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**INTERNATIONAL CONFERENCE ON
MULTIDISCIPLINARY APPROACHES IN SOCIAL
SCIENCES , HUMANITIES AND SCIENCES**

MASHS-2018



**SRI S RAMASAMY NAIDU MEMORIAL COLLEGE,
SATTUR , VIRUDHUNAGAR DISTRICT, TAMIL NADU,
INDIA**

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Preface

Conference World and AR Research Publication is fast growing group of academicians in Engineering, Sciences and Management. AR Research Publication is also known for fast reply and zero error work. Conference world has organized a various conferences at renowned places namely Delhi University; New Delhi, Jawaharlal Nehru University; New Delhi, PHD Chamber of Commerce and Industry New Delhi, YMCA New Delhi, India International Centre, New Delhi , Sri Venkateswara college of Engineering and Technology, Andhra Pradesh, Dhananjay Mahadik Group of Institutions (BIMAT), Shivaji University, Maharashtra, International Conference Centre , Goa, Vedant Engineering Kota and many more places across the country.

We are very pleased to introduce the proceedings of the *International Conference on Multidisciplinary approaches in Social Sciences , Humanities and Sciences (MASHS-2018)*. As for previous conferences, the theme was the link between the information provided by conference world and the use made of this information in assessing structural integrity. These were the issues addressed by the papers presented at the conference. The level of interest in the subject matter of the conference was maintained from previous events

Total 275 papers were received for the conference and 132 papers were shortlisted by the committee.

Papers were well represented in the conference to arouse a high level of international interest. Three countries were represented in the final program from Europe, North America and Asia. In the event, the conference was highly successful. The presented papers maintained the high promise suggested by the written abstracts and the program was chaired in a professional and efficient way by the session chairmen who were selected for their international standing in the subject. The number of delegates was also highly gratifying, showing the high level of international interest in the subject. This is also indicated by the large number of countries, 04 represented by the delegates. This Proceeding provides the permanent record of what was presented. They indicate the state of development at the time of writing of all aspects of this important topic and will be invaluable to all workers in the field for that reason. Finally, it is appropriate that we record our thanks to our fellow members of the Technical Organizing Committee for encouraging participation from those areas. We are also indebted to those who served as chairmen, without their support, the conference could not have been the success that it was. We also acknowledge the authors themselves, without whose expert input there would have been no conference. Their efforts made a great contribution to its success.

Proceeding of the conference has been published with **ISBN: 978-93-87793-61-3**

Sri S Ramasamy Naidu Memorial College, Sattur , Virudhunagar District, Tamil Nadu, India we have got excellent remark for all branches are striving hard to nurture students so as to match global standards of an engineer through various innovative curricular activities, such as profuse result is the hosting of a *International Conference on Multidisciplinary approaches in Social Sciences , Humanities and Sciences (MASHS-2018)* held **on 14th December 2018**

About the Institution

" Education is the kindling of a flame, not the filling of a vessel " ~ Socrates

Sri S.Ramasamy Naidu, familiarly known as "SR" was a dedicated educationalist and freedom fighter. His realization that political freedom will be of no value unless there is freedom from illiteracy led him to work tirelessly for the great cause of education. Thanks to his keen interest and initiative today, this part of Tamilnadu is blessed with a number of educational institutions.

Four decades ago, some great philanthropists of this region founded our College in memory of this visionary leader, in order to realize his noble ambition. It was incepted at Nagalapuram village in 1970 with Thiru.V.Venugopala Krishnasamy Naidu as its Founder President. The Mission of the College was to serve the interests of the rural poor, help them have the benefit of excellent education and find employment, and thereby ameliorate their lifestyles.

In 1972, the College was shifted to Sattur. The College became a University-affiliated first-grade institute offering a degree course in B.A. Branch-I-History. Then the urgent need for a more spacious institution was deeply felt. Hence a forty-eight-acre site was purchased. Thanks to the generosity of its countless benefactors over the years, it is possible for the College to have a number of magnificent buildings now. In this regard, the College gratefully remembers the munificence of a great philanthropist, Late Sri.Sathu.T.Ramasamy Naicker, the founder of Sri Jaya Vilas (P) Ltd., Aruppukottai.

At present the College is offering 12 Undergraduate courses, 9 Postgraduate courses, 4 Diploma courses, 3 M.Phil. Courses and 2 Ph.D. programmes.

The National Assessment and Accreditation Council (NAAC), an autonomous body of the UGC, reaccredited our college with 'A 'Grade in 2012.

The UGC has granted the Autonomous Status to the College from the academic year 2010-2011 for offering UG, PG and Research Programmes.

Since its inception, this institution of higher learning has been fulfilling the educational needs of the people of this area in a commendable way.

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Principal's Message

Education is the manifestation of the perfection already in man.

—*Swami Vivekananda*

Warm and Happy Greetings to all. I am immensely happy that faculties of our college are systematizing an International Conference MASHS-2018 on “**International Conference on Multidisciplinary approaches in Social Sciences , Humanities and Sciences**” with a collection of various technical papers in the proceedings.

Under the able guidance of our management, MASHS continues to march on the way to success with confidence and pride. The sharp, clear sighted vision and precise decision making powers of our management have benefited our college to stay competitive.

The team of accomplished and resourceful professors groom and guide young scholars and energetic students to the best of their capacity. They work most diligently towards synergizing current trends in multi-disciplinary subjects to promote all round professional competence.

I also congratulate the convener and his eminent team, the participants from our state and other states for their efforts in organizing this conference and wish the conference all success.

Convener's Message

“Knowledge is power, and getting one you get the other. By knowledge you can even banish the material world”

—*Swami Vivekananda*

The fields of engineering, science, and technology are changing very fast. Engineering, science, humanities and management are becoming increasingly inter and multi disciplinary which paves the way to organize an International Conference “**International Conference on Multidisciplinary**

approaches in Social Sciences , Humanities and Sciences” - MASHS-2018 in collaboration with Conference World.

This conference is a unique system of edification for creating dynamic leaders in the corporate sector, entrepreneurs, academicians, researchers and professionals who contribute to the development of society and nation at large. It provides a podium for the participants to realize their dreams, hone their cognition, sharpen their competence and carve out a wholesome personality.

This conference includes an exciting collection of contributions resulting from a successful call for papers. The selected papers have been divided into thematic areas, which highlight the current focus of application-specific systems and research activities. In response to the call for papers, more than 150 submissions have been received. All the submissions were subjected to a rigorous review by the members of the program committee and external editors. After an intense scrutiny of the reviews, we are pleased to present a high quality technical session with 70 papers for presentation at the conference. They represent the current state-of-the-art multi-disciplinary fields of research.

I must thank all the contributors, reviewers and experts for their unconditional support in organizing this conference.

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