

Abstract Proceedings
INTERNATIONAL CONFERENCE ON INNOVATIVE RESEARCH IN
ENGINEERING, MANAGEMENT AND MULTIDISCIPLINARY CONCEPTS
(ICIREMMC-2017)
Date: 17th FEBRUARY 2017

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MESSAGE

“Challenges are what make life interesting, overcoming them is what makes it meaningful”

With my great pleasure, national and international researchers, and professionals are cordially invited to actively participate in the **“International Conference on Innovative Research in Engineering, Management and Multidisciplinary Concepts (ICIREMMC-2017)”** at Thane.

This Conference will be of great use to all researchers engaged in application of modern technology for tackling problems facing in now a day's. Both national and international well reputed professionals have been invited to present their recent findings in the conferences. Certainly, there will be great opportunity for the researchers and students to interact with the international and national participants and professionals, and establish contact for future scientific contacts, exchange of genetic material and publications. This conference would surely help immensely researchers in job opportunities, direct interaction with industries, shaping future research programs.

I wish all the best to all participants and for presenters....

Dr. SHASHI KIRAN JANGALA
Professor & Dean, Farah Institute of Technology

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MESSAGE

The only thing we have to follow is, **“Your life does not get better by chance, it gets better by Change”**.

It is my pleasure to invite academicians, researchers, Professors and students from all over the world to attend the **“International Conference on Innovative Research in Engineering, Management and Multidisciplinary Concepts (ICIREMMC-2017)”**

The goal of this Conference is to bring together scientists and researchers from the multidisciplinary fields to present and exchange breakthrough and high quality results and ideas. The conference will cover a broad range of topics including, Management and Engineering domains. The unique combination of the scientific sessions make this conference exceptional, and expected to attract high quality discussions that break scientific boundaries and bridge between the different disciplines. 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 successful conference.

Dr. MAHESWAR DUTTA
Professor & Principal
Keshav Memorial Institute of Technology

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MESSAGE

I am happy to note that Anveshana Educational and Research Foundation is organizing an “**International Conference on Innovative Research in Engineering, Management and Multidisciplinary Concepts (ICIREMMC - 2017)**” at Thane.

I firmly believe that this Conference provides a perfect platform to share the views of the students coming from various institutions and provides an opportunity for exchange of ideas among students. I hope this provides better interaction between various Academicians, Research Scholars, and Industrialists to upgrade their knowledge.

I wish the organizers all the best and hope they will conduct similar programmes in future for the benefit of Nation.

Dr. G. VISHNU MURTHY
Professor & Head of CSE Department
Anurag Group of Institutions

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MESSAGE

“Time moves slowly but passes quickly, Life is a onetime offer use it well”

I am honored and delighted to welcome you to the **“International Conference on Innovative Research in Engineering, Management and Multidisciplinary Concepts (ICIREMMC-2017)”**

International conference on **International Conference on Innovative Research in Engineering, Management and Multidisciplinary Concepts** aims to capitalize on the rapid growing field of technology, drawing in and providing an interdisciplinary forum for scientists, researchers, engineers, technologists and industrialists of this field and to exchange information on the recent developments. The conference covers broad theme on this area to accommodate wide range of interests and to facilitate interdisciplinary collaboration/interaction in both academia and industry. The conference will also provide an ideal environment to develop new collaborations and opportunities to meet the experts working on various areas of Management Science, Engineering Domains. Moreover, **ICIREMMC-2017** will provide an international forum for the exchange of technical information through plenary lectures, invited talks, presentations by researchers and scientists.

Dr. J. V. RANGESHWARA REDDY
Associate Professor
KGR Institute of Technology & Management

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MESSAGE

Dear Friends and Colleagues,

We would like to warmly welcome you **“International Conference on Innovative Research in Engineering, Management and Multidisciplinary Concepts (ICIREMMC-2017)”** at Thane organized by Anveshana Educational and Research Foundation. The conference highlights are the rich diversity of approaches to understanding academic studies and the range of contexts in which it is taught, studied and used across the globe. We look forward to welcoming participants to share their research and practical ideas and to enjoy an academically and culturally. I hereby take an opportunity to congratulate the organizing team for conducting a conference **“International Conference on Innovative Research in Engineering, Management and Multidisciplinary Concepts (ICIREMMC-2017)”** successfully.

Dr. D. SUCHARITHA
Director - AERF

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MESSAGE

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

The only thing that will never change is change itself, and there is neither survival nor progress without coping up with the change. Hence, in every faculty of study, it is very important to know, understand & follow the recent trends, changes, the change agents and discuss them in detail to find various methods & strategies of dealing with them. Today's change is special in the sense that it is happening at a greater pace. In the context the – **“International Conference on Innovative Research in Engineering, Management and Multidisciplinary Concepts”** is a very timely effort and I heartily congratulate Anveshana Educational and Research Foundation for it. I am sure, this conference initiates a platform for academicians, researchers and industry practitioners to share discuss and disseminate their insight & research findings related to the recent trends in the cited fields. It also encourages the fraternity to come out with a number of valuable practices for the economies to face the change proactively and successfully. I am pleased and feel honoured to be a part of this International Conference, **ICIREMMC - 2017**, and I congratulate Anveshana team members for their team work and I Wish AERF would conducting such conferences many in near future.

Dr. S. CHAKRADHAR GOUD
Principal
Sana College of Engineering, Kodad

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MORPHOLOGICAL REVIEW OF FLACOURTIA INERMIS(ROXB)
LEAVES (FLACOURTACEAE)

[Paper Id – PHAM1001]

A Paper Presented by: ¹Akila Bindu K, ²Dr. Rakesh Jhat, ³Dr.Padmaja.V

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ABSTRACT

Pharmacognosy derives from the Greek words Pharmakon(drug) and Gnosis(knowledge) that is knowledge of plants. Herbalism is the use of plants for medicinal purposes and study of botany for multiuse. Plants are the basis for medicinal treatments through much of human history and such traditional medicine exists and is still practiced today. *F.inermis* belongs to the Flacourtaeae family. The species of this family are found in tropical areas also known as Batoko plum. The genus *Flacourtia* is given its name from E.de .FLACOURT, former governor of Madagascar(1607 TO 1660) and species *inermis* from Latin meaning – unarmed – absence of thorns on this plant. *F.jangomas*(lour)Raeusch is a wild variety of *F.inermis* .The leaves exhibit diaphoretic,astringent and stomachic activities also has anti diahorreal activity also used in bleeding gums, in toothaches and stomatitis. Dried leaves can be used for bronchitis, bark as diaphoretic and also has diuretic activity. *F.inermis* Roxb is a species of flowering plant belonging to the family Flacourtaeae which flowers between November and February. The synonyms are *F.lanceolata*, *F.rindjanica*.The leaves of *F.inermis* are simple, alternate,petiolate with unicostate venation. When young, leaves are bright orange to reddish in colour and turn green when mature. It has ovate oblong to ovate elliptic shape.The leaves are 5 – 20 cms long and 2.5 – 12.5 cms wide with obtuse base, acuminate apex with serrate margin having a glabrous surface.

Keywords: *F.inermis*, leaves, various activities.

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TO STUDY THE LIMITATIONS OF TRADITIONAL MARKETING
STRATEGIES IN THE INDIAN PHARMA INDUSTRY

[Paper Id – MGMT1002]

A Paper Presented by: Aparna Bhagat
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ABSTRACT

In the era of information technology and marketing mix, the emergence and utilization of digital marketing has gained eminent popularity among the marketers. Around 80% of the internet users (through smartphones, computers) are seeking medical opinion online, thus digital medium of marketing in the pharma industry can't be ignored.

The present study intends to study the limitations of traditional marketing strategies and explore the opportunities posed by digital marketing for gaining maximum benefit.

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PROTECTION OF HUMAN RIGHTS OF PRISONERS IN INDIA:
ROLE OF JUDICIARY

[Paper Id – LAW1003]

A Paper Presented by: Mrs. Bharati Vinayak Lonarkar
Research scholar, JJT University, Rajasthan.

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ABSTRACT

Indian judiciary is ombudsman against infringement of basic rights assured under the Constitution along with it is the only defensive armor of the country & its Constitution & laws. Considering judiciary in our nation has playing pivotal role in enforcing the human rights of the prisoners. Of course the Supreme Court India is heralded as a beacon of rights against torture. The Supreme Court of India through interpreting Article 21 of the Constitution has developed.

Human Rights Jurisprudence for the preservation and protection of prisoner's right to human dignity. This paper is examining of the landmark verdicts delivered by the higher judiciary in India to ascertain sentiments assumed & novel policies invented through Indian judiciary to safeguard the Human Rights of the prisoners.

Keywords: Constitution, Human Rights, Supreme Court, prisoners.

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A STUDY ON ATTRACTIVENESS FACTORS INFLUENCING
SHOPPERS' SATISFACTION, LOYALTY, AND WORD OF
MOUTH IN SHOPPING MALLS AT BANGALORE CITY

[Paper Id – MGMT1004]

A Paper Presented by: Kothapalle Inthiyaz
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Science, Rayachoty.

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ABSTRACT

The purpose of this research is to investigate the attractiveness factors influencing shoppers' satisfaction, loyalty, and word of mouth in Bangalore shopping mall centers. The independent variables were attractiveness factors represented by these variables namely aesthetic, convenience and accessibility, product variety, entertainment, and service quality.

The dependent variables were shopper satisfaction, loyalty and WOM. A structured questionnaire was distributed to a sample of a few shopping mall customers, representing all of the shopping malls shoppers in the city of Bangalore. A purposive sampling technique was employed in this research. The multiple regression analysis showed the impact of shopping malls attractiveness factors on the shopper satisfaction. The attractiveness factors aesthetic, convenience and accessibility, product variety, entertainment, and service quality, had a positive effect on Bangalore shopping mall shoppers'. The most significant factor was product variety. This research potentially contributes to shopping malls attractiveness factors and their impact on shoppers' satisfaction in shopping malls of Bangalore.

Keywords: Shopping malls, Outcome factors, Loyalty, WOM, Bangalore.

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THE MODISH TENOR- LEARNING ENGLISH LANGUAGE
THROUGH SOCIAL MEDIA, A GLANCE

[Paper Id – EDU1005]

A Paper Presented by: Mantha Jyothi Kumari
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ABSTRACT

Technology and social media plays an essential and vital role in the educational development of a learner in the 21st century. Technical tools like laptop, computer, tablet, notepad, smart phones, and social media can help a learner in developing and enhancing the four skills-reading, writing, listening and speaking, leading a learner to become an excellent communicator. When we speak about digital nation and actually working on that scheme then social media and tools related to technology are very much helpful for a learner to improve his language skills. People have understood and realized the importance of not only social media but also English language. English is an international language. With the advancement and growth of technology English language also grew in leaps and bound. It is no more considered as a foreign language. It is used in every walk of life. A learner can learn the English language confidently through technology to express him or herself. There is a tenor to learn English because it not only helps to become self empowered but also to empower others.

Keywords: Advancement, Communicator, Empowered, Enhancing, Prominent.

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IMPACT OF FDI IN AUTOMOBILE INDUSTRY IN INDIA

[Paper Id – MGMT1006]

A Paper Presented by: ¹V. Lavanya, ²Dr. D. Pradeep Kumar,
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ABSTRACT

The Foreign Direct Investment in Indian Automobile Industry has opened up new avenues for the development of this important sector of Indian industries. The liberalization of government policies regarding FDI in the automobile industry of Indian automobile Industry was Suzuki. In 1980s this company was admitted into a collective enterprise with Maruti Udyog, a state-run enterprise. The then Indian government accepted this company to get into the Indian automobile market in 1983. In 1991, the government of India liberalized its policies concerning the automobile industry of India Foreign Direct Investment in the automotive industry of India was accepted. In 1993, FDI was also allowed in the passenger car segment of Indian automobile industry. This paper analysis the progress so far made through FDI in Indian automobile industry.

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A CONCEPTUAL STUDY OF HUMAN RIGHTS IN INDIA

[Paper Id – LAW1007]

A Paper Presented by: Mrs. Sagar Vilas Shelke.
Research scholar, Shri JJT University, Rajasthan.

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ABSTRACT

Human beings are born equal in dignity and rights. Human rights are rights inherent to all human beings whatever our nationality, place of residence, sex, national or ethnic origin, colour, religion, language or any other status. The origin of human rights may be found both in Greek philosophy and the various world religions. Origin of the idea of human rights in India though the Rig-Veda Period. It is very much true that the makers of the Indian Constitution were influenced by Bill of Rights of the American Constitution, Irish Constitution and French Declaration of the Rights of Men, Constitution of Japan adopted after the Second world War, Universal Declaration of Human Rights, 1948. Fundamental rights are mentioned in Part III of the Constitution of India starting from Article 12 to 35 and these fundamental rights conform Human Rights. The term Human Rights has not been defined in the Indian Constitution. But Part III of the Indian Constitution covers more or less complete basic Human Rights. Here is Comparative study of Universal Declaration of Human Rights and Fundamental Rights of the Indian Constitution. The present topic is a burning issue and has a great significance in the world especially the developing nations like India.

Keywords: Indian constitution, Fundamental Rights, Universal Declaration of Human Rights.

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**LIBERAL HUMANISM OF E.M.FORSTER WITH SPECIAL
REFERENCE TO A ROOM WITH A VIEW**

[Paper Id – EDU1008]

A Paper Presented by: Shashi Kala .L
Research scholar, Shri JJT University, Rajasthan.

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ABSTRACT

At the end of the nineteenth century and the beginning of the twentieth century, many novelists continued to practice the act of novel writing based on their predecessors. But two novelists stood apart and these two novelists included George Moore and Henry James; both aliens to England. They held different perceptions about the role of the novelist and fiction in public. “The novelist must preliminarily decide through whose eyes the proposed narration may, most profitably, be viewed” and he must rigorously exclude himself as public commentator or chorus. The only point of view is that of the author”, observed Henry James in his Art of fiction Henry James’, this perception of the novelist had its influence on a few novelists which included E M Forster, the liberal humanist. This had influenced James Joyce, Ernest Hemingway, Virginia Woolf whose works had the appreciation of E M Forster who belonged to the fag end of the Edwardian era.

Keywords: Perception, fiction, novelist, narration, influence, liberal humanism.

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ANALYTICAL STUDY ON DEMONETISATION OF INDIAN
CURRENCY AND IMPACT ON THE INDIAN ECONOMY

[Paper Id – MGMT1009]

A Paper Presented by: Dr. Srinivasa Rao Kasisomayajula
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ABSTRACT

Demonetization is a process by which a serious of currency will not be as a legal tender. There can be many causes of demonetization in any country economy such as introduction of new currency with special features, removing fake currency, reducing black-marketing activities, currency storage and corruption. Government of India has taken decision to abounded Rs. 500 and Rs. 1000 notes on 8th November, 2016. This means, these notes will not be accepted by anyone. The government has implemented a major change in the economic environment by demonetizing the high value currency. The proposal by the government involves the elimination of these existing notes from circulation and a gradual replacement with a new set of notes. In the short term, it is intended that the cash in circulation would be substantially squeezed since there are limits placed on the amount that individuals can withdraw. The reasons offered for demonetization are two-fold: one, to control counterfeit notes that could be contributing to terrorism, in other words a national security concern and second, to undermine or eliminate the 'back economy'. There are potentially two ways in which the pre-demonetization money supply will stand altered in the new regime: one, there would be agents in the economy who are holding cash which they cannot explain and hence they cannot deposit in the banking system. This part of the currency will be extinguished since it would not be replaced in any manner. Second, the government might choose to replace only a part of the currency which was in circulation as cash. In the other words, the rest would be available only as electronic money. This could be a mechanism used to force a transition to cash less medium of exchange. The empirical extent of these two components will be unraveled only over the next six months.

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A STUDY NOTE ON THE BATTERIES

[Paper Id – CHEM1010]

A Paper Presented by: Shaik Shakira Begum
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ABSTRACT

Batter is an electrochemical cell in which electrochemical changes occurs. Depending upon the Rechargeable capacity. Batteries are classified into two categories like Primary cell & Secondary cell. Now a day's mostly usable cells are belonging to secondary cells, because of their extraordinary rechargeable capacity & reuse fullness. The application of batteries is Flashlights, Toys, Gadgets, Automobiles, Digital cameras, Space applications& Medical devices etc. Examples of Batteries like, Lithium cells, Nickel cadmium cells & Zink Carbon cell.

Keywords: Batteries, Rechargeable, Primary cell & Secondary cell.

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VALIDATING IOT BEACONS BASED RETAIL MARKETING
USING APACHE SPARK

[Paper Id – ENGG1011]

A Paper Presented by: ¹Sanjay Gupta, ² Dr. Vinodini Katiya

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ABSTRACT

Nowadays most of the electronic gadgets and other sensor devices getting connected with Internet of things, The integration of online by using IoTs and offline channels using sensors can be used as appropriate tools and technology for the retailers to compete with ecommerce industry. Retailers can use Beacons technology, IoTs and apache Spark to improve the consumer experience.

Increasing in uses of smart phones offers an opportunity to connect the physical and digital world. BLE (Bluetooth low energy) beacons are small devices, which send out a signal in the form uid (user identification) that can be detected by consumer's Smartphone's to enable location-based services. However, there are very less usage of beacons based services in India, whereas these devices have much higher adoption in the United State. In this paper, we will focus how retail physical stores can increase their sales and improve the consumer experience and also investigate the challenges associated with the use of beacons in India for the retail industry.

Keywords: Internet of Things, Beacons, Apache spark, Bluetooth low energy.

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APACHE SPARK AND COMPATIBLE VISUALIZATION TOOLS
TO VISUALIZE BIG DATA ANALYTICS INSIGHTS

[Paper Id – ENGG1012]

A Paper Presented by: ¹Md. Faisal, ²Dr. Vinodini Katiyar

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ABSTRACT

Today's biggest buzz in the IT industries is nothing but Big Data Analytic; all big players in IT world consider the Big Data Analytics is the new fuel for the IT industries. Apache Spark is considered as second generation cluster computing technology after the Hadoop ecosystem. Most of the IT firms, projects had started migrating the Hadoop based project to the Apache Spark. Users always preferred to get the graphically visualized result instead of the getting the valuable results in just textual or tabular format. Apache Spark is not only giving the analytics insights but well capable to real time streaming analytics and widely used in Internet of Things (IoT) projects. Apache spark based analytical result originally produced in textual or tabular format. In this paper We are accentuating the visualization tools which is supported and compatible with the Apache Spark. In this article discussion about Apache Spark, Apache Zeppelin, Microsoft Azure and Oracle Big Data Discovery has been takes place. All the said visualization tools will give the opportunity to Ache spark lovers to visualize the client results and show into the enterprise application dashboards.

Keywords: Data Visualization, Big data analytics, Apache Spark, Apache Zeppelin, Microsoft Azure and Oracle Big Data Discovery

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