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MEDIA COMMUNICATION

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Abstract:

Media plays a prominent role in society. It duly registers the metamorphosis of socio, political and cultural climate. The paper widely discusses the theories of dialogism and dialectic process adopted in media interviews and debates today. Interviews and debates in media are formulated by the process of communication that includes encoding and decoding of messages. Great thinkers and researchers of humanities show keen interest to explore how the messages are encoded and decoded complementing the socio-cultural-political environment of the contemporary society. The paper refers to the popular authors who penned their views on Encoding and Decoding of messages in media. A theoretical approach to encoding and decoding pertinent to production, dissemination, and interpretation of messages that offered a base paving ways to the new dimension of study pertaining to communication and technology are illumined in the paper. The paper focuses on how the approach of visual media is diverse from print media and its stronger impact on the psyche of the audience.

Keywords: media, encoding, decoding, messages, society.

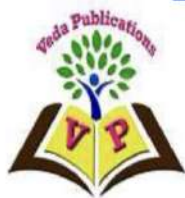


SOCIO CULTURAL IMPACT ON DECODING MESSAGES: FROM LITERATURE TO COMMUNICATION

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ABSTRACT



Communication barriers and miscommunication is a common phenomenon in a heterogeneous society. Globalization has converged varied culture groups complementing the social environment of communication. Hence the process of communication depends on cultural and social climate. The paper focuses on trajectories of decoding messages pertaining to psychological, social, and cultural background. Encoding, decoding and feedback are the major ingredients of communication. Communication is successful only when the message is decoded properly by the receiver. Communication process becomes complex in multicultural environment when the sender and the receiver from different culture groups happen to communicate with each other. Thus on some occasions cultural differences impede mutual understanding. The paper cites suitable examples to illumine the variants of interpretation of messages leading to complexities and perplexities. The paper also widely discusses how a message is decoded and recoded based on the interpretation of a message. The paper pegs Shakespeare's play *Othello* and the renowned Tamil novelist Rajam Krishnan's novel *Verukku Neer* (Water for the roots) and attempts to analyze the socio cultural impact on the psyche of a person.

Keywords: Culture, Decoding, Feedback, Message, Communication.

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A GLIMPSE ON INTRICACIES OF ENGLISH LANGUAGE COMMUNICATION

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ABSTRACT

English Language is widely spoken language all around the world and it has become an assistant language in many countries. English binds people from different countries and acts as bridge for better communication. It is also *Library Language* as maximum reference books are written in English. World is suffused with myriad of religions and cultures and it creates a great impact on English which has been tuned as per the socio cultural environment. During the last three decades people witness evolution of the language complementing the socio cultural and political environment. One of the major aspects of English is that it has liberally borrowed words from the other languages for enrichment. To study the transmutation of English vocabulary over a period of time is an enticing subject to some of the research scholars today.

Hence the paper deals with the dynamic aspect of communication that constantly undergoes a change owing to socio cultural and political manifestations. The paper highlights the intricacies of communication to drive home the fact that communication is the base of success for both personal and professional growth and being conversant with the metamorphosis of communication is mandatory for the young aspiring professionals. The paper further attempts to illumine the evolution of language today in the age of Globalization and technology. Selected vocabulary is pecked for semantic analysis. Further the paper discusses about Jargons embedded in varied culture. Use of Euphemisms is more common today that lucidly reveals the mindset of the people today. This paper is based on empirical study.

Keywords: *English, language, communication, vocabulary, culture.*



A MULTIFACETED GLIMPSE ON APATHETIC LISTENING

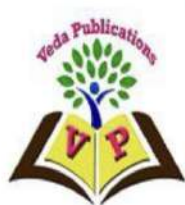
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ABSTRACT



Oral communication is one of the significant methods that play a predominant role in the process of communication. Communication is a two way process, that ineluctably involves speaking and listening. Many a time there is a breakdown in communication. This may be due to poor expression of ideas or poor listening. Even if one of the participants fails to participate in the process of communication, there arises a communication barrier. The success of a communication is firmly moored on intent listening. But people often experience communication gap with their counterparts that stains better relations. And this communication gap mainly occurs due to poor listening. There are different types of listening but apathetic listening extinguishes a message and deflates the zeal and enthusiasm of the speaker. Apathy is also associated to mental illness. The paper aims to expound the cause and effect of apathetic listening with suitable references.

Keywords: *Apathetic, Communication, Process, Listening, Oral.*



ON CRITIQUING INFLUENCE AND PLAGIARISM

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ABSTRACT




The term that every research scholar is conscious of is *plagiarism*. Stealing or copying others' work is plagiarism. Broadly speaking every research scholar strives to produce original work. Despite working diligently many a time the research scholars face certain hurdles that question the authenticity of their work. Hence, the scholars are anxious to produce his/her work devoid of plagiarism. The paper deals with the concept of influence and plagiarism evincing the distinction between the two. Matter and manner are the two major ingredients that lucidly project the discrimination between the two concepts. The paper refers to the theory of Harold bloom which refers to the psychological struggle of the aspiring authors to overcome the influence of their literary antecedents.

Every work stems from the previous work. But the manner in which the borrowed concept is projected is important. Literary works appeal to the emotions and feelings where there are chances of overlapping that put them in trouble. The paper also speculates *cryptomnesia*, when an author is alleged of plagiarism, he/she justifies that his/her borrowing from another work is unintentional. The paper attempts to illuminate the discrimination of influence and plagiarism which every author ought to be aware of before venturing to write on a subject.

Keywords: *Influence, Plagiarism, Concepts, Discrimination, Scholars.*

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TYPES AND TECHNIQUES OF INTERVIEW

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Abstract:

Every aspiring candidate has to face interviews for better career prospects. Types and techniques of interviews have been evolved during the period of years owing to the development of technology. The paper illumines different types and techniques of interview. The paper also provides useful tips regarding preparation of candidates for an interview. Interview is a two way communication process where the interviewer and the interviewee engage in the process of encoding and decoding. Verbal and non verbal communication is two important factors to be focused in an interview. It is important for the candidates to be abreast of the types and techniques of interview. Language and communication is not stable and always undergoes a change complementing the socio cultural situation. Both the interviewer and the interviewee should be well prepared for better results.

Keywords

techniques, profession, communication, interview etc

Types and Techniques of Interviews

When two persons happen to meet, they engage in dialogue. What is dialogue? Dialogue means conversation between two persons. Face to face communication between two persons is called

interpersonal communication. Interpersonal communication may be formal or informal. Conversation between two friends or colleagues is informal. Conversation is a talk, an informal one, between two or more people, in which messages are interacted. Formal interaction between two people with a purpose is called interview. The term 'inter' means between two objects or people and 'View', means reading or analyzing the quality and capacity of the other. Hence interview is face to face, oral and interpersonal communication where two involved participants view and assess each other through interaction. The two participants engage in the interview process are *the interviewer and interviewee*. Broadly speaking, the term interview is closely associated to job interviews. The person who conducts the interview is called *interviewer* and the candidate who attends the interview is called *interviewee*. During the interview, the interviewer asks probing questions to the interviewee to find out if the candidate is suitable for the post.

Every aspiring candidate has to face interviews to climb up the ladder of successful career. Interview is a face to face, two way and oral communication. Interview is conducted either by an individual or by a committee. When a company is run by a sole proprietor,

PANDEMICS: FROM LITERATURE TO RELIGION**Dr.Jeyashree G.**

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Abstract:

Literature is one of the sources that lucidly reveal the pulse of the contemporary society. The year 2020 is one of the remarkable periods owing to the pandemic Corona Virus that shook the entire world and engulfed the lives of people with fear and anxiety. This paper is an attempt to focus on pandemic literature pertaining to contextualization of language and religion as people seek solace in prayers and by perusing religious scriptures. The paper also explores Albert Camus' novel *The Plague* to illumine the fact that the present situation of pandemic that grips the people in fear is not a new phenomenon to this world. In fact it is something that had been already accosted by the society in the past. This paper detours the literary works pertaining to epidemics and pandemics to evince the impact it had on the society. The paper also focuses on language and affirms the fact that words are one of the most powerful tools which have a greater influence on the psyche of the humans. Contextualizing of language and literature complementing the contemporary society is the main motif of the study. The paper also affirms the fact that the tenets of religions play a significant role that brings hope to the people.

Key words: literature, society, contemporary, anxiety, language.**Pandemic Literature and society:**

The events and happenings in a society make a history. Epidemics and pandemics are the most deadly foes that people confront intermittently in the society. The experience that drives home the fact human race is under the control of the omnipotent Nature. While Scientists assert that the universe is canopied under the influence of science nevertheless nature demonstrates its potentiality through natural calamities and deadly disease which poses a great challenge to the scientists. Language always complements the contemporary environment. While contextualizing language, certain terms create a larger impact on the human psyche accentuating the seriousness of the situation.

The dreadful pandemics Corona Virus has gripped the entire world with fear as the disease has devoured the lives of the millions of people. Every country in the world is



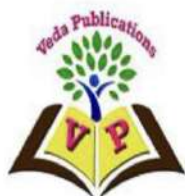
ON DECODING THE TRAJECTORY OF CONSCIOUSNESS IN BLAKE'S POETRY

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ABSTRACT

Poetry is defined as spontaneous overflow of feelings recollected in tranquility by one of the remarkable poets of the romantic age William Wordsworth. Human beings are conditioned by emotions and feelings that come out in varied forms like paintings, sculptures, poetries etc. An artist absorbs elements that prevail around him and effuses in art forms. An artist is adept at reading the nuances of socio economic and political impact of the society and shares his/her thoughts through their artistic products. Unless there is a balance maintained between the emotional and intellectual quotient, an art cannot reach the audience. Critics speculate the language and the content of poetry. Language is a channel of expression where the poets try to exploit to reach the audience effectively. William Blake is one of the remarkable poets of the Romantic age and the paper attempts to unveil the submerged consciousness of the poet reflected through his poems. Short poems are pecked for the study to illumine the impact of the contemporary society on the psyche of the poet. Literature mirrors a society and aspiring scholars can certainly accrue knowledge by perusing the literature of the past. The elements of romanticism in Blake's poems are elicited and the poetic devices reflect in his poems are explored. Blake's poems reflect multi layered emotions firmly anchored in ethos and pathos that permeate in the social lives of the people. The elements of romanticism in his poems are discussed.

Keywords: *Emotions, Feelings, Poetry, Art, Language.*



A GLIMPSE ON FEMININE WRITING

Dr.Jeyashree G

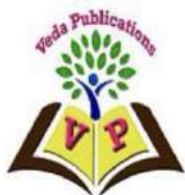
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DOI: <http://dx.doi.org/10.54513/JOELL.2022.9110>

ABSTRACT

The paper attempts to explore the nuances and the influence of socio cultural environment on feminine writing. The paper refers to the select literary works unearthing feminine consciousness. The paper also vividly expounds the theory of Masculine and feminine language in Indian and English literature. Women writers are placed in the peripheral position and the feminist critics like Helen Cixous attempts to deconstruct the male centric discourse by motivating women writers to write more of them. Women no more engage in subservient role and the present scenario witness a considerable rise in their status at the professional level. While perusing the history of women literature the theories on feminist writings are discussed. The language flow in women writings is gauged to affirm the power of women in the realm of language and literature amidst social and cultural pressure. Feminine language reflecting the socio cultural situation and the feminist theories that emerged to propel and motivate feminine writings are explored in the paper. Changes are ineluctable that affects the society and the writings of women mirror the culture of the contemporary society. The mind set and language behavior of the people are interrelated that have a major impact on the society. Hence the paper registers the perceptions of male critics on women literature.

Keywords: *Language, Communication, Society, Culture, Feminine.*



DR. YASHODHARA VARALE



ANALYSIS OF CALCIUM IN KARAVE POND WATER SAMPLE, NAVI MUMBAI

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ABSTRACT

Normally, a flow of surface water draining through humid area contains more calcium than any other ion. Calcium is the most common cation in fresh water at 200c, 5.6 mg/lit dissolve. Causing pH 9.9 to 10.0. As calcium ion is relatively large, it can be hydrated & forms complexes with inorganic ions. To calculate the concentration of calcium in the present study in pond water sample were collected and analysed for six month. So, we have studied the calcium present in

pond water sample. Calcium was extremely low was 5.65 mg/lit.

KEYWORDS: pond water sample, Pollutants, calcium.

INTRODUCTION

Historically it is a good wetland site but due to concepts of modern development it is now converted in to a badly managed water tank which is a place for dumping garbage. It is the most abundant alkaline earth element in the earth crust derived from natural sources like carbonate, phosphates, sulphate, fluorides and silicates. Green Wald (19ml) showed that about 10% Ca ++ occurs in bicarbonate form.^[1,2] Normally, a flow of surface water draining through humid area contains more calcium than any other ion (Hem 1970) calcium is the most common cation in fresh water, at 20oC, 5.6 mg/lit dissolve, causing pH 9.9 to 10.0 . As Calcium ion is relatively large, it can be hydrated and forms complexes with inorganic ions. (Mattness and Harvey, 1982).



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Assessment of Turbidity In Pond Water Sample, Juinagar, Navi Mumbai Mumbai.

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ABSTRACT

The pond water samples were taken from different stations of Juinagar, Navi Mumbai and analysed every month for six months. We have studied the Turbidity in pond water sample. The seasonal analysis indicated that Pond water sample content was found higher in summer and winter than their levels in rainy season than the permissible and excessive limits of turbidity as specified by the Ministry of Health, Government of India is 5 and 25 mg/lit. Respectively.

Key words: Pond water sample, pollutants, Turbidity.

INTRODUCTION

Turbidity of water is an important parameter for characterising water quality as turbidity allows an estimate of concentration of undissolved substances. The measurement of turbidity is a ratio of intensity of light falling on the matter to intensity of light scattered by undissolved matter or it is a ratio of light transmitted through the water in straight line to intensity of incident light. Nephlo- turbidimeter was used for the measurement of turbidity in the present work. (A K Rana; M.J.Kharodawala; J M Patel; and H R Dabhi 2002) The present of turbidity has significant effect on photosynthetic zone, due to constant transmitting the light. particulate matter i.e. organic or inorganic or excessive growth of biota, is responsible for the change in water quality, rendering it unfit for drinking purpose. (N Manivasagam; 1984)

In the present study, the levels of Turbidity were studied in the pond water sample, Juinagar, Navi Mumbai. The pond water samples were taken in twelve glass bottles by following standard procedure [3-5]. Samples were taken from twelve bottles from various ponds which are located at 1. Sector - 4, 2. Balaji Mandir, 3 Sector -16, 4. Nirmal Nagar 5. Shivaji Nagar, 6. Sector -28. The samples were collected every month throughout the Six months and analyzed in laboratory for determined the levels of turbidity.

MATERIALS AND METHODS

Turbidity is very important test in the quality control of treatment works. In the pre-treatment process, type of the treatment required and the amount of the coagulant require depends on turbidity. In fact, efficiency of the pre-treatment and filtration units is evaluated from the amount of turbidity removed. The determination of turbidity is interfered by the presence of debris and other rapidly settleable matter. True



Electrical Conductivity Present in Tube Well Water Sample of Ghansoli, Navi Mumbai

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ABSTRACT The Tube well water samples were taken from Ghansoli, Navi Mumbai and analysed every month for six months. We were studied the Electrical Conductivity in tube well water sample. Tube well water sample content was found higher than the desirable limit of (18.4 °C to 30.2°C). The seasonal analysis indicated that the Electrical Conductivity were generally higher in summer and winter than their levels in rainy season.

KEYWORDS: Tube well water sample, pollutant, Electrical Conductivity.

I. INTRODUCTION

The ability of substance or water to conduct an electric current is called Conductivity. Specific electrical conductance is conductance by a cubic centimetre of a substance or water at 25 °C or specified temperature. Conductivity of water, therefore gives an idea about the total dissolved ionisable solids in it. Naturally conductance of water increases with an increase in the concentration of dissolved and dissociable substances.

In the present study, the Electrical conductivity were studied in tube well water samples at Ghansoli, Navi Mumbai. The tube well water samples were taken from six tube wells in the glass bottles by following standard procedure. Samples were taken from six tube well water samples, which are located at 1. Plaza Building, 2. Shivam Mall, 3. Nisarg Tower, 4. Sadguru Apartment 5. Tulsi Tower, 6. Platinum Acre. The samples were collected every month for six months and analysed in laboratory and determined the Electrical Conductivity.

II. MATERIALS AND METHODS

Electrical Conductivity is an ability of a water to conduct an electric current is called electric conductivity. It is generally measured with the help of a conductivity meter, having a conductance cell containing two electrodes of platinum black or carbon. These electrodes are mounted rigidly and placed parallel at a fixed distance conductance. When measured between these electrodes having a surface area of 1cm² and placed at a distance of 1cm is called Electrical Conductivity. It is the property of water samples, rather than that of the measuring system. The term specific conductance is also used in place of electric conductivity, but it is an absolute term. The unit of conductivity is Siemens' (s) cm⁻¹. The older unit mhos cm⁻¹ is now rarely used conductivity of most water is generally low and expressed in terms of us cm⁻¹. As ionization of solutes in water depends on temperature, conductivity results are reported at 25 °C.

III. RESULTS AND DISCUSSION

Distilled water has conductivity in the range of 0.5 to 5 micro Siemens/cm. On the standard, an average seasonal conductivity of tube well water 5 ranged from minimum 120.7 micro Siemens/cm to maximum 843micro Siemens/cm.

On the basis of three seasons, an average electrical conductivity of water is highest during winter season 289.66 micro Siemens/cm, in rainy season 351.2micro Siemens/cm And in summer season was 328.7 was micro Siemens/cm due to dilution factor and variation in ground water discharges.

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EFFECT OF CHEMICAL OXYGEN DEMAND (COD) PRESENT IN BOREWELL WATER SAMPLE OF VASHI, NAVI MUMBAI.

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Abstract:

Vashi is a popular residential locality in Navi Mumbai just along side the Mumbai – Pune Highway. Vashi has and continues to attract the white collar employees due to its affordable rental and property rates, as compared to the rest of Mumbai. Vashi is a well planned locality and comprises residential and commercial properties here. With a burgeoning population and limited potable water resource available, many establishments are turning to borewells for water.

For the study purpose, six water samples were taken from six tube-wells from Vashi and analysed every month throughout the year. We have studied levels of chemical oxygen demand (COD) in tube –well water sample. COD content was found higher than the desirable limit of COD (150) mg/L.

Key words: Tube-well water, Pollutants, Chemical oxygen demand (COD).

Introduction:

Water plays an essential role in human life. Fresh water is one of the most important resources crucial for the survival of all the living beings. It is even more important for the human being as they depend upon it for food production, industrial and waste disposal. Human and ecological use of borewell water depends upon ambient water quality. Human alteration of the landscape has an extensive influence on watershed hydrology Guranathan, 2006[3]. Borewell water plays a vital role in human usage. The consequences of urbanization and industrialization leads to spoiling the ground water is explored in rural especially in those areas where other sources of water like dam and river or a canal is not considerable. During last decade, this is observed that borewell water polluted drastically because of increased human activities. Frequently in many cases of water borne diseases has been seen which a cause of health hazards. An understanding of water chemistry is the fundamental knowledge of the multidimensional aspect of aquatic environmental chemistry which involves the source, composition, reactions and transportation of water. The quality of water is of vital concern for the mankind since it is directly linked with human welfare. It is a matter of history that facial pollution of drinking water caused water-borne diseases.

In the present study, to study the borewell water, collected from different locations in Vashi region, India and the data were compared with WHO standard data.



Effect of Total Hardness Present in Industrial Water Sample of Koperkhairne, Navi Mumbai

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ABSTRACT: Koperkhairane is an established locality of Navi Mumbai, surrounded by Ghansoli, Vashi and MIDC Industrial Area. The locality hosts a blend of co-operative housing societies (CHS), multi-storey apartment complexes, commercial office spaces and industrial entities. Some prominent residential projects. For the study purpose six industrial water samples were selected. Industrial water samples collected from selected sites monthly from Jan 2021 to June 2021 and analysed for total hardness parameters. Total Hardness in study area was found between 120 to 150 mg/l. Total hardness at all sampling stations were found below permissible limit.

KEYWORDS: Total Hardness, Industrial Zone, Permissible limit, Geology.

I. INTRODUCTION

Water is the most crucial component of this earth, which is necessary for the survival of life. On this planet Water is that essential and mandatory part which constitutes about 75% of our world, Earth's crust. It is one of the vital natural ingredients needed for the survival of all kind of lives present on the surface. Water is affected by different kinds of natural and anthropogenic activities performed by human beings. Due to increase in industrialisation water pollution problem is the major problem arises day by day. In industrial waste water contains harmful chemicals, organic and inorganic products, which are directly or indirectly affecting the natural source of water and agricultural practices very severely. As a result of which the properties of natural water and aquatic animals are affected adversely by getting in this contact with these chemicals may include pollutants which may be thrown in to the water body without treatment. Different types of harmful chemicals from the industries causes life in water body to get destroyed by the action of these toxic chemicals with the physiological system of the living beings, including animals as well as plants. One of the most significant origins of water pollution is due to the wastes from the industries and sewage. Through different researches, it proves that the primary cause of all this pollution by addition of harmful material in water bodies mainly because of human activities (Anthropogenic Activities) rather than the natural or geogenic processes. In many developing countries, it is proof that the primary source of degradation of water bodies is the massive rate of growing industries and urbanization well. Due to the presence of these chemicals in water, it became unhealthy for any use. Man is not only using natural resources, but he is also discharging the different types of solid, liquid waste material into the same resources, which day-by-day degrading the quality of this vital resources. Hardness is one of the properties of water, which prevents the lather formation with soap and increases the boiling point of water. Calcium and magnesium cations mainly cause hardness. Koperkhairne area is industrially developed area having number of industries; therefore, study had undertaken to find out the Total Hardness level in industrial waste water around Koperkhairne area.

II. MATERIAL AND METHODS

For study purpose six sites around Koperkhairne industrial zone were selected. Water samples were collected monthly from selected sites during Jan 2021 to June 2021. Following sites were selected for study purpose. Table No.1- Sampling Sites Samples were collected in clean glass bottles. The bottles were rinsed with the groundwater to be taken for analysis. Collected samples were analyzed using EDTA method for Total Hardness. The EDTA method was used to measure the concentration of Calcium and Magnesium ions in water samples to determine their total hardness. This method is based on the principle that EDTA and its sodium salt forms a soluble complex when added in the solution of certain cations. $M^{2+} + EDTA \rightarrow M-EDTA$ Complex A small amount of Eriochrome Black-T indicator is added to an aqueous solution containing calcium and magnesium ions at pH -10.0. As a result, calcium and magnesium ions get complex and the solution becomes wine red. Since EDTA has strong affinity towards calcium and magnesium ions, on



STUDY OF CHLORIDE PRESENT IN THE POND WATER SAMPLE OF SANPADA, NAVI MUMBAI

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ABSTRACT:

The Pond water samples were collected from, Sanpada, Navi Mumbai and analysed every month throughout the year. So, we have studied levels of chloride in pond water sample from Sanpada, Navi Mumbai. Average concentration of Chloride 21.52 mg/lit in June to average concentration of chloride 30.16 mg/lit in November.

Key words: Pond water sample, Pollutants, chlorides.

INTRODUCTION:

Water pollution is the biggest problem in the World. Due to tremendous increase in the growth of population, Industrialization and urbanisation we are facing the problems of water pollution. Due to interference of human's activities in pond like washing clothes, washing animals, cars etc. adversely affected on pond water and water is polluted. To minimise the concentration of chlorides in pond water samples we selected pond water sample for study purpose. In the present study, the level of chloride were studied in the pond water sample of sanpada, Navi Mumbai. The pond water samples were collected from different six sites for the study purpose. Pond water sample collected in the glass bottles by following standard procedure. Samples were taken from sanpada, Navi Mumbai 1.Vashi lake 2. Nmmc fountain 3. Palm Beach lake 4.chinchpokali Talav 4.Sarsola pond 5.Nerul lake 6. Seawood lake. The samples were collected every month for six months and analysed in laboratory for the levels of chlorides.

EXPERIMENTAL METHODOLOGY:

For determination of chloride Chloride concentration in the water is determined by several methods viz argenometric or Mohr's method. Mercuric method and potentiometric method. In the present study, argentometric method was considered suitable for the determination of chloride ions. In neutral or alkaline solution, potassium chromate indicates the end point of titration of chloride AgNO_3 reacts with chloride ions to form very slightly soluble white ppt precipitate of silver chloride. After all the chloride is removed, the indicator changes its colour to reddish brown of silver chromate. $\text{Ag}^+ + \text{Cl}^- \rightarrow \text{AgCl}$ (white ppt) $2\text{Ag}^+ + \text{CrO}_4^{2-} \rightarrow \text{Ag}_2\text{CrO}_4$ (Reddish brown PPT) Reagents a) Standard silver nitrate solution – (0.02N). Dissolve

Intensity of Colour Present in Industrial Water Sample (Treated) of Nipani Town

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Abstract: The Industrial water samples (Treated) were taken from the vicinity of Halsiddhnath sugar factory from Nipani town and analysed every month throughout the year. We have studied the intensity of colour in industrial water sample (Treated). Intensity of colour content was analysed as per Indian Standard Institution and Indian Council of Medical Research have suggested 5 units as desirable units of colour and 25 units as an excessive limit. higher than the desirable limit of 5 Units up to 25 Unit. The seasonal analysis indicated that the Intensity of colour were generally higher in summer it shows maximum average intensity of colour in industrial treated effluent 0.09 units, in winter 0.07 unit than their levels in rainy season 0.02 unit.

Keywords: Industrial (Treated) water sample, pollutant, Intensity of colour

1. Introduction

Due to rapidly increased in population the demand for water resources also increased & water pollution problem arises. In the present study, the physical parameters such as colour of water is changed due to industrial effluent, domestic wastes and human's interference which affected on pure quality of water as well as human beings are suffering by water borne diseases, its affected on human health. So the analysis of intensity of water colour is very important.

In the present study, the intensity of water colour were studied in the industrial (Treated) water samples at Nipani. The industrial water samples (Treated) were taken from the vicinity of Halsiddhanath Sugar Factory in the glass bottles by following standard procedure.. The samples were collected every month throughout the year and analyzed in laboratory to determine the intensity of colour in industrial effluent..

2. Materials and Methods

The colour of water is found to be yellow or brown which occurs usually due to the presence of organic matter derived from soil, vegetation, and its decay. It could also be due to metallurgical effluents the colouring organic matter should, therefore, be removed from water and this can usually be achieved by the use of Coagulants (flocculent) in settlement tanks and passage through rapid sand filters.

Absence of in water sample is a prerequisite in the determination of colour, as it interferes in the

measurements colour changes is also caused by change in P^H so the results should be accompanied with the P^H of the sample at which the colour has been determined.

Procedure

The colour of water samples were quantified as absorbance at 367.5 nm using UV- Visible Spectrophotometer.

3. Results and Discussion

Colour of water may be due to industrial wastes, humus, peat materials, plankton, natural metallic ions (e.g. iron, and manganese) etc. Indian Standard Institution and Indian Council of Medical Research have suggested 5 units as desirable units of colour and 25 units as an excessive limit. Intensity of colour recorded a minimum of 0.005 unit in Industrial treated effluent in June and maximum of 0.197 unit in industrial treated effluent in December (Table.No - 13)

The Intensity of colour varied with seasons in summer it shows maximum average intensity of colour in industrial treated effluent-0.09 unit, followed in winter 0.07 unit and in rainy season 0.02 unit (Table No - 14). The maximum intensity of colour observed at water sampling site No.4.(Fig No -1) is attributed to continuous discharge of organic matter from domestic waste, industrial effluents, provision of soil, washing, bleaching and leaching of agricultural waste. Sampling site No - 7 showing an excess of algae growth indicated increasing nutrients level in water.

Calcium Present in Tube Well Water Sample of Nipani Town

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Abstract: Normally, a flow of surface water draining through humid area contains more calcium than any other ion. Calcium is the most common cation in fresh water at 20°C, 5.6 mg/lit dissolve. Causing pH 9.9 to 10.0. As calcium ion is relatively large, it can be hydrated & forms complexes with inorganic ions. To calculate the concentration of calcium in the present study in pond water sample were collected and analyzed every month throughout the year. So, we have studied the calcium present in pond water sample. Calcium was extremely low was 5.65 mg/lit.

Keywords: pond water sample, Pollutants, calcium

1. Introduction

It is the most abundant alkaline earth element in the earth crust derived from natural sources like carbonate, phosphates, sulphate, fluorides and silicates. Green Wald (19ml) showed that about 10% Ca ++ occurs in bicarbonate form [1,2]. Normally, a flow of surface water draining through humid area contains more calcium than any other ion (Hem 1970) calcium is the most common cation in fresh water, at 20°C, 5.6 mg/lit dissolve, causing pH 9.9 to 10.0. As Calcium ion is relatively large, it can be hydrated and forms complexes with inorganic ions. (Mattness and Harvey, 1982).

In the present study, the levels of calcium were studied in the Tube well water sample near the vicinity of Halsiddhanath sugar factory located at Nipani. The Tube well water samples were taken in twelve glass bottles by following standard procedure[3-5]. Samples were taken from twelve bottles from various Tube wells which are located at 1. Bhim Nagar, 2. Nagoba lane, 3.Kharade lane, 4. Namar mal, 5. Shivaji Nagar, 6. Andolan Nagar, 7. Kmgar Chowk, 8.Ambale polt, 9. Mestri Nagar, 10. Ramling Temple, 11. Mestri Nagar, 12. Bhise lane. The samples were collected every month throughout the every year and analyzed in laboratory for the levels of CALCIUM.

2. Materials and Methods

Methodology for determination of calcium Volumetric determination of calcium was carried out by EDTA method. In this method, EDTA combines first with calcium and when pH is made sufficiently alkaline, magnesium is precipitated as hydroxide and the indicator murexide combine colour turns to violet at pH 12 to 13.

The concentration of calcium ions (Ca⁺²) is determined using the following formula. Calcium (mg/lit) = ml of EDTA X 400.08 / ml of sample.

3. Results and Discussion

Concentration of calcium in present study ranged from minimal 2.37 mg/lit. to maximal 62.56 mg/lit. in pond water. (Table N0 134) Its average value was higher in winter 23.42 mg/lit. [6-8], followed in summer 25.58 mg/lit and in rainy season 18.11 mg/lit and in tub well water sample).

A similar pattern was observed by Varghese et al. (1992). The impurity is comparatively less than industrial and pond water. Higher concentration of calcium was found at, nagoba lane, charade lane & Nirmal Mal due to slum areas disposal of waste and human's interference pond water is more polluted. (Fig. No. 29). Their station wise, month wise and season wise profiles are depicted in Fig. 50. It has been found that disposal of sewage and washing cattles, human activities like bathing, washings cloths are the major sources contributing to calcium content in water [9-11].

Table 1: Calcium (mg/lit) of Tube well water sample

Stations	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	19.81	16.34	20.05	23.26	24.69	24.14	20.08	18.44	16.05	17.12	21.60	22.25
2	23.20	32.80	19.27	24.82	24.90	16.81	16.20	24.06	15.35	16.20	21.05	23.62
3	32.81	27.24	26.20	29.81	34.45	20.05	14.45	28.08	14.32	15.30	28.07	30.37
4	28.07	46.41	32.07	29.75	23.21	39.20	11.21	20.31	16.21	16.20	62.56	40.29
5	59.32	17.64	56.11	43.70	6.42	67.25	12.31	13.25	12.14	12.15	52.10	51.72
6	37.60	4.37	24.06	32.81	5.65	85.50	25.72	17.18	18.21	19.30	36.25	36.40
7	23.20	19.31	20.81	23.24	4.81	25.50	12.82	26.17	20.08	20.09	41.02	34.63
8	20.05	18.70	20.05	18.42	3.25	25.60	9.62	20.32	34.21	34.21	27.21	23.70
9	20.06	17.64	18.17	19.05	6.24	30.72	19.25	30.20	35.71	41.05	17.63	18.85
10	18.40	17.62	17.65	20.18	4.02	26.27	17.64	21.03	20.04	20.05	20.01	21.05
11	18.46	16.98	20.05	17.62	3.21	26.30	14.45	14.21	14.21	14.12	16.40	17.21
12	19.25	20.85	40.08	40.29	34.40	20.17	21.65	15.60	13.21	10.21	26.40	21.45

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BOD Present in Pond Water Sample of Nipani Town

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Abstract: During present investigation of pond water pollution was calculated with the measurement of level of Biological Oxygen Demand (BOD) contents. The pond water samples were collected from twelve ponds from Nipani town near sugar factory and analyzed every month throughout the year. So, we have studied levels of BOD in pond water sample. BOD was 30 mg/lit. The seasonal analysis indicated that the levels of BOD were generally higher in summer and winter than their levels in rainy season.

Keywords: Pond water sample, pollutant, Biological Oxygen Demand (BOD)

1. Introduction

Industrialization and urbanization created serious problems of water pollution of surface water i.e. ponds, underground water tube-wells. In developing countries like India, this problem has become acute day by day.

In the present study, the levels of BOD were studied in the vicinity of Halsiddhanath sugar factory located at Nipani [1-2]. The pond water samples were taken from twelve underground tube wells in the glass bottles by following standard procedure. Samples were taken from twelve underground tube wells which are located at 1. Bhim Nagar, 2. Nagoba lane, 3. Kharade lane, 4. Namar mal, 5. Shivaji Nagar, 6. Andolan Nagar, 7. Kmgar Chowk, 8. Ambale plot, 9. Mestri Nagar, 10. Ramling Temple, 11. Mestri Nagar, 12. Bhise lane. The samples were collected every month throughout the every year and analyzed in laboratory for the levels of BOD [3-4].

2. Materials and Methods

BOD is the the amount of oxygen required by bacteria, while stabilizing decomposable organic matter under aerobic conditions. The decomposition of oraganic matter and metabolic activities of bacteria result in utilization of a part of the dissolved oxygen. The depletion of oxygen is considered as a measure of the amount of degradable organic matter in the sample under analysis.

Hammer (1977) gave details about the BOD test for polluted water and treated. effluents. This test was performed for the samples from industrial effluents in the present area under the study

Calculations- BOD = (Initial D.O – Final D.O) / ml of water volume of BOD bottles

3. Results and Discussion

The variations in the BOD were observed in pond water samples. Pond water samples higher level of BOD in February at sampling station 21 And corresponding low level of DO observed, clearly indicated that, the waste was mostly biodegradable and of human origin. The high level of BOD at sampling station 21 and 22 was more than the desirable limit (30mg/lit) .Suggested by Bureau of Indian Standards (Fig-20). At many places, BOD values in winter found in the range of 0 to 285 mg /lit, indicating wider fluctuations due to variable natural & man-made conditions in the pond water. The seasonal variations in (Table No-70) clearly shows that coverage value for various seasons, registering higher values in summer i.e. 31.49 mg/lit, followed in rainy season was 9.89 mg/lit. and in winter season was 6.40 mg /lit. This trend is similar to that observed by Varghese et.al (1992) in their studies. The trend in variation in BOD was due to variation in the quantum of natural flow surface water as a function of season as well as variation in the quantum of waste discharged. It is observed that higher level of BOD was due to flow of domestic as well as industrial waste. (Trivedi, 1998)

Table 1: Biological Oxygen Demand (mg/lit) in Pond Water Sample

Stations	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	10	40	6	60	55	20	10	11	12	11	12	10
2	5	32	120	20	2	19	12	13	13	14	16	11
3	8	90	16	21	4	13	8	9	10	11	12	8
4	40	87	280	45	105	50	35	30	29	32	35	25
5	16	37	18	43	4	26	15	16	17	18	19	14
6	20	35	50	8	7	24	14	16	18	16	18	12
7	10	29	28	10	13	30	16	18	20	20	22	17
8	5	30	60	14	18	6	5	4	5	4	6	4
9	12	28	61	12	14	9	4	5	7	8	8	6
10	15	40	63	11	55	0	8	10	12	7	10	7
11	12	20	4	3	8	8	6	7	8	8	9	29
12	10	34	7	20	5	50	30	35	36	33	34	25

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DR. GANGOTRI NIRBHAVANE



STUDY OF TOTAL HARDNESS IN WATER AROUND AMBARNATH AREA.

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Abstract: Ambarnath area from Thane district of Maharashtra having 3 industrial zone. For the study purpose five ground water samples were selected. Groundwater samples collected from selected sites monthly from July 2013 to December 2013 and analyzed for Total Hardness parameter.

Total Hardness in study area was found between 150 to 218 to mg/l. Total Hardness at all sampling Stations were found below permissible limit of BIS. At sampling station S2, S3 and S4 (Vimko Naka Bore Well, Morivali naka bore well and Ladi naka respectively) Total Hardness were found more than acceptable limit by BIS i.e. above 200 mg/l during some month, indicates seasonal changes and nature of the geological properties of the area with which water have been in contact.

Keyword: Total Hardness, Industrial zone, Geological, permissible limit, BIS.

Introduction:

Population on earth has been increasing in alarming rate, which demands safe drinking water. Groundwater is a major source of water all over the world. The physical and chemical properties of groundwater make it a reliable source throughout the world. Groundwater plays variety of roles in day-to-day life, which makes it an important resource for human beings.

Groundwater is generally invisible but very important in day-to-days life. 300 million Europeans acquire their daily drinking water from groundwater resources. Lakes, rivers and coastal waters in Europe are linked with groundwater; therefore, its quality depends to some extent. [1]

Pollution of groundwater is the natural, physical and chemical change due to human activity, so that water is no longer fit for use; for which it had previously been suited. Groundwater pollution problem now a day has become a severe threat to public health. [2]

Industries play a very important role in the economy of our country. With rapid industrialization, pressure on available resources also increases. Man is not only using natural resources, but he is also discharging the different types of solid, liquid waste material into the same resources, which day-by-day degrading the quality of this vital resources.

Hardness is one of the properties of water, which prevents the lather formation with soap and increases the boiling point of water. Calcium and magnesium cations mainly cause hardness. [3]



GROUNDWATER QUALITY ANALYSIS OF ASNOLI VILLAGE OF AMBARNATH, MAHARASHTRA, INDIA

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ABSTRACT

Asnoli village of Ambarnath area was selected for study purpose. The groundwater quality of Asnoli village was studied from March 2012 to June 2012. Groundwater samples were collected from 4 sampling sites during the study period and analyzed for different physicochemical parameters like Temperature, pH, Electrical Conductivity, Total Hardness, Turbidity, and Chloride. Obtained results were compared with WHO and BIS standards. Except for turbidity, all parameters were found within the permissible limits given by BIS and WHO.

Turbidity in groundwater samples indicates contamination of water by outside sources.

KEYWORD: Contamination, Groundwater, Physicochemical, Permissible limits.

INTRODUCTION

All over the world groundwater plays a very important role in the day-to-day life of man. People are using groundwater for several purposes. Its physical and chemical properties make it a reliable source throughout the world. Groundwater plays a variety of roles in day today's life, which makes it an important resource for human beings.

The water-use pattern varies widely in different parts of the world. It is dominantly used for irrigation in Asia, Africa, and South America. In Europe and North America, it is principally used to meet domestic demands. Over half of the world's population relies on groundwater

Study of Chloride in Water around Ambarnath Town, Maharashtra, India

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Abstract

Ambarnath town is part of Thane district of Maharashtra. For study purpose six ground water samples around Ambarnath Chikloli-Morivali industrial area were collected during July 2013 to December 2013. Collected Samples were analysed throughout 6 months for Chloride parameter. Obtained results compared with the standards given by WHO & BIS.

Chloride in study area was found between 96.56 mg/l to 129.22 mg/l. In whole study period, Bhimnagar area open well always shown higher value of chloride compared to other sites indicates effect of manmade activities.

Keywords: Chloride, Industrial area, manmade activity, parameter, groundwater

Introduction

Groundwater resources support many town, rural and distant communities around Australia. It is used as a drinking water source; for irrigation in agriculture, industrial development and indirectly, through ecosystem and stream flow maintenance. About 32% of groundwater is extracted for urban industrial use, 51% for irrigation and 17% for stock watering and rural use but this varies by state.[1]

It has been estimated that India, Nepal, Bangladesh, Pakistan and China use over 300 billion m³ of ground water annually, which is mostly in agriculture. India is the largest user of ground water. Presently about 65 % of the irrigation and about 90 % of the domestic and industrial water requirements are met through private ground water resources. Use of ground water is becoming unsustainable day-by-day. The fall in ground water level and deterioration in quality gives rise to drinking water shortages.[2]

About 50% of all the underground water used in urban areas of developing countries is obtained from wells, springs and bore holes and more than 1000 million populations in Asia and 150 million in Latin America depend on such resources.[3]

Population on earth has been increasing in alarming rate, which demands safe drinking water. Groundwater is a major source of water all over the world. The physical and chemical properties of groundwater make it a reliable source throughout the world. Groundwater plays variety of roles in day-to-day life, which makes it an important resource for human beings.

Water quality depends on the natural physical and chemical status of the water as well as any alterations that may have occurred as a consequence of human activities. Anthropogenic activities cause