

Abstract Proceedings Of
National Level Conference On Recent Trends In Multi-Disciplinary Academic
Studies Across Globe

Date: 10thSept 2016

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Message

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. N. R. Chary M.Tech., Ph.D.
Anurag Group of Institutions

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Message

National Conference NLCRTMDASAG-2016 addresses these issues through the Presentations, seminars and exhibitions, bringing together experts and representatives, delegates of all those involved at every fields of Engineering, business, industry, academic, government and civil.

The National Conference facilitates Innovations, ideas, information and transformation program possibly to solve. The conference focuses on “Emerging Trends in Engineering Application and Basic Sciences”. This conference is going to address many issues. I am confident that your deliberations, inputs and the outcome of your innovations, efforts will raise public awareness about the role and value technology as a tool to evaluate the Skill, 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 NLCRTMDASAG-2016.

We look forward for your endeavor success and participation.

Dr. K. Naveen Karunya
HOD of ECE,
Krishna Murthy Institute of Technology and Engineering

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Message

The National Level Conference facilitates ideas, information and program possibly to solve industrial and social issues. The conference focuses on “Multi-Disciplinary Academic Studies”. 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 as a tool to promote economic, social and cultural development while addressing the complex issues of business and community in general.

I wish all the delegates a great successful in their professional and personal life. I take the privilege to welcome you all to this National Level Conference on Multi-Disciplinary Academic Studies-2016.

We look forward for your active participation.

With best wishes...

Dr. Golkonda Bhoopal Reddy

Asst. Vice President

Zee Entertainment Enterprises Ltd – Zee Telugu

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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 held 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. Mohammad Farukh Hashmi
Senior Faculty,
Anurag Group of Institutions

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Message

At a time when global dynamics are becoming ever complex, researchers are chasing super and ultra-specialisations. But when the issues are becoming increasingly complex, research shall be done on multidisciplinary areas to deal with them with a wholistic approach. In this context, the “National Level Conference on Multi-Disciplinary Academic Studies Across Globe-NLCMDASAG-2016” is a wonderful platform for various stakeholders of society viz. academicians, researchers, consultants and others to share their views, exchange and disseminate their knowledge. I must say that one shall appreciate “Anveshana Educational and research Foundation” for choosing such an important theme for the National Conference and for their efforts to make it as a reality. I hope and wish that all the participants will not only disseminate their research knowledge but also acquire some and become better learners by the end of the conference.

Dr. Y. Venkata Ramana Murthy,
Associate Professor CMS,
NALSAR University of Law.

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Message

I am indeed honoured to be invited to the **National Level Conference on Recent Trends In Multi-Disciplinary Academic Studies Across Globe** (NLCRTMDASAG-2016) being organized under the aegis of the Anveshana Education and Research Foundation (AERF). I wish to compliment the vision of AERF aimed at keeping the younger generation abreast of the latest multi-disciplinary trends in technology. We are all aware of the ‘future shock’ syndrome where what is current today is rendered obsolescent tomorrow. This underpins the paramount need to move in synch with the latest trends in research and technology. Today innovation constitutes the cornerstone of technological advancement. The talent and skills of Indians are being recognized globally. It is conferences like NLCRTMDASAG-2016 that would offer a veritable platform for the dissemination and exchange of ideas. I would appeal to all the participants to make the best use of this opportunity and derive the maximum benefit.

Dr. Mohammad Haseeb Khan
Prof. & HOD EED, MJCET, Hyderabad

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Message

National Level Conference on Recent Trends In Multi-Disciplinary Academic Studies Across Globe-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.

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I wish all the delegates a successful techno career and take the privilege to welcome you all to this National Conference NLCRTMDASAG -2016.

We look forward for your participation.

With best wishes.

Dr. Syed Khaja Safiuddin
Department of Management and Commerce,
Maulana Azad National Urdu University

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Message

Dear Friends and Colleagues,

We would like to warmly welcome you **National Level Conference on Recent Trends in Multi-Disciplinary Academic Studies across Globe**(NLCRTMDASAG-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– (NLCRTMDASAG-2016) successfully.

Dr. Sucharitha
Director,
Anveshana Educational and Research Foundation

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Message

It gives me a great pleasure to participate in **National Level Conference On Recent Trends In Multi-Disciplinary Academic Studies Across Globe** on September 10TH 2016 at NSIC organized by the Anveshana educational and research foundation.

The conference in on 10th September 2016 would therefore be organized in a manner that would empower the emerging trends in the **multidisciplinary and other domains**. It is the application of different areas to the design, share, exchange, and discuss ideas on current trends.

I feel thankful for giving this opportunity.....

Thank you for your invitation.

Dr. G. Varalakshmi
Asst. Professor
Sree Nidhi Institute of Science and Technology

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EMERGING TRENDS IN INSURANCE SECTOR IN INDIA

Paper Id- NLCRTMDASAC-1001

A Paper Presented by: Ch. Swathi
Research scholar, Osmania University.

ABSTRACT

Indian Life insurance sector is growing at a faster rate. This sun rising industry has given a platform for economic growth and employment. Insurance sector in India is one of the booming sectors of the economy and is growing at the rate of 20-25 percent per annum. Together with banking services, it contributes to about 10 per cent to the country's GDP. Government made a paradigm shift in the economic policy by adopting the process of liberalization, privatization and globalization at the end of previous decade. The great extent of importance realized after it has opened to the private players in the post liberalization period. With many players in business, the insurance regulatory and development authority came with innovative and constructive guidelines for both products and services. Internet and online policy purchase is a new trend that has inspired the players to be more focused in their business. High in volume and low in margin is going to be the ways towards policy procuring. Rural, social and Micro insurance is a new avenue to be thought of. The potential for growth of insurance industry in India is immense as nearly 80 per cent of Indian population is without life insurance cover while health insurance and non-life insurance continues to be well below international standards. . When the policy is procured through advisors, internal marketing and motivation to them cannot be avoided. Also claim management along with new policies procurement need a viable and robust system The insurance sector in India has come up with a full circle from being an open competitive market to nationalization and back to a liberalized market again. The opening up of the insurance sector has led to rapid growth of the sector. Tracing the developments in the Indian insurance sector reveals the 360 degree turn witnessed over a period of almost two centuries.

This paper discusses the new trends and challenges that the present Insurance industry is implementing, our study is only limited to life insurance sector in India.

Keywords: Life Insurance, Regulator, Plan, Insurance Industry

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**A STUDY OF OPERATIONAL EFFICIENCY OF COMMERCIAL
BANKS IN INDIAN FINANCIAL SYSTEM**

[Paper Id- NLCRTMDASAC-1002]

A Paper Presented by: D. Radhika,
Assistant professor, Aurora P.G College, Ramanthapur.

ABSTRACT

The Indian banking system consists of a major portion in Indian financial system and in its economy. India is considered as best platform for banking operation for its conservatism practices. In this present study we have analyzed the operational efficiency of commercial banks in India with objectives of comparative performance of different sectors of the commercial banks, profitability position of different sector in relation to number of employees and challenges faced by public sector banks in Indian banking scenario. The present study has taken some parameters like labor productivity, branch expansion, profitability ratio etc., to analyse the efficiency of different sector banks. The present study is evidence that the internal management and employee efficiency of foreign banks are far better than other sectors of commercial banks. Maximum workers are working with public sector banks due to out-dated technology and improper employee management whereas foreign sector banks which are less in number but using latest technology to render services to their customers have comparably very less staff. The present study has revealed the business per employee and profit per employee maximum in case of foreign banks during the study period. The present paper shows that public sector banks are lagging behind regarding various financial parameters in comparison with other sector banks. Hence there is a need to consider above listed challenges to bring optimized effective management in public sector banks.

Keywords: Operational Efficiency; Indian Banking Sectors; Public Sector Banks

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Date: 10thSept 2016

A STUDY ON SOCIO ECONOMIC CHALLENGES IN MANAGEMENT EDUCATION IN INDIA

[Paper Id- NLCRTMDASAC-1003]

A Paper Presented by: Dr. D. Madan Mohan
Aurora P.G College, Ramanthapur.

ABSTRACT

India has undergone significant educational expansion in recent years. The new terms called Liberalization, Privatization and Globalization rightly coined with the background of Indian economic context. A management theory that works well in West might not work in the same way in the country like India given the country's diversity and socio-economic challenges. Indian education system faced a typical phase of paradigm shift as per the global economy demands. New courses were introduced as per the industry needs. During the same time Management Education in India also gained huge demand and reputation. Indian Institute of Management's (IIM's) number significantly increased from 1990's to 2015. The reach of IIM's and B-Schools in India is another issue, typically Private Colleges or B-grade colleges are playing vital role in providing management education. In short, there are many problems associated with the Indian management education in developing and motivating the students to become entrepreneurs. The present globalized business environment is peculiarly constant with dynamic changes. The role of management education is quite vital in providing quality human resources with adequate business acumen. Beyond all these identifying, developing and sustaining entrepreneurial zeal among the management students is highly required. There are many challenges and issues in front of the management teaching fraternity and students towards adopting this dynamics. This paper addresses the challenges of management education in India.

Keywords: Management education, Emerging issues, B-Schools

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RECENT TRENDS IN EMPLOYEE RETENTION

[Paper Id- NLCRTMDASAC-1004]

A Paper Presented by: J.Nikhila
Asst.professor, Aurora P.G College, Ramanthapur.

ABSTRACT

Employee retention is incredibly important, especially in tough times. Companies need to be constantly looking for ways to improve their retention rates. Retention management remains one of the most relevant and significant topics in international Human Resource Management (HRM). The most common explanation for such significance is that excellent retention management has become a major source of competitive advantage in the modern and rapidly globalizing business world. It is becoming hard on the employer to retain employees, as the organization would not be left with good employees. Being HR personnel one should know how to attract and retain its employees Besides applying the correct motivation techniques to retain its top talent and maintain a competitive advantage, the organization also has to reduce the replacement cost and especially its 'soft' component (the cost of losing employees' experience, professional expertise, key customer relationships, etc.) if or when an employee does decide to leave Most of the academic literature on retention deals with general and unspecific preventive strategies pertaining mainly to industrial companies. The study in this Paper relates exclusively with employee retention, tools used for retaining employees, data gathering techniques, and Employee Delight a new way to retain employees in the organization.

Keywords: Employee Delight, Retention Tools, Employee Retention

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**IMPORTANCE OF CROSS CULTURAL SKILLS IN
MANAGEMENT**

[Paper Id- NLCRTMDASAC-1005]

A Paper Presented by: D. Naga Shravya
Assistant Professor, Aurora's PG College, Ramanthapur.

ABSTRACT

Globalization and migration are the main causes of growing number of multicultural enterprises. Culture is important for managers. The article discusses the importance of cross cultural skills in management. "We didn't all come over on the same ship, but we're all in the same boat." - Bernard Baruch, American financier and statesman. Cross culture is the interaction of people from different backgrounds in the business world. Cross culture is a vital issue in international business, as the success of international trade depends upon the smooth interaction of employees from different cultures and regions. There are areas in management whereby differences towards attitudes, behavior's, functioning, communication issues and cultural implications can be seen.

Keywords: Cross-cultures, Management skills, Culture, Behaviors.

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**CORPORATE SOCIAL RESPONSIBILITY AND EMPLOYEE
ENGAGEMENT**

[Paper Id- NLCRTMDASAC-1006]

A Paper Presented by: P. Malathi Devi
Assistant Professor, Aurora's PG College

E-mail:maluparne2002@gmail.com

ABSTRACT

Corporate social responsibility (CSR) is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders.

CSR is a concept with many definitions and practices. The way it is understood and implemented differs greatly for each company and country. Moreover, CSR is a very broad concept that addresses many and various topics such as human rights, corporate governance, health and safety, environmental effects, working conditions and contribution to economic development. Whatever the definition is, the purpose of CSR is to drive change towards sustainability.

This Paper explains the connection between corporate social responsibility (CSR) and employee engagement. Any effective strategy to attract and retain employees must be based on an understanding of engagement. The paper therefore examines the meaning of employee engagement and its correlation to attraction and retention. The business case for employee engagement is then presented, highlighting the importance of employee engagement, its impact on business outcomes and the costs associated with a disengaged workforce.

The concept of CSR is introduced to give a reader a brief background into this broad topic. The connection between CSR and employee engagement is then presented. The academic literature consistently identified an attitudinal as well as a performance dimension to CSR's influence on employee attraction, retention and engagement. The evidence presented in the discussion supports a business case for organizations considering implementing a CSR program. Corporate social responsibility (CSR) and employee engagement are two of the most discussed issues in the business world today. The debate over the business case for CSR is ongoing but there is no debating the pressure that companies are facing from a range of stakeholders to operate in a more socially and environmentally responsible manner. Meanwhile, research is being conducted that focuses on developing a better understanding of how engaged employees impact work and business outcomes, including productivity and profitability. This Paper examines the connection between a company's CSR practices and its ability to attract, retain and engage employees, and ultimately, to influence work and business outcomes. We can conclude by providing some preliminary direction for CSR program

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. implementation.

Keywords: Corporate Social Responsibility, Employee Retention, Employee Engagement
and Environment.

**FOREIGN DIRECT INVESTMENT AND ECONOMIC GROWTH: A
CROSS COUNTRY ANALYSIS**

[Paper Id- NLCRTMDASAC-1007]

A Paper Presented by: Veerababu Bandaru
PDF Scholar, Dept. of Economics, OU, Hyderabad-07,

E-mail:veerababubandaru2@gmail.com

ABSTRACT

FDI is most preferred type of foreign capital by countries all over the world both by developed and developing countries alike. According to some it is an engine of growth and development and for others it is a universal remedy for all the ills. But what is FDI? According to IMF definition, “FDI is the category of International investment that reflects the objective of a resident entity in one economy obtaining a lasting interest and control in an enterprise in another economy”. FDI is universally accepted as an essential element for achieving sustainable development. FDI provide a strong stimulus to income growth in host country. Developing countries are strongly advised these days to rely on FDI in order to supplement national savings by capital inflows and thereby promote economic development.

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**QUALITY OF WORK LIFE AND ORGANISATIONAL COMMITMENT
OF COLLEGE TEACHERS**

[Paper Id- NLCRTMDASAC-1008]

A Paper Presented by: Rajender Kandukuri

Research Scholar, Dept. of Commerce, Osmania University.

E-mail:rajender0286@gmail.com

ABSTRACT

Concerns about job quality have become more widespread, crossing all industries and occupations. Quality of Work Life (QWL) has evolved as an important aspect, which affects an Organizational efficiency and productivity (Gorden, Judith R. 1987). QWL is a multi-dimensional term which provides a good work life balance and gives a qualitative boost to total work environment of any organization (Neerpal Rathi, 2010). The success of any organization is dependent on how it attracts, develops, and retains its workforce. Today's organizations need to be more flexible so that they are equipped to develop their workforce and enjoy their commitment. This research study highlights the effect of quality of work life on organizational commitment of college teachers under various dimensions. The sample consists of 50 college teachers in affiliated engineering colleges in Hyderabad, Telangana State, India. The list of colleges was collected from Website of Anna University and selection of colleges was chosen at random. The questionnaire was designed based on the attributes and variables of QWL and organizational commitment reviews and questionnaire from previous studies. The constituted variables of the questionnaire were subjected to construct validity and discriminant validity. The study reveals positive association between quality of work life and organizational commitment. The study concludes by identifying the important QWL factors in the organization, could enhance organizational commitment.

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**AT THE RECEIVING END: ECONOMIC AND CASTE
MARGINALIZATION IN THE INDIAN MAN BOOKER NOVELS**

[Paper Id- NLCRTMDASAC-1009]

A Paper Presented by: Shahnaz Mansingh¹, Dr. Fatima Rizvi²

¹Research scholar, Lucknow University

²Associate Professor, Lucknow University

E-mail: shahnazmansingh@gmail.com

ABSTRACT

Four Indian writers, (two of them debutant novelists) from a previously colonized country, took on the Western literary establishment on its own turf and wrested the Booker Prize from English writers writing in their own language. They were Salman Rushdie in 1981 with *Midnight's Children*, Arundhati Roy in 1997 with *The God of Small Things*, Kiran Desai with *The Inheritance of Loss* in 2006 and Aravind Adiga with *The White Tiger* in 2008.

The above writers have also strongly espoused the cause of the voiceless and the marginalized who are often victims of social taboos and gender constructs, wounded by the environment that has nurtured them. This paper examines how the texts treat economic and caste marginalisations at all levels in society and the exclusion/alienation of the powerless individual by an entrenched and hegemonic power structure.

It also considers the various social structures that impinge on the life of the individual at the social, global, colonial and familial level come under scrutiny with particular emphasis on how Salman Rushdie, Arundhati Roy, Kiran Desai and Aravind Adiga espouse the cause of the marginalized and the powerless facing indescribable injustices, at the hands of a ruthless power construct and subvert dominant western perception through their innovative and inventive use of the language of the colonisers.

Keywords: Economic and caste marginalization, Indian Recipients of the Booker Prize, social taboos, hegemonic power constructs.

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**MOBILE BANKING – AN ENABLER FOR FINANCIAL INCLUSION IN
INDIA**

[Paper Id- NLCRTMDASAC-1010]

A Paper Presented by: Mrs. Geeta J
Research Associate

E-mail: geetamadhukar@gmail.com

ABSTRACT

Use of mobile phone for inclusive finance is very crucial for countries where most of the population is unbanked or under banked. Mobile phones, as a medium for extending banking services, have of-late attained greater significance because of their ubiquitous nature. The rapid growth of mobile users in India, through wider coverage of mobile phone networks, have made this medium an important platform for extending banking services to every segment of banking clientele in general and the unbanked segment in particular. The mobile banking system is definitely ideal for the remote areas given that it is an easily accessible, cheaper, more convenient and faster means of sending and receiving money. Financial activity is increased in the rural areas and therefore economic growth is boosted. Through this Paper an attempt is made to first understand concept of Financial Inclusion, Mobile Banking. The impact of Mobile Banking in Financial Inclusion in India.

Keywords: Mobile banking, Financial Inclusion, Financial exclusion, ‘unbanked’ India.

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FDI REFORMS IN BANKING SECTOR

[Paper Id- NLCRTMDASAC-1011]

A Paper Presented by: Ms. Preeti Jaiswal,
Aurora P.G. College, Ramanthapur.

E-mail: preeti3747@gmail.com

ABSTRACT:

The role of FDI in the present world is noteworthy. It acts as the lifeblood in growth of the developing nations. Opening up of doors by many countries of the world has resulted foreign participation in the financial sector of emerging market economies during the 1990s. FDI plays a vital role in the economy because it does not only provide opportunities to host countries to enhance their economic development but also opens new vistas to home countries to optimize their earnings by employing their ideal resources. FDI has an important impact on country's trade balance, increasing labor standards and skills, transfer of technology and innovative ideas, skills and the general business climate. FDI also provides opportunity for technological transfer and up gradation, access to global managerial skills and practices, optimal utilization of human capabilities and natural resources, making industry internationally competitiveness, opening up export markets, access to international quality goods and services and augmenting employment opportunities. This paper provides the major policy implications from their analysis, besides drawing attention on complexities in interpreting FDI data in India.

Keywords: FDI, Trade balance, Technological reforms, Optimum utilization of resources.

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ATTRITION IN “IT AND ITES” SECTOR

[Paper Id- NLCRTMDASAC-1012]

A Paper Presented by: Mrs. P. Devika
Associate Professor, Department of Business Management, St. Augustine P.G. College
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ABSTRACT:

The word “Attrition” refers to scaling down of employees in an organization. It occurs because of retirement, resignation or death of the employee. There can be many reasons for an employees to leave an organization like he may be getting higher job position in some other company or he may want to change his profession or he may leave an organization for higher studies, etc. The study was made to the staff working in IT sector in various cities of India. Findings of the study suggests that organizational culture, working conditions, career growth opportunities, work pressure and mutual trust are the causes of attrition in fast growing industries like IT and ITES sectors. So, the research is concluded that organization should have employee friendly organizational culture with positive working conditions, low pressure and higher opportunities for career growth which will reduce the attrition rate at a great extent and increase employee attitude in order to sustain in the organization.

Keywords: Attrition, retention.

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**INNOVATIVE PRACTICES AND STRATEGIES IN PERFORMANCE
MANAGEMENT IN ENGINEERING INSTITUTES**

[Paper Id- NLCRTMDASAC-1013]

A Paper Presented by: Archana V Padgul
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ABSTRACT

The success of any organization depends on its employees or human capitals. In the engineering institutes, managing human capital has lot of importance and the performance management of their employees is increasingly becoming a daunting exercise because of the various factors impacting performance appraisal process. “Everyday Performance Management” system is designed to incorporate daily encouragement and feedback into on-the-job conversations. Factors internal to the organization such as – size of the organization, employee engagement strategies, cultural orientation of employees, performance appraisal systems, different personality types and external factors such as – state of economy, society, customer expectations, emerging technologies - pose their own challenges in implementing exercise in large engineering institutions in India, current performance appraisal systems in use and provides recommendations for addressing some of these challenges.

Keywords: Performance management challenges, performance appraisal, self-monitoring, innovative practices in PMS.

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**STRESS, ALCOHOL AND EMPLOYEE ATTRITION-A CONCEPTUAL
STUDY**

[Paper Id- NLCRTMDASAC-1014]

A Paper Presented by: S. Mercy Suhasini

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ABSTRACT

Workplace stress has been a common phenomenon throughout the world and is common among all kinds of employees' even IT professionals. And one of the major side effects of Stress is alcohol consumption which had been a lesser evil earlier but nowadays has increased drastically inclining more and more people towards it. Employees' specifically employees in software organizations have been more open to this trend of alcoholism because of their work culture and diversity of workforce. Recently it was found that this trend is also forming the reason for employees resigning or being laid off from jobs.

The current article focuses on the statistics related to stress and alcohol use in IT employees and the effects of alcohol on employees' professional and personal lives which become a cost to the organization and the reason for employees' losing their jobs and sometimes their lives. The article also aims at providing a logical solution to this problem of coping with workplace stress and alcoholism.

Keywords: Workplace Stress, Employee Attrition, Alcoholism.

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**DESIGN OF COMPACT VERTICAL HEAT EXCHANGERS
COMPARED WITH ANOTHER TYPE OF HEAT EXCHANGERS
ADVANTAGES AND DIS ADVANTAGES-A REVIEW**

[Paper Id- NLCRTMDASAC-1015]

A Paper Presented by: Basawaraj S. Hasu

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ABSTRACT

A heat exchanger is a device used to transfer heat between one or more fluids. The fluids may be separated by a solid wall to prevent mixing or they may be in direct contact. They are widely used in space heating, refrigeration, air conditioning, power stations, chemical, petrochemical plants, petroleum refineries, natural-gas processing, and sewage treatment. The classic example of a heat exchanger is found in an internal combustion engine in which a circulating fluid known as engine coolant flows through radiator coils and air flows past the coils, which cools the coolant and heats the incoming air. There are three primary classifications of heat exchangers according to their flow arrangement. In parallel-flow heat exchangers, the two fluids enter the exchanger at the same end, and travel in parallel to one another to the other side. In counter-flow heat exchangers the fluids enter the exchanger from opposite ends. Also the surface nusselt number and surface overall heat transfer co-efficient has been found out. Temperature contours for various fin configuration has been plotted showing the convection loops formed around the heated pipe surface. Velocity contours for various fin configurations has been plotted and the motion of heated fluid is shown. Plots for nusselt number and heat transfer co-efficient are also shown. The assumptions during the analysis have been taken considering the manufacturing and practical applications and working conditions. Hence the results obtained can be referred to while solving any such kind of problems in the practical field where only natural convection is under consideration.

Keywords: Space heating, Refrigeration, Air Conditioning, power stations, chemical, petrochemical plants, petroleum refineries, natural-gas processing and sewage treatment.

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**EXPERIMENTAL STUDY AND SIMULATION ANALYSIS ON
THERMAL LOSSES OF A SOLAR PARABOLIC TROUGH
COLLECTOR**

[Paper Id- NLCRTMDASAC-1016]

A Paper Presented by: T.Sreenivasulu¹, D.Vidyasagar Reddy², V.Venu Gopal Reddy³, M.Rajesh⁴
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ABSTRACT:

Energy plays a significant role in any country economic development and wealth generation. Due to the depletion of fossil fuels day by day there is a need to shift toward the renewable energy sources. Solar energy is the most widely available renewable energy resource all over the world. To use this solar energy we need solar collectors. Generally concentrating collectors are used for high temperature application. Solar parabolic trough collector is the most proven technology for indirect steam generation. This technology is using widely in solar thermal power plants. The purpose of this paper is to do experimentation, simulation and to determine the heat losses (radiation and convection) associated with heat collection element (HCE) of solar Parabolic Trough Collector (SPTC), the effect of different wind speeds and mass flow rate of the heat transfer fluid (HTF) on thermal losses are investigated. The receiver of the parabolic trough is modeled in CATIA V5 R20 software and it is imported to the STAR CCM+ 9.02 software for the analysis and the geometry is taken according to the experimental setup which is fabricated. Some assumptions have been made to ease and simplify the simulation. Solar radiation flux around the absorber tube assumed uniform and the radiation flux is treated as hat flux wall boundary condition for the absorber tube. Heat loss model is simulated by giving surface to surface radiation (S2S) radiation model. The convection and radiation heat loss to the surrounding is calculated by the resulting temperature of the absorber tube envelope from the experimental and simulation model.

KEYWORDS: Solar parabolic trough collector, heat collection element, heat collection fluid, convection and radiation losses, CATIA V5R20, STAR CCM+ 9.02

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**RESEARCH ON CONTENT BASED IMAGE RETRIEVAL USING
COLOR AND SHAPE FEATURES OF WEB APPLICATIONS**

[Paper Id- NLCRTMDASAC-1017]

A Paper Presented by: Dr. K. Naveen¹, Raghu Kumar Lingamallu², M. Priya Darshini³

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ABSTRACT:

Content-Based image acts to get back (CBIR) uses the seeing what is in of an image such as color, form, feeling of a material, and spatial general design to represent and list of words in a book the image. action-bound make observations in CBIR is geared in the direction of the development of methodologies for getting at details, interpreting price listing and giving pointer image knowledge-bases. In addition to their development, efforts are also being made to value the operation of image acts to get back systems. The quality of move is heavily dependent on the good quality of the careful way used to produce point gives directions to be taken and likeness measure for comparison of points. In this paper we offered an algorithm which makes into company the more chances of different other algorithms to get well the having no error and doing a play of acts to get back. The having no error of color histogram based matching can be increased by using Color soundness guide (CCV) for coming one after another polish. The rate of motion of form based acts to get back can be gave greater value to by giving thought to as rough form rather than the certain, errorless form. In addition to this a mix of color and form based acts to get back is also included to get well the having no error of the outcome.

Keywords: CBIR, Shape, Color Coherence Vector, Centroid.

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**STATIC ANALYSIS OF CRANKSHAFT OF A SINGLE CYLINDER
PETROL ENGINE**

[Paper Id- NLCRTMDASAC-1018]

A Paper Presented by: ¹Santosh S Bagewadi, ²Dr. S.Chakradhar Goud

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ABSTRACT

A crankshaft is used to convert reciprocating motion of the piston into rotary motion. Crankshaft is one of the critical components of an IC engine. Failure of the crankshaft leads to a drastic disaster in IC engines. The load of cylinder gas pressure is transmitted to crankshaft through connecting rod. The dynamic load and rotating system exerts repeated bending and shear stress due to torsion, which are common stresses acting on crankshaft and mostly responsible for crankshaft fatigue failure.

In this paper, static analysis of crankshaft for four stroke single cylinder petrol engine is carried out. Initially the crankshaft is designed and then 3D model of crankshaft was developed in CATIA. Based on analytical calculations, load acting on crankshaft is obtained. This model is then imported to ANSYS to perform static analysis to obtain the variation of stress magnitude at critical locations. Analysis is done by considering two materials and results are compared to select the best material.

Keywords: Stress analysis, Crankshaft, Fatigue, ANSYS.

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TAXATION ON FINANCIAL DERIVATIVES

[Paper Id- NLCRTMDASAC-1019]

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

Taxes are compulsory extraction of money by public authorities for public purposes, enforceable by law. It does not mean payment for services rendered. There are two types of taxes, i.e., direct taxes and indirect taxes. Taxes are levied on account of income, expenditure and capital assets. Derivatives may results into income and capital asset and hence derivatives are subject matter of taxation. Derivatives being comparatively new type of income and capital assets, taxation on derivatives are in state of dilemma. The paper is aimed at to explore history of taxation on financial derivatives and present status of taxation on derivatives. Comparison with other countries has been done to suggest on taxation on derivative instruments. A new system of taxation has been proposed and suggestions and recommendations regarding it have been incorporated in and implications have been discovered.

Keywords: Taxation, Derivatives.

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TURNING PARAMETERS OPTIMIZATION FOR EN8 STEEL USING PARTICLE SWARM OPTIMIZATION (PSO)

[Paper Id- NLCRTMDASAC-1020]

A Paper Presented by: P. Vinay Kumar Reddy¹, Sri Y. Rameswara Reddy², M. Rajesh³
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ABSTRACT

As the competitions increases in today's manufacturing industry, customer is looking for high demands of quality and surface finish. So, it is important to have an optimized performance in machining parameters to improve from better production to best production. In this present study of turning speed, feed, depth of cut and nose radius are taken as input parameters and surface roughness, cutting force and tool tip temperature are taken as output parameters. The effects of input parameters on output parameters are studied, during turning of En8 medium carbon steel in HMT Precision Lathe. Three levels of input parameters were chosen and L27 design of experiments is designed from Response Surface Methodology (RSM) of Box-Behnken design using Minitab17 software. Significance of the cutting parameters was determined using statistical analysis of variance (ANOVA). Second order full quadratic equation is developed in RSM method. The optimization of cutting parameters is executed using Particle Swarm Algorithm in MATLAB Software.

Keywords: Surface roughness, Cutting force, Tool tip temperature, EN8 medium carbon steel, precision lathe, ANOVA, RSM, PSO.

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**RESEARCH ON WAVELETS BASED IMAGE RETRIEVAL SYSTEM
FOR WEB APPLICATIONS OF COLOR FEATURES**

[Paper Id- NLCRTMDASAC-1021]

A Paper Presented by: Dr. K. Naveen¹, Dibya Prakash², Mr. Bandi Raju³

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ABSTRACT:

Image acts to get back (IR) is one of the most getting worked up and fastest growing make observations areas in the field of sound and view technology. We present here a high-light of nearby make observations for Ir. Some trends and probable future make observations directions are presented. We make open to the Major problems that we have took in: the feeble amount of a good measurement of seeing likeness, the little importance according to user effect on one another and take-back, and the not take care of spatial knowledge. Answering these business houses, we make, be moving in the answers instrumented by nearby Ir systems. We also present the current image acts to get back projects in our laboratory, which are was the reason for to a greatly sized amount by these same points to be taken into account.

Keywords: Image retrieval; DWT; Wavelet; Local feature; Color; Texture.

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**USER BASED COLLABORATIVE FILTERING RECOMMENDER
SYSTEMS**

[Paper Id- NLCRTMDASAC-1022]

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ABSTRACT

This document mainly discusses the building of a Recommender system to make predictions based on reviews of books. Given a user item pair our main goal is to predict whether the user purchased the item, to show user based collaborative filtering is a good approach we addressed this problem user three methods which are discussed in detail in the following sections.

Keywords: personalized recommendation; jaccard similarity, user based recommendation, collaborative filtering

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**A STUDY ON EMERGING TRENDS IN MEDIA AND
ENTERTAINMENT IN INDIA**

[Paper Id- NLCRTMDASAC-1023]

A Paper Presented by: Dr. Golkonda Bhoopal Reddy
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ABSTRACT

Terrestrial television in India started with the experimental telecast starting in Delhi on 15 September 1959 (official launch date) with a small transmitter and a makeshift studio. The regular daily transmission started in 1965 as a part of All India Radio. The television service was extended to Bombay and Amritsar in 1972. Up until 1975, only seven Indian cities had a television service. Television services were separated from radio in 1976. National telecasts were introduced in 1982. In the same year, colour TV was introduced in the Indian market. Indian small screen programming started off in the early 1980s. At that time there was only one national channel Doordarshan, which was government owned. The Ramayana and Mahabharata (both Indian spiritual & mythological stories) were the first major television series produced. This serial notched up the world record in viewership numbers for a single program. By the late 1980s more and more people started to own television sets. Though there was a single channel, television programming had reached saturation. Hence the government opened up another channel which had part national programming and part regional. This channel was known as DD 2 later DD Metro. Both channels were broadcast terrestrially.

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**HUMAN RESOURCE MANAGEMENT AND INNOVATION
PRACTICES IN ORGANIZATION**

[Paper Id- NLCRTMDASAC-1024]

A Paper Presented by: Sanagapati Venu
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ABSTRACT

An overview shift in focus from traditional production in the companies to Knowledge-Intensive Firms (KIFs) poses challenges for academics and practioners alike. In particular, effective management of an organization's human resources has become a critical issue for ensuring sustained innovation capacity. The relationship between Human Resource Management (HRM) in KIFs is however still unexplored arena. The objective of this paper is to explore this relationship in an effort to identify the HRM practices that support innovation. To this end, the paper includes reviews of the literature relevant to HRM and innovation in KIFs. On the basis of content analyses conducted on the case data, some preliminary conclusions are posited regarding the role of HRM in KIFs. More specifically, the findings from this study suggest that while there are commonalities between HRM practices in traditional manufacturing companies and KIFs, there are also important differences, especially in terms of staffing practices in the Organization. The paper contributes by offering recommendations for management of HRM in innovative KIFs and potential avenues for research to further develop our understanding of how HRM can be more supportive to the innovations in KIFs.

Keywords: HRM, innovation, knowledge intensive firms, case study.

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**A STUDY ON IMPORTANCE OF DIGITAL MARKETING IN THE
MODERN BUSINESS STRATEGY**

[Paper Id- NLCRTMDASAC-1025]

A Paper Presented by: P.Ravi Kumar

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ABSTRACT

A rapid growth of Technology in the Market every Organization is looking for the new innovative methods in production, design and marketing to fulfill the consumer expectation. Sometimes the innovation is such that it is beyond the Market expectation. Struggling to keep up with rapidly evolving Digital marketing operations can bridge the divide between what customers expect and what they get.

There's no denying it, the world is rapidly shifting from analogue to digital. People are consuming more and more digital content on a daily basis – on mobile phones, laptops, desktop computers at work, and more – and companies that have not yet recognized this in their marketing strategies need to adapt fast. Digital marketing so important because it is not only a rapidly growing force in the current marketing playing field, it is set to be the future of marketing, and it seems likely that digital media will soon replace more traditional forms altogether. Marketing operations is certainly not the simplest part of marketing, but it is becoming the most important one. With businesses unable to keep pace with evolving consumer behavior and the marketing landscape, the pressure is on to put marketing operations—skilled people, efficient processes, and supportive technology—in a position to enable brands to not just connect with customers but also shape their interactions. Establishing a center-of-excellence function to develop and manage a consistent content operating model across divisions resulted in transparency, new governance, and improved processes. That cut the time to generate content, stopped the growth in costs, and brought new discipline into managing the impact of content.

So, digital market is most important in the new marketing strategy, that every organization including manufacturing, marketing services, Banks are adopting this technique to enhance sales volume and satisfy the ultimate consumer.

Keywords: Digital marketing, Technology, skilled people, digital media.

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HUMAN RESOURCE MANAGEMENT STRATEGIES IN PRACTICE

[Paper Id- NLCRTMDASAC-1026]

A Paper Presented by: P.Nagesh Goud

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ABSTRACT

Competitive pressures have increased the strategic value of a skilled, motivated and adaptable workforce, and the Human Resource Management strategies to support and develop it. A strategic perspective of Human Resource Management requires the firm to identify and adopt human capital initiatives likely to enhance competitiveness and shareholder value. A key question considered here is the extent to which firms adapt internally consistent human resource strategies across national boundaries to address these issues. strategic approaches to human resource management are presented. Findings show that while some adaptation considering local context occurs, the diffusion of headquarters and centrally initiated, but competitively differentiated strategies across cultural boundaries, is significant. Effective human resource strategies were understood as 'configurational', integrated both vertically and horizontally.

In modern world without proper human resource management organizations cannot compete at par. Strategically approach in training and development, selection process and making the human resource at uphill standard to compete in the high competitive environment. This paper focuses on the links between human resource strategies and organizational effectiveness. It is likely that bundles of, or configurations of, activities are more important in enhancing labor productivity than any single activity. However, studies are typically limited in theoretical rigor, have quite small samples and are typically non-cumulative.

Keywords: Strategies, Strategically approach, configurationally, integrated.

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EMPLOYEE ENGAGEMENT –A CONCEPTUAL STUDY

[Paper Id- NLCRTMDASAC-1027]

A Paper Presented by: Dr. S.Vijayalakshmi

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ABSTRACT

Motivated and engaged employees tend to contribute more in terms of organizational productivity and support in maintaining a higher commitment level leading to the higher customer satisfaction. Employees Engagement permeates across the employee customer boundary, where revenue, corporate goodwill, brand image are also at stake. This paper makes an attempt to study the different dimensions of employee engagement with the help of review of literature. This can be used to provide an overview and references on some of the conceptual and practical work undertaken in the area of the employee engagement practices. Employee engagement is ambiguous among both academic researchers and among practitioners who use it in conversations with clients. We show that the term is used at different times to refer to psychological states, traits, and behaviors as well as their antecedents and outcomes. Drawing on diverse relevant literatures, we offer a series of propositions about (a) **psychological state engagement;** (b) **behavioral engagement;** and (c) **trait engagement.** In addition, we offer propositions regarding the effects of job attributes and leadership as main effects on state and behavioral engagement and as moderators of the relationships among the 3 facets of engagement. We conclude with thoughts about the measurement of the 3 facets of engagement and potential antecedents, especially measurement via employee surveys.

Keywords: Employee engagement, antecedents, psychological, behavioral

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**A STUDY ON FUTURE PROSPECTS OF RELATIONSHIP
MARKETING**

[Paper Id- NLCRTMDASAC-1028]

A Paper Presented by: Ramesh Chandavath

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ABSTRACT

The purpose of this paper is to discover factors that led to the rise of relationship marketing in practice and academics, and what factors are likely to reshape the future direction of relationship marketing. Understanding the motivations of consumers to engage in relationships with marketers is important for both practitioners and marketing scholars. To develop an effective theory of relationship marketing, it is necessary to understand what motivates consumers to reduce their available market choices and engage in a relational market behavior by patronizing the same marketer in subsequent choice situations. This article draws on established consumer behavior literature to suggest that consumers engage in relational market behavior due to personal influences, social influences, and institutional influences. Consumers reduce their available choice and engage in relational market behavior because they want to simplify their buying and consuming tasks, simplify information processing, reduce perceived risks, and maintain cognitive consistency and a state of psychological comfort. They also engage in relational market behavior because of family and social norms, peer group pressures, government mandates, religious tenets, employer influences, and marketer policies. The willingness and ability of both consumers and marketers to engage in relational marketing will lead to greater marketing productivity, unless either consumers or marketers abuse the mutual interdependence and cooperation

Keywords: Relationship Marketing, cognitive, literature.

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**RURAL MARKETING IN INDIA: CHALLENGES AND
OPPORTUNITIES**

[Paper Id- NLCRTMDASAC-1029]

A Paper Presented by: P. Srilatha

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ABSTRACT

Since the 1980's the mass rural market was used to attract the marketers in Indian consumer market. The fact that 70% of country's population was unaddressed, which was the major attraction for marketers. In recent time this attraction has increased with the additional money that comes into hands of rural consumers due to green revolution, rise in Agri-produce prices and MNREGA spending. Budget 2013 further strengthens the rural story with MNREGA because there has been a substantial increase in their spending. These initiatives shift the rural consumers towards Brands. Rural market constitute an important segment of overall economy, for example in USA, 55 million people reside in rural areas (Kotni, 2012). Government agencies like IRDA (Insurance Regulatory and Development Authority) and NCAER (National Council for Applied Economics Research) define rural as a village with a population less than 5000 with 75% male population engaged in agriculture, while Hindustan lever, ITC and most FMCG companies define rural as any place with a population below 20,000.

In the recent years rural market have acquired significance and attract the attention of marketers as 68.84% population of India reside in 6, 38,000 villages and overall growth of economy has resulted into substantial increase in the purchasing power of the rural communities. Due to green revolution, the rural areas are consuming a large quantity of industrial and manufactured products. In this way rural market offers opportunities in the form of large untapped market, increase in disposable income, increase in literacy level and large scope for penetration. To take the advantage of these opportunities, a special marketing strategy 'Rural Marketing' has emerged. This paper tries to understand the rural market, importance of rural marketing and status of rural market. The main aim of the study to observe the potentiality of Indian rural markets and find out various problems are being faced by rural marketer

Keywords: Rural market, disposable income, Literacy level, FMCG.