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3.4.3 Research papers in Journals

2016-2017

3.4.3 NUMBER OF RESEARCH PAPERS PER TEACHER IN THE JOURNALS NOTIFIED ON UGCWEBSITE DURING THE LAST FIVE YEARS

3.4.3.1 NUMBER OF RESEARCH PAPERS IN THE JOURNALS NOTIFIED ON UGC WEBSITE DURING THE LAST FIVE YEARS

S.NO	Title of paper	Name of the author/s	Department	Name of journal	Year of publication	ISSN number	The link to the journal website.	The link landing to the paper/article.	List in UGC Care/Scopus/Web of science/Others
	Total Publications for 2016: 33 Number of papers Published in UGC Journals: 3 Number of Papers published in SCOPUS: 4 Web of Science: NIL Other Publications: 26								
1	On the Probabilistic Stability of the 2-Variable k -AC-Mixed Type Functional Equation,	K. Ravi, R. Jamuna, Matina J. Rassias, Yanhui Zhang and R.	Mathematics	Malaya Journal of Matematik	2016-2017	2319-3786	http://www.malayajournal.org/	https://www.malayajournal.org/articles/MJM_April_15.pdf	UGC approved
2	Dynkin diagrams and Root systems of Indefinite Quasi-Hyperbolic Kac-Moody algebra	A.Uma Maheswari and S.Krishnaveni	Mathematics	Indian Journal of Science and Technology	2016-2017	ISSN (Print) : 0974-6846 ISSN (Online) :	https://indjst.org/	https://indjst.org/articles/dynkin-diagrams-and-root-systems-of-indefinite-quasi-	scopus
3	A Study on the Dynkin Diagrams and imaginary roots of indefinite Quasi-Hyperbolic Kac-Moody	A.Uma Maheswari and S.Krishnaveni	Mathematics	International Journal of Pure and Applied	2016-2017	ISSN: 1311-8080 (printed version); ISSN: 1314-3395	https://ijpam.eu/	https://ijpam.eu/contents/2016-111-4/12/12.pdf	scopus
4	A study on impact of Employee Empowerment and Employee Engagement on Organizational	Dr. Srividya Prathiba	Commerce	SIES Journal of Management	2016-2017	ISSN -0974-2956	https://web.p.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=1&sid=67da0	http://search.ebscohost.com/login.aspx?direct=true&profile=ehost&scope=site&authtyp	Others
5	Autobiographical elements in Maus and A Contract with God and Other Tenement Stories	Anupama R.	English	IUP Journal of English Studies	2016-2017	9733728		https://www.scopus.com/inward/record.uri?eid=2-s2.0-85017613902&partnerID=40	SCOPUS
6	Voice of Resistence from the Voiceless Sex	Ms. Akila Bharat	English	ROOTS – International Journal of	2016-2017	2349-8684	https://www.rootsjournal.com/	n/uploads/roots/previous/pdf/1	Others
7	Rose Vassiliou – A Denigratory Mother	Ms. Akila Bharat	English	ROOTS – International Journal of	2016-2017	2349-8684	https://www.rootsjournal.com/	n/uploads/roots/previous/pdf/1	Others
8	Formulation and Quality Assessment of Coconut Water Beverage incorporated with	**Dr.Simmi Jain,** Chandraprabha Tambe and Anchal	Food Science	International Journal of Home Science 2 (1). 141-	2016-2017	2395 -7476	https://www.homesciencejournal.com/	om/archives/?year=2016&vol=	Others
9	Quality Evaluation of Herbal Squash Developed from Rosemary Herb and Amla.	**Dr.Simmi Jain**,Sushmitha Sand Athira Mohanan	Food Science	International Journal of Home Science,2 (1): 210-	2016-2017	2395 -7476	https://www.homesciencejournal.com/	om/archives/?year=2016&vol=	Others
10	Formulation and Evaluation of Skim Milk Curd Substituted with Inulin.	**Simmi Jain**, Radhika R and Raksha B	Food Science	International Journal of Home Science,2 (1): 221-	2016-2017	2395 -7476	https://www.homesciencejournal.com/	om/archives/?year=2016&vol=	Others

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11	Formulation and Quality Analysis of Detox Drink.	MadhuMitha M, Divya B and **Simmi Jain**	Food Science	International Journal of Home Science, 2(3): 153-	2016-2017	2395 -7476	https://www.homesciencejournal.com/	m/archives/?year=2016&vol=2	Others
12	Formulation of chocolate ice cream using germinated brown rice milk	Lakshmy Priya S Anjana.R, Mahalaxmi. S.,	Food Science	Asian Journal of Science and Technology.Vol.	2016-2017	ISSN: 0976-3376	https://www.journalajst.com/	https://www.journalajst.com/	Others
13	Study on development of flat wheat noodles using bauhinia variegata leaves	Lakshmy Priya S Malavika.M, Janaki. K	Food Science	Asian Journal of Science and Technology.Vol.	2016-2017	ISSN: 0976-3376	https://www.journalajst.com/	https://www.journalajst.com/	Others
14	A Novel Approach Using Data Mining on Predicting Walk-In Malls'	Radha, D & Dr. Jayaparvathy, R, Deepthi, R &	Information Technology	International Journal of Advances in	2016-2017	22311963	http://www.ijaet.org/media/11I32-IJAET0932129-v9-iss2-pp228-235.pdf	https://www.ijaet.org/media/11I32-IJAET0932129-v9-iss2-pp228-235.pdf	Others
15	'A Modernistic Approach Using Data Mining In Predicting Humanistic Behaviour	Radha, D & Dr. Jayaparvathy, R, Sandhya, TR &	Information Technology	International Journal of Advances in	2016-2017	22311963	http://www.ijaet.org/media/11I32-IJAET0932129-v9-iss2-pp228-235.pdf	https://www.ijaet.org/media/3I32-IJAET0932128-v9-iss2-pp160-166.pdf	Others
16	'A Novel Approach To Analyze Students' Expectation From Colleges Using Data Mining	Radha, D & Dr. Jayaparvathy, R & Jyothirmayi Bhargavi	Information Technology	International Journal of Computer	2016-2017	0975 - 8887.	https://www.ijcaonline.org/	https://www.ijcaonline.org/archives/volume137/number5/24273-2016908745	Others
17	Study on Mobile Learning in College	Radha, D & Sujanitha. R	Information Technology	International Journal of Computer	2016-2017	0975 - 8887.	https://www.ijcaonline.org/	https://www.ijcaonline.org/specialissues/icccmit/number3/10783-1008	Others
18	A Novel Approach to Bridge the Industry Requirements and Institutions Using Intelligent	Radha, D & Jayaparvathy.	Information Technology	The Global Journal of Pure and Applied	2016-2017	0973-9750	https://www.ripublication.com/gjpam.htm	https://www.ripublication.com/gjpam.htm	Others
19	Analysis on Insurance Policy and Related Customer Behavior using Data Mining Technique'	Radha, D & Ashrafa. M, Asha. D, M. Sangeetha Priya &	Information Technology	International Journal of Computer	2016-2017	0975 - 8887.	https://www.ijcaonline.org/	DOI:10.5120/ijca2016909175	Others
20	A Novel Approach to Assist Faculties In Question Paper	Radha, D & Bavadaarane & A. Jyothirmayi Bhargavi	Information Technology	International Journal of Computer	2016-2017	0975 - 8887.	https://www.ijcaonline.org/	DOI:10.5120/ijca2016911658	Others

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21	Identifying 'the Potential Role of Women in Pharmacy by Proposing a Model using Data	Radha D, Ankitha A and Revathi A	Information Technology	International Journal of Computer	2016-2017	0975 - 8887.	https://www.ijcaonline.org/	https://www.ijcaonline.org/archives/volume140/number1/24556-2016909167	Others
22	Analysis on Increasing Customer Sales by the Use of Restaurant Recommender System Mining',	Radha, D & Jayaparvathy. R, M.Ashrafa &	Information Technology	International Journal of Computer	2016-2017	0975 - 8887.	https://www.ijcaonline.org/	DOI:10.5120/ijca2016909178	Others
23	'Analysis on Social Media Addiction using Data Mining Technique	Radha, D & Jayaparvathy. R	Information Technology	International Journal of Computer	2016-2017	0975 - 8887.	https://www.ijcaonline.org/	DOI:10.5120/ijca2016909200	Others
24	Queuing based emergency handling in WBAN	Muthulakshmi A., Shyamala K.	Information Technology	International Journal of Engineering and	2016-2017	9733728	https://www.scopus.com/inward/record.uri?eid=2-s2.0-	https://www.scopus.com/inward/record.uri?eid=2-s2.0-84954412995&partnerID=40	scopus
25	Data Mining in DHCP Security	Radha, D & Jayaparvathy. R, M. Shanmughi & V.	Information Technology	International Journal of Computer	2016-2017	0975 - 8887.	https://www.ijcaonline.org/	https://www.ijcaonline.org/	Others
26	Data Mining In Automotive Customer Management	Ms.C.S Padmasini, Dr. K. Shyamala	Information Technology	International Journal of Data Mining Techniques	2016-2017	2278-2419	http://ijdmta.com/	http://ijdmta.com/abstract_temp.php?id=V5-I1-P8	Others
27	A New Multi Kernel Hybrid Support Vector Machine Data Classification Algorithm	R.Anusha Dr.N.Rama	Information Technology	International Journal of Scientific and	2016-2017	2250-3153	http://www.ijsrp.org	http://www.ijsrp.org/research-paper-1216.php?rp=P606114	UGC Approved
28	A Novel website quality and Usability evaluation framework for online shopping websites	R.Anusha Dr.N.Rama	Information Technology	Indian Journal of Science and Technology	2016-2017	0974-5645	https://indjst.org/	https://indjst.org/articles/a-novel-website-quality-and-usability-evaluation-	UGC Approved
29	New Hire expectations: An understanding of Psychological contract for higher sustainability	Ms. Sangeetha Manoj and Dr.S.Sheela Rani	Management Studies	International Journal of Entrepreneurship	2016-2017	ISSN 2279-0918, ISSN 2279-0926(online)	PRINT JOURNAL	PDF ATTACHED	Others
30	Factors affecting Mobile banking services-An Empirical study	Dr.Lalitha Balakrishnan & Ms.Sudha.V	Management Studies	ISBR Management School	2016-2017	Online issue	https://www.isbr.in/journals.html	https://www.isbr.in/journals/volume1-issur2-journal4.pdf	Others

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31	A study on Factors influencing Employee Empowerment in the Banking sector-A study with	Dr.Lalitha Balakrishnan & Ms.Sudha.V	Management Studies	Surya –The Energy Management Research Journal	2016-2017	2454-9169	https://www.suryadatta.org/images/Research_Journal_January_March_201	https://www.suryadatta.org/insights/surya-the-energy.html	others
32	An emphirical Study to understand the changing employee needs and expectations	Dr.Lalitha Blakrishnan & M.Vijayalakshmi	Management Studies	International Journal of Business Intelligence &	2016-2017	2348 4705	PRINT JOURNAL	PROOF ATTACHED	OTHERS
33	A Study on the impact of whatsapp on college youth in chennai	Dr.Susan Sridhar	Communication and Media studies	Amity Media & Journalism Review	2016-2017	ISSN 2319-5126	PRINT JOURNAL	PROOF ATTACHED	OTHERS

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		2016			
1	On the Probabilistic Stability of the 2-Variable k -AC-Mixed Type Functional Equation,	K. Ravi, R. Jamuna, Matina J. Rassias, Yanhui Zhang and R.	Malaya Journal of Matematik	2016-2017	https://www.malayajournal.org/articles/MJM_April_15.pdf
12	Formulation of chocolate ice cream using germinated brown rice milk	Lakshmy Priya S Anjana.R, Mahalaxmi. S., Sandhya. P.S	Asian Journal of Science and Technology.Vol.	2016-2017	https://www.journalajst.com/
13	Study on development of flat wheat noodles using bauhinia variegata leaves	Lakshmy Priya S Malavika.M, Janaki. K	Asian Journal of Science and Technology.Vol.	2016-2017	https://www.journalajst.com/
26	Data Mining In Automotive Customer Management	Ms.C.S Padmasini, Dr. K. Shyamala	International Journal of Data Mining	2016-2017	http://ijdmta.com/abstract_temp.php?id=V5-I1-P8
27	A New Multi Kernel Hybrid Support Vector Machine Data Classification Algorithm	R.Anusha Dr.N.Rama	International Journal of Scientific and	2016-2017	http://www.ijsrp.org/research-paper-1216.php?rp=P606114
28	A Novel website quality and Usability evaluation framework for online shopping websites	R.Anusha Dr.N.Rama	Indian Journal of Science and Technology	2016-2017	https://indjst.org/articles/a-novel-website-quality-and-usability-evaluation-
29	New Hire expectations: An understanding of Psychological contract for higher sustainability	Ms. Sangeetha Manoj and Dr.S.Sheela Rani	International Journal of Entrepreneurship	2016-2017	PDF ATTACHED
32	An emphirical Study to understand the changing employee needs and expectations and its impact on	Dr.Lalitha Balakrishnan & M.Vijayalakshmi	International Journal of Business	2016-2017	PROOF ATTACHED
33	A Study on the impact of whatsapp on college youth in chennai	Dr.Susan Sridhar	Amity Media & Journalism Review	2016-2017	PROOF ATTACHED

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Dr.Lalitha Balakrishnan
Principal

TO WHOMSOEVER IT MAY CONCERN

Ms. R. Jamuna has published the article **"On the Probabilistic Stability of the 2-Variable k -AC-Mixed Type Functional Equation"** in the Journal "**Malaya Journal of Matematik**" in **January 2016** in her capacity as a **Research Scholar,** Research and Development Centre, Bharathiar University, Coimbatore - 641046, while in service as a **full time faculty in the Department of Mathematics, M.O.P Vaishnav College for Women**, during this period.

Signature of the Principal

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On the Probabilistic Stability of the 2-variable k-AC-mixed Type Functional Equation

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Abstract

In this paper, we obtain the general solution and the generalized Ulam-Hyers stability of the 2-variable k-AC mixed type functional equation

$$f(x+ky,z+kw)+f(x-ky,z-kw) = k^2[f(x+y,z+w)+f(x-y,z-w)]+2(1-k^2)f(x,z).$$

for any $k \in Z-\{0,\pm 1\}$ in α-Šerstnev Menger Probabilistic normed spaces.

Keywords: Generalized Hyers-Ulam-Rassias stability, k-AC mixed type functional equation, α-Šerstnev Menger Probabilistic normed spaces.

2010 MSC: 39B55, 39B52, 39B82.

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1 Introduction

Menger introduced probabilistic metric space in 1942 [16]. A probabilistic normed space (PN space) is a natural generalization of an ordinary normed linear space. Such spaces were first introduced by Šerstnev in 1963, (see, [28]). Alsina et al. generalized the definition of PN space [1]. This definition became the standard one and has been adopted by all researchers, who after them have investigated the properties of PN spaces. In this article, we adopt the new definition of α-Šerstnev PN spaces (or generalized Šerstnev PN spaces) given in the paper [14] by Lafuerza-Guillén and Rodríguez.

The problem of Ulam-Hyers stability for functional equations concerns deriving conditions under which, given an approximate solution of a functional equation, one may find an exact solution that is near it in some sense. The problem was first stated by Ulam [30] in 1940 for the case of group homomorphisms, and solved by Hyers [9] in the setting of Banach spaces. Hyers result has since then seen many significant generalizations, both in terms of the control condition used to define the concept of approximate solution ([2, 7, 22]) and in terms of the methods used for the proof ([4, 6, 8, 10, 29]). Many interesting results concerning this problem can be found, for example, in [11–13, 15, 17–20, 23, 24].

The stability of generalized mixed type functional equation of the form

$$f(x+ky)+f(x-ky) = k^2[f(x+y)+f(x-y)]+2(1-k^2)f(x) \tag{1.1}$$

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Vol. 08, Issue, 02, pp.4273-4276, February, 2017

RESEARCH ARTICLE

FORMULATION OF CHOCOLATE ICECREAM USING GERMINATED BROWN RICE MILK

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Non-dairy.

ABSTRACT

Ice cream is a frozen dessert usually made from dairy products Brown rice milk is a useful dairy substitute. During the process of germination, Gama Amino Butyric Acid (GABA) levels and the amount of important nutrients like calcium, fibre and potassium have been known to increase. The study aimed at formulating Germinated Brown Rice (GBR) milk ice cream as a non-dairy substitute, to be consumed by the people who are lactose intolerant and those who are allergic to soy. The GBR ice cream was primarily prepared by extracting GBR milk and by combining methods of heating, condensation, homogenization and freezing using standard procedures. A variation with a combination of GBR milk and dairy milk in the ratio of 1: 1 was also prepared. The experimental products were analyzed for Physico- chemical tests like TSS, Protein, Fat, SNF and Weight by Volume using standard AOAC methods. Sensory evaluation was conducted with the help of 20 semi-trained panelists for color, flavor, taste, texture, mouth feel, sweetness, after taste and over all acceptability of the product on a standard 9 point hedonic scale. The results for GBR milk ice cream revealed the following: protein 3.8%, TSS 33±5, Fat 10.56%, SNF 25.44%, Weight by volume 535.2. Similarly the content in variation was observed to be: protein 4%, TSS 33±5, Fat 13.88%, SNF 22.12%, Weight by volume 546. The products were well accepted and had an overall acceptability of 8.75 for 100% GBR milk ice cream and 8.5 for 50% GBR milk ice cream. Thus the present study qualifies to identify GBR milk as the best non-dairy substitute in ice cream preparation.

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INTRODUCTION

Ice cream is a frozen food, typically eaten as a snack or dessert, usually made from dairy products and often combined with fruits or flavours. It is typically sweetened with sucrose or other sweeteners. Germinated brown rice (GBR) is an unpolished brown rice that has been allowed to germinate in order to alter the flavour and also increase the level of nutrients such as γ- amino butyric acid (GABA). GBR milk has more carbohydrate content when compared to the cow's milk and is often consumed by the people who are lactose intolerant and those who are allergic to soy. The objective of the study was to develop an ice-cream with the incorporation of GBR milk.

MATERIALS AND METHODS

Commercially available Brown rice (Oryzasativa) of Ponni raw rice variety was procured from the local market.

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Germination was done by soaking the rice in warm water for 24 hours at room temperature followed by spreading it over and covering it with a damp cloth with frequent sprinkling of water for 48 hours. The germinated rice was then ground into a paste and milk was extracted by using muslin cloth. The product was formulated in two variations. V1 was formulated using 100% GBR milk. V2 was formulated with 1:1 ratio of GBR and dairy milk. 200 ml of the milk extracted from germinated brown rice was poured into a heavy saucepan and brought to medium heat. It was removed from heat when it starts to bubble around the edges. 200g of sugar was added to the milk along with 25g of cocoa powder and mixed well. 15g of butter was melted and added to 200 ml of milk. This was followed by addition of 400g of chilled whipping cream and 5ml of vanilla essence to the milk. The mixture was stirred constantly and homogenised. The ice cream mixture was poured into a plastic container and cooled. After cooling, it was cling wrapped and allowed to age in the refrigerator for at least 4 to 24 hours. This aging process gave the mixture better whipping qualities and produced ice cream with better body and a smoother texture. The mixture was then frozen for 2 hours. After which it was homogenised to break up the ice

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crystals. The mixture was covered and placed back in the freezer to freeze for 2 more hours. Homogenisation process repeated and the ice cream mixture was allowed to freeze. The thickened ice cream mixture was transferred into an air tight container with ½ inch head space. The container was placed inside the freezer and frozen for 24 hours. The variation was termed as V1. The same process was followed and ice cream was obtained by using 100 ml of germinated brown rice milk and 100 ml of dairy milk. This variation was termed as V2. Physico – chemical tests like TSS, Protein, Fat, and SNF, weight by volume were analyzed for both the variations (V1 & V2) using standard AOAC methods. Sensory evaluation was conducted with the help of 20 semi-trained panelists for for color, flavor, taste, texture, mouth feel, sweetness, after taste and over all acceptability of the product on a standard 9 point hedonic scale with 1 being "dislike extremely" and 9 being "like extremely".

Procedures

Determination of Total Solids in the Ice Cream

Apparatus: A. Flat bottomed dishes of Aluminium, Nickel or Stainless steel not affected by boiling water, 7-8 cm in diameter and not more than 2.5 cm deep provided with short stirring rods having a widened flat end. B. Sand which passes through 500 micron I.S sieve and is retained on 180 micron sieve. It shall be prepared by digesting with conc. HCl followed by thorough washing with water. It shall be dried and ignited to red heat.

C. Oven: Well ventilated and maintained at 100 ± 2°C.

Procedure: Heat the moisture dish containing 20 g of prepared sand and glass stirring rod in the oven for 1 hour. Cool and weigh. Add about 5 g of sample into the dish. Add a few drops of water to assist in spreading the sample with glass rod. Place dish on a boiling water bath for 29 - 30 minutes. Wipe bottom of dish and transfer to the air oven. Dry for about 4 hours, remove dish to an efficient desiccator, allow to cool and weigh. Replace dish in oven for a further period of 1 hour, transfer to desiccator, allow it to cool and weigh. Repeat the process of heating and cooling till consecutive weighing agree within 0.5 mg. Calculate total solids from loss in weight observed.

(Ref:- IS 2802 – 1964 – Specification for Ice cream. Bureau of Indian Standards, New Delhi.; Pearson's Composition and analysis of foods,9th edn,1991 page 604).

Quantitative Analysis of Proteins- Biuret Method

Considerations for use: The principle of the biuret assay is similar to that of the Lowry, however it involves a single incubation of 20 min. There are very few interfering agents (ammonium salts being one such agent), and Layne (1957) reported fewer deviations than with the Lowry or ultraviolet absorption methods. However, the biuret assay consumes much more material. The biuret is a good general protein assay for batches of material for which yield is not a problem. The Bradford assay is faster and more sensitive.

Principle: Under alkaline conditions substances containing two or more peptide bonds form a purple complex with copper salts in the reagent.

Equipment: In addition to standard liquid handling supplies a visible light spectrophotometer is needed, with maximum transmission in the region of 450 nm. Glass or polystyrene cuvettes may be used.

Reagent: A formula for biuret reagent is (per liter final volume) 9 gm Sodium potassium tartrate (f.w. 282.22), 3 gm Copper sulfate x 5 H2O (f.w. 249.68), 5 gm Potassium iodide (166.0), all dissolved in order in 400 ml 0.2 M NaOH (f.w. 40.0) before bringing to final volume. The volume can be scaled up or scaled down of course. Discard if a black precipitate forms. BSA Standard - 100 mg of bovine serum albumin in 100 ml distilled water (Concentration= 1mg/ ml)

Comments

The color is stable, but all readings should be taken within 10 min. of each other. As with most assays, the Biuret can be scaled down for smaller cuvette sizes, consuming less protein. Proteins with an abnormally high or low percentage of amino acids with aromatic side groups will give high or low readings, respectively. For Bovine serum albumin we typically obtain a linear relationship between absorbance and amount protein over a range of 0.5 to 20 mg protein. The assay has not been reliable for amounts below 0.5 mg, however the actual sensitive range may extend beyond the upper limit.

Procedure

- Label 9 test tubes as (1 to 9) and place them in a test tube rack.
- Add to each tube the solutions in the following table:

Amount of each solution by (ml)	Test tubes								
	Standard						Sample		Blank
	1	2	3	4	5	6	7	8	9
Standard BSA	0.1	0.2	0.4	0.6	0.8	1	-	-	-
Distilled water	0.9	0.8	0.6	0.4	0.2	0	0	0	1
Sample	-	-	-	-	-	-	1	1	-
Biuret reagent	4	4	4	4	4	4	4	4	4

- Mix well by vortex mixer and allow standing for 20 min.
- Read the absorbance for each tube against the blank at 540 nm.
- Calculate the protein concentration in each tube of standard.
- Record your result in the following table:

Test tube	BSA conc. (g/l)	Absorbance at 540 nm
1		
2		
3		
4		
5		
6		
7		
8		
9		

- Plot the standard curve using concentration of standard tubes of BSA (g/l) against the absorbance at 540 nm.
- Calculate the mean of absorbance of the duplicate sample and obtain the concentration of protein in the sample from the standard curve.

Find the mean of Sample (test tube 7 and 8)

0.05 ml of diluted serum corresponds to _____OD
0.05 ml of diluted serum contains _____ µg of protein
50 ml of diluted serum contains _____ µg of protein
1 ml of undiluted serum contains _____mg of protein
100 ml of undiluted serum contains _____ mg of protein= _____g of protein

Determination of Fat in Ice-Cream (Rose-Gottlieb method)

Accurately weigh 4-5 g of the thoroughly mixed sample directly into fat extraction flask or Mojonnier tube, using free flowing pipette, dilute with water to approximately 10 ml, working sample into lower chamber and mix by shaking. Add 2 ml ammonia; mix thoroughly, heat in water bath for 20 min at 60°C with occasional shaking, cool and proceed as in Section 1.3.4.2.2 (beginning "Add 10 ml alcohol and mix well"). Identify the clear extracted fat to confirm whether it is dairy fat or not by checking refractive index at 40°C and GLC composition as per clause 1.2.11.

(Ref :- Pearson's Composition and analysis of foods 9th edn,1991 page 604).

Determination of total solids (TS) and solids-not-fat (SNF) in milk

The total solids content of milk is the total amount of material dispersed in the aqueous phase, i.e.

SNF = TS – % fat.

The only accurate way to determine TS is by evaporating the water from an accurately weighed sample. However, TS can be estimated from the corrected lactometer reading. The results are not likely to be very accurate because specific gravity is due to water, material less dense than water (fat) and material more dense than water (SNF). Therefore, milk with high fat and SNF contents could have the same specific gravity as milk with low fat and low SNF contents.

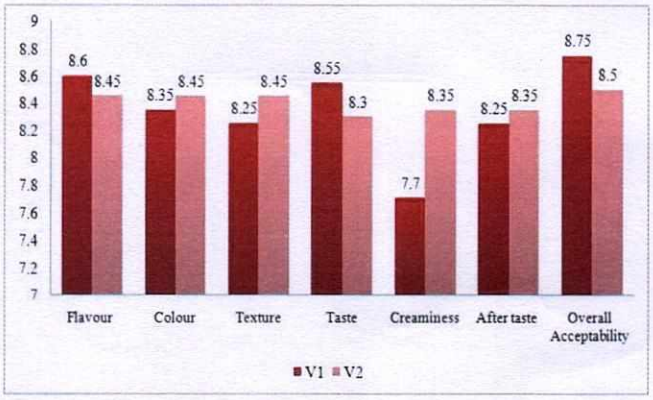
TS = (Lc)/ 4 + (1.22 × fat %) + 0.72
SNF = TS – fat %
Or = Lc / 4 + (0.22 × fat%) + 0.72

It should be noted that the relationship between Lc and TS varies from country to country depending on milk composition. The above formulae are called the Richmond formulae

Determination of Weight per Unit Volume or Over-run in Ice Cream: Over-run is usually defined as the volume of ice-cream obtained in excess of the volume of the mix. It is usually expressed as a percentage. This increased volume is composed mainly of the air incorporated during the freezing process.

Test	V1	V2
Tss	33±5	33±5
Protein	3.8%	4%
Fat	10.56%	13.88%
Snf	25.44%	22.12%
Weight by volume	535.2	546

SENSORY ANALYSIS



The amount of air which is incorporated depends upon the composition of mix and the way it is processed. In this test, the volume of water and alcohol used corresponds with the volume of air originally contained in the ice-cream and the difference between the sum of these two and capacity of the flask is equivalent to the volume occupied by the sample.

Apparatus

A. Beaker: 400 ml.
B. Volumetric flask: 250 ml.
C. Glass funnel.

Reagent: *n*-Amyl alcohol (sp. gr. 0.817).

Procedure

- Weigh a unit of ice-cream and from it calculate the weight of ice-cream per litre. For example, 200 ml of a full carton of ice-cream can be obtained, the ice-cream carefully removed and the empty dry carton weighed. The difference in weights between the carton when filled and when empty is, therefore, the weight of 200 ml of frozen ice-cream. Five times this weight would then equal the weight of a litre. To determine the weight of the mix, proceed as below (B):
- Weigh and record the exact weight of a clean, dry 400 ml beaker. Into the beaker, weigh exactly 130 g of the frozen ice-cream.
- Place the beaker in water bath warmed to 49°C and melt.
- Weigh and record the exact weight of a 250-ml volumetric flask.
- Using a glass funnel, transfer 130 g of melted ice-cream into the 250 ml volumetric flask.
- Add exactly 10 g of *n*-amyl alcohol to the flask and mix to break the surface tension of the melted ice-cream and

release the incorporated air. 10 g of n-amyl alcohol occupies a volume of 12.24 ml.

- Cool the flask with contents to 15.5°C using a cold water or ice water bath.
- Rinse the beaker containing melted mix with several small rinsing of water, adding each rinse to the 250 ml flask.
- Again cool the flask with contents to 15.5°C and using the final rinse water, bring the volume to 250 ml mark. The bottom of the meniscus should correspond with the mark when temperature is exactly 15.5°C. Dry the outside of the flask and reweigh.
- Calculate the weight in g of the contents. Calculate the weight in g of the water added to the flask. Calculate the volume in ml occupied by the sample of ice-cream. Determine the sp. gr. of the mix by dividing its weight (130 g) by the volume in ml, which it occupied. Determine the weight in g per litre of mix by multiplying by the specific gravity.

(Ref:-IS:2802: 1964 (Reaffirmed 1995) Specification for ice-cream. Bureau of Indian Standards, New Delhi).

RESULTS AND DISCUSSION

The ice cream was analysed for its physico-chemical and sensory characteristics. The results are discussed below.

Conclusion

The products were well accepted and had an overall acceptability of 8.75 for 100% GBR milk ice cream and 8.5 for 50% GBR milk ice cream. Thus the present study qualifies to identify GBR milk as the best non-dairy substitute in ice cream preparation.

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RESEARCH ARTICLE

STUDY ON DEVELOPMENT OF FLAT WHEAT NOODLES USING BAUHINIA VARIEGATA LEAVES

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ABSTRACT

This study aims at development and quality assessment of bauhinia Variegata noodles. Bauhinia Variegata is a leaf with high medicinal properties. Bauhinia Variegata is known by several names such as Kanchnar, Sivappu Mantharai and mountain ebony. The experimental product was formulated using wheat flour, egg, bauhinia Variegata leaves. The experimental product was formulated in three variations (V1, V2 and V3). Different cooking methods and ingredients were used in the variations. The experimental V2 was found to be more acceptable than the other variations. The experimental V2 were subjected to Physico chemical analysis and sensory analysis. The various Physico chemical analyses were moisture content, ash content, bulk density, swelling capacity and water absorption capacity.

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INTRODUCTION

Bauhinia Variegata is known by several names such as Kanchnar, Sivappu Mantharai and mountain ebony. It is grown in gardens and along the roadsides. The leaves are shaped like camels hoof print. Various parts of the bauhinia Variegata tree have variety of uses, edible and eaten as a vegetable. Bauhinia Variegata tree parts have many medicinal properties like antibacterial, ant-fungi, anti-oxidant, for treating intestinal worms, ulcers and disorders.

MATERIALS AND METHODS

Preparation of bauhinia variegata noodles: In the present investigation, the noodles were prepared using wheat flour, eggs, turmeric, oregano, chilli flakes, salt and bauhinia Variegata noodles.

Procurement of ingredients: Flour, egg, salt, turmeric, oregano, chilli flakes were procured from a local market located in Chennai. Bauhinia Variegata leaves was procured from a local resident in Chennai.

Preparation of leaves

- Bauhinia Variegata leaves was freshly plucked from a local resident.
- The leaves were cleaned, washed with running water and destemed.
- The leaves were boiled in 30ml of water until soft and tender.
- After boiling the leaves were allowed to cool and blended to a paste like consistency using a food processor.

Preparation of noodles

- The processed leaf paste was mixed with egg and beaten till fluffy.
- To the mixture, salt, chilli flakes, oregano and flour was added.
- Gradually wheat flour was added to the mixture and made into fine dough.
- The dough was placed on a clean surface and kneaded well for ten minutes.
- The dough was rolled out into a sheet of desirable thickness and allowed to rest for 20 minutes.
- After resting, the sheet was cut into thin strips of 1cm each and was tray dried for an hour.

Preparation of standard

The experimental was formulated in four variations (V1, V2 and V3). Different quantity of the ingredients was added in the experimental variations.

- V1 was formulated using 22.52% egg, 67.56% of Maida, 4.50 % of bauhinia Variegata leaves, 0.90% of turmeric, 2.25% of oregano and 2.25% of chilli flakes.

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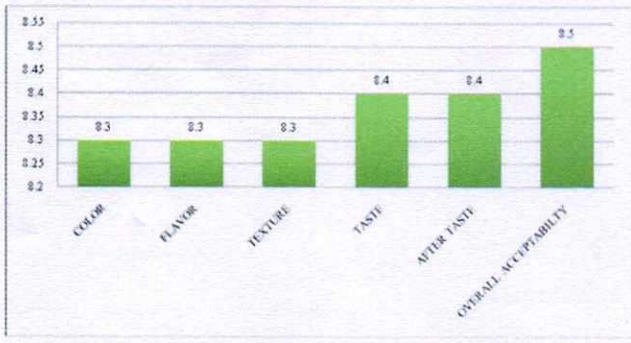
- V2 was formulated using 22.52% egg, 67.56% of wheat flour, 4.50 % of Bauhinia Variegata leaves (boiled), 0.90% of turmeric, 2.25% of oregano and 2.25% of chilli flakes.
- V3 was formulated using 22.52% egg, 67.56% of wheat flour, 4.50 % of Bauhinia Variegata leaves (sautéed in oil), 0.90% of turmeric, 2.25% of oregano and 2.25% of chilli flakes.

The Experimental V2 was found to be more acceptable than the other variations. Thus V2 was chosen as the standard and the experimental V2 was subjected to Physico-chemical analysis (Moisture content). Sensory evaluation was conducted for all variations using 9 point hedonic scale with 30 semi trained panellists.

Physico Chemical test

TEST	DATA
Moisture	9.18%
Ash	2.88%
Bulk density	0.72 g/ml
Water-absorption capacity	1.2 ml/g
Swelling capacity	3.2g

SENSORY EVALUATION



Analytical procedure

The experimental noodles were subjected to physico-chemical analysis such as moisture, ash, bulk density, swelling capacity and water absorption capacity to the dried product.

The physico –chemical analysis were carried out using standard procedures from "Handbook of analysis and quality control for fruit and vegetable products – Ranganna". Sensory Analysis – Sensory analysis was carried out for the product using a nine – point hedonic scale 15 semi-trained panellist were selected and the product was evaluated on attributes like color, flavour, taste, aroma and overall acceptability on a 9-point hedonic scale .(9=like extremely and 1 = extremely dislike).Sensory analysis was carried out for the cooked product.

RESULTS AND DISCUSSIONS

The noodles was analysed for its physico-chemical and sensory characteristics. The results are discussed below.

Conclusion

Physico chemical and sensory analysis of Bauhinia Variegata noodles was analysed. The moisture content of the product was found to be low, which aids in increasing the shelf life of the product. The noodles had good water absorption and swelling capacity resulting in good texture to the product. Bulk density plays an important role in extruded products and the bulk density of the noodles was within an acceptable range. The noodle was also found to acceptable among the sensory panellists. Thus bauhinia variegate noodles serves as a nutritious food with good taste and acceptability

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Bauhinia Variegata Leaf Extracts Exhibit Considerable Antibacterial, Antioxidant, and Anticancer Activities, Hindawi Publishing Corporation, Bio Med Research International Volume2013

"Handbook of analysis and quality control for fruit and vegetable products – Ranganna"

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TO WHOMSOEVER IT MAY CONCERN

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Data Mining in Automotive Customer Management

C.S Padmasini,K. Shyamala

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Data mining extracts useful information from a large data set among heterogeneous data base. This paper shows how the data mining techniques can be used in Automobile industry. Data mining Techniques such as Classification, Association rules, Clustering etc. can be appropriately applied to arrive a solution which will enable the vehicle manufacturing companies to take decision on model preferences and choice, create stimuli to push customers to choose among choice of variance and to aid help and support to customers in the aspects of financial and insurance products. By applying these techniques, the car manufacturers can identify the potential customers; develop products according to customer choice and to build customer relationship to promote business by attracting new customers while retaining the existing customers. The Automobile manufacturing companies are investing millions of rupees to understand, absorb, and listen their customers and their changing preferences to choose the vehicle of their choice. Market environment determines the buying behavior of customers. This is inevitable because the competition is emerging though it is a healthy situation but a potential threat to the automobile manufactures to come out with lot of innovative ideas on invention and development of their product to delight the customers

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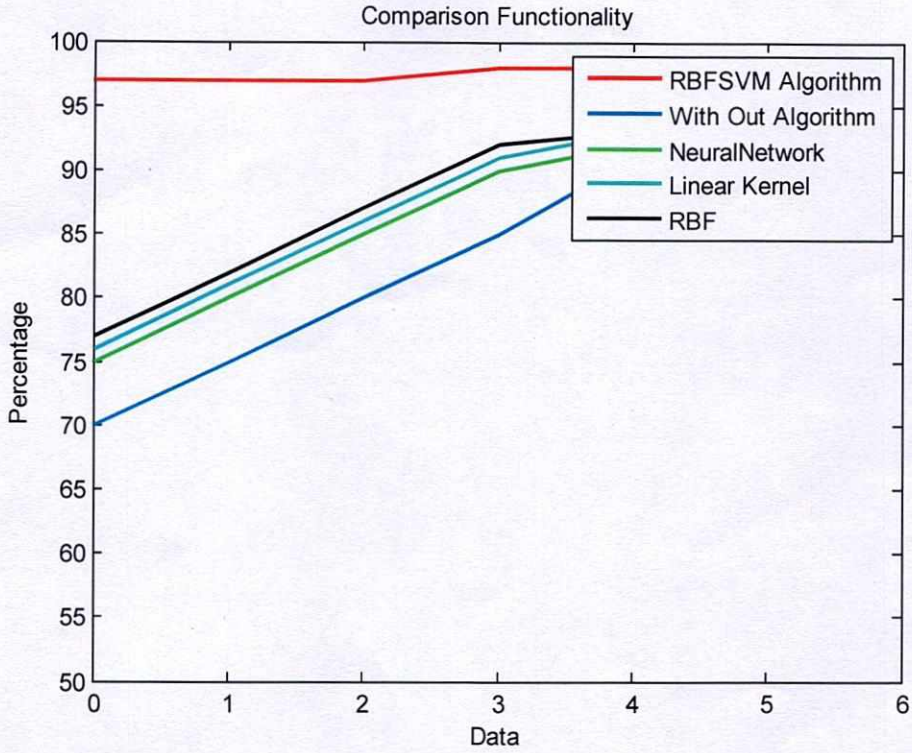

Figure 1: Graph –Comparative Performance Analysis of algorithms for Functionality Factor

TABLE 1: Comparison of accuracy of various data classification algorithms

Parameters	Accuracy measure of classification Algorithms (in Percentage)			
	Linear kernel	RBF Kernel	Neural Network	Proposed Multi Kernel Hybrid
Functionality	70	78	75	83
Reliability	77	78	75	95
Efficiency	77	78	75	95
Security	76	78	75	95
Navigation	76	78	75	94
Information Quality	77	78	75	95
Visual Interface	76	77	75	92
Interactivity	76	77	75	93
Presentation	76	78	75	92
Satisfaction	76	77	75	92
Trust	76	77	75	90
Usability	76	77	75	90

IV. Conclusions

The research findings indicate that the performance of the proposed multi kernel hybrid data classification algorithm in terms of accuracy was improved and better when compared to the other exisisting data classification algorithms such as linear kernel,radial basis kernel and feed forward back propogation neural network data classification algorithms.

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A New Multi Kernel Hybrid Support Vector Machine Data Classification Algorithm

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Abstract- The objective of this paper is to propose a new multi kernel hybrid support vector machine data classification algorithm to classify data. This paper also focuses on comparing various data classification algorithms such as Support vector machine algorithm with linear kernel, Radial basis Kernel, Neural network feedforward back propagation algorithm with the proposed algorithm to measure the accuracy in classification of data collected for evaluating the website quality and usability of various online shopping websites such as Flipkart, Amazon, Jabong and Snapdeal by taking into consideration various quality parameters such as functionality, reliability, security, navigation, information quality, presentation, visual interface etc.

Index Terms- Data classification, Support vector machine, Website quality

I. Introduction

Businesses and researchers have been generating huge amount of data which has led to the need for fast, accurate and robust algorithms for analyzing the data for meaningful interpretations and inferences. Classification is one of the crucial tasks for various applications like text categorization, tone recognition, image classification, micro-array gene expression, proteins structure predictions, data Classification etc. The exisisting supervised classification methods can provide the best results only for finite samples. However the samples generated by real time applications such as credit card transactions etc are huge and unbalanced and this leads to non linear relationship between predictive variables and such samples are easily classified by support vector machine data classification algorithms. Support Vector Machine (SVM) is a classification and regression prediction tool that uses machine learning theory to maximize predictive accuracy while automatically avoiding over-fit to the data.

II. DATA CLASSIFICATION USING SVM

SVM is a useful technique for data classification. Even though it's considered that Neural Networks are easier to use than this, however, sometimes unsatisfactory results are obtained. A classification task usually involves with training and testing data which consist of some data instances [1]. Each instance in the training set contains one target values and several attributes. The goal of SVM is to produce a model which predicts target value of data instances in the testing set which are given only the attributes.Classification in SVM is an example of Supervised Learning. Known labels help indicate whether the system is performing in a right way or not[2]. This information points to a desired response, validating the accuracy of the system, or be used to help the system learn to act correctly[3].Support Vector Machine algorithm supports various kernels like linear kernel,Radial basis kernel,Guassian kernel etc to classify data.

III. Research Findings

A new multi kernel hybrid data classification algorithm by combining linear and radial basis kernel was proposed and was used to classify the data collected for evaluating the website quality of various online shopping sites such as Flipkart,Amazon,Jabong and Snapdeal.The proposed algorithm was compared with support vector machine with linear kernel algorithm,support vector machine with radial basis kernel algorithm and feedforward back propogation neural network algorithm to test the accuracy of the data classification.

Pseudo Code for the proposed Multi kernel hybrid data classification Algorithm
Input: Training set (v1, l1), ...,(vN , lN)
Output: Multiclass SVM and RBF Classifier
Training:Binary SVMs and graded relevance scores

For j = 1 to (k − 1) do
STEP1: For all samples from C1 to Cj classes, set labels to (+1) and all samples from Cj+1 to Ck, set labels to (-1)
STEP2: Train j th binary SVM
STEP 3: Classify the training samples
STEP 4: if (j > 1), compute scores for all training samples classified as (+1) and define (j − 1) thresholds by splitting the curve of sorted relevance scores into equally spaced intervals.
STEP5: if (j < k), compute scores for all training samples classified as (-1) and define (k−j −1) thresholds by splitting the curve of sorted relevance scores into equally spaced intervals.
End for

The results are tabulated below:

Comparative analysis of Performance of proposed multi kernel hybrid data classification algorithm, SVM linear Classification algorithm, RBFSVM algorithm and feed forward back propagation neural network algorithm for Functionality factor

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A Novel Website Quality and Usability Evaluation Framework for Online Shopping Websites

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Abstract

Objectives: The purpose of this research paper is aimed to determine the effect of subjective measures website quality and usability on its objective measures. A checklist of high level quality factors and sub factors, factors driving the customer to shop online is proposed and a new website quality and usability evaluation framework is developed to evaluate the quality and usability of online shopping websites from the user's perspective. **Methods:** Structural equation modeling was applied to determine the subjective measures with the highest and lowest contributing factors for website quality and usability. A survey with 400 respondents was conducted to validate the proposed model. **Findings:** The Study has identified the important quality factors of the case study website Flipkart which makes it usable and successful. The results of the study can be used for designing websites with improved quality and usability. The study has significance impact on the economic and societal perspectives as the results will help the online shopping sites to improve their websites to improve the degree of user satisfaction and attract more customers to shop online.

Keywords: Quality Factors, Usability, Website quality

1. Introduction

Electronic shopping or online shopping was first started in 1994 (Chua et al.2006).This has become a new channel alongside traditional shopping with the intrusion of internet and advancements in Technology which have diminished trade boundaries also. Despite the statistics and success stories of many big online retailers, many of the small businesses in India are still apprehensive about online businesses. The main reason behind this may be though there are advancements in internet usage, there are no tried and tested quality model for the businesses to follow while designing their websites to attract customers.

Quality is a significant factor to be discovered. Now-a-days launch of websites are getting multiplied. As per[3] quality depicts the whim of degree which means it is an uncertain one. It defines the state meant or required and the state achieved differences. Hence the design with poor quality is always fails to attract customers. These make it necessary to analyze the quality characteristic and usability of a website and improve accordingly to increase the number of customers.

Quality builds a website with availability, usability and accessibility characteristics and also it puts up practicable and authentic information, providing good design, visual appearance and attractiveness to meet the users' needs and requirements. There are many factors which are to be considered during the evaluation of any particular website and a study is to be made out of which the concepts which are said to have an impact over the ultimate measure of the website quality[4].

This paper is engineered into following sections. Section 2 is the Literature Review in which some of the quality models are analyzed. Section 3 is the proposed website quality and usability evaluation framework is discussed with a case study of Flipkart's Website. Section 4 consists of the results and discussions for validating the proposed model using statistical techniques. Section 5 is the conclusions and future work.

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TO WHOMSOEVER IT MAY CONCERN

Ms. Sangeetha Manoj has published the article **"New Hire expectations: An understanding of Psychological contract for higher sustainability and retention of workforce-among Post graduate students"** in the Journal **"International Journal of Entrepreneurship and Business Environment perspectives"** in **October - December 2016** in her capacity as a **Research Scholar-Management, Bharathiar University**, Tamil Nadu while in service as a **full time faculty in the Department of Management Studies, M.O. P Vaishnav College for Women**, during this period.

Signature of the Principal

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NEW HIRE EXPECTATIONS: AN UNDERSTANDING OF PSYCHOLOGICAL CONTRACT FOR HIGHER SUSTAINABILITY AND RETENTION OF WORKFORCE AMONG POST GRADUATE STUDENTS

Dr. S. Sheelarani[10] Sangeetha Manoj[11]

ABSTRACT

There exists a psychological contract in the relationship between an employer and employee. There is a perceived organization fit, which matches the expectation of both sides. A mild mismatch can prove disastrous to the growth of the organization. Any disconnect between the employee expectations, company offerings may prove fatal, and a challenge of retention poses as a threat to the organization. A study has been pursued to understand the needs of prospective employees in several parameters like remuneration and benefits, skill compatibility, career growth and prospects, corporate culture and work atmosphere etc. The respondents were restricted to PG students, majorly studying in a B-school. The researcher has made an effort to analyze the most aspired factor in a job ranked by the respondent and the gender wise agreement towards 30 statements combined into 9 parameters while hunting for a job.

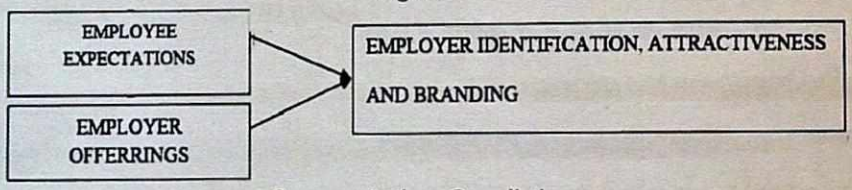
KEYWORDS

Employee Expectations, Psychological Contract, Career Growth etc.

INTRODUCTION

Psychological contracts theory (Rousseau 1995) explains the inexplicit promises which employees perceive that the employer would facilitate them with like training, promotions, or other factors not mentioned in formal contracts but are critical for such symbiotic relationship. Relational dimensions of the psychological contract specify that organizations provide training, professional development, fair treatment, and job security in exchange for employees 'commitment and willingness to perform tasks which fall outside of their job description. On the other hand, the transactional dimension of the psychological contract captures the organization's provision of adequate compensation, working conditions, and reasonable guarantees of short-term employment in exchange for employee fulfillment of his or her contractual work obligations. In an organizational context, employees' experiences with their employing organization help them to form perceptions of the organization's identity - that is, what is central, enduring and distinctive about the organization (Albert and Whetten 1985).

Figure-1



Sources: Authors Compilation

Human resource is an important asset in the organization. Hence, caution is to be exercised while hiring they and lot of efforts are required to retain them. The figure above shows the relationship between what employee expects from a job and the various facilities provided by the employer. When these match there can be an identity established by an organization. The image created ensures better visibility and attractiveness quotient for an employer.

According to a study Technology, food and beverage, beautiful office design, on site amenities are some crucial parameters, which keeps employees going in the organization. When an organization's self-identity is developed, it enhances self-esteem for the employees associated. Hence, the parameter chosen were corporate image, career advancements, benefits and benefits etc. It said 68% of the Indians predict that multiple jobs will be the norm in the future. Investment in employee motivation provides better attraction and retention of workforce. According to ET and a 2012 Ma Foi Randstad work monitor survey, more than 80 percent employees expect a bonus or an increment.

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ABSTRACT

Employees are the important asset of an organisation which helps them in achieving their goals. In a changing Global working Environment, employee's needs and expectation from job and the employer are continuously changing which has become an area of concern and challenge for educational institutions and universities to retain qualified and quality staff. Employees are leaving the organisation for many reasons other than pay, which are not known to the employers, in order to retain employees and to reduce turnover rate employers should understand the changing expectation of their employees and implement retention strategies which makes employees feel valued and have a significant and positive impact on an organizations turnover rate.

This study is an empirical research, the objective of which is to identify the factors related with changing expectations of employees and also to analyze the factors that can be considered while framing new policies, practices and sound retention strategies by the educational institutions.

KEY WORDS: Retention Strategy, Employee Expectation, Qualified Employees & Turnover rate

INTRODUCTION

Due to increasing competition the need of brand image sustenance and growth has become a challenge in every sector. Key Solution to the challenge is maintaining quality. Employee retention is a technique adopted by all sector to maintain quality. An effective workforce helps to meet the challenges and at the same time meets operational requirements. Today retention of qualified employee is the top priority of every organization. Researchers hav shown that in the future, successful organizations will be those which adapt their organizationa behaviour to the changing needs and expectations of their employee In fact, the dynamics of the work environment will have to reflect a diverse populatio comprised of individuals whose motivations, beliefs and value structures differ vastly from t past and from one another.

NEED FOR THE STUDY

This study focuses on the factors relating to changing employee expectations that need be met by educational institutions for retaining qualified faculties. Retention of qualifi employees in higher education institutions to maintain a brand image, sustenance and growth i serious concern; the high turnover rate of qualified academic staff due to changing needs a expectations with more external opportunities poses a major challenge to institutions. Hi employee turnover has great implications for the quality, consistency, and stability and m importantly it has a detrimental effect on students and remaining academic staff members.

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- New Age Newspapers: A Study on Lucknow E-Readers
- Social Media Marketing: From Local to Global, a Force to Reckon with
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- Bhojpuri Cinema Dying Out: A Myth or Reality?

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A Study on the Impact of WhatsApp on College Youth in Chennai

Dr. Susan Sridhar*

Viral is the new trend in media. In the current scenario where everyone is busy, people don't have the time to communicate and stay connected with their loved ones all over the world. Online socializing is easy, cheap and the in thing today. Android phones are ruling the market with an easy access to applications that help people connect with people across the globe. Almost everybody has an easier reach to their family and friends through instant messaging online.

The mobile phone is today, one of the most important accessories of an individual and WhatsApp is one of the most popular applications, especially among the youngsters. It is an instant message service with which images, audio, video and locations can be shared with ease

The main Objective of this research is to understand the influence of WhatsApp on the youth and to try and understand how it has changed the way they communicate.

The Research Design is both Quantitative as well as Qualitative in nature. The sample is 200 undergraduate students, both boys and girls of 18 to 21 yrs. An Interview Schedule is the main tool so that there is assurance of questions being understood and doubts being clarified. More details would also be gathered this way.

With nearly everyone owning an Android mobile phone, WhatsApp has become one of the most popular, current trends in Communication. This research would definitely contribute to the general body of knowledge in understanding at least a facet of the communication patterns among the youth, the future citizens of our country.

Key words: Instant Online Messaging, WhatsApp, Recent Trends in Communication & Technology, Youth.

Introduction

The mobile has today become an essential accessory for almost everybody world over. Smartphones are doing extremely well in the emerging markets of Asia and South America. The Personal Computer which is ubiquitous in richer countries of the US and Europe, still holds sway there, and definitely affects messaging choices as most of the users have already built their social networks around FB, Twitter and the like. But, the newer developing countries are able to start on a clean slate and they start with the latest. That's why applications like WhatsApp, with the convenience of the mobile platform, is becoming a new kind of social network in these countries, who have no PC hangover. (McMillan, 2014). Most phones today, like iPhone, BlackBerry, Android, Windows Phone and Nokia are all connected to the Internet and can message each other! (Goodwin, 2014). Social media communication rules this technology driven world with convenient networking tools like WhatsApp Messenger, Facebook, Skype, Viber, etc. which have become a dominant factor in today's digital world. These social media networks are affecting how users communicate and businesses operate.

What's up with WhatsApp?

WhatsApp is definitely one of the most used applications on these phones and one that is being much sort out by youngsters. It has emerged as a fashion statement as well, especially as it comes with designs and colours galore! It is especially popular as it uses the same internet data plan that is used for email and web browsing, and therefore there is no cost to message and stay connected with friends and loved ones!! The idea of just signing up from one's phone number, easy interface, creating groups, conversation style messaging with unlimited images, video and audio media and CPU optimized are the reasons for WhatsApp's success. And the silver lining is that it is Ad free. Now approximately half a billion people around the world are regular, active WhatsApp users. (Koum& Acton, 2009-14). In a matter of five years it has had everybody addicted!!

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