

Abstract Proceedings
of
INTERNATIONAL CONFERENCE ON INTER-DISCIPLINARY AND
MULTI-DISCIPLINAR ACADEMIC STUDIES
(ICIDMDAS – 2016)

Date: 10th DECEMBER 2016

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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 Inter-Disciplinary & Multi-Disciplinary Academic Studies (ICIDMDAS-2016)”** Bangalore.

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. K. C. JOHN

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Government and International Colleges
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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 Inter-Disciplinary & Multi-Disciplinary Academic Studies (ICIDMDAS-2016).”**

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 Science 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. Y. VIJAYA KUMAR

Professor & Principal
Department of Mechanical Engineering
Sri Sairam College of Engineering,
Bengalure

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MESSAGE

Anveshana Educational and Research Foundation excellently doing various academic activities inviting research scholars across the globe. The research seminars and discussion conducted in such a way which is par excellence to the international standard. Inter disciplinary refers the combination of two or more academic disciplines into single activity (Example Research study or project). This helps the students and researchers to study equitably among different disciplines.

In the present scenario the society expects higher efficiency of knowledge and the advanced scientific applications in research. Inter-disciplinary which analyze synchronize links among disciplines into united and coordinate as whole. The very purpose of multidisciplinary approach aims to tackle the universal complex problems in order to give variety of perspectives on emerging problems on various topics and studies.

In this direction the efforts and work done by Anveshana Educational and Research Foundation is commendable, wishing all the success in their efforts.

Dr. N. S. RAVI SHANKAR

Deputy Vice-President and Head
Axis Bank, Circle Office, Anand Rao Circle, Bangalore

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MESSAGE

I am happy to note that Anveshana Educational and Research Foundation is organizing an “**International Conference on Inter-Disciplinary and Multi-Disciplinary Academic Studies (ICIDMDAS-2016)**” at Bangalore.

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. RAVI KUMAR

Director
St. George College of Management & Sciences
Bangalore

MESSAGE

I would like to express my congratulations, appreciation and gratitude to all the participants, authors, patrons and exhibitors for their contributions to this conference. I express the same to each dedicated member of the Organizing Committee, together with all the student volunteers who have gone to great lengths to plan and implement this memorable event, and to ensure the presentations and content meet a high technical standard. Thank you for a job well done.

Dr. S. CHAKRADHARA GOUD

Professor & Principal
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Bhongir

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MESSAGE

International Conference on Inter-Disciplinary and Multi-Disciplinary Academic Studies (ICIDMDAS-2016) addresses these issues through the seminar on a vibrant platform for academicians, researchers and industry practitioners from the related areas to share their original research work, practical experience and exhibitions, bringing together representatives of all those involved at every fields of business, industry, academic, government and civil.

The International Conference facilitates ideas, statistics, and interpretation and program possibly to solve. The conference focuses on Sustainable Development in Engineering Technologies, Management, Sciences and Social Sciences. The conference will address recent issues and will look for significant contributions to advanced engineering studies in theoretical and practical aspects. It provides a multi-disciplinary forum for the exchange of knowledge and expertise in the recent developments in the fields of Engineering Science and Technology.

I am self-assured that your deliberations and the outcome of your efforts will raise public awareness about the role and value technology as a tool to promote economic, social and cultural development while addressing the complex issues on your agenda.

It is my privilege to wish all the delegates a successful techno career and take the special honour to welcome you all to this International Conference **ICIDMDAS-2016**.

We look forward for key note addresses, invited lectures, paper presentations and audience participation during the conference.

With Best Wishes

Dr. R. SHASHI KUMAR

Professor and Chairman (BOE)

Principal Researcher – India – EU Trade and Investment Relations

Project Director – Inclusive Growth in India (ICSSR, New Delhi)

Department of Economics, Bangalore University

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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 Inter-Disciplinary & Multi-Disciplinary Academic Studies (ICIDMDAS-2016)”**

International conference on Inter-Disciplinary & Multi-Disciplinary Academic Studies 2016 - 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, ICIDMDAS-2016 will provide an international forum for the exchange of technical information through plenary lectures, invited talks, presentations by researchers and scientists.

Dr. D. SUCHARITHA
Director
AERF

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BANKING INNOVATION IN INDIA

[Paper Id – MGMT1001]

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ABSTRACT

Banking in India has been through a long journey. Indian Banking Sector has witnessed a number of changes. In the 1990s, the banking sector in India saw eminent emphasis being placed on technology & innovation. Banks began to use technology to provide the best quality of services at greater speed. Internet banking & mobile banking made it convenient for consumers to do their banking from geographically diverse places. Now all the banks have begun with the concept of multi- channels, like telephone/mobile banking, credit cards ATMs, debit cards, internet banking etc. The role of banking is redefined from a basic financial intermediary to service provider of various financial services under one roof acting like a financial market. Intense competition among the banks has redefined the concept of the entire banking system. The banks are looking for new ways not only to engage but also to keep back the customers & attain the competitive advantage over their competitors.

Banking Innovations Over the years, the banking sector in India has seen a number of changes. Most of the banks have begun to take an inventive approach towards banking with the objective of creating more value for customers.

Keywords: ATM, Innovation, Credit Card, Debit card, Call Centers.

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MERCHANT BANKING INDIA: RECENT DEVLOPNNMENT IN
MERCHANT BANKING

[Paper Id – MGMT1002]

A Paper Presented by: ¹T.Sanjeev Kumar, ²R.Hajivali, ³G.Madhusudhana.

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ABSTRACT

A merchant bank is a financial institution providing capital to companies in the form of share ownership instead of loans. A merchant bank also provides advisory on corporate matters to y firms in which they invest. In the United Kingdom, the historical term "merchant bank" refers to an investment bank. A Merchant Bank can be generally described as a financial services company with a private equity investment arm offering investment banking and ancillary services as well. Because a merchant bank acts not only as an advisor and broker but also as a principal, a merchant bank has a longer term approach than a typical investment bank and is highly concerned with the viability of each investment opportunity and providing the right advice for a strong partnership with each client company.

In banking, a merchant bank is a traditional term for an Investment Bank. It can also be used to describe the private equity activities of banking. This article is about the history of banking as developed by merchants, from the Middle Ages onwards. Merchant banking is an important service provided by a number of financial institutions that helps in the growth of the corporate sector which ultimately reflects into the overall economic development of the country. Merchant banks were expected to perform several functions like issue management, underwriting, portfolio management, loan syndication, consultant, advisor and host of other activities. Merchant banking is a combination of banking and consultancy services.

Keywords: Merchant Bank, Financial Institution, Management, Underwriting, Portfolio Management.

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RECENT TRENDS IN PERFORMANCE APPRAISAL

[Paper Id – MGMT1003]

A Paper Presented by: ¹B.Babjohn, ²C.Vamsidhar Reddy, ³B.Suresh
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ABSTRACT

A performance appraisal (PA), also referred to as performance review, performance evaluation, (career) development discussion, or employee appraisal is a method by which the job performance of an employee is documented and evaluated. Performance Appraisal is a critical activity for the organizations that are looking for the growth and profit maximization in this ever-increasing competitive environment. The essential components of an effective performance appraisal system consist of understanding its foundations and the essential steps that lay the foundation. Finally lot of brainstorming is required to be done to devise a sound appraisal system by evaluating available techniques and implementation processes. One must remember that Performance Appraisal (PA) is an inexact, human process and it is quite a challenge to actually implement it successfully.

Dynamic people can build dynamic organizations and effective employees can contribute effectively. Competent and motivated people can make things happen to achieve Goals. Hence, the Organization should continuously ensure that dynamism, necessary competence, motivation and effectiveness of employees remain at high levels at all times. In this paper mainly discuss to the recent trends in performance appraisal .How it will affect to employee in organization and also its benefits in organization.

Keywords: Performance Appraisal, Self-Appraisal, Human Process, Non transparency, Transparency.

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VIRTUAL CURRENCY IT IS NEW DIGITAL CURRENCY IN
MONETORY DEVELOPNMENT

[Paper Id – MGMT1004]

A Paper Presented by: ¹C.A.Mahesh, ²D.Krimaneswar Reddy, ³P.Harish Babu

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Gooty

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³harishbabup55@gmail.com

ABSTRACT

The recent dynamic growth of virtual currencies makes a realistic chance of creation of an entirely new model of money and payment. Innovations and the technology allow payment to be made at lightning speed around the world by globalization. Such payments are made without any effect and involvement of banks or intermediaries, & often anonymously. Virtual currencies revolution not only for previous payment systems, but also for the law. Virtual currencies reveal numerous legal issues that couldn't even have been imagined before.

Money is perhaps the best recognized and at the same time less understood value of economy. During the evolution of a monetary term starting from the 18th century and fundamental works on nature and main functions of money, the approach and theories about monetary science have changed significantly up to date not reaching the last state. The 21st century can be characterized with a vast development of technologies and stage increases use of the technology which significantly succeeded the development of monetary system introducing new occurrence (VC) virtual currencies. While remaining rather illusive, virtual currencies have been broadly noted by both, legislative authorities & practitioners. Moreover, such prime authorities as SEC, S Treasury and ECB have also shared their worried about this new type of currency. Due to the growing popularity of virtual currencies, especially digital currency the suggested topic deserves extra attention. Despite the diverse opportunities Digital Currencies might offer it is comparatively hard to ignore the related risks - virtual currencies, representing a type of unregulated, digital money might support high level risks such as money laundering, financing illegal activities etc.

Keywords: Virtual Currency, European Central bank, Money laundering, innovation, crypto currencies.

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A STUDY ON RECRUITMENT AND SELECTION PROCESS
WITH REFERENCE TO TWO WHEELER AUTOMOBILE
SHOWROOMS IN ANANTHAPUR

[Paper Id – MGMT1005]

A Paper Presented by: ¹Noor Ahammad S, ²P .Sowjanya, ³K.Usha Rani
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ABSTRACT

Organizations have to respond consciously on recruitments of employees because of competitive business scenario. Sound recruitment and selection practices are foremost important aspects at the entry point of human resources in any organization. Sound recruitment and selection results in desired outcomes of organizations.

The main objective of this paper is to identify general practices that organizations uses to recruit and select employees'.The study also focus to determine how the recruitment and selection practices affect the outcomes of organization. To provide some suggestions regarding RECRUITMENT AND SELECTION that can help different 2 wheeler SHOWROOMS located in Ananthapur .It is important to well defined recruitment policy to fill the vacancies in an organization. Effective employees are the building blocks of success in business. The data has been collected by structured questionnaire .The source of data was primary and secondary and the sample is drawn from automobile showrooms located in anantapur. The size of the sample is 75 .Data analysis has been done with statistical tools like pie chart & bar diagrams.

Keywords: External recruitment, internal recruitment, Automobile industry, motivation, and interview.

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CREDIT RISK MANAGEMENT IN INDIA

[Paper Id – MGMT1006]

A Paper Presented by: ¹A.Lakshmi, ²H.VedanthKumar, ³K.Vandrappa

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ABSTRACT

Risk is the fundamental element that pushes financial behavior. Without risk, the financial system would be vastly simplified. However, risk is general in the real world. Financial Institutions, therefore, should manage the risk efficiently to survive in this level uncertain world. The future of banking will undoubtedly rest on risk management dynamics. Only those banks that have systematic risk management system will survive in the market in the long run. The effective management of credit risk is a critical part of comprehensive risk management essential for long-term success of a banking institution. It is the oldest and biggest risk that bank, by virtue of its very nature of business, inherits. This has however, acquired a greater importance in the recent past for various reasons. Foremost among them is the wind of economic liberalization that is blowing across the globe.

Commercial Banking mainly has two functions, which are a) Accepting deposits and Granting credit. Out of these two, it is the latter which is a revenue generation activity for the bank. So, it is imperative that banks carry out this function with utmost efficiency and due diligence. Credit risk exists because an expected payment mightn't occur. Credit risk can be defined as potential losses from the refusal or unreliability credit customer to pay what is owed in full and on time. Bank lending involves a bank providing a loan in return for the assurance of interest and capital repayment in the future.

Keywords: Accepting Deposits, Granting credit, liberalization, refusal, Credit Risk, Risk Management.

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A STUDY ON ACCOUNTABILITY AND PERCEIVED AUTONOMY
SUPPORT AMONG PRE-UNIVERSITY COLLEGE TEACHERS

[Paper Id – EDU1007]

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ABSTRACT

This study examined the relationship between Accountability and Perceived Autonomy Support. Pre-University College Teachers (N-392) belonging to government, private-aided and private-unaided colleges were surveyed on their Accountability and Perceived Autonomy Support by administering questionnaires such as Teacher Accountability Questionnaire (TAQ) constructed by Thomas (2014) and Work Climate Questionnaire (WCQ) constructed by Deci and Ryan (1985) respectively. The results showed that there is a significant relationship between Accountability and Perceived Autonomy Support among Pre-University College Teachers (both male and female) belonging to three types of colleges, such as government, private aided and private unaided. Further, female teachers were more accountable than their male counterparts, and married teachers were found to be more accountable than unmarried teachers. It was also found that there is a significant difference in the Competence dimension of 'Perceived Autonomy Support' among Pre-University College Teachers belonging to three types of management and Private Aided Pre-University College Teachers have a higher level of Competence (dimension of Perceived Autonomy Support) compared to Private Unaided Pre-University College Teachers. Private Aided Pre-University College Teachers have higher level of Relatedness (dimension of Perceived Autonomy Support) as compared to Private Unaided College Teachers.

Keywords: Accountability, Perceived Autonomy Support, Pre-University College Teachers.

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COGNITIVE EMPLOYEE ENGAGEMENT

[Paper Id – MGMT1008]

A Paper Presented by: Ashish Nagesh Chutke
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ABSTRACT

Today, society and business are witnessing unprecedented change in terms of the global nature of work and the diversity of the workforce. Organizations in the world are moving forward into a boundary-less environment. Having the right talent in pivotal roles at the right time is of strategic importance, making a difference to revenues, innovation and organization effectiveness (Ashton and Morton, 2005). The ability to attract, engage, develop and retain talent will become increasingly important for gaining competitive advantage. Thus, companies are competing for talent people who are having high performance and high competence in workplace (Berger and Berger, 2004). Organizations need employees who are flexible, innovative, willing to contribute and go 'above and beyond the letter' of their formal job descriptions or contracts of employment (Hartley, et al., 1995). In the new economy, competition is global, capital is abundant, ideas are developed quickly and cheaply, and people are willing to change jobs often. The organizations, which are not able to provide a good treatment for their employees, will lose their talented people. In this situation engaged employees may be a key to competitive advantage. Because, engaged employees have high levels of energy, are enthusiastic about their work and they are often fully immersed in their job so that time flies (Macey and Schneider, 2008; May et al., 2004). Organizations that understand the conditions that enhance employee engagement will have accomplished something that competitors will find very difficult to imitate. To the extent that employees are likely to be faced more frequently with unanticipated and ambiguous decision-making situations, organizations must increasingly count on employees to act in ways that are consistent with organizational objectives. In addition, many employees are looking for environments where they can be engaged and feel that they are contributing in a positive way to something larger than themselves.

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AN APPRAISAL OF BIODIVERSITY, SOCIETY AND
TECHNOLOGY

[Paper Id – PHI1009]

A Paper Presented by: Sumit Roy
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ABSTRACT

Nature is abundant and we are blessed with these abundance. Abundance is a powerful word and man wants to be in the realm of abundance. Since the dawn of the civilization man has learned to harness nature and conquer it so as to pave their path for convenience and man with his ingenuity and struggle has made them established. *Homo sapience* as a species is the only species who has managed to change the course of nature to make it habitable and comfortable. Man with his hand and brain could construct industries which manufacture machines, bulldozers, excavators, trenchers, dynamite, loaders, scrappers and many more. Man took time to and evolved from the Stone Age to the age of information and digitization. In the process of growth and development the material wellbeing and the place for living is given emphasis so the paradigm that we are built in is to be habitable there has to be abundance of material flow in the form of products and the surroundings has to be designed for the convenience of the species *homo sapience*. Human mind has evolved to watch the surroundings and transform it for its own and at the same time humans are endowed with the ability to appreciate the nature. Aesthetics is the sense of feeling one with the beauty and nature provides with ample places and spaces where one can get struck with the splendid beauty of nature. Consider the rolling waterfall, a savannah, a natural landscape with thousands of butterflies around, a vast stretch of land all these can trigger man to get contemplative. The poets and the writers get inspiration from nature.

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THE PHILOSOPHICAL FOUNDATION FOR BUSINESS ETHICS

[Paper Id – PHI1010]

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ABSTRACT

Philosophy as a discipline is the love for the wisdom. Philosophers from the ancient times always enquired and pondered about the nature of things and the state of affair. A philosopher from Greece, India, and Europe has given immense repository of wisdom to contemplate and make it a practice in our daily lives. It is our civilization that was progressed by business and the present trend of business is complex and dotted by practices which many a time is non-ethical and end driven and means are not heeded. Time has come to go back to the antiquity and imbibe the profound philosophical enquiries made by the philosophers which can rationalize our mind in a moral way to carry on businesses.

Keywords: Aristotle, Business, Ethics, Philosophy, Plato, Socrates, Spinoza.

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GREEN OVENS DRIVEN AND CONTROLLED BY
MULTISOURCES – A REVIEW

[Paper Id – ENGG1011]

A Paper Presented by: ¹Malini K.V, ²R.Gunasekari, ³B.S.Venkateshmurthy

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ABSTRACT

This paper presents a combined solution to existing problems presented by box-type solar ovens in night and cloudy conditions. The developed hybrid solar oven is supplied with both electric and solar energy and can be used in early morning hours, on cloudy days, or when solar radiation decreases or disappears: The findings from thermal tests and the hybrid performance analysis are presented. The comparative figures for M1 and M2 ovens, as well as the outcome power were determined, in accordance with the Solar association guidelines. These experimental results demonstrate that these ovens are suitable for home use in dry climates. The ovens can be implemented and developed as a component of existing government programs and they can supply cost effective, reliable power to underprivileged communities and help to improve afforestation.

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A REVIEW ON THE CHALLENGES IN WIRELESS SENSOR NETWORK

[Paper Id – ENGG1012]

A Paper Presented by: Gayathri Vishnumolakala
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ABSTRACT

A wireless sensor network (WSN) has important applications such as remote environmental monitoring and target tracking. This has been enabled by the availability, particularly in recent years, of sensors that are smaller, cheaper, and intelligent. These sensors are equipped with wireless interfaces with which they can communicate with one another to form a network. The design of a WSN depends significantly on the application, and it must consider factors such as the environment, the application's design objectives, cost, hardware, and system constraints. The goal of survey is to present a comprehensive review of the recent literature in wireless sensor network. This paper reviews the major development and new research challenges in this area.

Keywords: Wireless sensor network, Protocols, Sensor network services, Sensor network deployment, Survey.

TO ANALYSE THE IMPACT OF FEAR AS A FACTOR OF EMOTION ON HIGHER SECONDARY SCHOOL STUDENT

[Paper Id – EDU1013]

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ABSTRACT

Fear plays a significant role in determining the influence over the motivation. The researcher conducted a survey on the 500 higher secondary school students by using self-made standardized questionnaire tool. It was observed that the fear inculcated in the mind of the students to make them disciplined and well-mannered which is accepted friendly by them.

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TO SUCCESSFULLY MANAGE RISING ENERGY COST &
ENERGY VOLATILITY AT RETAIL STORES

[Paper Id – MGMT1014]

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ABSTRACT

Energy Management System plays significant role for managing the energy consumption at Retail Stores. Following are basic understandings on Energy Consumption at Retail Store

1. Energy is second largest operating expense for any conventional Retail store
2. A typical Energy Load Balance will be (6:2:2) , 60% HVAC/Refrigeration, 20% Lighting & UPS & 20% others
3. Effective Monitoring can improve efficiency up to 5 %
4. Controlling & fine tuning Energy Consumption up to 10 %
5. Optimizing Energy Usage can improve from 15-30% overall efficiency.

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**TO ANALYZE THE IMPACT OF NURTURING PATTERN OF
PARENTS AND CHILD DEVELOPMENT WITH RESPECT TO
GUIDANCE OF SECONDARY SCHOOL STUDENTS**

[Paper Id – EDU1015]

A Paper Presented by: Sheetal Jadhav
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ABSTRACT

As competition is increasing day by day, parents are more concern about their child's academic success and future career roadmap. Every parent thinks that their child should become a highly paid professional like a Doctor or an Engineer, so parents are more concern about child's studies and academic success only. Some parents already decide their child's career without knowing their child's wish and area of interest. Parents always think that my child should score good in their exams, so parents send their child to many coaching classes and put an extra burden of over expectations. The researcher has selected 500 students of secondary school to analyze the impact of nurturing pattern of parent and child development by self-made standardized questionnaire tools. It was observed that proper guidance is helpful in child's development in nurturing pattern of secondary school students.

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PERFORMANCE OF DEMAT ACCOUNT AND ONLINE
TRADING

[Paper Id – MGMT1016]

A Paper Presented by: ¹S.Noor Mohammad, ²M.Shekshavali, ³C.Md.Sanaulla

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ABSTRACT

The commencement of E-Trading & Demat has transformed the capital market in India. With the help of Demat & Trading account, buying and selling of shares has become a much faster and even process than trading with the assistance of a physical broker. It provides for the equalization of bank, broker, stock exchange & depository participants. This helps to get rid of the painstaking system of investing in stock exchange. Today, if one wants to invest in stock market, he has to contact a broker on phone or meet him personally to place order. A broker mainly gives such importance & additional service only to high net worth customers. But the commencement of Internet trading, even a common or a small investor gets an opportunity to avail the service at and reasonably price which is much lesser than what is charged by a physical broker over the phone. The prerequisites of Internet trading are a computer, a modem & a telephone connection, registration with broker, a bank a/c and depository account. The begin of depository service is considered as the beginning of the trading of Stocks @ click i.e. you can arrange delivery of scripts sold anytime, anywhere to anyone by click of a mouse. Dematerialization facilitates to keep the securities in electronic form in place of paper form. It offers more benefits than the physical certificate form. Despite the benefits of Dematerialization, the awareness levels among the investors relating to demat account is not adequate because of numerous reasons. The investors are not sufficiently responsive of the concept of Demat account & the various financial institutions providing such services.

Keywords: E-Trading, Demat Account, Stock Market, Depository Account, Online Trading, Dematerialization.

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THE IMPACT OF ORGANIZATIONAL SOCIALIZATION SKILLS
OF PRINCIPALS ON THE ACTUALIZATION OF CHAVARA
EDUCATIONAL VISION IN CMC SCHOOLS

[Paper Id – EDU1017]

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ABSTRACT

This paper is an investigation to expose the impact of Organisational Socialisation skills of principals on the actualization of Educational vision of St.Chavara in CMC (Congregation of the Mother of Carmel) Schools.

As CMC congregation plays a significant role in the educational field of Indian Society by following the educational vision of their founder father St.Kuriakose Elias Chavara, it is worthwhile to investigate the impact of Organisational socialisation skills of the leaders on the actualization of this vision in these institutions. A survey method was used in the study to collect the data from the teachers of the CMC schools. Organizational Socialization Inventory (OSI) the standardised questionnaire invented by Robert J. Taormina in 1994 and Chavara Educational Vision Actualization questionnaire(CEVAQ) designed by the investigator were used to evaluate the principals by the teachers. This study is an attempt to reveal the Organizational Socialization skills of CMC school principals and the Actualization of Chavara vision in their schools. The result of the study proved that the school principals have an average organisational socialisation skill and they have to improve the skills through various programs such as seminars training programs and workshops. The actualization of the educational vision in the schools is depending very much on the organisational skills of the principals. So the enhancement of the skills of the principals is very significant. This study is very relevant as it gives a clear responsiveness about the organisational skills and its impact on the fulfilment of the educational vision of St.Chavara.

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**TEACHING DELTA HEDGING: WHY SOME MARKETS ARE
MORE ATTRACTIVE THAN OTHERS**

[Paper Id – MGMT1018]

A Paper Presented by: Amaresh Das

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ABSTRACT

The paper questions the ability of arbitrageurs to ascertain value with some confidence and to realize it quickly. The discussion in the paper suggests a reason why some markets are more attractive for arbitrage than others the paper identifies a number of so-called anomalies in which particular investment strategies have may not earn higher returns than their systematic risk. Our analysis offers a different mathematical approach to understanding these anomalies than does the standard efficient market theory.

Keywords: Delta hedging, stochastic integral, risk-free rate, efficient market hypothesis.

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INTERACTING WITH TECHNOLOGY FOR TEACHER TRAINING
WITH DETERMINED FORCES FOR SCIENCE EDUCATION

[Paper Id – EDU1019]

A Paper Presented by: Prof. Dr.B.C. Mahapatra
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ABSTRACT

This article is an effort for critical analysis of science seducation; mathematics education and social science education review with prospect of teaching methodology with questions need to be explain National Council for Teacher Education (NCTE) specific to Bachelor’s Degree (B.Ed.) programme. Pedagogical application in methods of teaching for the betterment of skill development of teachers trainees with constraints to be touched by the trainees during teaching learning process are also focused. The education and professional development of every teacher needs to be seen as a lifelong task, and be structured and resourced accordingly. Professional development refers to activities to enhance professional career growth of teachers to foster teacher’s growth. Professional development of teachers is to develop new insights into pedagogy and their own practices, and explore new or advanced understandings of contents and resources. To equip the teaching body with the skills and competences requires continuous professional development programmes. Need of out sources and localization of education through Information Communication Technology (ICT) in order to achieve National Goal through planning is a challenging issue for teachers, teacher educators, academicians, and scholars need single platform to deliberate and attain valuable and viable suggestions for professional development of teachers. The general teaching learning process how to maximize learning output in the part of the learners by the intervention of technology of teaching learning are needed.

Keywords: Interacting factors, Teacher Education, Science Education

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THE ROLE OF DIGITAL MARKETING IN INDIA

[Paper Id – MGMT1020]

A Paper Presented by: ¹M.Sunil Manohar Subbaiah, ²CS Harshavardhan Reddy,
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ABSTRACT

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, including mobile phones, display advertising, and any other digital medium. The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent, as digital platforms are increasingly incorporated into marketing plans, and as people use digital devices instead of going to physical shops.

Online marketing includes social marketing, word ads, banner ads, video Advertisement etc. Like other forms of market, internet marketing has its benefits and pitfalls. The ability to precisely target consumers and to measure the effectiveness of marketing strategies are the major advantages of online marketing. On the internet the level of consumer exposure varies greatly unlike traditional media like billboards, newspaper. Visibility is the primary prerequisite for online marketing, traffic cannot increase if people don't know about the company and its products or services. Website marketing services increase website visibility by optimizing and promoting the website.

Keywords: Online Marketing, Television, Target Consumers, Social Marketing.

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SPECIAL FOCUS ON COMMUNICATION PROCESS IN
DISTRIBUTED SYSTEMS

[Paper Id – ENGG1021]

A Paper Presented by: Prof K. Jagan Mohan
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ABSTRACT

There is a need to understand how the process of communication takes place between distributed systems in order to have reliable communication using internet. Generally, communication takes place between processes on different machines by exchanging information. Communication in distributed systems is always based on low-level message passing as offered by the underlying network. Inter-process communication is at the heart of all distributed systems.

In Enterprise Application Integration, more facilities were needed to integrate applications independent from their databases. In particular, application components should be able to communicate directly with each other and not merely by means of the request/reply behavior that was supported by transaction processing systems. This led to many different communication models. With this, it is possible that existing applications could directly exchange information each other.

Keywords: Components, Connectors, RPC, RMI, MOM, Thin client, Fat Client, Publish/ Subscribe systems, DHT.

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DIGITIZATION IT'S OBLIGATORY FOR EVERYONE ON
EVERYWHERE!

[Paper Id – LIB1022]

A Paper Presented by: ¹Dr. Shivaji P. Mirashe, ²Dr Satish D Alandkar

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ABSTRACT

This research paper focuses on Digitization it's obligatory for everyone on everywhere. Recently, there have been many initiatives to provide basic education to everyone in the world, regardless of their location, economic status and background. Information (IT) and Communication Technology, education, Digital Library, movies, manufacture, Banking, Insurances, petroleum & all type industries, journals, photographs, sound, songs, medical, hospital, serial TV, include small scale with large scale industry, cybercrime and Indian Judiciary has revolutionized the concept of Digitization it's obligatory for everyone on everywhere.

The purpose of this paper in text is to collate in one document, the basic information needed to understand the requirements of digitization. By no means intended to be exhaustive, it seeks simply to provide a primer, especially for developing countries, to guide or inform on digitization. It sets out the most basic elements to be taken into consideration before embarking on the process of digitizing national documentary heritage to world wise not to once country.

Digital Libraries are being created today and future for diverse communities and in different fields e.g. education, science, culture, development, health, governance and so on. The position paper focuses on what kind of digital inequalities we see the profiles of and what issues the government has to consider to prevent these tendencies escalating.

Keywords: Digital Libraries, E-Learning, Culture, Conflicts, Banking, digital divides; digital inequalities, School & College institution, Government, IT company, all type of Manufacturing company, Telecom Company, Building Construction.

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PERFORMANCE ANALYSIS OF ROUTING PROTOCOLS IN
VEHICULAR ADHOC NETWORKS SCENARIO FOR TCP
APPLICATIONS

[Paper Id – ENGG1023]

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ABSTRACT

Vehicular connectivity can be considered as the coming generations' killer application. The vehicle-to-vehicle connectivity is immense for the improvement of Intelligent Transportation System (ITS) in order to provide a wide spectrum of applications, including safety-related, traffic control, and entertainment. Some important characteristics that distinguish vehicular ad hoc networks (VANETs) from mobile ad hoc networks are highly dynamic topology and fast movement of nodes. Hence, the protocols designed for mobile ad hoc networks (MANETs) cannot be simply adopted in vehicular ad hoc networks (VANETs). In this paper simulation based experiments have been performed to analyze the performance of Destination Sequenced Distance Vector (DSDV), Optimal Link State Routing (OLSR) and Adhoc On Demand Distance Vector (AODV) routing protocols on the basis of Packet Delivery Ratio, End to End delay and Average Throughput for TCP applications by Network Simulator (NS-3.19) using mobility model generated through Simulation of Urban Mobility (SUMO) tool. The results are compared by varying number of nodes. The analysis shows that OLSR routing protocol outperforms the other routing protocols AODV and DSDV and best to be used in vehicular ad hoc network for TCP applications.

Keywords: VANETs, NS-3.19, SUMO, AODV, DSDV, OLSR, TCP.

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ASSESSMENT AND EVALUATION OF AQUACULTURE
POLLUTANTS AND ITS IMPACTS ON GROUND WATER AND
SURFACE WATER IN EAST KAKINADA REASON

[Paper Id – CHE1024]

A Paper Presented by: ¹D.Rama Rao, ²T.Varaprasad , ³V.Sanjeevakumar
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ABSTRACT

The present research study deals with the evaluation of pond water quality for fish culture by measuring various physicochemical parameters of water for fishing culture from the 20 identified locations situated at East Godavari. Water sources near fishing ponds generally exposed to pollution due to the fishing effluent generated from aquaculture ponds .An understanding of fishing culture systems and the impacts of the management leads to estimate the ground water and surface water contamination around the areas of aquaculture ponds .The washed residue of fishing when released in to the nearby streams along with waste water can cause grave environmental problems. The present study is aimed to characterize the fishing pond effluent and ground water for physicochemical parameters viz., pH, Electrical Conductivity (EC), Total Dissolved Solids (TDS), Total Hardness (TH), Total Alkalinity (TA), Na⁺, K⁺, Ca²⁺, Mg²⁺, Chloride, Sulphate, Nitrate and COD, BOD around the ponds to assess the impact of effluent on ground water. The higher values of Electrical Conductivity, TDS, Na, and K Chloride indicate the contamination of ground waters in the study area. Higher values of Magnesium Hardness indicate the (MH) of water which in turn deplete the quality of soil and consequently the crop yield will be reduced, if the waters are used for irrigation purposes.. Presence of pathogenic bacteria species viz., E.Coli, Enterobacter, Klebsiella and Pseudomonas indicate the bacterial contamination of waters and the waters can cause concern on human health, if consumed for drinking purposes. The waters are to be treated properly to protect the health of the public residing in the nearby habitations of the fishing ponds industry who consume these waters for drinking and domestic purposes.

Keywords: Assessment, physicochemical, Environmental, effluent, contamination, bacterial, Health.

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ROLE OF E-RECRUITMENT IN RECENT
(A CASE STUDY OF FEW CORPARATE COMPANIES IN INDIA)

[Paper Id – MGMT1025]

A Paper Presented by: ¹Dharani, ²Gihwika, ³P. Sravan kumar

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ABSTRACT

E-recruitment is the practice of using technology and in particular Web-based resources for tasks involved with finding, attracting, assessing, interviewing and hiring new personnel, this process is also known as online recruitment. The purpose of e-recruitment is to make the processes involved more efficient and effective, as well as less expensive. Online recruitment can reach a large pool of potential employees and facilitate the selection process. Electronic recruitment allows us to do the selection process quick and easy. Companies can recruitment talented and effective employs into to the organization.

Companies are adopting various ways for recruiting the talents for their organization. It is done by both the means like internal sources and the external sources, which includes transfer, promotion, press advertisements, educational institutions, executive agencies, employment exchanges, labor contractors, employee recommendations, recruitments at factory gates etc. In present scenario, E-recruitment is a concept being used by organization, as the world is getting flatter day by day because of globalization, many new technology and concepts has been derived and huge infrastructural changes has been taking place. This study is an endeavor to know the role of E-Recruitment of corporate companies in reinforcing the Indian societies. The aim of this research paper is to determine E-Recruitment strategies are used by the organizations in India in present scenario. of human resource recruiting by describing and developing the discipline with a supply chain perspective that is fundamentally a different paradigm from the traditional approach.

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ETHICAL ISSUES OF INFORMATION TECHNOLOGY IN INDIA

[Paper Id – MGMT1026]

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ABSTRACT

Information ethics has been defined as "the branch of ethics that focuses on the relationship between the creation, organization, dissemination (spread information), and use of information, and the ethical standards and moral codes governs human conduct in society". It provides a critical framework for considering moral issues concerning informational privacy, moral agency, new environmental issues (especially how agent should behave in the info sphere (collection and processing of information) of information (about ownership and copyright, digital divide, and digital rights). Information ethics is related to the fields of computer ethics and the philosophy of information.

Ethical aspects of the information profession are analyzed, including those related to information dissemination (spread information) and use (intellectual property, information access, intellectual freedom, censorship etc...) possibilities and challenges posed by the development of new information and communication technologies.. Information Technology is updating the face of contemporary World (already exist). The IT will connect the World at one single platform but it. Information systems raise new and often perplexing (complicated) security and ethical problems. This is truer today than ever because of the challenges posed by the Internet and electronic commerce to the protection of privacy and conceptual property. Information technology has risen to the new possibilities for behavior for which laws and rules of acceptable conduct have not yet been developed increasing computing power, storage, and networking capability including the Internet can expand the availability of individual and organizational actions and magnify their impacts. The easy and anonymity with which information can be communicated, copied, and manipulated in online environments are challenging traditional rules of right and wrong behavior.

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TRAINING & DEVELOPMENT SURVEY AT BSNL

[Paper Id – MGMT1027]

A Paper Presented by: ¹Sunil Manohar, ²N.Hemalatha, ³S.Irfana

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ABSTRACT

The present study investigate that the training & development with special reference to BSNL. The training & development is a key functions of human resource management which is mainly engaged with people at work and with their relationship within the organization. Training & development policy of the organization are considered to be one of the essential determinants of effectiveness of human resource management.

Training makes the employees versatile in operations. All-rounder can be transferred to any job. Flexibility is therefore ensured. Growth indicates prosperity. Which is reflected in increase profits from time to time?

Training is the act of increasing the knowledge of an employee for doing particular job. The training is to acquire new skill, technical knowledge, problem-solving etc. Training improves the performance of employees on present jobs and prepares them for taking up new assignments in the future. Training also helps in the development of the employees. The main objective of the study is to identify the Training & Development practices adopted by a public sector by a public sector.

Keywords: Training and Development, organization, public sector, T&D practices, Improves performance of employees.

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THE ROLE OF INFORMATION COMMUNICATION
TECHNOLOGY IN CARRIER PLANNING OF
ENGINEERING STUDENTS

[Paper Id – MGMT1028]

A Paper Presented by: ¹J.Hari Charana, ²S.Divya, ³P.Sravan Kumar

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ABSTRACT

Today ICT is used to providing and delivering the carrier information to the students for the guidance of their future, Such as the usage of ICT will be increased. Trend includes its accessibility, its increased interactivity and the more spread over a wide area organization of ICT – based resources. The role of ICT in guidance can be seen in three ways as a tool, as an alternative, or as an agent of change. The growth of websites and help lines as forms of technically mediated services delivery means that the potential of ICT as a change agent is now greater is now greater than ever before.

The mobile, websites and emails, alongside face to face facilities, could be alternative services. They may be portals in a wide, flexible and policy may support or impede such as harmonization. The potential roles of public policy in a relation to ICT –based guidance and information provision include funding such provision as a part of their general funding or guidance and information services or confining their role of market failure and /or to quality assurance.

Keywords: ICT, website, networking, career skills, higher educations.

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**A STUDY ON TRAINING AND DEVELOPMENT IN PUBLIC
SECTOR BANKS**

[Paper Id – MGMT1029]

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ABSTRACT

Training and Development is the framework for helping bank employees to develop their personal and organizational skills, knowledge and abilities. The focus of all aspects of Human Resource Development is on developing the most superior work force so that the organization and individual employees can accomplish their work goals in service to customer. Transformation in the Indian Banking industry, ever increasing competition, fast moving and complex world of latest technology have compelled banks to think of and to adopt themselves to the changing banking environment. There is need to develop the competencies i.e. Skill, knowledge and attitude among the bank staff to make them more suitable to the changing conditions, through proper Training and Development programs. The present study aimed that to know the opinion on Training and Development at private sector banks employees. All the employees want to be valuable and remain competitive in the labor market at all times. This can only be archived through employee training and development. Employees will always want to develop care-enhancing skills, which will always lead to employee motivation and retention. There is no doubt that a well-trained and developed staff will be a valuable asset to the banks and thereby increasing chances of his efficiency in charging his or her duties.

Keywords: Training and Development, Banks, Human Resource Management, Employees.

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CONNECTING THE UNCONNECTED ELECTRONIC DEVICES
THROUGH INTERNET OF THINGS

[Paper Id –ENGG1030]

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ABSTRACT

In this research paper we have discussed how we can connect the physical devices which are still not connected with Internet in the era of Internet of Things. In this paper we have explained different technologies for connecting electronic devices with IoT, we have also designed the technical architecture of the Internet of Things. By connecting the devices we can get useful data which further can be processed and make available to the concern people. These people can process these data using Big Data technologies and use it as automation for the system. Some of the future use cases also has been discussed in this paper like Insurance based usage, service provider and warehouse operations.

Keywords: Internet of Things, BIFD, Internet of Everything.

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IOT AND BIG DATA ANALYTICS EXTENDING THE
EXISTING CERAMIC MANUFACTURING
ARCHITECHTURE

[Paper Id –ENGG1031]

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

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ABSTRACT

In this paper IoT implementation in the existing heavy industries has been taken place, where smart manufacturing framework is discussed to understand the need and benefits of IoT. Based on the observation in an Anonymous ceramic manufacturing industry, requirement of sensor has been identified which will be used for data collection, based on the collected data big data analytics will be done. Apache Spark, Spark core, Spark streaming, Spark MLlib, Flume, Kafka can be used for preventive analysis and real time monitoring. Available operational technologies, business objective, road map to implement IoT in ceramic industry, major steps IoT based big data analytics, mapping the smart manufacturing in ceramic industry has been discussed at the granular level. Whenever an industrialist wants to transform his industry into the IoT based smart manufacturing, he also need to look the priority in the form of upcoming required services, that also has been focused in this article, under the section, priority consideration to transform smart manufacturing.

Keywords: Smart Manufacturing, Big data analytics, Ceramic process, Apache Spark, Spark core, Spark streaming, Spark MLlib, Flume, Kafka.

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**ADVANTAGES AND DISADVANTAGES OF TECHNOLOGIES:
PREVENTIONS TO SAVE CULTURE**

[Paper Id –ENGG1032]

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ABSTRACT

Technology today has made life easier and quicker but dangerous. Technology is all around us. Technology should add to lives, not detract from them. Everything we do is somehow connected with technology. Modern technology is machinery that makes life easier. How the new technology shapes our world our ancestors, who lived thousands of years ago, created the bridge that led to today's modern technology. Development of the new technology has a large impact on three major fields, and can be categorized as information technology, transportation and utilities. We should not let technology control us, but to be the master of it, and remember that technology can exist only under human control. For example, microwave ovens cook food easily without using stoves and making a big mess. Today modern technology also has created problems because they are dangerous. Although technology has advanced the access of information and communication, our society has grown more impersonal by communicating using technologies; therefore our culture is losing the ability to socialize face to face. Technology has changed the way we connect to the world. Another large issue we face with the advances in technology is cyber-bullying. Our society has grown to be more comfortable with the technology rather than the people in front of them. The businessman who has wide business in the world can successful run their business through internet. The modern technology also helps to spread the culture of one country around the world, which makes it a global village.

Keywords: Culture, Development, Technology, World.

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AUTOMATION OF SMART WASTE MANAGEMENT USING IOT
TO SUPPORT “SWACHH BHARAT ABHIYAN” – A PRACTICAL
APPROACH

[Paper Id –ENGG1033]

A Paper Presented by: ¹Bharadwaj B, ²M Kumudha, ³Gowri Chandra N,
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ABSTRACT

Swachh Bharat Abhiyan is a national campaign by the Government of India, covering 4,041 statutory cities and towns, to clean the streets, roads and infrastructure of the country. The aim of the mission is to cover all the rural and urban areas of the country to present this country as an ideal country before the world. With the proliferation of Internet of Things (IoT) devices such as Smartphone, sensors, this paper describes the effective dry and wet dirt collection using Embedded System. The main motto of the application is collection of dry and wet waste separately which is placed in a conveyor belt on which the dry waste collected dust bins are placed left side and wet waste collected bins on right side. The system will get the input through the dust collecting person through switches and sends signal to the Micro controller unit using RF technology and that makes the H-bridge to rotate conveyor belt. When the belt starts rotating clockwise the dust bin's lid is automatically closed, simultaneously the waste is dumped into the dust bins placed at the ground floor. Further, the ground floor's dustbins are connected to the underground waste management in which wastes were emptied to the dumping vehicles. Here IoT module is used to control and monitor the waste and the information will be sent to the particular organization and the common man. The mobile app shows the collection of waste and the particular date and arrival time of the vehicle.

Keywords: Microcontroller, H-Bridge, IoT, Android Application

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FREYR DRONE: PESTICIDE/FERTILIZERS SPRAYING
DRONE – AN AGRICULTURAL APPROACH

[Paper Id –ENGG1034]

A Paper Presented by: ¹Suraj , ²Spoorthi, ³Dr. Shadaksharappa,⁴J. Manikandan
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ABSTRACT

The purpose of FREYR drone is to develop a quad-copter which carries pesticides to spray all over the farm which reduces the work of farmers as well as it finishes his work soon .The application of pesticides and fertilizers in agricultural areas is of prime importance for crop yields. This is to develop a user friendly interface for the farmers .The FREYR Drone is a pesticide spraying quad copter for agricultural purpose which helps the farmer to spray the pesticides all over his land so that it reduces his work which can evenly spray all over his farm. Here the farmer can control the drone using an android app and he can connect to the app using Wi-Fi module (ESP 8266) which is interfaced in the drone. It will precisely route the land area of that particular farmer's land using GPS no matter shape of the field and type of the crop the pesticide spraying drone will get the job done. Here we have used the Arduino board which is the open source electronics prototype platform which is interfaced with the Wi-Fi module and GPS. To balance the directions and orientations we have used the ACCELEROMETER (ADXL 335), GYRO (MPU-6050), MAGNETOMETER (HMC5883L).We have a wireless camera that can transmit and receive pictures with high resolution.

Keywords: ADXL 335, ESP 8266, GPS (UBLOX NEO 6M), GYRO (MPU 6050), HMC 5883L, MPU-6050, WI-FI.

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FACILITATING SERVICE DELIVERY BY SOCIALIZING THE
CUSTOMER IN THE ORGANIZATION’S WAYS: THE ROLE OF
TRANSFER OF TRAINING

[Paper Id –MGMT1035]

A Paper Presented by: ¹Sowmya Kethi Reddi, ²J.Mounika Reddy
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ABSTRACT

The revolution brought about by the service-dominant logic has greatly altered the way in which services are being conceived of, designed and offered. One major change in the design has been to involve the customer as the co-creator of the value. In highly specialized services as well as more mundane ones, customers have taken over tasks that were previously assigned to the employees of the organization. The result is greater cost-efficiency for the organization, less work pressure for the employees and far greater involvement for the customers in the service delivery process than was present before.

One major concern that has emerged in the process of customer value co-creation is the control of customer’s behavior during the process of co-creation. Research shows that the customer’s behavior can often be wasteful, erratic and even counter-productive. The present paper provides a review of the issue and presents a trend analysis in various industries. Further it explores the interventions adopted to control the customer’s behavior and their measured effectiveness. Finally it explores alternatives of behavior control offered by the behavior sciences and analyses possible techniques that may be effective in the situation of co-creation.

Keywords: Service delivery, transfer of training.

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INDIAN DIASPORA WRITERS – A STUDY

[Paper Id –LIT1036]

A Paper Presented by: ¹D. Sai Lakshmi, ²Dr. G. Hampamma, ³Dr. V. B. Chithra.

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ABSTRACT

It is a globally accepted fact that Diaspora writers set a trend since the Independence. Diaspora literature irrespective of language, style, literary form and technique attract the readers crossing the borders. It may be stream of consciousness or magic realism or immigrancy or alienation or adaptability of a new land and culture. But nostalgia is alike for all Diaspora writers. Notably the works of Indian Diaspora cover all parts of the world. It is an Interesting Paradox that a great deal of Indian writing in English is produced not in India but in widely distributed geographical areas of indenture (Girmit). This paper focuses on a handful of Diaspora writers and their writings which are notable to the readers.

Keywords: Diaspora writers, Literature, Writings, Nostalgia.

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IMPLEMENTING DROOP CONTROLLED DFIG UNITS IN
MICROGRID

[Paper Id –PHY1037]

A Paper Presented by: P.Prashanthi

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ABSTRACT

Wind energy which is an indirect source of solar energy can be utilized to run wind mill, which in turn derives a generator to produce electricity. Energy of wind can be economically used for the generation of electrical energy. In the upcoming days the wind energy is going to be major part of the electric generation. But due to irregular nature of wind, there will be difficulties in power system reliability and stability. In the usual control method the wind turbine generators, usually doubly-fed induction generators (DFIG) do not take part in frequency regulation. But it is very important to use wind generators for self-regulation of frequency in micro grid. To solve this problem, in this paper droop control i.e. torque and power droop methods are introduced in DFIG based units. And also how the frequency stability effected is studied. Sensitivity studies, with respect to the presence of turbine- and inverter-based generators in micro grids; and wind speed variation and isolated mode operation with only wind-generators, are conducted. To get improved response Fuzzy Logic Controller is used. Time-domain simulation is used to validate the analytical results.

Keywords: Doubly-fed induction generator (DFIG), droop, power sharing, small-signal modeling, stability, stand-alone operation, wind, Fuzzy Logic Controller.

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QUALITY IMPROVEMENT IN SCHOOL EDUCATION –
NEED OF AN HOUR

[Paper Id – EDU1038]

A Paper Presented by: ¹Dr. Aneesunnisa Begum
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ABSTRACT

School education is one of integral part of the education system, being intimately connected with society and country. In a world based on science and technology, it is school education that determines the levels of prosperity, welfare and security of the people and development of the country. As far as the provision and access of school education is concerned, India today boasts of its educational system as being the second largest in the world but it cannot make claims for efficiency, quality and achievement of learners. Some recent surveys have been shown that linguistic (vocabulary and reading) and arithmetic (basic numerical skills) abilities of children's have been declining over the years. While the centre's decision to introduce Right to Education Act 2009 so that all children attend school has been applauded, but the ground reality of primary and secondary schools abysmal. There is a great shortage of quality teachers in the primary and secondary schools, and due to robust service conditions, teachers shirk work. This problem is further compounded by high absenteeism of teachers in government schools specially in rural areas. Present paper tries to highlight the several issues related to the poor quality of school education. The author tries to give several suggestions to improve the quality of school education which revolves around the quality of infrastructure and support services, opportunities, time management, teachers characteristics, teacher motivation, pre-service and in- service education of teachers, curriculum and teaching materials, classroom processes, pupil evaluation, monitoring and supervision, and a change in the style of teaching to make it interesting and attractive to the students.

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**IMPORTANCE OF READING AND WRITING FOR
ENGINEERING STUDENTS IN THEIR TECHNICAL JOURNEY**

[Paper Id – ENG1039]

A Paper Presented by: Mantha Jyothi Kumari
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ABSTRACT

English being a universal language, communicating in English is very much essential for those who wish to excel and grow professionally and academically. Communication skills are more essential these days amidst the phenomenal developments in science and technology. For engineering students, it is a need to master communication skills because they are responsible for the continuous growth and advancement of a society and nation at large, technically. Although the major tasks performed by engineers are technical in nature, their accomplishment depends extremely on the effectiveness with which they assimilate or disseminate technical information. Thus an engineer should be excellent in both reading and writing skills. Reading is vital because an engineer has to read a variety of texts – it may be a short e-mail, a voluminous book or a lengthy report. Similarly the purpose of any professional writing is to communicate specific ideas through clarity, understanding and right usage of words. A person who possesses proficiency in reading automatically becomes a prolific writer.

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CASCADED TWO-LEVEL INVERTER-BASED MULTILEVEL
STATCOM FOR HIGH-POWER APPLICATIONS

[Paper Id – ENGG1040]

A Paper Presented by: N. N. V. Surendra Babu, B. G. Fernandes
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ABSTRACT

In this paper, a simple static var compensating scheme using a cascaded two-level inverter-based multilevel inverter is proposed. The topology consists of two standard two-level inverters connected in cascade through open-end windings of a three-phase transformer. The dc-link voltages of the inverters are regulated at different levels to obtain four-level operation. The simulation study is carried out in MATLAB/SIMULINK to predict the performance of the proposed scheme under balanced and unbalanced supply-voltage conditions. A laboratory prototype is developed to validate the simulation results. The control scheme is implemented using the TMS320F28335 digital signal processor. Further, stability behavior of the topology is investigated. The dynamic model is developed and transfer functions are derived. The system behavior is analyzed for various operating conditions.

Keywords: DC-link voltage balance, multilevel inverter, power quality (PQ), static compensator (STATCOM).

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VULNERABILITY ANALYSIS OF 5-STORY RC BUILDINGS
USING PUSHOVER ANALYSIS

[Paper Id – ENGG1041]

A Paper Presented by: ¹D.Spurthi, ²B.Ajitha

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ABSTRACT

Prescriptive based design buildings are the buildings constructed based on the building code regulations. It is Technique based upon en counting all of the specific needs of the code. In prescriptive design, for structural members, which fails to account for dissipation of energy due to material yielding and revamping of forces due to member non-linear performance is to scrutinize linear-elastic performance by normal engineering practice. Because of this, in recent decades in residential and commercial buildings considerable destruction has been observed and life safety goals were not accomplished from the major Earthquakes. The building generally responds well beyond its elastic and linear capacity during high seismic excitation. The structure subjected to earthquake load performance is appraised using two non-linear options available; namely pushover analysis and inelastic non-linear time history analysis.

The most of the Buildings in the Hyderabad city were constructed by considering overhangs as an exterior part of the Building, despite the fact this increases the floor area of the Buildings. Most of the every R.C framed structures have overhang portions; the main detriment of the overhangs is they are less stable in nature. The Hyderabad city is considered under seismic zone II region which is treated as very low zone based on the seismic zones of India. So the structures are designed without considering the earthquake forces. The aim of this work is to determine the vulnerability of such buildings.

Keywords: Seismic excitation, Pushover analysis, Vulnerability.

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**DEVELOPMENTS IN INDIAN CONSUMERISM AND CONSUMER
PROTECTION IN INDIA**

[Paper Id – MGMT 1042]

A Paper Presented by: Dr. UJWALA SUNIL SHINDE
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ABSTRACT

This paper analyses the major developments in the field of consumer protection in India since 1984, when the statutory provisions for regulating unfair trade practices were incorporated for the first time. The process of development coupled with increasing liberalization and globalization across the country has enabled consumers to realize their increasingly important role in society and governance. However, concentration of the market power in the hands of a select few has affected consumers' behavior over time. In a developing country like India where the incidence of poverty and unemployment is very high and the level of literacy is very low, the people face a volume of problems, particularly in the context of consumer related issues. Unlike in the developed world, consumers in these countries have not been able to play a greater role in the development process. In this paper an analysis has been to explore the consumer protection and consumerism in India.

Key words: Consumer Protection, Consumerism, Right to Safety, Consumer Education, Redressal.