

# ADARSH MAHAVIDYALAYA, OMERGA

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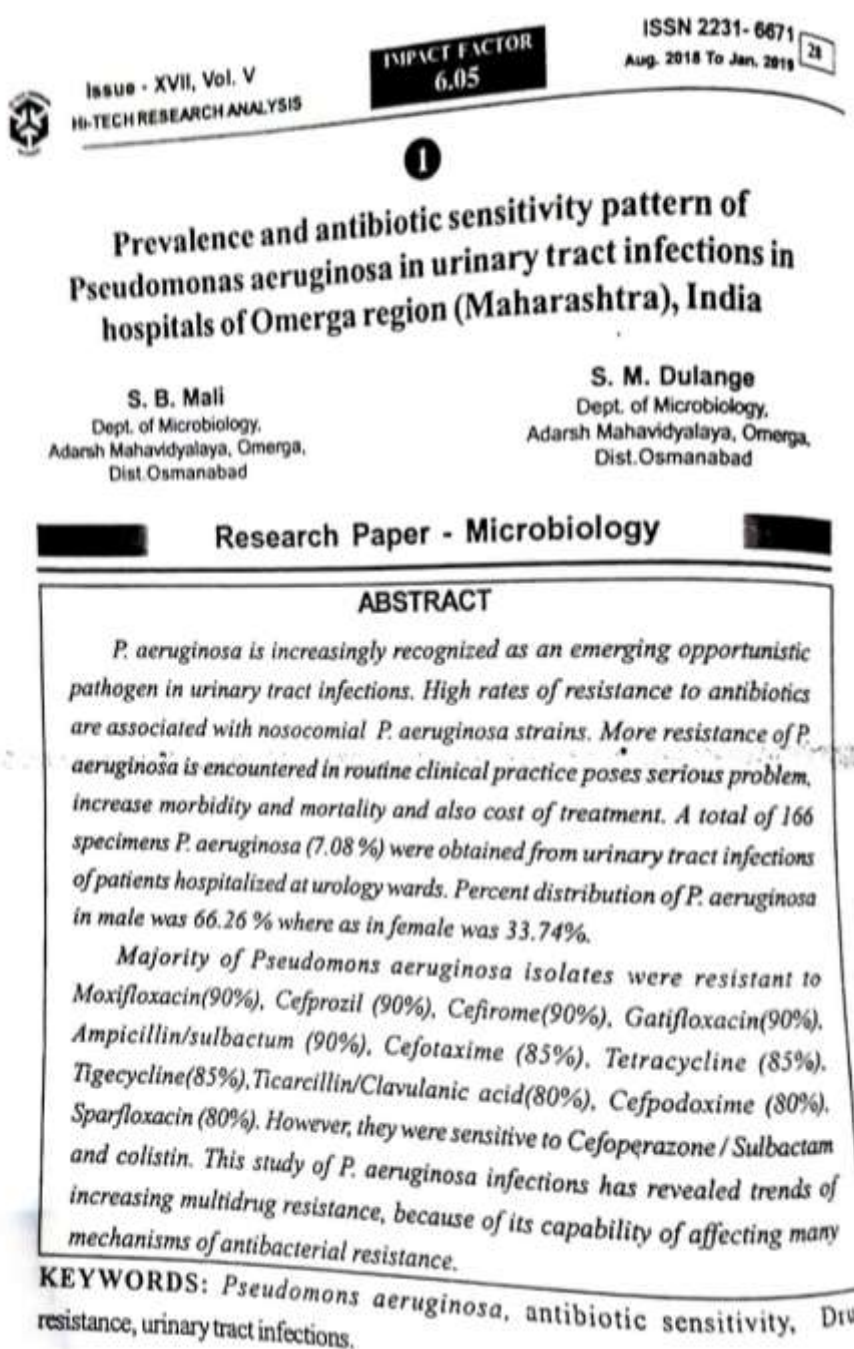
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3.3.1: Number of research papers published per teacher in the Journals notified on UGC care list during the last five years





6

## Bacteriological quality of Freshly squeezed sugar-cane juices sold at juice centers and public health risks in Osmanabad District, Maharashtra, India

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### Research Paper - Microbiology

#### ABSTRACT

*Sugarcane juice is a nutritious, tasty drink extracted from squeezed sugarcane Saccharum officinarum. It is rich in vitamins, mineral salts, simple sugars and organic acids that are assimilated by human beings. However, the major problem encountered is the lack of hygiene during crushing operation resulting in the contamination of the juice with a heavy load of microorganisms which arises due to improper cleaning of the sugarcanes and handling of the finished product. Raw sugarcane juice is a carbohydrate-rich, low acid food and is therefore susceptible to the growth of molds and yeasts, spoilage bacteria and also of pathogenic bacteria. It has been found that most of the centers and street vendors do not take proper precautions to avoid microbial contamination. Contaminated water, ice, machines, glasses etc add disease causing microorganisms in the juice. Un-hygienic preparation, improper storage temperature, biological vectors such as flies and insects and prolonged storage time are recognized as one of the major causes of microbial food-borne diseases particularly typhoid, dysentery, cholera, gastro etc caused by bacteria Escherichia coli, Salmonella, Shigella, Vibrio, Staphylococci and Bacillus cereus. This study was aimed to evaluate the presence of these bacteria in sugarcane juices being served by street vendors and juice centers located in Osmanabad district (Maharashtra State, India).*

*Contaminated water ice machines glasses*

1

## Evaluation of Bacteriological quality of Ice Creams and Milk Shakes Prepared and Sold by Street Vendors in Omerga City Maharashtra, India

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### Research Paper - Microbiology

#### ABSTRACT

Various kinds of ice creams and milk shakes are prepared from milk, milk powder, cream, sugar, emulsifiers, stabilizers, flavouring agents, colours, nuts, fruits etc. They are widely consumed by people everywhere in the world as favorite dairy product. They are prepared on large scale in food industries and also are prepared by street vendors as well as in ice cream parlors locally. Un-hygienic preparation, improper storage temperature, prolonged storage time of ice creams and milk shakes are recognized as one of the major causes of microbial food-borne diseases particularly typhoid, dysentery, cholera, gastro etc caused by bacteria. Also food poisoning botulism by anaerobic bacteria *Clostridium botulinum*, amoebic dysentery by protozoa *Entameoba histolytica*, jaundice by viruses Hepatitis etc diseases are caused through consumption of contaminated ice creams and milk shakes. This study was aimed to evaluate the presence of bacteria *Escherichia coli*, *Salmonella*, *Shigella*, *Vibrio*, *Staphylococci* and *Bacillus cereus* in ice creams and milk shakes being served by street vendors and ice cream parlors in Omerga city of District Osmanabad (Maharashtra State, India), because these pathogenic bacteria are considered as most commonly occurring and causing diseases through these ice creams and milk shakes. *E. coli* are normal flora of intestine



**BACTERIOLOGICAL EXAMINATION OF MILK SAMPLE BY USING COLIFORM COUNT****S. M. Dulange***Dept. of Microbiology,  
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Omarga, Dist. Osmanabad***ABSTRACT**

*Results of these testing procedures are used to help identify potential problems that may not be evident or detected with the SPC alone. This document provides an overview of these bacteriological procedures and provides a general discussion on the causes of high coliform counts in raw milk. The pasteurization must be done in the right process to destroy pathogen in raw milk. However, the SPC, CC, in this study only a screening method to monitors milk hygiene in raw milk obtain from farmers and communicate, awareness of human being to the knowledge of indicator microorganism enter via polluted water by using IMViC test.*

**Key Words:** Milk, Coliform count (CC), IMViC test.

**Introduction :**

Milk is widely consume as nutrient food and it is excellent medium for the growth of microorganisms such balanced diet. Milk becomes contaminated with several types of microorganisms which originate from the soil, water, or skin and hair of the animals or utensils

or from the milk maid. Bacterial contamination is brought about by bacteria, virus and parasites. All food carry contaminating microorganisms from natural sources in most instances contamination begins from the start of handling by humans and this continues till the product is consumed.

Milk is a complex biological fluid and by

## Bacteriological Analysis of Drinking Water Samples from Different Villages of Omerga Tahsil

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### ABSTRACT

According to WHO, up to 80% of all diseases in the developing countries are caused by inadequate means of sanitation and lack of safe water supply. So the study was carried out to determine bacteriological quality of drinking water in different villages of Omerga Tahsil. In the present study, drinking water samples were collected from the different villages and tested for presence of coliforms and pathogens. Coliforms counts revealed that 64.28 % of drinking water samples found to cross the WHO guideline value for drinking water. During the study, various enteric bacteria like *E. coli*, *Enterobacter* sp., *Salmonella typhi*, *Pseudomonas aeruginosa*, *Shigella* sp., and *Vibrio cholerae* were isolated and identified.

**Key words :** - Drinking water, Bacteria, Coliform.

### Introduction :

Safe drinking water is indispensable for human health. Water is constantly used by human beings for various purposes. World Health Organization (WHO) has estimated that about 1.1 billion people all over the world do not get pure and safe drinking water (Hannan et al., 2010). It is now well established that 90% of rural diseases may be attributed to the polluted water. The quality of water for drinking has become a serious public health issue in last few years because of the inadequacy of water treatment plants, direct discharge of untreated sewage into rivers and inefficient management of the water distribution system (UNEP, 2001).



## THERMODYNAMIC STUDIES OF TRANSITION AND RARE EARTH METAL IONS WITH SCHIFF BASE IN AQUEOUS MEDIA

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**Abstract :** The stability constant of schiff base 2-hydroxy-5-bromo acetophenone-N-(4-nitrophenyl) imine with divalent transition metal ions  $\text{Cu}^{2+}$ ,  $\text{Ni}^{2+}$ ,  $\text{Cd}^{2+}$ ,  $\text{Co}^{2+}$ ,  $\text{Mn}^{2+}$ ,  $\text{Zn}^{2+}$  and trivalent lanthanide metal ions  $\text{La}^{3+}$ ,  $\text{Ce}^{3+}$ ,  $\text{Pr}^{3+}$ ,  $\text{Nd}^{3+}$ ,  $\text{Sm}^{3+}$ ,  $\text{Eu}^{3+}$ ,  $\text{Gd}^{3+}$ ,  $\text{Tb}^{3+}$ ,  $\text{Dy}^{3+}$  and  $\text{Ho}^{3+}$  using a pH metric titration technique in 50%(v/v) ethanol-water mixture at three different temperatures 25°C, 35°C & 45°C at an ionic strength of 0.1M  $\text{NaClO}_4$  were studied. The Calvin-Bjerrum method as adopted by Irving-Rossotti has been employed to determine metal-ligand stability constant  $\log K$  values. The trend in the formation constants for transition metal ions follows the order:  $\text{Cu}^{2+} > \text{Zn}^{2+} > \text{Ni}^{2+} > \text{Cd}^{2+} > \text{Co}^{2+} > \text{Mn}^{2+}$  and for lanthanide metal ions  $\text{La}^{3+} < \text{Ce}^{3+} < \text{Pr}^{3+} < \text{Nd}^{3+} < \text{Sm}^{3+} < \text{Eu}^{3+} < \text{Gd}^{3+} < \text{Tb}^{3+} < \text{Dy}^{3+} > \text{Ho}^{3+} > \text{Yb}^{3+}$  and shows a break at gadolinium. The thermodynamic parameters such as, Gibb's free energy change ( $\Delta G$ ), entropy change ( $\Delta S$ ) and enthalpy change ( $\Delta H$ ) associated with the complexation reactions were calculated.

**Keywords:** stability constant, transition metal ions, lanthanide metal ions, schiff base, pH metry, thermodynamic parameter etc.

**1. Introduction:** Metal complexes of schiff bases play a central role in the development of coordination chemistry. pH metric titration technique is a powerful and simple electro analytical technique for determination of stability constants. Most of the d-block and f-block elements form complexes. There are different kinds of ligands used for complexation. For the present investigation, we have selected schiff base 2-hydroxy-5-bromo acetophenone-N-(4-nitrophenyl) imine, having molecular formula  $\text{C}_{14}\text{H}_{11}\text{O}_3\text{N}_2\text{Br}$ .

In continuation of our earlier work<sup>1-11</sup> and after literature survey it was thought of interest to study the effect of temperature on thermodynamic parameters such as Gibb's free energy change  $\Delta G$ , enthalpy change  $\Delta H$  and entropy change  $\Delta S$  of complexes of 2-hydroxy-5-bromo acetophenone-N-(4-nitrophenyl) imine with six transition metal ions  $\text{Cu}^{2+}$ ,  $\text{Ni}^{2+}$ ,  $\text{Cd}^{2+}$ ,  $\text{Co}^{2+}$ ,  $\text{Mn}^{2+}$ ,  $\text{Zn}^{2+}$  and eleven rare earth metal ions  $\text{La}^{3+}$ ,  $\text{Ce}^{3+}$ ,  $\text{Pr}^{3+}$ ,  $\text{Nd}^{3+}$ ,  $\text{Sm}^{3+}$ ,  $\text{Eu}^{3+}$ ,  $\text{Gd}^{3+}$ ,  $\text{Tb}^{3+}$ ,  $\text{Dy}^{3+}$ ,  $\text{Ho}^{3+}$  and  $\text{Yb}^{3+}$  using pH metrically in 50% (v/v) ethanol-water mixture.

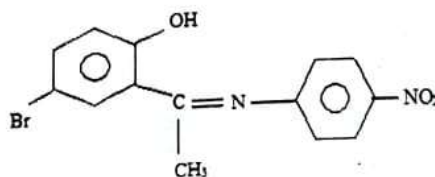


Figure: 2-hydroxy-5-bromo acetophenone-N-(4-nitrophenyl) imine

## 2.Experimental

**2.1 Materials and Solution:** Transition metal salts, rare earth metal salts,  $\text{NaOH}$ ,  $\text{NaClO}_4$ ,  $\text{HClO}_4$  are of AR grade. The solutions used in the pH metric titration were prepared in double distilled  $\text{CO}_2$  free water. The  $\text{NaOH}$  solution was standardized against oxalic acid solution and standard

# Effect of Temperature and Electrolytic Concentration on Density and Viscosity of Ethanol-Water Mixed Solvent Systems

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## ABSTRACT

The density and Viscosity of Ethanol-Water mixed solvent systems (5%, 10%, 20%, 40% v/v) has been determined at 298, 303, 308 and 313 K. The same parameters has been determined for the KCl-Ethanol-Water mixture (2%, 4%, 6%, 8%, 10% w/v) The results obtained from these determinations were discussed. The effect of temperature and KCl electrolyte on density and viscosity of mixed solvent systems and mixture has been studied. The increase in temperature of mixed solvent system results in decrease in density and Viscosity. But with the addition of KCl electrolyte in mixed solvent system results in increase in density and viscosity at constant temperature but the same parameters decrease when temperature increases. The variation of these parameters is due to solute-solvent and solvent-solvent interaction.

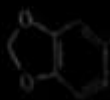
**Keywords:** Ethanol-Water, KCl Electrolyte, Density, Viscosity

## 1. INTRODUCTION

The density and viscosity of solution plays an important role in transportation of minerals and other vital components from one place to other in human and plant body. These are important physicochemical properties which are useful in understanding the nature of solution. Maximum biochemical process in human and plant body takes place in liquid media which has to be present in sufficient amount. Therefore the transport of the liquid from one place to other place depends upon the nature of liquid. The density of liquid is the ratio of mass and volume. As the mass increases the density also increases. This is the reason now a day maximum patients are suffering from cardiac diseases<sup>1</sup> because of deposition of fats in body. The viscosity of liquid is resistance to flow which is due to internal friction of layers and also

impurities in liquids. But the temperature of liquid decreases the viscosity of liquid. Anis Ahmed Sheikh et.al has proposed that temperature and viscosity are inversely proportion to each other.<sup>2</sup> The electrolyte in mixed solvent system also plays an important role for deciding the density and viscosity of solvents.<sup>3</sup> With change in electrolytic concentration like KCl and NaCl the density and viscosity also changes. It is due to solute-solvent interaction. Ummul Khair Asema et.al has proposed the effect of sodium chloride electrolyte on density and viscosity of ethanol-water mixed solvent systems and concluded that the increase in viscosity with electrolyte is due to solute-solvent interaction.<sup>4</sup> From our previous investigation of effect of electrolyte on density and viscosity of ethanol water mixed solvent system<sup>5-8</sup> we have now determined the viscosity and density of ethanol-water mixed solvent system and ethanol-water-KCl





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## Comparative study of effect of temperature and concentration of lithium chloride on density and viscosity of ethanol: Water system

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### Abstract

In the present work the viscosity and density parameters have been determined by taking different concentration of lithium chloride electrolyte (2% to 10%) in different sets of ethanol-water mixed solvent system (3% to 40%) at room temperature. From the viscosity and excess viscosity values the effect of temperature and electrolytic concentration has been discussed related to solute-solvent and solvent-solvent interaction. The result indicates that as concentration of lithium chloride increases the density and viscosity also increases.

**Keywords:** ethanol-water mixture, electrolyte, density, viscosity, excess viscosity, temperature

### Introduction

This study aims to determine the effect of temperature and concentration of lithium Chloride on density and viscosity of binary mixture of ethanol and water. The molecular interactions can be evaluated using physical properties such as density and viscosity<sup>[1]</sup>. The aliphatic alcohols and water mixture has interaction with hydrogen bonding among water having OH group acting as a  $\pi$  donor and the alcohol having H atom which acts as a  $\sigma$  acceptors<sup>[2]</sup>. The associations and dissociations which are present intermolecular can be investigated by viscometer. The state of solvation of molecules and the size in the solution can be explored by using the information given by these measurements. To describe the strength and nature of interactions between the molecules in the solution, the temperature and concentration reliance of viscosity have been used efficiently<sup>[3]</sup>.

Due to the different interactions of solute and solvent, the behavior of viscosity of solution depends and hence it depends on the nature of solute and solvent, concentration, the size and shape, affected by eternal factors like temperature. The industrial applications are responsive to flow behavior and are affected by the behavior of viscosity with temperature<sup>[4]</sup>.

Alcohols are a very good example of polar and self-associated liquids which are industrially as well as biologically important<sup>[5]</sup>.

Viscosity can also be explained as a level of resistance to flow. Like different transport properties, viscosity also provides the details regarding the solute-solute and solute-solvent interactions<sup>[6]</sup>.

Generally, the viscosity is present in the solution because of internal friction of layers which decreases the speed to flow. The solution in which impurity is not present is less viscous as compared to the solution in which impurity is present<sup>[7]</sup>.

Studies of transport properties of binary liquids give the useful information about the interactions among the constituents<sup>[8]</sup>.

Our earlier research of effect of electrolyte on density and viscosity of ethanol water mixed solvent system<sup>[9-12]</sup>, now this present study is related with the viscosity and density of ethanol-water mixed solvent system and ethanol-water-lithium chloride.

### Material and methods

Deionised and doubly distilled water and refluxed ethanol was used for the preparation of binary mixture of ethanol-water. AR grade Lithium Chloride salt supplied by SD Fine Chemicals Ltd was used in the experimental work.

Density of all binary mixtures was measured by using standardized pycnometer with single

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**SYNTHETIC ADVANCES FOR DIVERSIFIED PYRAZOLES AND PIPERIDINES**

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**ABSTRACT**

Substituted pyrazoles and pyridines are important classes of heterocyclic compounds established as privileged scaffolds. The article describes biological importance and synthetic developments of these heterocycles and provides useful information by giving instant references of previous works and their importance.

**KEYWORDS:**

**INTRODUCTION**

**Pyridines**

The tetrahydropyridine ring is a fundamental structural unit of many natural products<sup>[1]</sup>, preclinical and clinically trail drugs<sup>[2]</sup> and a number of bioactive molecules.<sup>[3]</sup> Some of the molecules having piperidine scaffold are useful drugs in the world market.<sup>[4]</sup> The tetrahydropyridine (piperidine) motif display anti-

inflammatory & anticonvulsant<sup>[5]</sup>, antihypertensive<sup>[6]</sup> and antibacterial<sup>[7]</sup> properties. Moreover, a few of them found to be inhibitors for enzymes of farnesyl tranferase<sup>[8]</sup> or dihydroorate dehydrogase(DHODH)<sup>[9]</sup> and also useful in Parkinson's disease.<sup>[10]</sup> Some of the established drugs which constituents' piperidine frameworks are shown in Fig: 1.

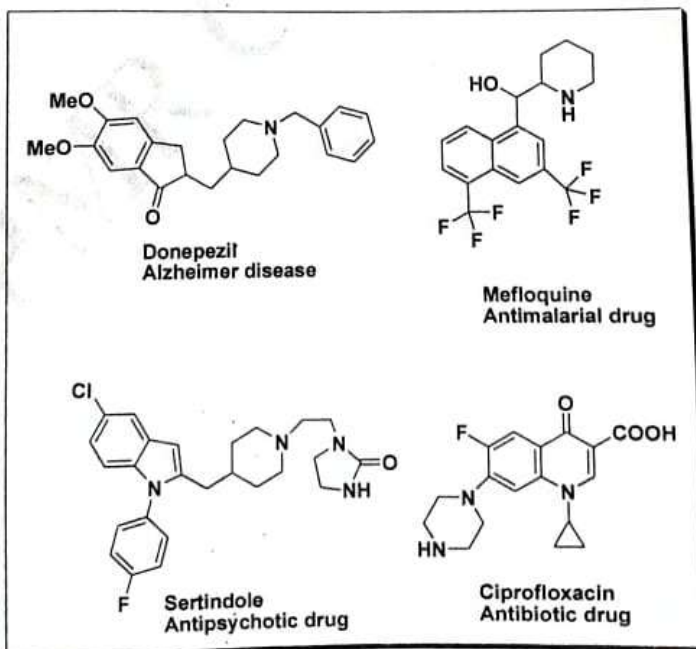


Fig. 1: Established drugs containing tetrahydropyridine motif.

**Development & Validation of HPLC method for simultaneous estimation of Drotaverine & Omeprazole****Zaheer Shaikh<sup>1</sup>, Abdul Ahad<sup>2</sup>, Showkat Patel<sup>3</sup> and Maqdoom Farooqui<sup>4\*</sup>**<sup>1</sup>Wockhardt Ltd, MIDC, Chilkalthana, Aurangabad (M.S.) India.<sup>2</sup>Post graduate and Research Centre, Maulana Azad College, Aurangabad (M.S), India.<sup>3</sup>Adarsh College, Omerga. Dist, Osmanabad (M.S), India<sup>4</sup>Dr.Rafiq Zakaria College for Women, Aurangabad (M.S), India

**Abstract :** A simple and accurate method was developed for simultaneous estimation of Drotaverine & Omeprazole. The chromatography parameters includes stainless steel column Develosil ODS HG-5 RP C<sub>18</sub>, 5µm, 15cmx4.6mm i.d and acetonitrile: potassium dihydrogen phosphate buffer (0.02M, pH 3.0) (55:45v/v) as mobile phase at a flow rate (1.0 ml/minute). The determinations were performed using UV-Vis detector set at 273 nm. The developed HPLC method showed specificity and selectivity with good precision and accuracy, which makes it very suitable for quantification of Drotaverine & Omeprazole.

**Key words:** HPLC, simultaneous estimation, Drotaverine, Omeprazole.

**Introduction**

Pharmaceutical analysis [1-3] plays a very significant and vital role in the evaluation of pharmaceutical formulations and bulk drugs with respect to the assurance and quality control [1-3]. The improvements in analytical method developments and instruments have reduced the time and cost of analysis and enhanced precision and accuracy.[4]Drotaverine (DRO) is has IUPAC name 1-[(3,4-[diethoxyphenyl] methylene]-6,7-diethoxy-1,2,3,4-tetrahydroisoquinoline and used as an antispasmodic and smooth-muscle relaxant in pain related with biliary colic, and postsurgical spasms. [5,6]. It affects by inhibiting phosphodiesterase enzyme IV which is particular utilized for smooth muscles [7,8]. Omeprazole drug is a used as an antiulcer drug and also used against other acid-related diseases [9]. Omeprazole acts as the proton pump inhibitor which in the acidic PH of the stomach, reacts with a cysteine group in H<sup>+</sup>/K<sup>+</sup>-ATPase, thus impede the ability of the parietal cells to generate gastric acid (Tripathi, 2008) [10]. The present work describes a new precise, simple, rapid and accurate method for simultaneous estimation of drotaverine hydrochloride and omeprazole in combined dosage form.

Maqdoom Farooqui *et al* /International Journal of ChemTech Research, 2020,13(1): 01-10.

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# Efficient and Environmentally Benign Synthesis of Quinoxaline Catalysed by Fruit Juice

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## ABSTRACT

Quinoxaline is one of the most important nitrogen heterocycle having diverse applications in medicinal field. In spite of importance of several methodologies proposed by researchers these methods are still having some limitations in view of green chemistry principles. In this research paper we have proposed the efficient and environmentally benign orange juice catalysed green synthesis of Quinoxaline. The condensation of 1,2 dicarbonyl compound with 1,2 diamine has been carried out in presence of orange juice and the results obtained are tabulated. The mild reaction, short reaction time, easy work and good to excellent yield are some salient features of this protocol.

**Keywords:** Benzene 1,2 Diamine, 1,2 Dicarbonyl Compounds, Orange Juice

## I. INTRODUCTION

Quinoxaline is one of the most important nitrogen heterocycle also known as benzopyrazine having benzene ring attached to pyrazine nucleus. Quinoxaline and its derivatives are found to have diverse medicinal applications such as cytotoxic, antibacterial, anticonvulsant, antioxidant, anti-inflammatory, antimalarial, antitubercular anticancer and antidepressant. The quinoxaline moiety is found in many medically important drugs such as actinoleutin, echinomycin and levomycin. It is noteworthy the simple structure and vast applications of quinoxaline attracted the attention of researchers for its synthesis. The pharmaceutically important drugs containing quinoxaline moiety are shown in figure 1.

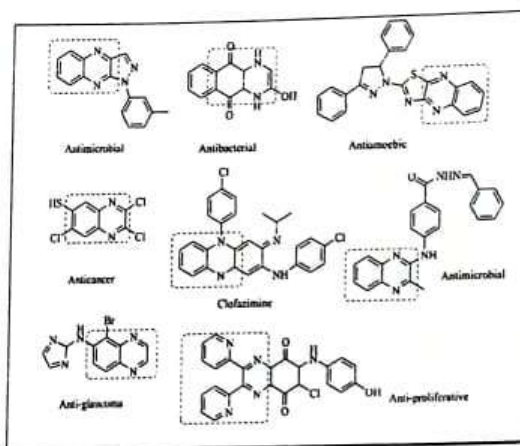


Figure 1. Biologically Active Compounds Containing Quinoxaline Moiety

The synthesis of heterocyclic compounds through novel methods remains the most important issue for organic chemist. This is the reason several researchers have proposed the various methods for quinoxaline synthesis. The most familiar and conventional





## ***"Physico-Chemical Analysis of Water Quality of Omerga Taluka Osmanabad District"***

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### **Abstract:**

Water is one of the most important natural resources on earth. It is important for all living organisms on earth, mostly human health, food production, ecological system etc. It is important to check the quality of water because water is used for drinking and agricultural purpose. The water is affected by various contaminations, due to which quality of water changes.

The objective of present work is to check the physico-chemical parameters of water quality (Conductivity, pH, DO, TDS, Calcium, Magnesium etc.) The water samples used for drinking purpose is collected in month of May 2019. The results obtained were compared with the standards of the WHO.

**Keywords:** Ground Water, physico-chemical parameters, water quality.

### **Introduction:**

Water is one of the most important natural resources on this earth. It is important in all respect, concern to all living organisms, ecological system, food production, economic developments and so on. It is necessary to take care of water, preservation of water, safety etc. As far as safety is concerned, drinking



## The Subaltern and Racism in Toni Morrison's *Jazz*: A Study

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**Abstract**— The present research paper studies the treatment of the subaltern and issues of racism in Toni Morrison's *Jazz*. It goes into various categories of the subaltern as the various forms of subalternity, the novelist depicts in her novel. This paper explores the conditions that determine the status and situations of each form and category of the subalternity and racism portrayed in the novel. The subaltern and racism in the novel is all about the Afro - Americans who suffer pangs of being African by origin and American by virtue of living. Moreover, there are categories of the subaltern within Afro - American community and those who are not blacks. The novel portrays how Afro - American women, under the white duress, suffer at different levels. It is also a product of slavery, segregation, poverty, and deprive of a franchise.

**Keywords**— Subaltern, Afro - American community and women, slavery, racism, segregation, poverty.

No doubt, Toni Morrison is one of the most famous and influential authors of the second half of twentieth century America who depicts the consciousness of present man entangled in the web of life. She describes, in particular, the consciousness of Afro - Americans who had to bear offenses on various levels like physical, mental, psychological and more important than these, on the racial one. Furthermore, she powerfully speaks about an Afro - Americans women who have been suffering indignities in the US on account. She is being doubly oppressed as a black in America and also as a woman in a patriarchic social set up. Her writings are filled with her concern over the sad plight of her ethnicity in America. It had to suffer since its forced import from atavistic Africa its spiritual homeland.

Indeed, it seems rather enhanced and comprehensive to state that right from the childhood everyone has been taught by his/her parents, relatives, teachers, near and dears that what is good and what is bad and everyone has been told to follow whatever good in his/her lives. Accordingly, everyone tries to differentiate between these two obligatory streams of our lives.

Sometimes, some people might be failed to recognise the same but most of the times they prefer the good things. But the main thread occurs when people candidly understand what is good and what is bad and still unbendingly or unconsciously accept the dark side or bad part. People simply don't simply bother about persons who may suffer due to their stance and action. The same kind of aspect is taken by Toni Morrison to make realize once again the sense of differentiate the things. In fact, Afro - American studies have its own concerned with the examination of the culture. It is namely about the black Americans of African descent. At first, black consciousness and culture were studied as a single facet of the broader field of post-colonial studies but now the picture is changed and the field has become larger than earlier one. Basically, the postcolonial studies have encouraged cultural history of whiteness in the United States of America. It is based on the idea that whiteness constructs itself at the socio-economic costs of the minorities-especially Blacks and accordingly Toni Morrison raises quite crucial issues through her literature and *Jazz* is one of the examples of it

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### Language And Advertisement: An Exploration From The Application Of English Language

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**Abstract:**

*The advertisement has been considered as one of the simplest, easiest and result oriented ways to deal and attract the clients or customers to a specific product. One can easily explain or present many concerned things like the typical features of the product, utility, scope, nature, significance, cost and duration so that the clients and customers may prefer to buy that product. Such type of advertising can be split into different categories to catch the attention of people having different age and perceptions as well. One needs to take care of it and do all the needful things to make it comprehensive one while composing the same for any product in the market. Such comprehensiveness or completeness can be achieved by using proper language which suits and attracts all kinds of people in the market or society. The present paper is an attempt to explore the application of English language in advertisement as far as its different sub-aspects are concerned. The paper is going to discuss some crucial elements like the significance of English language in advertisement, role of advertisement in social life, different ways or mediums of advertising and role of English language in advertisement, aims and objectives of advertisement, types of sentences used in advertisement, influence of advertisement with proper application of English language, etc.*

**Keywords:** English Language, Advertisement, Marketing, Client, Customer, Social Media, Print Media, Electronic Media, etc.

As far as the advertisements are concerned, it has become one of the most crucial threads in the society to promote the product, event and such things. Being one of the best ways of communication with the clients and customers, it has been widely expanded in most of the arenas of the society. It has been playing quite vital role in this era of science and technology where social media and advertising industry are booming ones. It rightly conveys all the details of the concerned brands and their different characteristics and qualities. It creates perfect platform for the customers and help them in choosing proper product for them. It can be done in different ways and it depends on the situation and requirement. But out of many crucial requisite things, the most significant part of the advertisement is the language being used for the same. It'll be discussed in detailed later on but the advertisements can be done through various media sources and different methods, techniques and ideologies can be incorporated in to create proper influence among the clients and customers in the market. In short, Norman Douglas rightly says that, "You can tell the ideas of a nation by its advertisements" (Esar, 16). This statement shows everything and covers up the scope and nature of advertisement in any country of the globe.

One cannot expect television, internet, different applications, radio frequencies, newspapers, magazines, proceedings, etc. without advertisement. It has been playing an important role in almost every part of the market in particular and society in general. Some of the points can be mentioned stating the significance of advertisement.

- It is significant for the clients or customers.
- It is quite important for the different companies manufacturing different products.
- It is important for the society, state, nation and globe.
- It paves the ways to think differently for different products and customers may opt for the proper products.
- It creates competition among the manufacturing companies and customer may compare the products on the basis of details presented in the advertisements.
- It creates many job opportunities for the aspirants.

Besides, one can mention many important threads of advertisement. But it also seems true that people deal with the advertisements which catch their attention and rest advertisements are not seen seriously of with nobody reads ads. In this regard **Howard Luck Gossage** comments that "The real fact of the matter is that nobody reads ads. People read what interests them, and sometimes it's an ad" (Ahern, 191). It means, people read as per their interests and such interest can rightly be created or caught with the help of proper language used in it. Therefore, the use of language in advertisement has importance and the success of advertisement depends on the application of language. There are some aims and objectives of the advertisement and they can be mentioned as follow:

*(Handwritten Signature)*  
**Professor**





THE HUMANITY AND GENEROSITY IN THE NOVEL

THE GOSPEL ACCORDING TO  
JESUS CHRIST : A STUDY

Shailesh Panchakshari Swami\*  
Dr. Mathpati Sudhir\*\*

ABSTRACT

There are different religions in the world. Every religion it has its particular and pious characteristics and ideologies. But it seems unfortunate that human beings divide themselves on the basis of religion. According to religion people celebrate different festivals, wear different attires, cook different cuisine and worship different Gods and Goddesses. Humans have been dominating and fighting with each other to prove superiority of their religion but there is no religion is greater than humanity. The saints and monks have been spreading the message of humanity right from ancient time period. They are teachers of humanity as well as society. Christian is the world's largest religion. Jesus of Nazareth or Jesus Christ is the central figure of Christianity. He was a Jewish preacher and religious teacher. A question has been always rising about the Jesus that he is a man or God? The proofs or evidences are found in the Gospels that he is the messenger of the God and took birth in the womb of Virgin Mary. The birth of Jesus is celebrated as a Christmas on 25<sup>th</sup> December. His crucifixion is honored as Good Friday and his resurgence on Easter Sunday. He spent his entire life for mankind and well-being of the society. Jesus appoints 12 apostles to spread the Christian religion. These apostles visit to every village and spread the message that the kingdom of God is coming. He never liked the festivals or events which harms the humans and animals. He always teaches the lessons like love your enemies have kindness and forgives them, stop from lust and hatred. Kindness and generosity of God are the common themes in Gospels. He always performs healing miracles such as cures physical ailment and resurrections of the dead. He is worked for humanity and well-being of human society that is why he is known as the 'Messiah'. The present research article is the exploration of the threads of humanity and generosity of Jesus towards human beings and animals and society in the select novel, The Gospel According to Jesus Christ, by Jose Saramago.

Keywords : Bethlehem, Gospel, Messiah, Passover, Herod.

About the author:-

Jose Saramago is a well known Portuguese writer. He has written masterpiece novels in Portugal language. His writing style is unique, selection of novels theme is superb, his writing is associated with common people and society, due to his literary characteristics his many novels are translated into English language. This great work of translation is done by renowned British translator 'Giovanni Pontiero'. James Wood praises, "The distinctive tone to his fiction because he narrates his

novels as if he were someone both wise and ignorant" (Julian, The Guardian). Jose Saramago is the recipient of prestigious Nobel award for literature in 1998 for his world class novel *Blindness*. He got international fame and popularity after the publication of the novel *Baltasar and Blimunda* in the year 1987. Saramago is an atheist; he criticized church, European Union and the international monetary fund. The Catholic Church criticized him on the publication of the novel *The Gospel According to Jesus Christ* because he presented the God in a comical

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# Kiran Desai's *The Inheritance of Loss*: The Study of Multiculturalism

Subhash Vitthalrao Pandit

Dr. Sudhir P. Mathpati

## Abstract:

The *Inheritance of Loss* is a great picture of a multicultural society. The fabric of themes of world-class culture and threads of color is uniquely woven, challenging all colonial, neo-colonial characteristics of culture and racial discrimination. However, due to its own pain, migration has done wonders to ease the pain of this national discrimination from the face of the earth. With issues related to the human and cultural hybridity of this era, global multiculturalism, world fraternity, consciousness, and people's knowledge, Desai colonialism presents a sound, happy and positive response to neo-colonialism. By spreading the message of multiculturalism through its decaying dynasty, the country spread the message of Indian, 'Basudhaiva Kutumakam' by blood and soul; the whole world is one family, an ancient idea of Indian philosophy and universal values established by our ancestors. Desai has written decades of damage stories amidst the wondrous and magnificent humanity of the world and created an encouraging response to colonialism.

## Keywords:

Cosmic- Multiculturalism, Ethnic, Modernization, identity, Ideology, Gorkhas, Xenophobia, Culture, Colonial, migrant, Racism, etc. The author, Kiran Desai was born in 1979 in India. She lived in Delhi until the age of fourteen and then spent a year in England before moving to the United States with her family. She attended 'Holling University' and 'Columbia University' at Bennington College, Massachusetts where she studied creative writing and took two years to write at Amherst before studying at a Massachusetts school. Her mother is the author of several books. Anita Desai, three of which are listed in the 'Clear Book of Light' (1980). Anita Desai is currently teaching writing at MIT. Her Grandma was German, but left before World War II and never returned. Her grandfather was a refugee from Bangladesh.

The author secretly knows that it exists and inscribes in a partitioned world - not just from nationalism and colonialism, but likewise from sexual orientation, class and ethnic alliance. Global readings, an attempt to talk and learn about many areas of the public domain, spread across invisible parts of ideals and identities, are difficult. Simultaneously, for outsider authors who live in one place yet expound on another, imparting between these national categories is worth the risk. All of this is fully realized by Desai and eventually leads people into a recognized quest for love and contentment. The maximum of the time is mixed with the cultural environment.

Making a mind-boggling and mistaking setting for his characters. The characters in the book are 'uprooted' somehow. They are questionable or wrong and unable to define themselves in other, more positive ways. They leave their Indian heritage abandoned and feel inferior and defeated; Developmental complications that destroy their relationship with sharp eyes for details and deep knowledge.

This is a good anecdote about the globalization of India shares the Nepal border with New York City. Despite being placed in two completely different locations, Judge Cook's son Bizu was engaged as an unlawful immigrant to New York, where he lives rode from a third to another restaurant. Somehow, hoping that Indo-Nepal (or Gurukhas) is treated as a minority in their own prisons, they are tired of the green card and knowing where the majority is. It was

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winds, the deserts, the oceans, the stars and everything created in the Universe. We are all made by the same hand, and we have the same soul within us. The realization dawns upon him that everything has its destiny which can be transformed into something better until one day when it becomes one with the Soul of the World. This is the secret of alchemy. Everyone searches for his treasure, finds it and then wants to be better than what he was in his former life. Lead plays its role and then in its efforts to do better, it turns itself into gold. Santiago reaches through the Soul of the World and sees that it is the part of the Soul of God. At the same time he can see that the Soul of God is his own soul and that he can perform miracles. He prays to the Hand That Wrote All and then at the height of storm, he disappears and reappears on the other side of the camp. Awe by his power, the Arab soldiers set him and the alchemist free.

The alchemist accompanies Santiago for some more distance and then gives him some gold and departs. Santiago reaches the pyramids and begins to dig at their foot as per his dream. He finds nothing there. However, a man passing from there laughs at him and tells him about his own dream of the same treasure buried in an abandoned church in Spain where Santiago had seen his original dream. The boy is shaken to hear it. He looks at the pyramids that seemed to laugh at him. The boy also had learnt to laugh back. His heart is bursting with joy because he has understood what treasure of life is and he has found it. The real treasure is the realization of the self which dawned upon him during his travels. His journey is symbolic of the spiritual quest that makes him realize that we are all spiritually connected to the Universe which is a part of us and a part of God. We are all one.

The novel shows that as a human being, Santiago too has a desire to live a comfortable life. Like everyone else, he equates it with money and goes in search of the treasure of his dreams. However, in the course of his journey, his perception of happiness gets transformed. This realization in itself makes it a spiritual journey. He has a greater faith and understands the Universal language. His journey teaches him that every person on earth plays a central role in the history of the world but normally he is unaware of it. On the way towards realizing his dream, he learns all he needed to and experiences the greatest truth of life, which can't be understood by reason alone. There is only one way to learn it and it is through action. Even if one dies in his path of actions, trying to realize his destiny, it is a lot better than dying like millions of the other people who even do not know what their destinies are. They simply let their lives proceed in its own direction, towards its own fate. Courage is needed to comprehend the language of the world.

Santiago ends his journey, recognizing his personal legend, feeling a deeper spiritual connection with everything and everyone that is around us, feeling the presence of God within and not being afraid of failure on facing challenges. As said by the alchemist, "Every search begins with beginner's luck. And every search ends with the victor being severely tested." (TA, P 139)

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## Use of Different Techniques in Teaching English Grammar with Special Reference to Prepositions

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**Abstract:** Teaching grammar is one of the most challenging tasks for teachers in the classroom. It may refer to a list of rules, for structuring sentences. Grammar can be an invisible force that helps us to make sentences. In the 21<sup>st</sup> century, grammar is the most important part of learning a foreign language while during the 1980s, grammar was not supposed to be taught at all. Nowadays, most of the people agree that teaching grammar can be beneficial for learners, but how it is to be taught is still a controversial issue grammar such as; there are three methods of teaching grammar from rules, examples, and texts. But in recent trends, there are various techniques used such as Games, Visual aids, Pictures, Videos, ICT etc. The present paper deals with teaching prepositions in an explanatory, semantically-based manner leads to deep learning and it improved learner confidence and longer rates of retention.

**Keywords:** Games, Visual aids, Pictures, Videos, ICT etc.

The role of grammar in learning a new language, like English cannot be ignored or neglected as it is the backbone of any language. By going through the history of grammar, we can understand that English language is a living system of communication and grammar. Knowledge of grammar and vocabulary are the heart of any language. Different people can have a different understanding of the word "grammar." Ordinary People may think of grammar as the correctness and incorrectness of a language. To students, it may refer to a list of rules, for structuring sentences. Grammar can be an invisible force that helps us to make sentences. We cannot express our thoughts and ideas, in an efficient way, without putting our words in acceptable and proper structure. For mastery of any language, we need the knowledge of its grammar.

In the 21<sup>st</sup> century, grammar was the most important part of learning a foreign language while during 20<sup>th</sup> century, grammar was not supposed to be taught at all. Nowadays, most of the people agree that teaching grammar can be beneficial for learners, but how it is to be taught is still a controversial issue. According to Thornbury (1999), there are three methods of teaching grammar such as; teaching grammar from rules, examples, and texts.

Thornbury (1999) stated that teaching grammar **through rules** is an example of a deductive

approach in which the rules are taught to the learners, and then they follow the rules without making a conclusion. Like other approaches, this approach also has some advantages and disadvantages. One of the advantages of this approach is that explaining the rules is simple and fast, and it saves the time for further practicing. However, this method may discourage young learners who would not be able to interact enough with the teacher or possibly even understand him/her.

According to Thornbury (1999), teaching grammar **through examples** is an inductive approach, in which the learner finds out the rules by going through some examples i.e. learners learn through examples and later explaining rules. It is a very natural approach that is performed when the mother tongue is acquired. In this method, learners are actively involved in the discovery of the rules, and they can fit better the new rule into the mental structure they have created so far. It also helps the learners to be independent and autonomous which will be beneficial for their further studies. One of the drawbacks of this method is that it is very time consuming and the rules that the learners create may be wrong or too narrow to be applied. It can be frustrating for some learners as well.

In this method, the rules are put into a particular context. Here, grammar is taught **using the**

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THE CHANGING STRUCTURES OF THE SOCIETY AND WOMEN: A SPEICAL REFERENCE  
 OF THE CORPORATE SECTOR

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**Abstract**

Women in the India have been represented differently in different phases of the development. The descriptions and shifting viewpoints of women also have been considered differently in different periods of the progression. The existence and conditions of the women is found very dissimilar in different situations and periods as far as India and its social structures are concerned. If it is taken seriously to explore then one can find that they have different conditions and identities in various areas of the society which can be separated into various periods. In fact, such conditions of women indicate the valid portrait of the nation or a culture of a particular nation. The present paper is an attempt to explore the journey of women through different structures and phases of the society and their today's existence. The reference of the corporate field has been taken for study and the portrait of women has been sketched.

**Keywords:** Corporate, Colonialism, Race, Gender Discrimination, Ethnicity, Superiority, Inferiority, Convention, Hierarchy, Jobs, Existence, Identity, Equality, etc.

If one wishes to know something about the nation and its soundness then he must try to look for the status and existence of the women in that particular country. It could be the reason the first Prime Minister of the nation, Late. Pandit Jawaharlal Nehru says, "You can tell the condition of a nation by looking at the status of its women" (Lalnehzovi, 17). Up to the last decade of modern era and first two decades of post-independent era the portrait of Indian women was somewhat disturbing and alarming. Today's admirable phase of the women can be analysed properly, if it is considered right from the early period. In earlier period of the history of women, it has been recognised by many researchers that as far as the position and treatment for women are concerned they had the equal place in the society and there had not been any kind of difference between men and women.

The fact about women who had got proper education the early period cannot be denied by anyone. It shows that the women had really a very positive ambiance in the early periods and they had been treated properly as far as the education is concerned. The women had been given freedom in not only in the area of education but they had also been given their individuality and rights. They had been given their liberties so that they can choose their life partners and spend their lives happily for the rest of the life. They had not been forced to follow certain rules and regulations of the society. This fact has been presented through the Vedas like Rugveda and Upanishad in which the women figures like Gargi, Maitrevi, etc. have been depicted properly. It might be the reason it is stated that, "Women enjoyed equal status and rights during the early Vedic period" (Jayapalan, 01). After the Vedic

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