

National Level Conference On Recent Advances In Multi-Disciplinary
Academic Disciplines (NLCRAMDAD)

Date: 09th October 2016

Chief Patrons

Dr. Giridhar Chary

Director, KRR Institute of Information Technology

Patrons:

Dr. Shashi Kiran Jangala

Professor & Dean, Farah Institute of Technology.

Dr. Maheswar Dutta

Prof. & Principal

Keshav Memorial Institute of Technology

Dr. G. Vishnu Murthy

Professor & Head of CSE Department, Anurag Group of Institutions

Keynote Speaker

Dr. S. Chakradhar Goud

Principal

Sri Sarada Inst. of Sci. and Technology.

Chief Co-ordinator

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*Associate Professor, Holy Mary Institute of
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Message

National Level Conference on Multi-Disciplinary Academic Studies-2016 addresses issues through the seminar and exhibitions, bringing together representatives of all those involved at every fields of business, industry, academic, government and civil.

The National Conference facilitates ideas, information and program possibly to solve. This conference is going to address many issues. I am confident 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.

I wish all the delegates a successful techno career and take the privilege to welcome you all to this National Conference NLCMDAS-2015.

We look forward for your participation.

With best wishes.

Dr.Giridhar Chary

Director, KRR Institute of Information Technology

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NLCMDAS-2016 brings the academicians, researchers and industrialists together on a platform for exchange of scientific and technological information and initiates discussion, debate and dissemination of knowledge in the fields of emerging trends in engineering applications and basic sciences. This conference will help the researchers who work continuously towards the development of new ideas for the growth of human kind and to provide solutions to the various research problems. Another step of the conference is filling the gap between formal engineering texts and practically to promote academic interaction and faster collaboration.

We hope that presentation of papers, suggestions and recommendations would help in better understanding of issues. This conference will go a long way in establishing the concept and disseminating the knowledge about the emerging trends in engineering application and basic sciences.

Dr. Shashi Kiran Jangala,
Professor & Dean,
Farah Institute of Technology.

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Message

It gives me an immense pleasure to be a part of the conference NATIONAL LEVEL CONFERENCE ON MULTI-DISCIPLINARY ACADEMIC STUDIES NLCMDAS – 2016 provides a platform for researchers and practitioners for presenting their theory and results of technologies in the field of engineering, management and enterprise computing. The NLCMDAS 2016 program consists of keynotes and paper presentations. Similar to past conferences, we are looking forward to innovative research results and high-quality contributions on a broad range of topics in every field such as enterprise computing, commerce and business system architectures, economic aspects of e-commerce, business process management, business intelligence, business services, recommender systems, auctions, semantic web and ontology engineering, mobile business applications, security and trust, social networks, e-government, cloud computing, and software as a service.

We also would express our gratefulness for AERF for providing best platform to present their research articles. Finally, we would like to acknowledge organising committee members for providing full support to AERF (Anveshana Educational and Research Foundation).

We hope that you will enjoy NLCMDAS 2016 in Hyderabad and that you will find these proceedings a valuable source of knowledge in different domains.

Dr. Maheswar Dutta

Prof. & Principal

Keshav Memorial Institute of Technology

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Message

Greeting to all....

Anveshana Educational and Research Foundation understand the social relevance of research and its contribution in developing a body of knowledge and therefore give immense importance to the research output. In order to encourage the researchers in various fields relating to Literature, Journalism, Education, Social Sciences, Management Practices and Engineering.

Anveshana Educational and Research Foundation has been organising conference with different contemporary themes on the regular basis. The focus here is on beld of academics & cutting edge research and innovation through inter-disciplinary activities.

A saying goes like this “Ordinary things done in an extraordinary way make people great”. I hope that the deliberations in the conference will help researchers from academies and industry and the conference will provide a platform for initiating collaborative research projects.

I wish this Conference a fabulous success.....

Dr. G. Vishnu Murthy

Professor & Head of CSE Department, Anurag Group of Institutions

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Message

Dear Friends and Colleagues,

We would like to warmly welcome you NATIONAL LEVEL CONFERENCE ON MULTI-DISCIPLINARY ACADEMIC STUDIES (NLCMDAS-2016) at NSIC (The National Small Industries Corp Ltd.) Near Radhika X Roads, ECIL, Hyderabad. Organised by Anveshana Educational and Research Foundation. The conference highlights the rich diversity of approaches to understanding academic studies and the range of contexts in which it is taught, studied and used across the globe. We look forward to welcoming participants to share their research and practical ideas and to enjoy an academically and culturally.

I hereby take an opportunity to congratulate the organizing team for conducting a conference National Level Conference on Multi-Disciplinary Academic Studies– (NLCMDAS-2016) successfully.

Dr. D. Sucharitha,
Director,
Anveshana Educational and Research Foundation.

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Message

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

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

I am pleased and feel honoured to be a part of this National Level Conference, NLCMDAS-2016, and I congratulate Anveshana team members for their team work and I Wish AERF would conducting such conferences many in near future.

Dr. S. Chakradhar Goud

Principal

Sri Sarada Inst. of Sci. and Technology.

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**EDUCATION AT CROSSROADS: CHALLENGES FACED BY HEADS
OF THE EDUCATIONAL INSTITUTIONS (SCHOOLS)**

[Paper Id- EDU1001]

A Paper Presented by: Sobhana N Nair & Swati Desai
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ABSTRACT

This paper highlights the various challenges faced by the Heads of educational institutions. It puts light on the main challenges faced by the heads of the institutions. Globalization and advancements in the social, technological, economic and political landscape make it imperative for us to acquire new ways of thinking and develop new concepts of perceiving realities. In the field of education the changes are very fast. Therefore to keep pace with the fast changing scenario the heads of the educational institutions need to be very alert and updated. The most important challenges faced by the heads of educational institutions are first execution of the curriculum, secondly managing skills of teaching staff and continuously updating the same to make them capable of handling students in today's age and lastly the students who are the future of tomorrow.

This paper discusses the various strategies used by the head of the educational institutions to overcome above mentioned challenges and potentially convert them into opportunities. This paper is also an attempt to draw the reader's attention to the factors both internal and external that are currently acting as a deterrent to the facilitation of a good quality education system.

The study further points out to the high pressure, large expectations and difficult challenges that characterize the job of a Head of an educational institution, yet they face these situations and find innovative solutions to address these issues. Thus it is necessary to provide them with the freedom and support so that they achieve wonders in the field of education.

Educational Institutions or Schools are the foundation for the education system to transfer knowledge and transform the student into a responsible citizen of our nation. But the bigger challenge is to make teaching and learning effective in such a manner that it creates a strong foundation for students to build and bring about a positive impact on the society at large. The responsibility of bringing this great change lies with the leader, as head of the educational institution he needs to be the bridge that minimizes the gap between teaching methodologies and student learning effectiveness.

Keywords: Heads, Challenges, Curriculum, Strategies

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**DEPICTION OF PARTITION BY WOMEN NARRATORS: ATTIA
HOSAIN AND BAPSI SIDWA**

[Paper Id- LIT1002]

A Paper Presented by: Sarala Bai Kethavath
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ABSTRACT

Six decades had passed and partition remains unrequited in the historical experience of the sub-continent. Partition of India created at least ten million refugees, and resulted in at least one million deaths.

The violence of partition occurred because a single nation was torn into separate nations under the grounds of religion, self-interest, blood lust and greed. The fight against the British rule was converted to fight among them. Neighbours killed their neighbours and friends killed their friends. Reprisals were wide spread. If a hundred men were killed by one community, the other community made sure that they doubled the score. Millions of people from both sides had to flee, leaving everything behind, even their dead and dying near and dear ones.

BUSINESS PROCESS MODELLING AND ITS SOFTWARES

[Paper Id- CSE1003]

A Paper Presented by Dr. Ashu gupta
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ABSTRACT

Formal models of business processes are used for a variety of purposes. But where the elicitation of the characteristics of a business process usually takes place in a collaborative fashion, the building of the final, formal process model is done mostly by a single person. This paper presents the design and implementation of a Recommendation-Based Process Modeling Support System with 'social features.' A process builder using this system will receive recommendations to complete or edit a formal business process model on the basis of previous usage of modeling fragments by his peers. Such features potentially improve the modeling process and, as such, the modeling outcome, that is, the quality of the process model. This paper also contains an evaluation of the system's usage and effectiveness, which builds on an experimental design. It is shown that process builders are inclined to follow up on the provided recommendations and that this will improve the semantical quality of the created model. However, information on peer usage of modeling fragments does not play a big role in selecting the recommendations being followed up. This paper fits within a stream of research that puts emphasis on the modeling process, rather than on the model artifact.

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**A PANEL ECONOMETRIC ANALYSIS OF DETERMINANTS OF
FINANCIAL DEVELOPMENT IN SOUTH ASIAN COUNTRIES**

[Paper Id- ECO1004]

A Paper Presented by: Md. Abdul Wadud
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ABSTRACT

Financial liberalization process has been advanced in South Asian countries in the early 1990's (Bekaert et al., 2001). Based on the availability of balanced panel data and similarity of proxies of financial development, South Asian countries - Bangladesh, India, Nepal, Pakistan, and Sri Lanka are chosen. Aggregate net flows have been enhanced since the mid-1980's (Hussain and Jun, 1992) and private capital flows rises more than doubled since 2000 (GDF, 2006) in this region. Therefore an empirical assessment of determinants of financial development applying recently developed econometric techniques and consequent policy suggestions could help strengthen financial development and hence contributing to the economic growth in this region.

This paper therefore aims to identify the determinants of financial development in South Asian countries over the period of 1976 to 2013 applying System Generalized Method of Moment (SGMM) method along with pooled OLS and Fixed Effects Model (FEM). Results indicate that maintaining a lower level of inflation is most important determinants of all proxies of financial development in South Asian countries. Results also exhibit that remittance inflows are directly and positively associated with financial development. We also find that economic growth and trade openness impact positively financial development through generating demand for more and new financial services which result in establishing new financial intermediaries capable of meeting new demand for services. Policies leading to maintaining lower inflation rate, encouraging remittance inflows, generating economic growth would have boasting impact on financial development which in turn could have accelerating effect on economic growth in South Asian countries; and thus keeping trade liberalized and easing the flow of remittances should be put in the policy options.

Keywords: Financial Development, Pooled OLS, Fixed Effects Model (FEM) and System Generalized Method of Moment (SGMM).

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**INDO – ISLAMIC ART AND ARCHITECTURE: ORIGIN AND
EVOLUTION (DEVELOPMENT) AN OVERVIEW**

[Paper Id- HIST1005]

A Paper Presented by: Naziya Khaji & Dr. H. M. Chandrashekhara Shasthri
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ABSTRACT

Indo-Islamic architecture is a mixture of Islamic, Persian and Indian architecture. It was introduced by Delhi sultanates during medieval period in India. They established monuments such as Qutub minar, Jamia masjid etc., at Delhi. Later this style of architecture was followed by Mughals in their monuments like Taj mahal at Agra, Moghul garden, Fatehpur sikri etc., in this way from north India it influenced to south Indian monuments of Gulbarga, Bidar, Bijapur and Raichur Vijayanagara etc., in the architecture of masjid, idgah-maidans, madrasas and darghas.

Hindu and muslims architectural features were amalgamated, This architectural amalgamation was developed during period of Qutub shahis and Adil shahis. Because of this, new architecture came to existence. This architecture was the mixture of Indian and Persian style of architecture this together we call as Indo-Islamic art and architecture. `

Keywords: Indo-Islamic, Architecture, Deccan.

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**THE MAYOR OF CASTERBRIDGE: REALLY “THE MAN OF
CHARACTER”**

[Paper Id- LIT1006]

A Paper Presented by: S. Pushpa & Dr. M. Ravichandran
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ABSTRACT:

Thomas Hardy, a Victorian realist, is one among the foremost creative writers, who made significant contributions to the lives of English people and English literature. Much of his work deals with the declining rural society, specially focusing on the struggles of all shades of Wessex peasants. Hardy's characters are unforgettable. They stay enshrined in the hearts of sensitive souls. Hardy's narrative powers, his powerful language, his sense of outrage at social injustice and his depiction of the English countryside make him an all time favourite.

Thomas Hardy's *The Mayor of Caster bridge* is a satirical novel meditating on the development of personal loss during the course of life. The novel is dominantly a satire on political and personal issues. The novel deals with some of the major humanistic issues prevalent in the nineteenth century England. Hardy chronicles the same through the character of Hen chard. Hen chard, the protagonist of the novel travels through different phases in his life where the persons and situations that he comes across outline one or another aspect of social life of nineteenth century England. The carefree attitude, the lack of ambition and a sense of inadequacy that he experiences during the initial stages of his life, his sense of disillusionment with life in general and in matters of love in particular, the irrelevance of the institution of marriage substantiated through the marital life of Hen chard—these are some of the prominent attributes of life of nineteenth century England and Hardy has convincingly portrayed the same through the character of Hen chard.

Keywords: Hardy – economic condition – marriage – nineteenth century – The Mayor of Caster Bridge.

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**PERISTALTIC FLOW OF A COUPLE STRESS FLUIDS IN AN
INCLINED CHANNEL UNDER THE EFFECT OF MAGNETIC FIELD
THROUGH A POROUS MEDIUM WITH SLIP CONDITION BY
ADOMAIN DECOMPOSITION METHOD**

[Paper Id- MATH1007]

A Paper Presented by: V.P.Rathod , Syeda Rasheeda Parveen & Navrang Manikrao
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Gulbarga-585106, Karnataka, India

ABSTRACT

The present paper investigates the peristaltic motion of a couple stress fluid in a two dimensional inclined channel with the effect of magnetic field through a Porous Medium using slip condition. Long wave length and low Reynolds number assumption are used to linearise the governing equations. The expression for velocity is obtained by using Adomain Decomposition method. The effects of various physical parameters on velocity, pressure gradient and friction force have been discussed with the help of graphs.

Keywords: Ado main Decomposition method, Peristaltic transport, Couple stress fluid Magnetic Field, porous Medium and Inclined Channel.

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Date: 09th October 2016

DEVELOPMENT OF MOBLIE LEARNING IN THE EDUCATION

[Paper Id- EDU1008]

A Paper Presented by: Dr. Aneesunnisa Begum
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ABSTRACT

*“Knowledge is the food for man because in absence of knowledge
Man cannot grow his food
“Education is the pond of knowledge”*

To lay the ground for delivering 21st Century Skills to students, schools must first go beyond simply teaching students to “reproduce” what they are taught. Some might ask: how will it be possible to do so while still covering the syllabus? The solution is to re-focus the curriculum by emphasizing a focused set of knowledge and concepts that can then be taught in much greater depth. Around the world, most students today are still taught using the “Transmission” model of education. Teachers transmit factual knowledge to groups of pupils via lectures, utilizing textbooks and other sources for reference. The problem with this is that while students can memorize information, they don't get much – or often any – scope to apply the knowledge. To be impressed into young minds, knowledge must be applied to new contexts, communicated in complex ways and used to solve problems.

Things are changing around us very dramatically, very quickly. The world is becoming more interconnected, the environment is becoming less stable, and technology is continuously altering our relationship to information. Changing global conditions demand that we rethink what, but even more important, how and where we learn. In response to the challenges we face in the digital age, schools are starting to do education differently.

Mobile learning, or "M-Learning", offers modern ways to support learning process through mobile devices, such as handheld and tablet computers, MP3 players, smart phones and mobile phones. Present paper attempts to highlight the importance of mobile learning for education purposes. It examines what impact mobile devices have had on teaching and learning practices and goes on to look at the opportunities presented by the use of digital media on mobile devices. The main purpose of this paper is to describe the current state of mobile learning, benefits, challenges, and its barriers to support teaching and learning. The schools that are taking this seriously are still in the minority. But across the world there is a growing global movement towards achieving the vision of 21st century education.

Keywords: Mobile learning, 21st century, school education