Abstract Proceedings
Of
National Level Conference Of Multi-Disciplinary Academic Studies
(NLCMDAS-2016)
Date: 17th December 2016

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MESSAGE

I am delighted to note that M/s. Anveshana Educational and Research Foundation is organizing a National Level Conference on "Multi-Disciplinary Academic Studies" (NLCMDAS-2016) on 17th December 2016 in association with KRR Institute of Information Technology & St. Augustine PG College at KRR Institute of Information Technology, Hyderabad. The theme chosen i.e., "Multi-Disciplinary Academic Studies", is quite apt and relevant to today's global scenario. The world is facing a number of challenges today in various aspects like Health & Safety, Global Warming, Employment Potential, Standard of Living, Mechanization etc. Assimilation of concerned disciplines together during Study and Research is likely to accelerate and even find better solutions compared to Study & Research in a single discipline, as already some instances (like Computers & Medical Science) have proven. This approach would ultimately help humanity in general in the long run.

I appreciate M/s. Anveshana Educational and Research Foundation for choosing such a much needed modern topic and providing a platform for interested participants (industry practitioners / academicians / Researchers etc.,), especially the young generation, so that the exchange, deliberations and absorption of information between them would lead to quick solutions. This would enable a change for the better and help overcome the challenges being encountered at present.

I wish them all success in their endeavor of conducting such Conferences, Workshops, Seminars, Meets etc., in future.

Dr. Nanduri Janakiram
Ex-Board Member, NIT Warangal
Sr. Vice President-Business Development
GKC Projects Limited

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MESSAGE

I am glad that our KRR Institute of Information Technology, along with St. Augustine PG College is associating with M/s. Anveshana Educational and Research Foundation who are organizing a National Level Conference on "Multi-Disciplinary Academic Studies" (NLCMDAS-2016) at our Campus on 17th December 2016. They have been successfully organizing such Conferences & Seminars at both National and International levels for several years, on various topics in the field of Academics & Research. I really admire their Mission and the zeal & enthusiasm with which they have been conducting these events.

A few months ago, they have conducted a National Level Conference on Recent Trends in Management and Social Science (NLCMDAS-2016) and this time, they have chosen a theme with much wider significance prevailing over several domains, which will be highly beneficial to the Society at large. As all of you might be aware, there have been wonderful achievements already in place where innovations have taken place using a multi-disciplinary approach. This approach would facilitate extraction of all the potential characteristics from the associated disciplines and forge the essentials together with a view to derive optimal solutions to the problems being faced by mankind.

I wish them all success and fondly hope the deliberations at the Conference and the results thereof would enable them to achieve their Mission with which they have launched themselves on this path.

Dr. N. Rajashree Janakiram
Secretary & Correspondent, KRR IIT

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MESSAGE

I am honoured to be part of this conference being organized by Anveshana Educational and Research Foundation to bring latest technology innovations across industry domains to Academicians and Research students. Digital and Automation are now the core areas of focus for us at Tech Mahindra.

We are witnessing an era of Digital Disruption around us that is impacting organizations severely. Camera company 'Cannon' and Bookstore 'Borders' have either scaled down or shut down their business with the advent of Mobile phones and online book stores. Brick and Mortar retail stores are now challenged with online sites such as Amazon and Urban Ladder. Digital is driving improvements in Automation through AI and Robotic Process Automation resulting in IT budget cuts by as much as 30%.

This conference will provide me an opportunity to share technology disruptions that we are witnessing, and discuss how Application Development, Maintenance and Support (ADMS) practices are changing. I will present our Next Generation ADMS and Digital Platforms built across multiple industry domains to enhance customer experience, improve safety and drive business growth. It is my belief that this will help the audience to build awareness and skills required for the Digital future.

**Rajagopal Sattaluri,
VP, ADMS Competency, Tech Mahindra**

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MESSAGE

I whole heartedly congratulate the Anveshana Educational and Research Foundation for their endeavors in conducting a National Level Conference On Multi-Disciplinary Academic Studies. It is the need of the hour of such brainstorming sessions by eminent scholars across the globe to open new vistas in the present day education system. I strongly believe that human values should be incorporated in the syllabus at university and pre university levels. Its high time that the education institutions should not only train the intellect of the students but also train the emotions. This would enable the students to have a strong mind and a strong body with all the technical skills to face the day today challenges of the world.

I once again express my heartfelt feelings for all the efforts that Anveshana Educational and Research Foundation for their efforts in the field of education.

Thanking you,

Dr. K. Sai Kantha Rao
Director-St. Augustine PG College

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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 **"National Level Conference on Multi-Disciplinary Academic Studies (NLCMDAS-2016)."**

The goal of this Conference is to bring together scientists and researchers from the multidisciplinary fields to present and exchange break through 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. R. Sampath Kumar, Joint Director,

Directorate of Admissions
Osmania University.

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MESSAGE

Education is not preparation for life; education is life itself. The function of education is to teach one to think intensively and to think critically. Intelligence plus character - that is the goal of true education. Education is the passport to the future, for tomorrow belongs to those who prepare for it today.

With my great pleasure, national and international researchers, and professionals are cordially invited to actively participate in the **"National Level Conference on Multi-Disciplinary Academic Studies (NLCMDAS-2016)"** in association with KRR IIT & St. Augustine PG College.

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.

We look forward for your participation.

With best wishes.

Dr. Giridhara Chary,
Chairman-KRR IIT

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MESSAGE

I am very much delighted to know that Anveshana Educational and Research Foundation is organizing a National Level Conference On Multidisciplinary Academic Studies (NLCMDAS-2016) on 17th December 2016. Anveshana Educational and Research Foundation is organizing series of conferences, seminars, workshops and training programs in the field of higher and technical education in Association with educational institutions. I congratulate AERF for providing a suitable platform to the researchers and planners to present their research findings and share their thoughts.

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

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

Dr. S. Chakradhara Goud, Prof & Principal
Sana Engineering College,
Kodada.

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MESSAGE

On Behalf of Anveshana Educational & Research Foundation Organizing Committee, I am Glad to welcome you to the **National Level Conference On Multidisciplinary Academic Studies (NLCMDAS-2016).** Continues the Traditions of Addressing issues of immediate and long term interest to researchers through technological innovations.

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

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

Dr. D. Sucharitha
Director - AERF

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WOMEN ENTREPRENEURSHIP

Paper Id-NLCMDAS1001

A paper presented by: Swathi Kamani
Assistant Professor
Department of Business Management
Anurag Group of Institutions

Abstract

It is clear that entrepreneurs and their firms can vary widely. Nevertheless, most of the research to date on entrepreneurship has examined central tendencies, with relatively little attention devoted to entrepreneurial diversity. This study examines one of the most distinguishing characteristics of young firms—initial size. The focus is whether smaller start-ups differ from larger ones in the backgrounds of the entrepreneurs, their processes of starting, or the subsequent patterns of development. In this longitudinal study, an initial sample of 1903 young firms was examined to determine differences in characteristics of the entrepreneurs and in their processes of starting. One year later, data were obtained from 742 of these firms, permitting analysis of how initial firm size was related to subsequent difficulties encountered and changes made, as well as to performance.

WORK LIFE BALANCE OF WOMEN IN IT SECTOR

Paper Id-NLCMDAS1002

A paper presented by: Mrs. P. Devika
Associate Professor
Department of Business Management
St. Augustine PG College

Abstract

Work life balance of women in IT sectors is gaining the domain place in highly discussed topics. Family–work conflict and work–family conflict are more likely to exert negative influences in the family domain, resulting in lower life satisfaction and greater internal conflict within the family. Variables such as the size of family, the age of children, the work hours and the level of social support impact the experience of Work family conflict and Family work conflict. It is also significant to note the success level gained by women in career and family in spite of all the stress they undergo at workplace. It is also important to consider the consequences these variables have on psychological distress and wellbeing of the working women.

PORNOGRAPHY NEEDS STRICT REGULATIONS IN INDIA

Paper Id-NLCMDAS1003

A paper presented by: Dr. M. Sanjeeva Rao
Assistant Professor, Department of Law,
Osmania University, Hyderabad

Abstract

Pornography is a global problem and those who engaged in the production, exhibition, distribution and consumption of pornography cause a serious impact on children and society at large. On the internet, pornography is among the most profitable business. Ever since the enactment of the Information Technology Act, 2000, legal and Information Technology experts have been urging the Indian Government to amend the Act to include an array of cyber crimes, but the authorities turn a deaf ear. With the recent scandal of amateur sexual video clip made by two teenage students, the Government has set up a panel to review the six-year-old Information Technology Act, 2000, which regulates cyber crimes. The literal meaning of the term 'pornography' is "describing or showing sexual acts in order to cause sexual excitement through books, films, etc". Pornography on the internet is available in different forms. These ranges from pictures, short animated movies, audio files and stories. The internet also makes it possible to discuss sex, see live sexual acts and screening of sexual activities from computer screens.

Pornography itself in its hard core explicit avatar has rarely been examined by the Indian courts, for its merits as either an artistic product or as to whether it could fall within the parameters of free speech. This however, has also meant that exhibition through small cinema halls and circulation of pornography through video and other new media forms, has been taking place allowing people to access such material.

Alteration of images on computer and the feasibility of creating computer-generated pornography pose challenges for courts and law enforcement officials throughout the world. The reason for cyber pornography to be a big industry is that the easy, free, efficient, convenient and anonymous accessibility to pornographic material through internet: Further, the

anonymity of the cyber pornography industry, global accessibility, problems of jurisdiction, different laws and standards of morality in different countries, which have made a mockery of laws and their enforcement India as of now does not have law which clearly bans or defines pornography albeit the increase in violence against women and sexual abuse of children has forced the Indian executive and legislature to enter in the forbidden territory of understanding, identifying and (banning!) pornography. However, attempt to control and regulate pornography has also brought in a myriad of issues with violating the rights of individual liberty, under the Indian Constitution along with jurisdiction issue pertaining to website hosted via internet.

DEVELOPMENT AND COMMUNICATION IN INDIA

Paper Id-NLCMDAS1004

A paper presented by: Mohammed Abdul Wasiq
Department of Mass Communication and Journalism
Osmania University, Hyderabad – 500007
Telangana State

Abstract

In this seminar paper I have tried to present an understanding of a student of communication and interpret the various explanations from different literatures. This paper would help you in decoding some facts and figures with suitable answers to natural or logical questions. Such can be seen very often from here like what constitutes a development of a nation? What is the criteria looked before initiating the development project. Many a times we see a word development with many critiques, perhaps this sound like a synonym in present scenario where people of India right from scholars to politicians, students to social activists would come to express their voice in dissonance when some government in ruling come up with the term development. We will look into detail how do we determine which countries are more developed and which are less developed? How different institutes or bodies defined the term Development. This is broadly presented in three parts one is Persuasion (how development starts with) the second is Influence (how culture transformed) and the third is Domination (how monopoly is dominating).

EFFECTIVE COMMUNICATION SKILLS FOR SPORTS COACHES

Paper Id-NLCMDAS1005

A paper presented by: Gummidelli Mahender & Bonala Mahesh,
Asst. Professor of English, Vignan's Institute of Technology and Aeronautical Engineering, Hyd.
Physical Director, Jyothi College of Education, India.

Abstract

Communication skills play a vital role in the 21st century both at home and workplace. Effective coaching skills include effective communicative skills. Coach's responsibility is to improve the performance of a player as well as to build positive relationships with parents, colleagues and administrators. Generally, non verbal communication is used in sports management. It is important to master both verbal and non verbal communication skills .But most of the coaches use non verbal communication. Many of the coaches find difficulty in communicating with players even though they are very good at knowledge. Non verbal communication plays a major role in sports coaching such as using facial expressions, eye contact, hand signals, the whistle and other body language signs. But it is also significant to use verbal communication. Non verbal communication sometimes leads to wrong interpretation. Therefore having good communication skills is an essential element of coaching in order to interact with players well and efficiently.

Key Words: Communication, Sports Management, Skills, Relationships.

DEMONIZATION A BIG LEAP FOR INDIA

Paper Id-NLCMDAS1006

A paper presented by:V.Padmaja
Asst.Prof, TMSS College Of Management, Hyderabad.
EMail ID:padmajamodoor@gmail.com

Abstract

Demonization is one of the boldest movements taken by Indian government. The ban of high value currency notes of Rs. 500 and 1000 has received mixed reactions. Some sections are opined that it can cause hardships for comments people and some sections are reacted to this decision with overwhelming support. But the sudden purge of 86% bank notes in circulation is bound to create some hassles for the general public. This scheme has impacted the businesses, common people and financial institutions along with multi-diverse background in India. This paper attempts to provide an overview of demonetization in India and tries to elucidate the impact of demonetization which has created decrease in demand and consequently a decrease in growth of Indian economy.

Keywords: Demonization, Impact, Indian government, Common people, Demand, Decrease in growth.

PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURSHIP IN INDIA

Paper Id-NLCMDAS1007

A paper presented by: Kodadala Lakshmi, K. Vishnu Chaithanya Devi & C. Viswanath
Assistance professor, Department of management studies
EMail ID: kommalachaithanya@gmail.com, Lakshmi.aelluri@gmail.com & viswananthvn518@gmail.com

Abstract

The emergence of woman entrepreneurs and their contribution the national economy is quite visible in India. The number of woman entrepreneurs has grown over a period of time, especially in the 1990s. In today's world, women entrepreneurs are playing very vital role and they have become important part of the global business environment and it's really important for the sustained economic development and social progress. In India, though women are playing key role in the society, but still their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. The main purpose of this paper is to find out the status of women entrepreneurs in India. And the women who start up their businesses have to face some teething problems. This is due to some practical problems in the process of entrepreneurship by women. This paper attempts to analyze and highlight various Problems and Prospects of Women Entrepreneurship in India.

Keywords: Entrepreneurship, Women, Business, problems, prospects.

INTERNET VIGILANTISM, ETHICS AND DEMOCRACY

Paper Id-NLCMDAS1008

A paper presented by: Ramesh Palvai
Ph.D Scholar
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Osmania University, Hyderabad-500007
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Abstract

With the rapid proliferation of the Internet and lack of central control, Internet vigilantism or Netilantism has posed a difficult paradox within ethical considerations that include breach of individual's privacy, morality, freedom of speech and paucity of the laws in curbing it. After the advent of social media people often vent out their resentment through the Internet to a certain extent to punish societal offenders and for social control of the people by means of human flesh search engine (HFSE) or doxing and collective action with a view to be brought to justice.

This Netilantism phenomenon involves scam baiting, public shaming, distributed denial of service attack, google bombing, identity theft activism, anti-pedophile activism and counter-terrorism. The Netilantism engages concerted activity carried out by the Internet users in order to search for disappeared persons, or punish wrongdoers or corrupt government officials. It is also aimed to verify the credibility of statements made by the government authorities or people.

Online vigilantism is going unabated as the so-called vigilantes are able to keep safe their anonymity that bolsters them unhurt from the backlash of their acts. The interrelation between freedom and anonymity enabled the Internet vigilantes to give rise to an unruly attitude to make right the actions of the miscreants and to take revenge against those who violated the prevalent laws. Despite the anonymity that facilitates privacy to speak liberally in public without the fear of being noticed, yet it can vitiate the privacy by sanctioning the Internet vigilantes to march into the privacy of others with ease.

While the up-to-date laws pertaining to the Internet allowed a kind of amnesty for the Internet vigilantes, they may pose a threat to the privacy protection of others as Internet vigilantism results real world-effects. The vigilantes are deviant in nature and violate the existing laws through their actions on the Internet that have considerable consequences in real world. It

is a double-edged sword, empowers Internet users to confront democratic authorities on the one hand and infringement of personal privacy on the other hand.

This paper is aimed to discuss the ethical issues emerging due to Internet vigilantism, as well as possible solutions.

Keywords: Internet vigilantism, Netilantism, HFSE, Doxing, Scam baiting, Anti-pedophile activism, Privacy, Google bombing and Anonymity.

A COMPARATIVE ANALYSIS OF THE NEWS COVERAGE AND CONTENT OF SCIENCE AND TECHNOLOGY IN TWO ENGLISH DAILIES

Paper Id-NLCMDAS1009

A paper presented by: Sneha Verghese
Research Scholar,
Department of Communication and Journalism,
Osmania University, Hyderabad.

Abstract

Science and Technology has progressed at a rapid pace, especially in the past 50 years. This revolution has occurred in the entire world, and India has not remained behind in this race for progress and development. Our country has also produced several successful scientists, discoveries and inventions, and with increasing focus on education, we stand as the country that has a workforce with very high potential.

In order to mark India's position in science and technology the world, it is necessary to ensure communication of science and scientific advancements to the general public. The literacy rate has been increasing, and along with it the readership of newspapers. Hence, newspapers play an important role in educating the community about science and scientific development.

This study was carried out to estimate the extent of coverage given to science and the kind of prominence it receives in newspapers. Two newspapers- Times of India, the leading English daily at the national level and Deccan Chronicle, the leading English Daily in Hyderabad city—were chosen for this study. A 20 % sample or every fifth issue from a three month period (January 1- March 31, 2014) was taken. The methodology used was Quantitative Content Analysis, combined with a qualitative analysis of trends in science reporting and presentation of science news.

The study found that the two newspapers together devoted 9.57 % of their cumulative news hole to Science news. Individually, the science coverage was found to be 10.09% in the Times of India and 9.05% in the Deccan Chronicle, which is quite low, given the everyday advancements in the field of science and technology. In both newspapers, the maximum number of

items were included in the category of Environment, Nature, Ecology and Evolution—28 in Times of India and 35 in Deccan Chronicle. This was followed by the category Medicine and Health with 19 items in Times of India and 23 items in Deccan Chronicle. The third highest number of items was found to be in the category Technology, in both newspapers, with 13 items in Times of India and 19 items in Deccan Chronicle.

Trends showed that several stories that appeared with a scientific angle to it were instead presented from the "Oddity" angle, where rather than the scientific nature of the discovery/ invention, the story highlighted the 'uncommon' or 'rarity' angle. In some stories, the scientific basis was eclipsed and the story was presented from a "lifestyle" point of view with a frivolous and superficial treatment given to it. Another trend that was observed was that several stories that had very little connection to science or technology, or had other lifestyle angles, were grouped with hard core science stories, or appeared on the pages that regularly reported science stories. This can confuse readers as to what actually constitutes science news.

INFORMATION COMMUNICATION TECHNOLOGY INITIATIVES IN ROAD TRANSPORT AUTHORITY -A CASE STUDY OF ANDHRA PRADESH

Paper Id-NLCMDAS1010

A paper presented by: Dr.P.Kennedy
Associate Professor in the Dept. of Communication
S.N.School, University of Hyderabad.

Abstract

Information and Communication Technology (ICT) is a challenge and a unique opportunity to accelerate development and usher in structural change in the information Age. ICT can be conceived as allowing process innovation, enabling new ways of doing things as new factors of production demanding economic restructuring and in governance. ICT tools come in handy for bringing in good governance. ICT by itself can't transform governments, but it would be an effective tool in governance. It facilitates Accountability, Responsiveness and Transparency in administration. Andhra Pradesh is one of the very first states to initiate Information and Communication Technology projects in administration with an express intent to provide governance characterized by transparency, accountability and efficiency. Initially the ICT projects were launched in a couple of departments like e-seva, CARD (Registration), and RTA (Transport). Gradually ICTs have become part of all the government departments. This Research paper presents the ICTs in Road Transport Authority, under the ICT initiative namely "Citizen Friendly Services - Transport department – CFST" of Andhra Pradesh and its benefits as perceived by the end users of the services namely citizens.

Key words: RTA, Citizens, e-governance, Transparency, Accountability.

A STUDY RELATING TO PRINCIPLES OF NATURAL JUSTICE IN DOMESTIC INQUIRY

Paper Id-NLCMDAS1011

A paper presented by:C.S. Chakravarthy
Research Scholar, Department of Law, Osmania University, Hyderabad- 500007

Abstract.

Whenever an employee is sought to be dismissed or punished, it is usual for the employer or senior officers representing the employer to conduct departmental enquiries for the purpose of finding out whether the proposed action of dismissal or punishment is warranted. In some cases the holding of such enquiries is made obligatory by statute. According to Article. 311 of the Constitution of India, no employee can be dismissed unless he has been given reasonable opportunity to show cause. In this context, the Principles of Natural Justice relating to procedure are required to be followed by the authorities entrusted with task of deciding disputes. The Principles of Natural Justice will include the following golden rules:

➢ No one can be a judge in his own cause;
➢ No one shall be condemned unheard; and
➢ The party is entitled to know the reasons for the decision.

Key Words: Employee; Dismissed; Punished; Employer; Senior Officer; Departmental Enquiries; Article. 311; Constitution; Principles; Natural Justice; Golden Rules.

ROLE OF MEDIA IN ELECTIONS

Paper Id-NLCMDAS1012

A paper presented by: Sriharshitha Reddy & Konderu Rakesh
Email ID: harsithachinnud@gmail.com & konderurakesh@gmail.com

Abstract:

Media is like a mirror in a democratic country. It shows us the unembellished truth and harsh realities of life. Media plays an indispensable role in shaping a healthy democracy. Media came into existence around 1780's in India with the introduction of the newspaper "The Bengal Gazette" by an irishman James augustus hicky. Since then it has been playing a crucial role in moulding human minds. It acts as a mediator between the government and the people. We cannot expect a democracy to function smoothly without media.

FUTURE OF KNOWLEDGE MANAGEMENT

Paper Id-NLCMDAS1013

A paper presented by: Dr.M. Giridhara Chary & Ch. Sridevi
Asst. Professor, KRR Institute of Information Technology, Ghatkesar. R.R. Dist
Asst. Professor, KRR Institute of Information & Technology, Ghatkesar. R.R. Dist
EMail ID:girisrivathsasa@gmail.com & sridevenkat@gmail.com

Abstract

The transitions to a knowledge society and a global knowledge economy will be the most important social and economic changes in the twenty-first century. The global knowledge economy with its high innovation speed and an increasing demand of innovative and knowledge intensive products and services calls for new management tools and methods. Since the primary key to growth in our economy is innovation, which in turn is enabled through knowledge efficient knowledge management tools and methods have become imperative for almost all types of organizations. Knowledge management can be addressed from the two different perspectives. The first perspective is more people oriented as it focuses on people and organizations. The second perspective places the emphasis on information technologies as enabling technologies. So the paper tries to focus on second perspective that is technologies. As well the paper emphasizes on future of knowledge management and the road map, e-government and e-learning.

Keywords - Knowledge management, Roadmap Knowledge outsourcing, e-learning portals, E-governance.

MEDIA AND DALITS : A STUDY IN ANDHRA PRADESH

Paper Id-NLCMDAS1014

A paper presented by: Prof.B.Balaswamy
Chairman,Board of Studies, Dept. of Communication and Journalism,
Osmania University, Hyderabad.

Abstract

The media plays a major role in the formation of social identity. While media are expected to be impartial and unbiased, often there are accusations of media bias. Bias in the media is viewed as the unbalanced or otherwise sensationalized reporting of events or ideals, which may reflect the beliefs of those in the media and not the population as a whole. Communication in India is complex and complicate in tune with the stratification and hierarchical order of Indian casteist society. Casteism, being the most complex and discriminatory social system of the world, vehemently denied the right of Dalits to have education. Dalits constitute about 16.2 per cent of Indian population. Their population is more than the total population of some developed countries like England, Canada and Australia. The constitutional provisions improved their condition to some extent in terms of education and employment. Still they are remaining as the poorest among poor and facing discrimination in different fields. They are inadequately represented in industries, trade, commerce, government jobs and particularly in media. In India and in Andhra Pradesh, right from the initiation, the news media/ journalism was in the hands of upper castes and was supposed to protect the interest of upper caste people. In recent years the number of Dalits entering media is increasing. But most of them are in lower positions. Growing literacy rate and education among them is bringing about changes in their usage of media and attitude towards media. New media technologies are empowering the Dalits to have blogs and websites. Many Dalit students are studying in various Mass Communication and Journalism Departments of different Universities. They are also showing inclination to join media. For a democratic set-up in media, diversity of views is always desirable. In this process the involvement of all sections of society is a prerequisite. This paper is an attempt to analyse the representation of Dalits in media of Andhra Pradesh and Telangana.

Key words: Media, Dalits, representation, diversity.

SECURITY ISSUES IN IOT BASED SALES PROMOTION

Paper Id-NLCMDAS1015

A paper presented by: Sanjay Gupta & Dr. Vinodini Katiyar
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Abstract

We all aware that Internet of Things is connecting day by day new devices, these devices are generating large amount of data. This is creating more entry points for the hackers. Some of the effects are like privacy issue, malfunction of the connected devices etc. In this paper first we have discussed security architecture for the Internet of Things and purposed our defense mechanism. In our purposed defense mechanism there are three levels of defense, all these levels of defense we have talked about the prevention techniques, finding of the vulnerability point in the attached devices and their possible solutions, protection and privacy of the collected data.

Keywords—Internet of Things, Defense

INTERNET OF THINGS AND SECURITY REQUIREMENTS IN SMART MANUFACTURING

Paper Id-NLCMDAS1016

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Abstract

To realize the need and importance of security aspects in smart manufacturing lets talks about Internet of Things (IoT) in smart manufacturing where the first step is to identify the sensors requirement into the machine components from where real time analytics will get the data such as continuous temperature change from thermo state sensors or to measure the speed of any moving object in a machine, proximity sensors will be used , which will produce the data to monitor the speeds, likewise variety of sensors are available which can be used as per the requirements , second steps is to capture these data for the analytics use for that we need IoT gateway , then the third step is receive the continuous data through some tools like Flume or Kafka then the fourth step is do the real time analytics to provide real time monitoring remotely which will be usually done on cloud so, getting the factory internal data on cloud is a challenge for IT security providers , we really need a high security aspects to save our private data from the hackers apart from that in this paper requirements of security , security design in smart manufacturing and end to end data protection has been discussed.

Keywords—Smart Manufacturing, Big data analytics, Sensors, IT security, Cloud, Real time monitoring system.

RELEVANCE OF LISTENING AND SPEAKING FOR ENGINEERING STUDENTS IN THEIR PROFESSIONAL VOYAGE

Paper Id-NLCMDAS1017

A paper presented by: Mantha Jyothi Kumari
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Abstract

With the rapid globalization, the engineers are facing lot of novel challenges every day. They have to communicate with the entire world –with the people of various cultures, backgrounds and nationalities. The greatest challenge is to work as a team, for which effective communication is a must. It is communication and its related skills which decide a person's career curve. Listening and speaking are an important aid to communication. Listening is an everyday affair. This skill is used very often in human interaction but a skill which very few people perform well. Engineering professionals have to master this skill to achieve success. The higher the post in an office, the greater is the responsibility involved in listening. Only a good listener can become a good communicator. Again speaking effectively and powerfully is a skill that is really worth learning. An engineer has to speak with his clients, colleagues, suppliers or the general public. He has to express his ideas, plans, reports etc. clearly and in a well organized *way; failure to which may affect his reputation as well as his career goals.*

WORK LIFE BALANCE OF WOMEN EMPLOYEES

Paper Id-NLCMDAS1018

A paper presented by: Aaron Abhilash.
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Abstract

Work life and personal life are the two sides of the same coin. Generally the Employee feels happy in life, only when there is satisfaction in both work life and personal life. It indicates that they are interdependent on each other and there should be a proper balance between them. To bring equilibrium between the work life and personal life among women employees is a major concern. In patriarchal society like India, finding out a right balance between the work life and personal life of women employees is a challenging task. Working women are pounded with dual responsibilities. From the organization perspective they are expected to discharge their duties to the core and from family they are expected to think family ahead of the job that puts women in a stressful situation where they can't satisfy either of them completely. Marriage, child bearing, additional domestic responsibility of a woman has deprived her of facing the challenges and taking up of responsibilities on par with men in job career. Societal expectations of a woman to be a bread maker of a family have limited her time in utilization and enhancement of her skills and knowledge at the workplace. These inevitable personal issues of women are severely considered in the organizations while handling out the higher responsibilities and bigger challenges leading to the average performing men to have an edge over the high performing women. The proposed study is an empirical investigation on the issues encountered by the women at the work place and home, which are affecting the satisfaction they derive. A questionnaire will be designed and administered to the women employees and simple random sampling will be used to collect the data with a sample of size 100.

ENHANCEMENT OF SECURITY ISSUE IN CLOUD COMPUTING

Paper Id-NLCMDAS1019

A paper presented by: Gayathri Vishnumolakala
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Abstract

In this paper we discuss security issue for cloud computing including storage, data security, and network security and secure virtualization. Cloud Computing offers many opportunities but also introduces new risks. A user who outsources a database into the Cloud loses control over his data. While the data can be secured against external threats using standard techniques, the service providers themselves have to be trusted to ensure privacy. This work proposes a novel approach to provide security for database services without the need to trust the provider. We suggest employing a separation of duties by distributing critical information and services among multiple providers in a way that the secrecy of a database can only be compromised if corrupted providers work together. We present a formal security model to evaluate distribution procedures and apply it to our approach. A result of independent interest shows that our novel security property implies k-anonymity for deterministic anonymization procedures.

ISSUES FACED BY HUMAN RESOURCE MANAGERS IN CONTEMPORARY WORLD

Paper Id-NLCMDAS1020

A paper presented by:B.Vijaya Lakshmi

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Abstract

The aim of this revised and expanded text is to provide an up-to-date overview and analysis of the diverse and complex range of issues currently confronting the field of human resource management. Adopting a critical approach, the authors review theories of HRM, and apply these principles to emerging themes that exemplify the dynamic working environment confronting organizations today. The exploration highlights the challenges for HR professionals who are increasingly expected to provide leadership in the management of employees as a key source of organizational competitive advantage. The old workplace, in which managers simply told employees what to do, is gone. You will most likely work in a team and share in decision making and other management tasks. Today, people want to be involved in management, and organizations expect employees to work in teams and participate in managing the firm.

Keywords: 21-Century HRM, Contemporary issues, technological issues, Strategic HR view, sustainable competitive advantage, HRM skills, Disciplines within HRM.

A STUDY ON TRENDS OF NON INTEREST INCOME IN PRIVATE SECTOR BANKS With Special Refers to select Bank

Paper Id-NLCMDAS1021

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Abstract

The study is focused on trend in noninterest income in private sector bank with special refers to select bank. The study is about the earning of non interest income and its components in banks. The objective is to about, earnings on other income from financial year 2005 to 2016 and its components ratio with other incomes and also, year to year growth for the year 2015 to 2016. It has recommended and concluded to the bank, that other incomes, with its components, must be made visible and it should be mandatory by the regulatory authority for all the banks so that it can be referred as measure to check and updates the activities to enhance the business of the bank. And each branch manager has to do a survey in his area with regard to the potential of doing business to earn other incomes in that respective area.

Key words: Non-interest income, interest income, CAGR, YoY growth rate.

COVERAGE OF ENVIRONMENTAL ISSUES IN TWO NATIONAL DAILIES OF INDIA (THE HINDU AND THE TIMES OF INDIA)

Paper Id-NLCMDAS1022

A paper presented by: Anuradha Meda
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Abstract

The paper "Coverage of environmental issues in two National Dailies of India" focuses on the coverage of news items pertaining to the environment on daily basis. The main aim of the research is to analyse how much importance is given to the environment news by two national dailies. Climate Change, Deforestation, experiencing the different and high temperatures in climate, Air Pollution, Water pollution, Depletion of Ozen layer, imbalance in the atmosphere are some of the major issues which are the serious cause of concern bothering and posing danger to the nature and making surveillance difficult for all the living beings on earth.

Most of these problems are manmade as a result of their insensitivity towards nature. Here comes the role of Media which is fast and effective in influencing the mindset of people and sensitizing them on the importance of safeguarding and protecting planet earth from all the adverse effects causing degradation of environment.

Today unless the issues are sensationalized in media people won't pay attention to it. So how is media doing this job of educating people on environment through its articles, editorials, columns and seasonal news in framing and influencing the public opinion on the importance of environment?

Therefore the researcher choose the two popular national dailies of India i.e. The Hindu and The Times of India to analyse and see what is the amount of space and importance given for the news items relating to the environmental issues. And the content analysis of these two national newspapers is done to study their approach towards the coverage of news on environment.

Keywords: Environment, Pollution, Global warming, Climate Change, National newspapers.

RURAL DEVELOPMENT PROGRAMMES IN INDIA – AN OVERVIEW

Paper Id-NLCMDAS1023

A paper presented by: Malleboina Anjaneyulu
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Abstract

The Rural development generally refers to the process of improving the quality of life and economic welfare of people living in relatively isolated and sparsely populated areas. Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is considered as a "Silver Bullet" for eradicating rural poverty and unemployment, by way of generating demand for productive labour force in villages. It provides an alternative source of livelihood which will have an impact on reducing migration, restricting child labour, alleviating poverty, and making villages self-sustaining through productive assets creation such as road construction, cleaning up of water tanks, soil and water conservation work, etc. For which it has been considered as the largest anti-poverty programme in India. In this paper, based on the secondary data, an attempt has been made to comprehensively understand the development effort to rebuild the rural life and livelihood on the basis of various secondary data.

Keywords: Rural development; Employment Guarantee Act; self-sustaining; Development project

ALLEVIATION OF RURAL POVERTY THROUGH SUSTAINABLE MANAGEMENT OF NATURAL RESOURCES

Paper Id-NLCMDAS1024

A paper presented by: Surepalli Padmavathi
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Abstract

As India has the largest population of poor people, community development has assumed high priority. The initial programme aimed at upliftment of the rural poor, covered agriculture, animal husbandry, roads, health, education, housing, employment, social and cultural activities. However, food security being the main cause of concern, agriculture received significant attention.

The Government of India has been encouraging voluntary action to mobilise the rural people. Several initiatives of the non-government organisations in the last two decades have had significant impact on the development. NGOs such as BAIF Development Research Foundation are promoting sustainable livelihood through dairy husbandry, water resource management, wastelands development and various income generation activities in several states.

Farmers in several states have established cooperatives for processing sugarcane, oil-seeds, milk, fruits and vegetables. With professional management and application of modern technologies, these organisations have brought economic stability and eliminated exploitation by intermediary traders. To strengthen people's organisations, Self Help Groups (SHGs), comprising of poor families has been promoted under the Ninth Five Year Plan (1997-2002). It is only the people's initiatives and involvement which can sustain the development. The government and political power have the will to support people's movement and this should promote sustainable rural development in India.

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2	28th January 2017 NSIC, **Hyderabad**	National Level Conference on Education, Literature, Journalism, Social Sciences, Regional Studies & Management Practices	**N.Aruna**, Ph: +91-9912694757 **Vinod,** Ph: +91-7660874746 aruna.anveshanaindia@gmail.com vinod.anveshanaindia@gmail.com
3	11th February 2017 Hotel Pavani Residency, **Nellore**, AP	International Conference on Recent Advance in Engineering Technologies and Pharmaceutical Sciences	**M. Tejaswi,** Ph: +91-7337324934 **Vinay,** Ph: +91-7337324933 tejaswi.anveshanaindia@gmail.com vinay.anveshanaindia@gmail.com
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