

Abstract Proceeding of

International Conference On Emerging Trends In Engineering Applications and Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016

Chief Patrons

Dr. Vinod Tibrewala

Chancellor, SJJT University

Dr. A. Govardhan

Principal JNTU, Hyderabad

Patrons

Dr. M.G. Shirrahatti

Director Academics, SJJT University

Dr. Anju Singh

Research Coordinator, SJJT University

Dr. Purnima Despande

Research Coordinator, SJJT University

Dr. Madhu Gupta

Head Renewable Energy Department
SJJT University, Jhunjhunu, Rajasthan

Dr. Dutta Maheshwar

Principal, KMIT, Hyderabad

Dr. P. Venkata Sai Vara Prasad

Principal, Newton Institute of Science and Technology, Macherla, A.P.

Dr. K. Prasanna Lakshmi

HOD, Mech. Engg., JNTU Manthani

Dr. Naga Sudha

Asst. Professor, JNTU Jagtial

Chief Co-Ordinator

Dr. Sucharita Devarapu

Director-AERF

Organising Committee

B. Pavan Kumar

Director-AERF

Dr.J.V. Rangeswara Reddy, Professor

KGR Institute of Tech &Mgmt

Dr. Pothukuchi Venkata Durga Prasad, Professor

MVSR Engineering College

Dr. Sasi Kiran Jangala, Prof. &Dean Academics

Farah Institute of Technology

B. Mahesh Kumar Goud

D. Satish Goud

Advisory Committee

Dr.Ramesh Munagala,Dy, CEO

SME Business Mgmt Institute

Dr. S. Chakradhara Goud,Principal

Sri Sarada Institute of Sci& Tech

Dr. YerraSreenivasa Rao

Krishnaveni College of Engineering for Women

Dr. NagarajanSrinivasanPrincipal

Sri Sarada College of Pharmacy

Dr. Jai Krishna Sanku

Cadet Training Wing

Dr. K. E. Balachandrudu, Principal,MIRET

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016

Message



Dr. Vinod Tibrewala
Chancellor,
Shri JagdishprasadJhabarmalTibrewala University

I take this opportunity to reach out to all the participants and the readers of the International Conference on Emerging Trends in Engineering and Management Concepts jointly organised by Anveshana Educational and Research Foundation and Shri. JagdishprasadJhabarmalTibrewala University on 13th May 2016.

This conference would understand the people of India to conquer the emerging trends in engineering application. The proceedings of the conference will be a strong step towards enhancement of engineering applications and management concepts required to improve the Industry-Academia relationship.

I wish the team a very best of luck in their endeavour.

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016



Dr. A. Govardhan
Principal JNTU,
Hyderabad

“To improve is to change; to be perfect is to change often.”

- Winston Churchill

The only thing that will never change is Change itself. And there is neither survival nor progress without coping up with the change. Hence, in every faculty of study, it is very important to know, understand & follow the recent trends, changes, the change agents, and discuss them in detail to find various methods & strategies of dealing with them. Today’s change is special in the sense that it is happening at a greater pace. In this context the “International Conference on Emerging Trends in Engineering Applications and Management Concepts (ICETEAM-2016)” is a very timely effort and I heartily congratulate Anveshana Educational and Research Foundation for it. I am sure, this conference initiates a platform for academicians, researchers and industry practitioners to share, discuss and disseminate their insights & research findings related to the recent trends in the cited fields. It also encourages the fraternity to come out with a number of valuable practices for the economies to face the change proactively and successfully.

I am pleased and feel honored to be a part of this International Conference, ICETEAMC-2016, and wish all its stakeholders an enduring takeaway.

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

Message

Dr. M.G. Shirrahatti
HEAD – ACADEMICS

With immense pleasure, I note that, Anveshana Educational & Research Foundation is organizing an “**International Conference on Emerging Trends in Engineering Applications and Management Concepts** ‘on 13th May 2016 in Association with J J T University, Rajasthan at Seven Hills, S.O. Road, Secunderabad.

The theme of the conference is quite relevant to the committed thought of the Govt. “Make in India’. To transform India a developed country by 2020 as dreamt by our late President Abdul Kalam, it is necessary to stitch together, the two important sections viz engineering & Management to realize dream for India as a developed nation of the world.

The organizers of this conference have made a right attempt in this direction. The international conference hence would provide an opportunity to Research Scholars, Academicians, Engineers & Management experts and student learners an opportunity to share their research ideas and contribute their thoughts & research application analysis on the emerging trends in engineering applications & Management concepts.

I am sure good many papers presented in this conference would add Knowledge and joy of sharing the original research to lead to new insight on the theme under discussion. In the context of global enterprises & global management implications.

I am sure serious research contributions and findings would emanate from the conference.

I wish this conference a grand event.

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

**Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

Message



Dr. Anju Singh

**Dean, Shri JJT University
Rajasthan**

Dear Researchers / Academicians

It gives me immense pleasure to know that Anveshana Educational Research Foundation is organizing International Conference on "Emerging Trends in Engineering Applications and Management Concepts" in association with Shri JJT University, Rajasthan in Secunderabad on 13th May, 2016.

I am sure that the interaction of researchers, academicians, professionals, engineers and also to students of India with various internationally renowned counterparts will go a long way in knowledge sharing to help to grow Engineering applications and Management concepts globally.

The conference will provide a platform for exchanging research ideas on the latest developments. I am confident that this joint conference will be a great success.

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

Message

Dr.Madhu Gupta
HOD Renewable Energy Dept.
Shri JJT University, Rajasthan.

Dear Readers

International Conference on Emerging Trends in Engineering Applications and Management Concepts–2016 is a great imitative by Anveshana Educational and Research Foundation and Shri. JagdishprasadJhabarmalTibrewala University which would bring out the new most efficient and required concepts to create an optimum balance between engineering and management as well as propagate knowledge to all the people directly and indirectly associated with the conference. This conference is a stepping stone towards our Prime Ministers dream of making India the best manufacturing hub of the world.

I wish them a great grand success.

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016

Message

Dr. Purnima Deshpandey
Shri JJT University

I take this opportunity to welcome you all to the proceedings of the “International Conference on Emerging Trends in Engineering Applications and Management Concepts” in association with Shri JJT University, Rajasthan. I am confident that this joint conference will come up with important recommendations related to the concept. I hope you will find all research papers to enrich your knowledge. I heartily congratulate the authors and delegates of this international conference for all their efforts in making it an event that will be remembered for a long time. Last but not the least, I would also like to thank the Anveshana team to making the conference a great-success.

Thank you.

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016

Message

Dr. K Prasanna Lakshmi
HOD of ME Dept.
JNTUH Manthani.

I am happy to be a part of this conference “Emerging trends in engineering applications and management concepts”.

The budding engineers in India are becoming more and more, year by year since every student is getting a chance to study in engineering colleges. But the top few students only excel in their core fields. Because students are joining in engineering colleges without any aim and just to get the degree. Yes this has to change. For the sake of degree is a dangerous concept in the present field of global scenario. Once you become an engineer, people expect from you according to your core field selected and not just by seeing B. Tech.

That gap has to be decreased between the excellence and sake. Such conferences bring many such issues where in all the engineering topics and management skills combinedly will fetch the concepts, delving thoughts and its application in all the engineering fields and will definitely make the excelled student the provider/ creator of the jobs instead of job seeker.

My best wishes to all the participants and the delegates who are becoming a part of this international conference to contribute some of their innovative techniques in the benefit of the nation.

Jai Hind.

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

Message



Naga Sudha
Asst. Professor, M Tech (ECE)
JNTU, JAGITIAL.

The process of learning is extremely important in life. What you learn, how you learn and where you learn plays a crucial role in developing ones Intellectual capability. We have to initiate more discussions between the academia and the industry. Research foundations have to keep bringing together leading academic people from all over the globe. We need to create awareness among students about the importance of our research especially to bring our country at the hub of excellent industrial connections. “My message, especially to students is to have courage to think differently, courage to invent, to travel the unexplored path, courage to discover the impossible and to conquer the problems and succeed. These are great qualities that they must work towards their goal. ”

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

Message



Dr. Sucharitha Devarapu
Director
AERF

I am glad to welcome you to the **International Conference on Emerging Trends in Engineering Applications and Management Concepts -ICETEAMC-2016**. Our organization continues the tradition of addressing issues of immediate and long term interests to researchers and engineers in developing the various engineering applications and innovative techniques for management. The aim of the ICETEAMC-2016 is to encourage Professors and Scholars related to Engineering and Management domains in setting up the new trends which can be a pathway for the next generation promoters. AERF's key focus is to create a platform not to provide the one. What we choose to contribute is what we believe has value and importance. The manner we serve is dependent on where we feel we have the most to offer.

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016

Index

| S. No | Paper ID | Title/Author | Page No. |
|--------------|-------------------|--|-----------------|
| 1. | CSE 1001 | ASSOCIATION RULE MINING WITH MODIFIED APRIORIALGORITHM USING TOP DOWNAPPROACH Author: AshishShah | 15 |
| 2. | CSA 1002 | ANALYSIS OF DCT AND DWT COMPRESSION TECHNIQUE USING JPEG IMAGE Author: Divya R. Jariwala | 16 |
| 3. | CSA 1003 | FREQUENT SUB GRAPH MINING AS NEW TREND IN SOCIAL NETWORK Authors: Divya R. Jariwala, Nisha G. Medhat&Samiksha H. Zaveri | 17 |
| 4. | CSA 1004 | JPEG IMAGE DISCRETE WAVELET TRANSFORM COMPRESSION USING MATLAB Authors: Divya R. Jariwala&Heta S. Desai | 18 |
| 5. | ENGG1005 | EMPIRICAL STUDY OF CLASSIFICATION DATA MINING ALGORITHM USING GPS TRAJECTORY Authors: Heta S. Desai & Divya R. Jariwala | 19 |
| 6. | CIVIL 1006 | A DECISION SUPPORT STUDY ON REMEDIAL MEASURES TO THE PROBLEMS IN SUSTAINABLE DEVELOPMENT OF MANAGEMENT. Authors: Dr.P.V.S.Vara Prasad | 20 |
| 7. | EEE 1007 | SIMULATION AND COMPARISON OF BOOST CONVERTER OF A PHOTOVOLTAIC SYSTEM FOR MAXIMUM POWER POINT TRACKING Authors: Guruswamy Revana, Mounica. G.L, Thejavathi.K, Tanuja.O & Chandralekha. Y | 21 |
| 8. | ECE 1008 | INTELLIGENT FOOD GRAIN IDENTIFIER FOR BLIND PEOPLE Authors: Ibrahim Patel& Ashok shigli | 22 |
| 9. | ECE 1009 | TEXT DETECTION AND RECOGNITION FROM IMAGES Authors: Naga Sudha&Dr.MadhaVeelatha | 23 |
| 10. | ENGG 1010 | EFFECT OF ADDITION OF FENUGREEK SEED POWDER AND OAT FLOUR ON EXTRU DATES PRODUCTS PROCESS VARIABLE ON PHYSICAL PARAMETERS Authors: Er. Nikhil D. Solanke & Dr. P. Kumar | 24 |

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016

| | | | |
|------------|-------------------|--|-----------|
| 11. | MECH 1011 | EXPERIMENTAL COMPARISON OF SINGLE AND MULTISTAGE AIR COMPRESSOR EFFICIENCIES UNDER THE SAME RECEIVER TANK PRESSURE Authors: P.V.Ramana & D.Rambabu | 25 |
| 12. | MECH 1012 | FINITE ELEMENT ANALYSIS OF SMART COMPOSITE PLATE UNDER THERMAL ENVIRONMENT Authors: Sangamesh B.Herakal, Sai Kumar Dathrika, P.Giriraj Goud & P.Sravan | 26 |
| 13. | CSE 1013 | MAKING A CLOUD DATA SECURE AND EFFECTIVE FOR BETTER PERFORMANCE OF SERVICES Authors: Sangeet Mishra & Pallavijoshi | 27 |
| 14. | EEE 1014 | ANALYSIS OF HYBRID RES BASED AC & DC MICRO GRID ON POSITIONING OF SFCL Authors: T. Sobhan Babu | 28 |
| 15. | MECH 1015 | BEHAVIOR OF COLD-FORMED STEEL STRUCTURAL MEMBERS WITH PERFORMATIONS SUBJECTED TO COMPRESSION LOADING Authors: Bommana Shraavan Kumar & Dr. S. Chakradhara Goud | 29 |
| 16. | MECH 1016 | DESIGN AND ANALYSIS OF STRUCTURAL FRAME AND LOADING BEAM FOR MULTI AXIAL LOAD APPLICATIONS Authors: Balu Maloth & Dr.N.V.Srinivasulu | 30 |
| 17. | MECH 1017 | STATIC STRESS ANALYSIS AND OPTIMIZATION OF A DIESEL ENGINE CRANKSHAFT USING FEA Authors: Vodanala Veda Prakash & Dr. S. Chakradhara Goud | 31 |
| 18. | CSE 1018 | A STUDY ON THREATENED RISKS FOR CLOUD COMPUTING SECURITY & HOW TO OVERCOME THESE RISKS Authors: Kranthi Kiran, RegondaNagaraju & V. Malliah | 32 |
| 19. | CIVIL 1019 | EXPERIMENTAL STUDY ON STRENGTH BEHAVIOR OF CENT PERCENT ARTIFICIAL SAND CONCRETE AND THE ROLE OF SILICA FUME IN IT Authors: Tanveer Asif Zerdi & Tazeem-ul-haq-zerdi | 33 |
| 20. | CSE 1020 | BIG DATA ANALYTICS FOSTERING ELECTRICAL POWER GRID TO ADD VALUES IN SMART CITY Authors: Md. Faisal & Dr.VinodhiniKathihar | 34 |

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016

| | | | |
|-----|------------------|---|----|
| 21. | CSE 1021 | SMART TRANSPORTATION SYSTEM USING BIG DATA ANALYTICS AND BROAD BAND TELECOM NETWORK Authors: Sanjay Gupta &Dr. VinodhiniKathihar | 35 |
| 22. | MECH 1022 | COMPUTER AIDED PROCESS PLANNING FOR MULTI-AXIS CNC MACHINING FIXTURE Authors: Balaji Badavath&Dr. S. Chakradhara Goud | 36 |
| 23. | ENGG 1023 | FABRICATION OF CARBON NANO TUBE BY ADDING NANO FLYASH TO ALUMINA Authors: Chandra Sekhar&Dr. B. Anjaneya Prasad | 37 |
| 24. | MECH 1024 | DESIGN AND ANALYSIS OF INJECTION MOULD FOR MINERAL WATER BOTTLE CAP Authors: Rajendra Prasad & Dr.Chakradara Goud | 38 |
| 25. | MECH 1025 | HIGH STRENGTH ALLOY PREPARATION WITH METAL MATRIX COMPOSITES FOR AEROSPACE APPLICATIONS Authors: SuraSapthagiri & Dr. K. Jayathirtha Rao | 39 |
| 26. | MECH 1026 | FEASBIILITY STUDY OF ORC IMPLEMENTATION IN INDIAN POWER PLANTS Authors: T. Sri Latha&Dr. B. Anjaneya Prasad | 40 |
| 27. | MECH 1027 | AN APPROACH TO GREEN REFREGERATION SYSTEMS IN INDIA, CASE STUDIES Authors: Prasad Rayala&Dr. S. Chakradhara Goud | 41 |
| 28. | MECH 1028 | A STUDY ON HEAT TRANSFER ENHANCEMENT USING NANO FLUIDS Authors: B. Pavan Kumar Goud &Dr. S. Chakradhara Goud | 42 |
| 29. | MECH 1029 | CREATIVE DESIGN OF A FLIP TOP CAP MOLD Authors: Dr. Sri Rama Krishna, Bommaraju Lakshmi Akhila&A. Shiva Priya | 43 |
| 30. | MECH 1030 | ANALYSIS OF SPUR GEAR Authors: K. Pranesh Goud& B. Pavan Kumar | 44 |
| 31. | MECH1031 | IDENTIFICATION OF TRANSVERSE CRACK IN A CRACKED CANTILEVER BEAM USING FUZZY LOGIC AND KOHONEN NETWORK Authors: sambangi Polinaidu & puli Suresh Kumar | 45 |

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEMC -2016)

Date: 13th May 2016

Index

| S.NO: | Paper ID | Title/Author | P. No: |
|--------------|------------------|--|---------------|
| 1. | MGMT 2001 | EFFECTIVE TEACHING-LEARNING PROCESS THROUGH WIT&WIL METHODOLOGY TO PRODUCE EMPLOYABLE ENGINEERS Authors: N.Aruna Kumari, Dr.D.N.Rao, Dr.M.Sudheer Reddy &Dr.C.Kiranmai | 46 |
| 2. | MGMT 2002 | HRD PRACTICES FOR DEVELOPING GROWTH RATE IN SERVICE SECTOR-INDIA Authors: Bala Krishna &Dr. Sucharitha Devapura | 47 |
| 3. | MGMT 2003 | CHALLENGES AND ISSUES OF INDIAN RURAL BANKING INDUSTRY Authors: N. Dhanraj&Dr. R. Sai Kumar | 48 |
| 4. | MGMT 2004 | A CONCEPTUAL STUDY ON E-MARKETING AND IT'S OPERATION ON FIRM'SPROMOTION AND UNDERSTANDING CUSTOMER'S RESPONSE Authors: Muthe Srinivas | 50 |
| 5. | MGMT 2005 | CHALLENGES AND OPPORTUNITES IN RETAIL SECTOR-AN OVERVIEW Author: K. S. Rajashekar Reddy | 51 |
| 6. | MGMT 2006 | ADVERTISING AND PROMOTION MANAGEMENT FOR INCLUSIVE GROWTH OF PRODUCT AND SERVICES Authors: M. Shirisha | 52 |
| 7. | MGMT 2007 | NEW THINKING ABOUT LEADERSHIP AND MANAGEMENT Authors: D. Sai Priya | 53 |
| 8. | MGMT 2008 | E- BANKING IN INDIA: INNOVATIONS, CHALLENGES AND OPPORTUNITIES Authosr: A. Sunitha | 54 |
| 9. | MGMT 2009 | LEADERSHIP LESSONS FROM MSD Authors: Vighnesh G. Nadargi | 55 |
| 10. | MGMT 2010 | CURIOSITY OF INVESTORS AND DEVELOPMENT OF REAL ESTATE MARKET IN INDIA Authors: Mohd. Ameer &Dr. Sucharitha | 56 |
| 11. | MGMT 2011 | ENABLING COMPETENCY & TALENT DEVELOPMENT FOR FRESHER'S IN MANUFACTURING INDUSTRIES Authors: Mr. Pravin Paritkar&Dr. Narendra Parchure | 57 |

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**ASSOCIATION RULE MINING WITH MODIFIED A
PRIORIALGORITHM USING TOP DOWNAPPROACH**

[Paper Id- CSE 1001]

A Paper Presented By: AshishShah

Department of Computer Science, Manipal Institute of Technology Manipal University, Manipal

Email Id:ashish.shah1512@gmail.com

ABSTRACT

Data Mining is a field of computer science that is concerned with extracting useful information from varied sources. In an era where information has become the inherent necessity of human beings, its increased relevance and usefulness has taken focus as need of the hour. Mining frequent item set is very fundamental part of association rule mining. Market basket analysis is done by companies in order to find frequent item sets often used together by customers. Apriori algorithm is a widely used technique in order to find frequent itemsets. However when any one of the frequent item sets becomes longer, the algorithm has to go through many iterations and, as a result, the performance decreases. In this paper, we propose a modification to the a priori algorithm by using a hash function which divides the frequent item sets into buckets. Further, we propose a new technique to be used in conjunction with the apriori algorithm by eliminating infrequent item sets from the candidate set. In this top down approach, it finds the frequent item sets without going through several iterations, thus saving time and space. By discovering a large maximal frequent item set very early in the algorithm, all its subsets are also frequent hence we no longer need to scan them. Clearly, the proposed technique has an advantage over apriori algorithm when the largest frequent item set is long.

GeneralTerms: Data mining, Apriori algorithm, Hash function, Association rule mining

Keywords: Maximal frequent item set,

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**ANALYSIS OF DCT AND DWT COMPRESSION TECHNIQUE USING
JPEG IMAGE**

[Paper Id- CSA1002]

A paper presented by: Divya R. Jariwala¹

¹Research Scholar, JJT University, Chudela, District-Jhunjhunu, Rajasthan State, India

Email Id: divya7jariwala@gmail.com

ABSTRACT

JPEG is a commonly used image compression method. We use machine learning techniques to predict DCT and DWT coefficients and pixel values in a compressed image. In this work the identification of good and bad quality of image is focused on the methods using MATLAB. Wavelets perform well only at linear features but not at nonlinear discontinuities because they do not use the geometric properties of structures. DWT separates image into high and low frequency components. High frequency components define contrast of an image. Enhancement is done in two steps namely local enhancement and global enhancement. Local enhancement is based on contrast measure and improves contrast. Global enhancement is needed for overall image quality improvement. A block-oriented discrete cosine transforms compression/decompression implementation based on the Joint Photographic Experts Group Standard for Still Image Compression. Experimental results show pre-compression using our method can improve the performance of JPEG 2000 format. The main contribution of the paper is that analysis is carried out from the viewpoint of compressed image visual quality. Several coders for which the compression ratio is controlled in different manner are considered. We analyze and discuss encryption schemes for JPEG2000 based on the wavelet packet transform with a key dependent sub band structure.

Keywords: Image compression, DWT, DCT, JPEG Compression.

Website: www.anveshanaindia.com **Email ID:** anveshanaindia@gmail.com

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**FREQUENT SUB GRAPH MINING AS NEW TREND IN SOCIAL
NETWORK**

[Paper Id: CSA1003]

A paper presented by: Divya R. Jariwala¹, Nisha G. Medhat², and Samiksha H. Zaveri³

¹Research Scholar, Shri JJT University, Jhunjhunu-Churu Road, Vidyanagari, Dist Jhunjhunu, Churela,
Rajasthan, India

² Assistant Professor, UCCC & SPBCBA & UACCAIT College, Udhna-Navsari Road, Surat, Gujarat, India

³ Research Scholar, Parul University, Vadodara, Gujarat, India

Email Id:divya7jariwala@gmail.com

ABSTRACT

Mining graph data is the extraction of novel and useful knowledge from a graph representation of data. The most natural form of knowledge that can be extracted from graphs is also a graph, we referred it as patterns. Frequent sub graph pattern mining is a one of the most popular research topics in data mining. Aim of graph mining is finding interesting patterns within data that represent novel knowledge. Now a day frequent sub graph mining used in various domains like in chemical compounds, social networks, biological networks etc. Mining patterns from graph database is difficult because of sub graph testing and their different operations. This paper gives the idea about different sub graph algorithms based on their approaches. This paper investigates on comparison of graph mining algorithms and techniques for finding the frequent patterns. The research goals are directed at: (i) effective mechanisms for generating candidate sub graphs (without generating duplicates) and (ii) how best to process the generated candidate sub graphs so as to identify the desired frequent sub graphs in a way that is computationally efficient and procedurally effective.

Keywords: Graph, Frequent sub graph, Social Network, A-priori Based approach, Pattern-growth approach.

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**JPEG IMAGE DISCRETE WAVELET TRANSFORM COMPRESSION
USING MATLAB**

[Paper Id: CSA1004]

A Paper Presented by: Divya R. Jariwala¹, Heta S. Desai²

¹Research Scholar, Shri JYT University, Dist.-Churu, Vidhyanagari, Jhunjhunu, Rajasthan, India

²Assistant Professor, UCCC & SPBCBA & UACCAIT, Udhna-Navsari Road, Surat, Gujarat, India

Email Id: divya7jariwala@gmail.com

ABSTRACT

Image Enhancement technique is one of the most popular and crucial methods in image research. The goal of image enhancement is to enhance the visual appearance of an image, or to provide a better transform representation for future automated image processing. Image Enhancement methods which improve the clarity of images for human viewing, removing blurring and noise, increasing contrast, and revealing details are examples of enhancement operations. The enhancement technique differs from one field to another according to its objective. The effectiveness of the algorithm has been justified over some real images, and the performance of the algorithm has been compared with other common compression standards. We analyse image resolution enhancement technique based on the interpolation of the high-frequency sub bands acquired by discrete wavelet transform (DWT) and the input image. The proposed resolution enhancement technique uses DWT to break down the input image into different sub bands. Various image enhancement techniques are being used for developing an image, which includes grey scale manipulation, Binary image manipulation, RGB image manipulation and index image manipulation. This is implemented in software using MATLAB Wavelet Toolbox and 2D-DWT technique. The experiments and results are carried out on .jpeg format images. These results provide a good reference for application developers to choose a good wavelet compression system for their application.

Keywords: Discrete Wavelet Transform (DWT), JPEG Compression, Image Compression, MATLAB.

Website: www.anveshanaindia.com **Email ID:** anveshanaindia@gmail.com

Abstract Proceeding of

**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**EMPIRICAL STUDY OF CLASSIFICATION DATA MINING
ALGORITHM USING GPS TRAJECTORY**

[Paper ID: ENGG 1005]

A paper presented by: Heta S. Desai¹, Divya R. Jariwala²

¹Assistant Professor, UCCC & SPBCBA & UACCAIT, Udhna-Navsari Road, Surat, Gujarat, India

²Research Scholar, Shri JTT University, Dist.-Churu, Vidhyanagari, Jhunjhunu, Rajasthan, India

Email Id: divya7jariwala@gmail.com

ABSTRACT

The knowledge of the travelling mode used by humans (e.g., bicycle, on foot, car, and train) is critical for travel behaviour research, transport planning and traffic management. Nowadays, new technologies such as the GPS have replaced traditional survey methods (paper diaries, telephone) since they are more accurate and problems such as under reporting are avoided. GPS Receiver gets the location information from satellites in the form of latitude and longitude. The presented application is a low cost solution for automobile position and status, very useful in case of car theft situations, for monitoring adolescent drivers by their parents as well as in car tracking system applications. Assembly of these modules will enable the tracking device to obtain GPS data of the bus locations, which will then transfer it to centralized control unit and depict it by activating LEDs in the approximate geographic positions of the buses on the route map. The proposed approach is the first to distinguish between motorized transportation modes such as bus, car and aboveground train with such high accuracy. Additionally, if a user is travelling by bus, we provide further information about which particular bus the user is riding. Five different inference models including Naïve Bayes, MultilayerPerceptron, SMO, KStar and J48 algorithms are tested in the experiments. The final classification system is deployed and available to the public.

Keywords: Performance, Vehicle tracking, Real-time systems, GPS.

Website: www.anveshanaindia.com **Email ID:** anveshanaindia@gmail.com

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016

**A DECISION SUPPORT STUDY ON REMEDIAL MEASURES TO THE
PROBLEMS IN SUSTAINABLE DEVELOPMENT OF MANAGEMENT.**

[Paper Id: CIVIL 1006]

A paper presented by: Dr.P.V.S.Vara Prasad,
B.E (Civil), M.SC (Ecology &Env).,Ph.d (Civil)., Professor& Principal
Newton's Institute of Science and Technology, Koppurajupalli, Macherla
EmailId:vsvp_1959@yahoo.com

ABSTRACT

Environment is part of a human system, and it must be protected. Based on the present scenario sustainability is necessary for all human systems. It is necessary to invoke the sustainable development principles in all human systems. "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development is understood as a development that does not erode ecological, social or political systems on which it depends, but it explicitly approves ecological limitation under the economic activity frame and it has full comprehension for support of human needs. Sustainable management takes the concepts from sustainability and synthesizes them with the concepts of management. Sustainability has three branches: the environment, the needs of present and future generations, and the economy. The paper summarises the conditions for sustainable development, tools, methods and techniques to resolve the environmental problems and the tasks of executive governance in the environmental scenario.

Keywords: Environment, Human System, Sustainability, Sustainability Management, Methods and Tools

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016

**SIMULATION AND COMPARISON OF BOOST CONVERTER
OF A PHOTOVOLTAIC SYSTEM FOR MAXIMUM POWER
POINT TRACKING**

[Paper Id: EEE 1007]

A paper presented by: ¹Guruswamy Revana, Associate Professor
BVRIT Hyderabad college of Engineering for Women

E-mail Id:guru_revana@yahoo.com

²Mounica.G.L, Bachelor of Technology (EEE),

E-mail Id: 12wh1a0219@bvrithyderabad.edu.in

³Thejavathi.K, Bachelor of Technology (EEE)

E-mail Id: 12wh1a0224@bvrithyderabad.edu.in

⁴Tanuja.O, Bachelor of Technology (EEE)

Email Id:12wh1a0243@bvrithyderabad.edu.in

⁵Chandralekha.Y, Bachelor of Technology (EEE),

E-mail Id:12wh1a0248@bvrithyderabad.edu.in

BVRIT Hyderabad college of Engineering for Women, Hyderabad, Telangana, India.

ABSTRACT

In this paper represents the modeling and simulation of the solar photo-voltaic (PV) array power generator. As the solar photo-voltaic system used the solar energy that is the renewable energies for the electric power generation. The DC voltage generated by photovoltaic system is boosted by the DC to DC boost converter. The maximum power point tracking (MPPT) technique is applied for operating the photovoltaic array at the maximum power point. The Perturb and Observe (P&O) technique controls the duty ratio of boost converter for varying the load according to the maximum power point tracking.

Keywords: Modeling, Photo-voltaic Cell, MPPT, DC to DC Boost Converter.

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

INTELLIGENT FOOD GRAIN IDENTIFIER FOR BLIND PEOPLE

[Paper Id: ECE 1008]

A paper presented by: Ibrahim Patel¹, Ashok shigli²

1. Ibrahim Patel Associate Prof. Dept of ECE B. R. Raju Inst. of Tech. Narsapur Medak (T.S) India
 2. Ashok Shigli Member IEEE Prof. and HOD Dept of BME B. R. Raju Inst. of Tech. Narsapur Medak(T.S)
- Email Id:**ibrahim.patel@bvrit.ac.in,Ashok.shigli@bvrit.ac.in

ABSTRACT

This paper presents the study of identification and classification of different food grains using different colour models, the purpose is evaluation of both software and hardware colour identification tools which is used to assist complete blind and colour-blind people in their daily activities. Blind people face a number of challenges to interact with their environments because so much information is encoded visually. Texture and colour features are the important features used in the classification of different objects. The local features like Haralick features are computed from co-occurrence matrix as texture features and global features from cumulative histogram are computed along with colour features. The experiment was carried out for different classes of food grains. Minimum distance classifier is used to identify and classify the different types of food grains using local and global features. The non-uniformity of RGB colour space is eliminated by L*a*b, HSV, HSI and YCbCr colour space. The correct classification result achieved for different colour models is quite good.

Keywords: Colour identification tools, co-occurrence matrix,Haralick, histogram, RGB, L*a*b, HSV, HSI, YCbCr.

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016

TEXT DETECTION AND RECOGNITION FROM IMAGES

[Paper Id: ECE 1009]

A Presented by: Naga Sudha D1, Dr.MadhaVeelatha Y2

1Research Scholar, Dept. of ECE JNTUCEH

2Dept of ECE MRECW Hyderabad

Email Id: nayaniharshi@gmail.com

ABSTRACT

Text detection from images is important for the content based image analysis. To understand the contents of an image or valuable information, it is necessary to analyse the text appearing on it. Various methods have been proposed over past years for text detection and extraction from different types of images like born digital image, scene image and document image. Text detection and extraction is hard due to the intricate background, different alignment of text size, orientation in images. In this paper we propose Wavelet with Canny edge detection, and connect component hieristic filter are used for the detection of text and character recognition from natural scene images and document images.

Keywords: Text detection, character recognition, text extraction, scene image, document image.

Website: www.anveshanaindia.com **Email ID:** anveshanaindia@gmail.com

Abstract Proceeding of

**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**EFFECT OF ADDITION OF FENUGREEK SEED POWDER AND OAT
FLOUR ON EXTRU DATES PRODUCTS PROCESS VARIABLE ON
PHYSICAL PARAMETERS**

[Paper Id: ENGG1010]

A Presented by:¹Er. Nikhil D. Solanke&²Dr. P. Kumar

¹M.Tech Food Engineering and Technology, Department of Food Engineering and Technology SantLongwal
Institute of Engineering and technology, Longwal-148106 (Punjab). India

²Professor at Food Engineering and Technology, Department of Food Engineering and Technology
SantLongwal Institute of Engineering and technology, Longwal-148106 (Punjab). India

Email Id:sonalke.nikhil@gmail.com

ABSTRACT

The study of effect of fenugreek seed powder and oat flour on macrostructure and physical properties of extruded products viz. bulk density, lateral expansion, water absorbance index, water sorption index. Based on Preliminary evaluation, proportions of fenugreek seed powder and oat flour were varied in the range of 1% to 5% and 3% to 15%. As increased in fenugreek seed powder and oat flour results increased in lateral expansion and decreased water solubility index. While water absorption index decreased with increased in fenugreek seed powder and increased with oat flour addition.

Keywords: Extrusion, Fenugreek seed powder, Oat flour, Macrostructure.

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of

**International Conference On Emerging Trends In Engineering Applications and Management
Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**EXPERIMENTAL COMPARISON OF SINGLE AND MULTISTAGE AIR
COMPRESSOR EFFICIENCIES UNDER THE SAME RECEIVER TANK
PRESSURE**

[Paper Id: MECH 1011]

A Presented by:¹P.V.Ramana, ²D.Rambabu

¹Associate professor-Mechanical Engineering Department

²Asst. professor-Mechanical Engineering Department

CVR College of Engineering - Hyderabad (T.S)-India

Email Id:ramanapendu@gmail.com

ABSTRACT

Compressors are widely used for many engineering applications in day to day life. Compressors are classified based on design as reciprocating and rotary compressors, Reciprocating compressors are single acting ,double acting ,air cooled ,water cooled and single stage ,multistage ,depends on application of usage. It is clear by theory as given by author's multistage compressors having advantage over single stage compressors but practically not aware to what extent the variations in efficiencies are taking place and exact experimental figures in that area not focused with clarity. So here focus is given to conduct experiment on both single stage and multi stage compressors at the different receiver tank pressure. Obtained readings are calculated for the same receiver tank pressure and then comparing the results for both the compressors. To know the variations in efficiencies of both compressors results are tabulated and compared to find out the efficiencies for better understanding the subject.

Keywords: single stage compressor, multistage compressor, LP cylinder, HP cylinder, volumetric efficiency, isothermal efficiency

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

**International Conference On Emerging Trends In Engineering Applications and Management
Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**FINITE ELEMENT ANALYSIS OF SMART COMPOSITE PLATE UNDER
THERMAL ENVIRONMENT**

[Paper Id: MECH 1012]

A Presented by:¹Sangamesh B.Herakal, ²Sai Kumar Dathrika, ³P.Giriraj Goud, ⁴P.Sravan
1Asst. Prof Dept. of Mechanical Engineering, Holy Mary Institute of Tech and Science.
2,3,4 B.Tech IV Year, Dept. of Mechanical Engineering, Holy Mary Institute of Tech and Science.
Email id:sachin.herakal@gmail.com

ABSTRACT

The application of piezoelectric actuators for static shape control composite plate with different substrate layer configuration is investigated in this thesis. Electro-mechanically coupled mathematical model is used for the analysis. This project aims to present the structural and electrical characteristics of piezoelectric actuators integrated with composite plate. The major section of this thesis is the static shape control. Shape control is defined here as the determination of shape control parameters, including actuation voltage and actuator orientation configuration, such that the structure that is activated using these parameters will conform as close as possible to the desired shape. A finite element model for shape control analysis of piezoelectric laminated composite plate using Ansys is presented in this thesis. Elastic field and electric field of the piezoelectric laminated composite plate has been coupled through the linear piezoelectric constitutive equations. Piezoelectric actuators and sensors are modelled as additional layers either to be surface bonded or embedded in the laminated composite plate. A finite element software Ansys is used to model and was successfully validated with experimental and numerical results that are readily available in the literatures. The effects of actuator voltage, actuator orientation, and substrate fibre orientation and actuator placement along the thickness direction have been simulated and analysed using the present model. The present analysis shows that with the application of appropriate voltage to piezoelectric actuator, desired shape of the composite plate can be obtained.

Keywords: Composite plate, actuator, sensor, FEM.

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and Management
Concepts

(ICETEAMC -2016)

Date: 13th May 2016

**MAKING A CLOUD DATA SECURE AND EFFECTIVE FOR BETTER
PERFORMANCE OF SERVICES**

[Paper Id: MECH 1013]

A Presented by:¹Sangeet Mishra, Prof.Asish Kumar tripathy, ²Pallavi joshi
¹M.C.A (Dept. of Computer Application), ²Mtech (Dept. of Embedded Technology)
VIT UNIVERSITY

Email id:sangeet.mishra8@gmail.com

ABSTRACT

Cloud data security is one of the major and crucial concern in everyday life. Now a days cloud computing is emerging as vast and fastest growing technology depending on the usage. Cloud computing does not allow to keep data at user site and thus a data security is concerned to be a major challenging task regarding data storage. This paper overall describes the monitoring of the cloud data concerning data storage. In this paper we proposed a new methodology that can efficiently managed the security to the data and provide privacy to the consumer using the services of the cloud. Our proposed technique provides data security by using the third party monitoring system which acts as an interface between the cloud consumer and cloud owner. Basically third party monitors the each and every activity of the cloud consumer and based upon his performance he respond to the cloud owner for taking decision. Our proposed concept provides the security from consumer point of view and owner side of view making the flexibility to the cloud infrastructure. Existing work focus mainly on security from owner side of view that not well fitted into the lifecycle of data security.

Keywords: cloud computing, monitoring, privacy, interface, cloud consumer, cloud owner, cloud infrastructure

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

**International Conference On Emerging Trends In Engineering Applications and Management
Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**ANALYSIS OF HYBRID RES BASED AC AND DC MICRO GRID ON
POSITIONING OF SFCL**

[Paper Id: EEE 1014]

A Presented by: Mr. T. Shoban Babu, Asst. Professor
Department of Electrical & Electronics Engineering,
Sri Venkateswara Engineering College, SURYAPET Nalgonda (DT); Telangana-508213, India
Email Id: shoban214@gmail.com

ABSTRACT

Nowadays, the main energy supplier of the worldwide economy is fossil fuel. However has led to many problems such as global warming and air pollution. Therefore, with regard to the worldwide trend of green energy, Fuel cell technology has become one of the most promising energy resources. Smart grid will integrate modern communication technologies and renewable energy resources into the future power grid, in order to supply more efficient, reliable, resilient and responsive electric power. In this paper, an application of superconducting fault current limiter (SFCL) is proposed to limit the fault current that occurs in power system, SFCL is a device that uses superconductors to instantaneously limit or reduce unanticipated electrical surges that may occur on utility distribution and transmission networks. Due to the difficulty in power network reinforcement and the interconnection of more distributed generations, fault current level has become a serious problem in transmission and distribution system operations. The utilization of fault current limiters (FCLs) in power system provides an effective way to suppress fault currents and result in considerable saving in the investment of high capacity circuit breakers is felt. In this work, a resistive type SFCL model was implemented by integrating Simulink and SimPowerSystem blocks in Mat lab. The designed SFCL model could be easily utilized for determining an impedance level of SFCL according to the fault-current-limitation requirements of various kinds of the smart grid system. Three phase faults have been simulated at different locations in smart grid and the effect of the SFCL and its location on the wind farm fault current was evaluated. Fuel cell, PV Cell and Wind farm were considered and their performance is also evaluated.

Keywords: Fault current, micro grid, smart grid, superconducting fault current limiter, wind farm.

Abstract Proceeding of

**International Conference On Emerging Trends In Engineering Applications and Management
Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**BEHAVIOR OF COLD-FORMED STEEL STRUCTURAL MEMBERS WITH
PERFORATIONS SUBJECTED TO COMPRESSION LOADING**

[Paper Id: MECH1015]

A Presented by:¹Bommana Shraavan Kumar&²Dr. S. Chakradhara Goud

¹Ph. D Research Scholar, ShriJIT University, Jhunjhunu, Rajasthan, India

²Prof. and Principal, Dept. of Mechanical Engineering, Sri Sarada Institute of Tech and Science

Email id:shravankumarbommana@gmail.com

ABSTRACT

Cold-formed steel sections are widely used in building structures, storage racks, bus body construction, railway coaches etc., The use of light gauge steel sections is not new but it was being used in the form of corrugated sheet to serve as roof covering's. However, its use has increased considerably in the recent past. The cold-formed structural members are used in preference to the usual hot-rolled sections in the following situations. In this paper we carried out compression test on structural steel member of cold formed.

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**DESIGN AND ANALYSIS OF STRUCTURAL FRAME AND LOADING
BEAM FOR MULTI AXIAL LOAD APPLICATIONS**

[Paper Id: MECH1016]

A Presented by:¹Balu Maloth, Assistant Professor, CVSR college of Engg., Hyderabad.

²Dr.N.V.Srinivasulu, Professor, CBIT, Hyderabad.

Email Id:vaastusrinivas@gmail.com

ABSTRACT

Full-scale and section level tests, on tests articles such as full-scale airframes and its sections are to be carried out using structural frame and loading beam. The test article experiences various loads such as aerodynamic, inertial, launch and handling loads during its development process. The structural loads experienced by test article during above-mentioned conditions may be summarized into axial load, bending moment, external pressure and thermal loads etc. Test article experiences axial loads during generator firing phase. Test article also experiences axial loads due to inertial effect of section ahead of individual sections. Airframe sections experience bending Moment due to manoeuvring, handling and combined effect of aerodynamic & inertial loads during the flight. The present work is confined to design and analysis of structural frame and loading beam to simulate Bending Moment, Axial load and External pressure on airframes.

Structural frame is designed for maximum Bending Moments of 5676kgf-m (M_X) & 12000kgf-m (M_Y), maximum axial Load of 90000kgf and maximum external pressure of 10kg/cm². Axial load, B.M and external pressure are applied in different combinations for ten different load cases. The structural frame is designed and analysed with beams and plates made of structural steel material. The test article will be fixed firmly on the structural frame as cantilever during section level tests, to simulate bending moments M_X & M_Y , Axial load and External pressure simultaneously depending upon the load case. The Structural Frame will be grouted near one end of the trench of loading beam. The loading beam is used for mounting hydraulic actuators for application of loads to simulate bending moment. The test article will be supported at two locations as simply supported beam for carrying out full-scale test. Point loads will be applied at appropriate locations along the tests article length to simulate bending moments during full-scale tests. Hydraulic actuators of required capacities will be mounted on the loading beam, which is grounded firmly in a trench using foundation bolts, to apply necessary point loads. Loading beam is designed for a central load of 25-tons applied between two adjacent grouting considering as fixed beam. Structural frame is designed and analysed for ten different load cases having maximum bending moments of 5676kgf-m (M_X) & 12000kgf-m (M_X), axial load of 90000kgf and external pressure of 10kg/cm² and loading beam is designed and analysed for 25 tons. Design and analysis are carried out using Finite Element Package ANSYS 10.0

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016

**STATIC STRESS ANALYSIS AND OPTIMIZATION OF A DIESEL
ENGINE CRANKSHAFT USING FEA**

[Paper Id: MECH1017]

A Presented by: ¹Vodanala Veda Prakash & ²Dr. S. Chakradhara Goud

¹ Ph. D Research Scholar, Shri JTT University, Jhunjhunu, Rajasthan, India

² Prof. and Principal, Dept. of Mechanical Engineering, Sri Sarada Institute of Tech and Science

Email Id: Prakash.vodnala@gmail.com

ABSTRACT

In recent years, there are many kinds or development of vehicle engine especially car and motorcycle engine. Each automotive company tried to develop their own engine to compete for new technology or invention in market. Internal combustion engine is one type of automotive engine in which fuel that run the mechanism is burned internally or burned inside the engine cylinder. There are two types in internal combustion engine which is reciprocating and rotary engine. The type of engine that usually used is two stroke and four stroke engine. In internal combustion engine, piston is one of the important part defined as cylindrical component that moves up and down in the cylinder bore by force produce during the combustion process. Static analysis is carried out in this paper to calculate stress, strain.

Keywords:crank shaft, FEA, design, engine.

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**A STUDY ON THREATENED RISKS FOR CLOUD COMPUTING
SECURITY & HOW TO OVERCOME THESE RISKS**

[Paper Id: CSE 1018]

A Presented by:¹Kranthi Kiran G, Asst. Professor CSE Dept, CMR Technical Campus

²Regonda Nagaraju, Asst. Professor CSE Dept, CMR Technical Campus

³V Malliah, Asst. Professor CSE Dept, CMR Technical Campus

Email Id: nagcse01@gmail.com

ABSTRACT

Cloud computing is a network based or internet based technology, which gives dynamic resource services for the customer on demands. It moves data away from desktop & PCs into large data centres. Cloud services are delivered from data centres through the world .It is a totally internet based service. It uses as a pay-per-use pattern through the network. Cloud computing is a service of „Networks of Networks“. Third party involvements also present there. So secure architecture is important to keep Cloud computing data safe from the beginning cloud computing, it provides better service, low-cost services etc .Despite that there are several threatened risks in cloud computing, the aim of this paper is to study on “Threatened risks for cloud computing security & how to overcome those risks”.

Keywords: Cloud computing; cloud security; threatened risks; Mitigation process; security tools.

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**EXPERIMENTAL STUDY ON STRENGTH BEHAVIOR OF CENT
PERCENT ARTIFICIAL SAND CONCRETE AND THE ROLE OF
SILICA FUME IN IT**

[Paper Id: CIVIL 1019]

A Presented by:¹Tanveer Asif Zerdi

Director, Professor Head of Civil Department, KCT Engg College, C/o Dr MeenazHospital
H No 5-408/40/1&2, Near KBN Medical College, Roza B, Madeena colony, Gulbarga Karnataka, India.

²Tazeem-ul-haqZerdi, Student saint marry, Kalburgi, Karnataka, India.

Email Id:tanveerzerdi007@gmail.com

ABSTRACT

Since the food cloth and shelter are the most basic needs of mankind. Food and clothes have become cheaper whereas the shelter is becoming day by day costlier, hence affecting the poorest of the poor. The concrete is the basic ingredient for the shelter for mankind now days. Since the huge quantum of constructions is going on everywhere the cost and non-availability of Natural River bedded sand which is the basic ingredient of concrete is touching the sky. Civil engineering scientists are bending upon investigating the substitute source to natural river bedded sand utilization as fine aggregates in concrete. With the motive of solving the burning basic problem facing by mankind the author has taken up the study with his own financial contribution. Herein after quarrying and manufacturing of coarse aggregates, the powdered form of material is thrown away; in fact it found that this powdered left out form of the material becoming dust and polluting the atmosphere at many instances. The author utilised this powdered form of the material as fine aggregates in concretes of grade M15 and M25 after performing the necessary tests on it and passing it through IS 4.75 mm sieve. The cubes of standard sizes 15cmx15cmx15cm were cast in 96 numbers in concrete material casting area of KCT Engineering College Kalburgi. After curing them for 3, 7, 21, and 28 days cubes were tested in compressive testing machine. Positive results were obtained by the author at 28 days of curing, at 8% of silica fume incorporation as a replacement to cement highest strength is achieved in the concrete, which is good enough to be substituted as structural concrete.

Keywords: Silica fume, artificial sand, compressive strength, compressive testing machine, IS sieves.

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016

**BIG DATA ANALYTICS FOSTERING ELECTRICAL POWER GRID
TO ADD VALUES IN SMART CITY**

[Paper Id: CSE 1020]

A Presented by:¹Md. Faisal, ²Dr. Vinodini Katihar
Department of Computer Science, JJT University, Jhunjhunu, Rajasthan, India
Email Id:¹faisal31621@gmail.com, ²drvinodini@gmail.com

ABSTRACT

In today's world software development has been changed from traditional development to web based application, where web is the integral part of the software instead of just a communication channel. We are in era of "Internet of things" where data are in the fight we have to store and process these continuously coming data (data streaming) immediately else data will be wasted. Traditional database failed at certain point, its reaching its thrash hold value we required a technology to handle lots of data, that is nothing but big data. It's time to shifting the technology. In smart city, big data and analytics play the vital roles in most of area such smart grid, smart vehicle, health care, smart transportation etc. In this paper will emphasize, how bid data and analytics fostering electrical grid to make grid smarter (smart grid) and how the citizen of cities can extract the value from it , as of now lots of worked has been done , in this paper relevant work has been reviewed. In this paper will discuss how smart grid data (grid operation, smart metering and asset & workforce management) has been emerged with big data analytics and discussion extended up to benefits of smart grid from users and society viewpoints.

Keywords:Big Data and analytics; smart grid; smart meter; Grid operation; Asset and workforce management

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016

**SMART TRANSPORTATION SYSTEM USING BIG DATAANALYTICS
AND BROADBAND TELECOM NETWORK**

[Paper Id: CSE 1021]

APresented by:¹Sanjay Gupta, ²Dr. VinodiniKatiyar
Department of Computer Science, JJT University, Jhunjhunu, Rajasthan, India
Email Id: 1guptasanjay3@gmail.com, 2drvinodini@gmail.com

ABSTRACT

In this research paper we will discuss how the broadband telecom network and big data analytics can be helpful for the building of smart cities. The role of telecom networks will play multi-role in a smart city. The objective is not just people-to-people communications, but creating an infrastructure that automatically responds to the citizens of the cities for their services. This automation can be achieved by the convergence of big data analytics with broadband telecom networks. In this paper I have proposed how we can implement Smart Transportation System using big data analytics, broadband telecom network for the cities of Uttar Pradesh like Lucknow, Kanpur.

Keywords: Smart city, Big data analytics, Broadband telecom network, Smart Transportation System; Managed Services.

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016

**COMPUTER AIDED PROCESS PLANNING FOR MULTI-AXIS CNC
MACHINING FIXTURE**

[Paper Id: MECH 1022]

A Paper Presented by: Balaji Badavath¹ & Dr. S. Chakradhara Goud²
Assistant Professor, Mechanical HOD, MIST College¹

Professor and Principal, Dept. of Mechanical Engineering, Sri Sarada Institute of Science and Technology²

Email ID: baloji3064@gmail.com & cgsakki@yahoo.com

ABSTRACT

This dissertation provides new methods for the general area of Computer Aided Process Planning, often referred to as CAPP. It specifically focuses on 3 challenging problems in the area of multi-axis CNC machining process using feature free polygonal CAD models.

The first research problem involves a new method for the rapid machining of Multi-Surface Parts. These types of parts typically have different requirements for each surface, for example, surface finish, accuracy, or functionality. The present paper discusses the necessity of jigs and fixture design for multiple surfaces machining. Even though multiple axis presenting there is a need of process planning of CNC machining is required to get better results.

Keywords: CAPP, Necessity of fixture planning, multiple surface machining.

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016

**FABRICATION OF CARBON NANO TUBE BY ADDING NANO
FLYASH TO ALUMINA**

[Paper Id: MECH 1023]

A Paper Presented by: ¹N.Chandra Sekhar Reddy & ²Dr. B. Anjaneya Prasad

¹Research Scholar, J.N.T. University, Hyderabad

²Professor, Mechanical Engg. Department, J.N.T. University, Hyderabad

Email Id: ¹reddyncsr@gmail.com, ²baparsadjntu@gmail.com

ABSTRACT

The application spectrum of low cost material reinforced metal matrix composites is growing rapidly in various engineering fields due to their superior mechanical properties. In the present study it is proposed to explore the possibilities of reinforcing aluminium alloy (AlSi10Mg) with locally available inexpensive rice husk and fly ash for developing a new composite material. A rice husk and fly ash particles of 5, 10 and 15% each by weight are proposed to develop metal matrix composites using liquid metal processing route. The mechanical properties such as tensile strength, compressive strength, hardness and percentage elongations are to be studied for reinforced composites.

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**DESIGN AND ANALYSIS OF INJECTION MOULD FOR MINERAL
WATER BOTTLE CAP**

[Paper Id: MECH 1024]

A Paper Presented by:¹Rajendra Prasad, ²Dr. S. Chakradhara Goud

¹Ph.D Research Scholar, Shri JJT University, Jhunjhunu, Rajasthan, India

²Prof. & Principal, Dept of Mechanical Engineering, Sri Sarada Institute of Tech. And Science

Email Id:ganjirajendraprasad@gmail.com& cgsakki@gmail.com

ABSTRACT

Injection moulding is the most important process in the manufacturing of plastic parts. It is done by forcing melted plastic in to a mould cavity until it cools and forms a specific plastic shape. Plastic injection moulding is very useful when the plastic parts that need to be produced are too complex or expensive to do by machine. With plastic injection moulding, many parts can be made simultaneously (using the same mould).

The plastics used is the thermo-plastic (hdpe) as these material soften when heated and re-harden when cooled. No chemical changes takes place when the material is heated or cooled, the change being entirely physical. For this reason, the softening and re-hardening cycle can be repeated any number of times.

In this work, stress analysis of this cap cavity plate under the pressure 40 n/mm² is considered, in addition to this thermal analysis is carried out at injection temperature 220⁰c and mould temperature 20⁰c.

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEMC -2016)

Date: 13th May 2016

**HIGH STRENGTH ALLOY PREPARATION WITH METAL MATRIX
COMPOSITES FOR AEROSPACE APPLICATIONS**

[Paper Id: MECH1025]

A Paper Presented by: SuraSapthagiri¹&Dr. K. Jayathritha Rao²

¹Assoc. Professor, Dept. of Mechanical Engineering, Guru Nanak Institutions

²Director (Read) Environmental Test Facility, RCI, Hyderabad.

Email Id:sapthagiri_sura@gmail.com

ABSTRACT

Composites are a mixture of two or more distinct components. One component is called the matrix (continuous phase) such as ceramic, metallic or polymeric, while the other distinct phase is interspersed within this matrix, lending different and improved properties to the material as a whole. The properties of the composite have to be different from those of the individual components that make up the composite. The process of making this material is by methods such as mixing; for example, when ceramic particles are well blended into a metal matrix leads to a ceramic-metal composite. In the present work the matrix composites are prepared as aluminium 6061 as constant and it is reinforced with Ni and TiB₂.

The whole process of fabrication and cast taken in stir casting methods with 600 rpm of stirrer. The composite is casted in block and the specimens prepared for tensile hardness and microstructure analysis. The machinability of the specimens are observed during machining process.

Metal matrix composites produced by stir casting method have more advantages compare with other methods. Experiments were conducted by varying weight fraction of TiB₂ (4%, 8% and 12%), and Ni (2%,4%,6%) while keeping all other parameters constant. The wear mechanism was studied through worn surface and wear analysis as well as microscopic examination of the wear tracks. This study revealed that the addition of TiB₂ with Ni improves the wear resistance of aluminium composites. The results showed that increasing the mechanical properties, such as tensile strength, wear resistance and hardness caused by the percentage of TiB₂ and Ni present in the samples when compared to the only addition of TiB₂.

Keywords: MMC preparation, stir cast methods, sample preparation of high strength aluminium alloys, machinability.

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**FEASIBILITY STUDY OF ORC IMPLEMANTATION IN INDIAN
POWER PLANTS**

[Paper Id: MECH 1026]

A Paper Presented by: T. Sri Latha & Dr. B. Anjaneya Prasad
Assistant Professor, NallaMalla Reddy Engineering College, Ghatkesar
Mechanical Engg. Dept. JNTU Hyderabad
Email Id: srilatha.mahi@gmail.com & baprasadjntu@gmail.com

ABSTRACT

The aim of this work is to model the ORC using data obtained from Indian sources and to compare these two systems in terms of efficiency, power output, usability in Indian conditions and financial feasibility.

To determine what is the optimal working fluid for Organic Rankine Cycle is not easy process, there are many different criteria to deal with. These criteria mainly has to do with working fluids' thermodynamic and heat transfer properties from a side and safety and environmental aspects from other side.

Today, when demand for energy is increasing with more developed technologies it is important to think about energy sources by themselves. Energy is considered a prime agent in the generation of wealth and a significant factor in economic development. Limited fossil resources and environmental problems associated with them have emphasized the need for new sustainable energy supply options that use renewable energies. Solar thermal power generation systems also known as Solar Thermal Electricity (STE) generating systems are emerging renewable energy technologies and can be developed as viable option for electricity generation in future. This paper discusses the technology options, their current status and opportunities and challenges in developing solar thermal power plants in the context of India.

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**AN APPROCH TO GREEN REFREGERATION SYSTEMS IN INDIA
CASE STUDIES**

[Paper Id: MECH 1027]

A Paper Presented by: Prasad Rayala & Dr. S. Chakradhara Goud

¹Ph.D Research Scholar, Shri JJT University, Jhunjhunu, Rajasthan, India

²Prof. & Principal, Dept of Mechanical Engineering, Sri Sarada Institute of Tech. And Science

Email Id: prasadrayala2k8@gmail.com & cgsakki@gmail.com

ABSTRACT

The depletion of ozone layer and green house effects are worldwide problem. Refrigerants also part of these as it is source of depletion of ozone layer. As we using these eco-friendly refrigerants then harm to ozone reduces. These are best option for recently running refrigerants. Eco-friendly refrigerant like hydrofluro carbons and hydrocarbons are replacing Chlorofluoro carbons application. CFC is the most important member of CFC refrigerants.

Cryogenic refrigerators are becoming increasingly popular particularly in the areas of superconducting magnet applications, particle accelerators and medical imaging systems, etc. It has also got wide applications in preservation of live biological materials as well as in scientific equipment. In spite of nearly half a century of R & D experience, our country is still dependent on imports for most of its needs in cryogenic refrigerators and liquefiers. These components are enormously expensive to buy and to maintain. Consequently, the interest in using low GWP refrigerants such as carbon dioxide (CO₂) and new refrigerant blends is increasing. In this paper, an open-source Life Cycle Climate Performance (LCCP) framework is presented and used to compare the environmental impact of refrigeration systems. This study will elevate to produce refrigerants which will not affect the environment for Indian climate conditions.

Key words: Green Refrigeration systems, Indian climate considerations, needs of market.

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**A STUDY ON HEAT TRANSFER ENHANCEMENT USING NANO
FLUIDS**

[Paper Id: MECH 1028]

A Paper Presented by: Bichala Pavan Kumar Goud¹, Dr.S.Chakradhar Goud²

¹Ph.D Research Scholar, Shri JJT University, Jhunjhunu, Rajasthan, India

²Prof. & Principal, Dept of Mechanical Engineering, Sri Sarada Institute of Tech. And Science

Email Id: pavangoudb@yahoo.com&cgsakki@yahoo.com

ABSTRACT

This paper shows the research work on heat exchanger using Nano fluid. The performance of industrial and practical appliances can be improved to perform some important heat transfer using Nano fluids have been used as one of the passive heat transfer techniques in several heat transfer applications. The heat transfer in a heat exchanger involves convection on each side of fluid and conduction taking place through the wall which is separating the two fluids. Thermal conductivity is considered important factor for rapid cooling and heating application. In recent years, several important research works have been carried out to understand and explain the causes of the enhancement or control of heat transfer using Nanofluids. This review addresses the unique features of Nano fluids, such an enhancement of heat transfer, improvement in thermal conductivity. Nanoparticle-refrigerant dispersions in two-phase heat transfer applications can be studied to explore the possibility of improving the heat transfer characteristics of condensers and evaporators used in refrigeration and air conditioning systems.

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016

CREATIVE DESIGN OF A FLIP TOP CAP MOLD

[Paper Id: MECH 1029]

A Paper Presented by: Dr. A. Sri Rama Krishna¹, Bommaraju Lakshmi Akhila², A. Siva Priya³

¹Associate Professor, Mechanical Department, Chaitanya Bharati Institute of
Technology Osmania University, Hyderabad-India.

² Student, Mechanical Department, Chaitanya Bharati Institute Of Technology, Osmania University,
Hyderabad-India.

³Student, Mechanical Department, Chaitanya Bharati Institute Of Technology, Osmania
University, Hyderabad-India.

Email Id:¹crish_cbit@gmail.com, ²akhilabommaraju@gmail.com, ³godgaru9@gmail.com

ABSTRACT

Plastic closures incorporating a flip top cap are in high demand in pharmaceutical, processing and packaging industries. The use for quality and cost are driving the industries to search for improved cap closing solutions.

Creative design on flip top cap mold provides a complete changeover which is very simple and quick. It is the work process which has a user perspective.

The project deals with the creative design and analysis of the mold. Creative design is either to identify the defects and find a solution, and make the necessary changes during the design process or to improvise the given design for better performance. Here we tried to improvise the design by making a major change in the hinge which acts like the back bone of the flip top cap.

Keywords: creative design, creo parametric2.0, expert mold base extension, ansys workbench.

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

ANALYSIS OF SPUR GEAR

[Paper Id: MECH 1030]

A Paper Presented by: ¹K. Pranesh Goud, Engineer, My Home Private Limited
²Bichala Pavan Kumar, Ph. D. Research scholar, Shri JJT University, Jhunjhunu, Rajasthan, India
Email Id: ¹pranesh_goud@yahoo.com, ²pavangoudb@yahoo.com

ABSTRACT

Spur gear teeth failure due to fatigue because of high stress at root fillet is a common phenomenon observed. Therefore significant research activities have been undertaken to reduce the root fillet stress and it has been established that it is possible to reduce the bending stress in spur gear by introducing circular and elliptical stress relief features. However no significant work is carried out on optimization of the stress relief parameters for minimum bending stress. Slight reduction in the root tensile stress results in great increase in the fatigue life of a gear. If gear fails in tensile fatigue, the results are catastrophic and occur with little or no warnings.

Therefore for all the reasons mentioned above, this work is of more practical importance. In present work finite element method is adopted to determine the root fillet stress. The parameters of stress relief features are optimized to minimize the root fillet stress and validated using photo elastic experimental method.

A three teeth gear segment is considered for finite element analysis. The gear segment is meshed with two dimensional 8 node plane stress elements, point load is applied at the highest point of single tooth contact. Boundary conditions of zero displacements along the base and radial edge are applied.

The spur gear with a pressure angle 20 to 25 with an increment of 2.5 and profile shift factor -0.2 to 0.2 with an increment of 0.1 with a number of teeth equals to 30 to 80 with a step of 10 are considered for analysis.

The best result obtained from the above configurations is confirmed by validating the result with the Photo elastic method. It is found that maximum percentage of reduction in root fillet stress in spur gear by introducing optimized circular stress relief feature is 23 %.

Keywords: spur gear, SRF, HPSTC, APDL, Photo elasticity.

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**IDENTIFICATION OF TRANSVERSE CRACK IN A CRACKED
CANTILEVER BEAM USING FUZZY LOGIC AND KOHONEN
NETWORK**

[Paper Id: MECH 1031]

A Paper Presented by: ¹SAMBANGI POLINAIDU & ²PULI SURESH KUMAR

¹⁻²Asst. Professors in Thandra Papararaya Institute Of Science And Technology

Email Id:spnaidu.mec@gmail.com & sureshchikitha@gmail.com

ABSTRACT

The issue of crack detection and diagnosis has gained wide spread industrial interest. Crack/damage affects the industrial economic growth. Generally damage in a structural element may occur due to normal operations, accidents, deterioration or severe natural events such as earth quake or storms. Damage can be analyzed through visual inspection or by the method of measuring frequency, mode shape and structural damping. Damage detection by visual inspection is a time consuming method and measuring of mode shape as well as structural deflection is difficult rather than measuring frequency. As Non- destructive method for the detection of crack is favourable as compared to destructive methods. So, our analysis has been made on the basis of non-destructive methods with the consideration of natural frequency. Here the crack is transverse surface crack. In the current analysis, methodologies have been developed for damage detection of a cracked cantilever beam using analytical, fuzzy logic, kohonen network as well as experimental. Theoretical analysis has been carried out to calculate the natural frequency with the consideration of mass and stiffness matrices. The data obtained from theoretical analysis has been fed to fuzzy controller as well as the kohonen competitive learning network.

The Fuzzy Controller uses the different membership functions as input as well as output. The input parameters to the Fuzzy Controller are the first three natural frequencies. The output parameters of the fuzzy controller are the relative crack depth and relative crack location. Several Fuzzy rules have been trained to obtain the results for relative crack depth and relative crack location.

Kohonen network is nothing but a competitive learning network is used here for the detection of crack depth and location. It is processed through a vector quantization algorithm.

A comparative study has been made between fuzzy logic technique and Kohonen network technique after experimental verification. It has been observed that the process of kohonen network can predict the depth and location accurately as close to fuzzy logic technique.

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**EFFECTIVE TEACHING-LEARNING PROCESS THROUGH
WIT&WIL METHODOLOGY TO PRODUCE EMPLOYABLE
ENGINEERS**

[Paper Id: MGMT2001]

A Paper Presented by: N.Aruna Kumari¹, Dr.D.N.Rao², Dr. M.Sudheer Reddy³, Dr.C.Kiranmai⁴

1. Assistant Professor in Management Science, Department of Humanities & Sciences, VNR VignanaJyothi Institute of Engineering & Technology,
 2. President, VignanaJyothi Educational Society, Secunderabad & MD, X_Design Ventures, Pvt. Ltd. & Jayem Automotive, Pvt. Ltd. Hyderabad,
 3. Professor-in-Charge of NIMIS NODAL Centre in JNT University, Hyderabad,
 4. Principal, VNR VignanaJyothi Institute of Engineering & Technology,
- Email Id:** ¹arunakumari_n@vnrvjiet.in, ²drdnrao@yahoo.com, ³msudhirreddy@yahoo.com, ⁴principal@vnrvjiet.in

ABSTRACT

The number of higher educational institutions in India has increased by 30 times compare the institutions 30 years ago. The quality of passed out engineers compare to the placement that they are getting, shows massive difference between the existing engineering education system and industry human resource requirements. All India Council for Technical Education and the Government authorities are restricting the Engineering Institutions to limit the seats up to the demand. As in October, 2015, in India 3,470 Technical Institutions with 16.7 lakh capacity, 40% seats were left unfilled. And the other major problem is employability of graduate engineers which is limited to only 18-20% this year. This paper attempts to discuss the challenges and one of the solutions of applicability of WIT & WIL Methodology in teaching-learning process of engineering institutions, which would aim to bridge the gap between institutional academic systems and industry requirements. The objective of study is to produce employable engineering graduates and helps in growth of the institutions of medium and low standards. This paper attempts to introduce the WIT & WILL with a case study along with the results before and after the methodology implementation.

Keywords: Engineering Education, Teaching-Learning, Employability.

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**HRD PRACTICES FOR DEVELOPING GROWTH RATE IN SERVICE
SECTOR-INDIA**

[Paper Id: MGMT 2002]

A Paper Presented by:¹G. Balakrishna Chowdary, Research scholar, JJT University.
²Dr. Sucharitha Devarapu, Associate professor, HITS, Hyderabad.
Email Id:¹krishchowdary@gmail.com, ²scharitha@gmail.com

ABSTRACT

Development of Human Resources is being given due importance by all the organizations as it aims at developing all the employees of an organization in a planned manner to acquire, sharpen and apply their existing capabilities as well as their inner potentials. HRD is a total system in which its various mechanisms are embedded together to act as an integrated unit. No sub-system can work in isolation. The researches show that the working of each sub-system has its impact on other sub-systems e.g. Performance appraisal is basis for assessing training needs, career planning etc. Training is useful tool for increasing individual efficiency. It is also a part of employee welfare and is used for promotions. Implementing these HRD sub-systems helps in developing a climate in the organization where the people collaborate with each other; respect and trust others and work as a team. This, in turn, develops a highly positive and motivated workforce which enables the organization to achieve its goals. Keeping the significance of Human Resources in an organization in mind, the present study has been undertaken. The study explores the linkages in human resource development mechanisms and HRD climate variables resulting from it. The results have been extracted mainly on the basis of Secondary data However, personal experience of the researcher in few pharmaceutical industries and conversation with the authorities of the companies has been included at appropriate places. The service industry forms a backbone of social and economic development of a country. It has emerged as the largest and fastest-growing sectors in the world economy, making higher contributions to the global output and employment. Its growth rate has been higher than that of agriculture and manufacturing sectors. The present paper attempts to identify few HR challenges in the Service Industry of Indian Context and suggests various Human Resource Development practices to handle them.

Keywords: HRD Climate, Potential Appraisal, Performance Appraisal, Service industry, Sustainable growth, Human Resource, HR challenges, Human Resource Development practices.

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**CHALLENGES AND ISSUES OF INDIAN RURAL BANKING
INDUSTRY**

[Paper Id: MGMT 2003]

APaper Presented by:¹N. Dhanraj, &²Dr. R. Sai Kumar

¹Research Scholar, Shri Jagdisprasad Jhabaramal Tiberwala University of Rajasthan, Churu Road

²Professor Holy Mary Institute of engineering & Technology, Bogaram, R.R. Dist.,

Email Id:¹nasadhanraj@ymail.com & ²saikumar1966@gmail.com

ABSTRACT

Regional Rural Banks (RRBs) were established in 1975 under the provisions of the Ordinance promulgated on the 26th September 1975 and followed by Regional Rural Banks Act, 1976 with a view to develop the rural economy and to create a supplementary channel to the 'Cooperative Credit Structure' with a view to enlarge institutional credit for the rural and agriculture sector. The Government of India, the concerned State Government and the bank, which had sponsored the RRB contributed to the share capital of RRBs in the proportion of 50%, 15% and 35%, respectively. The area of operation of the RRBs is limited to notify few districts in a State. The RRBs mobilise deposits primarily from rural/semi-urban areas and provide loans and advances mostly to small and marginal farmers, agricultural labourers, rural artisans and other segments of priority sector. The amalgamated RRBs also benefit from larger area of operation, enhanced credit exposure limits for high value and diverse banking activities. As a result of amalgamation, number of the RRBs has been reduced from 196 to 64 as on 31 March 2013. The number of branches of RRBs increased to 17856 as on 31 March 2013 covering 635 districts throughout the country.

MODERN economy may be called "bank economy". The banking system spares the individuals and the communities the trouble of stockpiling bulky chattels and enables them to attain domestic security and transact business by means of ever negotiable bank accounts. The importance of the rural banking in the economic development of a country cannot be overlooked. As Gandhiji said "real India lies in villages," and village economy is the backbone of Indian economy. Without the development of the rural economy, the objectives of economic planning cannot be achieved. Hence, banks and other financial institutions are considered to be a vital role for the development of the rural economy in India. Regional Rural Banks (RRBs) were established in October 2, 1975 and are playing a pivotal role in the economic development of the rural India. The main goal of establishing Regional Rural Banks in India is to provide credit to the rural people who are not economically strong enough, especially the small and marginal farmers, artisans, agricultural labours and even

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEAMC -2016)

Date: 13th May 2016

small entrepreneurs. The present study is a modest attempt to make an appraisal of the rural credit structure and the role played by RRBs in the development of rural economy. The objective of this paper is to analyse the rural credit and the role played by the RRBs in the priority and non-priority sector landings. The study is diagnostic and exploratory in nature and makes use of secondary data. The study finds and concludes that RRBs in India has significantly improved rural economy.

Keywords:Regional Rural Banks (RRBs), NABARD, Bank Economy, Marketing Efforts, Indian Sectors, Banks, Loans, Savings, Time.

Abstract Proceeding of

**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**A CONCEPTUAL STUDY ON E-MARKETING AND IT'S OPERATION
ON FIRM'S
PROMOTION AND UNDERSTANDING CUSTOMER'S RESPONSE**

[Paper Id: MGMT 2004]

A Paper Presented by: Muthe Srinivas, Assistant Professor Department of Business Management, KGR
Institute of Technology and Management, Ram pally (V), Keesara (M), Ranga Reddy (Dist.) – 501 301
Hyderabad.

Email Id: muttusrinivas236@gmail.com

ABSTRACT

The purpose of this conceptual paper is to discuss four main different tools which are: mobile marketing, E-mail marketing, web marketing and marketing through social networking sites, which use to distribute e-marketing promotion and understanding their different influence on consumers' perception. This study also highlighted the E-marketing, marketing through internet, mobile marketing, web marketing and role of social networks and their component in term of perceptual differences and features which are important to them according to the marketing, terms like adaption, role of trust, and customers' satisfaction. Moreover some attributes of marketing through E-mail like Permission issue in Email in aim of using for marketing activity and key success factors. The paper is concentrated on the how the organizations using the E-marketing technique in promoting their product, advantages, problems are highlighted. It is also taken into consideration about the consumer's response to the advertisement, the use of digital marketing in reducing the advertisement expenses of the organization. It also aimed to find out the response and understanding of viewers about the advertisement in digital media, is the media reaching the expected audience or viewers and their perception about the product, and advantage of E-marketing, on line selling of new and innovative products.

Keywords: E-marketing, internet marketing, mobile marketing, E-mail marketing, web marketing, digital marketing.

Website: www.anveshanaindia.com **Email ID:** anveshanaindia@gmail.com

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**CHALLENGES AND OPPORTUNITES IN RETAIL SECTOR
–AN OVERVIEW**

[Paper Id: MGMT 2005]

A Paper Presented by: K.S.Rajashekar Reddy
Assistant Professor, KGR Institute of Technology and management, Rampally (V), Keesara(M), R.R.Dist
Emailid: ksrajkommidi@gmail.com

ABSTRACT

Indian retail industry is ranked among the ten largest retail markets in the world. Retailing is one of the pillars of the economy in India and counts for 35% GDP. The retail industry, the organized and unorganized sectors have over 13 million outlets operate in the country and only 5% of them being larger than 500 sqft in size. The paper theme is to analyse finer strategic perspective for the retail sector in India and suggests measures so that the corporate strategists could incorporate the same both qualitatively and quantitatively. Based upon the qualitative judgment, a retail unit may be given an overall understanding about the expected performance that can further be corroborated by quantitative analysis. Emergence of a strong retail sector can contribute immensely to the economic development of any country. With a dominant retail sector, the farmers and other suppliers can sell their products directly to the major retail companies and can ensure stable profit

Keywords: Retail sector, GDP, Reliance. Vishal mega mart.

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**ADVERTISING AND PROMOTION MANAGEMENT FOR INCLUSIVE
GROWTH OF PRODUCT AND SERVICES**

[Paper Id: MGMT 2006]

APaper Presented by:M. Shirisha, Asst. Professor, Suprabhat Institute for Management & Computer Studies,
Keesara (M), R.R. Dist.

Email Id:siri.muthyam@gmail.com

ABSTRACT

Advertising is bringing a product or service to the attention of potential and current customers. Advertising is focused on one particular product or service. Thus, an advertising plan for one product might be very different than that for another product. In another way we can say “advertisement is any paid form of non-personal presentation of ideas, goods, and services through an identified sponsor”.

Promotion keeps the product in the minds of the customer and helps simulate demand for the product. Promotion involves ongoing advertising and publicity. The ongoing activities of advertising, sales and public relations are often considered aspects of promotions.

Marketing is the wide range of activities involved in making sure that continuing to meet the needs of customers and getting value in return. Marketing is usually focused on one product or service. Thus a marketing plan for one product might be very different than that for another product. Marketing activities include “inbound marketing”. Such as market research to find out what groups of potential customers exist, what their needs are, which of those needs we can meet, how should meet them etc. Inbound marketing also includes analyzing the competition, positioning new product or service and pricing products and services. Outbound marketing include promoting a product through continued advertising, promotions public relations and sales

Abstract Proceeding of
International Conference On Emerging Trends In Engineering Applications and
Management Concepts

(ICETEMC -2016)

Date: 13th May 2016

NEW THINKING ABOUT LEADERSHIP AND MANAGEMENT

[Paper Id: MGMT 2007]

APaper Presented by:D. Sai Priya, Ph. D Scholar, JIT University Rajasthan
Email Id:saiompriyaselbakani@gmail.com

ABSTRACT

Stanley suggests that there is no need to go beyond transformational leadership models as we enter the 21st century. Already in the 21st century, multiple new leadership and management concepts have emerged, many of which focus on the complexity of the relationship between the leader and the follower.

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**E- BANKING IN INDIA: INNOVATIONS, CHALLENGES AND
OPPORTUNITIES**

[Paper Id: MGMT 2008]

A Paper Presented by: A. Sunitha, Associate Professor, KGR Institute of Technology & Management,
Rampally (V), Keesara (M), R.R.Dist.
Email Id: andam.sunitha2008@gmail.com

ABSTRACT

Banking is the lifeline of an economy. The present and future of any economy depends upon the success and development of banking. The objective can't be achieved with the traditional banking as now is the age of technology. Indian banking industry, today, is in the midst of an IT (Information Technology) revolution. The competition among the banks has led to the increasing total banking automation in the Indian banking industry. Banking is a generic term encompassing internet banking, telephone banking, mobile banking etc. In other words, it is a process of banking services and products through electronic channels such as telephone, internet, cell phone etc. The concept and scope of E- banking is still evolving. The present paper has focused on the need and benefits of E-banking. It has also revealed the current status of financial innovations in Indian Banking sector. It also highlighted the challenges faced in E-banking and the opportunities available with the banks in E-banking.

The objective of the study is to analyse the services offered by the banks through the E-banking, the problems and challenges they are facing to serve the customer for utmost satisfaction. Opportunities available to extend services to all the areas to reduce the transaction time, quick service the needy people.

Key Words: E-Banking, RTGS, ATM, evolution.

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

LEADERSHIP LESSONS FROM MSD

[Paper Id: MGMT 2009]

A Paper Presented by: Vighnesh G. Nadargi, Assistant Professor, School of Commerce and Management,
Solapur University Solapur

Email Id: vinsnadargi@gmail.com

ABSTRACT

An organization, a team, a formal or an informal group should get proper guidelines every time to achieve the desired goals. There are the leaders who can run such organizations in a right direction. Leader is a person who influences the people and makes them to follow him with his behavior. He does the right things in a right manner. The concept 'Leadership' is not so simple to understand. There are many attributes which should be possessed by a leader to ensure his team achieves the target. Every member of an organization or a team seeks proper co-operation and direction from the leader. Therefore it is very important that the leader should have the traits such as- good communication, encourage people, utilize resources effectively, manage success and failure, make decisions have personal influence, self-regulated etc. leadership is the combination of all these attributes. Leader should use it as and when required. Indian cricket team has got many captains so far as leaders. Mahendra Singh Dhoni is such a leader who sets an example to the young managers and leaders organizations. He has the ability to prove his leadership skills. Dhoni, the captain of India in one day and T20 formats, keeps motivated all his team members every time. He is very much reliable, cool, calm and able to predict the situation earlier. Under his leadership Indian cricket team has witnessed many joyful moments. He definitely sets the best example of leadership.

Keywords: Leadership, Dhoni,

**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**CURIOSITY OF INVESTORS AND DEVELOPMENT OF REAL
ESTATE MARKET IN INDIA**

[Paper Id: MGMT 2010]

A Paper Presented by:¹Mohd.Ameer, Research Scholar, ShriJ.J.T.University
²Dr. Sucharitha, Associate Professor, HITS, Hyderabad
Email Id: mohdamer.mdn@gmail.com, scharitha@gmail.com

ABSTRACT

The focus of this paper is to study the scenario of the residential segment of the real estate market in India. This paper begins with presenting the global economic outlook and then studies its impact on key housing markets world-wide. It then gives an overview of Indian residential real estate market and identifies the various growth phases and highlights the housing shortage. The real estate sector in India assumed greater prominence with the liberalization of the economy, as the consequent increase in business opportunities and labour migration led to rising demand for commercial and housing space. The real estate sector in India is presently worth USD15 billion and it is growing at a phenomenal rate of 30% per year. This sector is the second largest employer in India, after the agricultural sector. Having attained maturity, the real estate sector is attracting huge investments, especially (Foreign Direct Investment) FDI. Today, real estate in India addresses the demand for built-up space, from a variety of property segments such as offices, residential units, shopping malls, hospitality industry, manufacturing sector and logistics parks, to name a few. The real estate sector is also active in the establishment of SEZs and the building of townships; it is spreading to the smaller cities and underpins their growth. Infrastructure developments closely parallel real estate developments. This paper presents a panoramic view of the operations of Indian real estate sector in various property segments, the challenges faced by the sector and its prospects. This study examines the behavioural factors that influence the Indian Investors to invest in the Real Estate Market. Among the various factors that affect the tendency of investors to invest in the real market, certain factors are greatly influenced the investors at greatest extend while others at least level. From this study it is revealed that motivation from the real estate developers and brokers (mean value- 3.46) is most influencing factor and happening of uncertain events (mean value- 1.75) is the least factor that influences the investors' investment behaviour. In this study, the behavioural factor like over confidence and the hypotheses regarding education, religion were analysed and found that religious factor influences the Indian investors to invest in the real estate.

Keywords: Residential Real Estate, Economic Outlook, FDI, Infrastructure, Real Estate Market, Investment Knowledge, Investment Knowledge, SEZs (Special Economic Zones).

Website: www.anveshanaindia.com **Email ID:** anveshanaindia@gmail.com

Abstract Proceeding of
**International Conference On Emerging Trends In Engineering Applications and
Management Concepts**

(ICETEAMC -2016)

Date: 13th May 2016

**ENABLING COMPETENCY & TALENT DEVELOPMENT FOR
FRESHER'S IN MANUFACTURING INDUSTRIES**

[Paper Id: MGMT 2011]

A Paper Presented by:¹Mr Paritkar, Pravin, Research Scholar, JJT University, Jhunjunu (Rajasthan) (SCDL),
²Dr. Narendra Parchure, Asst. Professor – Symbiosis Centre for Distance, Pune (Maharashtra)
Email Id:¹pravin9072@gmail.com, ²narendraparchure@gmail.com

ABSTRACT

Employability has become the buzzword amongst potential workforce. There is widespread awareness of getting educated to get employable and successful in life. The same spirit is invariably seen in the youngsters who are seen thoughtfully selecting career options and making serious efforts to connect with worthwhile careers. The spirit has been valued by academicians and necessary value-added interventions are being identified, translated into initiatives at educational institutions. The basic purpose is to imbibe the spirit of 'employability' amongst youth to stand firm in the competitive world.

Everyone aspires for a great and sparkling career in life. After completion of academics, the prospective talent pool yearns for a break in a good organization. Apart from functional knowledge the candidates are required to have basic managerial fundamentals imbibed as traits whilst getting interviewed for a position and thereafter selected.

The transition from academic to professional world has its inbuilt anxieties, curiosity, expectations and desires coupled with tensions - firstly to get selected and secondly to get the first real job experience. With little known expectations of the talent pool from the employer's there is high level of difficulty experienced during the entry level stages of the career. However, on experience of such models, it is vital that organizations focus on this concern and address the same with structured plan and greater rigour.

The initial stages of acquiring a job, further getting inducted into processes and policies do provide an impetus for a successful career for a fresher in any given domain. The phase also calls for effective on-boarding interventions coupled with series of management inputs to channelize, upgrade and uplift the talent pool. The seeds of Talent and competency get planted to further emerge into a fruit bearing tree of success.

The paper attempts to touch upon the intricacies involved in the professional value-adding processes at the Organization level and also provides major tips to ensure quick realization of objectives during the initial stages of career benefiting both - the employer as well as from the talent pool. A mutual collaboration invariably helps to improve the effectiveness and performance in a larger way.

Keywords: Talent, Skills, Competency, Manufacturing

Website:www.anveshanaindia.com **Email ID:**anveshanaindia@gmail.com