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Director, Management Studies
KBN College (Autonomous), Vijayawada
Dr. M. Venkateswara Rao – Professor
H.O.D. (CSE) & I/C Exam Section
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Dr. BH. Vara Prasad - Dean - PG Studies
Rama Chandra College of Engineering, Eluru
Dr. Sanjay - Prof. & Principal
Rama Chandra Engineering College, Eluru
Dr. Y. Srinivasa Rao - Prof. & Principal
Newton's College of Engineering, Macherla
Dr. Sai Vara Prasad - Principal
Newton's Institute of Science & Technology, Macherla

Key Note Speaker

Dr. A. Suryanarayana - Professor
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INTERNATIONAL CONFERENCE ON CURRENT RESEARCH IN ENGINEERING TECHNOLOGIES, APPLIED SCIENCES AND BUSINESS MANAGEMENT
(ICCRETASBM - 2016)

Date: 20th August 2016

Message

Dr. D. V. Ramana Murthy
Professor
Director, Management Studies
KBN College (Autonomous), Vijayawada

I am really privileged to associate as Chief Guest, with the International Conference on "**INTERNATIONAL CONFERENCE ON CURRENT RESEARCH IN ENGINEERING TECHNOLOGIES, APPLIED SCIENCES AND BUSINESS MANAGEMENT (ICCRETASBM - 2016).**"

I am to understand that the International Conference is being organized by the Anveshana Educational and Research Foundation, Hyderabad in collaboration with St. Mary's Group of Institutions Guntur. I appreciate the organization capabilities of the Anveshana Educational and Research Foundation for its yeoman service for the educational field.

The Conference title itself is a versatile one which provides an opportunity and platform to interact and exchange the views of the academia, researchers, faculty and industrialists on the Engineering Technologies, Applied Sciences and Business Management. The International Conference of present nature will promote the multi-disciplinary activities of research, manufacturing, rural and industrial growth not only at global level but also so to achieve the Motto of our Prime-Minister, "Make in India".

I hope the deliberations of the Conference will come-up with useful suggestions and I also wish the conference a grand success.

INTERNATIONAL CONFERENCE ON CURRENT RESEARCH IN ENGINEERING TECHNOLOGIES, APPLIED SCIENCES AND BUSINESS MANAGEMENT (ICCRETASBM - 2016)

Date: 20th August 2016

Message

Dr. M. Venkateswara Rao
Head of the Department. CSE
Malineni Perumallu college of Engineering, Guntur.
Affiliated to JNTUK, Kakinada

I am extremely happy and feel excited to act as a chief-guest in the international conference on current research in engineering technologies, applied sciences and business management (ICCRETASBM)-2016 on 20th august.

I feel this is an honour and privilege given to me as a chief-guest in the international conference aimed to disseminate the knowledge in present trends and techniques in research pertaining to engineering, basic science and management sectors. Really this is the need of the hour to make significant contribution of present knowledge in the engineering and management sectors. To provide better opportunities in different thrust areas.

I congratulate the organizers for their tooth and nail effort in creating a platform in the form of this international conference which through light on new innovative thoughts and application techniques for the betterment in the field of engineering, basic science and management. I wish the conference a great success.

INTERNATIONAL CONFERENCE ON CURRENT RESEARCH IN ENGINEERING TECHNOLOGIES, APPLIED SCIENCES AND BUSINESS MANAGEMENT (ICCRETASBM - 2016)

Date: 20th August 2016

Message

Dr. BH. V. Prasad
Dean – PG Studies
Rama Chandra College of Engineering

It gives me immense pleasure that Anveshana educational and research foundation is decided to entrust this great opportunity as a chief coordinator for organizing an International Conference on Current Research in Engineering Technologies, Applied Sciences and Business Management in Vijayawada. The principal objective of conducting this conference is to bring the all scientists, academicians and research scholars to exchange their notions to solve practical problems in the respective fields on one platform. I sincerely believe that team of organizing committee has achieved by scrutinizing many papers and published a few. I congratulate all the team members for their genuine efforts to make the event a great success.

INTERNATIONAL CONFERENCE ON CURRENT RESEARCH IN ENGINEERING TECHNOLOGIES, APPLIED SCIENCES AND BUSINESS MANAGEMENT (ICCRETASBM - 2016)

Date: 20th August 2016

Message

Dr. Sanjay
Professor & Principal
Rama Chandra Engineering College, Eluru

I am glad to welcome you to the **International Conference on Current Research in Engineering Technologies, Applied Sciences and Business Management.** ICCRETASBM-2016 continues the tradition of addressing issues of immediate and long term interest to researchers and engineers in developing various engineering applications and innovative techniques for management. The primary objective of this conference is to exchange knowledge among researchers, practicing engineers, technologists about the state of art in Applied Sciences, Engineering and Management. Motivating academicians, young scientists, budding technologists and entrepreneurs in these fields to enrich their knowledge by interacting with their peers in their respective areas is a prime goal of the conference. I hope the conference will be a pathway for the next generation promoters and wish you all a wonderful and exciting day here.

INTERNATIONAL CONFERENCE ON CURRENT RESEARCH IN ENGINEERING TECHNOLOGIES, APPLIED SCIENCES AND BUSINESS MANAGEMENT (ICCRETASBM - 2016)

Date: 20th August 2016

Message

Dr. Y. Sreenivasa Rao
Principal, Newton's Institute of Engineering,
Macherla, Guntur (D.T)

Keeping pace with the changing technology is a great challenge in present global scenario. I feel extremely happy and excited about the **International Conference on Current Research in Engineering Technologies, Applied Sciences and Business Management (ICCRETASBM-2016)** that is being organized by Anveshana Educational and Research Foundation on 20th August 2016.

Emerging trends in technology, Business Management and new developments in applied sciences affect the way we live and it is an established fact that emerging technologies accelerate economic growth and lead to a job creation. In the current era of rapid developments in technology, such a conference is extremely appropriately positioned. It is vital that such conferences are held to enhance the spirit of inquiry and innovativeness among faculty, research scholars and students. I am certain that this conference will provide a forum for the participants to share their competency in their pursuit for knowledge and distinction. I would like to urge the participants to utilize this opportunity to ensure they reach beyond their reach and have the technological world take cognizance of an India that is unmatched in terms of scientific mindset and resources.

I wish the conference a grand success and hope it brings an invigorating change to researchers and developers.

INTERNATIONAL CONFERENCE ON CURRENT RESEARCH IN ENGINEERING TECHNOLOGIES, APPLIED SCIENCES AND BUSINESS MANAGEMENT (ICCRETASBM - 2016)

Date: 20th August 2016

Message

Dr. Sai Vara Prasad
Principal
Newton's Institute of Science & Technology, Macherla

I am very happy to say that Anveshana Educational and Research Foundation is conducting an International Conference to bring Academicians, Practitioners and Students at one platform to share the ideas and knowledge from difference sectors like Engineering, Applied Sciences and Management, Wish them a very success in organizing conference we all support them to the possible esteem.

I wish them all the best for the future Endeavour.

**INTERNATIONAL CONFERENCE ON CURRENT RESEARCH IN ENGINEERING TECHNOLOGIES,
APPLIED SCIENCES AND BUSINESS MANAGEMENT
(ICCRETASBM - 2016)**

Date: 20th August 2016

Message

Dr. A. Suryanarayana
Professor
Dean Academics, Department of Management Studies, Osmania University

I appreciate the effort made by Anveshana Educational and Research Foundation organizing an **International Conference on Current Research in Engineering Technologies, Applied Sciences and Business Management (ICCRETASBM-2016)**

I strongly believe that education is fundamental for the steady growth of economy and improvement of standards of living. This International Conference will bring the Academicians and Researchers from different organizations together where they can exchange their views and knowledge in their respective areas. It enables the researchers to get to know the progress in their respective areas of research and build up the confidence to face the global competition. This conference provides an opportunity to shares ones experience and expertise with fellow delegates.

I wish the Conference a grand success.

Abstract Proceeding of

INTERNATIONAL CONFERENCE ON CURRENT RESEARCH IN ENGINEERING TECHNOLOGIES, APPLIED SCIENCES AND BUSINESS MANAGEMENT (ICCRETASBM - 2016)

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IMPROVEMENT THE INCOMPRESSIBLE AIR FLOW MIXING AND HEAT TRANSFER MECHANISM BY A COMBINATION OF SUDDEN ENLARGEMENT STEP AND ORTHOGONAL SLOT JETS

[Paper Id- MECH 1001]

A Paper Presented By: Khudheyer S. Mushatet
Department of Mechanical Engineering, College of Engineering, Thiqar University
Nassiriy, Iraq
E-Mail: Khudheyer2004@yahoo.com

ABSTRACT

This study summaries a computational analysis to predict the turbulent flow and heat transfer characteristics of a sudden expansion channel with confined jets issuing orthogonally. The bottom wall of the sudden expansion is hot while jets and main cross flow is at isothermal cold temperature. The effect of number of impinging jets and sudden expansion ratio on flow structure and heat transfer is investigated for Re_{in}=40000 and Re_j=14000 respectively .The mixed turbulent flow and heat equations are modelled by the continuity, Navier -Stockes and energy equations while the effect of turbulence in the flow is by a k-ϵ. These equations are discredited on a well chosen staggered non uniform grid by a finite volume method. A developed computer code based on a SIMPLE algorithm is used. The findings show that using impinging slot jets with a sudden expansion cross flow significantly enhanced the heat transfer. This improvement is clearly noticed as the number of jets increasing.

Keywords: Sudden expansion; Impingement cooling; CFD

BLOOD VESSEL SEGMENTATION IN RETINAL IMAGES USING MULTISCALE IMAGE ENHANCEMENT, LOCAL ENTROPY THRESHOLDING AND CLUSTERING

[Paper Id- ECE 1002]

A Paper Presented By: Mahaboob Shaik

Research Scholar, Department of ECE, JJT University, Jhunjhunu, Rajasthan, India.

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ABSTRACT

The disease Diabetic retinopathy is a complication of diabetes and a leading cause of vision loss. Diabetic retinopathy (DR) detection, low quality retinal image makes more difficult the analysis for ophthalmologist. To perform automatic segmentation of blood vessels in retina is helpful for ophthalmologists to screen larger populations. Detecting blood vessels is a typical task in retinal image analysis. The task is more complicated with the presence of bright and dark lesions in retinal images. Here, a method is proposed to detect vessels in both normal and abnormal retinal fondues images based on their linear features. First, the negative impact of bright lesions is reduced by using K-means segmentation in a perceptive space. Then, a multi-scale line operator is utilized to detect vessels while ignoring some of the dark lesions, which have intensity structures different from the line-shaped vessels in the retina. The algorithm comprised of Gabor filter with local entropy thresholding for vessels extraction under different normal or abnormal conditions. The Gabor filter has main parts as frequency. This frequency and orientation of Gabor filter are tuned to match that of a part of blood vessels to be enhanced in a green channel image. Analyzation of blood vessels pixels are classified by local entropy thresholding technique in this method. The working of the proposed algorithm is analyzed by MATLAB software with DRIVE database.

Keywords: K-means segmentation, linear structure, perceptive transform, retina image, retinal vessel segmentation, Retinal image, Blood vessels, Diabetic retinopathy, Vessels extraction, Gabor filter, Local entropy thresholding.

FACE RECOGNITION USING FUZZY NEURAL NETWORK

[Paper Id- ECE 1003]

A Paper Presented By: [1]Thadi Chandra Sekhar, [2]Dr. Ch. Sumanth Kumar
[1]Research Scholar, Dept. of ECE, GITAM University, Vishakapatnam, AndraPradesh
[1]Assoc. Prof., Dept. of. ECE, GIET Engineering College, Vishakapatnam, AndraPradesh
[2]Assoc. Prof. Dept. of ECE, GITAM University, Vishakapatnam, AndraPradesh
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ABSTRACT

Face recognition is a biometric tool for authentication and verification, has great emphasis in both research and practical applications. Increased requirement on security, fully automated biometrics on personal identification and verification has received extensive attention over the past few years. In this paper we propose a novel face recognition using Fuzzy Neural network, which is used to extract features from face images by dividing the images into two phase one is of training phase by neural network second is extracting phase done by fuzzy inference system. At first the Complex Wavelet Transform is a tool applied here that uses a dual tree of wavelet filters to find the real and imaginary parts of complex wavelet coefficients. The DT-CWT is, however, less redundant and computationally efficient. Dual Tree methods are based on image at different resolution. Here the DT-CWT is used to convert the entire image into 2-D form and also here Principal Component Analysis which is a linear dimensionality reduction technique is used, that attempt to represent data in lower dimensions, i.e., used to perform the face recognition which means simply it reduces the 2-D form to 1-D form. Finally we have to extract face by comparing features using fuzzy neural networks. At present many methods for image recognition are available but most of them include feature to any type of images. The proposal is divided into two phases: the training phase and the extraction or processing related to type of image. In this paper these two parts of the network one is neural network for training, second is fuzzy inference system which helps us improve the performance result in face recognition. Fuzzy logic has proved to be a tool that can improve the performance of the existing system.

Keywords: Face recognition. Dual Tree Complex Wavelet Transform, Principal Component Analysis,, Fuzzy network, Neural network.

APPLICATION OF CLOUD COMPUTING IN THE FIELD OF EDUCATION THROUGH E- GOVERNANCE: A BLENDED LEARNING APPROACH

[Paper Id- CSE 1004]

A Paper Presented By: [1]Aaditya Jain, [2]Afreen Bano
[1]M.Tech Scholar, Department of Computer Science & Engg., R. N. Modi Engineering College, Rajasthan Technical University, Kota, Rajasthan, India
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ABSTRACT

Innovation is necessary to ride the inevitable tide of change. Internet broadband connectivity and rich education content has created a useful phenomenon in which information and communication technology (ICT), an emerging era of present decade, is being used to transform education and playing a vital role for the advancement of our global society. E-Governance has been established as a revolutionary approach not only in developed country but also in developing nations. One of the most promising paradigms under E-Governance for education is e-learning or online learning. E-learning is commonly referred to the intentional use of networked information and communications technology (ICT) in teaching and learning under the roof of cloud based applications. Blended learning can be defined as the mixing of face-to-face teaching and online or e- learning. Blended-Learning system, as a great product of modern information technology, is an important way to implement education modernization. The aim of this paper is to throw light on the use of cloud computing technology to facilitate widespread adoption of blended learning to improve teaching and learning.

Keywords: Cloud Computing, Cloud Based Applications, e-Governance, e-Learning, ICT.

A POINT-TO-POINT BASED CLOUD WORKFLOW SYSTEM

[Paper Id- IT 1005]

A Paper Presented By: [1]A. M. K. Kanna Babu, [2]N. Prasad, [3]K. Lakshmaji
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ABSTRACT

Workflow systems are designed to support the process automation of large scale business and scientific applications. In recent years, many workflow systems have been deployed on high performance computing infrastructures such as cluster, point to point, and grid computing. One of the driving forces is the increasing demand of large scale instance and data/computation intensive workflow applications (large scale workflow applications for short) which are common in both e - Business and e - Science application areas. The data and computation intensive pulsar searching process in Astrophysics. Generally speaking, instance intensive applications are those processes which need to be executed for a large number of times sequentially within a very short period or concurrently with a large number of instances. Therefore, large scale workflow applications normally require the support of high performance computing infrastructures (e.g. advanced CPU units, large memory space and high speed network), especially when workflow activities are of data and computation intensive themselves. In the real world, to accommodate such a request, expensive computing infrastructures including such as supercomputers and data servers are bought, installed, integrated and maintained with huge cost by system users.

ENCRYPTION AND DECRYPTION BASED INFORMATION SECURITY IN BIG DATA

[Paper Id- IT 1006]

A Paper Presented By: [1]G. Vihari, [2]P. Ramaiah Chowdary
[1, 2]Sir C. R. Reddy College of Engineering, Elluru, A.P., India

ABSTRACT

Sensitive information. In particular, we identify four different types of users involved in data mining applications, namely, data provider, data collector, data miner, and decision maker. For each type of user, we discuss his privacy concerns and the methods that can be adopted to protect sensitive information. We briefly introduce the basics of related research topics, review state-of-the-art approaches, and present some preliminary thoughts on future research directions.

Besides exploring the privacy-preserving approaches for each type of user, we also review the game theoretical approaches, which are proposed for analyzing the interactions among different users in a data mining scenario, each of whom has his own valuation on the sensitive information. By differentiating the responsibilities of different users with respect to security of sensitive information, we would like to provide some useful insights into the study of PPDM.

Keywords: Data mining, sensitive information, privacy-preserving data mining, anonymization, provenance, game theory, and privacy auction, anti-tracking.

STRATEGIES FOR OPTIMAL TRAFFIC FLOW IN MULTI NODE AD-HOC WIRELESS SENSOR NETWORKS

[Paper Id- IT 1007]

A Paper Presented by: [1]N. Prasad, [2]K. Lakshmaji, [3]A. M. K. Kanna Babu
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ABSTRACT:

Due to heavy usage of data/voice transmission, the burst ness in buffers and the packets dropout is a common problem in communication networks. To have an optimal utilization of resources and to improve the Quality of Service (QoS), the communication networks are to be designed with new strategies. Stochastic models provide the basic frame work for design and development of new communication networks. This paper addresses the problem of reducing burst ness in buffers by introducing a communication network model with integration of three strategies of traffic flow transmission namely, dynamic bandwidth allocation (DBA), phase type transmission and direct arrivals to the multiple buffers. Here, the packet arrivals are characterized through compound Poisson Binomial process since the features of arrival of packets closely resembles by its characteristics. A mathematical model is developed and analyzed for a multi node Ad-hoc wireless communication system having dynamic bandwidth allocation (DBA) and phase type transmission with direct arrivals to the multiple buffers from outside resources in addition to the first buffer in bulk. The performance of the model is evaluated by deriving the system performance measures such as mean content of the buffers, mean delays in transmission, throughput of the buffers.

Keywords: Wireless Communication Network, Phase type transmission, Dynamic bandwidth Allocation, direct arrivals to multiple buffers, compound Poisson binomial process.

VIRTUALIZATION BASED SCHEDULING ALGORITHM FOR PARALLEL DISTRIBUTED COMPUTING

[Paper Id- IT 1008]

A Paper Presented by: [1]K. Lakshmaji, [2]A. M. K. Kanna Babu, [3]N. Prasad,
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ABSTRACT:

In this paper, we design a new virtual queue-based back-pressure scheduling algorithm (VBR) for achieving significant delay reduction in parallel distributed computing. Our algorithm design comes from an observation that classical back-pressure scheduling algorithm usually needs a long period of time to form a queue backlog-based gradient in a network, which decreases towards the sink in the network, before achieving stable packet delivery performance. To address this issue, VBR is designed to pre-build proper virtual queue-based gradient at nodes in a parallel distributed computing, which is chosen to be a function of traffic arrival rate, link rate, and distance to sink, in order to be adaptive to different network and application environments while achieving high network performance. Moreover, the queue backlog differential between each pair of neighbor nodes is decided by their actual queue lengths and also their virtual queue lengths (gradient values). We prove that VBR can maintain back-pressure scheduling throughput optimality. Simulation result shows that VBR can obtain significant performance improvement in terms of packet delivery ratio, average end-to-end delay, and average queue length as compared with existing work.

Keywords: Back-pressure scheduling Delay reduction parallel distributed computing

MODELLING OF CRANKSHAFT BY CAD TOOL AND FINITE ELEMENT ANALYSIS USING ANSYS SOFTWARE

[Paper Id- MECH 1009]

A Paper Presented by: [1]Pawan Kumar Singh, [2]Dr. L. P. Singh (Assoc. Prof.)
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ABSTRACT

Crankshaft is the complex geometry in the Internal Combustion Engine with large volume production component. This converts the reciprocating motion of the piston in to a rotary motion. An attempt is made in this paper to study the Static structure analysis on a crankshaft. The modelling of the crankshaft is created by using Solid works 16 Software. Finite element analysis (FEA) is uses to analysis variation of stress at critical locations of the crankshaft to use the ANSYS software. The results of Von-misses stress on the crankshaft are 6.52Mpaand shear stress on the crankshaft is 3.367Mpa. The Theoretical results are obtained on von-misses stress is 10.99Mpa, shear stress is 2.9Mpa. Then approved of model is compared with the Theoretical and FEA results for Von-misses stress and shear stress are within the limits.

Keywords: Crankshaft, solid works, finite element analysis (FEA), ANSYS Software, Static Analysis.

DESIGN MODELLING AND ANALYSIS OF HELICAL GEAR USING CATIA, ANSYS AND AGMA PARAMETERS

[Paper Id- MECH 1010]

A Paper Presented by: VICKY LAD (Research scholar)**,** Dr. L. P. SINGH (Associate Professor)
[1, 2]Department of Mechanical Engineering, SSET, SHIATS-DU, Allahabad, India
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ABSTRACT

Gears are used to transmit the power between two shafts. In the gear design several stresses are present in it when they transmit the power. During transmitting the power the bending stress is considered as the main cause for failure of gear. In this paper bending stress can be calculated by using analytical method which is calculated by the AGMA (American Gear Manufacturing Association) calculation and the model is designed in CATIA V5 and saved in IGES format and then imported in the ANSYS 17 software where it can be analyzed. The main objective of this study has to investigate the stresses induced in gear tooth profile. This can be achieved by changing such design parameter in the existing design. The results are then compared with both the AGMA and ANSYS procedure.

Keywords: Design, modelling, helical gear, AGMA, FEA and ANSYS.

SOFTWARE DEVELOPMENT MODELS

[Paper Id- CSE 1011]

A Paper Presented by: [1]Mr. K. Kalyan Srinivas [2]Mr. K. Venkateswara Rao
[1,2](B. Tech), IV Year, Department of CSE, St. Mary's Group of Institutions Guntur, Chebrolu (V&M), Andhra Pradesh.

ABSTRACT

Software testing plays an important role in the Software Development Life Cycle (SDLC). According SDLC each and every model has the advantage and drawbacks so in this research we have to calculate the performance of each model on behalf of some important features. It represents five of the development models namely: - waterfall, Iteration, V-shaped, spiral, prototype models.

SEMANTIC WEB APPLICATIONS

[Paper Id- CSE 1012]

A Paper Presented by: Miss. K. Maithili & P. Bhavani Prasad
[1](B. Tech), III Year, Department of CSE, St. Mary's Group of Institutions Guntur, Chebrolu (V&M), Andhra Pradesh.
[2](B. Tech), IV Year, Department of CSE, St. Mary's Group of Institutions Guntur, Chebrolu (V&M), Andhra Pradesh.

ABSTRACT

Recent developments in Web technologies and using AI techniques to support efforts in making the Web more intelligent and provide higher-level services to its users have opened the door to building the Semantic Web. However, there are several challenges in improving Web-based education, such as providing for more adaptively and intelligence. This paper surveys the basics of the Semantic Web and discusses its importance in future Web-based educational applications.

Abstract Proceeding of

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Date: 20th August 2016

STANDARD ETHERNET 802.11

[Paper Id- CSE 1013]

A Paper Presented By: [1]T. Komali, [2]T .Kiranmai
[1](B. Tech), III Year, Department of CSE, St. Mary's Group of Institutions Guntur, Chebrolu (V&M), Guntur – 522212, A. P
[2](B. Tech), IV Year, Department of CSE, St. Mary's Group of Institutions Guntur, Chebrolu (V&M), Guntur – 522212, A.P

ABSTRACT

Wireless Local Area Network is a data transmission system considered to provide location independent network access between computing devices by using radio waves rather than a cable infrastructure. In the business venture, wireless LANs are frequently employed as the final link between the existing wired network and a group of client computers, giving these users wireless access to the full resources and services of the corporate network across a building or campus setting. The IEEE 802.11 standard supports radio transmission within the 2.4 GHz band. The 802.11 is a family of specifications developed by the IEEE for WLANs. In this research paper we concern with WLAN standards and their comparative study which will help to WLAN users in selection of better type of WLAN standard.

NETWORK SECURITY

[Paper Id- CSE 1014]

A Paper Presented By: [1]Ch. Raja, Mr. P. Gopi Chand[2] (B. Tech)
[1]B. Tech, III Year, Department of CSE, St. Mary's Group of Institutions Guntur, Chebrolu (V&M), Guntur – 522212, A. P
[2]B. Tech, IV Year, Department of CSE, St. Mary's Group of Institutions Guntur, Chebrolu (V&M), Guntur – 522212, A. P

ABSTRACT

Network security has become more important to personal computer users, organizations, and the military. With the advent of the internet, security became a major concern and the history of security allows a better understanding of the emergence of security technology. The internet structure itself allowed for many security threats to occur. Knowing the attack methods, allows for the appropriate security to emerge. In this presentation we are going to discuss about Internet Security, IPv4 and IPv6 Architectures, Common Internet Attacking Methods, Viruses, Worms, Trojans, Firewall, Current Developments in Network Security & Future Trends in Security.

AN OVERVIEW OF DATA MINING TECHNIQUES AND VISUALIZATION

[Paper Id- CSE 1015]

A Paper Presented By: Miss. P. Prasanthi & G. Dinesh Kumar

[1](B. Tech)IV Year, Department of CSE, St. Mary's Group of Institutions Guntur, Chebrolu (V&M), Guntur – 522212, Andhra Pradesh.

[2](B. Tech)IV Year, Department of CSE, St. Mary's Group of Institutions Guntur, Chebrolu (V&M), Guntur – 522212, Andhra Pradesh.

ABSTRACT

In the past decade, the analysis of data has faced the challenge of dealing with very large and complex datasets and the real-time generation of data. Technologies to store and access these complex and large datasets are in place. However, robust and scalable analysis technologies are needed to extract meaningful information from these datasets. The research field of Information Visualization and Visual Data Analytics addresses this need. Information visualization and data mining are often used complementary to each other. Their common goal is the extraction of meaningful information from complex and possibly large data. However, though data mining focuses on the usage of silicon hardware, visualization techniques also aim to access the powerful image-processing capabilities of the human brain. This article highlights the research on data visualization and visual analytics techniques.

VIRTUAL AND AUGMENTED REALITY

[Paper Id- CSE 1016]

A Paper Presented By: Mr. L. Prathap kumar1, Mr. G. Bala Krishna[2]

[1,2](B. Tech), IV Year, Department of CSE, St. Mary's Group of Institutions Guntur, Chebrolu (V&M), Guntur – 522212, Andhra Pradesh.

ABSTRACT

Virtual Reality was the most rapidly emerging and upgrading technology in our tech life. VR is the key to the future of an imaginary world which give us experience to feel and interact with an unreal world by simulating the unreal objects. It became the medium of an imagination to real world of our own customized reality. With virtual reality, we can experience the most intimidating and gruelling situations by playing safe and with a learning perspective. Many people don't actually know what the VR is? And its open challenges, principles and open problems. In this review paper, we present our survey about virtual reality: the levels of VR, components used, origin of VR, its environment, factors effecting it, future scope and challenges

NEW ERA IN COMPUTATION: MOBILE CLOUD COMPUTING

[Paper Id- CSE 1017]

A Paper Presented By: Miss. I.J.L. Priya & K. Rajiv

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ABSTRACT

Mobile Cloud Computing (MCC) has revolutionized the way in which mobile subscribers across the globe leverage services on the go. The mobile devices have evolved from mere devices that enabled voice calls only a few years back to smart devices that enable the user to access value added services anytime, anywhere. MCC integrates cloud computing into the mobile environment and overcomes obstacles related to performance (e.g. battery life, storage, and bandwidth), environment (e.g. heterogeneity, scalability, availability) and security (e.g. reliability and privacy).

INTERNET OF THINGS

[Paper Id- CSE 1018]

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ABSTRACT

This paper provides an overview of the Internet of Things (IoT) with emphasis on enabling technologies, protocols, and application issues. The IoT is enabled by the latest developments in RFID, smart sensors, communication technologies, and Internet protocols. The basic premise is to have smart sensors collaborate directly without human involvement to deliver a new class of applications. In the coming years, the IoT is expected to bridge diverse technologies to enable new applications by connecting physical objects together in support of intelligent decision making.

SECURITY ISSUES IN BIG DATA RELATED TO CLOUD COMPUTING

[Paper Id- CSE 1019]

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ABSTRACT

The security issues for cloud computing, big data, Map Reduce and Hadoop environment. It main focus is on security issues in cloud computing that are associated with big data. Big data applications are a great benefit to organizations, business, companies and many large scale and small scale industries. We also discuss various possible solutions for the issue in cloud computing security and Hadoop. Cloud computing security is developing at a rapid pace which includes computer security, network security, information security, and data privacy. Cloud computing plays a very vital role in protecting data, applications and the related infrastructure with the help of policies, technologies, controls, and big data tools.

UNLOCKING HUMAN POTENTIAL THROUGH LEADING POSITIVE CHANGE
(A Review of Enabling Framework and Behavioural Guidelines)

[Paper Id- MGMT 2001]

A Paper Presented By: Prof. A. Suryanarayana
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ABSTRACT

Leading positive change is a management competency that focuses on unlocking positive human potential. It enables individuals to experience appreciation, collaboration, vitality, and meaningfulness in their work. It focuses on creating abundance and human well-being. It fosters positive deviance. It acknowledges that positive change engages the heart as well as the mind. Successful corporate leaders make concerted efforts to lead positive change in their organizations and not merely manage the required change when confronted with a legacy of turbulent, tumultuous, and antagonistic climate within their organizations. An attempt would be made in this literature-based Paper to review five key management competencies and activities required to effectively lead positive change. They include: (i) establishing a climate of positivity, (ii) creating readiness for change, (iii) articulating a vision of abundance, (iv) generating commitment to the vision, and (v) institutionalizing the positive change.

Keywords: Framework; Positive Change; Heliotrope Effect; Climate of Positivity, Vision of Abundance; and Behavioural Guidelines.

EMERGING TRENDS IN MARKETING
BUYING ON-LINE: A NEW PARADIGM IN SHOPPING

[Paper Id- MGMT 2002]

A Paper Presented: Prof**.** (Dr). D. V. Ramana Murthy, Ph. D. (Management)
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ABSTRACT

Internet is a potent medium that can serve as a unique platform for the growth of retail brands in India. The Indian retail market is witnessing a revolution. The current web-based models for e- tailing are part of an embryonic phase preceding an era of rapid transformation, challenge, and opportunity in Indian retail market. It is not just the metros that are fuelling the online scene in India. The demand supply gap in tier 2-3 cities where there is brand awareness but no availability of products and services is also adding to growth. Online retailing portals such as eBay. in, Flip kart, Snap deal, Naaptol.com and many other local area sites like local baniya.com etc., are registering anywhere between 40 and 60% of their sales from rural areas apart from the tier II and III cities. The penetration rate is quite low in comparison to other countries worldwide; however the number of users is significantly high.

The objective of this paper is to discuss some observations on, present scenarios of e-tailing opportunities, its market, the viabilities and trends etc.,

Keywords: Internet, Paradigm, e tailing, E Commerce, Brick and Mortar, Brick and Click

VOLATILITY OF SELECT GLOBAL CURRENCIES BEFORE AND AFTER FED RATE HIKE DECISION

[Paper Id- MGMT 2003]

A Paper Presented By: Dr. Ch. Chaitanya
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ABSTRACT

From past one decade, the US Federal Reserve (FED) has maintained the interest rates at zero; the decision that was taken by FED in order to protect the country from debt crisis which has threatened the Government with political and economic instability. Therefore to boost the U.S. economy, the Federal Reserve has maintained interest rates near zero. In the current scenario of increasing productivity, decreasing unemployment rate and decreased inflation forced the Fed to make an inevitable decision, which is none other than increasing the rates of interest rates from 25 – 50 Bps in order to attract investors to invest in bonds of their own country. The analysts believed higher US rates could pose a challenge to a number of emerging market economies - particularly across Asia, a top exporter to the US - by pushing up bond yields, augmenting capital outflows and depreciating currencies. The present paper focuses on the Volatility of Select Global Currencies Before and After FED Rate Hike Decision for a period of 7 to 8 months by dividing them to Before and After FED decision. The analysis is done by using Paired Comparison Statistics, Paired Samples Correlations and Paired Samples Test.

Keywords: US Federal Reserve, FED, Rate hike, Global Currencies

IMPACT OF REWARDS AND RECOGNITION WITH REFERENCE TO GENPACT HYDERABAD

[Paper Id- MGMT 2004]

A Paper Presented By: Anita Dsouza
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ABSTRACT

Contemporary organisations deal with a number of challenges in order to remain competitive and gain sustainable competitive advantage. Especially after the rise of globalisation, challenges to related employee retention have increased as companies now manage employees belonging to different nations having different cultural backgrounds The general objective of the research was to study the impact of rewards and recognition on employee motivation. Employee recognition is a judgment on a worker's contribution, in terms of the work process as well as dedication and motivation. It also involves evaluating and acknowledging the results of this work. There is a relationship between rewards given in monetary and non – monetary form with the ultimate work performance of the employees. To boost the employee morale, the employee should be rewarded on his work and should be appreciated for the hard work. A self-designed questionnaire was distributed to the 100 full time employees working in Genpact Company, Hyderabad. It is found that employees prefer reward and recognition schemes to go hand in hand together. There should be transparency in the performance appraisal programs also.

Keywords: Job performance, Performance appraisal, Rewards and recognition.

A STUDY ON CUSTOMER SATISFACTION OF BSNL LANDLINE SERVICES IN HYDERABAD

[Paper Id- MGMT 2005]

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ABSTRACT

The customer satisfaction is the main goal of every business organization. In this competitive business scenario each and every activity starts and ends with the customer. In the present scenario, the telecommunication is lifeblood for every business activities. Even in this industry there prevails a stiff competition between the service providers. The objectives of the study are to study the customer satisfaction level towards BSNL landline services; to analyse the customer opinion and satisfaction with specific reference to BSNL. Simple random sampling method is used to collect data. The size of the sample is 100. The respondents of the study are part of population of Hyderabad city. Both primary and secondary data is used. The data has been mainly analyzed by using the Percentage Analysis and Chi − Square Test. Most of the respondents are not much satisfied with the attitude of the staff and response to their queries, significant weight age should be given by the BSNL. Most of the respondents are not aware of call divert option, about schemes. It is identified that the service provided by BSNL is at satisfactory level to the respondent's. BSNL should focus on the promotional measures as equal to the private service providers to enhance their service activity to satisfy their customers.

Keywords: Customer Satisfaction, BSNL Services and Schemes, Competition.

AN EMPIRICAL STUDY ON INVESTORS' PREFERENCES IN INVESTMENT AVENUES IN VISAKHAPATNAM CITY

[Paper Id- MGMT 2006]

A Paper Presented By: Rajani Kandregula

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ABSTRACT

Investment is the employment of funds on assets with the aim of earning income or capital gains. In the past, investment avenues were limited to real estates, schemes of the post office and banks. At present, a wide variety of investment avenues are available to the investors to fulfil their needs and objectives. The required level of return and the risk tolerance level decide the choice of the investor. It is necessary to know that investor prefer which particular investment instrument and why? The main purpose of this research paper is to find Investors' preference for various investment avenues.

Keywords: Investors' Preferences, Return, Risk, Investment avenues.

EVOLUTION OF EMPLOYER BRANDING WITH SOCIAL MEDIA- A   PERSPECTIVE

[Paper Id- MGMT 2007]

A Paper Presented By: Venkata Rajasekhar Moturu
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ABSTRACT

The inception of social media on internet has created a tremendous impact on our culture, business, and on the world at large. Social media websites are one the most popular haunts on internet. The use of social media (SM) has dramatically increased with millions of users creating massive amounts of data every day. Social networks offer the opportunity for people to re-connect with their old friends and acquaintances, make new friends, trade ideas, share content and pictures, and many other activities. Social media presence is a cheap and effective means to enhance brand image and popularity. The social media tools have now emerged as a learning tool that facilitates one of the functions of human resource management called employer branding. It's here where the concept of employer branding has emerged. Increasingly, corporations are becoming intentionally strategic to utilize the employer brand to attract and retain talent and, ultimately, to expand and grow. Creating an image of a desirable and unique employer through social media has received much attention in the last years. Today, an effective employer brand is essential for competitive advantage. Employer branding includes communication activities to both external and internal audiences regarding the company's offer that would make it distinctive among its competitors. Therefore, this study is made to analyze the evolution of Employer branding with social media.

Keywords: Employer Branding, Social Media, Internet, Human Resource Management

AUDITORS OPINION TOWARDS PROBLEM OF INTRODUCTION OF IFRS IN INDIA

[Paper Id- MGMT 2008]

A Paper Presented By: Adapa Jyothi
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ABSTRACT

Globalization has laid down a way for all the countries to adopt a single set of accounting standards. Recent years have seen major changes in financial reporting worldwide under which the most obvious is the continuing adoption of IFRS worldwide. More than 100 countries have converged or recognized the police of convergence with the IFRS. IFRS is perceived as a high quality accounting standard, compared to most local accounting standards, which can help to foster increased comparability of financial statements by investors. Globalization, increased border-listing, attraction of foreign investment and aids, and other institutional factors have been the motivating factors for IFRS adoption. Though IFRS promises a lot of benefits for financial reporting by adopters, there are many challenges and obstacles which must be overcome. That is why, this paper attempt to study the auditor's opinion towards problems of introduction of IFRS in India.

Keywords: Auditors, IFRS, India, Indian Accounting Standards, problems.

ROLE OF SHGs IN ECONOMIC EMPOWERMENT OF WOMEN

[Paper Id- MGMT 2009]

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ABSTRACT

Microfinance services help to empower women from poor households, especially in rural and sub urban areas while contributing to family well –being. Micro finance – a prerequisite of financial services to the economically backward people in a sustainable manner enables women and downtrodden masses to utilize credit, saving, insurance to manage and mitigate risk cost effectively. The paper focuses on the role played by microfinance in women empowerment is considered from five dimensions – economic, social, psychological, legal and political. The present study has been undertaken in Krishna region by taking a sample of 122 members who are also the members of NGOs.

Field survey is the tool used for Primary Data Collection, NGOs reports and data from reliable website form the sources of secondary data. The researcher/s has used the statistical methods like - Percentage Method, Simple Correlation Coefficient etc. And also, in due course of data analysis it was observed that a few members are not completely aware of the benefits of SHG and MFIs, some other enthusiasts have shown interest to get trained in various income generation activities. Most importantly, it was identified there is a definite improvement in the morale and self- confidence level of members and it is significant to note that the betterment in income level goes, towards welfare of the children and education. Size and homogeneity of group, credibility and trust among the members are the key factors that play a vital role in success of SHG program.

Keywords: Self Help Group (SHG), Non-Governmental Organization (NGO), Micro Finance Institutions (MFIs), Women Empowerment, Micro finance

INNOVATIVE PRACTICES IN PERFORMANCE MANAGEMENT IN EDUCATIONAL INSTITUTES

[Paper Id- MGMT 2010]

A Paper Presented By: Archana V Padgul
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ABSTRACT

The success of any organization depends on its employees or human capitals. In the educational institutes, managing human capital has lot of importance and the performance management of their employees is increasingly becoming a daunting exercise because of the various factors impacting performance appraisal process. "Everyday Performance Management" system is designed to incorporate daily encouragement and feedback into on-the-job conversations. Factors internal to the organization such as – size of the organization, employee engagement strategies, cultural orientation of employees, performance appraisal systems, different personality types and external factors such as – state of economy, society, customer expectations, emerging technologies - pose their own challenges in implementing exercise in large educational institutions in India, current performance appraisal systems in use and provides recommendations for addressing some of these challenges.

Keywords: Performance management challenges, performance appraisal, self-monitoring, innovative practices in PMS

"EMPLOYEE ATTRITION IN INDIA A BPO PERSPECTIVE"

[Paper Id- MGMT 2011]

A Paper Presented By: Uma devi S Muttagi

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ABSTRACT

Employee turnover reflects a company's internal strengths and weakness. New hires need to be constantly added, further costs in training them, getting them aligned to the company culture etc, all pose a challenge. Organizations also face difficulties in retaining the remaining employees as well as attracting potential employees. High attrition rates also lead to chronic or systematic cycle. All this has a significant impact on the strength of a company in managing their business in a competitive environment. This study is conducted to find out the contribution of BPO to economy of India, and to know the reasons for living job and to know the retention strategies of the BPO sector, and to find out the way to control attrition and know the present status of the BPO sector in India.

WOMEN ENTREPRENEURS IN INDIA- HURDLES AND SOLUTIONS

[Paper Id- MGMT 2012]

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ABSTRACT

This paper tries to investigate the problems and challenges faced by women entrepreneurs in India. Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. Many women have this quality but they never got a platform to showcase their talents and hence they don't know their real abilities. Even though our constitution speaks of equality between sexes, male chauvinism is still the order of day Women in India are taking more responsibilities in bringing up children and maintaining a better home with love and affection. At the family level, the task of coordinating various activities in a much effective manner, without feeling the pinch of inconveniences, is being carried out by the women folk. Women entrepreneurs face a series of problems right from the beginning till the enterprise functions. Women in rural areas have to suffer still further. They face tough resistance from men. They are considered as helpers. The attitude of society towards her and constraints in which she has to live and work are not very conducive. Finally some solutions are given to women entrepreneurs in India.

Keywords: Entrepreneur, Family, Gender, India, Men, Problems, Women Entrepreneur.

ANALYSIS OF RISK AND RETURN OF SELECTED FMCG SCRIPSAT BSE

[Paper Id- MGMT 2013]

A Paper Presented By: [1]Dr. K. V. Geetha Devi, 2Dr. G. RamaKrishna Reddy
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ABSTRACT

This study aims to compare the stocks of selected companies from FMCG sectors in the form of their risk and return. This study is also creating awareness about stocks among the investors to invest in particular company in this FMCG sectors. The risk and return relationship is fundamental concept in not only financial analysis but in every aspect of life. It is necessary that every individual or institutions consider the combined influence of risk and return. This analysis using the standard deviation and average return tools to discuss and quantify the trade-off between risk and return.

Keywords: FMCG, Risk, Return etc.

JOB EVALUATION – STRATEGIC TECHNIQUE OF HRM

[Paper Id- MGMT 2014]

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ABSTRACT

Human resource management is a relatively modern label for the range of themes and practices involved in managing people. It is defined and described in a many ways.

This extract from Human Resource Management in a business context introduces the concept of Job Evaluation. It outlines HRM as a philosophy of people management and provides a framework for its role within the business context. People management - Human resource management has not 'come out of nowhere' HRM has absorbed ideas and techniques from a number of areas. In effect, it is a synthesis of themes and concepts drawn from over a century of management theory and social science research.

This complete turnaround in the position of HR has made the concept of Job Evaluation all the more imperative, while job evaluation itself is a relatively old concept. Its important has been greatly enhanced during the past decade.

In simple worlds, job evaluation is the rating of jobs in an organization. This is the process establishing the value or worth of jobs in a job hierarchy and compares the relative intrinsic value or worth of jobs within an organization.

Keywords: HRM, job Evaluation, Worth, Organization

FINANCIAL MANAGEMENT AND CONTROL - GENERAL RULES

[Paper Id- MGMT 2015]

A Paper Presented By: Sujata chattumala
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ABSTRACT

This is to study the Financial Management and Control and their tools that managers use to satisfy the aspects of their roles, tracking progress and evaluating results, and they fall into the controlling category. Heads of organizational units authorized to perform financial management and control structures, programs, activities and processes that govern; other managers within the entity responsible for their actions in terms of financial management and control structures and units that operate. This aims to explain the essence of financial management and control and its components. It is a document which should assist managers in developing and maintaining an adequate system of financial management and control in their organizations with the requirements of the Public Internal Financial Control Law.

Keywords: Financial Management, Control, organizations, programs.

HUMAN RESOURCE INFORMATION SYSTEM AND ITS IMPACT ON HUMAN RESOURCE PERFORMANCE- A STUDY ON LARGE SCALE INDUSTRIES OF MEDAK DISTRICT

[Paper Id – MGMT 2016]

A Paper Presented By: [1]Sitsla Samkarpad, [2]Pudukodu Subrahmanyam
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ABSTRACT

In the present context of globalization, employing organizations and their environments have become increasingly complex. Managers in these organizations face growing difficulties in coping with workforces that may be spread across various countries, cultures, and political systems in such cases manual systems are becoming very difficult. On the other hand information technology has considerable potential as a tool that managers can use, both generally, and in human resource functions in particular, to increase the capabilities of the organization. HR executives are looking to technology and the information it provides to help them drive decisions that will lead to success of the organization as a whole. Little investigation is made out, to measure the effects of HRIS on HR performance. This study, examines the current status of HRIS empirical research, and proposes an architectural model to explain the integration of different human resource processes into a single management system. In the proposed framework, integration is presented not only as the ability of the HR function to respond to cost cutting plans, but also as its capability to evolve into a service centre where time is spent on firm's competitiveness issues. The first outcomes suggest is it lacks a "hard" performance basis whereas the second one does not confirm any direct correlation between higher HRIS progression and better HR performance. This also implies that implementation effectiveness may be a necessary but not sufficient condition for HRIS effectiveness.

Keywords: Human Resource information system, (HRIS), Human resources (HR)

IMPACT OF WOMEN ENTREPRENEURSHIP DEVELOPMENT ON FAMILIES: A STUDY OF WOMEN RUNS MICRO-ENTERPRISES IN MAHABOOBNAGAR DISTRICT OF TELENGANA STATE

[Paper Id – MGMT 2017]

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ABSTRACT

The past decade in India it has seen a growing interest in strategies to enhance the economic status of women, especially in rural areas of Telangana State with regard to promotion of Micro and small sector enterprises. The number of women moving into various sectors is on the rise because women are of the opinion that there are better prospects in improving their economic standing in these sectors. The existing scenario in Telangana is that women form an important part of the labour force and the economic role played by them cannot be isolated from the framework of development. Emergence of entrepreneurships considered to be closely linked with social, cultural, religious and psychological variables. These changes seem to have become acceptable norms in the context of women at work in India today's with increasing number of women participation in economic development. Studies suggest that it is more difficult for women to start and be in business due to lack of opportunities to develop business skills, granting of business credit, domestic responsibilities that make them have a feel of conflict between their roles. Under such circumstances it is very essential to study the economic independence of women entrepreneurs on family especially in case of micro enterprise sector.

The study also brought to light that most of the respondents have brought a change in their financial positions thus bringing a change in the standard of living of their family. This has brought about a positive self esteem in the women entrepreneurs thus proving that there has been empowerment of women entrepreneurs through entrepreneurship development which has brought a positive impact on the lives of the family and improvement in the community and society at large.

Keywords: Entrepreneurs, self esteem

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Date: 20th August 2016

POLARIZATION SIGNATURE - COFFEE SAMPLES COMPARISON

[Paper Id- PHYSICS 3001]

A Paper Presented By: [1]P.V. Kanaka Rao, [2]Cephas John Lyobha
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ABSTRACT

Mueller Matrix imaging polar metric technique was used to understand the polarization property of coffee sample, a complete Mueller polar meter of coffee sample is obtained using the technique. The potential application of this in optical characterization and discrimination of coffee sample with a reference to the elemental composition of sample is described.

A highly collimated monochromatic and polarized beam with predefined states of polarization from a source was incident on surface of coffee powder sample, from the reflected beam using appropriate optics and states of polarization, the variation of polarization in the sample was recorded as image and translated into a signature matrix. Image processing algorithms are established for obtaining 16 elemental Mueller Matrix images that are verified theoretically to meet the conditions of a complete polar meter. The obtained images were processed using polar decomposition technique to determine the normalized elemental Mueller Matrix which was further used to understand the Depolarization, Diattenuation and Retardance coefficients in the sample.

Keywords: Mueller Matrix Imaging, Optical signature, Polarization states, Coffee sample

INFRARED SPECTRA OF LITHIUM BORATE GLASSES DOPED WITH MODIFIER IONS

[Paper Id- PHYSICS 3002]

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ABSTRACT

The aim of this study is to investigate the infrared spectra of Li_2O-B_2O_3 glassed doped with modifier ion ZnO, CaO and CdO. Glasses with composition 30 Li_2O-10 MO-60 B_2O_3 doped Modifier ions (where MO=ZnO, CaO and CdO) were prepared by using the melt quenching technique. Differential scanning calorimetric in the temperature range 30-750°C reveals that homogenous glasses are formed and glass forming ability is more in ZnB glass samples. FTIR spectra in the wavelength range 400-4000 cm^{-1} reveals the presence of BO_3 and BO_4 units in the glass network by introduction of modifier ions.

Keywords: Differential scanning calorimetric, Infra- Borate Glasses, melt quenching method.