## Journal of Science, Technology and Management

Vol. 16 No. 4 | October – December 2023



## A MACFAST PUBLICATION

Mar Athanasios College For Advanced Studies Tiruvalla (MACFAST) Pathanamthitta, Kerala, India - 689101

## JOURNAL OF SCIENCE, TECHNOLOGY AND MANAGEMENT

ISSN 0974-8334	Vol. 16 No. 4	October – December 2023
----------------	---------------	-------------------------

## Contents

1	<b>The Transformative Impact of Robotics in the Tyre Mould</b> <b>Industry</b> Vishakha R. Nair and Mahima Birla		
8	<b>Challenges in reforming and upscaling the tyre mould industry in India and hence competing Chinese market</b> Vishakha R. Nair and Mahima Birla		
13	<b>Talent acquisition for Generation Y in the IT sector</b> Karthika M., Jaisa Monachen and Roshna Nazeer		
21	<b>Evaluation of the antibacterial activity of</b> <i>Cassia fistula</i> <b>flower</b> <b>extract</b> Anchu K., Anupama M. S., Treesa Varghese, Haritha V. H.		
26	<b>Emotional intelligence and quality of work life among women</b> <b>nurses in Alappuzha district</b> Karthika M., Jinu Mary Varghese and Sujin K. Saji		
36	<b>Bioactive phytochemical and therapeutic properties of avocado fruit: a review</b> Rittu Susan Babu and Anitta Sibi		
43	<b>Enhancing colour image compression through artificial bee</b> <b>colony optimization</b> Kavya Srinivas S. and Barona R.		
49	<b>Bird Flu: A looming pandemic threat - Are we ready?</b> Sijo A		
53	<b>Nafithromycin - India's first indigenous antibiotic</b> Sijo A.		
54	<b>Book Review</b> Dr Raksha Chouhan		