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Batch A

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PREFACE

The CoreConferences 2019 held on 20th – 21st March, 2019, in collaboration with Association of Scientists, Developers and Faculties (ASDF), an International body, at Taipei, Taiwan.

CoreConferences 2019 provides a chance for Academic and Industry professionals to discuss the recent progress in the area of Multiple. The outcome of the conference will trigger for the further related research and future technological improvement. This conference highlights the novel concepts and improvements related to the research and technology.

The technical committee consists of experts in the various course subfields helped to scrutinize the technical papers in various fields, support to maintain the quality level of the proceedings of conference which consist of the information of various advancements in the field of research and development globally and would act as a primary resource of researchers to gain knowledge in their relevant fields.

The constant support and encouragement from Dr. S. Prithiv Rajan, ASDF Global President, Dr. Julie Rue Bishop, ASDF International President and Dr. K. Kokula Krishna Hari, ASDF International General Secretary helped a lot to conduct the conference and to publish the proceedings within a short span. I would like to express my deep appreciation and heartfelt thanks to the ASDF team members. Without them, the proceedings could not have been completed in a successful manner. I would like to express my sincere thanks to our management, student friends and colleagues for their involvement, interest, enthusiasm to bring this proceeding of the conference in a successful way.

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Seismic Performance of Steel Plate Shear Walls in Frames with Semi-Rigid Connections

S Arsalan Majlesi¹, Reza Attarnejad², Hamid Asadi³

Abstract: In this paper, the impact semi-rigid connections have on steel plated shear walled Frames has been studied. This is a relatively new subject that has attracted attention in the recent years due to the ductility preference of these connections. This research provides a practical approach for modelling semi-rigid beam-to-column joints based on 3 connections with different moment capacities, where the post-elastic response, including component strain hardening and ultimate rotational capacity is also considered. Fixed-ended Rigid Frame Structures are popular in low-rise to mid-rise buildings located in seismic areas due to their high flexibility and cost-effective solutions. These areas normally regulate the strong-column weak-beam design requirement in which the end result would be larger column sections and overdesigning in low-rise long-span buildings. This restriction may be addressed by utilizing moment-resisting steel frames with energy-dissipative semi-rigid/partial strength connections which results in the removal of the aforementioned design requirement and a more optimum column design. Dynamic and Pushover Analyses have been performed to assess the reliability of 12 frame samples with steel plate shear walls under real strong ground motion records. The sample frame analyses generated satisfactory results according to the acceptance criteria and showed reliable performance under seismic loading. Furthermore, under some specific ground motion records, the top displacements in semi-rigid frames become lower than those that had rigid connections.



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An Assessment of Poor Communication between the Contractor and Subcontractor

Adedayo Jeremiah Adeyekun¹

¹Research Scholar, Department of Civil Engineering, Jagan Nath University, Delhi, India

Abstract: This paper explains the causes of poor communication between contractor and subcontractor and the need for effective communication which is vital to the successful completion of any construction project. Good communication can improve teamwork and lead to better project collaboration. Poor communication can result in misunderstandings and delays. Communication is simply the exchange of information in order to convey a message and good communication involves being able to transmit your message so it is received and understood by the intended recipients. The performance of construction projects will be adversely affected if the relationships between contractors and subcontractors are not properly managed. Therefore, the relationships between contractors and subcontractors are becoming more and more important to the success of construction projects. Contractors in the local industry can be classified into four clusters according to the nature of their relationship with subcontractors, namely, adversarial, co-opetitive, collaborative, and partnering. Furthermore, the impact of these relationships on contractor competitiveness and the critical factors affecting collaborative/partnering relationships with subcontractors will be examined.

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Exploring Revitalization Solutions: Engaging Community through Media Architecture

Behzad Shojaedingivi¹

¹University of Tehran

Abstract: *This paper aims to investigate Media Architecture and its potentials for culturally based revitalization. Media Architecture presents a new approach based on Augmentation concepts, in which projects are designed and implemented adopting contemporary mediums in an aesthetic way in order to attract the presence of a more cultural audience and increase the participation of the local residents. Ultimately this will lead to an increase of interaction between different classes in neglected areas and strengthen their connection to their built environment. This is an interdisciplinary approach in which architecture and contemporary mediums are combined aesthetically with the aim of creating revival solutions in neglected areas.*



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Criteria of Creating Social Interaction for Green Open Space in Karkh, Iraq

Sarah Abdulkareem Salih¹, Sumarni Ismail²

¹Master Student, ²Lecturer, Department of Architecture, Universiti Putra Malaysia, Malaysia

Abstract: *This paper outlines the issue on open spaces, which led to decrease social interaction among residents in Baghdad city nowadays. The main objective of the paper is to identify the criteria of green open spaces to achieve sound social interaction in Baghdad city, Iraq. This paper employed quantitative method, in the form of survey, for data collection. Data were obtained from questionnaires, through the selection of 270 respondents in a single-stage random procedure from ten specific neighbourhoods in Karkh district. The study findings confirm that open spaces and parks is essential to enhance social interaction by implementing appropriate criteria in that open spaces or parks. The results of this study are useful reference for urban and landscape planners, architects, social psychologists, the Municipality of Baghdad, and researchers in this field.*

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RRI Buffer Based Energy and Computation Efficient Cache Replacement Algorithm

Muhammad Shahid¹

¹Computer Science Department, National University of Computer and Emerging Sciences, Islamabad

Abstract: Energy consumption is an important factor of computational power these days. Large scale energy consumption results in bad system performance and high cost. To access frequently used data, we place it in Cache. Cache provides us opportunity to access that data in a small time. Cache memory helps in retrieving data in minimum time improving the system performance and reducing power consumption. Due to limited size of Cache, replacement algorithms used to make space for new data. There are many existing cache replacement algorithms for example LRU, LFU, MRU, FIFO etc. Existing algorithms consume a lot of energy while replacing cold blocks of data. Replacement algorithms are usually designed to reduce miss rate and increase hit rate. These algorithms replace cold blocks (not going to use in future) and due to large number of cold blocks, they consume lot of energy. This paper proposes an energy and computation efficient cache replacement algorithm that put only hot blocks in action instead of removing cold blocks. This paper also discusses different replacement algorithms proposed in different papers and compare these algorithms on basis of different parameters mainly energy consumption. In our experiments we have found LRU and FIFO as best replacement algorithms for Increased hit rates and Energy efficiency respectively.



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Key Performance Index of Increasing Air Quality with Construction Schedule Control

Hyoung-Chul Lim¹, Dongheon Lee², Dong-Eun Lee³, Daeyoung Kim⁴

¹Professor, ²Doctorial Course, School of Architectural Engineering, Changwon National University, Korea

³Professor, School of Architecture & Civil Engineering, Kyungpook National University, Korea

⁴Professor, Department of Architecture, Kyungnam University, Korea

Abstract: Recently, air quality in residential spaces has been major concern. In particular, the indoor air quality of residential facility before occupancy, which is related to the interior material, is a serious problem. existing research has mainly focused on pollution control after construction, but this research has derived 1 key performance index 1 about increasing air quality and priority of management with a controlling schedule. That is the objectives of research. The results show the relative priority of the four major items in wall-based apartment buildings and in column-based apartment buildings. An analysis of the parties responsible for improvement based on the IAQ results shows more efforts to improve IAQ are needed in material factories and engineering / design companies.

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Improvement Measures on Wage System of Construction Skilled Worker in South Korea

Kun-Hyung Lee¹, Byung-Uk Jo², Kyeoung-Min Han³, Chang-Baek Son⁴

^{1,2,3}Graduate, School of Architectural Engineering, Semyung University, Jecheon-si, South Korea

⁴Professor, Department of Architectural Engineering, Semyung University, Jecheon-si, South Korea

Abstract: *Unlike other industries, the construction industry is characterized by its heavy dependence on labour force with most work done by workers. Still, the industry is witnessing the declining influx of young workers and the rising turnover rates of skilled workers due to such issues as the advancement of 3D industry, negative image and absence of an established wage system. Hence, this paper proposes an alternative scheme that would help improve the wage system and work environment for skilled construction workers in Korea.*



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Mastering the Recycling of Masonry while building Tadao Ando's Private Gallery in Lincoln Park, Chicago

Daniel Joseph Whittaker¹

Abstract: *The notion of a great presence of masonry rarely conjures up the likes of buildings by master architect, Tadao Ando san of Osaka, Japan, who is better known for his sublime shaping of space with planar forms of site-cast concrete. Perhaps though, one may recall the 'historical intervention' on a grand scale—the now nine-year-old Punta Della Dogana project (2009) in Venice, Italy, as prima facie evidence of his dialogue with a vast quantity of ancient masonry in the Laguna. However, a new project by Ando, recently opened in Chicago, Illinois (October 2018), presents the private-museum-gallery-going public with a new North American delight. Here, the senses are able to indulge in a hybrid set of experiences shaped by masonry, concrete, and white painted plaster surfaces. This paper explores how the modern concrete master has expanded his dynamic architectural vocabulary utilizing what is known as Chicago common brick: a soft, Lake Michigan-sand and clay based fired brick, and incorporated it into his most recent private commission located in Lincoln Park, Chicago.*

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A Study on Factor Affecting Textile Entrepreneurship – A Special Emphasis on Tirupur District

P Anbuoli¹

¹Assistant Professor, Department of Business Administration, Mannar Thirumalai Naicker College, India

Abstract: *Entrepreneurial success depends on various factors associated with the business, the entrepreneurs' wishes to start. Entrepreneurs need some sort of inspirations to succeed in their business ventures. Being a versatile industry, textile attracts many entrepreneurs both urban and rural peoples and requires minimal investment to start. Textile entrepreneurs have to face several challenges and prospects associated with their business. This study has been commenced with the objectives to check demographic profile, factors affecting textile entrepreneurs, encouragement of external factors and personal reason behind to become textile business entrepreneurs. This study has been carried out with 100 textile entrepreneurs; the sample has been selected by using simple random sampling. This study is also carried out with non-disguised and structured questionnaire; which consists of four parts with seeking information on demographic profile, factors affecting textile entrepreneurs, external encouraging factors and personal reason to become textile entrepreneurs. This study uses percentage analysis, factor analysis, Garrett score ranking, and t-test to analyse the data collected. It was concluded that textile entrepreneurs have been encouraged by various factors and moreover several factors significantly affect their business.*



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Factors Affecting Consumer Purchase Behaviour towards Online Clothing Products in Bangladesh

T Islam¹

¹BRAC Business School, BRAC University, Dhaka, Bangladesh

Abstract: *The online clothing businesses have seen a considerable rise in recent times, with a high and growing demand. The purpose of this study is to determine the factors that play significant roles in creating purchase intention towards the online clothing products in Bangladesh. Secondary research was used to build the model of customer purchase intention. A structured questionnaire was employed to gather data and test the model. Factor analysis and regression were used to test the model. The regression model suggested that customer purchase intention was induced most by the online marketing activities of the online retailers, followed by pricing strategy implemented and sense of security provided (in that order). To understand customer purchase intentions better, it may be important to look at additional factors or seek better measures of the constructs. The study suggests that online retailers should heavily focus on online promotions and pricing.*

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Combating Climate Change and Land Degradation in The West African Sahel: A Multi-Country Study of Mali, Niger and Senegal

S A Igbatayo¹

¹Head, Department of Economics & Management Studies, AFE Babalola University, Nigeria

Abstract: *The West African Sahel is a vast ecological zone separating the Sahara Desert to the north and Sudanian savannah to the south; traversing Senegal, Mali, Burkina Faso, Niger, northern Nigeria and Chad. With a population estimated at more than 60 million people, the region features a multiplicity of development challenges. It is home to some of the world's most impoverished people, whose livelihoods are mostly reliant on rain-fed agriculture. Characterized by semi-arid vegetation, the West African Sahel is one of the most environmentally degraded ecosystems in the world. The region faces severe and recurring bouts of droughts since the 1980s, jeopardizing environmental sustainability. During the past four decades, the West African Sahel has witnessed below-average annual precipitation, with two severe drought periods in 1972-1973 and 1983-1984, in a development that undermined agricultural productivity and spawned severe land degradation. Various studies have predicted even more severe climate variability and change in the region, with drier and more frequent dry periods expected. The intergovernmental Panel on climate change (IPCC, 2007) revealed a decline in annual rainfall in West Africa since the end of the 1960s, with a reduction of 20% to 40% observed in the periods 1931-1960 and 1968-1990. Repeated droughts, fuelled by climate change, have undermined land productivity, turning arable soils into marginal lands, and rendering land resources vulnerable to such anthropogenic activities as over-grazing, agricultural intensification and deforestation, which are common practices across the region. The major objective of this paper is to shed light on climate change and land degradation patterns in the West African Sahel. It employs empirical data to analyse the trends, with particular emphasis on Mali, Niger and Senegal. The study reveals considerable threats posed by the twin scourges of climate change and land degradation to food security, environmental sustainability and regional stability. It also presents a policy framework underpinned by climate change mitigation and adaptation strategies, formalizing land rights for farmers, subsidizing farm inputs, creating grazing reserves for pastoralists and deepening poverty reduction strategies.*

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A Case Study of Korean Dramas: Representation of Same Sexuality Differences and Their Imaginative Married Lives

Tsui Hoi Lee Keely¹

¹Hong Kong S.A.R., China

Abstract: As Lori (2013) notes, the word “gender” came into common use as an alternative to the word “sex” in the United States in the 1970s (Krieger, 2003). Using the word “gender” is a way for researchers and activists to counter the belief that our masculinity and femininity are biologically determined – a belief pervading the scientific and lay communities at the time (Krieger, 2003). The term “gender” distinguishes the set of learned expectations, behaviours, and attitudes about being a man or woman from our biologically determined traits – collectively termed our sex. In recent years, many scholars tend to discuss about the consuming and portraying formats through watching different Korean dramas. However, they never mention about the perspectives of East-Asian nationalities (Hong Kong against Korea) after consuming TV dramas. Readers can just figure out the consumption process but they will not know how the audiences actually think about the perspectives and ideologies which the Korean dramas have brought out. Also, most of the scholars just arguing against single gender issues (Feminism) and they simply talk about feminism and masculine perspectives of TV dramas from female audiences’ eyes. For that reason, this paper mainly talks about how female audiences think about the feminism and masculine characters of Korean dramas. The discussions and findings are surrounding those questions: 1) What do the Korean dramas show different gender perspectives? 2) How do female audiences (20’s-30’s) compare the gender differences between Hong Kong and Korea through dramas? The paper will show out some social norms and cultural issues which the Korean dramas have mentioned, then the methodologies results are used to bring out the perspectives on feminism and masculine characters in order to point out the differences between Hong Kong and Korea.



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Families of Strongly Asymmetric Public Key Agreement SAA-5 and Its Performance

Daiki Homma¹, Satoshi Iriyama²

^{1,2}Tokyo University of Science, Noda, Japan

Abstract: A new class of public key agreement (PKA) algorithm was introduced, and its breaking complexity was discussed essentially in the previous paper. The algorithm is constructed by non-commutative algebra, for example, finite dimensional matrices and vectors. The asymmetry helps to increase its security and appends flexibility of computational requirements between the sender and the receiver. In the case of creating secret shared keys, for instance, between a server and a smartphone, the computational abilities are difference. The algorithm to create key for the smartphone is lighter for calculation and memory usage than for the server. The strongly asymmetric PKA with a larger key length is one of efficient algorithms for such biased environments. Moreover, we evaluated the breaking complexity mathematically assuming that the computational cost for the discrete logarithm is zero. In this study we review its mathematical description and examples of implementation. Moreover, we discuss its performance comparing the other standard PKAs.

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New Authentication Algorithm for IoT Environment based on Non-Commutative Algebra and Its Implementation

Maki Kihara¹, Satoshi Iriyama²^{1,2}Tokyo University of Science

Abstract: Recently, IoT devices such as robots, speakers, domestic electrical appliances and smart devices are provided everywhere for everyone. While their authentication request is quite ubiquitously, namely, an authentication for sharing services, the actual implementations are patchy schemes of variety security policies. In this study, we propose the new authentication scheme for IoT devices without certificate authority which is fast enough as well as secure. The verification algorithm is based on suitable ciphered metric. We define a class of such verifiable encryption and give an example for authentication. Moreover, we show the implementation which keeps perfect secrecy by means of Shannon's theory.



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Developing a Strategic Organisational Learning Framework to Improve Caribbean Disaster Management Performance

Joanne Persad¹

Abstract: Disasters are social constructs and require an agility and adaptability from national disaster organisations (NDOs). The environment in which NDOs operate are complex adaptive systems environment, and organisational learning as a key approach is considered fundamental to strengthening the ability of an NDO to perform at its best. With the potential for loss of lives, the destruction of critical infrastructure and housing and to the risk of setting back a country's economic development by many years, learning from the lessons of the past, to reduce the negative impacts is critical for the onward growth of Caribbean countries which, for the most part, are small island developing states. The Caribbean Region is the one of the most hazard prone regions in the world (Walbrent College 2012). Lessons from disaster impacts are identified, gaps are well documented, and failures are sometimes exposed. But learning, in terms of making changes to improve systems, performance and resilience, is questionable. The lessons must be applied for change to occur, this is part of the knowledge management process in the context of disaster organisations. The purpose of this study is to explore the apparent inability of national disaster organizations in the Caribbean to apply the lessons learnt from previous disasters. Three (3) Caribbean countries have been selected for this research. It is a multiple case study where the unit of analysis is the national disaster organisation. This study is based on an interpretive paradigm.

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Case Study of Bog Hole, Jamaica: Building Capitals in Disaster Through Local Knowledge

Tamika Peart¹

¹China Agricultural University, Beijing, China

Abstract: This paper details the qualitative analysis of data collected from the residents of Bog Hole, Clarendon in Jamaica in March-May, 2018 to answer the research questions of how did the local knowledge on disaster risk reduction strategies enhance the capital base of this area and how does local knowledge contribute to poverty eradication in the studied area.



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Spoken Communication Needs Analysis for Information Desk Personnel

Suchatra Singaran¹

Abstract: English is considered as the medium of communication in different social and professional context. It is important to have the ability to communicate using the language in order to be successful in the job perspective. As in the customer service industry which is a part of the business world, employees especially Information Desk Personnel are expected to have good communication skills as well as the ability to use the language to perform their duties as required. The purpose of this study is to examine the spoken English Language needs and challenges faced by Information Desk Personnel working in shopping malls in Malaysia. The main aim of this research is to conduct a needs analysis of Information Desk Personnel in shopping malls, explore their needs, problems faced in terms of speaking skills and propose a course design focusing on speaking skills. This study is a qualitative study complemented with quantitative findings in terms of frequency counts and percentages. A total of 40 questionnaires were distributed to Information Desk personnel from three different shopping malls. To obtain in-depth perception of the issue, 3 managers from the shopping malls were interviewed, 10 customers were chosen randomly to know their views on this issue and an observation session was conducted by the researcher to get a clear picture of the scenario involved, focusing on the communication between the Information Desk Personnel and customers. The key findings showed that the English language, especially speaking skills is important for the Information Desk Personnel. The participants agreed that speaking is the major skill they use most in their routine job and findings reveal that grammar, vocabulary, pronunciation and fluency are important aspects of their speaking skills. This study incorporated the Target Situation Analysis (TSA), Present Situation Analysis (PSA) and Learning Situation Analysis (LSA) in order to collect the information required. Recommendations on how to overcome some of the English Language challenges faced by Information Desk Personnel working in shopping malls, particularly in Malaysia were included in Discussion (Chapter 5). Based on the findings, a course designed was proposed to cater for the English language needs of Information Desk Personnel in shopping malls. The results of the survey would help related organizations such as the Tourism Authority of Malaysia to design appropriate training of English to meet the needs of Information Desk Personnel. Moreover, it is hoped that the study could also raise the awareness of learners' needs, which are important factors for designing the language course.

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Awwal-Awwal Tampat Budjang Journey Back to Pre-Islamic Epoch: A Cultural Semiotic

Helen G Juaini¹

Abstract: Cultural background plays a significant role in the sphere of semiotics. Semiotics as a discipline is recognized as a useful tool in gauging cultural background and identifying signs that might represent the message of a certain work. Given the rich cultural context of Tawi-Tawi oral literature this can be used in studying semiotics. Semiotic tools were employed to interpret the awwal-awwal as provided by the respondents and to formulate a subsequent understanding of this oral literature in relation to the Sama's claim of sacredness of Tampat Budjang.



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Politeness and Intimacy in Application Letters of Three Cultural Groups in Mindanao

Helen G Juaini¹

Abstract: 150 application letters from the three cultural groups in Mindanao, namely Sinama, Subanen, and Tausug have been analysed in a mixed-method design. The focus of the study is on the two features of politeness and intimacy. In the quantitative analysis, the model proposed by Brown & Levinson (1987) and that of Columns (2005) which have drawn upon the features of indirectness in requesting and the length of letters as the indicators of politeness are used. In the qualitative and descriptive analysis formality in salutation and opening clause as well as the use of abbreviated forms are taken into account. The result shows that Tausug use the politest style in their application letters, followed by Sinama and Subanen respectively. On the other hand, Sinama, Subanen, and Tausug use the least intimate style in their business letters. The findings are hoped to help better inter-cultural understanding, especially with respect to written rhetorical characteristics.

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The Customary Stigma and Transphobia among (LGBTQ) in India – A Study on Transgenders in Kerala

Haseena VA¹

¹Assistant professor & Head of the Department, M.E.S Kalladi College, Kerala, India

Abstract: Kerala is the leading state in India in matter of education, socio-economic development and the related development criteria. Development indicators such as HDI, PQLI, and GDI etc are very high in Kerala. In Kerala as like in other states in India we have a community known as Transgenders. Their population is around 25,000; located in almost all the districts in the state. In the category of LGBTQ (Lesbian, gay, bisex, transgenders and queer) transgenders occupies an important place. Transgender have a recorded history of more than 4,000 years. Asian countries have centuries-old histories of existence of gender-variant males who in the modern's times are labelled as 'transgender women'. India has a history of people with a wide range of transgender related identities, cultures, and experiences. People with such identities include Hijras, Aravanis, Kothis, Jogtas/Jogappas, and Shiv-Shakthis. Ancient myths bestow them with special powers to bring luck and fertility. Kama Sutra provides vivid description of sexual life of people with 'third nature' (Tritiya Prakriti). There happened a big crisis in transgender identity in Kerala. Gender variation and gender expression often leads to Transphobia and stigma in Kerala. Automatically there raised a lot of issues in the society made them an unwanted element in the society. These identities have always been part of the broader culture and were treated with great respect in the past though only some are accorded such respect in the present. Our society is, however, very harsh on gender-variant people. Some transgender people have lost their families, their jobs, their homes and their support, they are in lack of social security and omission from economic participation, they face hurdles to use social welfare schemes, degraded health facilities etc. due to shortage of livelihood choices exceptions transgender children may be subject to abuse at home, at school or in their communities. The rights of the transgenders are very essential for keeping their life successful. The child born with some sexual abnormality is abandoned in fear of social stigma. Because of the shortage of mechanisms preventing the violation of rights of transgenders, such persons are easily defrauding the society. Thus, right to life and to live in the family and society is first and essential right. If any practice infringes this right, it will prevent future generation to exist. One of the important successes in the life of transgenders in India is the abolition of Section 377 by the supreme court of India in 2018. Section 377, plainly read, punishes with imprisonment for life or for a term of up to 10 years any person who voluntarily has "carnal intercourse against the order of nature with any man, woman or animal". These are not the root of their transgender identity; rather, they are the side effects of society's intolerance of transgender people.

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Exploring the Experiences of Gender-Based Violence and The Associated Psychosocial and Mental Health Issues of Filipino HIV-Positives: Implications for Psychological Practice

Evangeline R Castronuevo-Ruga¹, Normita A Atrillano²

Abstract: *The phenomenon of gender-based violence has generated attention from research practitioners and helping professionals since the surge of the women's movement three or so decades ago in the Philippines. At about the same time, the HIV-AIDS gained similar attention with the disclosure of the first ever case of the country in the mid-80s. Only recently, however, has the intersectionality of these two phenomena been looked into by the research community in other countries and has yet to see parallel response locally. This research, therefore, attempts to map out the lived experiences of People Living with Human Immuno Deficiency Virus (PLHIV) who have undergone gender-based violence (GBV). It specially looks into the consequent psychosocial and mental health issues. Using focus group discussion with 24 purposively sampled participants from the highly vulnerable groups based in three major Philippine cities, thematic analysis reveals that the participants experienced various forms of gender-based violence, e.g., sexual, emotional/psychological, economic, verbal, physical) and expressions of stigma and discrimination, which in turn, led to manifestations of different emotional and psychological trauma, depression, internalized homophobia, greater health risks and risk-taking behaviours, among others. It might be worthwhile to consider the possibility that the consequent risk-taking and self-injurious tendencies played a role in their eventual contraction of HIV.*



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Estimation of Storage-Draft Rate Characteristics of Rivers in Selangor Region

Farah Syazana Abd Latif¹, Siti Fatin Mohd Razali²

^{1,2}Faculty of Engineering & Built Environment, Universiti Kebangsaan Malaysia

Abstract: *Drought is a phenomenon of extreme water shortage that has significant economic, social, environmental and human life impact. Streamflow drought characteristics and properties are useful in the design of hydro-technical projects, water resources planning and management purposes. Information on low flow magnitude, frequency, probability and return period are very crucial in analysing streamflow drought at the operational level in public water supply. The objectives of this study are to determine the characteristics of low flow for every streamflow station in the Selangor region. The estimation of minimum storage draft-rate with the probability of low flow return periods of 2, 5, 10, 20, and 50 years is presented in this paper.*

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