

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

Chief Patron

Dr. Anju Singh

Dean, Shri JJTU

Patrons

Dr. Adam J. Sacks

Assistant Professor in the Faculty of Liberal Education at FLAME University in Pune.

Dr. Susanna McFadden

Research Affiliate at New York University's Institute for the Study of the Ancient World (ISAW)

Dr. J. V. Rangeswara Reddy,

Asso. Prof., KGR Inst. of Tech. & Mgt.

Dr. P. V. Durga Prasad, Asso Prof.

M.V.S.R. Engineering College, Hyderabad

Dr. S. Chakradhar Goud, Principal

Sri Sarada Inst. of Sci. and Technology.

Dr. Lalit V. Solanki, Principal

Government Polytechnic, Daman

Dr. Sanjay Arun Kumar

Department of Economics, Govt. College, Daman, India.

Chief Co-Ordinator

Dr. Sucharitha

Director-AERF

Keynote Speaker

Dr. Vahideh Razmi

Head of Sports at FLAME University, Pune

The importance of mandatory Sports courses for college students

Dr. G. Vijaya Kumar

Professor & HOD of Pharmacy

KGR ITM

Carrier Opportunities in Pharmacy

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

Organizing Committee

Tirupathai, Associate Professor
St. Augustain PG College

Basawaraj S. Hasu, Prof. & HOD,
AVN Institute of Eng. & Tech

Sangamesh B. Herakal, Asst. Prof.,
Holy Mary Inst. of Technology & Science.

Mr. V. John Reddy, Vice Principal,
Sri Sarada Inst. of Sci. and Technology

B. Pavan Kumar Goud, Director, AERF

Mr. Vodnala Veda Prakash,
Research Scholar, Sri JJT University

Bommana Sravan Kumar
Research Scholar, Sri JJT University

Advisory Committee

Dr. P. Chandrashekar Reddy
Prof., JNTUH.

Dr. Ramesh Munagala,
Dy. CEO

SME Business Management Institute

Dr. Maheswar Dutta,
Prof. & Principal
Keshav Memorial Institute of Technology

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

Message



On behalf of ICPLSCMSMD-2016 I am glad to welcome you to the **International Conference On Innovative Methods And Upcoming Trends In Basic Pharmaceutical, Life Sciences, Commerce & Management, Social Sciences and Multi-Disciplinary Approach.. ICPLSCMSMD-2016** continues the tradition of addressing issues of immediate and long term interest to researchers and engineers in developing various engineering systems through technological innovations. The aim of the ICPLSCMSMD-2016 has always been to provide an international forum for individuals from all over the world and to share and discuss their Innovative Methods And Upcoming Trends in Basic Pharmaceutical, Life Sciences, Commerce & Management, Social Sciences. These currently include topics in wireless sensor network, mobile computing and emerging trends in management along with excellence management.

I wish you all a wonderful and exciting time here. At last we could say that at Shri JJTU.

The knowledge.....students surely have pleasure to receive

The mentors.....are capable enough to make them believe.....

The goals.....students would find easy to achieve.....

**Dr. Anju Singh
Dean-JJTU**

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

Message



I am pleased to invite you to the International conference on innovative methods and upcoming trend in basic pharmaceutical, life science, commerce and management, social sciences and multi-disciplinary approach (ICPLSCMSMD-2016).

Innovative trend within the spectrum of education with a multidisciplinary approach involves reaching out to new frontiers. Education should integrate various theoretical and practical aspects of sports as it is vital to holistic development.

There are pros and cons to mandatory physical education (PE) classes, but the health benefits often outweigh other considerations. With obesity concerns on the rise, PE classes are viewed as a necessary requirement of students day to day life. Without required PE courses, some students might choose to ignore physical activity completely, focusing on sedentary pursuits.

Increasing student's physical activity means they will lead much healthier lives down the road. That is just one of the many reasons physical education is a crucial part of college.

Required PE classes help students develop good exercise habits, resulting in healthier lifestyles. Many studies show that healthy exercise helps prevent obesity and other serious illnesses, such as heart disease, cancer, diabetes and osteoporosis. Because most of the normal school day requires students to participate in relatively sedentary activities, mandatory PE classes force students to do something active. The classes help students burn calories, exercise muscles, reduce stress levels and improve their psychological and physical health.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

Unfortunately in India, sports are not considered as profession, and hence investment by schools as well as by parents for excellence in sports is limited. Most schools lack sports facilities and inclination to provide them, while a few schools believe that even academics can be strengthened through sports. Physical education not only contributes to create healthy individual but also a healthy society. Sports culture can best contribute in the nation building process.

In ICPLSCMSMD-2016 it is tried to share some ideas about the importance of mandatory physical education courses for the college students. Share some insight into the objectives for an appropriate physical education program, and about the kind of activities that may be introduced to achieve these goals.

**Dr. Vahideh Razmi
Head of Sports at FLAME University, Pune**

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

Message



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 and follow the recent trends, changes, the change agents, and discuss them in detail to find various methods and strategies of dealing with them. Today's change is special in the sense that it is happening at a greater pace. **International Conference On Innovative Methods And Upcoming Trends In Basic Pharmaceutical, Life Sciences, Commerce & Management, Social Sciences and Multi-Disciplinary Approach (ICPLSCMSMD-2016)** addresses these issues through the seminar and exhibitions, bringing together representatives of all those involved in the respective fields.

This International Conference will help the researchers who work continuously towards the development of new ideas for the growth of human kind and to provide solutions to the various research problems. Another step of the conference is filling the gap between formal engineering texts and practically to promote academic interaction and faster collaboration. The conference focuses on “Emerging Trends in Engineering Application and Basic Sciences”.

I convey my best wishes and greetings to all the people involved in the conference. I wish all the delegates a successful techno career and take the privilege to welcome you all to this International Conference **ICPLSCMSMD-2016**.

**Dr.P.V.Durga Prasad
Asso.Prof (Mech), MVSREC**

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

Message



It gives me a great Pleasure to participate in the **International Conference On Innovative Methods And Upcoming Trends In Basic Pharmaceutical, Life Sciences, Commerce & Management, Social Sciences and Multi-Disciplinary Approach (ICPLSCMSMD-2016)** on 22nd October 2016 at Silver Sands Beach Resort Daman & Diu Organized by the SHRI JYT UNIVERSITY, JHUNJHUNU, RAJASTHAN.

The Conference in October 2016 would therefore be organized in a manner that would empower the Innovative Methods And Upcoming Trends in the **Commerce and management**.

I look forward to welcoming you in Daman and Diu.

Dr.J.V. Rangeswara Reddy,
Asso. Prof., KGR Inst. of Tech. & Mgt.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

Message



I am glad to know that Anveshana Educational and Research Foundation (AERF) is organizing International Conference On Innovative Methods And Upcoming Trends In Basic Pharmaceutical, Life Sciences, Commerce & Management, Social Sciences and Multi-Disciplinary Approach (ICPLSCMSMD-2016) on 22nd Oct 2016 at Silver Sands Beach Resorts, Nani Daman, Daman which helps young generation at pharmacy profession.

I really appreciate AERF and conference organizing committee for conducting like this conference to lead India globally. I wish all the delegates a successful techno career and take the privilege to welcome you all to this International Conference ICPLSCMSMD-2016.

We look forward for your participation.

With best wishes.

Dr. G. Vijaya Kumar
Professor & Head Dept of Pharmacy
KGR Institute of Technology & Management

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

Message



I am very much delighted to know that Anveshana Educational and Research Foundation is organising a International Conference On Innovative Methods And Upcoming Trends In Basic Pharmaceutical, Life Sciences, Commerce & Management, Social Sciences and Multi-Disciplinary Approach (ICPLSCMSMD-2016) on 22nd October 2016. Anveshana Educational and Research Foundation is organising series of conferences, seminars, workshops and training programs in the field of higher and technical education in Association with educational institutions. I congratulate AERF for providing a suitable platform to the researchers and planners to present their research findings and share their thoughts.

In the present era of globalization, the integration of knowledge of various sectors (like pharmacy, life sciences, engineering, education, social science, law, management etc.) is needed to address the challenges. The present conference ICPLSCMSMD-2016 is a good platform to bring the researchers in the field of education, social science, law and management together.

I hereby express my best wishes to all the participants and resource persons towards successful deliberations and also my best wishes to the organizers for a conducting a successful conference

Dr. S. Chakradhara Goud, Principal
Sri Sarada Inst. of Sci. and Technology.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

Message



On Behalf of Anveshana Educational & Research Foundation Organizing Committee, I am Glad to welcome you to the **International Conference On Innovative Methods And Upcoming Trends In Basic Pharmaceutical, Life Sciences, Commerce & Management, Social Sciences and Multi-Disciplinary Approach (ICPLSCMSMD-2016)**. Continues the Traditions of Addressing issues of immediate and long term interest to researchers through technological innovations.

All Papers received by the deadlines will be included in the ICPLSCMSMD-2016 Conference Proceeding Book.

The aim of the ICPLSCMSMD-2016 has always been to provide an international forum for individuals from all over the world. I would like to thanks to all author for their outstanding Contributions and in particular the members of the Organizing and Advisory Board for their extreme Support for conducting the conference a Grand Success.

**Dr. D. Sucharitha
Director - AERF**

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

INDEX

S. No.	Paper Id	Title	Page No.
1.	PHRM-1001	Separation And Determination Of Fexofenadine Hydrochloride And Montelukast Sodium In Tablet Dosage Form Using Rp-Hplc Authors: Tushar C. Kakade, Atul S. Rathore, Sathiyarayanan Lohidasan, & Kakasaheb R. Mahadik	15
2.	MGMT-1002	Emerging Trends And Challenges In IT Authors: Dr. Sameer Joshi	16
3.	NURS-1003	Modern Practices In The Field Of Nursing Authors: Anupama Vinay Oka	17
4.	MGMT-1004	Study Of Acceptance Of Contactless Payments Using Near Field Communication (NFC) Technology In Mumbai And Chennai With Respect To Age Author: Nityamukta Banerjee, S. Sanjit Rao & Dr. Rashi Naresh Gupta	18
5.	CHEM-1005	Synthesis And Study Of A Novel Homologous Series 4 -(4'-N-Alkoxy Benzoyloxy) B- Phenoxy Ethyl Benzoates Authors: Jagtap M.S. & Chauhan M.L	19
6.	CSE-1006	Movable Impromptu System Application And Its Challenges Authors: Krunal S. Bhavsar & Dr. Kamaljit I. Lakhtaria	19
7.	FST-1007	Optimization Of Formulation And Development Of Beetroot Fortified Idli And Its Physico-Chemical Characterization Authors: Gauri.P.Deshmukh, Pradip.P.Pawar & Nikhil .D.Solanke	20
8.	PA-1008	Stability Indicating Method Development And Validation For The Losartan Potassium And Hydrochlorothiazide Drugs By Rp-Hplc Authors: Chetan N. Firke	21
9.	PHRM-1009	New Analytical Method Development For Imipramine And Chlordiazepoxide In Solid Dosage Form By Rp-Hplc Method Authors: G.Sai Kiran	22
10.	MGMT-1010	A Study Of Investment Behaviour Of Middle Income Group Towards Different Kinds Of Investment Avenues Authors: Dr.Rajinder, S.Aurora & Anil Tilak	23
11.	MGMT-1011	Risk Management Architecture In Banks Under Reserve Bank Of India Guidelines Authors: K.G.S. Mani	24
12.	SE-1012	Develop Software Ide Incorporating With Artificial Intelligence Authors: P. C.Harish Padmanaban	25

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

13	SE-1013	Gst In India-A Surgical Strike Indeed Authors: Ranjan Kumar Hui	26
14.	SE-1014	Current Strategies In Asian Media Sector Authors: Mahesh Mhatre	27
15.	LAW-1015	Overview Of The Important Laws & Procedures Regulating Export In The Indian Pharmaceutical Sector Authors: Asma Raheem	28
16.	MECH-1016	A Review On Use Of Nano Refrigerants For Obtaining Green Refrigeration System With Respect To Moment Of Energy To Save Green Environment Authors: Prasad Rayala & S.Chakradhar Goud	29
17.	NURS-1017	Ayurveda- An Approach To Cancer Prevention And Treatment Author: Jibi George	30
18.	NURS-1018	Nanotechnology In Cancer Prevention, Detection And Treatment Authors: Jibi George	31
19.	GEO-1019	Smart Cities: The Strategic Role Of Green Space Authors: Ramesh Anguluri, Priya Narayanan, & Krishna Udnoor	32
20.	NURS-1020	Pursed Lip Breathing Exercise – A Self-Management Approach Towards Shortness Of Breath Authors: Binu Babu, Jincy Ealias & Abhilash V	33
21.	NURS-1021	Effect Of Fe ₃ O ₄ and Cu Reinforcements On Microstructure And Mechanical Properties Of Aluminium Alloy (Alsi10mg) Matrix Composites Authors: Kolluri Venkateswara Rao & Prasad Rayala	34
22.	PA-1022	Simultaneous Estimation Of Corilagin, Gallic Acid And Ellagic Acid By Hptlc Method Authors: Tushar chhagan kakade, Dr. L. Sathiyarayanan & Atul Rathod	35
23.	PC-1023	Invitro Screening For Anthelmintic Activity Using Aqueous Flower Extract Of Ixora Chinensis Authors: Ragya Eslavath & Sujatha Banavath	36
24.	PHRM-1024	Floating Drug Delivery Systems-An Overview Authors: Vijay Kumar & Dr. Gampa Vijaya Kumar	37
25.	ENG-1025	Communicative Skills For Engineering Students – A Study Authors: Mantha Jyothi Kumari	38
26.	PHRM-1026	Formulation, Method Development And Optimization Of Liphophillic Drug Using Nanoemulsion Authors: K. Anil Kumar & Dr. Gampa Vijaya Kumar	39
27	BOT-1027	Examination Of Seed Borne Mycoflora Of Groundnut Authors: Kiran A. Khade	40

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

28	ENG-1028	Cloud Based Video Conferencing For Enterprise Authors :Moahmmed Abuzar A & Ganesh C	41
29	LIT-1029	The Description Of Saint Eknath's Couplet Authors :Dr. Bhimrao Shejule	43
30	MECH-1030	A Study On Performance Analysis Of Smart Materials Used In Aerospace Applications Authors :Suram Mohan Kumar & Dr.S.Chakradhar Goud	44
31	MECH-1031	A Study And Dynamic Analysis On Aircraft Structures Authors :H Pradeep Reddy & Dr.S.Chakradhar Goud	45
32	MECH-1032	Dynamically Vibrating Structures Subjected To Moving Loads Authors :Seshi Reddy & Dr.S.Chakradhar Goud	46
33	MECH-1033	Power Quality Improvement By Using Facts Devices Authors : Sathish Voggu & Dr.Y Sreenivasa Rao	47
34	MECH-1034	Optimization Of Cutting Parameters On Tool Wear And Workpiece Surface Temperature By Anova Methods Authors : Srikanth Reddy & Dr.S.Chakradhar Goud	48
35	MECH-1035	A Study On Machining Properties Of Aisi D Series Tools Authors : Pramod Reddy & Dr.S.Chakradhar Goud	49
36	MGMT-1036	A Study On E-Banking Issues And Challenges In Indian Banks Authors :A.Sunitha & Dr. D.Sucharita	50
37	MGMT-1037	A Study On Effect Of Sales Promotion On Consumer Behaviour Authors : M.Shirisha & Dr. D.Sucharita	51
38	MGMT-1038	The Advantages Of Establishing A Strong Brand Image For Retailers- An Overview Authors :K.S.Rajashekar Reddy & Dr. J.V.Rangeswara Reddy	52
39	MGMT-1039	A Study On Performance Appraisal System In Software Industry Authors : P.Nagesh Goud & Dr. J.V.Rangeswara Reddy	53
40	MGMT-1040	A Study Of Scientific Attitude And Academic Achievement In Science Of Secondary School Students In Thane City Authors : Paulmathi Lucas	54
41	MGMT-1041	Application of Queuing Theory in Traffic Management System Authors :Satish Agnihotri	55
42	EDU1042	Educational System In Hoshangabad Authors :Manju Agnihotri	56
42	MGMT1043	"Buy... Buy... Children...!" A Study On Tv Advertisements Targeting Children's Pester Power Authors G. Srinivasa Raju	57
43	MGMT1044	A Study On Housing Finance Agency's With Subjected To Banking Policies In Hyderabad Authors :Mohammad Ameer Hussain & Dr. Sucharitha	58

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

44	LIT1045	ENHANCING COMMUNICATION SKILLS FOR HIGH SCHOOL STUDENTS <u>Authors:</u> S. APARNA & Dr. PALLE APARNA	59
----	----------------	--	----

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**SEPARATION AND DETERMINATION OF FEXOFENADINE
HYDROCHLORIDE AND MONTELUKAST SODIUM IN TABLET
DOSAGE FORM USING RP-HPLC**

Paper ID-PHRM1001

A Paper Presented by: Tushar C. Kakade, Atul S. Rathore, Sathiyarayanan Lohidasan, & Kakasaheb R. Mahadik

Department of Pharmaceutical Chemistry, Poona College of Pharmacy, Bharati Vidyapeeth Deemed
University, Pune, Maharashtra, India.

E-mail Id: tusharkakade24@gmail.com

ABSTRACT

A simple, precise and accurate reversed-phase high-performance liquid chromatographic method has been developed and validated for the simultaneous determination of Fexofenadine hydrochloride (FEX) and Montelukast sodium (MTKT) in their synthetic mixtures and combined tablet formulation. The chromatographic separation was achieved on a Thermo BDS HYPERSIL C₁₈ column (250mm × 4.6 mm i.d., 5 μ particle size) at ambient temperature using simple isocratic mobile phase consisting of phosphate buffer (pH 6.0) and methanol (25: 75, v/v), pumped at a flow rate of 1.0 mL min⁻¹. UV detection was performed at 220 nm. The method was validated in the sample concentration ranges of 84–156 μg mL⁻¹ for FEX and 7–13 μg mL⁻¹ for MTKT, where it demonstrated good linearity with $r = 0.9991$ and 0.9995 , respectively. The retention time (t_R) for FEX and MTKT were found to be 3.542 ± 0.01 and 7.142 ± 0.01 min, respectively. The validation of the proposed method was carried out for linearity, precision, robustness, limit of detection, limit of quantitation, specificity, accuracy and system suitability. The developed method can be used for routine quality control analysis of titled drugs in pharmaceutical dosage form.

Keywords: Fexofenadine hydrochloride, Montelukast sodium, HPLC, Method development, Validation

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

EMERGING TRENDS AND CHALLENGES IN IT

Paper ID-MGMT1002

A Paper Presented by: Dr. Sameer Joshi

Professor & Head- Dept Of Management, PSIT, Kanpur.

E-mail Id: drsameerdj@gmail.com & sierra1506@hotmail.com

ABSTRACT

The field of Strategic Management is still in its stage of infancy and it has been a couple of decades since this field has been explored on the concepts promoted by none other than Michael Porter. Porter's work is relevant because he built up on the economic theory to produce a frame work for strategy formulation that has proven effective and durable. Porter also has demonstrated that his models apply to Internet-Information related markets and his frameworks clearly provide valuable insights to any industry.

We are aware of some basic dynamics of competition in emerging markets but how to compete in markets very few have known. We also need to know how characteristics of demand and supply affect competition in these markets. In today's business environment most organizations face is how to develop an e-business strategy. For this the development and implementation of IIOS [**Internet based Inter-Organizational Systems**] is the need of the hour as these systems appear to have greatest weight. Improvisation in this sector remains among top 10 issues facing IS Executives and Managers.

As e-business strategies have received growing attention from entrepreneurs, executives, investors and the industry, there is a need to develop a successful e-strategy.

IIOS Provides a positive business direction for Internet based IS applications, trading partners, and help in solving technical as well as non-technical issues. Integration of organizational and inter-organizational processes with capabilities to enhance linkages between various trading organizations in Supply Chain and management.

The participants in the process may have complex business relationships, especially between the firms and trading partners, end resulting in a number of social and political factors that influence IIOS Planning and Implementation.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

The study of innovation has tremendous potential and the most common question which comes to mind is: How can firms compete through innovation in Global Markets?

Keywords: Strategic Management, IIOS, Strategic Management, Innovation, IS.

MODERN PRACTICES IN THE FIELD OF NURSING

Paper ID-NURS1003

A Paper Presented by - Anupama Vinay Oka
Research Scholar,
Shri.JIT University, Jhunjhunu, Rajasthan.

ABSTRACT

The research scholar has been associated with the Nursing profession for the past 23 years and has had the exposure of working in the capacity of Nursing Administrator. She also has had the opportunity to visit various Nursing institutions across the state of Maharashtra which have been approved by the Maharashtra University of Health Sciences [MUHS], which is considered as one of the apex bodies involved in the approval of Nursing colleges.

The research topic chosen is on the basis of the experience of the research scholar and has been studied by her extensively. She has compared the traditional methods used in the teaching as well as the introduction of modern methods on being used as well as those which could be used in the coming days.

The Researcher has drawn a logical Research Design which comprises of a descriptive survey approach, covering most of the Preceptors and students from the randomly selected Nursing colleges. There are approximately 52 Nursing Colleges which have been established in the state of Maharashtra and they have been categorized on the basis of divisions which have been declared by the MUHS. The state has 05 divisions namely Pune, Nasik, Mumbai, Nagpur and Aurangabad.

Keywords: Nursing, Teachings, Traditional Methods, Modern Methods, Preceptors.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**STUDY OF ACCEPTANCE OF CONTACTLESS PAYMENTS USING
NEAR FIELD COMMUNICATION (NFC) TECHNOLOGY IN MUMBAI
AND CHENNAI WITH RESPECT TO AGE**

Paper ID-MGMT1004

A Paper Presented by - Nityamukta Banerjee, S. Sanjit Rao & Dr. Rashmi Naresh Gupta
Research Scholar, Shri.JJT University, Jhunjhunu, Rajasthan.
Assistant Vice President Intellect Design Arena.
Ph.D Research Guide, Shri.JJT University, Jhunjhunu, Rajasthan

E-mail Id: nityamukta.banerjee@gmail.com, sanjit.r.02@gmail.com & dr.rashigupta21@gmail.com

ABSTRACT

Banking has evolved from a traditional branch banking setup to a computerized era. Banking was completely dependent on large infrastructure of branch network and accounts were maintained in large ledgers in manual setup. The emergence of computers and technology has revolutionized the way banking and payment works.

Banking moved from branches to electronic form via internet banking. Payments which were done by cash and cheque instruments saw the emergence of electronic movement of funds.

The electronic transmission of funds is much faster and cost effective. However, such a transfer protocol is also ridden with risk.

The payments world is evolving at greater pace with the retail revolution with all major retail chains now being available online. Not, only retail chains, other utility payments as well as other facilities like travel booking etc have gone online in a remarkable way.

The usages of cards, like ATM cards, Debit cards and Credit cards have also seen a significant increase in past few years. The general usage of cards is done by swiping the same at POS (Point of Sale) terminal.

The new type of card which is emerging right now is contactless card using the Near Field Communication (NFC) technology. Such a card needs to be tapped or, waved at a close proximity of the merchant terminal to complete a transaction.

This paper intends to study the acceptance of such a contactless payment mode amongst two major metropolitan cities in India, Mumbai and Chennai and tries to establish a relation with the age of the citizens who are willing to use such a technology for doing their payments.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**SYNTHESIS AND STUDY OF A NOVEL HOMOLOGOUS SERIES 4 -
(4'-N-ALKOXY BENZOYLOXY) B- PHENOXY ETHYL BENZOATES**

Paper ID-CHEM1005

A Paper Presented by - Jagtap M.S. & Chauhan M.L.

¹Department of Chemistry, Shri JagdishprasadJhabarmalTibrewala University
(JIT Uni.)Jhunjhunu, Rajasthan, India

*Department Of Chemistry, Sheth P.T. Arts & Science College, Godhra, Gujarat

E-mail Id: chauhanmukesh2@yahoo.com

ABSTRACT

Novel homologous series 4 -(4'-n-alkoxy benzoxyloxy) β - Phenoxy Ethyl Benzoates consisted of eleven homologues. Methoxy to propoxy homologues do not show any mesomorphic behavior, while; the rest of the homologues show mesomorphic behavior. Octyloxy to tetradecyloxy homologues exhibit smectogenic and nematogenic characteristic, while butyloxy, pentyloxy, hexyloxy and hexadecyloxy homologue exhibit only nematogenic characteristics. Transition temperatures of homologues as observed and determined by hot stage polarizing microscope are proportional to number of carbon atoms in n-alkyl chain of left n-alkoxy terminal end group. Odd-even effect doesn't observed for smectic-nematic and nematic-isotropic transition curves showing phase behavior of a series. Smectic and nematic thermal stabilities are 187.2°C and 200.1°C respectively. Analytical data support the structures of the homologue molecules. A texture of nematic mesophase is threaded or schlieren type and that of a smectic phase is of smectic-A type. Liquid crystal properties of a series are compared with an another structurally similar isomeric homologous series. Smectic mesophase lengths vary from 4.0°C (C₁₄) to 10.0°C (C₁₀) and nematic mesophase lengths vary from 4.0°C (C₄) to 14.0°C (C₆) with middle ordered melting type.

Keywords: Liquid crystal, Mesogen, Smectic, Nematic, Enantiotropy.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**MOVABLE IMPROMPTU SYSTEM APPLICATION AND ITS
CHALLENGES**

Paper ID-CSE1006

A Paper Presented by - Krunal S. Bhavsar & Dr. Kamaljit I. Lakhtaria
Research Scholar, JJTU, India
Associate Professor, Gujarat University, Ahmadabad, India
E-mail ID: bhavsar_tk@yahoo.co.in & Kamaljit.ilakhtaria@gmail.com

ABSTRACT

Mobile Ad-Hoc Network is associate degree infrastructure less Wi-Fi network of autonomous assortment of mobile nodes (Smart phones, Laptops, iPods, PDAs etc.). Set-up is self-configured to reconstruct its topology and direction-finding table information for the exchange of knowledge packets on the connection and deed of every node on impromptu basis. This paper relies on the MANET applications and challenges. The researchers will get the general thought of MANET, further its applications and challenges.

Keywords : MANET, MANET Challenges, and Applications

**OPTIMIZATION OF FORMULATION AND DEVELOPMENT OF
BEETROOT FORTIFIED IDLI AND ITS PHYSICO-CHEMICAL
CHARACTERIZATION**

Paper ID-FST1007

A Paper Presented by - Gauri.P.Deshmukh¹, Pradip.P.Pawar² and Nikhil .D.Solanke³
1 Department of Food Science and Technology Jagdish Prasad Jhabermal Tibrewala University Jhunjhunu,
Rajasthan
2 Department of Chemical Technology, Sant Gadge Baba University Amravati, Maharashtra
3 Department of Food Science and Technology Jagdish Prasad Jhabermal Tibrewala University Jhunjhunu,
Rajasthan

Email ID- fruity1123@rediffmail.com

ABSTRACT

Idli is one of the most important balanced breakfast foods in India and the other countries. The present study was undertaken to determine the enhancement of nutritional value of idli

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

by fortification of beetroot in idli batter. Idli were prepared from rice and black gram the ratio 3:1 was constant and fortification of beetroot at 5%, 10%, 15% and 20% after fermentation. The developed idli were analyzed for physicochemical properties, organoleptic evaluation and nutritive value of the idli. The result revealed that 15% fortification of beetroot was accepted in the terms of sensory evaluation and nutritional value would make it as a complete balanced breakfast food for all age groups of people.

KEYWORDS: Physical parameters, Idli, Beetroot, Organoleptic evaluation.

**STABILITY INDICATING METHOD DEVELOPMENT AND
VALIDATION FOR THE LOSARTAN POTASSIUM AND
HYDROCHLOROTHIAZIDE DRUGS BY RP-HPLC**

Paper ID-PA1008

A Paper Presented by - Chetan N. Firke
Research Scholar, Shri JTT University, Jhunjhunu, Rajasthan.
E-mail ID:chetan_firke@yahoo.com

ABSTRACT

A simple Reverse phase liquid chromatographic stability indicating method for assay has been developed and subsequently validated for simultaneous determination of Losartan potassium and Hydrochlorothiazide in combination. The separation was carried out using a mobile phase of Buffer and Acetonitrile are taken in 45:55% v/v. The column used was reverse phase C18 column (3.9-mm × 15-cm; 5-µm packing L7) with flow rate of 1.0 ml min using PDA detection at 254 nm. The described method was linear over a concentration range of 25-75 µg/ml and 6.25-18.75 µg/ml for the assay of losartan potassium and hydrochlorothiazide respectively. The retention times of losartan potassium and hydrochlorothiazide were found to be 12.0 and 7.7 min respectively. Results of analysis were validated statistically and by recovery studies. Results of the study showed that the proposed RP-HPLC method is simple, rapid, precise and accurate, which is stability indicating of losartan potassium and hydrochlorothiazide drugs in solid dosage form.

KeyWords: Losartan potassium, Hydrochlorothiazide, stability indicating.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**NEW ANALYTICAL METHOD DEVELOPMENT FOR IMIPRAMINE
AND CHLORDIAZEPOXIDE IN SOLID DOSAGE FORM BY RP-HPLC
METHOD**

Paper ID-PHRM1009

**A Paper Presented by: G.Saikiran
Research Scholar, JJT University, Jhunjhunu, Rajasthan
E-mail ID: saikiran.gadipalli@gmail.com**

ABSTRACT

A rapid and precise reverse phase high performance liquid chromatographic method has been developed for the validated of Imipramine and Chlordiazepoxide, in its pure form as well as in tablet dosage form. Chromatography was carried out on an Altima C18 (4.6 x 150mm, 5µm) column using a mixture of ACN, Methanol and Phosphate buffer pH4.6 (10:25:65 v/v) as the mobile phase at a flow rate of 1.0ml/min, the detection was carried out at 234nm. The retention time of the Imipramine and Chlordiazepoxide was 2.088, 6.068 ±0.02min respectively. The method produce linear responses in the concentration range of 25-125ppm of Imipramine and 10-50ppm of Chlordiazepoxide. The method precision for the determination of assay was below 2.0%RSD. The method is useful in the quality control of bulk and pharmaceutical formulations.

Keywords: Imipramine, Chlordiazepoxide, RP-HPLC, validation.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**A STUDY OF INVESTMENT BEHAVIOUR OF MIDDLE
INCOME GROUP TOWARDS DIFFERENT KINDS OF
INVESTMENT AVENUES**

Paper ID-MGMT1010

**A Paper Presented by: Dr.Rajinder S.Aurora & Anil Tilak
Professor,IBS Business School, Hiranandani Gardens, Powai, Mumbai 400076.
Associate Professor, Cosmopolitan's Valia College, Andheri (west), Mumbai 400053.
Email ID- rajindera@ibsindia.org & Aniltalak2006@gmail.com**

ABSTRACT

Indian economy is one of the rapidly growing economies of the world where nearly 50% people belong to middle class and lower class, their annual income fall up to rupees 10 lacs (acc to NCAER's definition). Middle class population is the most important element for the economic development of India. They influence the demand and supply of needs and comfort goods to a great extent. Their saving and investment pattern gets influenced by their future needs and perception. This provides a wide scope for researchers due to greater impact on the investment market.

In this paper, researchers want to discuss about investment behaviour adopted by middle class population of the country. SO this paper includes both groups engaged in either service or business, whose income exist between Rs.2,00,000 to Rs.5,00,000 per annum. The reason behind selecting the particular income group is to find that how to manage their investment with such a small amount of income after spend a huge part of their earnings on goods of daily needs.

The study has been conducted to search the answers for a few important questions about their preferences of the investment instrument such as real estate, bullion, precious stones, money market and capital market etc. The investment patterns adopted by them and the objectives / reasons behind opting for a particular type of investment/instrument.

Investment is one of the major issues of the middleclass families as their small savings today is to meet the expenses of tomorrow. So this study also examines the risk bearing capacity, management between expenses and savings and other factors which influence their investment decision.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**RISK MANAGEMENT ARCHITECTURE IN BANKS UNDER
RESERVE BANK OF INDIA GUIDELINES**

Paper ID-MGMT1011

**A Paper Presented by: K.G.S. Mani,
Presently Asst. Professor (Finance),
Pillai Institute of Management Studies and Research (PIMSR), New Panvel, Navi Mumbai**

ABSTRACT

Risk Management has assumed greater importance in the backdrop of failure of many banks globally. Basel Committee on Banking Supervision (BCBS) consisting of senior executives of banks, Supervisory Authorities (RBI) from various countries, brought out guidelines for Basel-I in 1988, Basel-II in 1999 and Basel-III in 2011. Based on these guidelines, RBI issued comprehensive guidelines from time to time (Basel-II during 2002 and Basel-III in June 2013 and also revised guidelines of RBI issued during July every year). The objectives of the guidelines are to improve risk management system, sufficient capital adequacy, risk governance, supervisory oversight by RBI, Management control. Broadly the steps involved include risk identification, risk assessment, risk monitoring, risk mitigation and control and risk reporting (internally) and risk disclosure (externally).

Key words : Basel-II, Basel-III, Risk Management Architecture, Capital Adequacy (CRAR), Supervisory Review and Evaluation Process (SREP) and Risk Capital assessment and adequacy (Pillar-2) and , Market Discipline (Risk Disclosures - Pillar-3, Market Risk, Credit Risk, Operational Risk, Risk identification, Risk Assessment, Risk Monitoring, Risk Control, Risk Reporting, Risk Training.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**DEVELOP SOFTWARE IDE INCORPORATING WITH
ARTIFICIAL INTELLIGENCE**

Paper ID-SE1012

A Paper Presented by: P.C.Harish Padmanaban
Department of Software Engineering
PhD Scholar, Shri. JYT University, Jhunjhunu, Rajasthan.

ABSTRACT

The software IDE's are most commonly used tool in most of the Software life cycle process. The demand for open source IDE's are high in the current market and every 5 out of 10 Industries in the Software markets are making use of the IDE's. So the framework are used for the purpose of developing a small piece of code to an complete applications. And it never stops there. It also provides various plug-in and adds on for making the application to more optimistic. Also the same frameworks are used to test the developed application about the functionalities and making sure the application is UN breakable. Sometimes the developed application ended up with the human errors. May be the small error causes the big impact on the signoff phase (SDLC Life cycle). To improve the quality and to develop the application the paper introducing the new IDE which aims to provide the higher impact on developing an application with 98% of optimality. The proposed IDE is named as "D-Intellect". This IDE is one step ahead of normal IDE's/Tools so far developed. The reason behind the IDE is "It will think" with the application developed on the IDE and provide a feedback and suggestions and it not going to stop there. It also provides the complete process and complexity and algorithms which would be helpful for the small scale and large scale enterprise companies globally to build a bug free and environment. The "D-Intellect" stores all the relevant data and compare and analysis process has been carried out to store the data in Knowledge base and it fine tune the algorithms used before and provide the results with the help of predictive analysis.

Keywords: Artificial Intelligence,SDLC,Data Science,D-Intellect,Machine Learning.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

GST IN INDIA-A SURGICAL STRIKE INDEED

Paper ID-SE1013

A Paper Presented by: Ranjan Kumar Hui
Research Scholar,
Shri. JJT University, Jhunjhunu, Rajasthan.

ABSTRACT

Given the passage of the Constitution Amendment Bill for Goods and Services Tax (GST) in the Rajya Sabha on 3 August 2016, the Government of India seems committed to replace all the indirect taxes levied on goods and services by the Centre and States and implement GST by April 2017. With GST, it is anticipated that the tax base will be comprehensive, as virtually all goods and services will be taxable, with minimum exemptions. The implementation of GST involves three steps, from manufacturing to wholesale and finally retail.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

CURRENT STRATEGIES IN ASIAN MEDIA SECTOR

Paper ID-JOR1014

**A Paper Presented by: Mahesh Mhatre,
Research Scholar,
Shri. JYT University, Jhunjhunu, Rajasthan.**

ABSTRACT

In the information age represented by the Internet and World Wide Web, the language representation online has evolved from the **mono-linguality** of one English language into the **multi-linguality** of more than 1000 languages across the world.

As a natural outcome, multi-lingual websites have become a common ground for online communication for people across national boundaries. With the Internet population becoming more multi-lingual, there will be a greater demand for new Information Technologies and services to provide solutions to meet the following:

CHALLENGES:

Language Barriers, Cultural Barriers, Technological Barriers, Technical Barriers, Political Barriers, and Legal Barriers, etc.

In current as well as in the future, challenges will exist in terms of global **E-Commerce** is how to make multi-lingual content retrievable by search engines such as Google, Yahoo, MSN, etc.

SOLUTIONS:

Website Glocalization [Website Globalization + Website localization], Website Translation, Unicode Adoption, Machine Translation, Internationalization, etc.

There exists a vast online market for multi-lingual information availability, therefore along with the booming multi-lingual website design services; there is also the need for multi-lingual **Search Engine Optimization** [SEO]. These services will certainly help the company and the individual to meet these challenges and thus having more competitive edge in E-Commerce.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

Future trends will definitely provide positive solutions to the challenges of Multi-lingual Issues related with Data Transmission, Access to Information through Websites which in the Asian Perspective is An Important Key to stabilize the Asian IT Sector.

KEYWORDS: Mono-linguality, Multi-linguality, E-Commerce, Website, Glocalization, Search Engine Optimization.

**OVERVIEW OF THE IMPORTANT LAWS & PROCEDURES
REGULATING EXPORT IN THE INDIAN PHARMACEUTICAL
SECTOR**

Paper ID-LAW1015

A Paper Presented by: Asma Raheem

Research Scholar,

Shri. JJT University, Jhunjhunu, Rajasthan.

ABSTRACT

The pharmaceutical industry in India is easily one of the biggest in the world and continues to grow at an accelerated speed in terms of volume and value. Over the years, India has established itself as one of the major producers of affordable generic drugs. The annual growth rate in the Indian pharmaceutical industry today is “considered the world’s third-largest by volume and, as of 2010, produces approximately 20% of the world’s generic drugs. The Pharmaceutical Export Promotion Council of India (Pharmexcil) anticipates that India’s pharmaceutical industry will grow to a value of \$74 billion by 2020, solidifying India as “a global leader in the pharmaceutical industry.” Indian pharmaceutical industry’s exports comprise mainly of generic drugs and accounted for nearly \$ 15 billion in the FY 2012-2013 as per data available from a strategy paper from the Commerce Ministry of India. Considering the vital dynamics of this sector, agencies like the Indian Pharmaceutical Association (IPA) are constantly working to regulate the legal mechanisms for streamlined pharma exports. This paper briefly discusses the important laws and procedures in place in India that regulate export pharmaceutical industry.

Keywords-Annual Growth rate, pharm EXCIL, ANDS, DMF.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**A REVIEW ON USE OF NANO REFRIGERANTS FOR OBTAINING
GREEN REFRIGERATION SYSTEM WITH RESPECT TO MOMENT
OF ENERGY TO SAVE GREEN ENVIRONMENT**

Paper ID-MECH1016

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

Ph.D Scholar Of JJTU Rajasthan Assistant Professor In Depart Of Mechanical, MIST College ,Sathupally.
Professor And Principal Sarada Institute Of Science And Technology, BONAGIRI

ABSTRACT

In this review, the reliability and performance of a domestic vapour compression refrigeration system with nanoparticles is studied. Nanorefrigerant was prepared on the concept of the nanofluids, which was prepared by mixing nanoparticles with refrigerant. The conventionally used refrigerant i.e. R134a has a global warming potential (GWP) of 1300 and zero ODP. An experimental test rig is designed and fabricated. It has been found that due to addition of nanoparticles there is more temperature drop in the condenser (4.9% - 4.1%) compared to R134a. Similarly a gain of (6.1% - 7.7%) has also been obtained for evaporator temperature. An improvement in C.O.P. is also observed during the investigations (1.03% - 7.83%). This is achieved under 25.5 – 26 0C evaporator temperature load.

Similar improvements are also observed when refrigeration system is operated at 33-36 0C evaporator temperature load. A reduction in power consumption (9.77% and 12.04%) along with faster cooling (from 400C-270C) is also achieved when nano refrigerants (R134a + Al₂O₃), COPPER OXIDE (CuO) and ZINC OXIDE (ZnO) are used. So the experimental studies indicate that Aluminium oxide COPPER OXIDE (CuO) and ZINC OXIDE (ZnO) nano particles along with R134a can be used to improve the performance of a refrigeration system as per the investigated conditions.

Keywords: Sio₂ nanorefrigerants, moment of energy, Nanofluids, green refrigeration

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**AYURVEDA- AN APPROACH TO CANCER PREVENTION
AND TREATMENT**

Paper ID-NURS1017

**A Paper Presented by: Jibi George
PhD Scholar, JJTU, Jhunjhunu.
Principal, Adeshwar Nursing Institute,
Jagdapur, Bastar, Chhattisgarh.**

ABSTRACT

Indian population is considered to be prone to various types of cancers. In 2014, WHO ranked 9th, 51st, 52nd, 75th and 95th in accordance to death caused by oral cancer, cervical cancer, esophagus cancer, stomach cancer and ovarian cancer respectively. Erroneous life style like smoking, alcoholism etc. is considered to be a main contributing factor in keeping Indian population in the radar of cancer prone group. Cancer is a lifestyle disease and to an extent can be prevented by lifestyle modifications like consuming anti-cancerous fruits, vegetables, spices etc.

Cancer is a disease with multi-factorial etiology like life style, diet, environment etc. So contemporary medicine itself cannot provide a cure. Low prognosis, Painful chemo and radiation, and high cost makes cancer treatment unsatisfactory. Ayurveda can be a ray of hope for cancer patient as it emphasizes on safe medicine, life style changes and preventive measures.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**NANOTECHNOLOGY IN CANCER PREVENTION, DETECTION AND
TREATMENT**

Paper ID-NURS1018

A Paper Presented by: Jibi George
PhD Scholar, JJTU, Jhunjhunu.
Principal, Adeshwar Nursing Institute,
Jagdapur, Bastar, Chhattisgarh.

ABSTRACT

US national cancer institute has recognized that nanotechnology offers extra ordinary paradigm changing opportunity to make significant advances in cancer prevention, diagnosis and treatment. We know that everything around us is made up of atomic and molecular matter and all our problems are ultimately rooted in atomic and molecular arrangements. Nanotechnology is the exciting multidisciplinary field that involves the design and engineering of nano objects or nanotools <500 nanometer. It has at least provided a way for us to rearrange and reconstruct matter on an atomic scale, allowing us to reach down to the very root of any problem faced by the researched field of medicine such as Cancer and HIV

Nanotechnology, the manipulation of matter on an atomic, molecular and supra molecular scale has led to the development of many new nanoscale platforms including Quantum dots, Dendrimers, Diamondoids, Carbon nanotubes and Liposomes .These innovative and ingenious atomic scale solutions allow us to develop amazingly complex and effective weapons against the ailment. The focus of this paper is cancer, which is one of the most widely researched disease in today's medical and scientific community .The purpose of this paper is to discuss some of the most recent and innovative solutions that have been made possible by the advent of nanotechnology.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

SMART CITIES: THE STRATEGIC ROLE OF GREEN SPACE

Paper ID-GEO1019

A Paper Presented by: Ramesh Anguluri, Priya Narayanan, Krishna Udnoor

^{1,3}Research Scholar, Dept. of Geography, School of Earth Sciences, Central University of Karnataka.

²Asst. Professor, Dept. of Geography, School of Earth Sciences, Central University of Karnataka.

Email ID: ramesh.anguluri@yahoo.com, priya.srihari@gmail.com & krishna_au2000@yahoo.com

ABSTRACT

Greenhouse gas emission of carbon dioxide (CO₂) is one of the major factors causing global climate change. Urban green space presumes a key part in controlling the general carbon cycle and reducing climatic CO₂. To Improve Environment and to control the pollution Green space has become important to diverse Planning concerns that live in the urban environment, to comprehension the part of urban green space in the urban environment. Remote sensing is an well-known tool due to its ability of monitoring urban vegetation rapidly and continuously. This paper asks how should we plan green space? We contend that planners can improve healthier cities for more people by reconsidering three facts of green space planning: Green Space as infrastructure, Green Space as Spaces of everyday life and Green Space as leisure destinations for recreation. The main objective is to build quality infrastructure and more adaptable space throughout the city.

IndexTerms: - Green Index, Population, Public Parks, Urban Environment, Planning.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**PURSED LIP BREATHING EXERCISE – A SELF-MANAGEMENT
APPROACH TOWARDS SHORTNESS OF BREATH**

Paper ID-NURS1020

A Paper Presented by: Binu Babu¹, Jincy Ealias² and Abhilash V³

¹Ph.D scholar, Nursing department, JJT University, Rajasthan, India

²Ph.D scholar, Nursing department, JJT University, Rajasthan, India

³Ph.D scholar, Nursing department, JJT University, Rajasthan, India

E-mail ID: binuenchappanal@gmail.com, jincyealias86@gmail.com & abhilashvenunathan@gmail.com

ABSTRACT

Respiratory patient's lung function declines as the disease progresses. Shortness of breath is the common symptom in most of the chronic respiratory conditions. As disease worsens or age advances breathlessness can occur even with minimal exertion and daily activities become more difficult. Breathing exercises are essential for patients with chronic lung diseases. Breathing exercises helps to conserve energy and promotes daily activities with less effort and less shortness of breath by increasing effectiveness of breathing. Pursed lip breathing exercise can be used by a patient when feels dyspnea, both during activities and even at rest. Pursed-lip breathing is a breathing exercise where inhalation of air slowly through nose and exhalation slowly through mouth by pursing the lips. It provides immediate symptomatic relief from breathlessness. Pursed-lip breathing primarily slows down the respiratory rate and assists in emptying the lungs of retained CO₂. It helps in self recovery from chronic respiratory symptoms. Respiratory patients learn pursed lip breathing exercise spontaneously and uses as self-management approach in daily living activities. Regularly practiced pursed lip breathing is an effective self-management stratagem for individuals with chronic lung diseases to control breathing pattern, and increases exercise capacity.

Keywords: Pursed lip breathing (PLB), Breathing exercise, Shortness of breath (SOB) and chronic respiratory diseases.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**EFFECT OF FE₃O₄ AND CU REINFORCEMENTS ON
MICROSTRUCTURE AND MECHANICAL PROPERTIES OF
ALUMINIUM ALLOY (ALSI10MG) MATRIX COMPOSITES**

Paper ID-NURS1021

A Paper Presented by: Kolluri Venkateswara Rao & Prasad Rayala
M.Tech student, Dept of Mechanical, MIST College, sathupally
Assistant Professor, Dept of Mechanical, MIST College, sathupally
E-mail ID: prasadrayala2k8@gmail.com & kvr126@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 aluminum alloy (ALSI10Mg) with locally available inexpensive rice husk and fly ash for developing a new composite material. A Fe₃O₄ and Cu particles of 5, 10 and 15% each by weight are proposed to develop metal matrix composites using liquid metal processing route. The surface morphology is to be studied using optical and scanning electron microscopes. The mechanical properties such as tensile strength, hardness, wear resistance and percentage elongations are to be studied for reinforced composites.

a new alternative materials “aluminum–iron oxide (Fe₃O₄, naturally as the mineral magnetite) powder composite” has been developed by using a microwave (in the laboratory scale) sintering program with various aspect ratios, that iron oxide (Fe₃O₄) particle sizes and aluminum powders together were prepared. This paper contains partially preliminary results

Keywords: stir casting, MMC's, Aluminum alloys.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**SIMULTANEOUS ESTIMATION OF CORILAGIN, GALLIC ACID
AND ELLAGIC ACID BY HPTLC METHOD**

Paper ID-PA1022

A Paper Presented by: Tushar Chhagan Kakade, Dr. L. Sathiyarayanan & Atul Rathod
Department of Pharmaceutical Chemistry, Dept. of Pharma chemistry & Dept of Pharmacy
Poona College of Pharmacy, Pune, 411038.

ABSTRACT

A simple, fast and precise high performance thin layer chromatographic method has been developed for the simultaneous determination of corilagin, gallic acid and ellagic acid. Usi1223ng Silica gel 60 F_{254s} HPTLC plates, optimized solvent system of n-butanol:water:Methanol:Formic acid (6:1:0.1:0.8; v/v/v/v) in a twin trough chamber saturated for 30 min. Validation was carried out by testing its specificity, linearity (300-1300 ng/spot), precision (1.36%, 0.83% and 0.81 %), limits of detection (53.37ng/spot, 50.03ng/spot & 59.29ng/spot) and quantification (161.74ng/spot, 151.61ng/spot & 179.67ng/spot) for corilagin, gallic acid & ellagic acid respectively.

Keywords:HPTLC, validation, corilagin, gallic acid and ellagic acid,*Phyllanthus amarus* etc.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**INVITRO SCREENING FOR ANTHELMINTIC ACTIVITY USING
AQUEOUS FLOWER EXTRACT OF IXORA CHINENSIS**

Paper ID-PC1023

A Paper Presented by: Ragya Eslavath & Sujatha Banavath

Venkateshwara Institute Of Pharmaceutical Sciences, Charlapally, Nalgonda, Telangana.

Email ID: eslavathragya@yahoo.com

ABSTRACT

Ixora chinensis (Rubiaceae) is popularly known as noouvarhala poolu in telugu. The orange colour hybrid with much larger flower clusters was used for the present study. Pharmacological studies suggest that the plant possesses antioxidative, antibacterial, gastroprotective, hepatoprotective, antidiarrhoeal, antineoplastic and chemopreventive effects, thus, lending scientific support to the plant's ethnomedicinal uses. Specifically, flowers possess antioxidant, anti-inflammatory and wound healing activities. In view of reputed pharmacological activities of this plant, efforts are made in addressing anthelmintic property of orange colored flowers of *I. chinensis* L. The objective of the present work was *Invitro* screening of anthelmintic potency of Aqueous Extract of *I. chinensis* flowers using Indian earthworm (*Pheretima posthuma*). From the phytochemical screening the AqE extract of flower showed the presence of phytoconstituents like flavonoids, saponins. They were further confirmed by TLC analysis.. Two concentrations (25, 50mg/ml) of each extracts were studied in the bioassay which involved the determination of time of paralysis and time of death of the worm. Albendazole was included as standard reference and normal saline water as control. The results of present study indicate that the crude aqueous extract significantly demonstrated paralysis and also caused death of worm in dose dependent manner. Thus, the present study demonstrated that the flowers of *I. chinensis* possess anthelmintic activity. Further studies are in process to isolate the active principles responsible for the activity.

Keywords: *Ixora chinensis*, Flavonoids, *Pheretima posthuma*, Anthelmintic, Albendazole

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

FLOATING DRUG DELIVERY SYSTEMS-AN OVERVIEW

Paper ID-PHRM1024

A Paper Presented by: Vijay Kumar & Dr. Gampa Vijaya Kumar
Research Scholar, SJIT University, Jaipur, Rajasthan
Professor and Head, Department of Pharmaceutics, KGR Institute of Technology and Management
Email ID: darshanamvijaykumar@gmail.com

ABSTRACT

Advances in drug delivery systems demonstrated a significant impact on gastric retention time and drug delivery behavior. This triggered the attention towards formulation of stomach specific (gastro retentive) dosage forms. This dosage forms will be very much useful to deliver 'narrow absorption window' drugs. Several approaches are currently utilized in the prolongation of the Gastric Residence Time, including floating drug delivery systems (FDDS), swelling and expanding systems, polymeric bioadhesive systems, high-density systems, modified-shape systems and other delayed gastric emptying devices. In this review, current & recent developments of Stomach Specific FDDS are discussed.

Key words: floating drug delivery system, gastric residence time.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**COMMUNICATIVE SKILLS FOR ENGINEERING STUDENTS – A
STUDY**

Paper ID-ENG1025

A Paper Presented by: Mantha Jyothi Kumari
Research Scholar, English Discipline,
Shri Jagdishprasad Jhabarmal Tibrewala University
Churela(Jhunjhunu) Rajasthan – 333001, India

E-mail ID: jyothicool4@gmail.com

ABSTRACT

Engineering is one of the largest fields of study in the world. Most of the research works, articles and papers are recorded in English. The English language is the Lingua Franca of aviation, expertise and international business. The writer experienced that while teaching in engineering college, students coming from rural areas and vernacular medium backgrounds face lot of difficulties during placements. Communicative skills are required for an engineer who aspires to prosper in the global arena. The students, though technically outstanding, find themselves incompetent for jobs because of their lack of proficiency in all the four skills namely reading, writing, listening and speaking. This not only affects their prospective and bright career but also diminishes their image as an engineer. This paper henceforth focuses on the apprehensions and problems faced by the students while learning English. This study is of great prominence to help the students develop effective communication skills.

Keywords: Apprehensions; Aviation; Diminishes; Expertise; Lingua Franca; Proficiency; Prominence; Prospective

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**FORMULATION, METHOD DEVELOPMENT AND OPTIMIZATION
OF LIPHOPHILIC DRUG USING NANOEMULSION**

Paper ID-PHRM1026

**A Paper Presented by: K. Anil Kumar & Dr. Gampa Vijaya Kumar
Research Scholar, SJJT University.
Professor & Head, Department of Pharmacy, K G R Institute of Technological Sciences.**

ABSTRACT

Nanoparticles are ultra fine colloidal structures, which carry drug particles that may not dissolve but remains suspended in medium. These are colloidal particles ranging size from 10-1000nm. The aim of the work is to improve the oral bioavailability of the poorly water soluble drugs by incorporating as solid lipid nanoparticle. The drug was dissolved in the melted lipid to form microemulsion, which was then added to cold water under mechanical stirring. The resulting nanosuspension was then filtered by ultrafiltration. The prepared nanosuspension was then freeze dried. The nanoparticles are evaluated for particle size, drug entrapment efficiency and Invitro drug release. SLN were further characterized by SEM, X ray diffraction studies. Lyophilization of the nanosuspension with different cryoprotectant were performed. Drug dissolution studies of SLN was compared with that of commercial suspension and found to have SLN giving prolonged drug release. SLN are treated as hopeful means to increase the solubility and therefore the bioavailability of poorly water-soluble drugs belonging to the classes II and IV in biopharmaceutical classification systems.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

EXAMINATION OF SEED BORNE MYCOFLORA OF GROUNDNUT

Paper ID-BOT1027

**A Paper Presented By: Kiran A. Khade
Research Scholar, Shri JTT University, Rajasthan**

ABSTRACT

Groundnut is a valuable legume crop in india groundnut seed are contain 50% edible oil having rich in fact, proteins and vitamin, Nicotinic acid and other vitamins. The seed mycoflora of groundnut is determined by standard blotter paper and agar plate method in this determination we examine 7 genera and 12 species of fungi which are Alternariacitri, Alternariaterrus, Asporigillus flavus Aspergillus funigatus, Asperigillus niger, Aspergillus ustus, Asperigillius oxysporium Fusarium semitectum, Asperigillius niger, Fusarium oxysporium and Alternariaterrus were found predominant fungi and shows higher percentage of seed mycoflora. In this study we also examine that blotter paper method give higher percent of fungi as compared to agar plate method.

Keywords: Seed Mycoflora, Blotter paper method, Agar plate method, Predominant fungi.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

CLOUD BASED VIDEO CONFERENCING FOR ENTERPRISE

Paper ID-ENG1028

**A Paper Presented by: Moahmmmed Abuzar A & Ganesh C
Research Scholar, Shri JYT University, Rajasthan**

ABSTRACT

Video conferencing is becoming a preferred way to conduct both one-on-one and group meetings. Live video feeds allow participants to interact in real time. This leads to increased involvement and stronger personal connections. Within the enterprise, videoconferencing can also reduce time spent walking between campuses and buildings. Better yet, recent advances in videoconferencing technology make it more appealing and cost-effective than ever. Cloud-based video conferencing services give organizations the benefits of video conferencing technology, without the major investment in hardware, infrastructure, and network that is often required for larger scale deployments. In this paper we will conduct a comparative analysis of various video conferencing methods and discuss their structure and functionality and do their feasibility study with the existing environments. Then finally we will be able to conclude which method is most effective for SME's to migrate and enhance their experience on cloud.

Keywords: Cloud , video conferencing,

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

THE DESCRIPTION OF SAINT EKNATH'S COUPLET

Paper ID-1029

**A Paper Presented by:Dr. Bhimrao Shejule
V.R.Mahavidyalaya, Sawna Tq. Mahagaon Dist Yavatmal**

ABSTRACT

The period of saint Eknath was 1533 to 1599. He was great saint of 'Bhagwat Sect' in 16 century. He was very clever, talented and the wisest one god, devotee. He was not only rich but also many qualities like love sympathy tolerance benevolentness. He had As he was resident of "Paithan" town in Marathwada he was greatly impressed by the culture of paithan town. As he was ancestrally belonast to Rigveda's race he became talented and devotional. He preaches throughout his life. His work as reformer was great. It was not selfish. It was for peoples development. He put up ideal by making family and service. His Bhagwat was as great as Warkari sect's Dnyaneshwari.

Bharud means, a reflective arama0-song which gives spiritual and moral teaching in Marathi. Saint Eknath explains that human's heart get entangled in family and relationships, but these relationships are deceptive and alluring. He gave spiritual teaching through reflection of society. The above things are practiced through Bharood. He disliked superstitions and evil customs through Bharood assigning song. The things that could be explained through Bharood are political and religious condition in 16 century as well as people in the society and their life, the customs practiced in the society, the celebrated festivals other celebrations, routine games etc. The language of the Bharood a singing song was probably understood by people of different cast and creed.

The language of Bharood was short lettered. It was also easy with the Marathi language, Hindi, Kannad, Telgu, Urdu, Parsi and Sanskrit words were used in Bharood. In these languages figure of speech and nine types of tendencies used. It was not that saint

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

Ekknath's talent and image was superior and unique, his knowledge and widespread talent widespread talent were very respective and wide-known. Saint respective achieved one thing, Ah Brahmasmi is principal was assimilated by them with talent. Due to this knowledge they could achieve mental satisfaction and loneliness and meditation.

Ekknath was nothing but bodily built skilful and hardworker man. In the 14 century the tradition of volume practices was emerged with new stules by Ekknath saint. No doubt some spiritual meaning may be difficult but due to innovative style of construction, Bharoods became remarkable as well as colorfully also. Many qualities like sikll, thinking power Varieties vastness and found of labour are seen in Ekknath's. Therefore the character in society can be easily looked in the characters of Bharood a singing song. The inspiration in the productions of Bharood were social and spiritual.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**A STUDY ON PERFORMANCE ANALYSIS OF SMART MATERIALS
USED IN AEROSPACE APPLICATIONS**

Paper ID:MECH1030

A Paper presented by: Suram Mohan Kumar & Dr.S.Chakradhar Goud
Research scholar, Shri JJT University, Rajasthan.
Principal, Sri Sarada Institute of Science and Technology, Bhongiri
Email ID: suramm9@gmail.com & cgsakki@yahoo.com

Abstract

This paper presents the use of macro-fiber composites (MFC) for vibration suppression and structural health monitoring. The major advantages of the piezoelectric fiber composite actuators are their high performance, flexibility, and durability when compared with the traditional piezoceramic (PZT) actuators. The recently developed MFC actuator provides these advantages and can be used in structural vibration applications. In addition, the ability of MFC devices to couple the electrical and mechanical fields is larger than in monolithic PZT.

In this study, we showed that an MFC could be used as a sensor and actuator to find modal parameters of an inflatable structure. This sensor and actuator combination has also been used to reduce vibration in an inflated object. Once the sensing capability was identified, we developed a self-sensing circuit for an MFC. Applications of aero-spaces is an added advantage in fibre optical will be studied.

Keywords: smart fibres, applications , performance evaluation techniques

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

A STUDY AND DYNAMIC ANALYSIS ON AIRCRAFT STRUCTURES

Paper ID-MECH1031

A Paper presented by: H Pradeep Reddy & Dr.S.Chakradhar Goud
Research Scholar, Shri JYT University, Rajasthan.
Principal, Sri Sarada Institute of Science and Technology, Bhongiri

ABSTRACT

The aviation industry is familiar with inspection of metallic aircraft structures, and there is a wealth of knowledge and experience amongst trained personnel regarding damage manifestation in metallic structures. Maintenance crew and pilots perform regular checks in order to ensure that aircraft are undamaged. Airport ground handlers are trained to be aware that aircraft are easily damaged, and are instructed to report suspected damage, such as a bag dropped onto an aircraft skin, or a bump from a vehicle. Much of the day-to-day damage to aircraft on the ground, i.e. ramp rash, is caused by impacts from objects.

In the past 50 years, computers have helped by augmenting human efforts with tremendous pace. The aircraft industry is not an exception. Aircraft industry is more than ever dependent on computing because of a high level of complexity and the increasing need for excellence to survive a highly competitive market place. Designers choose computers to perform almost every analysis task. But while doing so, existing effective, accurate and easy to use classical analytical methods are often forgotten, which can be very useful especially in the early phases of the aircraft design where concept generation and evaluation demands physical visibility of design parameters to make decisions. Structural analysis methods have been used by human beings since the very early civilization. In this present work Dynamic behaviour of different aircraft structures like Sandwich-structure, honeycombs are used to know the dynamic strategies in non-uniform through-thickness density distributions would be particularly challenging, but may be important for the analysis of sandwich structures.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**DYNAMICALLY VIBRATING STRUCTURES SUBJECTED TO
MOVING LOADS**

Paper ID-1032

A Paper presented by:Seshi Reddy & Dr.S.Chakradhar Goud
Research Scholar, Shri JYT University, Rajasthan.
Principal, Sri Sarada Institute of Science and Technology, Bhongiri

ABSTRACT

Dynamic Loads are time-dependent forces. These forces are imposed on structures by either natural phenomena such as earthquakes and hurricanes or human activities such as explosions and machine vibrations. Structures affected by dynamic forces can be as simple as a beam or a plate, or as complex as a high rise building or a power station. In the analysis and design of these structures, the time-dependent inertial forces should be considered. During its response to dynamic loads, a structure shows resistance to these loads in the form of internal forces some of which are related proportionally to the displacements (spring forces) and some to the velocities (damping forces). These resistance forces are also time-dependent and should also be considered in the analysis. For many reasons, there has been a growing interest in the field of the dynamic analysis of structures in recent years. The most important reasons are the observed failure of structures due to dynamic loads. This paper presents the dynamic response of a vibrating beam supported by a constrain which is subjected to moving load as well as moving mass. Dynamically analysis is employed to find the analytical solution of the structures. The dynamic responses of the beam structures in terms of normalized deflection and bending moment have been investigated for different velocity ratios under moving load. The effect of moving load velocity on dynamic deflection and bending moment responses of the beam structures have been investigated. The effect of parameters during dynamic analysis such as, stiffness and shear modulus and bending moment responses have also been investigated for moving loads. The results obtained from the study are presented and discussed.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

POWER QUALITY IMPROVEMENT BY USING FACTS DEVICES

Paper ID-EEE1033

A Paper Presented by: Sathish Voggu & Dr.Y Sreenivasa Rao
Research Scholar JJT University, Rajasthan
Professor & Principal Dept. of Electrical Engineering, Newtons Institute of Engineering
Email ID: sathish.voggu@gmail.com & yerra.rao@gmail.com

ABSTRACT

Modern power systems are continuously being expanded and upgraded to cater the need of ever growing power demand. The power quality issue will take new dimension due to power system restructuring and shifting trend towards distributed generation. Power quality consists of a large number of disturbances such as voltage sags, swells, harmonics, notch, flicker, etc.

This paper explains the problems that are due to poor Power Quality in electrical systems and shows their possible financial consequences and improvement of power quality. Power Quality is characterized by parameters that express harmonic pollution, reactive power and load unbalance. It is shown that by using the right technology a variety of Power Quality problems can be solved rendering installations trouble free and more efficient, and can render them compliant with even the strictest requirements. Power quality problems can be mitigated by many methods but most appropriate solution to mitigate these problems are FACTS devices.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**OPTIMIZATION OF CUTTING PARAMETERS ON TOOL WEAR AND
WORKPIECE SURFACE TEMPERATURE BY ANOVA METHODS**

Paper ID-1034

A Paper presented by: Srikanth Reddy & Dr.S.Chakradhar Goud
Research Scholar, Shri JYT University, Rajasthan.
Principal, Sri Sarada Institute of Science and Technology, Bhongiri

ABSTRACT

Now-a-days increasing the productivity and the quality of the machined parts are the main challenges of metal cutting industry during turning processes. Aspects such as tool life and wear, surface finish, cutting forces, material removal rate, power consumption, cutting temperature (on tool and work piece's surface) decide the productivity, product quality, overall economy in manufacturing by machining and quality of machining. Optimization methods in turning processes, considered being a vital role for continual improvement of output quality in product and processes include modelling of input-output and in process parameters relationship and determination of optimal cutting conditions. Orthogonal array technique and analysis of variance (ANOVA) was performed to identify the effect of the cutting parameters on the response variables. The results showed that depth of cut and cutting speed are the most important parameter influencing the tool wear. Optimal ranges of tool wear and work piece surface temperature values were predicted. Finally, the relationship between factors and the performance measures were developed by using multiple regression analysis. Different case studies observed for using technique of ANOVA.

Keywords: wear, surface finish, cutting forces, material removal rate, optimisation techniques, ANOVA.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

A STUDY ON MACHINING PROPERTIES OF AISI D SERIES TOOLS

Paper ID-1035

A Paper presented by: Pramod Reddy & Dr.S.Chakradhar Goud
Research Scholar, Shri JYT University, Rajasthan.
Principal, Sri Sarada Institute of Science and Technology, Bhongiri

ABSTRACT

The main disadvantage of abrasive, HSS and super abrasives are cost which can be as much as ten times greater than ceramic or carbide. Even machining/cutting some composite materials carbide or diamond tools fails unpredictably. Also, at high temperatures oxide formation takes place on high/low carbon steel and even carbide tools which leads to friction in machining. In this paper an attempt has been made to improve the properties of cutting tool like hardness, toughness & wear resistance by forging & heat treatment process. We selected D-series tool steel (D1, D2, D3, D4) for our test. Common applications of these tool steels are forging dies, die casting die blocks, drawing dies etc., the experiment evaluates Rockwell hardness test, Micro hardness test, Force analysis, Turning operation & wear test. The results reveals that in force analysis during turning operation the heat treated D-series tool steels perform better than forged & heat treated tools. The forged & Heat treated D2 tool steel has low wear rate.

Keywords; Properties of d-series tools, optimization study.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**A STUDY ON E-BANKING ISSUES AND CHALLENGES IN
INDIAN BANKS**

Paper Id-MGMT1036

**A Paper Presented by: A.Sunitha & Dr. D.Sucharita
Research Scholar, Shri Jjt University, Jhunjhunu, Rajasthan
Associate Professor, Department Of Commerce & Management.**

ABSTRACT

With the time, the way banks used to operate has changed due to advent of internet in banking institutions. The implementation of internet in banking organizations has modernized the banks. Implementing the internet banking approach has benefited the both i.e. consumers as well as banks. Considering the benefits, the banks all over the globe have implemented the internet banking and banking organizations in India are no exception. Still the concept of internet banking is a fairly new one to Indian consumers as compared to its developed counterparts. As most of the people in India is not having accounts, and biggest problem facing many are uneducated, in rural areas it becomes nearly impossible to implement the e-banking services to the customer due to lack of computer knowledge and non accessibility of Internet services. The present paper attempts to understand the concept of internet banking as well as study the benefit of internet banking from perspective of consumers as well as banks. Further, this paper discusses the challenges and opportunities associated with the internet banking in Indian context. The discussion concludes that concept of internet banking is slowly gaining acceptance in Indian scenario and efforts are being made by government agencies to make it more popular among consumers

KEY WORDS: *E-banking, Internet banking, Government agencies*

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**A STUDY ON EFFECT OF SALES PROMOTION ON CONSUMER
BEHAVIOUR**

Paper Id-MGMT1037

**A Paper Presented by: M. Shirisha & Dr. D. Sucharita
Research Scholar, Shri Jit University, Jhunjhunu, Rajasthan
Associate Professor, Department Of Commerce & Management.**

ABSTRACT

Now -a -days people are conscious to look for the best one and that's why their fluctuating mind may switch on to new brands with a simple stimulus. In this case an extra incentive can be added to a product by different promotional activities. Again it is remarkable that a product lack of any significant advantage can be made it difficult to create an advertising campaign which can be used to make people to try the product. It becomes important for the manufacturer to create an innovative product and create a awareness among the prospective customer. The only method available is promotional activity, without promotion it became impossible to sell a product in a competitive environment. This study seeks to demonstrate the impact of sales promotion and advertising simultaneously on consumer's purchasing behavior. This study found out that sales promotion is most effective on the consumers who travel through the peripheral route and it can leads the consumer's mind to brand switching. This study also found that sales promotion and advertising is much more effective in low involvement category products where a simple promotional signal can lead the consumers to buy a product. This study also suggests to the marketers to be aware of the new or unknown product, as sales promotion could have strong negative effects on consumers' internal price reference and perceived quality. This work also highlights the importance of integrating the advertising with different promotional activities to improve the growth of sales of a product.

Key Words: Advertising, Sales promotion, creativity, innovative

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**THE ADVANTAGES OF ESTABLISHING A STRONG BRAND IMAGE
FOR RETAILERS- AN OVERVIEW**

Paper Id-MGMT1038

A Paper Presented by: K.S.Rajashekar Reddy & Dr. J.V.Rangeswara Reddy

Research Scholar, Shri Shri Jjt University, Jhunjhunu, Rajasthan

Associate Professor, Kgr Institute Of Technology & Managemen, Rampally (V), Keesara(M), R.R.Dist.

ABSTRACT

Even though retailing has long had the opportunity to be marketing oriented because retailers are in closer contact with customers than manufacturers, mass retailing has been slow to take advantage of this aspect. Higher priority has been placed on buying decisions, operational concerns and short term objectives than on strategic marketing concepts. A lack of a well defined differentiation from competitors has been a frequently criticized consequence in many retail sectors. However, this has changed. Mainly as a result of changing industry conditions and increasing management capability in retail companies, a change of attitude towards strategic marketing can be observed. Within the context of strategic marketing, the relevance of establishing a clear cut and differentiated profile is clearly recognized by retailers, and retail brands are systematically being established and managed. The retailing booming in India all well known manufacturers entered in retailing by establishing company retail outlet. This Branded retail attracting the customers to buy from them rather than going to multi branded shops. They also create awareness among the customers this branded outlet maintaining quality products, selling directly from the company. The cost price is low comparing to others shops, as it is eliminating the dealer, retail margins. This will attract the consumers towards them. The left over thing is to creating strong brand image in the mind of the customer make loyal towards their branded products. This article is discussing about advantages of establishing strong brand image by the company.

KEY WORDS: *Brand, customer, retail, differentiation.*

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**A STUDY ON PERFORMANCE APPRAISAL SYSTEM IN
SOFTWARE INDUSTRY**

Paper Id-MGMT1039

**A Paper Presented by: P.Nagesh Goud & Dr. J.V.Rangeswara Reddy
Research Scholar, Shri Shri Jjt University, Jhunjhunu, Rajasthan
Associate Professor, Kgr Institute Of Technology & Managemen, Rampally (V), Keesara(M), R.R.Dist.**

ABSTRACT

Human Resource Management function is to maintain manpower in the organization. It Human resource department perform the functions like recruitment, selection, training and development, appraisal for an organization. Performance appraisal is the assessment of an individual employee performance being measured with various factors like skills, knowledge, and quality of the output, quantity of outcomes, supervision, leadership, judgment, and commitment towards work. The performance appraisal system has to be very transparent towards the organization and the employees. An evaluation of previous performance is experienced by the vast majority of recruits each year. The management of performance level is the sum up of performance appraisal systems. This is a continuous and interactive process designed to motivate employees, and check their capability with the main motive to facilitate productivity. The performance management systems involve various activities which are much more than simply reviewing what an employee has done. This research paper is all about understanding the need of performance management systems, ways in which performance appraisals can be constructed, the occurrence of potential problems, benefits which could be availed and the information of the progress. Top management has to collect the feedback from the appraisers and appraises, working in the organization about the evaluation of the performance appraisal system in the current year. In modern period appraisal system became the integral part of the organization, as its help in taking top level management decisions, like promotion, deputation, incentive and increments etc. Various methods are used in appraisal evaluation. This article enlightens the methods of appraisal methods using in software industry in India.

KEYWORDS: *Human resource management, Software industries, Performance appraisal*

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**A STUDY OF SCIENTIFIC ATTITUDE AND ACADEMIC
ACHIEVEMENT IN SCIENCE OF SECONDARY SCHOOL STUDENTS
IN THANE CITY**

Paper Id-MGMT1040

APaper presented by: Paulmathi Lucas
Research Scholar, JITU Rajasthan India.

ABSTRACT

Today we are living in the world of science. Science is a system of acquiring knowledge based on scientific process or method in order to organize body of knowledge gained through research. In today's scenario most of the students are choosing science as a major subject because of its scope. But it is very difficult to say that whether they have scientific attitude or not. In this Research researcher tried to find out the scientific attitude and significant difference in scientific attitude of the different Board students. Teachers and people predict that the students who have major scientific attitude will score more marks in science subject test i.e his academic achievements in science will be higher. The willingness to collect and use evidence, willingness to change ideas in the light of evidence, willingness to review procedure is the indicators of scientific attitude. The science teacher is perhaps mainly responsible for developing scientific attitudes amongst the students and can help the students to score higher academic achievements. Thus we can say that scientific attitude and academic achievement in science are inter related with each other.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

**APPLICATION OF QUEUING THEORY IN TRAFFIC MANAGEMENT
SYSTEM**

Paper Id-MGMT1040

**APaper presented by: Satish Agnihotri
Research Scholar, Shri JITU Rajasthan, India.**

Abstract

The issues of traffic management are the process of increased disturbance in the movement of traffic. In India the traffic congestion is rapidly increased due to increasing vehicles on the road which produces many problems. In the current paper more has been review about the queuing theory and its important applications. This paper analyzes the importance of queuing theory in the field of traffic management system for this Bhopal, Indore, Ujjain city which were located in the India is chosen. This paper review the range of queuing theory results in the area of waiting time, utilization analysis and design of system the traffic crowd follows a repeatable pattern during the day and the proper people accepts it as a daily routine.

Keywords: Waiting time, System design, Repeatable, Congestion, Queuing theory.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

EDUCATIONAL SYSTEM IN HOSHANGABAD

Paper ID-EDU1042

**A paper presented by: Manju Agnihotri
Research Scholar
Shri JJT University, Rajasthan**

ABSTRACT

The different educational concepts related to special training and skill development should be beginning with broad based spectrum in the region of Hoshangabad Which facilitates horizontal and vertical articulation within the education system and between schools. Different policies were applied which include. focused on minorities education the special focused on girls and woman education, provision and Residential school. And applied defect excellence program which enhances the activities of students. these newly applied policies helpful for overcome the problems of illiteracy the newly adopted courses will give opportunities of under predetermined conditions, for professional growth, career improvement and lateral entry into courses of general technical and professional education through bridge course.

Keywords: - Illiteracy, professional growth, technical education, bridge course.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

“Buy... Buy... Children...!”

A STUDY ON TV ADVERTISEMENTS TARGETING CHILDREN’S

PESTER POWER

Paper ID-MGMT1043

A paper presented by: G. Srinivasa Raju

Director, MANTRA School of Business Management

ABSTRACT

In the past, role of children in buying decision of families had been bare minimal. They used to know very less about products available in the markets than their elders. Due to the advent of new technological developments in digital media, children are at the fore front to know about products when they are being launched in the market even before their parents. Nowadays, children act as passive participants in families buying decision. Children not only choose the products they want but, also have upper hand in deciding products to be used by almost every other family member. The influence of children on family buying decision based on various variables that have direct relationship has been discussed on this study. This research study is initiated to investigate how TV Advertisements contribute to Children’s Pester Power. The study has been carried out using sequential exploratory design based on mixed methods. Required data was collected by administering a questionnaire and responses were analyzed with the help of statistical tools like SPSS.

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

A STUDY ON HOUSING FINANCE AGENCY'S WITH SUBJECTED TO BANKING

POLICIES IN HYDERABAD

Paper ID-MGMT1044

A paper presented by: Mohammad Ameer Hussain & Dr. D. SUCHARITHA

Research Scholar, Shri JYT University, Rajasthan.

Associate Professor, Holy Mary Institute of Technology and Management,
Bogaram, RR District.

Email Id:scharitha@gmail.com

ABSTRACT

Housing is one of the basic dream where every person of India have. Adequate housing is important for human survival with dignity. Dream House or shelter is the basic requirement of human being. This is agreed by the civilized society. Housing is an enigma to the developing countries; it is simultaneously the typical problem to offer the explanation for social housing schemes. Though shelter was enshrined as a basic right in the constitution, housing did not get the attention it reserved. In the light of bank reforms and government encouraging banking sectors to recognize housing finance sector and its significance in lending. After 1990s all public sector banks were stressed with NPA problem. The housing shortage is increasing day by day as a proportion to the huge increase in population. Today, there are more than 350 lodging money organizations enrolled with the enlistment center of organizations of these 29 have been endorsed by NHB for budgetary help. Lodging account segment is most astounding developing fragment of the retail financing segment with a huge amount of tax reductions and sharp cut in of cost of owing lodging, to purchase a house is less demanding. The offices of open area lodging account organizations, Private segment lodging organizations and banks are rivals in lodging money showcase. Each native of the nation longs for having his own home. It is the bounden obligation of the legislature to give house to the houseless. Considering the foremost significance of lodging, government no uncertainty considered.

Keywords: Housing financing agencies, private and public sector, and housing finance of India

**Abstract Proceedings
Of
International Conference On Innovative Methods And Upcoming
Trends In Basic Pharmaceutical, Life Sciences, Commerce &
Management, Social Sciences and Multi-Disciplinary Approach
(ICPLSCMSMD-2016)**

Date – 22nd October 2016

ENHANCING COMMUNICATION SKILLS FOR HIGH SCHOOL STUDENTS

A paper presented by S. APARNA & Dr. PALLE APARNA

Research Scholar JNTU, Hyderabad

HOD Dept of Humanities & Mathematics GNIT For women HYD JNTU, Hyderabad

Email ID:-aparnasamudrala2000@gmail.com

ABSTRACT

There is a need to make the High school students especially at the tertiary level aware of their emotional/social/multiple intelligences. It is mandatory to look at how this could be ingrained into their lessons so that they have a wonderful learning experience. Soft skills is become a compulsory subject in today's world. It suggests practical activities that can make the teaching of soft skills more interesting and meaningful.. This paper focuses a model of teaching soft skills, wherein soft skills could be integrated with literary texts and used in the classroom. Communication skill is not only the technical jargon of our world, but also the language for employable criteria. Communicating in English plays a wider role. Communication skill is given importance in all the fields.

Keywords: English, Literature, soft skills, communication skills, emotional intelligence,