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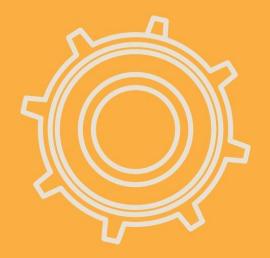
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#### The Cromogenic Effect of Congo Red Dye In Fungal Cultures

S. Sreeremya Sree Narayana Guru College, Coimbatore, Tamil Nadu

**Abstract:** Congo red dye is majorly used in histological staining and it has a major role to play in microbial screening. More significant use of congo red lies in microbial screening of cellulose predominantly carboxymethy cellulose. The major objective of this study is to avail the dye in microbial screening to identify the zone of clearance certain fungal species. After the microbial screening and incubation there was a color change in the fungal grown areas when treated with congo red dye. Thus the congo red dyes cromogenic effect can be assessed from this experiment.

Read Full Paper

#### Varings Dynamics for Bamboo: Review

S. Sreeremya Sree Narayana Guru College, Coimbatore, Tamil Nadu

**Abstract:** Bamboo is a unique plant, which have immense application. Among plants, bamboo is a structurally smart plant and functionally gradient materials, which resembles a long cylindrical fiber-reinforced composite with several internodes and nodes along its length. There are approximately over thousand species of bamboo. The resource of bamboo can be copiously availed in various aspects.

#### A Review on Recent Development of Image Compression Techniques

Ridhi Jindal Rayat Bahra University, Mohali

**Abstract:** Digital image compression technology is of special interest for the fast transmission and real-time processing of digital image information on the internet. Although still image compression is a technique developed for a long time, plus there are several approaches which reduce the compression rate, and accelerate computation time, there are still a lot to go to improve the efficacy of compression. This paper is an analysis of various compression techniques can be applied to different types of images. By analyzing the advantages and disadvantages of different techniques, we can choose the correct technique that can be used for image compression.

Read Full Paper

#### **Theoretical Framework Pertaining to M-Health Apps**

Ms. Sarangi, Ch. Radhakumari Sri Sathya Sai Institute of Higher Learning

**Abstract:** The ubiquitous nature of mobile phones has proved successful in taking wide range of activities to the door step of public. Government thrust, Regulatory support, Physician acceptance user adoption are the key scaling factor which will shape the mobile application market and growth. New mHealth opportunities are emerging every day covering personalized health care, population health, diagnostics, and management of infectious diseases and global epidemics. The platform necessary to deliver mHealth services already exists, and resides in user's hands. What remains to be firmly established is proven evidence of mobile's sustainable value to the health care industry. Combined with technology advancements, lessons learnt and clinical experiences accumulated are expected to propel mHealth towards maturity. mHealth strategies are not "one-size-fits-all" and will likely to take time to develop and refine. Understanding and leveraging the four dimensions of effective mHealth – people, places, payment, and purpose – is a good place to start. In the light of the significant role mHealth apps are playing in the health sector world over, a research study was conducted to examine if Indian urban consumers are open to the use of mobile health applications to manage their personal health. In the context of the above study, the current article presents a theoretical framework for above research study.

#### **Review of Studies on M-Health Apps**

Ms. Sarangi, Ch. Radhakumari Sri Sathya Sai Institute of Higher Learning, Andhra Pradesh

**Abstract:** The Healthcare sector has undergone drastic transformation in the recent times. Mobile Technology, an extension of the electronic healthcare mechanism promises to deliver high quality care at the convenience of the consumer at lower cost. M-health is defined as "medical and public health practice supported by mobile devices, such as mobile phones, tablets, personal digital assistants (PDA's) and other wireless devices". While on consumer end healthcare is shifting towards 'Personalized Care', M-Health offers providers a platform to access patient's health data in a convenient way. The better insights about human genome along with technologies which use personalized approach, will enable users to be in charge of their health in a more efficient and effective manner. M-Health will enable provision of personal toolkits to manage chronic and acute conditions. Enabled by technology, connectivity and data, mass customization is helping M-Health solutions to flourish. Reflecting upon these factors, a research study was conducted to examine if Indian urban consumers are open to the use of mobile health applications to manage their personal health. The findings and suggestion of the study will add to the emerging area of M-Health and M-Health applications. In addition, the research can also be considered for designing mobile health applications based on consumer insights. The area of the research being new and upcoming in the health sector preview, current article presents the detailed review of the literature conducted as part of the above research study.

#### **Vedic Medicines with Special Reference to Rauwolfia Serpentina**

Dr. Ritu Sharma MDS University, Ajmer, Rajasthan

Abstract: Ayurvedic medicine is a Hindu system of traditional medicine native to India and a form of alternative medicine. The earliest literature on Indian medical practice appeared during the Vedic period in India. The Suśruta Saṃhitā and the Charaka Saṃhita Ancient India Herbal medicine dates back several thousand years to the Rig-Veda, the collection of Hindu sacred verses. This is the basis of a health care system known as Ayurvedic medicine. One useful plant that has come from Ayurvedic tradition is snakeroot, Rauwolfia serpentina, because the roots resembled the shape of snakes. Rauwolfia serpentina contains a variety of compounds with antioxidant capacity and other health benefits like treatment of diabetes, cardiovascular disease, cancer, mental illness and hypertension, schizophrenia, gastrointestinal diseases, circulatory disorders, pneumonia, fever, malaria, asthma, skin disease, scabies, eye diseases, spleen diseases, AIDS, rheumatism, body pain, veterinary diseases etc. this plant is also being used to prepare fermented food products. It has been stated that this plant is used as antidote against snakebite. The antibacterial and antifungal activities were high in petroleum ether and acetone extract of rauwolfia serpentina.

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