaishas and Shudras. Among them Brahmins were

A STUDY ON EVALUATION OF THE CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES OF THECOMMERCIAL BANKS WITH SPECIAL REFERENCE TO SBI

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Introduction

Corporate Social Responsibility (CSR) is a concept whereby large organisations consider the interests of society by taking responsibility for the impact of their activities on customers,suppliers,employees,shareholders,communities and other stakeholders, as well as the environment.As the world continues to analyse energy availability and the longterm effects of climatic change,businesses too are turning their attention to an area of opportunity-reduction of carbon emissions,energy conservation and supply chain sustainability.CSR holds organisations to a higher moral and ethical standard,considering the overall interests of the society in the operations of its day to day businesses.An approach for CSR that is becoming more widely accepted is community based development approach.In this approach corporates work with local communities to better themselves.A more common approach of CSR is Philanthropy.This includes monetary donations and aid given to local organisations and impoverished communities in developing countries.The Basil Committee in the year 1999 had brought out certain important principles on corporate governance for banking organizations which, more or less have been adopted in India. Corporate Social Responsibility , also known as Corporate responsibility ,Corporate Citizenship, Responsible Business etc…CSR policy basically works as a standard of built in, self-regulating mechanism and ensure their harmony with law , ethical standards and international norms. The three keys to an effective CSR policy are commitment, clarity and congruence with corporate values.The Reserve Bank of India had asked the banks to pay special attention towards integration of social and environmental concerns in their business operations.Stressing the need for CSR, RBI pointed out that these initiatives by the banks are vital for sustainable development.RBI has asked the banks to start non-financial

A STUDY ON EFFECTIVENESS OF CONVALESCENT PLASMA MEDICAL CARE ON COVID-19

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Abstract

Convalescent plasma (CP) medical care, a classic adaptive therapy, have been applied to the hindrance and treatment of many infectious diseases for over one century. Over the past 20 years, CP medical care was with success utilized in the treatment of respiratory disease, MERS, and 2009 H1N1 pandemic with satisfactory effectiveness and safety. Since the medicine and clinical characteristics share similarity among respiratory disease, Middle East Respiratory Syndrome (MERS), and COVID-19, CP medical care may be a promising treatment choice for COVID-19 rescue. Patients who recovered from COVID-19 with a high neutralizing protein concentration could also be a valuable donor supply of CP. However, the CP medical care was unable to considerably improve the survival within the Ebola sickness, most likely because of the absence of information of neutralizing protein volumetric analysis for stratified analysis. In US, FDA declared an emergency IND (eIND) method to permit individual physicians to treat patients with serious COVID-19 sickness with convalescent plasma collected by a blood centre. This method is the furthest on New York City, wherever many hospitals square measure getting down to utilize this eIND method. Recently, the FDA declared a partnership with the Mayo Clinic and also the American NGO to gather and distribute plasma across the country via a master protocol for patients with severe or dangerous infection. Lastly, tutorial investigators have submitted multi-centre clinical trials for FDA approval, that specialize in bar of bad people, treatment of these with gentle sickness, treatment of these with serious however not important COVID-19 sickness, or treatment of critically-ill unit patients. Similar efforts square measure current around the world. the utilization of convalescent plasma is associate degree interim approch, whereas, vaccines and effective drug therapies are developed. Recently, Kerala possesses the Indian Council of Medical analysis (ICMR) approval for the clinical protocol exploring the practicability of convalescent plasma transfusion which can be administered to severe Covid-19 patients. This study is regarding the effectiveness of plasma medical care in treating COVID -19, challenges and opportunities of plasma medical care and viability of plasma medical care in India.

Resilience Of Logistics & Supply Chain Management On Post Covid 19 Period

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Abstract: One of the important field in the service sector of Indian economy is the logistics and supply chain management. The main aim of logistics and supply chain management is to create an effective link between the manufacturers and ultimate consumers. India was having its own best supply chain management and logistics practices than any other country as it duely focuses upon exports, imports and inland transfer of goods. Due to pandemic period this sector was in the verge of loss and was not much prominent due to the nation wide lockdown. But it is expected to rebuild the logistics and supply chain management sector of the country focusing on several prominent sectors of the economy such as FMCG and MSME. Because it is vital for the country to revive the economy in the post pandemic period. In the post pandemic period it is necessary for the developing country like India to focus the development of economy through these kind of innovative opportunities.

Key Words: Logistics & Supply Chain Management, Covid 19, FMCG, MSME, Post Covid 19, Economy.

1. INTRODUCTION:

Supply Chain Management & Logistics refers to the management of all activities relating to the flow of goods and services from the manufacturers to the end user via different methods of the logistics. It includes air cargos, train goods carrying, shipment of the product, roadways etc. Even though there exist many ways to transfer goods from the manufacturer to the customer, India mainly focuses on the methods of airways, water ways for foreign supplies and for inland supplies India focuses on both roadways and railways. Before the pandemic period the supply chain activities of India was flowing very effectively and also was very profitable both for inland and foreign customers. But during the pandemic period with the implementation of nationwide lockdown in the country the logistics and supply chain management sector faced huge drawbacks. The main sector which focused upon the logistics and supply chain management was the FMCG sector because due to its perishability it have to be transported as quickly as possible. But due to the nationwide lockdown this sector faced a big trouble as the stocks remained in the warehouses and was unable to be supplied in the economy. As like in every threat there exist an opportunity. The logistics and supply chain management can come back to the main phase of the economy after the lockdown period with mainly focusing upon the FMCG and MSME sector of the economy. As the government and individuals are mainly focusing upon this sector and is the main source of income for the economy is from the sector. The supply chain sector can revive from the present scenario of the difficulties caused by Covid 19 with proper planning and implementation of better strategies in the feasible sectors.

2. OBJECTIVES:
- To analyze the phase of logistics and supply chain management in India during 2020.
- To analyze the phase of logistics and supply chain management in India after 2020 with implementation of new technologies.

3. RESEARCH METHODOLOGY:

The data for this study are collected through secondary sources such as newspaper, magazines, journals, search engines, television news etc.

4. RESULTS & DISCUSSION:

In general trade terms, Logistics is the management of the streaming of goods and services between the point of origin and the point of deliverance or consumption so as to meet the necessities of service providers(CONSOL Agent, Freight Forwarder, IATA Agent, Custom House Agent) and consumers(Exporter and Importer). There are varieties of tangible assets that are managed in logistics, which include goods such as vehicles, machinery, electronic equipment or gadgets, furniture, etc. As well as food or other edible items. The logistics of materials

EFFECT OF COVID – 19 ON TRAVEL AND TOURISM IN INDIA

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Abstract

Travel & tourism business in India has been a major contributor to the country's gross domestic product. The arena even generates an oversized employment base. Corona virus has emerged as a significant swan event and dealt an unhealthful blow to the complete Travel and commercial enterprise business, not solely in India however, within the entire world. The disruptions that it's caused are across the complete price chain i.e. Airlines, Hotels, Travel Agents, Tour operators, Restaurants, Rail Networks, Roadways, Water transport and Cruises, taxis, Auto-rickshaws and a slew of different indirect suppliers. Pandemic of novel Corona has not solely brought entire socio-economic structures into a standstill however has challenged the globalization and global operations of enterprises. Paradoxically, potential repercussions and different means outs are however volatile. However, for a speedy recovery and regain of the economy, employment and business functions a property and recent starting is a necessary in most of the worsened economic sectors. Conventionally, associate degree infection used to attack the vulnerable teams with food, health care insecurity in their life style, and that they commonly accustomed be the poor of the society. Ironically, novel Corona infection first attacked the international traveler's, and therefore, the pandemic was caused through the travel and so has confronted primarily the affluent class globally. This study is to evaluate the role of tourism in India and the threat it has to be faced during and post pandemic period.

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INTRODUCTION

REBOOT THE INDIAN ECONOMY: GREEN INVESTMENT OPPORTUNITIES AVAILABLE IN INDIAN ECONOMY ON POST COVID 19 ERA

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Abstract: The concept of Green Investment is clear that it represents to the invest being made to an economy focusing to its environmental projects. India being a country with wide topographical and climatic conditions having an investment in the green sectors of hydropower, solar power, wind power, geo thermal energy, coal etc. even though India have many investing opportunities it mainly focuses on Coal, Solar Power, Wind power. Even though these sectors are viable the production of coal in India is running in a loss and this sector is facing severe problems. But when taking the case of the solar and wind power these sectors are viable and profitable for the economy. From the pandemic period it was very clear that the investment industries and other business are not viable as if when a nation wide lockdown is implemented these industries will be facing severe loss. But as the same is happened for the green sector the loss amount of this sector will be less as compared to the loss of other sectors. In such a way these sectors are considered as the best way to rebuild the Indian economy after Covid 19.

Keywords: Green Investment, Covid 19, Economy, Reboot, Green Sector

I. INTRODUCTION

Green investment refers to the investment in the sustainable development projects available in the economy. The study says about how the Indian economy can be rebooted after the pandemic period of Covid 19. Earlier during the pre pandemic period the Indian economy had just invested in the hydro water power plants, wind power plants, solar energies etc as source of green investment. Even though it was not much profitable there were somewhat investments being made in these projects. The main aim behind the investments being made in these projects during the pre Covid 19 era was to generate electricity at a lower cost than the available cost. But during the pandemic period there was no new investments or any investment withdrawals from these projects. At this time these kind of technologies gained priorities because it was the sector which was operational during the nation wide lockdown. But to the knowledge many financial experts all over the world are of the opinion that all the world countries are able to revive their economy only through the green investment. The same is available in India too. India can increase the investment in the green sector through the privatization and by making FDIs through local sale of energy. As this sector is able to create more employment opportunities and thereby increase the revenue of the country and thus results in the economic rebuilding.

IMPACT OF DIGITAL MARKETING AMONG CUSTOMER BUYING BEHAVIOUR

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Abstract

The buying pattern of consumers is changing at a faster rate in the consumer oriented market environment. The changing preferences of the present day customers affects the buying pattern because they mostly follow the rhythm of fashion and tastes according to the changing time. Therefore, marketers spend crores of rupees and invest too much time on market research every year to identify and predict the changing customer behaviour. In this situation, digital marketing plays a vital role in finding and attracting more customers. Digital marketing is a marketing of products and services using digital technologies, mainly on internet, but also include mobile phones, display advertising and any other digital medium. Digital marketing gives awareness to people about various products and services. Digital marketing consist of many methods such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), E- Mail marketing etc. In digital marketing most of the customers prefers to use digital transactions using digital currency, mobile payment apps, plastic cards etc. Due to these changes there has been an impact on consumer decision making process. This paper the researcher has aim to understanding the impact of digital marketing among customers buying behaviour.

Key Words: *Consumer, digital marketing, e-mail, search engine marketing, search engine optimization, digital currency, etc.*

1.1 Introduction:

Digital marketing is a marketing of products and services using digital technologies, mainly on internet, but also include mobile phones, display advertising and any other digital medium. Digital marketing gives awareness to people about various products and services. It consists of many methods such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), E- Mail marketing etc. In digital marketing most of the customers prefers to use digital transactions using digital currency, mobile payment apps, plastic cards etc. Today's digital revolution allows

A STUDY ON INFLUENCE OF CELEBRITY ENDORSED ADVERTISEMENT OF AUTOMOBILES AMONG YOUNGSTERS

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Abstract

The purpose of the study is to find how the youngsters are influenced towards celebrity   endorsed advertisements. The aim is to find out the relationship between celebrity advertisements of automobiles and purchasing decision of customers. The ultimate goal of today's advertising strategy is in the persuasion of customers, who are not only educated and sophisticated but also selective**.** Marketers use celebrity endorsers in hopes that the positive images of the celebrity endorser of the brand will also be passed on the products or the brand image associated with the celebrities, Therefore celebrity endorsements is an important factor creating interest in minds of youngsters.

Keywords: Celebrity endorsement, Advertisements, Automobille industry, Youngsters

1.1 INTRODUCTION

In the present scenario, the modern marketing strategy of most business firms relies heavily on creative advertising in order to promote reaches their products to their target markets. The ultimate goal of today's advertising strategy is in the persuasion of customers, who are not only educated and sophisticated but also selective. As a result there is an intense competition. Having a good product alone is not enough to compete in markets of high standards. Obviously, the changes in markets and consumer lifestyle are driving marketers to focus on more persuasive ways of promoting their products.. The challenge of the marketer is to a hook that will hold the subject"s attention, for which a widely used marketing strategy namely celebrity endorsers is used

In today"s world all of us are under the influence of Advertisement right from buying groceries to children"s study materials, finding a holiday spot, watching a movie, selecting restaurant for dinner, to booking a banquet hall for special events and searching educational institutions, to find jobs almost every act is guided and decided by advertisement. "celebrity endorsement is a form of advertising campaign or

ARTIFICIAL INTELLIGENCE: TRANSFORMING THE FACE OF INDIAN HEALTHCARE SECTOR IN POST COVID 19 ERA

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ABSTRACT

Today's health sector is changing very rapidly. New technologies, innovations and inventions are being made in the field of health sector. One such innovation is the application of Artificial Intelligence popularly known as AI in the healthcare sector. In computing, AI (AI), sometimes called machine intelligence, is intelligence demonstrated by machines, in contrast to the natural intelligence displayed by humans and animals. In the pre pandemic period of Covid 19 the use of AI in health sector of the India is limited to radiology, medicine development and researches. And also in the Covid 19 pandemic period too the use of Artificial Intelligence is very limited. To be clearly it was used in India by the state of Kerala, Maharashtra and AIIMS in New Delhi. By considering the threats posed by the Covid 19 there exists a wide scope for the implementation of AI in the present situation the country. It helps to avoid the direct contact of nurses and doctors with of the country are increasing which too increases the scope of AI. With proper funding and providing technical and financial assistance to the robotics industry by the Government makes a better growth in the economy and also such AI can be effectively implemented in the healthcare sector which changes the whole face of competitive in facing future pandemics if any.

Keywords: Artificial Intelligence, Covid 19, Indian healthcare sector, Post Covid 19 era

INTRODUCTION

 Artificial intelligence (AI) in aid is that the employment of complicated algorithms and package to emulate human psychological feature inside the analysis, interpretation, and comprehension of difficult medical and aid knowledge.
Specifically, AI is that the power of pc algorithms to approximate conclusions while not direct human input.
What distinguishes AI technology from ancient technologies in health care is that the power to comprehend info, method it and provides a well-defined output to the end-user.AI will this through machine learning algorithms and deep learning.These algorithms will acknowledge patterns in behavior and build their own logic. So as to cut back the margin of error, AI algorithms ought to be tested repeatedly. AI algorithms behave otherwise from humans in 2 ways: (1) algorithms square measure literal: if you set a goal, the algorithmic rule cannot change itself and solely perceive what it has been told expressly, (2) and a few deep learning algorithms square measure black boxes; algorithms will predict very precise, however not the cause or the why.

Reduce vulnerability in Biological Disasters: Social Work Methods

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Abstract

Biological disaster is not unsavoury in the contemporary world. The nipah virus and corona virus are worst affected biological disasters across the globe. The psychosocial support and care is one of the pertinent factors for reducing vulnerability in biological disasters. The current paper focuses on reducing vulnerability in biological disasters through different social work approaches. Social work practice helps to solve the social problems or issues through different social work methods, each method has different tactics to solve the individual, family and community related problems. The social work methods are practically used in every type of disaster management and it enhances the social wellbeing and resilience to each and every individual. In biological disaster phase, social work practice is associated with health profession and jointly works together for reducing the vulnerability situations. The psychosocial wellbeing of every individual in the community is the main focus of social work profession. The current paper concludes that the social work practice helps in reducing the vulnerability in biological disasters and to enhance resilience and wellbeing among individuals in community.

Keywords: Biological disaster, vulnerability, social work methods.

Introduction

Biological disaster is an infectious bacterium in to a flock of prone people living in a routine apt to the banquet of the infection. The typical epidemic binges locally and death despondent constantly increases widely across the globe (NDMA, 2008). The history shows that there were several transmittable agents are responsible for catastrophic outbreaks, epidemic and pandemics in biological disasters. Biological disasters are one of the major issues in the existing world and it can be natural, accidental & intentional in nature (Khabbaz et al., 2015; Narayanan et al., 2018). The key classification of biological agents by Centers for Disease Control and Prevention in to three is A, B & C. The pathogens are highest biological agents for destroy the nation or globe.

Research Paper

Youth perception on public sector, personal activities and psychological problems during the lockdown in India

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ABSTRACT

*Background***:** The worldwide spread of corona virus and lockdown interrupted the social life of human beings. *Aim***:** The current study is to understand the public sector activities and personal activities and psychological problems among youth during lockdown in India. *Methods and Materials:* A cross sectional survey has been done in eighty-one districts of nineteen states and three union territories in India. There were 788 youth participated in online survey and administered self-reported questionnaire focused on government activities, personal activates & psychological problems during the first and second phases of lockdown period in India. *Results***:** The findings revealed that majority of youth prefer to be engaged in social networking sties (30. 7%). About 77.8% mentioned that lockdown interrupted their basic needs and 16.4% of youth involved in voluntary service. The majority of youth agreed that government advices, campaigns and the supportive services helped them in lockdown. There was highly significant gender comparison with personal activity (P=.005) & psychological problems (P=.01) and significant correlation between personal activity and psychological problems (P=.02). *Conclusion***:** The public sector activities helped to resistor the spread of coronavirus during lockdown and there is a need of psychosocial interventions among youth.

Keywords: COVID-19, *Public Sector Activities, Personal Activities, Lockdown, Youth, Corona Virus*

Coronavirus is a biological disaster, started by the end of 2019 and spread gradually across world in the beginning of 2020. There several epidemic diseases affected in 21st century across the world. The highly pathogenic global epidemic diseases such as Sever Acute Respiratory Syndrome Coronavirus & Middle East Respiratory Syndrome Coronavirus emerged from bats (Paules, Marston, & Fauci, 2020).

The situation report 112 by WHO on 11 May 2020 revealed that coronavirus cases cross 4 million and 278 892 deaths across the world. There were 1 lakh coronavirus cases detected

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'Impersonal Personalism': Kamala Das as a Confessional Poetess

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Abstract

Kamala Das is a poetess who throws light on the oppression faced by the women folk from the patriarchal dominance through her own experience. The societal expectations or the social barriers were never a hindrance to her confessional attitude. The objective of the paper is to find how Kamala Das has used poetry as a vehicle to express her problems, mental dilemmas, and trauma. The paper explains how the poetess longed for love and affection and how she was deprived of the same.

Keywords: Confessionalism, Patriarchal Dominance, Taboos, Introspection.

Confessional poetry or "confessionalism" is a style of poetry that emerged in the United States during the 1950s. It has been described as a poetry of the personal or "I," focusing on the extreme moments of the individual experience, the psyche, and the personal trauma. The subject matter of confessional poetry includes previously and occasionally still social taboos such as mental illness, sexuality, suicide, etc. The school of "Confessional poetry" was associated with several poets who redefined American poetry, including Robert Lowell, Sylvia Plath, John Berryman, Anne Sexton, Allen Ginsberg, and W.D Snodgrass.

Confessional poetry is primarily written in the subjective form. It is preoccupied with the personal lives and experiences of the poets. It explores the inner feelings of the poet, and thus, confessional poetry is the poetry of introspection, self-analysis, self-expression, and self-revelation.

Kamala Das, the "singer of feminine sensibility in English Indian poetry," is a revolutionary poet who started writing poems with complete frankness and focused on the subjects that were considered taboo, especially for women writers. She has often criticized the conservative, prejudiced society that was harsh on her unconventional lifestyle. Kamala's poems are always confessional and autobiographical. She writes about her miseries and tragedies and her pathetic condition in this male-oriented world. She tries to bring out how she tried to maintain her individuality and feminine identity. She says how this rebellion against the chauvinist society gave her troubles, frustrations, and mental traumas. She says

I must let my mind strip tease.

I must exclude autobiography. ("Composition")

Kamala Das sees herself as the victim of the prevalent orthodox attitude towards Indian women and male domination. Her personal experience from her husband has made her rebel against male dominance through her poetry. She expresses the vehemence of her emotions and resentments. She found that poetry is the best means to express the resentments against her husband and her grievances against all men because of her bitter experiences through sexual relationships with them. Her poetry gives an identity of a typical Indian woman, the neglected class of Indian society. She says:

A STUDY ON ATTRITION MANAGEMENT IN PRIVATE SECTOR FINANCIAL INSTITUTIONS – A SPECIAL REFERENCE TO KOTTAYAM DISTRICT IN KERALA

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Abstract

Attrition is known as total turnover or wastage rate. High rate of attrition is harmful to business. Attrition is happening due to various reasons such as higher pay, work timings, Career growth, Higher education, Relocation to other places; Women leave the job after marriage to take up their household duties, Work pressure, work environment, Poor performance, losing faith on merger/acquisition, verbal abuse, family problems etc. While charting out future course of action in private sector financial institution has a strategic management for understanding the reasons for attrition. Attrition can be reduced to a great extent, if the management takes initiative for introducing various policies for efficient management of attrition. Attrition is a universal problem and every organization should strive to trickle this problem for the future. The primary aim of this research is to find out the reasons behind the high rate of attrition in private sector financial institutions. The data was collected with the help of questionnaire to the sample of employees of private sector financial institutions in Kottayam district, Kerala. This study can give more information about area of problem and thus help the management to identify the reason for the problem of high rate of attrition and to take corrective measures. As a conclusion to the study, attrition is one of the major problems faced by the human resource department of private sector financial institutions. The research study has been conducted and the set objectives of the work have fully accomplished and the analysis performed to the maximum extent possible. High rate of attrition is harmful to financial institutions and it also affects the goodwill of the company. Poor performance of employee is the main reason for attrition. It can be controlled by giving more training and reasonable care while selecting, hiring, and recruiting the right person at right place.

Keywords: Attrition management, Financial institution and Attrition rate.

A STUDY ON MARKETING PATTERN OF NATURAL RUBBER IN THE STATE OF KERALA

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Abstract

Agricultural marketing plays a vital role which forms a prerequisite for the development in the other sectors and for the overall development of the economy. Agricultural marketing is defined as the operation involving the farmers to the final consumer. In our country, there exists an elaborate and inter-connected system of agricultural produce markets through which the produce flow from the producer to the consumers in India. Rubber is a controlled commodity in India. Distinguishes the marketing of perennial crops from that of annual crop is their comparatively inelastic supply response to prices. The major factors underlying the low price elasticity of perennial crops are the relatively long gestation period and inbuilt operational constrains in short-term supply adjustment. These specify features have imparted distinct dimensions to the marketing of perennial crops. Among the commercially important perennial crops, natural rubber has a unique advantage in processing options which also provide marketing options for the producers and enable them to design their marketing strategy according to the prevailing marketing conditions. The analysis reveals that the marketing cost incurred by the producer in marketing of the natural rubber is minimum in channel IV while compared to that of the other channels due to non-payment of commission and lesser transportation cost. The producers' share in the price paid by the consumer ranged between 85 per cent and 88 per cent in all the four channels in the study area. Therefore, it is inferred that channel IV is the best from the producers' point of view. This is also evidenced from the channel efficiency analysis using the Shepherd's Method and Composite Index Method. Among the problems faced by the producers in the marketing of natural rubber price fluctuation is found to be the major problem.

Keywords: Marketing, Marketing Channel, Perennial Crop and Producer

1.1 INTRODUCTION:

In agricultural development, agricultural marketing plays a vital role which forms a prerequisite for the development in the other sectors and for the overall development of the economy. Agricultural marketing is defined as the operation involving the farmers to the final consumer. In our country, there exists an elaborate and inter-connected system of agricultural produce markets through which the produce flow from the producer to the consumers in India. Rubber is a controlled commodity in India. Its production, consumption and sales have to be carried out under licences issued by the Rubber Board, a statutory body constituted under the Rubber (Production and Marketing) Act of

A Study on the Marketing Channels of Natural Rubber with Special Reference to Pathanamthitta District in Kerala

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Abstract: *The growth of rubber market in India is closely related to the development rubber plantation as well as rubber goods manufacturing industry. Due to the growth of plantation and industry rubber occupies an important position in the national economy with over 5000 manufacturing units (Both Tyre and Non-Tyre Manufacturers) producing a wide range of consumer and industrial products. Marketing of natural rubber is mainly through large growers, dealers and institutional agencies. Marketing functions add value to the produce to be sold but they also involve costs which have ultimate impact on the profitability of the setters. The producer has to transport the goods to the primary wholesaler marketing is case of channel II and III who is not always found near the place of production. The rejection loss in case of channel I, II and III is 24.15, 30.65 and 37.09 per cent respectively. The rejection loss in channel III is more. The cost involved in moving the rubber from point of production of the point of consumption known otherwise as the cost of performing marketing functions. The study of price spread in natural rubber marketing is an important aspect, as it reflects the shares of the producer and different intermediaries. The price spread varies depending on the number of intermediaries involved in the marketing channel. The producers share in the maximum (87.05 per cent) in channel III followed by Channel II (87.99 per cent). The producers price was the maximum in channel III with Rs.11,429 per quintal of natural rubber followed by Rs.11,350 per quintal in channel II. The price spread in channel I was the highest among all channels with Rs.1851 because of the existence of more number of marketing and higher marketing cost.*

Key Words: *consumer, dealers, consumption, cost, Marketing Channel and Price spread.*

1. INTRODUCTION:

The growth of rubber market in India is closely related to the development rubber plantation as well as rubber goods manufacturing industry. Due to the growth of plantation and industry rubber occupies an important position in the national economy with over 5000 manufacturing units (Both Tyre and Non-Tyre Manufacturers) producing a wide range of consumer and industrial products. Marketing of natural rubber is mainly through large growers, dealers and institutional agencies. During the last few decades the price of natural rubber was fixed by government of India from time to time on the advice of tariff commission. Rubber is a controlled commodity in India. Its production, consumption and sales have to be carried out under licenses issued by the rubber board under Rubber Act (Production and Marketing) 1947. One of the important functions is to promote the interest of rubber industry by such measures as it thinks fit for its development as for as the production and marketing of rubber are concerned. Pathanamthitta district enjoys technical advice and all other benefits of rubber board from regional development office situated in pathanamthitta and Rehabilitation Plantation Limited (RPL) situated in Punalur (Kollam District)

REVIEW OF LITERATURE

Dr. S. Jerome (2017) under his studies the agriculture is the backbone of every nation to meet its basic needs required for survival and aids in stability, sustainability and strengthens the economy. The agricultural marketing plays a vital role in easy way agro produce distribution to the customers. Like all the marketing activities, it also aims in profit making. It helps the farmers to reach their customers within very short lead time. In order to avoid isolation of small scale farmers from the benefits of agricultural produce they need to be integrated and informed with the market knowledge like fluctuations, demand and supply concepts which are the core of economy. India has huge potential for agricultural production, because it has a wide geographical range. As most of the rural people in India are engaged in agriculture and its allied activities, more and more provisions must be made available to integrate the marketing systems for agriculture, which must be available all over the country.

M.B. Dastagiri et.,al(2012)their study estimates the market costs, market margins, price spread, the producer's share of the consumer's rupee and the market efficiency of horticultural commodities under different supply chains, and suggests measures to improve marketing efficiency. The study was conducted in the states of Andhra Pradesh, Karnataka, Tamil Nadu, Punjab, Rajasthan, West Bengal, Manipur and Mizoram, covering 29 crop types. The results show that, in the case of most commodities, marketing costs, marketing margins, transport costs and labour charges adversely affect marketing

Greek and Roman Myths and their Historical, Societal and Cultural Implications

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Myths have for long been an integral part of our lives. Since the birth of the human civilization, humans have tried to find a logical explanation to all the various natural phenomenon that occurred around him. Man, filled with fear at the prospect of living in a world that he could not explain, created stories. These stories tried to explain phenomena such as the daily rise and setting of the sun or the eclipses and the rain. In fact, such tendencies are seen all around the world with nearly similar structures. The fear of the power various forces and elements had on human life gave rise to the concept of Gods who were supposed to be pleased to avoid incurring their wrath. Myths may have begun as functional entities, or simply as entertaining stories (which may or may not acquire a different function later on)" (Caldwell 4). It also has the function of providing a clear understanding of how life works, the class structure and the societal norms.

The influence that the various elements had on human life could very well be inferred from the myths around the world. The Greeks, the Romans, the Egyptians, the Norse men and the Indians all had their own tradition of myths that influenced their lives and their society. For example, while Apollo controlled the sun in the Greek and the Roman mythology, it was Ra who did so for the Egyptians and in India it was Surya. Many such instances can be seen which make the study of myths a very interesting field of study

But given the prominence that Greece and Rome enjoyed during the ancient times and due to the renewed interest in the Greek and Roman epics during the renaissance era, unlike the others, Greek and Roman myths had a place of great importance in the western world. Epics like *Iliad* and the *Odyssey* have a place of great importance often becoming the major influence in the literary scene of Europe. Zeus, Apollo, Heracles and Perseus have been recognized as some of the most influential characters whose stories are still recounted all around the world.

The Gods were in some of these myths presented as harsh, egoistical rulers who had power over the elements as well as the lives of the humans who were supposed to pray to them and offer sacrifices for the fear of their wrath. They were not ones to be treated lightly. Each household had a God or a Goddess who protected them in return for sacrifices. Certain prayers were made to Gods to ensure their blessings on various endeavors. Sailors, merchants and fishermen prayed to Poseidon before embarking on a sea voyage. Hera was the Goddess of marriage and Hephaestus was the God of the blacksmiths and of fire. Dionysius was the God of wine and of the frenzy associated with it. Ares was the God of war and his standard was kept raised during battles. Zeus topped the list for he was the king of the Gods and of thunder and rain. Similarly, the power of Apollo presented itself through the various oracles of which the Oracle of Delphi was the most important. If any human pleased the Gods he could be elevated to the level of an Olympian and made into a God. Gods always influenced mortal life and history in many ways. In the major epics we see Gods working and in ways creating the various events

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IMPACT OF ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT ON LOYALTY AND SATISFACTION IN SCHEDULED PRIVATE SECTOR BANKS

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Abstract

The performance of a bank depends upon the satisfaction of its customers. In this competitive era, banks have to strive hard for retaining and enlarging their customer base. The E-CRM is the latest and one of the effective tool followed by the private sector banks for retaining their customers. The banks believe that by using this technology they can tailor offerings according to individual customer's loyalty. Internet banking, mobile banking, EFT, customer smart cards etc are some of the latest E-CRM techniques used by banks in offering new products and service to its customers. To serve more and retain customers, bank changed the old concept of accepting deposits and lending money and they become customer focused organization, by using the various electronic channels. These channels help the banks in understanding their needs and wants and providing them various services. All this make the customers loyal and their satisfaction. This paper aims to investigate the impact of E- CRM on two major constructs namely customer loyalty and satisfaction.

Keywords: E-CRM, EFT, Customer, Loyalty, Satisfaction

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1.1 Introduction

Technology has been boon to many industries and especially to the banking industry. In the recent scenario the success of banking depends upon technology, people and customer. The performance of a bank depends upon the satisfaction of its customers. In this competitive era, banks have to strive hard for retaining and enlarging their customer base. The E-CRM is the latest and one of the effective tool followed by the private sector banks for retaining their customers. It made banks believe that by using this technology they can tailor offerings according to individual customer's loyalty. Internet banking, mobile banking, EFT, customer smart cards etc are some of the latest E-CRM techniques used by banks in offering new products

The Gendered Malaise in Anita Desai's *Cry, the Peacock*

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Abstract
The objective of the paper is to focus on the feminist message as articulated in Desai's novel, *Cry, the Peacock*. The intent is to examine critically how in the post- modern era Indian women writers in English have highlighted women's questions. The paper also traces the rise of the feminist movement and scrutinizes the concerns of the 'second sex' as presented in Desai's novel foregrounding the need of feminism in the Indian context.

Introduction
Women have been bearing the brunt of discrimination since times immemorial. Advancements in the field of arts particularly literature has brought the condition of women, under scrutiny. They remain relegated to the margins labeled as the "Second sex". The treatment meted out to them denigrated as par-human has been bestial. The cultural and intellectual domains remained beyond their reach for centuries. Writers like Alice Walker, Virginia Woolf have remarked on the condition of women, especially gifted ones, who had to let their talents wither and shrivel out rather than letting it flourish. They were indeed "cruel butterflies trapped in evil honey", As Virginia Woolf states in her famous essay *A Room of One's Own*, "Any women born with a great gift in sixteenth century would certainly have gone crazed, shot herself, or ended her days in some lonely cottage outside the village, half witch, half wizard, feared and mocked at" (Woolf 5). For centuries, women in the traditional social order and system have always been considered subservient to men. In patriarchal bourgeois society, the matriarchal community has been 'humiliated', 'afflicted', 'silenced' and 'tortured' socially and economically. With the dawn of the new age, in the twentieth century, a new worldview was born one in which women began to see the universe with their own eyes and not through the male gaze. In India too the effects of feminist movement were felt which found ground in Indian literature as well, especially women's writings. Anita Desai is one such prominent figure whose works chronicle around the dilemma and struggles of womanhood.

> *Women have served all these centuries as looking glasses possessing the magic and delicious power of reflecting the figure of man at twice its natural size.*
> *- Virginia Woolf, A Room of One's Own.*

Feminism is one of the top most issues of Desai's fictional world; she has pictured a paradigm of the whole women community with a view to spreading the message of the second sex. Desai's female protagonists are, generally, caught in a web of painful circumstances, their struggle and the outcome of which is usually the basis of the novel. Her novel *Cry, the Peacock* presents one such story of the traumatic experiences and mental tensions that the protagonist, Maya, undergoes.

The *Cry, the Peacock* tells the story of a woman who has been repeatedly made to stifle her desires, compromise with her values so much that she gives in to insanity and eventually jumps to her death leaving behind the chains of patriarchal that had haunted her throughout her life, dodging her steps. Literally made to live in a claustrophobic situation where her dreams are mercilessly squelched and her voice stifled she is left no other choice than to slip into the blissful embrace of insanity, a terrible price to pay for freedom.

The novel deals in depth with the failure of the central character Maya to have a meaningful and sustaining relationship with the members of family as well as with her husband Gautama. . The novel is mainly concerned with the theme of disharmonious and unfulfilled family relationship. Maya, born in an orthodox family and brought up under the protection, attention and kindly care of her father, suffers from a father-fixation. Being a motherless child she transforms into a hypersensitive and neurotic woman and as a result even after her marriage, she looks for the father image in her husband. A rebel Maya, fails to identify herself with her husband's world and as a result finds herself being alienated from the affection she enjoyed from her father. It is as M.Mani Meitei remarks, "Lack of mutual concern leads to apathy which causes the total breakdown of husband-wife relationship". (Desai 46)

Maya's marriage is afflicted with an almost paralyzing indifference between the spouses. Maya's marriage to Gautama is more or less a marriage of convenience. It was a match between two different temperaments and there was not a single link in the physical or mental outlooks to bring them to close. She faces a totally different code of conduct in her husband's house and finds that her feeling are not cared for and feels neglected, isolated and alienated there. Gautama attributes Maya's behavior to her father-fixation. The death of Toto, the dog makes the situation worse. Toto's death was intolerable to her, as for childless Maya, Toto was like a child. Maya feels alienated and badly disturbed by the indifference and carelessness of her husband towards the