

### Research papers 2019

S.No	Name/title of Paper	Name of the author
1	The importance of Edge Detection for Brain Tumor Using Snake Algorithm.	Ms. Mano Ranjitham
2	A study on Effectiveness of logistics management.	Ms. H.Divyaa
3	Green business practices.	Ms. M.Ilamathi
4	Penitence and purgation - An Overview of Sylvia Plath's Poems.	Ms. V. Hema
5	A Study On Female Headed Household In Ekangipuram Slum- Perambur, Chennai	G Sharmila

# The Importance of Edge Detection for Brain Tumor Using Snake Algorithm

E. Mano Ranjitham<sup>1\*</sup> R. Kaviyarasi<sup>2</sup> D. Senthil<sup>3</sup>

<sup>1</sup> Assistant Professor, Department of Computer Science, Nazareth College of Arts and Science, Chennai

<sup>2</sup> Assistant Professor, Department of Computer Science, Nazareth College of Arts and Science, Chennai

<sup>3</sup> Assistant Professor, Department of Computer Science, Nazareth College of Arts and Science, Chennai

**Abstract** – Medical imaging allows scientist and physicians to decide about life saving information regard to the human physiological activities. It plays an important role in the diagnosis, therapy and treatment of various organs, tumors and other abnormalities. There are more than 120 types of brain tumors; Brain tumors contain all tumors inside the cranium or in the central spinal canal. They are produced by an abnormal and uncontrolled cell division, normally either in the brain itself (neurons, glial cells (astrocytes, oligodendrocytes, ependymal cells, myelin-producing Schwann cells), lymphatic tissue, blood vessels), in the cranial nerves, in the brain envelopes (meninges), skull, pituitary and pineal gland, or spread from cancers primarily located in other organs (metastatic tumors). Any brain tumor is naturally serious and dangerous because of its invasive and infiltrative character in the limited space of the intracranial cavity

**Keywords:** Edge, Detection, Brain, Tumor, Snake

## INTRODUCTION

Brain tumors or intracranial neoplasms can be cancerous (malignant) or noncancerous (benign); however, the definitions of malignant or benign neoplasms differs from those commonly used in other types of cancerous or noncancerous neoplasms in the body. Its threat level depends on the combination of factors like the type of tumor, its location, its size and its state of development. Because the brain is well protected by the skull, the early detection of a brain tumor only occurs when diagnostic tools are directed at the intracranial cavity. Usually detection occurs in advanced stages when the presence of the tumor has caused unexplained symptoms. Image segmentation is typically used to locate objects and boundaries in images and should stop when the object of interest in an application have been isolated.

Parametric snakes are described by an objective function that consists of three parts the internal energy of the snake, the image energy and external energies. One approach is to formulate the internal energy of the snake by using the (weighted) first and second derivatives of the curve. The first derivative term is indicative of the "elasticity" of the snake, in that it penalizes points that move away from each other. The second derivative term is a measure of

the stiffness of the snake, viz., how strongly it resists bending.

The image energy term determine what features of the image the snake seeks, e.g., edges, lines and terminations. The image energy term is chosen so that it minimizes the energy at the features where the snake is expected to converge. For example, in a binary edge image, the pixel intensity can be a good term for the image energy.

A snake is an energy minimizing parametric curve,  $C$ , represented by the vector  $v(s) = (x(s), y(s))$ , where  $x$  and  $y$  are coordinate functions of  $s$ , the normalized arc length.  $s[0, 1]$  is the parametric domain. in this paper we will be dealing exclusively with closed curves so  $C(0) = C(1)$ . To conform to the boundary of an object it is placed in proximity to, a snake works by minimizing an associated energy functional. The energy functional associated with the snake can be viewed as the representation of the energy of the snake and the final snake corresponds to the minimum of this energy. A snake conforms to the boundary of an object by deforming its shape and moving through the spatial domain of the image until it reaches a location (theoretically the object's boundary) where its energy functional is at a minimum

Kovilpathagai Main Road, Kannadapalayam,  
Vellanoor Post, Avadi, Chennai-600062.

Compared with the original snake, the external force field on the image is constructed also as the negative of the external energy gradient, which is the distance from each point to its closest edge points in the image. The new external energy enables a large magnitude for the external force everywhere in the image. Thus, the distance snake has a large capture range, i.e., the initial contour can be located far away from the desired boundary if there are no spurious edges along the way. By using a finite element method, the deformable contour is represented as a continuous curve in the form of weighted sum of local polynomial basis functions.

**IMPORTANCE OF EDGE DETECTION FOR BRAIN TUMOR USING SNAKE ALGORITHM**

The goal of the Brain tumor image (fig. 1) was to determine which method could better segment tumor. The test images are at different sizes and resolutions. Included are also images with added noises (Gaussian, salt and pepper) corrupting the overall quality of the images Fig.1. Although these types of noise are normally modality dependent or not present due to the high quality of today's imaging devices, it is still interesting to show the performance of the methods in the presence of different types of noise.

We add noise to images with Matlab program and noise density in salt & pepper is 0.05, the balloon snake is more insensitive to initial contour locations than the methods do not have pressure forces like the distance snake and GVF snake. This is due to the shape and edge strength of the desired boundary.

Distance snake required a bigger initial contour (e.g., double and triple the initial contour radius) than others in order to catch the attraction forces from the edge points in all directions.

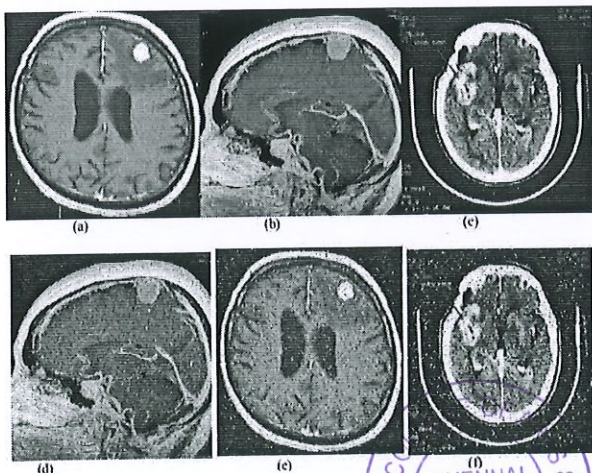


Figure 1: (a),(b),(c) Brain tumor (c),(d),(e) images with noise

The energy functional is defined as follows:

$$E_{snake} = \int_0^1 E_{snake}(v(s)) ds \tag{1}$$

$$E_{snake} = \int_0^1 E_{int}(v(s)) + E_{ext}(v(s)) ds \tag{2}$$

$$E_{ext} = E_{image}(v(s)) + E_{con}(v(s)) \tag{3}$$

$$E_{snake} = \int_0^1 E_{int}(v(s)) + E_{image}(v(s)) + E_{con}(v(s)) ds \tag{4}$$

Where  $E_{int}$ ,  $E_{ext}$ ,  $E_{image}$  and  $E_{con}$  respectively denote internal energy, external energy, external image energy and external constraint energy [3]. The internal energy,  $E_{int}$ , is calculated based on the shape and location of the snake and serves to preserve the continuity and smoothness of the snake. The external energy term,  $E_{ext}$ , is composed of two terms: the external image energy term and the external constraint energy term. The external image energy,  $E_{image}$ , is calculated using image information, typically the negative magnitude of the gradient of the image, and is used to drive the snake towards image features like lines, edge and subjective contours.

The external constraint energy,  $E_{con}$ , is an optional term that is responsible for forcing the snake away or towards any particular feature in the image. This optional term is defined by a user or some other higher level process. The expanded general form of the energy functional without the optional constraint energy term is:

$$E_{snake} = \int_0^1 \frac{1}{2} \alpha(s) \left| \frac{dv}{ds} \right|^2 + \frac{1}{2} \beta(s) \left| \frac{d^2v}{ds^2} \right|^2 + E_{ext}(v(s)) ds \tag{5}$$

Where  $\alpha(s)$  and  $\beta(s)$  are non-negative weighting parameters that control the snake's tension (elasticity) and rigidity (inability to bend). In most applications and for this paper they are treated as constants. From calculus of variations, the snake that minimizes the energy functional must satisfy the following Euler equation:

$$-\frac{\partial}{\partial s} \left( \alpha(s) \frac{\partial v(s)}{\partial s} \right) + \frac{\partial^2}{\partial s^2} \left( \beta(s) \frac{\partial^2 v(s)}{\partial s^2} \right) + \nabla E_{ext} = 0 \tag{6}$$

In compact form:

$$\alpha(s) v''(s) - \beta(s) v''''(s) - \nabla E_{ext} = 0 \tag{7}$$

*[Signature]*  
Principal  
Nazareth College of Arts & Science  
Kovvathagai Main Road, Kannadapalayam,  
Vellanoor Post, Avadi, Chennai-600062.

The above equation can be viewed as a force balance equation:

$$F_{int} + F_{ext} = 0 \quad (8)$$

## DISCUSSION

The internal force discourages stretching and bending while the external force pulls the snake towards the desired image edges. Using these force terms, the deformation process of the snake can be viewed as an interaction of forces.

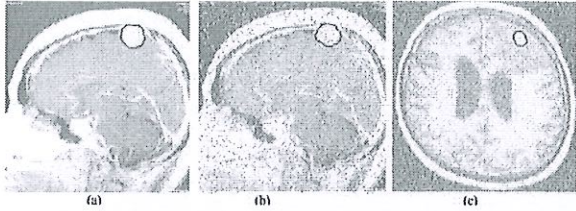


Fig.2(a) segmentation of original image with balloon snake (b), (c)balloon snake segmentation in image with salt &pepper and Gaussian noise

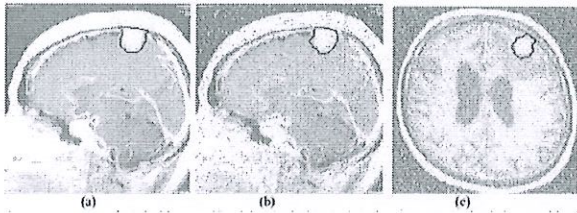


Fig. 3. (a)segmentation of original image with original snake(b),(c)original snake segmentation in image with salt & pepper and Gaussian noise

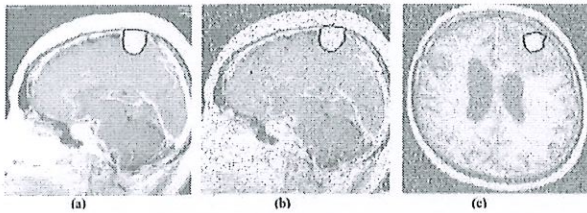


Fig. 4(a) segmentation of original image with distance snake (b), (c) distance snake segmentation in image with salt &pepper and Gaussian noise

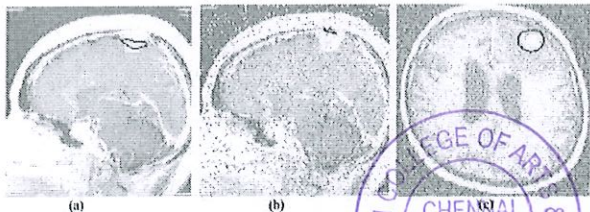


Fig. 5 (a) segmentation of original image with GVF snake (b), (c) GVF snake segmentation in image with salt & pepper and Gaussian noise

The method allowed for the inclusion of information from a good local edge detector. Internal pressure forces were introduced that allowed the snake to expand, allowing it to find the edges even when initialized within the Region of Interest (ROT). In addition to the above properties, the balloon force also allows the snake to pass through weak edges and actively seek the desired edge.

## CONCLUSION

Image segmentation plays a central role in biomedical image processing. Tumor segmentation from MRI data is an important but time consuming task performed manually by medical experts. Automating this process is challenging due to the high diversity in appearance of tumor tissue, among different patients and in many cases, similarity between tumor and normal tissue. Parametric active contour method is one of many segmentation approaches.

## REFERENCES

1. Azian Azamimi Abdullah, Bu Sze Chize and Yoshifumi Nishio (2012). "Implementation of An Improved Cellular Neural Network Algorithm For Brain Tumor Detection," International Conference on Biomedical Engineering (ICoBE) , Penang, pp. 27-28.
2. Yu-Hsiang Wang, Tutorial: Image Segmentation.
3. Ishita Maiti, Dr. Monisha Chakraborty (2012). "A New Method for Brain Tumor Segmentation Based on Watershed and Edge Detection Algorithms in HSV Color Model, " National Conference on Computing and Communication Systems (NCCCS), Vol. 73, No. 3, pp. 329-345.
4. J.Vijay, J.Subhashini (2013). "An Efficient Brain Tumor Detection Methodology Using K-Means Clustering Algorithm," IEEE International conference on Communication and Signal Processing, pp. 653-657.
5. Bilotta E., Cerasa A., Pietro P., Quattrone A., Staino A., Stramandinoli F. (2010). "A CNN Based Algorithm for the Automated Segmentation of Multiple Sclerosis Lesions," Evo Applications, Part I, pp. 211-220.
6. K. S. Angel Viji, J. Jayakumari (2012). "Performance evaluation of standard image segmentation methods and clustering algorithms for segmentation of MRI brain tumour images," European Journal of

Scientific Research, Vol.79, No.2, pp.166-179.

7. Laxman Singh, R. B. Dubey, Z. A. Jaffery, Zaheeruddin (2013). "Segmentation and characterization of brain tumor from MR images," IEEE International Conference on Advances in Recent Technologies in Communication and Computing.
8. Arash Azim Zadeh Irani and Bahari Belaton (2014). "A K-means Based Generic Segmentation System" Sixth International Conference on Computer Graphics, Imaging and Visualization.
9. Amitava Halder, Chandan Giri and Amiya Halder, Brain Tumor Detection using Segmentation based Object Labeling Algorithm.
10. K. S. Tamilselvan, Dr. G. Murugesan and B. Gnanasekaran (2013). "Brain Tumor Detection from Clinical CT and MRI Images using WT-FCM Algorithm," IEEE International Conference on Green Computing, Communication and Conservation of Energy (ICGCE), pp. 260-263.
11. Anam Mustaqeem, Ali Javed, Tehseen Fatima (2012). "An Efficient Brain Tumor Detection Algorithm Using Watershed & Thresh Holding Based Segmentation," International Journal of Image, Graphics and Signal Processing, Vol. 10, pp. 34-39.


---

#### Corresponding Author

#### E. Mano Ranjitham\*

Assistant Professor, Department of Computer Science, Nazareth College of Arts and Science, Chennai



  
Principal  
Nazareth College of Arts & Science  
Kovilpathagai Main Road, Kannadapalayam,  
Vellanoor Post, Avadi, Chennai-600062.

# CERTIFICATE OF PUBLICATION



CERT-13384/19-20

*E. Mano Ranjitham*

*for authoring and publishing the research paper titled*

**THE IMPORTANCE OF EDGE DETECTION FOR BRAIN TUMOR USING SNAKE ALGORITHM**

*in*

**JOURNAL OF ADVANCES AND SCHOLARLY RESEARCHES IN ALLIED EDUCATION**

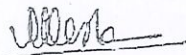
*An Internationally Indexed Peer Reviewed & Referenced Journal*

**IMPACT FACTOR : 3.46**

VOL- 16, ISSUE- 6

ISSN: 2230-7540

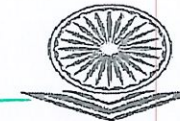
*Awarded* **01-May-2019**

  
CHAIR  
RESEARCH LAISON DIV.



  
Principal

Nazareth College of Arts & Science  
Kovilpathagai Main Road, Kannadapalyam  
Vellanoor Post, Avadi, Chennai-600062



ज्ञान-विज्ञान विमुक्तये  
UGC Approved Journal



The manuscript is published at URL: <http://www.ignited.in/>

## A Study on Effectiveness of Logistics Management

5 x 6

N. Mythili . H. Divyaa

Department Of Business Administration

Assistant professor , Nazareth College Of Arts & Science

E -Mail : mythilibba@ncus.in,divuthen@gmail.com,

### ABSTRACT

Logistics research is basically an information based process of optimizing material flow in the enterprise from suppliers to the manufacturing plant and finally to the customers through the physical distribution system. The descriptive research is used in the study. The type of sampling technique used for the study is convenience sampling. The non probability sampling technique is used for research .The research is analyzed with the statistic tools. To achieve the major objectives for any logistical system should be inventory reduction, quick response, minimum product damages, reliable and consistent delivery performance, and minimum deviations,handling customer complaints, retain the customers,services to the customers and freight economy. Integrated logistics helps in the effective deployment of available resources.

Keywords: Logistical system,Complaints, freight economy.

### INTRODUCTION

Logistics management is that part of supply chain management which plans, implements and controls the efficient, effective forward and reverse flow and storage of goods, services and information between the point of origin and the point if consumption in order to meet the customer's requirements. A professional working in the field of logistics management is called a logistician. Logistics as a business concept evolved only in the 1950's. This was mainly due to increasing complexity of supplying one's business with materials and shipping out products in an increasingly globalized supply chain. This can be defined as having the right item in the right quantity at the right time at the right place for the right price and it is the science of process having its presence in all sectors of the industry.

Six tips for effective logistics management : Proper planning, Adopt Automation, Value Relations, Warehouse Management, Efficient Transportation, Measure & improvise.



  
Principal

Nazareth College of Arts & Science  
Kovilpathagai Main Road, Kannadapalayam,  
Vellanoor Post, Avadi, Chennai-600062.

manufacturing, mining, and agricultural sectors. The speed and reliability in distribution from the place of production to the place of consumption will contribute to a great extent in the growth of a country's domestic and international trade.

#### LIMITATION OF THE STUDY

- The time period of the study is short, so elaborate study was not made.
- As it was not possible to visit each and every department, more working conditions cannot be analyzed.

#### RESEARCH METHODOLOGY

Research methodology is a way to systematically store the research problem. It may be understood as a science of studying how research is done scientifically.

Research is a process is a set of activities that are performed to achieve a targeted outcome that is a process involves a number of activities which are carried out either sequentially or simultaneously, so research process would refer to various step and stages involved in research activity, when all these activities are completed in a satisfactory manner.

**Research design:** Descriptive research includes surveys and facts- finding enquiries of difference kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. Descriptive research studies are concerned with describing the characteristic of a particular individuals or a group.

**SAMPLING METHOD:** Convenience sampling involves selecting the sample elements in convenience. **SAMPLE SIZE:** 100.

**STATISTICAL TOOLS:**Percentage analysis, Chi- square analysis, Rank correlation method

#### DATA ANALYSIS AND INTERPRETATION

##### 1.PERCENTAGE ANALYSIS

TABLE :1 SUFFICIENT TRANSPORTATION

SUFFICIENT TRANSPORTATION	NO.OF RESPONDENTS	PERCENTAGE (%)
Highly satisfied	29	29
Satisfied	15	15
Neither satisfied nor dissatisfied	13	13
Dissatisfied	21	21



customer complaints	YES	16	1	17	17	15	66
	NO	4	5	6	13	6	34
Total		20	6	23	30	21	100

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.336 <sup>a</sup>	4	.035
No of Valid Cases	100		

$$\chi^2 = (O-E)^2 / E; \text{ Degree of freedom} = (R-1)(C-1) = 4$$

At 5% level of significant the table value is 9.49; Calculated value = 0.322

Table value > calculated value ; H1 is accepted.

#### INTERPRETATION:

Hence there is no significance relationship between the Logistics services and Customer complaints. So here, best logistics services will retain the customers and overcoming the customer complaints will improve loyalty of logistics management.

#### SUGGESTIONS:

In order to succeed in today's global marketplace, companies must be ever cognizant of these trends & develop a logistics management strategy that capitalizes on the best-of-breed technology strategy solution available today, so that they can meet the demands of their customers today & be well prepared for future.

#### CONCLUSION:

The logistics management of the organization will increase the business globally. The factors responsible for this are liberalized economies of the countries across the world, globalization of business and recessionary trends in markets. Moreover the customer has become more demanding and looks for value added services from prospective suppliers as he wants for the money he is spending. In such a situation, business organizations across the world have started reviewing their business processes and have realized the cost cutting and differentiation in value delivery system are solutions to the current problem.

#### REFERENCES: BOOKS

1. Sunil Chopra - Supply Chain Management : Strategy, Planning & Operation.
2. Michael Hugos - Essentials Of Supply Chain Management.
3. Khanna, k.k. Logistical approach (physical distribution management).
4. C.R. Kothari Research Methodology.



# GREEN BUSINESS PRACTICES

**M.ILAMATHI**

Assistant Professor of Business Administration  
Nazareth College of Arts and Science  
Chennai- 600 062

## Abstract

To lower the environmental damage of business we need to examine our ecological footprint. We need to move forward with the business at the same time. In order to solve that dilemma, a value seeking and proactive approach to greening is necessary. However, literature on the role of supply chain operations, mostly published in the area of reversed logistics, has failed to develop grounded theory and frameworks to support the application of such an approach. Furthermore, research is needed that goes beyond the partial and fragmented contribution of reversed logistics. We pursue this theme through exploring arguments for environmental excellence, organizational eco-cultures, and for corporate environmental strategies. We suggest that current prescriptions for organizational eco change are often buttressed by evangelical rhetoric and are reliant on the assumption that organizations will voluntarily become greener. This research paper looks at challenges for research on green steps to take, and green supply chains to make in practice, as a step up to lowering the ecologic footprint of supply chains.

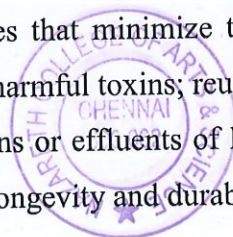
**Key words:** Green business, sustainable business, green marketing, green products, etc.

## 1. Introduction

Green business is a way of doing business that protects the natural environment. It supplies goods and services with a local community. This business will also engage in forward thinking policies for environmental concerns and policies affecting human rights. This business can be larger or small and owned by women or men of any age, ethnicity or socio-economic background. A global survey in 2014 indicated that 55 per cent of consumers are willing to pay higher prices for goods and services from companies that have environmentally friendly business practices. A similar study in 2013 by Cone Communications stated that 71 per cent of Americans consider the environment when they shop, up from 66 per cent in 2008. Consumers have a tendency to punish businesses if they feel they have been misled by false claims of sustainability.

## 2. What is green business?

A single, simple definition of green industry is hard to find, but successfully greened industries do have some defining attributes: sustainably produced inputs; minimal use of virgin raw materials; production processes that minimize the use of water, energy, and materials; production processes free from harmful toxins; reuse and recycling of solid waste streams; substantial reductions in emissions or effluents of harmful greenhouse gases and pollutants; and products that are built for longevity and durability.



*[Signature]*  
Principal  
Nazareth College of Arts & Science  
Kulathurai Main Road, Kannadapalayam,  
Vellanoor Post, Avadi, Chennai-600062.

### 3. Benefits of going green for a business

**Legal compliance:** Most states and countries have laws on the books that mandate environmental compliance in various ways and forms, to varying extents. Every year more laws are passed on local, state, and federal levels as we understand how positive going green is in Earth's ecology.

**Saves money:** Reusing existing material in creative ways means that fewer dollars are spent purchasing new stock to create products. Streamlining transportation of employees or shipping saves the earth as well as a substantial amount of money. Although there is often a bit of money to be spent establishing green business procedures, it saves a lot of money over time.

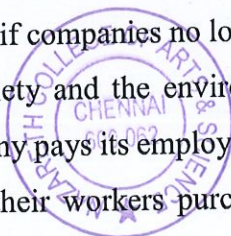
**Green marketing awareness:** A business going green makes customers feel that it is a trustworthy business. In 2013, Nielsen surveyed 30,000 consumers and 42 per cent of those consumers in North America agree they would pay more for products from sustainable sources. This is a 7 per cent increase from a similar Nielsen survey two years before. This not only bolsters a company's existing market base but extends it people who may never have heard of that company may pay attention to one that believes in being eco friendly.

**Employee morale:** Going green doesn't only foster positive feelings from customers. Employees feel safer working for green businesses. Involving workers in company-wide green initiatives boosts morale. Employees feel that their health is cared for and they aren't simply expendable commodities. This is also a good way to reduce turnover, because employees don't want to leave a place that makes them feel as if they are a part of a work community that cares.

**Establishing status:** As more and more internationally known companies go green, the idea of going green becomes that much more tantalizing. In fact, it is becoming a status symbol to be an environmentally friendly business.

### 4. Green corporate social responsibilities

The idea that companies must do CSR and play an active role in the sustainable development fight has its roots in the work of some American managers in the 1950s. What was their idea? They thought that if companies no longer focus only on their profits but also on the impact they have on society and the environment, they will have other kinds of benefits. For example, if a company pays its employees better, it may spend more on paying salaries but on the other hand, their workers purchasing power increases and so do the chances that they buy the company's products. As well, if a company better manages its



Nazroth College of Arts & Science  
Kovilpathagai Main Road, Kannadapalayam,  
Chennai - 600 062

impact on the environment, it will save money in the short term by avoiding fines and in the long term by bypassing the necessity to manage natural disasters. In 1953, Howard Bowen published a book entitled “The Social Responsibility of the Businessman” in which he explains why companies have an interest in being more socially and environmentally accountable and gave the first “recognized” definition of CSR. With the development of environmental concerns in addition to economic and social issues in the second half of the 20<sup>th</sup> century, corporate responsibility became a growing issue. More and more consumers started becoming critical of companies and wanted them to be more respectful of the laws, the environment, and more responsible in general.

## 5. Benefits of an environmentally friendly business

Running an environmentally friendly business helps you reduce your impact on the environment and preserves natural resources. Making your business environmentally friendly not only benefits the environment but can also save you money.

**1. Recycling reduces your costs:** Avoiding, reducing, reusing and recycling can lower your costs. For example, a few simple changes to how you deal with paper can involve your staff in environmentally friendly processes while saving you money.

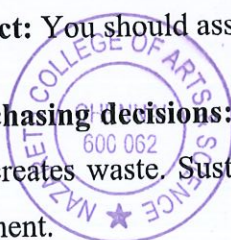
**2. Good practice can attract new customers:** Promoting your environmentally friendly methods can set your business apart from your competitors and attract new customers who want to buy products and services from an environmentally friendly business.

**3. Improves sustainability:** Reducing the environmental impact of your business will improve the sustainability of your business. If you are less dependent on natural resources than your competitors and have ways to deal with rising costs due to climate change, your business will have a greater chance of long-term success.

**4. Make your business environmentally friendly:** Making your business environmentally friendly should save your money on electricity, paper and other resources - money that you can reinvest in your business.

**5. Assess your impact:** You should assess your current impact on the environment.

**6. Make green purchasing decisions:** Almost everything your business buys uses energy and resources, and creates waste. Sustainable purchasing is a great way to reduce your impact on the environment.



*Principal*  
Nazareth College of Arts & Science  
Kovilpathagai Main Road, Kannadapalayam,  
Vellanoor Post, Avadi, Chennai-600062.

**7. Spread the word:** Make your environmental policy clear to new staff at induction so they know what they can do to help. Use signs around your business and on your website, packaging and invoices/receipts to tell customers what you are doing to help the environment.

## 6. Environmental risks

The environment can pose many risks to business, but climate change is perhaps the biggest environmental risk. Climate change refers to the build-up of man-made gases in the atmosphere that trap the sun's heat, causing changes in global weather patterns. It has environmental, economic and social impacts. Climate change risks for your business may include:

**Frequent extreme weather:** You may have increased insurance costs, more damage to property and resources, and disruption of power and water. Customers may be unable to visit your business, or suppliers may be unable to deliver goods or services.

**Decreased demand:** There may be less demand for your goods and services if they are not environmentally friendly, or competitors with energy-efficient products may target your customers. It may be difficult to attract and retain staff if your business is not sustainable.

**Global impacts:** Overseas suppliers may be unable to deliver goods or services due to climate change events in their country or international customers being encouraged to buy locally.

**Increased costs:** You may experience higher costs for energy, water and other resources. Water restrictions may also affect your business.

## 7. Conclusion

Sustainability reporting builds on existing business management tools and concepts and applies them in a broader context in response to a complex and highly interactive social, environmental, and economic environment. It builds on conventional business management techniques such as key performance indicators. It requires a sophisticated approach of integrating nonfinancial, sustainable performance measures into the traditional reporting of an organization. The challenge of sustainability for business organizations is to extract value from sustainability reporting so that it constructively guides and transforms their business operations. Sustainability reporting allows companies to identify business risks that were previously undetected and also to alert management to business opportunities related to new markets, products, and services. While sustainability reporting is still maturing, there is

considerable guidance and expertise available to help guide management in incorporating sustainable practices into their organizations.

## 8. Reference

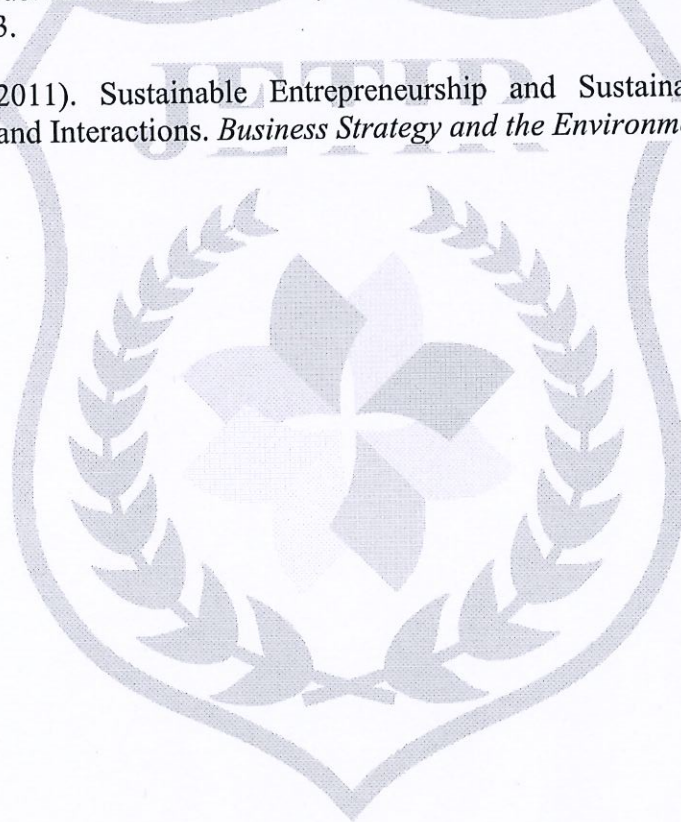
Bansal, P. (2002). The Corporate Challenges of Sustainable Development. *The Academy of Management Executive*, 16 (2), 122-131.


Getgner, M., & Grabner, K.S. (2004). Consumer Preferences and Marketing Strategies for Green Shares. *The International Journal of Bank Marketing*, 22 (4), 260-278.

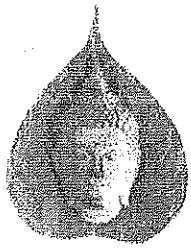
Lun, Y.H.V. (2011). Green Management Practices and Firm Performance: A Case of Container Terminal Operations. *Resources Conservation and Recycling*, 55, 559-566.

Natarajan, C., & Kavitha, M. (2016). Implementation of Green Supply Chain Management in Steel Industries at Salem District, Tamilnadu. *SMR BIZAD Research Review*, 2 (1), 281-283.

Schaltegger, S. (2011). Sustainable Entrepreneurship and Sustainability Innovation: Categories and Interactions. *Business Strategy and the Environment*, 20, 222-237.



  
Principal  
Nazareth College of Arts & Science  
Kovilpathagai Main Road, Kannadapalayam,  
Vellanoor Post, Avadi, Chennai-600062.



# BODHI

INTERNATIONAL JOURNAL OF RESEARCH IN  
HUMANITIES, ARTS AND SCIENCE



ज्ञान-विज्ञान विद्युत्सरो  
UGC Approved Journal

E-ISSN 2456-5571



**An Online Peer Reviewed- Refereed and Quarterly Journal with Impact Factor**

VOL 2 | SPL ISS 1 | APR 2018 | E-ISSN 2456-5571

UGC APPROVED JOURNAL: 44274



Hosted by

**N.M.S SERMATHAI VASAN COLLEGE FOR WOMEN**

Madurai

Special Issue On

**SUBALTERN CONSCIOUSNESS IN ENGLISH LITERATURE**

Special Issue Editor-in-Chief

Mrs. D. Karthiga Rani | Mrs. K.P. Bakhya Seema

Dr. S. Balakrishnan | Mr. B.P. Pereira

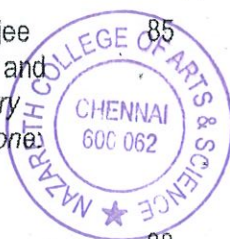
[www.bodhijournals.com](http://www.bodhijournals.com)

JOURNAL WITH

**2.135**

**IMPACT FACTOR**

11	Self Creation and Cultural Displacement: <i>Fault Lines</i> <b>Krishna Ajayan</b>	37	27	Theme of Marginalization in Mahasweta Devi's Chinta in the Outcast: Four Stories <b>S.Sukanya Lakshmi &amp; Ms.P.Bindhu</b>	92
12	A Struggle for Identity in William Faulkner's <i>As I Lay Dying</i> <b>P.Helan Hema</b>	40	28	Racism and Sexuality + A Bridge to Suffering in James Baldwin's <i>Just Above My Head</i> <b>Ms.M.Christina Susan</b>	95
13	A Feministic Overview of Women in Literature <b>Mrs.R.Kamatchiammal</b>	44	29	The Cross Cultural Exploration as a Socio - Psyche War in Kate Greenville's <i>The Secret River</i> <b>C.Lakshmi</b>	102
14	Dialectic of Discrimination: Race, Gender and Class in Maya Angelou's "I Know Why the Caged Bird Sings" <b>S.Mohammad Shafiullah</b>	48			
15	Patriarchy and Women Subalternity in Manjukapur's "Difficult Daughters" <b>V.Jagadeeswari</b>	51			
16	Feminism in Indian Literature <b>A.Sandhya</b>	55			
17	Penitence and Purgation—An Overview of Sylvia Plath's Poems <b>Mrs.V.Hema</b>	57			
18	The Identity Crisis in Sylvia Plath's 'The Bell Jar' <b>Dr.K.C.Lalithambika</b>	60			
19	Portrayal of Man- Woman Relationship in Anita Nair's <i>Ladies Coupe</i> <b>G.Vijayarenganayaki</b>	64			
20	Representation of Diaspora in Bharati Mukherjee's <i>Desirable Daughters</i> <b>S.Rini</b>	67			
21	Contemporary Women Writers of the Millennium <b>Ms.R.Radhika</b>	70			
22	Gender-Based Injustice and Parental Authority in Mahesh Dattani's Play <i>Tara</i> <b>P.Revathi</b>	72			
23	An <i>Abiku</i> Nationalism in Ben Okri's Trilogy <b>H.Jameela Beevi</b>	76			
24	Gender Discrimination in Shashi Deshpande's <i>The Dark Holds No Terror</i> <b>S.J.Soumya</b>	80			
25	Fantasy Novels of Chitra Banerjee Divakaruni's <i>The Conch Bearer</i> and Joanne Kathleen Rowling's <i>Harry Potter and the Philosopher's Stone</i> : A Comparative Study <b>Dr.Mrs.T.Chandra</b>	85			
26	Dalit Literature: A Historical Perspective <b>Dr.Sandeep Kumar Sharma</b>	88			



  
 Principal  
 Nazareth College of Arts & Science  
 Kovilpathagai Main Road, Kannadapalayam,  
 Vellanoor Post, Avadi, Chennai-600062.

## PENITENCE AND PURGATION—AN OVERVIEW OF SYLVIA PLATH'S POEMS

Mrs. V. Hema

Assistant Professor, Department of English, Nazareth College of Arts and Science, Avadi

### Abstract

Confessional poetry emphasizes the inmates and sometimes unflattering information about details of the poet's personal life, such as in poems about mental illness, sexuality and despondence. The confessionalist label was applied to a number of poets in the 1950's and 1960's. Poetry that the "Personal" was hardly new in the 1950's 60's. The leading poet in our discussion is "Sylvia Plath" and her poems "Daddy" and "Lady Lazarus" are taken for our perusal. Plath fictionalizes herself in her writing. All her poems uncompromisingly charted female rage, ambivalence and grief, in a voice with which many women identified. The confessional poets were not merely recording their emotions on paper, but craft and constructions were extremely important to their work.

### Penitence and Purgation—An Overview Sylvia Plath's Poems

Confessional poetry emphasizes the intimate and sometimes unflattering information about details of the poet's personal life, such as in poems about mental illness, sexuality and despondence. It is otherwise titled as "Poetry of Confession". The confessionalist label was applied to a number of poets in the 1950's and 1960's. Poetry that discussed the "Personal" was hardly new in the 1950's and 60's. The thing that distinguishes the confessional poets from other personal poetry in their rejection of the standards for appropriate content that saturated Academia during the middle of the twentieth century. The confessional poets disregard for this approach in favour of an intimate and autobiographical one was shocking.

The leading poet in our discussion is Sylvia Plath" and her poems "Daddy" and "Lady Lazarus" are taken for our perusal. Sylvia Plath is undoubtedly one of the greatest poets of America. Commenting on her poetic development, James T Callow and Robert J Reilly wrote, "Like Keats and Dickinson she was preoccupied with and perhaps even half in love with death, and like Dickinson, Lowell and Roethke, She wrote poetry that is auto biographical and even confessional". Tracing the original of her

mental agony and restlessness Stan Smith writes in 20<sup>th</sup> Century American Literature: "Her father was a Nazi, and her mother very possibly Jewish. In the daughter of two strains marry and paralyze each other she has to act out the awful little allegory, because she is free of it...their symbolic function in the emotional ecology for her work is clear". There is an immediacy of emotion, and sometimes dark, often aggressive and beautiful honesty to her writing. She just wrote about that dark-themed stuff because she was depressed.

"Lady Lazarus" combines the private with the public. It is an aggressive and violent poem that glorifies the impulse to commit suicide. Plath writes here of her feelings about the concentration camps of Hitler in conjunction with her inner pain. Plath allegorizes her escape from various unsuccessful suicide attempts as a miraculous series of rising from the dead. The poem reveals her tendency to appropriate history and myth. In doing so, she simultaneously lays her experience and formalizes it, thereby creating a work that transcends privacy. The poem contains thirty stanzas of three lines each. It is a psychotic fantasy that a person who has committed suicide can talk about it. The poem alludes to the Biblical character Lazarus, who was raised from the dead by Jesus. In connection with the theme, I would

# A STUDY ON FEMALE HEADED HOUSEHOLD IN EKANGIPURAM SLUM- PERAMBUR, CHENNAI

G SHARMILA, M.S.W, NET

Assistant Professor

Department of Social Work

Nazareth college of Arts and Science - Chennai

## Abstract

In India, the majority of households that are headed by women have many economic and social problems. Female Headed Houses often faced with issues such as cultural discrimination, lack of access to job opportunities, low literacy and lack of regular income. Socio-Economic factor of poverty directly and indirectly affects on the cultural, social and ecological condition of Female Headed Houses. The feminization of poverty is the key concept for describing Female Headed House's social and economic level. The feminization of poverty is the process whereby poverty becomes more concentrated among individuals living in female-headed households. Feminization of poverty has some familiar features. Women experience a higher incidence of poverty than men. Women experience greater depth/severity of poverty than men (i.e. more women are likely to suffer 'extreme' poverty than men). Women are prone to suffer more persistent/longer-term poverty than men. Women's disproportionate burden of poverty is rising relatively to men. Women face more barriers for lifting themselves out of poverty. The 'feminization of poverty' is linked with the 'feminization of household headship'. Women-headed households are the 'poorest of the poor'. Female household headship transmits poverty to children ('inter-generational transmission of disadvantage').

**Keywords:** Households, Feminization, Poverty, Job Opportunities, Socio-Economic.

## INTRODUCTION

A single parent is an uncoupled individual who shoulders most or all of the day-to-day responsibilities for raising a child or children. A mother is more often the primary caregiver in a single-parent family structure that has arisen due to divorce or unplanned pregnancy. Historically, death of a partner was a major cause of single parenting. Single parenting can also result from the breakup or divorce of coupled parents. Custody battles awarded by the court or rationalized in other terms; determine who the child will spend majority of their time with. In western society in general, following the separation of a heterosexual couple, a child is placed with the primary caregiver, usually the mother, while the secondary caregiver is usually the father, though the reverse does happen and joint custody is on the rise. Fathers have

## Journals

Hakizimana Emmanuel (2018). Persistency of Poverty among Female Headed Households in Rwanda: Case of Huye District, Journal of Humanities and Social Policy Vol. 4 No. 1, pp 25-32.

Mwangi S. Kimenyi and John MukumMbaku (1995). Female Headship, Feminization of Poverty and Welfare, Southern Economic Journal, Vol. 62, No. 1, pp. 44-52.

Nobuhiko Fuwa (2000). A Note on the Analysis of Female Headed Households in Developing Countries, Munich personal RePEc Archive, Paper No. 23401, posted 21, pp 125-135.

RanjayVardhan (20104). An analysis of impact of inflation on female headed households. International Journal of Economic and Business Review, Vol-2, Issue No.5, pp 1-5.

TanzimaZohraHabib (2010), Socio-Psychological Status of Female Heads of Households in Rajshahi City, Bangladesh, Antrocom Online Journal of Anthropology, vol. 6, n. 2, pp 173-186.



  
Principal  
Nazareth College of Arts & Science  
Kovilpathagai Main Road, Kannadapalayam,  
Vellanoor Post, Avadi, Chennai-600062.