

CHADALAWADA RAMANAMMA ENGINEERING COLLEGE

(AUTONOMOUS)

Approved by AICTE, New Delhi & Affiliated to JNTUA, Anantapur, A.P. Accredited by NAAC with "A" Grade, An ISO 9001 - 2015 Certified Institution

3.4.4: LIST OF BOOKS AND CHAPTERS IN EDITED VOLUMES / BOOKS PUBLISHED, AND PAPERS IN NATIONAL/INTERNATIONAL CONFERENCE-PROCEEDINGS YEAR WISE

(2017 - 22)

Academic Year	2021-22	2020-21	2019-20	2018-19	2017-18	Total
No. of Books, Chapters and Conferences	19	25	33	17	8	102



DIRECTOR

DIRECTOR

Chadalawada Kamanamma Engineering College (AUTONOMOUS)



CHADALAWADA RAMANAMMA ENGINEERING COLLEGE

(AUTONOMOUS)

Chadalawada Nagar, Renigunta Road, Tirupati – 517 506
Approved by AICTE New Delhi & Accredited by NAAC with "A" Grade
An ISO 9001:2015 Certified Institution

LIST OF BOOKS AND CHAPTERS IN EDITED VOLUMES / BOOKS PUBLISHED, AND PAPERS IN NATIONAL/INTERNATIONAL CONFERENCE-PROCEEDINGS YEAR WISE

			Academic Ye	ar :2021-22			
SL No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Year of publicatio n	ISBN/ISSN number of the proceeding	Name of the publisher
1	Dr. N. Vikram	Internet of Things: a Real Time Applications (Book)			2021	ISBN: 9788195386 222	
2	Dr. N. Vikram	Android application: remote ticket booking system (Book Chapter 16)			2021	ISBN: 9788195386 222	
3	Dr. M. Hemalatha		Detection and Comparative Analysis of Liver Disease Using Machine Learning Models	International Multidisciplinary Conference – 2021	31" Oct, 2021	ISBN: 978- 93-91535- 12-4	
4	Dr. P. Krishna Murthy		Identification of Vehicle Number Plate Using Adaptive Technique	International Conference on Innovations in Electronics, Electrical & Communication Technologies	12 th - 13 th Nov, 2021		
5	Dr. P. Krishna Murthy	CHADALAWAO	A Novel Approach to Increase the Accuracy of Accident Alert System Using GPS and GSM	International Conference on Innovations in Electronics, Electrical & Communication Technologies	12 th - 13 th Nov, 2021		Buren
6	Dr. P. Krish	AUI MAMAN	Adaptive Technique for Improving the Efficiency of Automatic Watering for Plants	International Conference on Innovations in Electronics, Electrical & Communication Technologies	12 th - 13 th Nov, 2021	Chadalawada i	DIRECTOR
7	Dr. P. Krishna Murthy		A Novel Design of a compact plannar patch Antenna for ultra wide band applications	International Conference on Innovations in Electronics, Electrical & Communication Technologies	12 th - 13 th Nov, 2021	ISBN: 978- 93-5473- 424-3	(AUTONOMOUS) TIRUPATI
8	Dr. P. Krishna Murthy		Identification of Vehicle Number Plate Using	International Conference on Innovations in Electronics.	12 th - 13 th Nov. 2021		

		Adaptive Technique	Electrical & Communication Technologies			
9	Dr. P. Krishna Murthy	Data Acquisition system using Run time reconfigurable technique based on Embedded System	Emerging trends in Engineering and Technology	2021		
10	Dr.A.Pulla Reddy	Data Acquisition system using Run time reconfigurable technique based on Embedded System	Emerging trends in Engineering and Technology	2021		
11	D.Ramesh Reddy	A Novel Design of a compact plannar patch Antenna for ultra wide band applications	International Conference on Innovations in Electronics, Electrical & Communication Technologies	12 th - 13 th Nov, 2021	ISBN: 978- 93-5473- 424-3	
12	G.Kavya Sree	A Novel Design of a compact plannar patch Antenna for ultra wide band applications	International Conference on Innovations in Electronics, Electrical & Communication Technologies	12 th - 13 th Nov, 2021	ISBN: 978- 93-5473- 424-3	
13	K.Ram Charan	Adaptive Technique for Improving the Efficiency of Automatic Watering for Plants	International Conference on Innovations in Electronics, Electrical & Communication Technologies	12 th - 13 th Nov, 2021	ISBN: 978- 93-5473- 424-3	
14	K.Swathi	Adaptive Technique for Improving the Efficiency of Automatic Watering for Plants	International Conference on Innovations in Electronics, Electrical & Communication Technologies	12 th - 13 th Nov, 2021	ISBN: 978- 93-5473- 424-3	
15	K.Sharief	Adaptive Technique for Improving the Efficiency of Automatic Watering for Plants	International Conference on Innovations in Electronics, Electrical & Communication Technologies	12 th - 13 th Nov, 2021	ISBN: 978- 93-5473- 424-3	
16	G.Sreedhar Quit MOUS	A New approach to improve the protection of smart crop system	International Conference on Innovations in Electronics, Electrical & Communication Technologies	12 th - 13 th Nov, 2021	ISBN: 978- 93-5473- 424-3	Annea
17	B.Sushmera Aut Mous	A Novel Approach to Increase the Accuracy of Accident Alert System Using GPS and GSM	International Conference on Innovations in Electronics, Electrical & Communication Technologies	12 th - 13 th Nov, 2021	ISBN: 978- 93-5473- 424-3dalaw	DIRECTOR anda Ramamanima Engine
18	Hennare Kalyani	Adaptive Technique	International Conference on Innovations in Electronics, Electrical & Communication Technologies	12 th - 13 th Nov, 2021	ISBN: 978- 93-5473- 424-3	(AUTONOMOUS) TIRUPATI
19	K.B.Deekshitha	A Novel Design of a compact plannar patch	International Conference on Innovations in Electronics,	12 th - 13 th Nov, 2021	ISBN: 978- 93-5473-	

eering College

_			Antenna for ultra wide band applications	Electrical & Communication Technologies		424-3	
			Academic Yo	ear :2020-21			
SI. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Year of publicatio n	ISBN/ISSN number of the proceeding	Name of the publisher
1	Dr. T. Sunil Kumar Reddy	Investigation on Deep Learning Approach for Big Data: Applications and Challenges (Book chapter 56)			2020	proceeding	IGI Publisher of timely Knowledge DOI: 10.4018/9 78-1-7998-
2	Dr. P. Krishna Murthy	"Data Acquisition System Using Run Time Reconfigurable Technique Based on Embedded System". (Book chapter 2)			October, 2020		0414-7.ch056 Emerging Trends in Engineering and Technology
3	Dr. A. Pulla Reddy	"A Novel Approach of Image DeNoising using Implementation of the DWT and HWT Techniques. (Book chapter 6)			October, 2020		Emerging Trends in Engineering and Technology
4	Dr. A. Pulla Reddy	Economic Operations in Thermal Power Plant (Book chapter 9)			2021		AkiNik Publications
5	Dr. Y. Murali Mohan Babu	"Transform Techniques for Radar Image Analysis".			43070	ISBN-13: 978-93- 86258-87-8	VSRD Academic
5	Dr. Y. Murali Mohan Babu	"Digital Image Compression Techniques". "Classification			43435	ISBN-13: 978-81- 93901-90-8	Publisher A to Z Publications
1	Dr. Y. Mufall	Models in Salellite			November- 2020.	ISBN-13: 978-93- 82829-34-8	Spectrum Publications
3	K.Munivara Prasad	An ensemble frame fork for flow layer BDOS attack detection using data		ICT Analysis and Applications	2020	Chadulawada Ram	RECTOR annual Engineering Co

Į.		mining techniques (Book Chapter)					
9	J.Nagamuneiah	An ensemble framework for flow based application layer BDOS attack detection using data mining techniques (Book Chapter)		ICT Analysis and Applications	2020		
10	Dr. T Sunil kumar reddy	Deep learning and neural networks: concepts, methodologies, tools, and applications (Book chapter)			2020		Igi global publishers
11	S. M. Jameel Basha	Lecture Notes in Mechanical Engineering	Comparison of Thermo- Physical and Tribological Characteristics of Nanolubricant	Emerging Trends in Mechanical Engineering Select Proceedings of ICETME 2018	2020	2195-4356	Springer Nature Singapore Pte Ltd
12	S. M. Jameel Basha	Lecture Notes in Mechanical Engineering	Adopting SDR Fluctuations to Non-premixed Turbulent Combustion by Varying Swirl Ratio	Emerging Trends in Mechanical Engineering Select Proceedings of ICETME 2019	2020	2195-4357	Springer Nature Singapore Pte Ltd
13	Dr. M. Hemalatha		Embedded systems and Industrial Automation	International Virtual conference on "Embedded systems and Industrial Automation"	11 th - 13 th June, 2020		
14	Mrs. M. Hemalatha		Water feature extraction, enhancement and change detection of Multi Temporal Satellite Images using MNDWI2-PCA	IOP Conference Series: Material Sciences and Engineering	04th - 05th Sept, 2020		
15	M.Hemalatha	STREET TO STREET	Water feature extraction, enhancement and change detection of Multi Temporal Satellite Images using MNDWI2-PCA	IOP Conference Series: Materials Science and Engineering	4th -5th Sep, 2020		
16	Ms. Kuraganti Santhi / Ram mohan reddy	AUT ANOL	A Novel Approach for Heart Disease Prediction based on Risk Factors using Machine Learning	International Conference on Computational and Bio Engineering	Dec-20	Non	neu
17	A.Rama Mohan Reddy	IRIPATI*	Secure SDLC using security patterns 2.0	Fifth International Conference on Information and Communication	23-24 April 2021	DIRE	ma Engineering College DMOUS)

Sl. No.	Name of the teacher	Title of the book/chiptots Title of the paper published	Title of the proceedings of the conference	Year of publication	number of ONOM Deprecing College number of ONOM Deprecing College the TIRUPAH publisher proceeding
_		Academic Y	ear :2019-20		DIRECTOR
25	Dr. M. Neeraja	Community-based eco Tourism Initiatives - A case Study of Eco Tourism Destination Talakona in Andhra Pradesh	Intentional conference on Tourism, Travel and Hospitality Management - 2020	30-31 October 2020	Bunea
24	Dr. M. Neeraja	Designing Global Destinations: Trends & Strategic Imperatives	Intentional conference on Tourism, Travel and Hospitality Management - 2020	30-31 October 2020	
23	Dr. G . Anupama	Understanding and Awareness of Glass Ceiling Among Management Students	International Conference on Glass Ceiling: Issues and Challenges on Women Career Development in Educational Institutions	25-27 March 2021	
22	Dr. M. Neeraja	Customer Satisfaction in select online food delivery applications (with reference to Telangana and Andhra Pradesh)	Intentional conference on Tourism, Travel and Hospitality Management - 2020	30-31 October 2020	
21	N. Chaitanya Kumar	Generation of Multiple session keys using Diffie- Hellman Technique	International Conference on Computational and Bio Engineering (CBE'20) Springer	13th and 14th August 2020	
20	K Sekar	Ovarian cyst detection using Ultrasound images based on segmentation techniques	The First Online International conference on "continuity, consistency and Innovation in Applied Sciences and Humanities"	13th and 14th August 2020	
19	A.Rama Mohan Reddy	A Novel Approach for Heart Disease Prediction based on Risk Factors using Machine Learning	International Conference on Computational and Bio Engineering (CBE'20) Springer	4th-5th December 2020	
18	A.Rama Mohan Reddy	A modified Bat optimization algorithm segment MRI's of brain sub regions for early detection of Alzheimer's Disease	Computational and Bio Engineering (CBE'20) Springer	4th-5th December 2020	
		A 416 - 170 - 171 - 171	Technology for Intelligent Systems		

1	P. Krishna Kishore	Artificial intelligence (Book)			2019		Vsrd academic publishing Isbn-13: 978-93- 87610-42-2 Code no. : vsrdapcsit-161
2	Dr. S .Thulasee krishna	Selection of a best model for effective results based on examination (Book)			2019		Lambert academic publishingIsbn:9 78-613-8-3851- 3Springer, ingapore,75-80
3	Dr. N. Vikram	Secured architecture for internet of things- enabled personalized health care systems (Book chapter 7)			2019		Springer, ingapore,75-80
4	Dr. S. Thulasee krishna	Traditional new approach for 'r' language (Book)			2020	ISBN-13 :978-93- 87610-49-1	Vsrd academic publishing
5	Dr. A. Rama Mohan Reddy	Smart farming by using internet of things (Book)			2019	ISBN:97881 94289500	Snb ingenious publishers, smart nuts and bolts groups.
6	Mr. R. Ravindraiah		An Instinctive method for Lesion Detection in Diabetic Retinopathy Images using a Novel Spatial possibilities C means clustering in kernel space	Springer International Conference on Intelligent Computing and Smart Communication Technologies (ICST-2019)	26th - 27th July 2019		
7	R.Ravindraiah	S MANA !!	Evaluation of conventional methods for the detection of lesions in Diabetic Retinopathy Images: A Review	Intelligent computing and smart communication technologies	26th - 27th July 2019		
8	B.Chandrabab	1-1	Time Series analysis of water feature extraction using water index techniques from landsat remote sensing images	Third International Conference on L-SMAC (IOT in Social Mobile, Analytics and Cloud)	2019	DIREC	TOD
9	S. Mallikarjunaiah	* HATTPATE * *	Grid Interconnecting Solar Generation System using Transformer less cascade seven level Inverter	National conference on "Sensor Networks, Internet of Things (IOT) & Internet of Everything	17th-19th Oct 2019	Gawado Ramunanin (AUTONO TIRUP)	n Engineering Callege MOUS)

10	K. Raju		Fractional order AN79S (FoanF9S) method for maximum power plant in a Pv system	National conference on "Sensor Networks, Internet of Things (IOT) & Internet of Everything	17th-19th Oct 2019	
11	Y. Hari Krishna		A Novel approach to restrain voltage and power balance using cascaded H-bridge convertor instigated for solid state transformer	National conference on "Sensor Networks, Internet of Things (IOT) & Internet of Everything	17th-19th Oct 2019	
12	k. Raju		Extenuation of voltage variations and Load levelling in wind DG micro grid with back propagation based fuzzy logic controller	National conference on "Sensor Networks, Internet of Things (IOT) & Internet of Everything	17th-19th Oct 2019	
13	S Jareena		AC to DC convertor with high power factor & High efficiently	National conference on "Sensor Networks, Internet of Things (IOT) & Internet of Everything	17th-19th Oct 2019	
14	Dr. J. Srinu Naick		Algorithm for optional power flow solution of microgrid	National conference on "Sensor Networks, Internet of Things (IOT) & Internet of Everything	17th-19th Oct 2019	
15	Dr. J. Srinu Naick		Control and operation of a DC grid- based wind power generation system in a application of Artificial "Intelligence techniques in polycystic overian syndrome diagnosis	National conference on "Sensor Networks, Internet of Things (IOT) & Internet of Everything	17th-19th Oct 2019	
16	V. Samba Siva		An Efficient Apache spark frame work analysis for engineering students information behaviour	National conference on "Sensor Networks, Internet of Things (IOT) & Internet of Everything	17th-19th Oct 2019	
17	G.Dilli Rani	Sauman . c	Design and implementation of high speed hybrid adder with reverse carry propagate adder	#REF!	17th-19th Oct 2019	Romera
18	Dr.V.Thrimurth	AUT MOUS	A Novel reversible decoder for design and synthesis of combinational circuit	National conference on "Sensor Networks, Internet of Things (IOT) & Internet of Everything	17th-19th Oct 2019	DIRECTOR Chadalawada Ramanamma Engineering Colleg (AUTONOMOUS)
19	M.Adiseshaiah	* HATTPATT # 95	High speed packet classification using XNOR BV	National conference on "Sensor Networks, Internet of Things (IOT) & Internet of	17th-19th Oct 2019	TIRUPATI

	-			Everything			
20	V.Thrimuthulu		Design and Implementation of High speed hybrid adder with reverse carry propagate adder	National conference on "Sensor Networks, Internet of Things (IOT) & Internet of Everything	17th-19th Oct 2019		
21	V.Thrimuthulu		High speed approximation multiplier for high speed and area efficient applications	National conference on "Sensor Networks, Internet of Things (IOT) & Internet of Everything	17th-19th Oct 2019		
22	P.Krishna Murthy		Reduce power flip flop design based on signal feed through scheme	National conference on "Sensor Networks, Internet of Things (IOT) & Internet of Everything	17th-19th Oct 2019		
23	B. Viajaya		An Efficient Apache spark frame work analysis for engineering students information behaviour	National conference on "Sensor Networks, Internet of Things (IOT) & Internet of Everything	17th-19th Oct 2019		
24	A.N. Sreedhar		An Efficient Apache spark frame work analysis for engineering students information behaviour	National conference on "Sensor Networks, Internet of Things (IOT) & Internet of Everything	17th-19th Oct 2019		
25	N. Hanuma Naick		Exentuation of voltage variations and load levelling in wind-Dg microgrid with back propagation base fuzzy logic controller	National conference on "Sensor Networks, Internet of Things (IOT) & Internet of Everything	17th-19th Oct 2019		
26	Dr.Neeraja		Role of Intellectual Property Rights in Enhancing Global Competitiveness of the Tourism & Hospitality Industry	Intellectual Property Rights Challenges & Issues in India	2019	ISSN: 978- 81-933256- 7-4	Pithapuram Govt College, Kakinada,A.P.
27	B. Dhananjaya		Exploring the elements of Employees Motivation in Hospitality Industry	International Online Conference on Contemporary Issues in Business Management	2019		Amaravathi Research Academy
28	Dr.Neeraja	Darpac; Drift	Perception on MOOC among Management Graduates : A Survey Study	New Vistas in Services Marketing	2019	ISBN: 978- 93-88808- 05-7	Paramount Publishing House,New Delhi,
29	P.Krishna Kishore	DUFAC: Drift identification in fractic flow streams for SDOS attack defence through			2019 Chieda	DIREC	Mar

		ensemble classifier (Book Chapter)					
30	K.Munivara Prasad	DITFAC: Drift identification in traffic flow streams for DDOS attack defence through ensemble classifier (Book Chapter)			2019		
31	V.Samba Siva	DITFAC: Drift identification in traffic flow streams for DDOS attack defence through ensemble classifier (Book Chapter)		Computing and Network Sustainability (Book)	2019		
32	M.Sreenivasulu	DITFAC: Drift identification in traffic flow streams for DDOS attack defence through ensemble classifier (Book Chapter)		Computing and Network Sustainability (Book)	2019		
33	A.Rama Mohan Reddy	Secured architecture for internet of things- enabled personalized health care systems (Book chapter 7)			2019		Springer, ingapore,75-80
			Academic Yo	ear :2018-19			
SL No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Year of publication	ISBN/ISSN number of the proceeding	Name of the publisher
1	Dr.C.Chandra Sekhar	Book	Digital image compression techniques		Dec, 2018	ISBN-13: 978-81- 93901-90-8	A to Z Publications
2	A Rama Mohan Reddy	Adma" Book	Fuzzy and Poka YOKE in SDLC		Sep, 2018	ISBN- 13:978-3- 330-02257-7	Lambert Academic Publishing
3	K.Munivara Prasad	AUT - MOUS	DITFAC: Drift identification in traffic flow streams for DDOS attack defence through ensemble classifier	International Conference on ICT for Sustainable development	30th Aug 2018	Bu	near
	V.Samba Siva	**	DITFAC: Drift identification	International Conference on	30th Aug	CONTRACTOR DUST DESCRIPTION	Him I was to

			in traffic flow streams for DDOS attack defence through ensemble classifier		2018		
5	P.Krishna Kishore		DITFAC: Drift identification in traffic flow streams for DDOS attack defence through ensemble classifier	International Conference on ICT for Sustainable development	30th Aug 2018		
6	M.Sreenivasulu		DITFAC: Drift identification in traffic flow streams for DDOS attack defence through ensemble classifier	International Conference on ICT for Sustainable development	30th Aug 2018		
7	K.Rama Mohan Reddy		Cryptography technique for mining association rule in distributed data bases with privacy preserving	2nd International Conference on Computing, Communications and Data Engineering	Feb-19		
8	Mrs. G. Komala Yadav		Image Quality assessment using SIDWT Algorithm	National Conference on New Frontiers of Engineering, Sciences, Management and Humanities	12th - 13th October, 2018	978-93- 87793-49-1	
9	Mrs. T. Vedavathi	Conference on Industry 4.0		Confederation of Indian Industry	17-18 December, 2018		
10	D.Shoba Rani		Deep learning based dynamic tasks of loading in mobile cloudlet environments	Evolutionary Intelligence		ISSN:1864- 5909	
11	Dr. M. Neeraja		Big data analytics - a Key to better operations and Consumers Efficiency	International Conference on Emerging trends in Business and Commerce	6th October 2018	ISSN: 978- 93-85101- 21-2	
12	Dr. M. Neeraja		Impact of Digital Marketing on the Banking Sector(A Survey on select banks in Tirupathi)	National Seminar on Emerging Trends in Digital marketing Challenges and opportunities	22nd and 23rd March 2019	ISBN: 978- 81-935990- 3-7	
13	Dr. M. Neeraja		Big data technology trends in banking and Finance	International Conference on Emerging trends in Business and Commerce	6th October 2018	ISSN: 978- 93-85101- 21-2	
14	Dr. M. Neeraja	AUT MOUS	Customer Satisfaction in select online food delivery applications (with reference to Telangana and Andhra Pradesh)	The Indian Management Researcher	July- December 2018	ISSN: 2349- 2090DIRI	name Engineering Collec
15	B. Dhananjaya	* IRINATI * 3	HRM in the Digital Age: Consequences and Performance	International Conference on Emerging Trends in Business and Commerce 2018	06-Oct-18	TIR	NOMOUS) UPAT Narayana Engineering College, Nellore

16	B. Dhananjaya		A Study on GST Impact on India Economy	International Conference on Essential Management Skills in the age of Disruption	19-Jan-19		SV University, Tirupati
17	Dr. M. Neeraja		Customer Satisfaction in Bank Services in Digital Economy (Comparative Study of Home loan advances of Indian Bank, Andhra Bank & SBI in Hyderabad)	Digitalisation of Banking Operations : Outreach, Challenges And Impact on Economy	2019	ISBN: 978- 93-5351- 550-8	Department of Commerce, Alpha Arts And Science College, Porur, Chennai.
			Academic Y	ear :2017-18			
SL No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Year of publicatio n	ISBN/ISSN number of the proceeding	Name of the publisher
1	Sekhar Koneti	Book		Computer Organization and Architecture	Jul-05	ISBN:978-3- 659-57119-0	Lambert Academic Publishing
2	Sekhar Koneti	Book		Programming in C and Data Structures		ISBN:978-3- 659-57119-0	Lambert Academic Publishing
3	Dr. K. Soundararajan		Enhancement of localized routing using CDPSO in WSN	2018 IEEE Conference on Signal Processing and Communication Engineering Systems	04-05 January 2018	ISBN: 978- 1-5386- 2369-5	
4	N. Chaitanya Kumar		Proactive Secret sharing for long lived MANETS using ellyptic curve cryptography	International Conference on Inventive computing and informatics	2017	ISBN: 978- 1-5386- 4031-9	
5	N. Chaitanya Kumar		Multi-stage Multi-secret sharing scheme for hierarchical access structure	International Conference on Computing Communication and Automation	2017	ISBN:978-1- 5090-7471-7	
6	D.Shoba Rani	2211	Design of Thermometer code to binary encoder using systematic cell design methodology	International conference on Advanced Communication systems	Oct-17		
7	Dr. M. Neeraja		Green growth in India: Policies and Initiatives	2nd International Conference on Green Development in Tropical Regions -2017	26-28th july 2017		Penna
8	Dr. M. Neeraja	AU MOUS	Sustaining growth through responsible Tourism with special reference to the Telangana	A national Interdisciplinary referred research journal dedicated to Global Dialogue	17th Sep, co	JSSN: 2395RE	ECTOR mma Engineering Colle NOMOUS)

2021-22-9

BOOK ABOUT

THEINET OF THICS: A REAL TOPLICATIONS

VIVEKANANDA REDDY D' AND VIKRAM NEERUGATTI



A BOOK ABOUT

INTERNET OF

THINGS : A REAL

TIME

APPLICATIONS

VIVEKANANDA REDDY D

AND

VIKRAM

NEERUGATTI



DIRECTOR Chadelewada Remeanamus Engineering Colle (AUTONOMOUS)

CHAPTER 16

ANDROID APPLICATION: REMOTE TICKET HOOKER

B.Tech Spident Dept. of CSE, ASIT, GUI)UJ *Dr. N. Vikram Necruzal (12) Professor Dept. of CSE, ASIT, GUI)UJI

ABSTRACT

Android applications is getting hoge demand in almost righty help's complete set of nottware for mobile devices such as tablet recipile smartphones etc. It is currently used in various devices and it effect television etc. It has applications in fields like education, pulpitus, and se and textiles. The current project is a canteen automation system, when he used to register colline, read and select the food from them to have, by using this equipitation results after selecting the food from the menu card will closely single near the chef/shop keeper who is going to cook the food. In yield to combination of android as well as web application.

By using this application the work of the waiter is reduced and we copyed work is multified. The benefit of this is that if there is a rule in this set will be chances that the waiters will be unavailable and the variables food to the chof online by using this app. The user will have a vive sport to by using which they can login in to the system. This lamples that if it regular user of the canteen.

ALAWADA

BETTON

The same based on pen papers record, cash, manual calculation and folieta and manual record keeping at credits which in today's time in an fig to operate a business, we aim to operate a business, we aim to to lisk by creating a web application for managing the canteen menu and adopt people don't have much time to spend in carteen by just there and the uniter to take their order. Many customers visit the canteen in their recess so they have limited to eat and return to their respective office. It has software helps them to save time and order food whenever they stalling the waiter again and again. In a college cauteen, there can be at pairs available, so in the lunch time or the peak hour of the cauteen the same time it gets difficult for the canteen to manage and sometime it time error in the payment and exchanging of

whiles is generated in the kitchen too when the order is being told to sake the work easy we decided to make an application in which the user is to make an account and then they can order their food through the app it within the campas and pay through the app or can also pay with print, an invoice will be generated which will be unique for different which the student can be collect their order from the counter. From the case will kept update on their order status and when they gets a littleir order is prepared ,then students go to collect their order because the need to wait in a long queue to collect their order. History of all the maintained for the student as well as the canteen on their

DIRECTOR

Chedulawada Ramanamme Engineering Celle

(AUTONOMOUS)











CERTIFICATE

This Certificate is acknowledges and honours

Dr. M. Hemalatha

for presenting and publishing his/her paper on

Detection and Comparative Analysis of Liver Disease Using Machine Learning Models

on the occasion of

International Multidisciplinary Conference -2021

31st October 2021

Organised by:

UNIVERSAL GROUP OF INSTITUTIONS, Lalru, Chandigarh, Punjab

in collaboration with:

IARDO and Conference world

Chedolowade Remonument Engineering College STONOMOUSE

LARDO Directo

TIRUPATI

MANGROUS

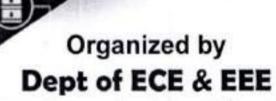
De. Intinder Sine Universal Group of Institution

1003

Proceedings of

INTERNATIONAL CONFERENCE ON
INNOVATIONS IN ELECTRONICS, ELECTRICAL
& COMMUNICATION TECHNOLOGIES
(ICIEECT-21)

12th & 13th November 2021



https://www.audisankara.ac.in/icieect21/

In Association with







IETE Student Chapter



ISBN: 978-93-5473-424-



Charles and European Engineering College

COLLEGE OF ENGINEERING & TECHNOLOGY



NH-5, Bypass road, Gudur, Nellore Dist., Andhra Pradesh, India





CERTIFICATE

From Chadalawada . xamanamma . Engineering College participated a paper entitled A. Moxch. Design. of.a. Compact falanax. pateh.. in an International Conference on Antenna for cultra wide Band Applications

Electronics, Electrical and Communication Technologies (ICIEECT-21) on 12th 13th November, 2021 organized by the Department of Electronics and Communication Engineering & Electrical and Electronics Engineering, Audisankara College of Engineering & Technology, Gudur, Andhra Pradesh, India.

Dr.R.Lokanadham

Lokowad

Prof.K.Dhanuniayo

Convener& HOD EC!

quering College





CERTIFICATE

This is to certify that Prof./Dr./Mr./Miss/Mrs. Dagumarzi. Ramesh Reddy..... From Chadalawada ramanamana Engine presented participated a paper entitled A. Navel. Design. of a Compact planner. patchin an International Conference on Anterma for ultra wide Band Applications

Electronics, Electrical and Communication Technologies (ICIEECT-21) on 12*&13* November, 2021 organized by the Department of Electronics and Communication Engineering & Electrical and Electronics Engineering, Audisankara College of Engineering & Technology, Gudur, Andhra Pradesh, India.

Lokanadham

Convener& HOD FCF





CERTIFICATE

This is to certify that Prof./Dr./Mr./Miss/Mrs. Gallury. Karya. Sxec.... From Chadalowada namanamma Engineering College participated a paper entitled A. Novel. Design. of. a. Lompact. planar. patch. in an International Conference on Antenna for ultra wide Band Applications Electronics, Electrical and Communication Technologies (ICIEECT-21) on 12*&13* November, 2021 organized by the Department of Electronics and Communication Engineering & Electrical and Electronics Engineering, Audisankara College of Engineering & Technology, Gudur, Andhra Pradesh, India.

Prof.K.Dhanunjaya

Convenera HOD ECE





CERTIFICATE

Dr.A.Mohan

Dr.R.Lokanadham

mil * 3 Principal

Prof.K.Dhanunjaya

Convener& HOD ECE

AUTONOMOGY AND THRUBATE

Prof. Suresh

HOD EEE

Dr.A.Immonuel

anvener





CERTIFICATE

This is to certify that Prof./Dr./Mr./Miss/Mrs	į.
From Chadalawada ramanamma Engineer presented participated a paper entitled	ı
Adaptive. Technique. for timproxing the Efficiency in an International Conference of Automatic watering for plants Electronics, Electrical and Communication Technologies (ICIEECT-21) on 12*813* November, 202	
organized by the Department of Electronics and Communication Engineering & Electrical and Electronic	s
Engineering, Audisankara College of Engineering & Technology, Gudur, Andhra Pradesh, India.	

Klokamon

Dr.R.Lokanadham

Prof.K.Dhanunjaya

Convener& HOD ECE





CERTIFICATE

This is to certify that Prof./Dr./Mr./Miss/Mrs Jk. Shar.	ief
From Lhada lowada ramanamma . Engine presented p	articipated a paper entitled
Adaptive Technique for improving the Efficiency. in a of Automatic watering for plans Electronics, Electrical and Communication Technologies (ICIEECT-21)	an International Conference on &s) on 12th & 13th November, 2021
organized by the Department of Electronics and Communication Engine	ering & Electrical and Electronics
Engineering, Audisankara College of Engineering & Technology, Gudur	r, Andhra Pradesh, India.

Dr. A. Mohan

Dr.R.Lokanadham

Prof.K.Dhanunjaya

Convenera HOD ECE





CERTIFICATE

Prof.K.Dhanunjaya

Dr. Á. Mohan

Dr.R.Lokanadham

Convener& HOD ECE

AUTONOMPTOP.J.Suresh

TRUPATI HOD EEE

Dr.A.Immanuel

onvener





CERTIFICATE

This is to certify that Prof./Dr./Mr./Miss/Mrs. ... B. Sushmitha. From Chadalawada. Tamanamma. Engine presented participated a paper entitled A. Moxel. Approach. to Decrease the Accuracy. in an International Conference on of Accident alert System using GPS and GSM
Electronics, Electrical and Communication Technologies (ICIEECT-21) on 12*&13* November, 2021 organized by the Department of Electronics and Communication Engineering & Electrical and Electronics Engineering, Audisankara College of Engineering & Technology, Gudur, Andhra Pradesh, India.

Dr.R.Lokanadham

Convener& HOD ECE





CERTIFICATE

This is to certify that Prof./Dr./Mr./Miss/Mrs Hebbare. Kalyani.
From Chadalawada ramanamma . Engineering college participated a paper entitled
Identification of vehicle number plate in an International Conference on using adaptive technique Electronics, Electrical and Communication Technologies (ICIEECT-21) on 12*813* November, 2021
organized by the Department of Electronics and Communication Engineering & Electrical and Electronics
Engineering, Audisankara College of Engineering & Technology, Gudur, Andhra Pradesh, India.

Dr.R.Lokanadham

Prof.K.Dhanunjaya

Convener& HOD ECE





CERTIFICATE

Dr.A.Mohan

Dr.R.Lokanadham

Principa

Brif (

Prof.K.Dhanunjaya

Convener& HOD ECE

DIRECTOR Survey College (AUTONOS SURVEY)

Prof. J. Suresh

HOD EEE

A. July

neneying.

2011-11

Chapter 56

Investigation on Deep Learning Approach for Big Data: Applications and Challenges

Dharmendra Singh Rajput VIT University, India

T. Sunil Kumar Reddy

Sri Venkateswara College of Engineering and Technology, India

Dasari Naga Raju

Sri Venkateswaru College of Engineering and Technology, India

ABSTRACT

In recent years, big data analytics is the major research area where the researchers are focused. Complex structures are trained at each level to simplify the data abstractions. Deep learning algorithms are one of the promising researches for automation of complex data extraction from large data sets. Deep learning mechanisms produce better results in machine learning, such as computer vision, improved classification modelling, probabilistic models of data samples, and invariant data sets. The challenges handled by the big data are fast information retrieval, semantic indexing, extracting complex patterns, and data tagging. Some investigations are concentrated on integration of deep learning approaches with big data analytics which pose some severe challenges like scalability, high dimensionality, data streaming, and distributed computing. Finally, the chapter concludes by posing some questions to develop the future work in semantic indexing, active learning, semi-supervised learning, domain adaptation modelling, data sampling, and data abstractions.

7998-0414-7 ch056

Glabal. Copying or distributing in joint or electronic thems without written percursion of KI Glabal is probibited

DIRECTOR

Chadaloweda Ramonomma Engineering College [AUTONOMOUS]

Emerging Trends in Engineering And Technology

Volume - 1

Chief Editor

Mohit Bajpai

Associate Professor, Electronics and Communication Engineering, Poornima Institute of Engineering & Technology, Jaipur, Rajasthan, India

Co-Editor

Dr. A.V. Sudhakara Reddy

Associate Professor, R&D Coordinator, Department of Electrical and Electronics Engineering, Malla Reddy Engineering College (Autonomous), Maisammaguda, Secunderabad, Telangana, India

> Integrated Publications New Delhi



Bushen

DIRECTOR

Chadalawada Ramanamma Engineering College

[AUTONOMOUS]

Published By: Integrated Publications

Integrated Publications
H. No. - 3 Pocket - H34, Sector - 3,
Rohini, Delhi-110085, India

Chief Editor: Mohit Bajpai

The author/publisher has attempted to trace and acknowledge the materials reproduced in this publication and apologize if permission and acknowledgements to publish in this form have not been given. If any material has not been acknowledged please write and let us know so that we may rectify it.

© Integrated Publications

Publication Year: 2021

Pages: 84

ISBN: 978-93-90471-48-5

Book DOI: https://doi.org/10.22271/int.book.50

Price: ₹ 694/-



Brunea

Chadalawada Ramanamma Engineering College (AUTONOMOUS) TIRUPATI

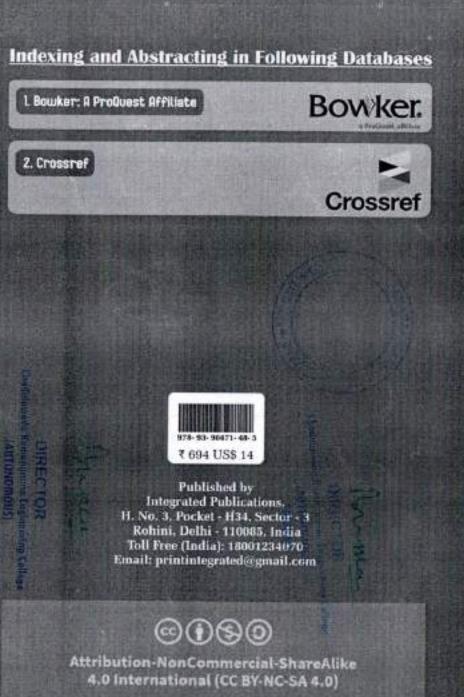
Contents

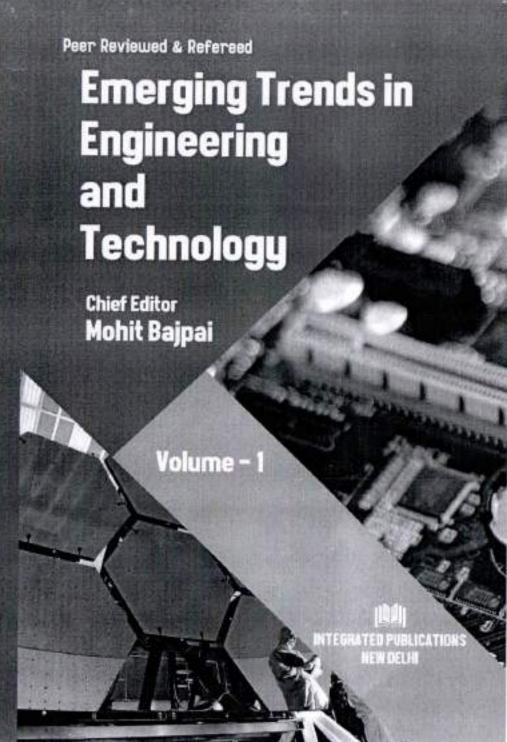
S. I	No. Chapters	
	. ZSI Based-Motor Drive System for Electric Vehicles (Dr. B. Karunamoorthy)	Page No 01-15
2	Data Acquisition System using Run Time Reconfigurable Technique Based on Embedded System (B. Ravichandra Rao, Dr. P. Krishna Murthy, Dr. A. Pullareddy and Kesava Vamsi Krishna V)	
3.	Programming Logic Controllers (PLC's) (Prof. Natesh CP, Prof. Naveen CR and Prof. Santhosh Kumar TC)	33-45
4.	An Overview of Machine Learning and Its Engineering Applications (P. Kamalakar, S. Bharathi, G. Ravi Kishore and S. Santhipriya)	47-59
5.	An Automatic Smart Energy Meter Reading System for Consumer Appliances (Addanki Purna Ramesh, Narendrakumar Chinia, Suman Tenali and Sravanthi Kantamaneni)	61-74
6.	A Novel Approach of Image De-Noising using Implementation of the DWT and HWT Techniques (B. Malakonda Reddy, Raja Reddy Duvvuru, Dr. P. Hemachandu and Dr. A. Pulla Reddy)	75-84



more

DIRECTOR
Chodalawada Ramanamine Engineering College
(AUTONOMOUS)
TIRUPATI





Emerging Trends in Engineering And Technology

Volume - 1

Chief Editor

Mohit Bajpai

Associate Professor, Electronics and Communication Engineering, Poornima Institute of Engineering & Technology, Jaipur, Rajasthan, India

Co-Editor

Dr. A.V. Sudhakara Reddy

Associate Professor, R&D Coordinator, Department of Electrical and Electronics Engineering, Malla Reddy Engineering College (Autonomous), Maisammaguda, Secunderabad, Telangana, India



DIRECTOR
Chadelewoods Rumanamana Engineering College
(AUTONOMOUS)
TIRUPATI

Integrated Publications New Delhi

Published By: Integrated Publications

Integrated Publications
H. No. - 3 Pocket - H34, Sector - 3,
Rohini, Delhi-110085, India

Chief Editor: Mohit Bajpai

The author/publisher has attempted to trace and acknowledge the materials reproduced in this publication and apologize if permission and acknowledgements to publish in this form have not been given. If any material has not been acknowledged please write and let us know so that we may rectify it.

© Integrated Publications

Publication Year: 2021

Pages: 84

ISBN: 978-93-90471-48-5

Book DOI: https://doi.org/10.22271/int.book.50

Price: ₹ 694/-

AUTO OUT

DIRECTOR
Charlelawada Ramanamina Engineering College
(AUTONOMOUS)
TIRUPATI

Contents

s. No	. Chapters	Page No.
1.	ZSI Based-Motor Drive System for Electric Vehicles (Dr. B. Karunamoorthy)	01-15
2.	Data Acquisition System using Run Time Reconfigurable Technique Based on Embedded System (B. Ravichandra Rao, Dr. P. Krishna Murthy, Dr. A. Pullareddy and Kesave Vamsi Krishna V)	17-31
3.	Programming Logic Controllers (PLC's) (Prof. Natesh CP, Prof. Naveen CR and Prof. Santhosh Kumar TC)	33-45
4.	An Overview of Machine Learning and Its Engineering Applications (P. Kamalakar, S. Bharathi, G. Ravi Kishore and S. Santhipriya)	47-59
5.	An Automatic Smart Energy Meter Reading System for Consumer Appliances (Addanki Purna Ramesh, Narendrakumar Chinta, Suman Tenali and Sravanthi Kantamaneni)	61-74
6.	A Novel Approach of Image De-Noising using Implementation of the DWT and HWT Techniques (B. Malakonda Reddy, Raja Reddy Duvvuru, Dr. P. Hemachandu and Dr. A. Pulla Reddy)	75-84



DIRECTOR
Chedelawada Remanana Engineering College
(AUTONOMOUS)
TIRUPATI

Research Trends in

MULTIDISCIPLINARY RESEARCH

Volume - 28

Chief Editor

Dr. R. Jayakumar

Associate Professor, Siga College of Education, Villupuram, Tamil Nadu, India



AkiNik Publications New Delhi Ruma

DIRECTOR
Chadalawada Ramananna Engineering Collage
(AUTONOMOUS)
TIRUPATI

Published By: AkiNik Publications

AkiNik Publications 169, C-11, Sector - 3, Rohini, Delhi-110085, India Toll Free (India) – 18001234070 Phone No. – 9711224068, 9911215212 Email – akinikbooks@gmail.com

Chief Editor: Dr. R. Jayakumar

The author/publisher has attempted to trace and acknowledge the materials reproduced in this publication and apologize if permission and acknowledgements to publish in this form have not been given. If any material has not been acknowledged please write and let us know so that we may rectify it.

© AkiNik Publications

Publication Year: 2021

Pages: 174

ISBN:

Book DOI:

Price: ₹ 784/-

AUT MOUS ;

DIRECTOR
Chadelawada Ransonamna Enginearing College
(AUTONOMOUS)
TIRUPATI

Contents

s. No	Chapters	Page No.
1.	Rape-A Heinous Crime (Dr. Phalguni Bhattacharya)	01-22
2.	Application of Bionics in Textiles (Sushma Rani, Saroj S Jeet Singh, Neelam M Rose and Saroj Yadav)	23-37
3.	Intelligent Prediction of a Suspicious Behavior: ATM Case Study (Mossaad Ben Ayed, Adil Alshammari and Shaya A. Alshaya)	39-61
4.	Montmorillonite Clay Reinforced Epoxy/UP Blended Composite-Effect on Its Properties (K.V.P. Chakradhar)	63-75
5.	Hydropedology: Introduction and Applications (Sivasabari K and R. Ajaykumar)	77-97
6.	The Pig as An Emerging Model for Human Disease Research (Songeeta Singha and R. Thomas)	99-117
7.	The Probiotics: A Backup Tool for Health and Environment (Nagamani Kathiresan and David Ravindran Abraham)	119-140
8.	Dilute Magnetic Semiconductors for Technologica Applications (V.R. Akshay, Bhagya Uthaman and V. Biju)	141-157
15.	Economic Operation in Thermal Power Plants (Dr. M. Laxmidevi Ramanaiah, Dr. M. Ramprasad Reddy, Dr. A. Pulli	159-174



Ruman

Chedulawado Romanana Engineering College (AUTONOMOUS) TIRUPATI

Chapter - 9 Economic Operation in Thermal Power Plants

Authors

Dr. M. Laxmidevi Ramanaiah

Associate Professor, EEE, Institute of Aeronautical Engineering, Hyderabad, Telangana, India

Dr. M. Ramprasad Reddy

Associate Professor, EEE, Aditya College of Engineering, Madanapalle, Andhra Pradesh, India

Dr. A. Pulla Reddy

Associate Professor, ECE, Chadalawada Ramanamma Engineering College, Tirupati, Andhra Pradesh, India

Dr. A.V. Sudhakara Reddy

Associate Professor, EEE, Malla Reddy Engineering College, Secunderabad, Telangana, India

Konnea

DIRECTOR

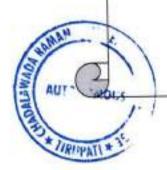
Chadalewada Romanamma Engineering College

(AUTONOMOUS)

TIRUPATI ...



Page | 159



Chapter - 9

Economic Operation in Thermal Power Plants

Dr. M. Laxmidevi Ramanaiah, Dr. M. Ramprasad Reddy, Dr. A. Pulla Reddy and Dr. A.V. Sudhakara Reddy

Abstract

A modern power system is invariably supplied by a number of power plants. The purpose of economic operation of power system is to reduce the operating cost of generation to the minimum. The total generator operating cost includes fuel, labour and maintenance costs. For simplicity fuel cost is the only one considered to be variable. The fuel cost is meaningful in case of thermal and nuclear power plants. Hydro plants have negligible operating cost, but are required to operate under constraint of availability of water for hydro generation in a given period of time. It is, however, unrealistic to neglect transmission losses particularly when long distance transmission of power is involved.

Keywords: economic operation, thermal power plants, generator cost, operating cost and fuel cost

I. Introduction

The optimal operation with consideration of

- Economic operation.
- System security.
- Emissions at certain fossil-fuel (Thermal/coal-fired/steam plants) power plants.
- Optimal releases of water at hydro generation.

The main aim of economic dispatch problem is to minimize the total cost of generating real power (production cost) at various stations while, satisfying the loads and the losses in the transmission links. For simplicity, we consider the presence of thermal plants only in this chapter.

H. Economic operation

The conomic operation can be divided into two parts.

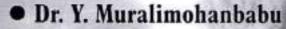
*Merce

Page | 161

DIRECTOR
Chedelawodu Remonanto Engineering College
(AUTONOMOUS)

THRUPATI

Transform Techniques for Radar Image Analysis



- Dr. M.V. Subramanyam
 - Dr. M.N. Giri Prasad



VSRD ACADEMIC PUBLISHING A DIVISION OF VISUAL SOFT INDIA PRIVATE LIMITED

Auner

DIRECTOR

Chadalase da Romanumena Explanaring College (AUTONOMOUS)





TRANSFORM TECHNIQUES FOR RADAR IMAGE ANALYSIS

Copyright ©

: Dr. Y. Muralimohanbabu

Publishing Right ®

: VSRD Academic Publishing

A Division of Visual Soft India Private Limited

ISBN-13: 978-93-86258-87-8

FIRST EDITION, DECEMBER 2017, INDIA

Printed & Published by: VSRD Academic Publishing

A Division of Visual Soft India Private Limited

Disclaimer: The author(s) are solely responsible for the contents of the papers compiled in this book. The publishers or its staff do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the Editors or Publishers to avoid discrepancies in future.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the Publishers & Author.

Printed & Bound in India

VSRD ACADEMIC PUBLISHING

A Division of Visual Soft (India) Pvt. Ltd.

REGISTERED OFFICE

DIRECTOR

194, Tezabmill Campus, Anwarganj, KANPUR – 208 003 (UP) (INDIA)menumma Engineering College Mob.: +91-9956127049 | | Web.: www.vsrdpublishing.com | | Email: vsrdpublishing@gmail.com

MARKETING OFFICE (NORTH INDIA)

Basement-2, Villa-10, Block-V, Charmwood Village, FARIDABAD-121009 (HY) (INDIA)

Mob.: +91 9899936803 | Web.: www.vsrdpublishing.com | Email: vsrdpublishing@gmail.com

MARKETING OFFICE (SOUTH INDIA)

340, First Floor, Adarsh Nagar, Oshiwara, Andheri(W), MUMBAI-400053 (MH) (INDIA)

Mob.: +91 9956127040 | Web.: www.vsrdpublishing.com | Email: vsrdpublishing@gmail.com

Authors Biography



Anandra Sala ar is working as a Professor and Head in Electronics and Schmunication Englishing. Sri Venkateswara Engineering College for Women, Tirupatt, India. He has twenty and Jears of teaching and industrial experience. He completed his B. Tech. Deglise in Interactional Technology from Govt. BDT College of Engg., Davanagere, Kernataka. He completed his M. Tech. degree in Digital Electronics from BVB college of Engg., Hubir, Keynataka. He completed his PhD on Image Processing from Sri Markates da University College of Engineering. Tirupatht, AP, INDIA. His areas of interest are Signal Processing, Image Processing, Embedded systems and VLSI. He has published nearly 50 gapers in national and international, conferences and international journals. He is a life member of ISTE and FIE.



(AUTONOMOUS)

Y. Muralimohanbabu is working as a Professor of the 'Electronics and Communication Engineering' Department of Sreenivasa Institute of Technology and Management Studies (SITAMS), chittoor, Andhra Pradesh, India. He has eightsen of teaching experience. He completed his B.Tech. Degree from JNT University, Hyderabad. He completed his M.E. degree in Micro wave and Radar Engineering from Osmania University, Hyderabad. He completed his PhD on RADAR Image Processing from JNT University, Anantapur, AP, INDIA. His areas of interest are Communications, Signal Processing, Image Processing, Radar Systems and Microwave Engineering. He has published nearly 60 papers in national and international, conferences and international journals. He is alife member of ISRS, ISTE, IEI and IAENG.



A TO Z PUBLICATIONS

Head Office

42/361-7, Bhagya Nagar Colony, Near Shivalayam, Kadapa, Andhra Pradesh – 516002, INDIA

Branch Office

 MSR Mansion, Second Floor, 4th cross, Munnekollala, Marathahalli, Banglore, Karnataka-560037.

> Email Id: info.stozpublications@gmail.com Mobile: +91-9912951935. +91-9912951945

First Edition, December 2018	Size : A4	
ISBN-978-51-93901-90-8	Page : IX+136	
Code No.: ATOZBOOK2018001	Price : ₹200.00	
Printed in Single Colour	Export Price : US \$ 25.00	





DIGITAL IMAGE COMPRESSION TECHNIQUES

Dr. C. Chandrasekhar Dr. Y. Muralimohanbabu

A to Z Publications

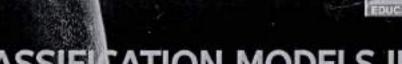
Place to Innovate

ASSIFICATION MODELS

Z

SATELLITE

PROCESSING



CLASSIFICATION MODELS II SATELLITE IMAGE PROCESSI

K. Radhika, working as an Associate Professor in the Department of Electronica and Communication Engineering at Gerthanjali Institute of Science And Technology (GIST), Nellore, Andhra Pradesh, India She has seventeen years of teaching experience. She completed her B.E. Degree from Andhra University, Visakhapattanam, AP. She completed her M.Tech. Degree in Digital Systems and Computer Electronics from JNT University, Ananthapatramu, AP. She completed her PhD on satellite Image Processing from JNT University, Kakinada, AP, INDIA. Her areas of interest are Signal Processing, Image Processing, EMI/EMC. She has published nearly 50 papers in national and international, conferences and journals. She is a life member of ISTE and IAENG.

Y. Muralimohanbabu is working as a Professor of the 'Electronics and Communication Engineering' Department of Sreenivasa Institute of Technology and Management Studies (SITAMS), Chittoor, Andhra Pradesh, India. He has nineteen years of teaching experience. He completed his B.Tech. Degree from JNT University, Hyderabad. He completed his M.E. degree in Micro wave and Radar Engineering from Osmania University, Hyderabad. He completed his PhD on RADAR Image Processing from JNT University, Anantapur, A.P., INDIA. His areas of interest are Communications, Signal Processing, Image Processing, Radar Systems and Microwave Engineering. He has published nearly 80 papers in national and international, conferences and international journals. He is a life member of ISRS, ISTE, IEI and IAENG.





SPECTRUM PUBLICATIONS

knowledge at your hands...





(An ISO 9001 : 2008 Certified Publisher)

(A Division of Spectrum All-In-One Professional Studies Pvt Ltd.)

OFFICE-

lear B K Guda Park, S R Nagar ur - 500 038, India 10 2371 0657, 2380 0657 40 2381 0657

BRANCH OFFICE

74, 11th Main, Krishnaiah Layout Pooma Pragna Nagar Near Vishnu Vardhan Circle Ultarahalli, Bangalore - 560061

REG OFFICE

5-68, Chinni Krishna Nilayam Pedda Gorpadu, Pakala Tirupati Chittoor - 517112, A.P. Email : specturmallinone.in@gmail.com



Dr. Y. Murali Mohan Bo

SPECTRUM **PUBLICATION**!

knowledge at your hands.

(An ISO 9001: 2008 Certified Publisher)



Dr. K. Radh

CLASSIFICATION MODELS IN SATELLITE IMAGE PROCESSING

First Edition, December 2020, India.

Printed & Bound in India.

Copy right ©

: Dr. K. Radhika

Publishing right ∅ : SPECTRUM PUBLICATIONS

ISBN -13

: 978-93-82829-34-8

Barcode

Printed and Published by: SPECTRUM PUBLICATIONS

Disclaimer: The author (s) is solely responsible for the contents of the papers compiled in this book. The publishers or its staff don't take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the publishers & author.

Chadulawedu Ramusumusa Lugineering Callege [AUTONOMOUS] TIRUPATI

View article





An ensemble framework for flow-based application layer DDoS attack detection using data mining techniques

Authors K Munivara Prasad, V Siva, J Nagamunelah, Siddalah Nelaballi

Publication date 2020

Book ICT Analysis and Applications

Pages 9-19

Publisher Springer, Singapore

Description

The large number of requests flow exceeds the capacity of the target server drives to denial in the service to the legitimate users. Due to the server's oversized prospective, the flooding requests increase the server capacity generated by the malicious attackers from distributed environment defining the distributed denial of service attack. From the contemporary literature it is evident that applying the knowledge gained from the findings of previous request distributions is a suitable strategy to block the DDoS attacks. This strategy's key limitation is frisking to detect the new patterns of request flooding excavated by the attacker at the server from the previous knowledge on earlier attack distributions patterns. Therefore, this paper explains a novel trained ensemble classifier with new features which reflects in the traffic flow properties, so that, the traffic flow shows distribution diversity from each other which is

Total citations Cited by 3

2020 2021 2022

Scholar articles

An ensemble framework for flow-based application layer DDoS attack detection using data mining techniques

KM Prasad, V Siva, J Nagamuneiah, S Nelaballi - ICT Analysis and Applications, 2020

DIRECTOR DIRECTOR Coll (AUTONOMOUS)

View article





An ensemble framework for flow-based application layer DDoS attack detection using data mining techniques

Authors K Munivara Prasad, V Siva, J Nagamunelah, Siddalah Nelaballi

2020 Publication date

ICT Analysis and Applications

Pages

Springer, Singapore Publisher

The large number of requests flow exceeds the capacity of the target server drives to Description

denial in the service to the legitimate users. Due to the server's oversized prospective, the flooding requests increase the server capacity generated by the malicious attackers from distributed environment defining the distributed denial of service attack. From the contemporary literature it is evident that applying the knowledge gained from the findings of previous request distributions is a suitable strategy to block the DDoS attacks. This strategy's key limitation is frisking to detect the new patterns of request flooding excavated by the attacker at the server from the previous knowledge on earlier attack distributions patterns. Therefore, this paper explains a novel trained ensemble classifier with new features which reflects in the traffic flow properties, so that, the traffic flow shows distribution diversity from each other which is ...

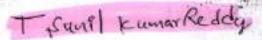
Cited by 3 Total citations

2020 2021 2022

An ensemble framework for flow-based application layer DDoS attack detection using Scholar articles data mining techniques

KM Prasad, V Siva, J Nagamuneiah, S Nelaballi - ICT Analysis and Applications, 2620

(Snowowolnty) CHRECTOR



Deep Learning and Neural Networks:

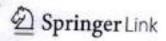
Concepts, Methodologies, Tools, and Applications

Information Resources Management Association

Burla







Search Q D Log in



Emerging Trends in Mechanical Engineering pp 153-164

Home > Emerging Trends in Mechanical Engineering > Conference paper

Comparison of Thermo-Physical and Tribological Characteristics of Nanolubricant

Md Mansoor Ahamed ☑, S. M. Jameel Basha & B. Durga Prasad

Conference paper | First Online: 12 December 2019

619 Accesses

Part of the <u>Lecture Notes in Mechanical Engineering</u> book series (LNME)

Abstract

This paper presents the comparison of characterization and investigation on viscosity, thermal conductivity and friction coefficient of Silicon carbide (Sic), Silicon nitride (Si₃N₄) and Magnesium oxide (MgO) nanolubricants for refrigeration applications. The characterization of nanoparticles was done by SEM, XRD and EDS tests. Nanopolyplesten oil samples were prepared by two-step method for different volume concentrations of 0.15, 0.3, 0.45 and 0.6%. Viscosity of the

Musical

DIRECTOR

Indication Supering College

[AUTONOMOUS]

TIRUPATI

nanolubricants was measured for different volume concentration and at various temperatures. The experimental results found that the viscosity and thermal conductivity of the Si₃N₄ nanolubricant is higher than the other nanolubricants. Also it is found that the coefficient of friction of Si₃N₄ nano lubricant is lower than the other nanolubricants. The viscosity of the Si₃N₄ nanolubricant has been enhanced by 41.6, 33.9, 31.2, and 37.1% at 0.6% volume concentration for 20, 30, 40, and 50 °C with respect to polyolester (POE) oil. The result displayed that the thermal conductivity of Si₃N₄ nanolubricant was enhanced by 42.4, 46, 45.6, & 41.4% corresponding to 0.15, 0.3, 0.45 and 0.6% volume concentration with respect to pure POE oil. This paper also emphasis on the comparison of tribological behavior of the nanolubricant and pure POE oil. It is found that the coefficient of friction was reduced by 1.3 times lower at optimal concentration of 0.6%. These conclusions suggest that Si₃N₄ nanoparticle as additives in the base POE oil can improve the lubrication and thermal properties of base lubricant and can be used for the refrigeration application.

Keywords

Nanoparticles

Nanolubricant

MOUS

Characterization

Thermo-physical properties

Tribological properties

Busica

DIRECTOR

Tendatuwada Ramanamana Engineering College

(AUTONOMOUS) TIRUPATI Reddy, K., Jameel Basha, S. (eds) Emerging Trends in Mechanical Engineering. Lecture Notes in Mechanical Engineering. Springer, Singapore. https://doi.org/10.1007/978-981-32-9931-3_16

RIS LENW L BIB L

DOI

https://doi.org/10.1007/978-981-32-9931-3_16

Published

Publisher Name

Print ISBN

12 December

Springer,

978-981-32-

2019

Singapore

9930-6

Online ISBN

eBook Packages

978-981-32-

Engineering

9931-3

Engineering (R0)

Not logged in - 157,119,211,138 Not affiliated

SPRINGER NATURE

© 2023 Springer Nature Switzerland AG. Part of Springer Nature

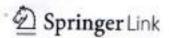


PURECTOR

DIRECTOR

Annual Varionamina Engineering College

(AUTONOMOUS) TIRUPATI



Search Q 📜 Log in



Emerging Trends in Mechanical Engineering pp 399-413

Home > Emerging Trends in Mechanical Engineering > Conference paper

Adopting SDR Fluctuations to Nonpremixed Turbulent Combustion by Varying Swirl Ratio

S. M. Jameel Basha

Conference paper | First Online: 12 December 2019

614 Accesses

Part of the <u>Lecture Notes in Mechanical Engineering</u> book series (LNME)

Abstract

It is known that the CI engine combustion process is complex phenomenon. The rapid progress has been made in multidimensional modeling of incylinder processes by suitable combination of assumptions and equations that can analyze the critical features. The CFD models gives us the complete understanding of the in-cylinder processes, reduce the cost of the expensive and time consuming experimental techniques. FLUENT is one of the versatile tools which is used for modeling of in-cylinder flows as well as exhaust

Ponner

DIRECTOR

Chanisinsonds Remananta Engineering College
(AUTONOMOUS)

TIRUPATI

pollutants. FLUENT has a set of assumptions and restriction. One such restriction is that the effect of Scalar Dissipation Rate Fluctuations (SDRF) is ignored. In the present paper an attempt has been made for the inclusion of SDRF by writing the User Defined Function and appending the same to the existing code FLUENT. Three swirl ratios 2, 3 and 4 with spherical bowl have been chosen and runs are made for these swirl ratios with and without SDRF. The simulated results are compared with the experimental results for validation.

Keywords

SDRF Flamelet equation Swirl ratio

This is a preview of subscription content, access via your institution.

Chapter

DOI: 10.1007/978-981-32-9931-3_39

Chapter length: 15 pages

Instant PDC download

Readdles on all devices

Ownerforever

Excels weakfer for Murviduals only

Tax an ulation will be finalised during checkout

Buy Chapter

VeBook

EUR 117.69

Price includes VAT (India)

DIRECTOR

Indulumenta Engineering College
(AUTONOMOUS)

TIRUPATI

ISBN: 978-981-32-9931-3

About this paper

Cite this paper

Jameel Basha, S.M. (2020). Adopting SDR Fluctuations to Non-premixed Turbulent Combustion by Varying Swirl Ratio. In: Vijayaraghavan, L., Reddy, K., Jameel Basha, S. (eds) Emerging Trends in Mechanical Engineering. Lecture Notes in Mechanical Engineering. Springer, Singapore. https://doi.org/10.1007/978-981-32-9931-3_39

RIS± ENW± BIB±

DOI

https://doi.org/10.1007/978-981-32-9931-3_39

Published

Publisher Name

Print ISBN

12 December

Springer,

978-981-32-

2019

Singapore

9930-6

Online ISBN

eBook Packages

978-981-32-

Engineering

9931-3

Engineering (R0)

Not logged in - 157.119.211.138

Not affiliated

SPRINGER NATURE

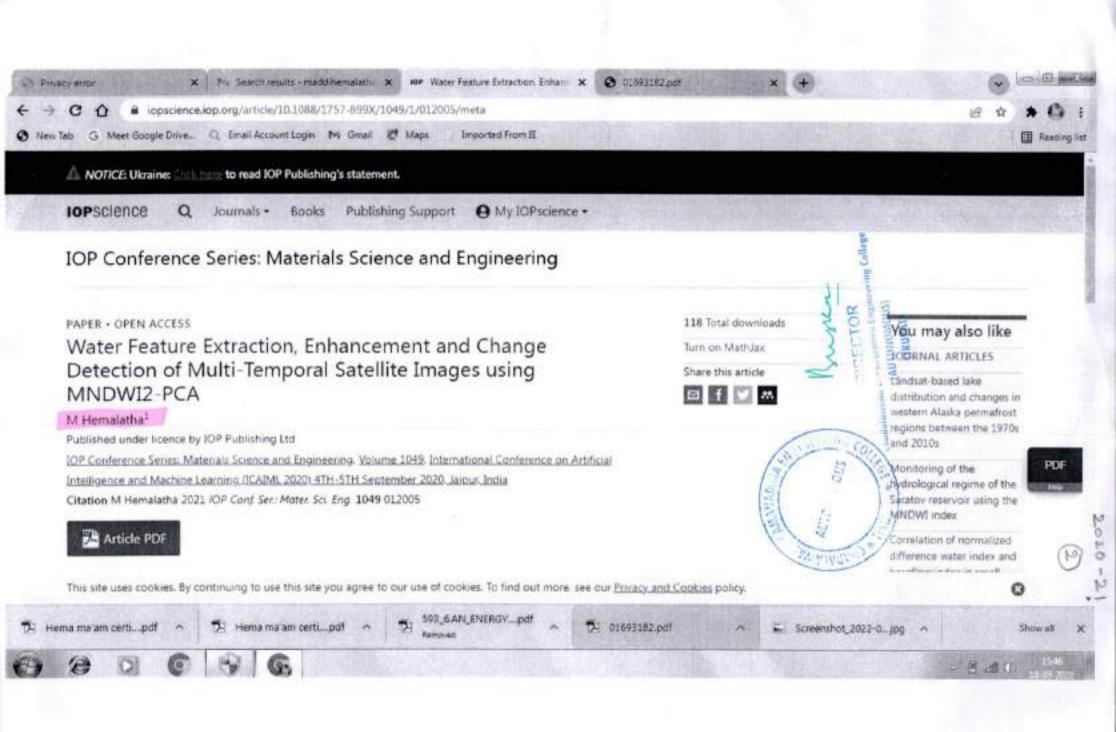
© 2023 Springer Nature Switzerland AG. Part of Springer Nature.

_

DIRECTOR

Chadalawada Ramasamma Engineering College
[AUTONOMOUS]

TIRUPATI





DIRECTOR DIRECTOR Loging College Instrumental Engineering College Instrumental Engineering College Instrumental Engineering College

INTERNATIONAL CONFERENCE ON COMPUTATIONAL AND BIO ENGINEERING



4th & 5th December 2020

SRI PADMAVATI MAHILA VISVAVIDYALAYAM

(WOMEN'S UNIVERSITY)

Accredited by NAAC 'A' Grade

TIRUPATI- 517 502, Andhra Pradesh, INDIA.

Springer Conference





CERTIFICATE

This is to certify that Prof. / Dr. / Mr. / Ms.Kuraganti Santhi of S V University College of Engineering has Presented a paper entitled on A Novel Approach for Heart Disease Prediction based on Risk Factors using Machine Learning in the International Conference on Computational and Bio Engineering jointly Organized by Departments of Computer Science, Bio Sciences & Sericulture, Sri Padmavati Mahila Visvavidyalayam (Women's University) Tirupati, Andhra Pradesh, India held during 4th & 5th December 2020.

Prof. D. M. Mamatha Dept. of BioSciences & Sericulture Prof. S. Jyothi
Dept. of Computer Science



FIFTH INTERNATIONAL CONFERENCE ON INFORMATION AND COMMUNICATION TECHNOLOGY FOR INTELLIGENT SYSTEMS

April 23 - 24, 2021 | Ahmedabad, India (Virtual Mode)



This is to certify that

E. R. ARUNA, A. RAMA MOHAN REDDY, K. V. N. SUNITHA

has contributed a paper titled

Secure SDLC using Security Patterns 2.0

participated in 5th International Conference on Information and Communication Technology for Intelligent Systems (ICTIS 2021) held during 23-24 April, 2021. The conference was held through Digital Platform ZOOM.

We wish the authors all the very best for future endeavors.

Nilanjan Dey

UNICHOMOUS!

Bharat Patel
Conference Chair, ICTIS 2021

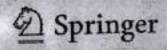
Mihir Chauhan Organising Secretary, ICTIS 2021











SPRINGER NATURE

INTERNATIONAL CONFERENCE ON COMPUTATIONAL AND BIO ENGINEERING



AP & 5th December 2020
SRI PADMAVATI MARILA VIEVAVIDYALAYAM
(MOMEN'S UNIVERSITY)
According by NAAC 'A' Goldo
TIRUPATI- 517 502, Andhra Pradenh, INDIA.

n- 517 502, Andhra Pradesh, INDIA-Springer Conference

CERTIFICATE

This is to certify that Prof. / Dr. / Mr. / Ms. A. RAMA MOHAN REDDY, PROFESSOR of SRI
VENKATESWARA UNIVERSITY COLLEGE OF ENGINEERING, SVU, TIRUPATI has Presented
a paper entitled on A MODIFIED BAT OPTIMIZATION ALGORITHM TO SEGMENT MRI'S OF
BRAIN SUBREGIONS FOR EARLY DETECTION OF ALZHEIMER'S DISEASE in the
International Conference on Computational and Bio Engineering jointly Organized by Departments
of Computer Science Bio Sciences & Sericulture, Sri Padmavati Mahila Visvavidyalayam
(Women's University) Thispath Andhra Pradesh, India held during 4th & Brobe Centre 19020.
Dept. of BioSciences & Sericulture



Chadalowada Ransanamina Engineering College (AUTONOMOUS) TIRUPATI Lecture Notes in Networks and Systems 215

S. Jyothi D. M. Mamatha Yu-Dong Zhang K. Srujan Raju *Editors*

Proceedings of the 2nd International Conference on Computational and Bio Engineering

CBE 2020



AUT MOUS

Chedalawada Ramanamwa Engineering College (AUTONOMOUS)

TIRUPATI

S. Jyothi · D. M. Mamatha · Yu-Dong Zhang · K. Srujan Raju Editors

Proceedings of the 2nd International Conference on Computational and Bio Engineering

CBE 2020



DIRECTOR
Chadalowadu Romanamina Engineering College
(AUTONOMOUS)
TIRUPATI



A Novel Approach for Heart Disease Prediction Based on Risk

K. Santhi and A. Rama Mohan Reddy

Factors Using Machine Learning



DIRECTOR
Chadedowada Remanumma Engineering College
(AUTONOMOUS)
TIRUPATI



St. MARTIN'S ENGINEERING COLLEGE

A NON MINORITY COLLEGE, AFFILIATED TO JNTUH, APPROVED BY AICTE, ACCREDITED BY NEA & NAAC A+, ISO 9001:2008 CERTIFIED, SIRO RECOGNITION BY MINISTRY OF SCIENCE & TECHNOLOGY, GOVT OF INDIA. DHULAPALLY, NEAR KOMPALLY, SECUNDERABAD - 500 100. TELANGANA STATE, INDIA, WWW.SMEC.AC.IN















CERTIFICATE OF APPRECIATION

This is to certify that

K.Sekar,

Sri Venkateswara College of Engineering

Paper ID: 310

has participated and presented paper on Ovarian Cyst detection using ultrasound images based on segmentation Techniques in the First Online International Conference on "Continuity, Consistency and Innovation in Applied Sciences and Humanities" (ICCIASH-2020)

organized by Department of Science and Humanities, St. Martin's Engineering College, Dhulapally, Secunderabad, T.S, India on 13th & 14th August 2020.

Dr. P. Santosh Kumar Patra Patron, Program Chair & Principal

Dr. Ranadheer Reddy Donthi Convener & HOD (S & H)

(AUTONOMOUS)

Lecture Notes in Networks and Systems 215

S. Jyothi D. M. Mamatha Yu-Dong Zhang K. Srujan Raju *Editors*

Proceedings of the 2nd International Conference on Computational and Bio Engineering







Lecture Notes in Networks and Systems

Volume 215

Series Editor

Janusz Kacprzyk, Systems Research Institute, Polish Academy of Sciences, Warsaw, Poland

Advisory Editors

Fernando Gomide, Department of Computer Engineering and Automation—DCA, School of Electrical and Computer Engineering—FEEC, University of Campinas— UNICAMP, São Paulo, Brazil

Okyay Kaynak. Department of Electrical and Electronic Engineering, Bogazici University, Istanbul, Turkey

Derong Liu, Department of Electrical and Computer Engineering, University of Illinois at Chicago, Chicago, USA

Institute of Automation, Chinese Academy of Sciences, Beijing, China

Witold Pedrycz, Department of Electrical and Computer Engineering, University of Alberta, Alberta, Canada

Systems Research Institute, Polish Academy of Sciences, Warsaw, Poland

Marios M. Polycarpou, Department of Electrical and Computer Engineering, KIOS Research Center for Intelligent Systems and Networks, University of Cyprus, Nicosia, Cyprus

Imre J. Rudas, Óbuda University. Budapest, Hungary

Jun Wang, Department of Computer Science, City University of Hong Kong, Kowloon, Hong Kong

AUT MOUS

DIRECTOR

Chadabawada Ranawana Engineering College
(AUTONOMOUS)
TIRUPATI

Generation of Multiple session keys using Diffie-Hellman technique

Dr. V. V.S.S. Balarum, K. Vamise Krishna and N. Chaltanya Kumar —
Department of Information Technology, Sree Nidhi Institute of Science & Technology. Ghatkesar, Hyderabad, India.
(vadrevu_kinnera@yahoo.com, vamis97@yahoo.com and n_chaltu@yahoo.com)

Abstract

Diffie-Hellman (DH) is a well-known cryptographic algorithm used for secure key exchange. The first appearance of DH was in 1976 [1]. The algorithm allows two users to exchange a symmetric secret key through an insecure wired or wireless channel and without any prior secrets. This key can then be used to encrypt subsequent communications using a symmetric key cipher. Although Diffie-Hellman key agreement itself is an anonymous (non-authenticated) key-agreement protocol, it provides the basis for a variety of authenticated protocols, and is used to provide perfect forward secrecy in Transport Layer Security's ephemeral modes. In our paper we introduced a modified version of DH, where the participants uses two public keys instead of one key and in turn generate 15 shared keys. Of these 4 keys are called base keys, because they are used to generate the other 11 keys called extended keys.

Keywords: Session Key, Public Key Cryptography, Diffie- Hellman Key Exchange Algorithm

1. Introduction

Diffie Hellman (DH) allows two users to exchange a symmetric secret key through an insecure wired or wireless channel and without any prior secrets. DH is widely used in many cryptographic protocols such as Secure Socket Layer (SSL), Secure Shell (SSH) and IP Security (IPSec). Modifying the security of DH means improving the security of the protocols that use DH.

Besides, because of the rapid increase of popularity of remote communication through unsecured channels such as the Internet, the use of cryptographic protocols to secure them increases. Even though there are many efficient cryptosystems currently available, their reliability depends on the keys being used, because the messages are easily interpreted when opponents know the secret values. Although this problem is overcome by changing the cryptographic keys frequently, the question is how it can be done through public communication

channels. In fact, the ability to dynamically and publicly establish a session key for secured communication is a big challenge in

cryptography. Although public key algorithms prior to communication may be used for establishing the session keys [2], it requires additional key exchange operations (KEOs) per session and increases overhead. In such conditions, if multiple shared key; are exchanged securely at a time with comparatively fewer KEOs and if a key or even multiple keys are used in the same session, it not only eases the mablishment of session keys, but

MOUS

also reduces the key exchange overhead significantly. The same is implemented in the first part of the present work, where the generation of multiple two-party shared keys is proposed. The method is mainly an extension of the Diffie-Hellman (DH) public key-exchanging technique [2], where instead of one, it requires the exchange of two pairs of public keys. It is seen that the proposed technique generates 15 DH-style keys with 12 exponent operations and 22 additions. On the other hand, the original DH technique can generate a single shared key through the exchange of one pair of public keys and the execution of four exponentiation operations (no multiplication is required).

Since the key distribution is the main factor of the secure group communication, it has received a lot of attention recently, and a number of efficient techniques have been proposed. Now some research works on DH and its extensions are considered.

Although the DH was proposed for a cyclic group of order n, it also works in commutative rings [3] and Galois field GF(2^p) [4]. A variant of DH, where the modulus is a composite number, is also studied in [4]. On the basis of DH, ElGamal has developed an encryption and digital signature algorithm [5]. Hughes [6] made a different variation of DH, where he shows that the shared key can be computed before any interaction, that is, one party prior to contacting others can encrypt a message using a secret key and send it to different people, and

Chedolawadu Russansanusa Engineering College (AUTONOMOUS) TIRUPATI International Conference on

Tourism, Travel & Hospitality Management - 2020

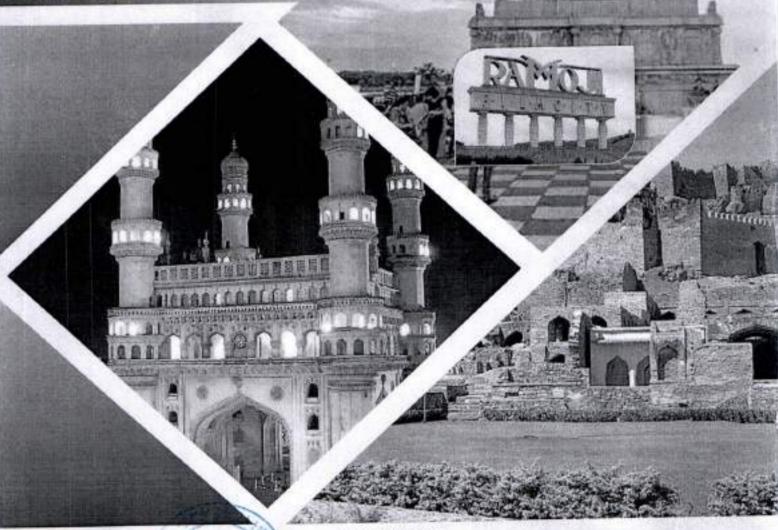
Designing Global Destinations: Trends & Strategic Imperatives

30 - 31 October, 2020 (VIRTUAL)





Souvenir



Organized by

GITAM Hyderabad Business School

A Constituent of GITAM

(Deemed to be University u/s 3 of UGC Act, 1956)

DIRECTOR __

do Ramanamena Engine e ena Callega (AUTONOMOUS)

TIRUPATE





Souvenir

International Conference

Tourism, Travel & Hospitality Management- 2020 Designing Global Destinations: Trends & Strategic Imperatives

Organized by

GITAM Hyderabad Business School

A Constituent of GITAM

(Deemed to be University u/s 3 of UGC Act, 1956)

Rudraram, Patancheru Mandal, Sangareddy Dist., Telangana, India. - 502 329, Ph : 08455 - 221 361

www.ghbs.in

DIRECTOR

Charlata and a Romanumora Lagiscoring College (AUTONOMOUS)

TIRUPATI

Contents

GITAM, Hyderabad

2

GITAM Hyderabad Business School (GHBS) 3

Scope of the Conference

4

Objectives of the Conference: 4

Some specific areas/topics 5

Paper Abstracts



DIRECTOR

Chadalawada Rumanamana Laginocring College
(AUTONOMOUS)
TIRUPATI

Customer Satisfaction in Select online Food Delivery Applications (With reference to Telangana and Andhra Pradesh Region)

Dr. Neeraja. M. Professor, Chadalawada Ramanamma Engineering College, Tirupathi. A.P., Email Id: tummalaneeraja@gmail.com

> Dr. Anand Bethapudi, Asst. Prof, Hyderabad Business School, GITAM (Deemed to be University), Rudraram, Telangana 502329. Email Id: dr.anandbethapudi@gmail.com

The ascend of digital technology reshapes the market of many industries including restaurant industry. The restaurant industry and mobile app technology is a match made in heaven. Mobile app technology changed the dynamics of the restaurant industry. Whereas other industries can benefit from the integration of mobile, restaurant industry handles customer needs and requirements within an app. These mobile apps provide a tracking system where the Customers become more acquainted with each progression of delivering.

In this study, the research made an attempt to investigate customer's insight and satisfaction towards click on food feature in Telangana and Andhra Pradesh region. Also, to find most popular online food delivery app in this region and comprehend as to how have mobile app technology of digital system played a significant role in the restaurant industry. The study reported responses of 487 customers who are already using the online food delivery apps. To achieve the objectives, data from different areas of Telangana and Andhra Pradesh region have been collected by using a mixed approach of both quantitative and qualitative method.

The investigation took the form of structured questionnaire and semi structured interviews with selected customers. Tested hypothesis by adopting appropriate statistical techniques like descriptive analysis, chi square. The results revealed that majority respondents use Swiggy. Doorsteps & convenience are the most encouraging factors on online food ordering. The study highlights that most preferred meal is dinner. Ordering food online is easy and convenient; customers are substantially influenced when they acknowledged cash backs and offers. Customers ordering decision gets pretentious by the experience of self, opinions and experience of friends/family and deliberations on online media. Likely to recommend and prefer to buy in their preferred food delivery apps was opted by majority respondents.

Keywords: Mobile apps technology, Customer perception, Customer satisfaction.

ALL SELECTION OF THE PARTY OF T

DIRECTOR

(AUTONOMOUS)

THRUPATI



International Conference on
Glass Ceiling: Issues and Challenges
on Women Career Development
in Educational Institutions
March 25 - 27, 2021



CERTIFICATE

This is to certify that Mr/Ms/Dr/Prof Gr Anupama

of Chadalawa da Ramanamma Engineering College Tool has participated presented a paper entitled Understanding and August and August and Institutions and August and Institute of Technology & Sciences, Tirupati, A.P., India, during 25-27 March, 2021.

Dr. N.Chandrika ICGC Coordinator

Dr.C.Nadhamuni Reddy Principal



International Conference on



Tourism, Travel & Hospitality Management - 2020

Designing Global Destinations: Trends & Strategic Imperatives

30-31 October 2020 (VIRTUAL)

Certificate

The Conference Committee certifies that <u>Dr. Neeraja. M, Professor, Chadalawada</u>
Ramanamma Engineering College, Tirupathi has attended the International Conference on
Tourism, Travel & Hospitality Management-2020, Designing Global Destinations: Trends &
Strategic Imperatives held during 30-310ctober, 2020 and presented a paper titled: <u>Satisfaction</u>
in Select online Food Delivery Applications.

Dr. R. Radhika
Conference Coordinator

Dr. K. Sasi Kumar Conference Coordinator

Prof. A. Sreeram Conference Chair

Community -Based Eco Tourism Initiatives -A Case Study of Eco Tourism Destination Talakona in Andra Pradesh

Dr. Neeraja .M. Professor, Dept of Management, Chadalawada Ramanamma Engineering College, Tirupathi, Andhra Pradesh, tummalaneeraja@gmail.com

> Dr. Anand Bethapudi, Faculty Member, Hyderabad Business School, GITAM (Deemed to be University, Rudraram, Telangana 502329. email id: dr.anandbethapudi@gmail.com

Community based tourism (CBT) is tourism in which local residents (often rural, poor and economically marginalized) invite tourists to visit their communities with the provision of overnight accommodation. The residents earn income as land managers, entrepreneurs, service and produce providers and employees. At least part of tourism income is set aside for projects which provide benefits to the community as a whole. However, for most of the times, this concept of the bottom up planning is usually given in the top-down manner because of lack of awareness on the part of communities. The communities participated from planning to execution level are often catalyzed by external forces such as non-governmental organizations' encouragement to the local communities, and there has been little exploration of what communities think of their roles in tourism development. This paper studies the same aspect in Talakona which is located in Nerabailu village, Yerravaripalem Mandal of Chittoor District, Andhra Pradesh, India. The focus of the research is to understand different aspects of community based tourism, make suitable plans and strategies and implement community based tourism projects in talakona and to conduct market research and identify places and activities of touristic interest e. g. local music, dance, cuisine, art and craft, specialty agriculture, festivals and events etc. and use them in sustainable manner for tourism development. Finally, the paper concludes with Promoting the development of the CBT in Andhra Pradesh to improve CBT product offer and improving community-based tourism enterprises (CBTE's) tourism knowledge and know-how.

Keywords: Community based tourism, Eco tourism, Cultural Heritage, community involvement.

Tourism Entrepreneurship to Generate Employment in India through Skill Development

Dr. Kirti Singh Dahiya, Independent Research Consultant, New Delhi, India. kirti6339@gmail.com

This paper is a review article based on the concept of 'tourism entrepreneurship'. The article is specific to Indian settings.

Analyzing the review of research literature, it was identified that less number of studies are available in Indian context on the concept of tourism entrepreneurship and skill development producing employment inIndia specificto the tourism industry. In the present scenario, Indian government is focusing on the skill development to tackle the problem of unemployment in the country; as 'Skill India' initiative has been taken up by the government. This strengthens the relevance of the study to the present scenario of Indian tourism industry. Thus, in short the present study is discussing the different avenues of employment generation through tourism entrepreneurship and skill development for the Indian tourism industry.

Keywords: Tourism, entrepreneurship, employment, skills, development

Tourism, Travel & Hospitality Management-2020, October 30-31, 2020

(hed-law-order Management Engineering College (AUTONOMOUS) TIRUPATI

INITERICE MOE

Mr. Pilli Krishna Kishore • Ms. R. Deepthi Reddy Dr. H. Shaheen • Ms. Koondla Prathima

Chedelaweds Namesamins College
Chedelaweds Namesamins College
(Autonomous)
(Autonomous)





ARTIFICIAL INTELLIGENCE

AUTHOR(S)







Reddy



Dr. R. Deepthi Mr. Pilli Krishna Kishore



Ms. Koondla Prathima

First Edition, August 2019 : Size : A4 ISBN-13: 978-93-87610-42-2: Pages: viii+138 Code No.: VSRDAPCSIT-161: Price: Rs. 300.00

PRINTED IN SINGLE COLOUR: Export Price: US \$ 30.00



0

DIRECTOR-

Chedalawada Ramasamma Engineering College (AUTONOMOUS) TIRUPATI



Sama Trutasi Kristina Seetam Breekunth



Dr.S. THULASSE KITSHNA has obtained Ph.D. Degree trots Reyaleceme University, Kurnool, Freezelly he is working as a Professor in the Department of Computer Science and Engineering in Chadalawada famenaruma Engineering College Texpistin, Anchea fradosh, Ingia. He has published 14 research papers tooth in national and international plumate.

Selection of a best model for effective results based on examination





- Chapter 7 Secured Architecture for Internet of Things-Enabled Personalized Healthcare Systems



Vikram Necrugatti and A. Rama Mohan Reddy

Abstract The Internet of Things (IoT) is the emerging area. This technology is made to connect any object around us to the Internet with the unique IP, and these connected objects can be communicated each other remotely as per the user's convenience. It has applications in all most all the fields like industries, factories, environment, agriculture, transport, education, healthcare, energy, and retail. IoT leads to the new technologies like big data and cyber-physical systems. Connecting any object, from anywhere at any time, is not simple. It has various challenges like discovery, scalability, software complexity, interoperability, fault tolerance, security, and privacy. One of the major challenges is security. Due to the weak links used to connect the things to the Internet leads to many security issues in different levels of the IoT. This paper presents the various security issues and novel security architecture for the IoT-enabled personalized healthcare systems.

Keywords IoT · Internet of Things · Security · Architecture · Healthcare

7.1 Introduction

Since a decade, Internet of Things is evolving. The enabling technologies of IoT are the cloud computing, wireless sensor networks, communication protocols, big data analytics, embedded systems, etc. Internet of Things is a truly ubiquitous computing, i.e., anywhere, anytime for every one computing said by Weiser [1]. The phrase "Internet of Things" is first coined by the Kevin Ashton in 1999 at MIT. Nowadays, the mobile phones and data rate become very cheaper, the wireless communication devices becoming smaller and cheaper and the processing capabilities is more. So the smart phone becomes the mediator for things, Internet, and people [2]. It has vast application domains like transportation and logistics, healthcare, smart environments, Personal, Social and Futuristic applications of IOT [3]. The major relevant scenarios for this domain are shown in Fig. 7.1.

© The Author(s), under exclusive license to Springer Nature Singapore Pie Ltd. 2019.
P. V. Krishna et al., Internet of Things and Personalized Healthcare Systems.
SpringerBriefs in Forensic and Medical Bioinformatics, https://doi.org/10.1007/978-981-13-0866-6_2

7

DIRECTOR

Chedalawada Ramanamma Engineering College (AUTONOMOUS)

TIRUPATI



Traditional New Approach R Language

- Dr. S. Thulasee Krishna
- Dr. S. Sreekanth
- Dr. H. Shaheen
- Mrs. G. Gowthami

A DAISTON DE VISHAL SUST INDIA DELISHING

Chadalawada Ramasan neuring College



TRADITIONAL NEW APPROACH FOR R LANGUAGE

AUTHOR(S)



Dr. H. Shaheen



Krishna



Dr. S. Sreekanth



Mrs. G. Gowthami

First Edition, January 2020 : Size : A4
ISBN-13: 978-93-87610-49-1 : Pages : x+156
Code No.: VSRDAPCSIT-168: Price : Rs. 340.00
PRINTED IN SINGLE COLOUR: Export Price : US \$ 34.00



DIRECTOR

Chadalowada Ramananunn Engineering College (AUTONOMOUS)

TIRUPATI

Dr.S. Thulesee Krishna is presently working as Professor in Clendalagenet Ramanamma Engineering College (Aphonomous). Tropadh, Chittoot, Andrin Professor in Clendalagenet Ramanamma Engineering College (Aphonomous). Tropadh, Chittoot, Andrin Professor, Hydenalad, M.E. (CSE) from Sarbyahama University from Javesharial Nebura Technological University. Hydenalad, M.E. (CSE) from Sarbyahama University (Channat in the year 2009, Ph.D in CSE from Rayahaseema University, Kurnool in the year 2018. He anthorical Channat in the year 2009, Ph.D in CSE from Rayahaseema University. Kurnool in the year 2018. He has 2 Patents one monograph tubed with "Schection of a best model for effective results based on examination," (Lapinos monograph tubed with "Schection of a best model for effective results based on examination," (Lapinos monograph tubed with "Schection of a best model for effective results based on examination," (Lapinos monograph tubed with "Schection of a best model for effective results based on examination," (Lapinos monograph tubed with "Schection of a best model for effective results based on examination," (Lapinos monograph tubed with "Schection of a best model for effective results based on examination," (Lapinos monograph tubed with "Schection of a best model for effective results based on examination," (Lapinos monograph tubed with "Schection of a best model for effective results based on examination," (Lapinos monograph tubed with "Schection of a best model for effective results based on examination," (Lapinos monograph tubed with "Schection of a best model for effective results based on examination," (Lapinos monograph tubed with "Schection of a best model for effective results based on examination," (Lapinos monograph tubed with "Schection of a best model for effective results based on examination," (Lapinos monograph tubed with "Schection of a best model for effective results based on examination," (Lapinos monograph) in the scar 2018. He have a constant tube for effective results based on examination, (



Dr.S.Sreekauth has obtained Ph.D. Degree from S.V.University, Triapathic Presently he is working as a Professor in the Department of Computer Science and Engineering in Science of 22 years. He has published 37 Management Studies. Chiltoor, Andhra Pradesh, with the experience of 22 years the has published 37 Management Studies. Chiltoor, Andhra Pradesh, with the experience of 22 years the has published 37 Management Studies. Chiltoor, Andhra Pradesh, with the experience of 22 years the has published 37 Management Studies. Chiltoor, Andhra Pradesh, with the experience of 22 years the has published 37 Management Studies. Chiltoor, Andhra Pradesh, with the experience of 22 years are published 37 Management Studies. Chiltoor, Andhra Pradesh, with the experience of 22 years are completed their Ph.D. His Research interest areas are Data warehousing and Mining. Computer Networks and Software Engineering.

Dr.H.Shaheen is presently working as Associate Professor in the Department of Computer Science and Engineering St.Peters Engineering College, Affiliated to INTUIT Hyderahad. She received the B.Tech and Engineering St.Peters Engineering College, Affiliated to INTUIT Hyderahad. She received the B.Tech and Engineering St.Peters Engineering College, Affiliated to INTUIT Hyderahad. She received the B.Tech and Engineering St.Peters Engineering Completed her PhD at Karpagam Academy of Hipher Mt. degree from Anna University, Chennal, She completed her PhD at Karpagam Academy of Hipher Engineering, Mobile and Pervasive Leducation, Computing, Network Security and Web Services, She published more than 18 papers in referred International Computers as tutorial Presenter. She is an active member Journals and 4 papers in National and International conferences as tutorial Presenter. She is an active member of ISTE, IAENG and also Editorial Board member in URAST and Reviewer in ASTESI. Also published more than 15 books and 4 Patent journals.



G.Gowthami has completed her graduation in Computer Science (B.Sc computers) from S.V. University Timpathi: Presently she is working as Technical Surveyor. Dept. of Computer Section, Sai Consultants Survey Engineering Per. Ltd. Kadapa(Dist), Andhra Pradesh, India.

VSRD ACADEMIC PUBLISH A DIVISION OF VISUAL SUFT INDIA PRIVATE LIMITED

REGISTERED OFFICE

154, Tezabinili Campus, Anwargani, KANPUR - 208 003 (UP) (INDIA) Mon. "01'88599 36503, Web. W. Averdueb Shing Com. Lor up Verdoublishing Some

MARKETING OFFICE

340, Farit Hoor, Adarsh Nagar, Oshiwari, Andarni (W), MUMBAL-200 (2004) (MH) (RUMA) Mast 191 9078 1 27040, Websited and Coupling Complement States (MH) (RUMA)

FEST EDITION, JANUARY 2020 | Size : A4

ISBN-13: 578-03-87810-49-1 Pages : x+156

Code No.: VSRDAPCSIT-168 | Price: ₹ 340.00

FRINTED IN SAICLE COLOUR | Export Price : US \$ 34.00



CALL FOR BOOK CHAPTERS

Book Title

SMART FARMING BY USING THE INTERNET OF THINGS

To be published by

SNB Ingenious Publishers, Smart Nuts and Bolts Group



The Chapters could be based upon:

- > Internet of Things and Agriculture
- Impact of Internet of Things (IoT) on Society
- Impact of Internet of Things (IoT) on Agriculture
- Smart farming in Education and Employment
- > Sentiment Analysis on Smart Farming
- Architectures and Frameworks for Smart Farming
- Internet of Things (IoT) based Cloud/ Fog for Smart Farming
- Internet of Things (IoT) Drones and Live Monitoring
- Precision, Sustainable and Green housing Smart Farming
- Automatic Self Defending and Decision Making Systems for Smart Farming
- Smart Farming Case Studies
- Market Analysis on Smart Farming

And any other topic related with the thematic area of the book

Editors:

Prof. A. Rama Mohan Ready Department of CSE, SVUCE Sri Venkateswara University, Tirupati. Vikram Neerugatti
Department of CSE, SVUCE
Sri Venkateswara University,
Tirupati.

Please submit your Abstract and a copy of Full Chapter at vikramneerugatti@gmail.com

Check details at https://casychair.org/tds/2019/oTA

Last Date of Submission November 7th 2019

In Case of any quires, please contact at vikrammeerugatti@gmail.com or +91 9490620406

AUT MOUS AUT MOUS

DIRECTOR

Chedulawada Rumayannous Engineering College

(AUTONOMOUS)

12:25 PM 经 🗑 🔘 📼 ···

\$.ad ∰ 5.ad ⊋60

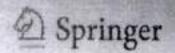
Raja Rammohun Roy ... isbn.gov.in

	Raja Rammohun Roy National Agency for ISBN Beautrace of Higher Education, House's of Status Resource Development Speriment of Marian Services				BN	विसी	
THE POPULATION OF THE POPULATI	Ababis (India School)				STEELE STEELE		WES
Search Publishe	ed Books details						
Boot Title			terrore.	Spine (mergen)			
Star			Nan				
Name Page 1940	-		Page 150				
III/hene			new Serv	Testine	100		
		220	L			76	
NA MAN		top or					

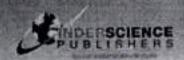


DIRECTOR

Chadulawada Ramunanuma Engineering College (AUTONOMOUS) TIRUPATI







Anurag

Group Of Institutions

Accredited by NAAC & NBA, Approved by AICTE & Affiliated to JNTUH
An Autonomous Institution

Venkatapur(V), Ghatkesar(M), Medchal(Dt.), Telangana (St.)



Springer International Conference



INTELLIGENT COMPUTING AND
SMART COMMUNICATION TECHNOLOGIES

26th -27th July,2019

This is to certify that

Dr/Prof/Mr/Mrs K. Kavindraiah

From JNTUA , Anonthapur

has presented a paper entitled An Instinctive Method-for

Lesion Detection in Diabetic Retinopathy images using a novel Spatial

Clustering in Kernal in the Springer International Conference on

"Intelligent Computing and Smart Communication Technologies (ICSCT-2019)"

organised by

Anurag Group of Institutions, Hyderabad, India.

DIRECTOR

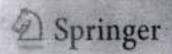
(my solvent out)

S. S. Cle

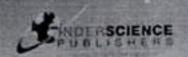
Dr. S Satheeskumaran

Organizing Chair, reset

Dr. T Amil Kumar (HOD/EEE, AGI) Technical Chair, ICSCT







Anurag

Group Of Institutions



Accredited by NAAC & NBA, Approved by AICTE & Affiliated to JNTUH
An Autonomous Institution
Venkatapur(V), Ghatkesar(M), Medchal(Dt.), Telangana (St.)



Springer International Conference



INTELLIGENT COMPUTING AND
SMART COMMUNICATION TECHNOLOGIES

26th - 27th July, 2019

This is to certify that

Dr/Prof/Mr/Mrs R. Kavindraiah

From JNTUA . Ananthapur

has presented a paper entitled Evaluation of Conventional

methods for the detection of Lesions in Diabetic Retinopathy Images:

A Keview. in the Springer International Conference on

"Intelligent Computing and Smart Communication Technologies (ICSCT-2019)"

organised by

Anurag Group of Institutions, Hyderabad, India.

BIRECTOR

THURST

s. sale

Dr. S Satheeskumaran (HDD/ECE, AGI) Organizing Chair, ICSCT

Dr. T Anil Kumar (HOD/EEE, AGI) Technical Chair, ICSCT



Time Series Analysis of Water Feature Extraction using Water Index Techniques from Landsat Remote Sensing Images

B. Chandrababu Naik¹

Research Scholar,
Dept. of Electronics and Communication,
SVU College of Engineering,
SV University, Tirupathi, Andhra Pradesh, India.
babunaikb@gmail.com

Abstract-Recently, the remote sensing data is widely used for the extraction of water body from the satellite images. The accuracy assessment of the extracted water features from the satellite images is highly correlated with the real time data. Spatiotemporal changes in nagarjunasagar reservoir, located in India in a period of 2014 to 2019 time series and analysis using multi temporal Landsut-8 (OLI) images. Unsupervised classification (Isodata) and spectral water indexing methods, including NDVI, NDWI, MNDWI and AWEI were evaluated for surface water body extraction and change detection. The overall accuracy and kappa coefficients were evaluated for water indexing methods. The statistical parameters of the accuracy results show that AWEI achieved 96.26% overall accuracy, 0.94 kappa coefficient and MNDWI achieved 96,94% overall accuracy, 0.95 kappa coefficient. The AWEI and MNDWI water indexes performed better results as compared to other water indexing methods.

Keywords— Landsat-8 (OLI) sensors, water index, NDVI, NDWI, MNDWI and AWEL

I. INTRODUCTION

Water bodies have been identified through remote sensing techniques or field surveying [1]. The remote sensing techniques has proved to be more advantageous when compared with ordinary field surveying methods interms of cost saving and minimal time. Multispectral remote sensing techniques applied in various applications of extraction and characterization features like, water extraction, lakes, reservoirs, rivers, sea ice, extent of snow and icebergs [3]. Many investigates are continuously going on more precise identification [4] and prominence water body extraction from remote detected data and as results new and upgraded methods have established.

The most frequently used multispectral data in water body extraction [2] are Landsat imagery and available at a free of cost from USGS popul, as a results its widely used in mapping of water body extraction applications [5]. The spectral bands, especially the NIR and SWIR bands of the Landsat provide some information about water. The water indexing methods, including, NDVI, NDWI [6,7,8],

Prof. B. Anuradha2

² Professor, Dept. of Electronics and Communication, SVU College of Engineering, SV University, Tirupathi, Andhra Pradesh, India.

MNDWI [9] and AWEI focused on the thresholds to separate water body and non water bodies. The threshold value separates the water body from other LULC and it may causes an error in classification.

The paper focuses on evaluation of time series analysis of the water body extraction over a region from Landsat-8 (OLI) data in the year 2014 to 2019 [12-15]. A high spatial determination can reduce the number outlier pixels and provide a noticeable boundary. The proposed method improves the accuracy of urban surface water boundary compared to the existing the methods [10]. Unsupervised classification (ISODATA) technique is used to enhance the imagery and perform the accuracy assessment to calculate the overall accuracy and kappa coefficient.

II. COLLECTION OF DATA SET

The reservoir nagarjuna sagar was put up across the river Krishna, which is located in Nalgonda district in the state of Telangana. The geographical area of nagarjuna sagar latitude 16°34'55.60"N to 16°56'44.95"N and longitude 78°24'13.97"E to 78°47'06.07"E as shown in fig.1. This reservoir is the second biggest water reservoir in India, it also acts as hydroelectric project, used as drinking water in urban areas and the irrigation. The required study data collected from USGS portal with free of cost. The high resolution multitemporal Landsat-8 (OLI) with cloud free data only downloaded to further research from 2014-2019. The Landsat-8 (OLI) data have 30m spatial resolution with different bands as shown in (Table, I).

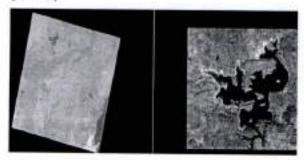


Fig.1. Location of nagarjuna sagar reservoir (Landsat-8 (OLI) January, 2019).

(AUTONOMOUS)

978-1-7281-4365-1/19/\$31.00 @2019 IEEE

CHADALAWADA RAMANAMMA ENGINEERING COLLEGE (AUTONOMOUS)

Approved by AICTE | Accredited by NAAC wiht "A" Grade
Permanently Affiliated to JNTUA | Achieved "A" Grade by Govt. of AP
Chadalawada Nagar, Renigunta Road, Tirupati



NATIONAL CONFERENCE ON
"SENSOR NETWORKS,
INTERNET OF THINGS (10T) &
INTERNET OF EVERY THING"



CAST CONSTRUCTION CONTROL CONT

Sponsored by

Department of Science & Tecnology (ICPS Division)
New Delhi, Govt. of India

NATIONAL CONFERENCE ON "SENSOR NETWORKS, INTERNET OF THINGS (10T) & INTERNET OF EVERY THING"



CHADALAWADA RAMANAMMA ENGINIZERING COLLEGE (AUTONOMOUS)

Approved by AICTE | Accredited by NAAC wiht "A" Grade
Permanently Affiliated to JNTUA | Achieved "A" Grade by Govt. of AP
Chadalawada Nagar, Renigunta Road, Tirupati

National Conference on Sensor Networks, Internet of Things (IOT) and Internet of Everything (NCSNII-2K19)

Table of Contents

A Fuzzy Logic Classification By Isodata	1
2. Control and Operation Of A Dc Grid-Based Wind Power Generation System	
In A Microgrid	2
3. Analysis Of Spawn Protocol And EDFC Algorithm For Secure Communication In	
Vanet	3
4. Ac To Dc Converter With High Power Factor And High Efficiency	5
5. Image Restoration Of Gaussian Noise And Blur By Using An Augmented Lagrangian	
Method	6
6. Camouflage Robot For Defence Applications Using Colour Sensors	7
7. Survey Of Real Time Task Scheduling Algorithms For Multicore Processors	8
8. Promising Services And Use Cases In Internet Of Medical Things (IOMT): A Survey	
9. Providing Security For Home Appliances By IOT	10
10. Simulation Of Rectangular Microstrip Patch Antenna For Range Of Ka Band	10
Frequency	11
11. Performance Evaluation Of Split Capacitor Dstatcom Using Deadbeat Controller	11
Based Dynamic D.C Voltage Regulation	12
12. Analysis Of Key Management And Cryptography In Wireless Sensor Networks	13
13. Mimo Based Rectangular Micro Strip Antenna For 5th Generation Communication	13
System	14
14. Optimal Controlling Power Flow In Transmission System By Using UPFC	15
15. Electrical System Observation And Supervision Using IOT	16
16. Algorithm For Optimal Power Flow Solution Of A Microgrid	17
17. Performance Of FPGA In An Enhanced Level Of Watchdog Timer	18
18. Sign Language To Text And Speech Converter	19
19. Low Power CMOS Piezoelectric Energy Harvesting Circuit For Vehicle Tyre	19
Pressure Sensor	20
Canada and and and and and and and and an	20
DIRECTOR	
Chadalawada Ramawamma Engineering Co	Hege
(AUTONOMOUS)	

TIRUPATI

20. Grid Interconnecting Solar Generation System Using Transformer L	ess Cascaded
Seven Level Inverter	21
 Fractional Order - Anfis (Fo-Anfis) Method For Maximum Power P In A Pv System 	oint Tracking (Mppt)
	22
22. A Novel Approach To Restrain Voltage And Power Balance Using O	Cascaded H-Bridge
Converter Instigated For A Solid- State Transformer	23
23. Extenuation Of Voltage Variations And Load Leveling In Wind-Dg	Microgrid With Back
Propagation Based Fuzzy Logic Controller	24
 Optimal Allocation Of Multi Type Fact Devices In Deregulated Pow 	
	25



Chadeluwede Rammanna Lagineering College (AUTONOMOUS) TIRUPATI



CHADAVIAWADA RAWIAWAMMA ENGINEERING COLLEGE

(AUTONOMOUS)



NATIONAL CONFERENCE ON

"SENSOR NETWORKS, INTERNET OF THINGS (IOT) & INTERNET OF EVERY THING"

October 17th - 19th, 2019

Certificate

This is to certify that Prof./Dr./Mr./Mrs./Ms. S. Mallikarjunaiah Professor

from Chadalawada Ramanamma Engineering college. Tirupat has attended / presented

paper on Grid Interconnecting Solar Generation System Using Transformer Less cascade

from Chadalawada Conference on "Sensor Networks, Internet of Things (10T) & Internet of Every Thing"

Organized at Chadalawada Ramanamma Engineering College, Tirupati held on 17th-19th October, 2019

Dr. J. Srinu Naich

Profe. K. Siva Kumas E.E.E., HOD



CHAYDALAWAYDA RAMANAMMA; ENGINEERING COLLEGE (AUTONOMOUS)



NATIONAL CONFERENCE ON

"SENSOR NETWORKS, INTERNET OF THINGS (IOT) & INTERNET OF EVERY THING"

October 17th - 19th, 2019

Certificate

This is to certify that Prof./Dr./Mr./Mrs./Ms. K. Raju Assistant Professor

from Chadabulada Ramanamma Engineering college. Tirupati has attended / presented

paper on Fractional order ANF9S (FOANF9S) Method for maximum power paint Tra

in a pv system.

in the National Conference on "Sensor Networks, Internet of Things (10T) & Internet of Every Thing"

Organized at Chadalawada Ramanamma Engineering College, Tirupati held on 17th-19th October, 2019

Dr. J. Frim Naick

Convener

Profe. K. Siva Kumar E.E.E., HOD



CHAYDAVIANWAYDA RAMANYAMMAZENGINEERING COLLEGE

(AUTONOMOUS)



NATIONAL CONFERENCE ON

"SENSOR NETWORKS, INTERNET OF THINGS (IOT) & INTERNET OF EVERY THING"

October 17th - 19th, 2019

Certificate

This is to certify that Prof./Dr./Mr./Mrs./Ms. Y. Hari knishna. Assitant Professor.

from Chadalawada Ramanamma Engineering Callege. Tirupati... has attended I presented

paper on A. May. el Approach to Restrain Voltage and Pawes Balance using Cascaded H-Brid

in the National Conference on "Sensor Networks, Internet of Things (10T) & Internet of Every Thing"

Organized at Chadalawada Ramanamma Engineering College, Tirupati held on 17th-19th October, 2019

Dr. J. Srime Naick Director

Profe. K. Siva Kumar E.E.E., HOD



CHAYDAVIAVYAYDA\RAWIAWAWIMIA; ENGINEERING COLLEGE

(AUTONOMOUS)



NATIONAL CONFERENCE ON

"SENSOR NETWORKS, INTERNET OF THINGS (IOT) & INTERNET OF EVERY THING"

October 17th - 19th, 2019

Certificate

This is to certify that Prof./Dr./Mr./Mrs./Ms. K. Raju . Assistant Professor.

from Chadalawada Ramanamma Engineering College Tirupati... has attended I presented paper on Extenuation of Valtage Variations and Load Levelling in Wind-Pg. Microgrid with Back Propagation Based Fuzzy Logic Controller in the National Conference on "Sensor Networks, Internet of Things (10T) & Internet of Every Thing"

Organized at Chadalawada Ramanamma Engineering College, Tirupati held on 17th-19th October, 2019

Dr. J. Srine Naick

Convener

Profe. K. Siva Kumar E.E.E., HOD



CHADATAWADA RAMANAMMA; ENGINEERING COLLEGE (AUTONOMOUS)



NATIONAL CONFERENCE ON

"SENSOR NETWORKS, INTERNET OF THINGS (IOT) & INTERNET OF EVERY THING"

October 17th - 19th, 2019

Certificate

This is to certify that Prof./Dr./Mr./Mrs./Ms. S. Jareena. Assistant Professor.

from Chadalawada Ramanamma Engineering College, Tinyouti has attended / presented paper on AC-toDC. Conventor With High Power Factur & High Efficiency.

in the National Conference on "Sensor Networks, Internet of Things (10T) & Internet of Every Thing"

Organized at Chadalawada Ramanamma Engineering College, Tirupati held on 17th-19th October, 2019

Dr. J. Srinu Naick

Convener

Profe. K. Siva Kumar E.E.E., HOD



CHADATAWADA RAWANAWAYENGINEERING COLLEGE

(AUTONOMOUS)



NATIONAL CONFERENCE ON

"SENSOR NETWORKS, INTERNET OF THINGS (IOT) & INTERNET OF EVERY THING"

October 17th - 19th, 2019

Certificate

This is to certify that Prof./Dr./Mr./Mrs./Ms. Dr. J. Snine Daick.

from Faculty of FEF Department, Chall Tirupati has attended / presented paper on Algorithm for Optimal Power Flow Solution of a Micro grid in the National Conference on "Sensor Networks, Internet of Things (IOT) & Internet of Every Thing"

Organized at Chadalawada Ramanamma Engineering College, Tirupati held on 17th-19th October, 2019

Dr. J. Srinu Naick

Convener

Profe. K. Siva Kumas

E.E.E., HOD

Dr. S. Mallikarjunaiah Principal

Bu



NATIONAL CONFERENCE ON

"SENSOR NETWORKS, INTERNET OF THINGS (IOT) & INTERNET OF EVERY THING"

October 17th - 19th, 2019

Certificate

This is to certify that Prof./Dr./Mr./Mrs./Ms. T. Srinu Naick ... professor from Chadalawada Ramanamma Engineering College Tirupati has attended / presented paper on Control and Operation of a Dr. Gird-Based Wind Dower Greneration System in Application of Artificial intelligence techniques in Polyaystic in the National Conference on "Sensor Networks, Internet of Things (10T) & Internet of Every Thing" ovan Organized at Chadalawada Ramanamma Engineering College, Tirupati held on 17th-19th October, 2019





NATIONAL CONFERENCE ON

"SENSOR NETWORKS, INTERNET OF THINGS (IOT) & INTERNET OF EVERY THING"

October 17th - 19th, 2019

Certificate

This is to certify that Prof./Dr./Mr./Mrs./Ms. V. Samba Siva Assistant Professor. from Chadalawada Ramanamma Engineering College Tirupatinas attended 1 presented paper on An Efficient Apache Spark Framework Analysis for Engineering Student Information Behavious, in the National Conference on "Sensor Networks, Internet of Things (10T) & Internet of Every Thing"

Organized at Chadalawada Ramanamma Engineering College, Tirupati held on 17th-19th October, 2019





NATIONAL CONFERENCE ON

"SENSOR NETWORKS, INTERNET OF THINGS (IOT) & INTERNET OF EVERY THING"

October 17th - 19th, 2019

Certificate

This is to certify that Prof./Dr./Mr./Mrs./Ms. Gr. Delli Rani , Assistant Professor from Chadalawada Ramanamma Graffneering College, Tingatias attended / presented paper on Design and Implementation of High Speed Hybrid Addes with reverse in the National Conference on "Sensor Networks, Internet of Things (IOT) & Internet of Every Thing" Organized at Chadalawada Ramanamma Engineering College, Tirupati held on 17th-19th October, 2019





NATIONAL CONFERENCE ON

"SENSOR NETWORKS, INTERNET OF THINGS (IOT) & INTERNET OF EVERY

October 17th - 19th, 2019

Certificate

This is to certify that Prof./Dr./Mr./Mrs./Ms. Dr. V. Thrimurthulu . Drofessor & Head from ... Chadala Wada Rama namma Engineering callege, Terupati has attended / presented paper on A Novel Reversible Decoder for Design & synthesis of combinational in the National Conference on "Sensor Networks, Internet of Things (10T) & Internet of Every Thing" Organized at Chadalawada Ramanamma Engineering College, Tirupati held on 17th-19th October, 2019

E.E.E., HOD



CHADATAWADA RAMANAMMASENGINEERING COLLEGE

(AUTONOMOUS)



NATIONAL CONFERENCE ON

"SENSOR NETWORKS, INTERNET OF THINGS (IOT) & INTERNET OF EVERY THING"

October 17th - 19th, 2019

Certificate

This is to certify that Prof./Dr./Mr./Mrs./Ms. M. Adiseshaiah M. Tech, Ph.D. Assistant Profesor from Chadalawada Ramanamma Engineering College Tirupati has attended / presented paper on High appeal Packet Classification Using Xnar By in the National Conference on "Sensor Networks, Internet of Things (IOT) & Internet of Every Thing"

Organized at Chadalawada Ramanamma Engineering College, Tirupati held on 17th-19th October, 2019

Dr. J. Srine Naick

Profe. K. Siva Kumar



CHADATAWADA RAMANAMMA ENGINEERING COLLEGE (AUTONOMOUS)



NATIONAL CONFERENCE ON

"SENSOR NETWORKS, INTERNET OF THINGS (IOT) & INTERNET OF EVERY THING"

October 17th - 19th, 2019

Certificate

This is to certify that Prof. Dr. Mr. Mrs. Ms. W. Thrimus thulu ... Professor.

from ... Chada lawada ... Ramanamma ... Engineering ... College ... Tinyadhas attended / presented

paper on Design and ... implementation of ... High ... speed ... Hy brid ... Addun ... with ... reverse

carry propagate ... Addus
in the National Conference on "Sensor Networks, Internet of Things (10T) & Internet of Every Thing"

Organized at Chadalawada Ramanamma Engineering College, Tirupati held on 17th-19th October, 2019

Dr. J. Srihu Naick

Profe. K. Siva Kumar E.E.E., HOD



CHAYDAYIAWADA RAWAWAMMA ENGINEERING COLLEGE

(AUTONOMOUS)



))

NATIONAL CONFERENCE ON

"SENSOR NETWORKS, INTERNET OF THINGS (IOT) & INTERNET OF EVERY THING"

October 17th - 19th, 2019

Certificate

Dr. J. Srima Naick Standard Convener

Profe. K. Siva Kumar E.E.E., HOD



CHADALAWADA RAMANAMMA ENGINEERING COLLEGE (AUTONOMOUS)



NATIONAL CONFERENCE ON

"SENSOR NETWORKS, INTERNET OF THINGS (IOT) & INTERNET OF EVERY THING"

October 17th - 19th, 2019

Certificate

Dr. J. Stine Naick

Profe. K. Siva Kumas E.E.E. HOD

Dr. S. Mallikarjunaiah Principal unecepted film pann





NATIONAL CONFERENCE ON

"SENSOR NETWORKS, INTERNET OF THINGS (IOT) & INTERNET OF EVERY THING"

October 17th - 19th, 2019

Certificate

This is to certify that Prof./Dr./Mr./Mrs./Ms. ... B. Vijaya Assistant Professor... from Chada la wada Ramanamma Engineering College Tirupati has attended presented paper on An Efficient Apache Spark Framework Analysis for Engineering Student in the National Conference on "Sensor Networks, Internet of Things (10T) & Internet of Every Thing" Organized at Chadalawada Ramanamma Engineering College, Tirupati held on 17th-19th October, 2019

Convener

E.E.E., HOD



CHADATAWADA RAMANAMMA ENGINEERING COLLEGE (AUTONOMOUS)



NATIONAL CONFERENCE ON

"SENSOR NETWORKS, INTERNET OF THINGS (IOT) & INTERNET OF EVERY THING"

October 17th - 19th, 2019

Certificate

This is to certify that Prof./Dr./Mr./Mrs./Ms. A.N. Sreea har Assistant Professor from Chadalawada Ramanamma Engineering College, Tinyah has attended / presented paper on An Efficient Apache Spark Framework Analysis for Engineering student in the National Conference on "Sensor Networks, Internet of Things (10T) & Internet of Every Thing"

Organized at Chadalawada Ramanamma Engineering College, Tirupati held on 17th-19th October, 2019

Dr. S. Mallikarjunaiah



CHAYDAYLAWAYAANAWAWAYENGINEERING COLLEGE

(AUTONOMOUS)



NATIONAL CONFERENCE ON

"SENSOR NETWORKS, INTERNET OF THINGS (IOT) & INTERNET OF EVERY THING"

October 17th - 19th, 2019

Certificate

This is to certify that Prof./Dr./Mr./Mrs./Ms. Mr. D. Hanuma Naick. Assistant Professor...

from Chadalawada. Ramanamma Engineering Callege Chilakalusinas attended / presented peta.

paper on Exentuation of Voltage Variations and Load Levelling in Wind Dg. Microgrid with Back Propagation Based Fuzzy Logic Controlle in the National Conference on "Sensor Networks, Internet of Things (10T) & Internet of Every Thing"

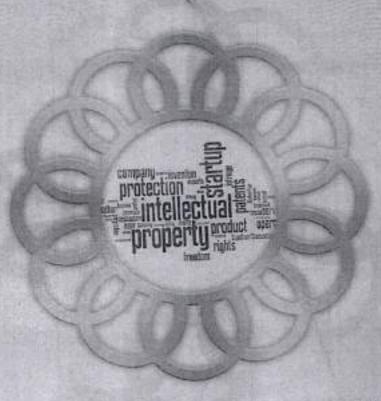
Organized at Chadalawada Ramanamma Engineering College, Tirupati held on 17th-19th October, 2019

Dr. J. Srinu Naick

Convener

Profe. K. Siva Kumar

UGC TWO DAY NATIONAL SEMINAR ON INTELLECTUAL PROPERTY RIGHTS CHALLENGES & ISSUES IN INDIA



Chief Editor Dr. Chappidi Krishna

Editor Dr. J. Pandu Ranga Rao

Organized by Department of Commerce



PITHAPUR RAJAH'S GOVERNMENT COLLEGE

An Autonomous & NAAC Accredited "A" Grade Institution (EGPA-3.17)

(Affiliated to Adikavi Nannaya University, Rajahmahendravaram) KAKINADA, E.G. Dist., A.P., INDIA.



शन - विज्ञान विमुक्तपे



Chinfalowada Ramanaming Engineering College (AUTOHOMOUS) TEMPOPATE

INDEX

S.NO.	TITLE OF THE PAPER	AUTHOR (S)	Page no.	
1	Intellectual Property Rights And Social Media: An Overview ⁿ	Dr. R. Uma Devi. Asst. Prof., Of Commerce, Dr. S. R. K. Govt. Arts College, Yanam	1-11	
2	Intellectual Property Crime In India	Dr. J. Vijaya Kumar, Sri. M. Srinivasa Rao P.R. Government College (A) Kakinada	12-14	
3	Human Rights And Environmental Sustainability	Dr. Lalita Kumari, Asst., Prof Malwa College, Samrala (Ludhiana) Punjab	15-19	
4	Intellectual Property Rights In Indian Context - A Critical Review	- Dr.K.Chandrasekhararao., Dy.	20-24	
5	Role Of Intellectual Property Rights In Enhancing Global Competitiveness Of The Tourism & Hospitality Industry	Dr.ANAND BETHAPUDI, Asso., Prof & Hod (Management), NITHM, Hyderabad.	25-29	
S	Leveraging IPR Ecosystem For Startups And Academia: A Case Study Of Andhra Pradesh "	Dr.M.Neeraja, Professor In Management Studies & Hr Officer, Chadalawada Ramanamma Eng.,Ing College, Tirupathi	30-36	
7	Current Trends Of Intellectual Property Law In India	Dr. M. Aravind, Professor & Head Department Of Buz., Admn, Narasaraopeta Institute Of Technology, Narasaraopet Dr. Palutia Naga Mani** ** Principal, Hindu College Of Management, Guntur-522002, Andhra Pradesh, India.	37-48	
8	Issues Of Financing And Risk Mitigation Of Ppp Projects: Some Policy Implications	*Dr. R. Sreenivasa Rao, C.R. Redd	y 49-5	



XI

IPR-CHALLENGES & ISSUES IN INDIA

Leveraging IPR Ecosystem for Startups and Academia - A case study of Andhra Prades

Professor, Dept of Manage Chadalawada Ramanamma Engineering Call Tirupati, Andhra Ph

Introduction:

In today's globally competitive environment, intellectual property has placed itself In today's globally competitive environment is becoming increasingly important leafpedestal in the context of economic grown that prosperity, fostering invention and innovation and innovation and innovation and innovation are context of economic grown that powers the engine of prosperity, fostering invention and innovation Property (IP) is the fuel that powers the engine or plant economy is forcing business organic increasing significance of intangible assets in the global economy is forcing business organic increasing significance of intangiole assets in the building and sustaining their competitive adia to actively manage their IP as a key driver for building and sustaining their competitive adia to actively manage their IP as a key driver for building and sustaining their competitive adia. and achieving superior performance (As shown in Table-1).

Table-1: Trends in IPR in India

Application	2012-13	2013-14	2014-15	2015-16	2016
Patent	43,674	42,951	42,763	46,904	454
Design	8,337	8,533	9,327	11,108	100
Trade mark	1,94,216	2,00,005	2,10,501	2,83,060	278
Geographical Indication	24	75	47	14	3
Copyrights	Copyright administration shifted to DIPP/ CGPDTM in 2016-17			14812	166
Semiconductor Integrated	SCILD administration shifted		to DIPP/ CGPDTM		-
Layout Designs (SCILD)	in 2016-17				
Total	2,46,251	2,51,564	2,62,638	3,55,898	3.50.4

Trends in last five years in respect of filing of intellectual property applications. Plants of the control of now being used not only as a tool to protect creativity and generate revenue but also be strategic alliances for socio-economic and technological growth.

Accordingly, in order to foster the protection of innovations and creativity, the Property Office under the Ministry of Commerce and Industry is dedicated to mobilize its such technological advancement for the economic development of the country.

India has nearly 4500 start-ups and is growing at 10-12 % Year on Year and is I start-up base globally. There are 140+ incubators and accelerators mainly categorized as Con-Independent, Academic and Govt. supported. 70% of India's start-ups are concentrated in Bar-

le

DE

sta

Pratical

ceraja.M

anagement

ng College ra Pradesh

itself on a ntellector vation. The canizations advantage

2016-17

45444

10213

278170 32

16617

3,50,467

s. IPRA

so to built

Intellectu

the use

3th large

Corperat

Bangalon

IPR -CHALLENGES & ISSUES IN INDIA

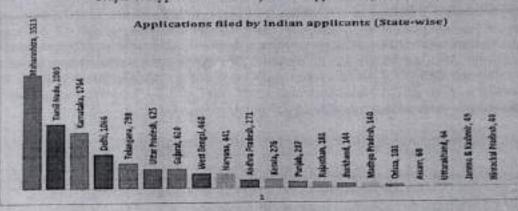
NCR-Delhi and Mumbai. These states have their own Innovation and start-up missions and the cities like Bangalore, Mumbai, Delhi and Chennai emerging as start-up hubs of the country (Table-2).

Table-2: Types of Incubators and Accelerators in India - 2017

Type	s of	Incul	pator	sant	Acce	lerati	ors
1137		Co	rpora	te (9	%)	4	
NO.		Inde	pende	nt (3	32%)		
901	All	Ace	demi	c (51	1%)	030	
		Gavt	Supp	orted	(8%)		14
					the and days	***	er 300

The generation of IP largely takes place at the State level through small, medium and big industries, academic institutions and individuals. Most States in India (as shown in Graph -1) have not yet evolved their IP strategies and ecosystems in terms of effective facilitating of services among MSMEs and start-ups, creating awareness, conducting training programmes, systems for utilization of IPR etc.

Graph-1: Applications filed by Indian applicants (State-wise)



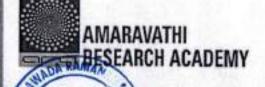
States needs to maximize the benefits from their intellectual property by stimulating higher levels of innovation through a judicious system of rewards, ensuring timely and effective legal protection for IPRs and leveraging strategic alliances for enhancing the value of the intellectual property created in the State.

Andhra Pradesh Innovation Ecosystem

"Andhra Pradesh's vision is to be amongst India's three best states by 2022, and a developed state by 2029" - N Chandrababu Naidu, Chief Minister of Andhra Pradesh. After the Andhra Pradesh State bifurcation in 2014, the state has highly prioritized Industrial growth, Information technology, Electronics and e-Governance as a means to promote manufacturing, create employment and build a conducive innovation ecosystem.



31



CERTIFICATE IOCCIBM - 2019

Business Management

This is to certify that Ms. B.Dhananjaya of Chadalawada Ramanamma Engineering College presented her research paper titled EXPLORING THE ELEMENTS OF EMPLOYEES' MOTIVATION IN HOSPITALITY INDUSTRY in the 1st International online conference on Contemporary Issues in Business Management.

AUTONOMOUS)

02-07-2019

DATE

Dr.K.Praveen kumar.

Managing Director

Amaravathi Research Academy

Jr. Bruns

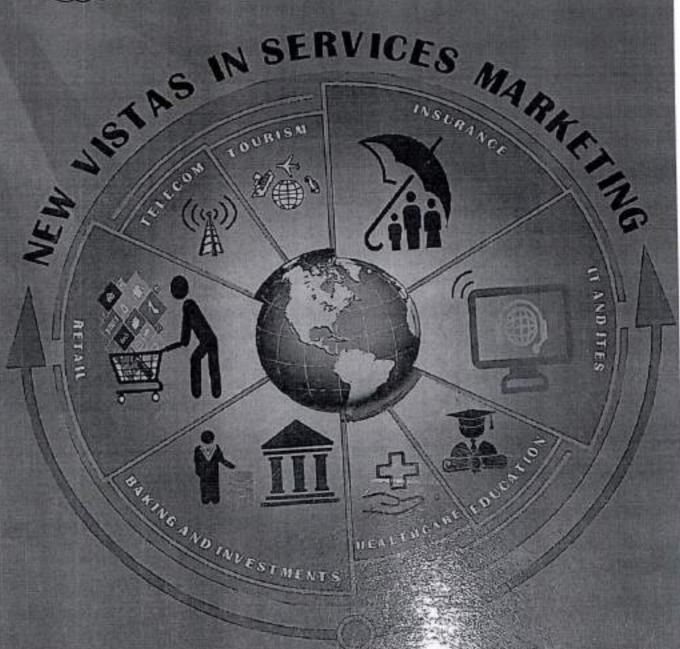
SIGNATURE











Dr. Nazia Sultatia Dr. B. Shailaja & Dr. K. Krishna Chaitanya



Charles Torman Engineering College (AUTONOMOUS)

		Page No.
	Title of the Paper	187
-	-ation	200
SI.No.	Overview of National Policies on Education Overview of National Policies on Education Gollapidi Manikya Rao Gollapidi Manikya Rao A Study on Employee Engagement levels of Private School Teachers A Study on Employee Engagement levels of Private School Teachers A Study on Employee Engagement levels of Private School Teachers G. Nalini, Dr. Khyser Mohd	196
27.	Overview of Natikya Rao	
410		203
28.	A Study on Employer Mond A Study on Employer M	
20.	- C	
	A Study on Employee Engagement G Nalimi, Dr. Khyser Mohd Challenges in Marketing Community W.R. T. FMCG Sector- Challen	211
29.	Patanjali Food, 18 S S Kumar, Proj. V. Graduates: A Survey Study	
	A Manager	201
(30.)	Perception on Mooc among Management Perception on Mooc among Management Dr. Neeraja. M. Dr.Anand Bethapudi Dr. Neeraja. M. Dr.Anand Bethapudi Stem Cell based	221
2	Dr. Neerly Artificial Intelligence in State	130 3
31.	Perception on Mooc among Bethapuat Dr. Neeraja. M. Dr.Anand Bethapuat Dr. Neeraja. M. Dr.Anand Bethapuat A Study on Role of Artificial Intelligence in Stem Cell based	
31.	Therapies "Tanta"	231
	- Ketan A Pole of HR	
32.	- Ketan Toma: Digital Transformation: Role of HR Digital Transformation: Role of HR - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rao - Dr. D. Pranathi, Dr. P. V. Venkateshwar Role of Information	236
34-	- Dr. D. Pranaming - Increasing Role of Miles	
33.	Digital Transformation: Role of V. Venkateshwar Rus - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rus - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rus - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rus - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rus - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rus - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rus - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rus - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rus - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rus - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rus - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rus - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rus - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rus - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rus - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rus - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rus - Dr. D. Pranathi, Dr. P. V. Venkateshwar Rus - Dr.	
33.	Technology	244
ALESS	- Dr. P. Venkanda	1 7421211
34.	The Influence of Key Manager Empirical Study	1
34.	The Influence of Key Managerial Skills Study Graduates in Hyderabad - An Empirical Study - Dr. J. Varaprasad Reddy, Dr. Sanjay Kumar Taurani - Dr. J. Varaprasad Reddy for Identifying Niche Tourism	253
1	- Dr. J. Varaprasau	200
35.	- Dr. J. Varaprasad Reddy. Dr. Sanjay - Dr. J. Varaprasad Reddy. Dr. Sanjay Tourism Service in India: A Model for Identifying Niche Tourism Tourism Service in India: A Model for Identifying Niche Tourism	
30.	Denducts in view of the	
635	- Dr. Ramakrishna Bandaru - Dr. Ramakrishna Bandaru Consumer Perception towards Corporate Health Care Services in	265
36.	Consumer Perception towards Corporate	70 50 50 50
30.	Secunderabad, State of Telangana Secunderabad, State of Telangana	1 THE R. P. LEWIS CO., LANSING, MICH.
100	The Descriptor A. VII Date	274
37.	E-Banking in India: Current and Future Prospects	The Paris
31.	-Mrs. B. Mamatha	287
15.	Industry - University Skills Mismatch	
38.	-Dr. N. Jyothi	THE PARTY
125	- La Ladia / Status and Scope	291
39.	-Mrs. M. Jaya Surya Kumari, Pravalika Kolluru,	
Part .	-Wis W. Maja darija sa	St. Carrie
1	Aishwarya Pothuganti, Narmadha Masuna	29
40.	Current Scenario of Corporate Hospitals in India	29
1	- Dr. Vandana Gupta	







Perception on Mooc among Management Graduates: A Survey Study

Dr. Neeraja. M1, Dr.Anand Bethapudi2

Professor, Dept. of Management, Chadalawada Ramanamma Engineering College, Tirupati, Andhra Pradesh. Email Id: tummalanceraja@gmail.com

Associate Professor & HoD (Management), National Institute of Tourism & Hopitality Management, Hyderabad, Email id: dr.anandbethapudi@gmail.com.

Abstract

Massive Open Online Courses (MOOCs) are a recent expansion in higher education that experienced rapid development and achieved substantial attention from a broad range of learners. According to data gathered by Class Central, around 23 million new learners signed up for their first MOOC in 2017. That's similar than the 23 million new learners who registered for a MOOC in 2016. The total number of MOOC learners is now 81 million. The total potential revenue just from students currently enrolled in these online degree programs offered on the major MOOC platforms now exceeds \$65 million.

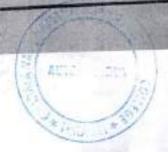
In this connection, the present study aims to explore the learner's perception, experiences and satisfaction on massive open online courses among management students of various institutions who enrolled in MOOCs. A web based survey (Google forms) and an interview (A structured questionnaire with a Set of 15 questions)was used to investigate learner's perception & Experiences on MOOCs. The study has focused on both Management graduates and post graduates. The researcher used both quantitative and qualitative method as a research design. In addition, the study focuses to identify the significant effect of course content and instructor interaction on perceived effectiveness , Finally, the study discusses the future directions in MOOCs' development

Keywords: MOOCs, Coursera, Edx, Percieved effectiveness, online course

Introduction

Massive Open Online Courses have emerged as a popular mechanism for independent learners to acquire new knowledge and skills. MOOCs are designed to reach as many students, formal and informal as possible. Massive Open Online Courses (MOOCs) hold the potential to open up educational opportunities to a global audience. However, evidence suggests that only a small proportion of MOOC participants go on to complete their courses and relatively little is understood about the MOOC design and implementation factors that influence retention. 211

ISBN: 978-93-88808-05-7







DITFEC: Drift Identification in Traffic-Flow Streams for DDoS Attack Defense Through **Ensemble Classifier**

K Munivara Prasad, V Samba Siva, P Krishna Kishore, M Sreenivasulu

2019 Publication date

Computing and Network Sustainability

299-307 Pages

Publisher

Springer, Singapore

Description

The overwhelming of the request flow beyond the target server capacity leads to the service denial to the legitimate users. Because of the server's oversized potential, the act of flooding requests beyond the server capacity is carried by the malicious attackers from distributed environment called distributed denial-of-service attack. Hence, applying the knowledge gained from the findings of previous request distributions research works seems to be the suitable strategy to cease the DDOS attacks. This strategy indispensable limitation is skipping to detect the new patterns of request flooding dug by the attacker at the server from the previous knowledge on earlier attack distribution patterns. Therefore, this paper endeavors to contribute on how to handle the limitation by proposing a novel-trained ensemble classifier with new features which reflects in the traffic-flow properties, so that the traffic-flow tuple shows ...

Scholar articles

DITFEC: Drift Identification in Traffic-Flow Streams for DDoS Attack Defense Through

Ensemble Classifier

K Munivara Prasad, V Samba Siva, P Krishna Kishore... - Computing and Network

Sustainability, 2019

Related articles All 3 versions

(SUDMONOTUR) DIRECTOR TIRUPATI





DITFEC: Drift Identification in Traffic-Flow Streams for DDoS Attack Defense Through **Ensemble Classifier**

K Munivara Prasad, V Samba Siva, P Krishna Kishore, M Sreenivasulu

2019 Publication date

Computing and Network Sustainability

299-307 Pages

Springer, Singapore Publisher

The overwhelming of the request flow beyond the target server capacity leads to the Description service denial to the legitimate users. Because of the server's oversized potential, the act

of flooding requests beyond the server capacity is carried by the malicious attackers from distributed environment called distributed denial-of-service attack, Hence, applying the knowledge gained from the findings of previous request distributions research works

seems to be the suitable strategy to cease the DDOS attacks. This strategy

indispensable limitation is skipping to detect the new patterns of request flooding dug by the attacker at the server from the previous knowledge on earlier attack distribution patterns. Therefore, this paper endeavors to contribute on how to handle the limitation by proposing a novel-trained ensemble classifier with new features which reflects in the

traffic-flow properties, so that the traffic-flow tuple shows ...

DITFEC: Drift Identification in Traffic-Flow Streams for DDoS Attack Defense Through Scholar articles

Ensemble Classifier

K Munivara Prasad, V Samba Siva, P Krishna Kishore... - Computing and Network

Sustainability, 2019

Related articles All 3 versions

(AUTONOMOUS) DIRECTOR

Terms





DITFEC: Drift Identification in Traffic-Flow Streams for DDoS Attack Defense Through **Ensemble Classifier**

Authors K Munivara Prasad, V Samba Siva, P Krishna Kishore, M Sreenivasulu

2019 Publication date

Computing and Network Sustainability

299-307

Publisher Springer, Singapore

The overwhelming of the request flow beyond the target server capacity leads to the Description service denial to the legitimate users. Because of the server's oversized potential, the act

of flooding requests beyond the server capacity is carried by the malicious attackers from distributed environment called distributed denial-of-service attack. Hence, applying the knowledge gained from the findings of previous request distributions research works

seems to be the suitable strategy to cease the DDOS attacks. This strategy

indispensable limitation is skipping to detect the new patterns of request flooding dug by the attacker at the server from the previous knowledge on earlier attack distribution patterns. Therefore, this paper endeavors to contribute on how to handle the limitation by proposing a novel-trained ensemble classifier with new features which reflects in the

traffic-flow properties, so that the traffic-flow tuple shows ...

DITFEC: Drift Identification in Traffic-Flow Streams for DDoS Attack Defense Through Scholar articles

Ensemble Classifier

K Munivara Prasad, V Samba Siva, P Krishna Kishore... - Computing and Network

Sustainability, 2019

Related articles All 3 versions

AUTONOMOUS DIRECTOR TIRUPATI





DITFEC: Drift Identification in Traffic-Flow Streams for DDoS Attack Defense Through Ensemble Classifier

Authors K Munivara Prasad, V Samba Siva, P Krishna Kishore, M Sreenivasulu

Publication date 2019

Book Computing and Network Sustainability

Pages 299-307

Publisher Springer, Singapore

Description The overwhelming of the request flow beyond the target server capacity leads to the service denial to the legitimate users. Because of the server's oversized potential, the act

of flooding requests beyond the server capacity is carried by the malicious attackers from distributed environment called distributed denial-of-service attack. Hence, applying the knowledge gained from the findings of previous request distributions research works

seems to be the suitable strategy to cease the DDOS attacks. This strategy indispensable limitation is skipping to detect the new patterns of request flooding dug by the attacker at the server from the previous knowledge on earlier attack distribution patterns. Therefore, this paper endeavors to contribute on how to handle the limitation by proposing a novel-trained ensemble classifier with new features which reflects in the

traffic-flow properties, so that the traffic-flow tuple shows ...

Scholar articles DITFEC: Drift Identification in Traffic-Flow Streams for DDoS Attack Defense Through

Ensemble Classifier

K Munivara Prasad, V Samba Siva, P Krishna Kishore... - Computing and Network

Sustainability, 2019

Related articles All 3 versions

DIRECTOR
hadalawada Ramanumma Engineering Coll
(AUTONOMOUS)

Chapter 7 Secured Architecture for Internet of Things-Enabled Personalized Healthcare Systems

Vikram Neerugatti and A. Rama Mohan Reddy

Abstract The Internet of Things (IoT) is the emerging area. This technology is made to connect any object around us to the Internet with the unique IP, and these connected objects can be communicated each other remotely as per the user's convenience. It has applications in all most all the fields like industries, factories, environment, agriculture, transport, education, healthcare, energy, and retail. IoT leads to the new technologies like big data and cyber-physical systems. Connecting any object, from anywhere at any time, is not simple. It has various challenges like discovery, scalability, software complexity, interoperability, fault tolerance, security, and privacy. One of the major challenges is security. Due to the weak links used to connect the things to the Internet leads to many security issues in different levels of the IoT. This paper presents the various security issues and novel security architecture for the IoT-enabled personalized healthcare systems.

Keywords IoT · Internet of Things · Security · Architecture · Healthcare

7.1 Introduction

Since a decade, Internet of Things is evolving. The enabling technologies of IoT are the cloud computing, wireless sensor networks, communication protocols, big data analytics, embedded systems, etc. Internet of Things is a truly ubiquitous computing, i.e., anywhere, anytime for every one computing said by Weiser [1]. The phrase "Internet of Things" is first coined by the Kevin Ashton in 1999 at MIT. Nowadays, the mobile phones and data rate become very cheaper, the wireless communication devices becoming smaller and cheaper and the processing capabilities is more. So the smart phone becomes the mediator for things. Internet, and people [2]. It has vast application domains like transportation and logistics, healthcare, smart environments, Personal, Social and Futuristic applications of IOT [3]. The major relevant scenarios for this domain are shown in Fig. 7.1.

O The Authorts), under exclusive license to Springer Nature Singapore Equanometa Engineering College P. V. Krishna et al., Internet of Things and Personalized Healthcare System (AUTONOMOUS)

SpringerBriefs in Forensic and Medical Bioinformatics.

TIRUPATI



DIGITAL IMAGE COMPRESSION TECHNIQUES

First Edition, December 2018, India.

Printed & Bound in India



Copy right ©

: Dr. C. Chandra Sekhar

Publishing right ● : A TO Z PUBLICATIONS

Place to innovate

ISBN -13

978-81-93901-90-8

Barcode

Printed and Published by: A TO Z PUBLICATIONS

Place to innovate

Book Unique Code: ATOZBOOK-2018-001-0001

Disclaimer: The author (s) is solely responsible for the contents of the papers compiled in this book. The publishers or its staff don't take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the publishers & author.

A TO Z PUBLICATIONS

Place to innovate

Registered Office

42/361-7, Bhagya Nagar Colony, Near Sivalayam,

Kadapa, Andhra Pradesh-516002, India Chullalawada Ramantonna Engineering College Mobile: +91-9912951945 | Web: www.atozpublications.com | Email: info@atozpublications.com

TIRUPATI

Branch Office

AUT

S2, MSR Mansion, Second Floor, 4th Cross, Munnekoliala,

Marathahalli, Banglore, Karnataka-560037, India.

Mobile: +91-9912951935 | Web: www.atozpublications.com | Email: info@atozpublications.com

Authors Biography



C. Chandra Sekhar is working as a Professor and Head in Electronics and Communication Engineering, Sri Venkaleswara Engineering College for Women, Tirupati, India. He has twenty two years of teaching and industrial experience. He completed his B.Tech. Degree in Instrumentation Technology from Govt. BDT College of Engg., Devanagere, Karnataka. He completed his M.Tech. degree in Digital Electronics from BVB college of Engg., Hubli, Karnataka. He completed his PhD on Image Processing from Sri Venkateswra University College of Engineering. Tirupathi, AP, INDIA. His areas of interest are Signal Processing. Image Processing, Embedded systems and VLSI. He has published hearly 50 papers in national and international, conferences and international journals. He is a life member of ISTE and FIE.



Y. Muralimohanbabu is working as a Professor of the 'Electronics and Communication Engineering' Department of Sreenivasa Institute of Technology and Management Studies (SITAMS), chittoor, Andhra Pradesh, India. He has eighteen of teaching experience. He completed his B.Tech. Degree from JNT University, Hyderabad. He completed his M.E. degree in Micro wave and Radar Engineering from Osmania University, Hyderabad. He completed his PhD on RADAR Image Processing from JNT University, Anantapur, AP, INDIA. His areas of interest are Communications, Signal Processing, Image Processing, Radar Systems and Microwave Engineering. He has published nearly 60 papers in national and international, conferences and international journals. He is a life member of ISRS, ISTE, IEI and IAENG.



A TO Z PUBLICATIONS

Head Office

42/361-7 Bhagya Nagar Colony, Near Shivalayam, Kadapa, Andhra Pradesh — 516002 INDIA

Branch Office

S2, MSR Mansion, Second Floor, 4th cross, Munnekollala, Marathahalli, Banglore, Kamataka-560037.

Email Id: info.atozpublications@gmail.com Mobile: +91-9912951935, +91-9912951945

First Edition, December 2018	Size : A4		
ISBN-978-81-93901-90-8	Page : IX+136 Price : 7200.00 Export Price : US \$ 25.00		
Code No.: ATOZBOOK2018001			
Printed in Single Colour			





DIGITAL IMAGE COMPRESSION TECHNIQUES

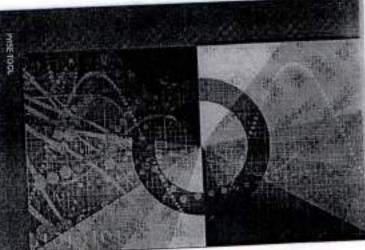
Dr. C. Chandrasekhar

Dr. Y. Muralimohanbabu

A to Z Publications

Place to Innovate

A software process model is an adistrant representation of a process. The anniculation of these models in the twentesth century has traught unexampled changes to the field of software expresering, An alternative model is proposed for large scale software development for products and model is proposed for large scale software development for products and provides with high quality expectations. It would be based on meeting up their in the Software Architecture of the selent, designing with estimate product manifesting, and altering buyle in place, end-to-end use products manifesting and altering buyle in place, and-to-end use approaches, experienced development the models to to have high quality volumes been date and survive. But can be slew-loped feater, theoper and in a better way, it can scale with demand it scales separates, can deliver an authority work products and the fining safe experience and he fining safe experience and he having software development. Accordingly, product startilizing phase is majorant to deliver the quality accordingly, product startilizing phase is majorant to deliver the gravity in the property and status of the works in stay by slay. The slant can be desire by level aging the prospects of real-artin ends of survivers which can easile along to the management.



A Rama Mohan Reddy
C. Shoba Bindu



Dr. K. E. Basser obtained his Blech & Mileth Degrees in CIE from PNTUPL Hydersbad and Ph.D. from MTUA University. Anarchapsrams, India. At present working as an Associate Professor in dept. of IT. Sies Volyankethan Engineering College, Tinyati, India his areas of interest include Deep Learning, Data Spence & SE.

Mohan Reddy, Shoba Bindu



FUZZY and POKA-YOKE in SDLC

A Monitoring Tool for Mistake-Proofing Quality Software





DIRECTOR

Chadalawada Ramanamna Engineering College (AUTONOMOUS) TIRUPATI

A. Rama Mohan Reddy C. Shoba Bindu

FUZZY and POKA-YOKE in SDLC

A Monitoring Tool for Mistake-Proofing Quality Software



DIRECTOR
Chedolawada Hamonamaa Engineering College
(AUTONOMOUS)
TIRUPATI

LAP LAMBERT Academic Publishing



INTERNATIONAL CONFERENCE ON ICT FOR SUSTAINABLE DEVELOPMENT

IRSCNS Symposium/2018

CO-LOCATED WITH

INTERNATIONAL RESEARCH SYMPOSIUM ON COMPUTING AND NETWORK SUBSTAINBILITY



This is to certify that

K Munivara Prasad, V Samba Siva, P Krishna Kishore and M Sreenivasulu

has contributed a paper titled

DITFEC: Drift identification in Traffic-Flow Streams for DDoS-Attack-Defense through Ensemble classifier

In The Third International Conference on Information and Communication Technology for Sustainable Development (ICT4SD 2018) co-located with International Research Symposium on Computing and Network Substainability (IRNCNS 2018)

held during August 30-31,2018 at Hotel Vivanta by Taj, GOA,INDIA.

The paper has also been selected for publication in the (ICT4SD/IRSCNS 2018) conference proceedings as per the guidelines issued by Springer.

We wish the authors all the very best for future endeavors.



Organizing Chair (ICT4SD / IRSCNS 2018)

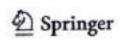
2

AMIT JOSHI
Organizing Secretary (ICT4SD / IRSCNS 2018)



MIHIR CHAUHAN
Program Secretary (ICT4SD / IRSCNS 2018)

















INTERNATIONAL CONFERENCE ON ICT FOR SUSTAINABLE DEVELOPMENT

IRSCNS Symposium/2018

CO-LOCATED WITH

INTERNATIONAL RESEARCH SYMPOSIUM ON COMPUTING AND NETWORK SUBSTAINBILITY



This is to certify that

K Munivara Prasad, V Samba Siva, P Krishna Kishore and M Sreenivasulu

has contributed a paper titled

DITFEC: Drift Identification in Traffic-Flow Streams for DDoS-Attack-Defense through Ensemble classifier

In The Third International Conference on Information and Communication Technology for Sustainable Development (ICT4SD 2018) co-located with International Research Symposium on Computing and Network Substainability (IRNCNS 2018)

held during August 30-31,2018 at Hotel Vivanta by Taj, GOA,INDIA.

The paper has also been selected for publication in the (ICT4SD/IRSCNS 2018) conference proceedings as per the guidelines issued by Springer.

We wish the authors all the very best for future endeavors.

DIRECTOR Farmaniona Ling (AUTONOMOUS (AUTONOMOUS (AUTONOMOUS)

BHARAT PATEL

Omanizing Chair (ICT4SD / IRSCNS 2018)

A.

AMIT JOSHI

Organizing Secretary (ICT4SD / IRSCNS 2018)

Mender

MIHIR CHAUHAN

Program Secretary (ICT4SD / IRSCNS 2018)

GR HOUNDATION

Springer



Gue Charler of Consense & Industr









INTERNATIONAL CONFERENCE ON ICT FOR SUSTAINABLE DEVELOPMENT

CO-LOCATED WITH

ONAL RESEARCH SYMPOSIUM ON COMPUTING AND NETWORK SUBSTAINBILITY



This is to certify that

K Munivara Prasad, V Samba Siva, P Krishna Kishore and M Sreenivasulu

has contributed a paper titled

DITFEC: Drift identification in Traffic-Flow Streams for DDoS-Attack-Defense through Ensemble classifier

In The Third International Conference on Information and Communication Technology for Sustainable Development (ICT4SD 2018)

co-located with International Research Symposium on Computing and Network Substainability (IRNCNS 2018)

held during August 30-31,2018 at Hotel Vivanta by Taj, GOA,INDIA.

The paper has also been selected for publication in the (ICT4SD/IRSCNS 2018) conference proceedings as per the guidelines issued by Springer.

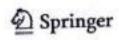
We wish the authors all the very best for future endeavors.

Organizing Chair (ICT4SD / IRSCNS 2018)

AMIT JOSHI Organizing Secretary (ICT4SD / IRSCNS 2018)

MIHIR CHAUHAN Program Secretary (ICT4SD / IRSCNS 2018)

















INTERNATIONAL CONFERENCE ON ICT FOR SUSTAINABLE DEVELOPMENT

CO-LOCATED WITH

NATIONAL RESEARCH SYMPOSIUM ON COMPUTING AND NETWORK SUBSTAINBILITY



This is to certify that

K Munivara Prasad, V Samba Siva, P Krishna Kishore and M Sreenivasulu

has contributed a paper titled

DITFEC: Drift identification in Traffic-Flow Streams for DDoS-Attack-Defense through Ensemble classifier

In The Third International Conference on Information and Communication Technology for Sustainable Development (ICT4SD 2018)

co-located with International Research Symposium on Computing and Network Substainability (IRNCNS 2018)

held during August 30-31,2018 at Hotel Vivanta by Taj, GOA,INDIA.

The paper has also been selected for publication in the (ICT4SD/IRSCNS 2018) conference proceedings as per the guidelines issued by Springer.

We wish the authors all the very best for future endeavors.

Organizing Chair (ICT4SD / IRSCNS 2018)

AMIT JOSHI Organizing Secretary (ICT4SD / IRSCNS 2018)

MIHIR CHAUHAN Program Secretary (ICT4SD / IRSCNS 2018)



Springer



















SRI PADMAVATI MAHILA VISVAVIDYALAYAM

(WOMEN'S UNIVERSITY)

TIRUPATI

2" International Conference on

Computing, Communications and Data Engineering (CCODE-2019)

February 1 - 2, 2019

This is to certify t	/Ma /Dr	Prof B	YREDDI	SARITHA		
of Renearch	Scholar	S.V. Univ	exity a	ollege Of	Engineering	tem Ode
has presented	a paper entitle	d A. Crypto	gsophisI	echnique to	cMiningAM	Clauvii.cm
has presented to Distributed Date	Danes with Privary	n Reddy	yByre	in the Inter	national Con	ference on
Computing, Com	munications an	d Data Engir	neering (TODE-POLE	organized by	(10.1)
of Computer Tirupati-517502.	Science, Sri	Padmavati	Mahila	Visvavidyalay	CHAIS	X
Tirupan-317302.			400		U.S.	5/

Prof. P. Venkata Krishna, Chair of CCODE-2019

Prof. M. Usha Rani, Co-Chair of CCODE-2019



Conference World

www.conferenceworld.in ISBN:978-93-87793-49-1

Bengaluru, India PAPER ID:1032

National Conference

New Frontiers of Engineering, Sciences, **Management and Humanities**

This Certificate acknowledges and honours

Prof./Dr./Mr./Ms.G.Komala Yaday

for participating & presenting his/her paper titled

Image Quality Enhancement using SIDWT Algorithm

National Conference on New Frontiers of Engineering, Sciences, Management and Humanities

REVA University, Yelahanka, Bengaluru

Organized by: School of Electronics and Communication Engineering

on October 12th-13th, 2018

Conference Team Wishes

All the Best for your Future

General Chair, ESMH-2018, Director, School of ECE, REVA University, Bengaluru, India Prof. Shrikant S. Tangade General Co-Chair, ESMH-2018 Asst. Prof., School of ECE, REVA University, Bengaluru, India

Dr. A. K. Sharma **Editor Conference World**



Confederation of Indian Industry





Certificate of Participation

This is to certify that

TIPIRICHETTY VEDAVA

Participated in the

Conference on Industry 4.0

held on 17-18 December 2018: Tirupati

Organised by: Confederation of Indian Industry

State Partner:

Andhra Pradesh State Skill Development Corporation

International Partner:

Texas A&M University as International Partner

National Partner:

Indian Institute of Technology, Tirupati (IIT Tirupati)



Chairman, CII Andhra Pradesh dolownde Ransonmera Lugineering Cellege (AUTONOMOUS)

National Partner PATT







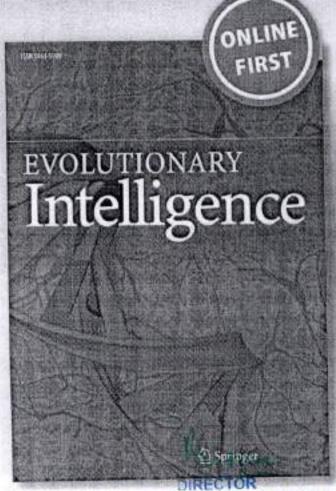
Deep learning based dynamic task offloading in mobile cloudlet environments

D. Shobha Rani & M. Pounambal

Evolutionary Intelligence

ISSN 1864-5909

Evol. Intel. DOI 10.1007/s12065-019-00284-9







ITA PARAMOUNT

ETIBC-2018

158H 978-93-85101-21-1



Emerging Trends in

Business & Commerce

Volume - II









Managing Editor

Ms. Sharani Ponguru

Editors

Dr. Gangineni Dhananjhay | Dr. K. Sai Kumar Dr. K. Vijaya Nirmala

Department of MBA



Lymone

andkart.



International conference on emerging trends in business and commerce -6th October, 2018.ISSN:978-93-85101-21-2.

BIG DATA ANALYTICS -A KEY TO BETTER OPERATIONS & CONSUMERS EFFICIENCY

With special reference to Banking services and financial institutions in India

Dr.Neeraja.M. Professor, Dept of Management, Chadalawada Ramanamma Engineering
College, Tirupati, Andhra Pradesh, tummalaneeraja@gmail.com

National Institute of Touri

Dr.Anand Bethapudi, Associate Professor & HoD(Management), National Institute of Tourism & Hopitality Management, Hyderabad, email id: dr.anandbethapudi@gmail.com.

ABSTRACT

Banks and other financial institutions are under similar pressure to sustain their competitiveness. The aftermath of 2008 financial crisis has unleashed a new wave of stricter and newer regulations, intense competition, and lower customer trust for the banking and financial industry. With such myriad of challenges, banks are under great pressure to adapt and evolve. Considering immense and growing ocean of data from multiple sources including web and social media, big data analytics has evolved as one of the key technology trends to look out for.

This paper provides an insight on the concept of big data analytics, its significance in banking operations and consumer efficiency. The study explores how big data analytics is being successfully used in Indian banking services. The data used is secondary data from a bank while the analysis is of primary nature. This study reveals the best practices being adopted by banks in India to enhance their services to the customers by using Big Data Analytics.

Key words: Big Data, Banking services, Customer patronage, cyber security, financial

institutions.

Charles and Carlone Carlone (Autonomous)

TIRBPATT

INTRODUCTION

Big data analytics is the process of examining large and varied data sets -- i.e., big data -- to uncover hidden patterns, unknown correlations, market trends, customer preferences and other useful information that can help organizations make more-informed business decisions.

Big Data has been making all the headlines over the last few years, but it is just one data trend in a long line that appear every decade. The difference between these data analytic developments is blurred at best, but the underlying technology does appear to give some distinction between the old and the new trends. The technology behind Big Data is undeniably Hadoop, a software ecosystem designed to allow the query and statistical analysis of large and semi-structured data. Hadoop's ability and flexibility to handle increasingly complex data has unlocked new opportunities for extracting value and business insights from potentially massive amounts of organizational internal data.

Big Data has also allowed the possibility to enrich this internal data with equally vast amounts of semi-structured external data from public sources and social media, maximizing data value potential even further (As shown in pic-1). Combining and processing all this internal and external data was simply not possible using traditional management and analytical tools before the age of Big Data.



Source: www.big data -mind space .com

AUG BUS

CALIDADADUS)



DEPARTMENT OF INTERNATIONAL BUSINESS STUDIES ACHARYA NAGARJUNA UNIVERSITY

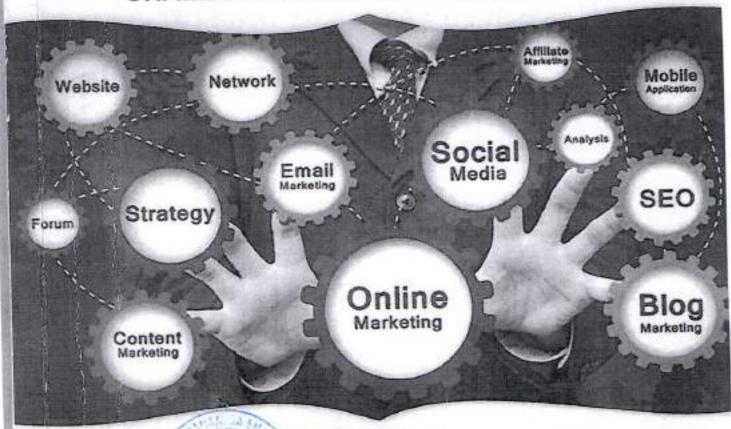


Nagarjuna Nagar - 522510, Guntur, Andhra Pradesh, India website: www.anu.ac.in

EMERGING TRENDS IN

DIGITAL MARKETING

CHALLENGES AND OPPORTUNITIES



Chief Editor
Prof. R. Siva Rama Prasad



Indian Council for Business Education 461/21/2, 8th 'B' Main, 4th Block, Jayanagar Bengaluru - 560 011

website: www.icbe.edu.in :: e-mail: icbe11314@gmail.com

March 2019



National Seminar on

Emerging Trends in

Digital Marketing

Challenges and Opportunities

22nd & 23rd March, 2019



Seminar Director

Department of International Business Studies

Acharya Nagarjuna University Nagarjuna Nagar -522 510

Guntur, Andhra Pradesh, India

BUNKEL -

Saurana me Lapaneering Cullogo (AUTOROMOUS)

TIRUPATI

CONTENT

No.	Title of the Paper & Author	Page No.			
1	FUTURE OF DIGITAL MARKETING	1			
	Grishma Kanth & R Sivarama Prasad	9			
2	IMPACT OF DIGITAL MARKETING ON THE BANKING SECTOR				
	(A survey on select banks in Tirupathi)				
	Dr.Anand Bethapudi & Dr.Neeraja, M.	16			
3	ANALYSING AGRICULTURAL MARKET DIGITALIZATION — CHALLENGES AND PROSPECTS IN INDIA WITH SPECIAL REFERENCE TO ANDHRA PRADESH. Dr. K. Madhu Babu	15			
4	DIGITAL MARKETING - A STRATEGIC CHOICE IN BUSINESS Prof. V. Narasimha Rao & Smt.M.B.Suvarchala	20			
5	THE MARKET-SPACE AND CYBER CONSUMERS: A STUDY	28			
2	Dr. V Vijay Durga Prasad	0.048			
6	ROLE OF IPR IN THE DEVELOPMENT OF ENTREPRENEURSHIP IN INDIA Dr.G.Ramakrishna & Dr.P.Pumachandra Rao	38			
7	DIGITAL MARKETING FOR RURAL INDIA Dr. Vishnu Vadde	44			
8	EMERGING TRENDSAND CHALLENGES IN DIGITAL MARKETINING	49			
0	Dr. K. Soujanya & Dr. S. Durga				
9	A STUDY ON DIGITAL MARKETING IMPACT ON E-COMMERCE Chaluvadi BVL Sudheer	52			
10	TRADITIONAL ADVERTISING Vs DIGITAL MARKETING Smt.T.V.S.Swathi & Prof. V. Narasimha Rao	. 56			
11	EMERGING TRENDS IN DIGITAL MARKETING IN INDIA-A CONCEPTUAL STUDY U. Chandramouli	63			
12	A BRIEF STUDY ON 'TRADITIONAL MARKETING VS DIGITAL MARKETING' Dr. E.Poleraiah & Dr. B. Rajeev	68			
13	PERSPECTIVES OF DIGITAL MARKETING IN MODERN ECONOMY Dr. Siva Kumar Challa, Mr. KJNV Narasa Reddy & Dr. B. Vamsi Krishna	74			
14	INFLUENCING CUSTOMERS BUYING DECISION Dr. G.Uma	79			
15	A CONCEPTUAL STUDY OF SERVICE MARKETING: COMPETITIVE EDGE OF 7P'S OVER 4P'S IN INDIAN SCENARIO M.Nagabhaskar & P.Girija Sree	80			
16	AN EMPIRICAL STUDY ON CUSTOMER PERCEPTIONS ON FACTORS INFLUENCING DIGITAL GROCERY SHOPPING Dr. N. Prasanna Kum: v & K. Prudhvi Raj	86			
17	GROWTH OF DIGITAL MARKETING - THE INDINA PERSPECTIVE Dr. K. Lallitha, K.N.L. D.Bhavani & K. Venu Gopala Rao	94			
18	DIGITAL MARKETING AND ADVERTISING ON VARIOUS PLATFORMS- A CRITICAL EXAMPLES Moses Prabhath Peeke & Dr. Krishna Banana	101			
19	A STUDY ON OPPORTUNITIES AND CHALLENGES OF DIGITAL MARKETING IN BANKING INDUSTRY Dr. N. Prasanna Kum y & Namburu Ashok Babu	110			

AULT OUS

Runear

Control of the Contro

THE REAL PROPERTY.

IMPACT OF DIGITAL MARKETING ON THE BANKING SECTOR

(A survey on select banks in Tirupathi)

Dr.Anand Bethapudi

Associate Professor & FoD(Management), National Institute of Tourism & Hopitality Management, I yderabad, email id: dr.anandbethapudi@gmail.com.

Dr.Neeraja.M.

Professor, Dept of Management, Chadalawada Ramanamma Engineering College, Tirupati, Andhra Pradesh,tummalanceraja@gmail.com

Abstract

Digital marketing is the use of digital channels to promote products and services, build brand preference and interactively engage with customers in a mutual satisfactory manner. Banking operations and services have become omnipresent through digital marketing and its platforms. Lately, Indian Banking Industry has shown a tremendous growth on Social Media platforms like Face book, Twitter, and YouTube, Google plus, Linked In etc. The Banking sector in India has proven that it's not just about opening saving bank accounts, credit cards, investments, wealth management, and mutual funds, insurance and so on. With the increasing growth in Social Media in India, banks have understood that likes, twee's, shares do matter to engage with the young generation.

The study sought to investigate the adoption of digital marketing among banks in India & identifying the major challenges in adoption of digital marketing in Indian banking industry. The study adopted a survey research design on a sample size of 20commercial banks (Sele ted commercial banks located in temple town Tirupati, Andra Pradesh, India) in India Data was collected by use of questionnaires and interview schedules and the data analyzed by the aid of Statistical Package of Social Scientists Program (SPSS).

Key words: Social media, customer patronage, customer satisfaction, banking services, service delivery

1.INTRODUCTION

Digital marketing is the use of digital channels to promote products and services, build brand preference and interactively engage with customers in a mutual satisfactory manner. Banking operations and services have become present through digital marketing and its platforms. Lately, Indian Banking Industry has shown a tremendous growth on Social Media platforms lik: Face book, Twitter, and YouTube, Google plus, LinkedIn etc as shown in fig -1.

Department of Interpational Business Studies, Acharya Nagarjuna University, Nagarjuna Nagar

DIRECTOR

a Lugiovering College

IN PARAMOUNT

ETIBC-2018

Emerging Trends in Business & Commerce

Volume - II









Managing Editor

Ms. Sharani Ponguru

Editors

Dr. Gangineni Dhananjhay | Dr. K. Sai Kumar Dr. K. Vijaya Nirmala

Department of MBA





DIRECTOR

Chedolewade Romanustum Engineering College (AUTONOMOUS) TIRUPATI

BIG DATA TECHNOLOGY TRENDS IN BANKING AND FINANCE

Dr.Neeraja.M. Professor (Management) & HR Officer, Chadalawada Ramanamma Engineering College, Tirupathi, Andhra Pradesh, tummalaneeraja@gmail.com

ABSTRACT

Industry in the last one to two decades. The service and the way the banks operated have advanced to make life easier for both the customers and the banking professionals. When the Big Data Revolution hit the various industries, the banking industry realized the opportunity avenues associated with it. Financial institutions are making use of Big Data in big ways, from boosting cyber security to reducing customer churn, cultivating customer loyalty, and more through innovative and personalized offerings that make modern banking a highly individualized experience.

Based on an extensive secondary data & interview schedules with financial services professionals, this paper provides an insight on How Big Data shapes banking and other financial services today and how the industry may change in response to Big Data's continuing evolution. The main objective of this paper is to identify what trends are today's financial services professionals tapping into to set themselves apart from their competition? And what role do modern financial services pros see Big Data playing as we move into the future?

Keywords: Big Data, cyber security, Fintech, blockchain technology, cloud management

AU: DUS

DIRECTOR

Chadalawada Remenanana Engineering College
(AUTONOMOUS)
TERUPATI

INTRODUCTION

The banking industry is among many industries which have massive and useful data about their customers but very few banks are utilizing this set of information to enhance the customer experience and using the data information to prevent fraud. The banking and financial industry is very well aware of the fact that if the data can be used effectively they can fulfill the needs of customer accurately. According to research, only 37% of customers agree that banks understand their needs and preferences. Banks have an ocean of informative data but the challenge is how to use that data smartly, shortage of skilled people, unstructured vast data, high cost associated and much more. But gradually banking sector has started applying the Big Data technology in every sector of it and started taking benefits of it.

OBJECTIVES:

- 1. To analyze how Big Data shapes banking and other financial services today
- To assess how the industry may change in response to Big Data's continuing evolution.
- To identify what trends are today's financial services professionals tapping into to set themselves apart from their competition.
- To identify what role do modern financial services pros see Big Data playing as we move into the future.

RESEARCH METHODOLOGY

The present paper is purely qualitative and conceptual work through both primary and secondary data are used as sources for this paper .Primary data was collected from financial services professionals and bank officers over Andra Pradesh, Karnataka, and Tamilnadu through interviews and observation method. The secondary data was collected through online journals, magazines etc.

LITERATURE REVIEW

The Banking& Financial Services Landscape Today

Cheedulescondu Rocanamonu Engineering Cellege (AUTONOMOUS) TIRUPATI International Conference On Emerging Trends In Business And Commerce -6th October, 2018.ISSN:978-93-85101-21-2.

IMPACT OF BIG DATA ANALYTICS ON BANKING SECTOR

With special reference to Banks in India

Dr.Neeraja.M. Professor, Dept of Management, Chadalawada Ramanamma Engineering College,
Tirupati, Andhra Pradesh, tummalaneeraja@gmail.com

V.Kalpana . Associate professor, Dept of Management ,Chadalawada Ramanamma Engineering College, Tirupati, Andhra Pradesh, <u>kalpanavanjavakam@gmail.com</u>

ABSTRACT

Nowadays, banking industry is generating huge amount of data. The Indian Banking sector is undergoing huge reforms post-demonetization and digitalization; they have a huge burden of managing of data every day. A majority of the banks have failed to utilize the information within their own databases. The evolution called Big data analytics possessing beneficial characteristics like volume, velocity and variety of data. It will improve quality by strengthening risk management, optimizing HR by providing new insights for fraud detection, customer segmentation and monitoring client behavior in real time. Previously, most banks have failed to utilize this data. However, nowadays, banks have starts using this data to reach their main objectives of marketing. By using this data, many secrets can be revealed like money movements, thefts, disasters.

With an extensive secondary data, and interview schedules with bank professionals, The present paper provides an insight how big data analytics is being used in banking sector to find out spending patterns of customer, sentiment and feedback analysis etc.

Key words: Data analytics, Customer patronage, cyber security, client behavior

AUT. OUT.

Chadalawada Ransanawana Engineering Callege (AUTONOMOUS) YIRUPATI





The Indian Management Researcher

A Bi-Annual Journal from GITAM Hyderabad Business School, GITAM (Deemed to be University)

Vol.4, Issue No: 2

July - December 2018

Comparative Analysis

Performance of Selected Life Insurance Companies - Comparative Analysis

Kiranmayi .P

Consumer buying Behaviour

A Study on Impact of Brand Image on Consumer buying Behaviour among

A Study on Impact of Brand Image on Consumer buying Belaviour among Teenagers and Young Adults with respect to apparels In Kalaburagi District, Karnataka

Balki Vani

Consumer's Purchase Behavior An Empirical Study on Influence of Wine Label Information on Consumer's

Purchase Behavior

Sakchi Soni, N.S. Bhoomika & Prof. M. Thashneem Thaqseen Bhanu

Financial Issues in Smart City A Study on The Financial Issues in Smart City Proposals

Dr. G Rajasekar

Customer Satisfaction in online Customer Satisfaction in Select online Food Delivery Applications

(With reference to Telangana and Andhra Pradesh region)

Dr. Neeraja. M & Dr. Anand Bethapudi

Performance of Karnataka state Performance of Karnataka state Tourism Development Corporation-Tourism A qualitative study based on the tourist experience

Dr. D.P. Sudhagar

Colloquium

"An empirical study on the Stress Management in Professional Education with perspective of Teachers and Students".

Dr. Ch. Naga Priya & Pushpa Machani

Chadalayanda Ramasanawa Engineering College

Appendingul

Customer Satisfaction in Select Online Food Delivery Applications

(With Reference to Telangana and Andhra Pradesh Region)

Dr. Neeraja. M¹, Dr. AnandBethapudi²

¹Professor, ChadalawadaRamanamma Engineering College, Tirupathi. A.P.
²Faculty Member, GITAM- Hyderabad Business School, GITAM University. Hyderabad.
Email Id: tummalaneeraja@gmail.com¹, dr.anandbethapudi@gmail.com²

Abstract

In the context of restaurant industry, employing a greater number of youth and providing opportunities for the growth of customer's satisfaction would be interesting to explore the status of online food delivery app services in India. This is an industry, where customers are satisfying their food needs and requirements within a mobile app. What is it that keeps customers from making it to the top rung of authority in the country's Restaurant business?

In view of the above observations and comments, the researcher made an attempt to investigate customer's insight and satisfaction towards click on food feature in Telangana and Andra Pradesh region. Also, to find most popular online food delivery app in this region and comprehend as to how have mobile app technology of digital system played a significant role in the restaurant industry. The study reported responses of 487 customers who are already using the online food delivery apps. To achieve the objectives, data from different areas of Telangana and Andhra Pradesh region have been collected by using a mixed approach of both quantitative and qualitative method.

The investigation took the form of structured questionnaire and semi structured interviews with selected customers. Tested hypothesis by adopting appropriate statistical techniques like descriptive analysis, chi square. The results revealed that majority respondents use Swiggy. Doorsteps & convenience are the most encouraging factors on online food ordering. The study highlights that most preferred meal is dinner. Ordering food online is easy and convenient; customers are substantially influenced when they acknowledged cash backs and offers. Customers ordering decision gets pretentious by the experience of self, opinions and experience of friends/family and deliberations on online media. Likely to recommend and prefer to buy in their preferred food delivery apps was opted by majority respondents.

Keywords: Mobile apps technology, Customer perception, Customer satisfaction.

DIRECTOR

Chadalawada Rumanuanna Engineerina Ce

(AUTONOMOUS) TIRBPATI

Volume 4 | Issue 2 | July-December 2018

In Association with





Nellore (AP)

DEPARTMENT OF MANAGEMENT STUDIES

INTERNATIONAL CONFERENCE on EMERGING TRENDS in BUSINESS & COMMERCE 2018 (ETIBC - 2018)

October 6, 2018

-Certificate-

7	This is to certify that Prof/Dr/Mr/MsB. Dhananjaya
fron	m. Chadalawada. Ramanamma. Collegelias presented a paper titled HRM. In the
ONOTON CONTRACTOR	Digital Age: Consequences and performance
mous)	the International conference held at Narayana Engineering College, Nellore on Oct 6, 2018
ng Colleg	200/

Dr Gangineni Dhananjhay Convener - ETIBC 2018 Dr K Sai Kumar HoD - MBA Dept Dr G Sreenivasulu Reddy Principal



Department of Management Studies Sri Venkateswara University, Tirupati Andhra Pradesh, India.

INTERNATIONAL CONFERENCE ON ESSENTIAL MANAGEMENT SKILLS IN THE AGE OF DISRUPTION

Certificate

This is to certify that Prof./Dr/Mr/Ms	B. Dhanonjaya	of
" A study on first impact on india eco	many"	has
participated in the "International Conferen	ice on Essential Management	Skills in the Age
of Disruption" held on 19" January, 2019 a	t S.V.University Auditorium	, Tirupati.

JURECTOR CAMPBE CHAPTER THE CHAPTER CH

Prof P. Balaji Prasad

Principal
SVU College of Commerce,
Management and Computer Sciences, Tirupati

Prof P. Raghunadha Reddy

Conference Director

Head - Department of Management Studies,
S.V.University, Tirupati

DIGITALISATION OF BANKING OPERATIONS:

OUTREACH, CHALLENGES AND IMPACT ON ECONOMY

1st March 2019

Proceedings

Edited by Dr G. Sankaranarayanan Dr B. Mitra Priya

DEPARTMENT OF COMMERCE

(Shift - I & II)

ALPHA ARTS AND SCIENCE COLLEGE

(AFFILIATED TO UNIVERSITY OF MADRAS)

(ISO 9001: 2015 Certified and Re-Accredited by NAAC)

No.30, Alpha Nagar, Tundalam Road, Behind Ramachandra Hospital

Porur, Chennai - 600 116 Tamil Nadu, India

Tel: 044 - 2476 2368, 98844 42576

E-Mail: artscollege@alphagroup.edu

Website: alphagroup.edu

DIRECTOR Chadalaweda Romasamona Laginoceing Callege [AUTONOMOUS]

TIRUPATI



75.	GREEN BANKING INITIATIVES BY INDIAN PUBLIC AND PRIVATE	
	SECTOR BANKS	203
	Vishwanath C R	
76.	SUCCESS OF WOMEN ENTREPRENEURS IN ONLINE TRADING	206
	WITH RELATION TO SHARE TRADING	206
/	Ms. T. Subhalatha, Ms. A.N. Amrin Fathima	
77.	CUSTOMER SATISFACTION IN BANK SERVICES IN DIGITAL	
	ECONOMY (COMPARATIVE STUDY OF HOME LOAN ADVANCES	210
	OF INDIAN BANK, ANDHRA BANK& SBI IN HYDERABAD)	
	Dr. Anand Bethapudi, Dr. Neeraja, M	
78.	EMOTIONAL INTELLIGENCE AND JOB SATISFACTION OF	
	EMPLOYEES WORKING IN BANKING SECTOR A STUDY WITH	215
	REFERENCE TO SHIVAMOGGA CITY KARNATAKA	
	Thejaswini K.A, Renuka Bai	
79.	IMPACT OF E-BANKING ON TRADITIONAL BANKING SERVICES	217
	Mrs. Latha N, Mrs. Hamsa Geetha N	
80.	ATTRACTING AND RETAINING THE EFFECTIVE WORKFORCE IS A	
	CHALLENGE TO INFORMATION TECHNOLOGY SECTOR	220
	Rajalakshmi, G.S, Dr. K.T Subhashchandra	
81.	IMPACT OF TECHNOLOGY ON BANKING INDUSTRY A STUDY	
	WITH REFERENCE TO BANGALORE CITY	221
	Anil R	
82.	STUDY OF CONSUMER PERCEPTION OF DIGITAL PAYMENT MODE	224
02.	Emil Joseph, Shanceb	
83.	A STUDY ON CUSTOMER AWARENESS AND SATISFACTION LEVEL	1.5
0	REGARDING E-BANKING PRODUCTS/SERVICES	228
	P. Rajeswari	
84.	USABILITY OF "NARI" MOBILE APPLICATIONS AMONG WOMEN	231
0.4.	B. Neeraia, Dr. Ch. Bala Nageswara Rao, Ms. R. Subhathra,	
85.	JOB SATISFACTION OF WOMEN EMPLOYEES IN COMMERCIAL	
0.2.	DANK IN THIRITVANANTHAPIJRAM DISTRICT	236
	Sajan Kumar.V. Dr. I. Samuel Sunder Sing	
86.	E-BANKING AS A DETERMINANT OF CUSTOMER SATISFACTION	238
ou.	Dr. S. Meenakumari, Ms. M. Fowsia	230
87.	TECHNOLOGICAL INNOVATIONS IN INDIAN BANKING SECTOR	240
01.	Ms. B.Mallika	240
88.	CHALLENGES OF CORE BANKING TRANSFORMATION	242
00.	Ms. M. Sankari,	2.72
89.	E-BANKING: PROBLEMS AND PROSPECTS	244
69.	B.X. Jonitha Stany Mary	244
00	IMPACT OF CORE BANKING SYSTEM IMPLEMENTATION ON	
90.	BUSINESS PERFORMANCE AND PROFITABILITY OF SELECTED	247
	URBAN COOPERATIVE BANKS	247
	Ms. R. Sangeetha Lakshmi	
0.5	PROSPECTS AND CHALLENGES OF ONLINE BANKING SERVICES	
91.		250
	IN INDIA B. Arasi	
0.0	A STUDY ON CUSTOMER AWARENESS TOWARDS E-BANKING	
92.	SERVICES OF INDAIN BANK IN TIRUCHIRAPPALLI	253
	SEKAICES OF IMPAIN BANK IN LINCOLLINAL LYDIN	1

Chadalawada Romanonnana Englisteering College
(AUTONOMOUS)
TIRUPATI

CUSTOMER SATISFACTION IN BANK SERVICES IN DIGITAL ECONOMY (COMPARATIVE STUDY OF HOME LOAN ADVANCES OF INDIAN BANK, ANDHRA BANK & SBI IN HYDERABAD)

Dr. Anand Bethapudi Associate Professor, National Institute of Tourism & Hospitality Management, Hyderabad Dr. Neeraja. M, Professor, Chadalawada Ramanamma Engineering College, Thirupathi, A.P.

1. INTRODUCTION

Customer satisfaction is an important theoretical as well as practical issue for most marketers and consumer researchers. Customer satisfaction can be considered the essence of success in today's highly competitive world of business. Thus, the significance of customer satisfaction in strategy development for a market oriented and customer focused firm cannot be overstated. Further, customer satisfaction is increasingly becoming a corporate goal as more and more companies strive for quality in their products and services. Satisfaction refers to the buyer's state of being adequately rewarded in a buying situation for the sacrifice he has made. Adequacy of satisfaction is a result of matching actual post-purchase and consumption experience with the expected reward from the brand in terms of its anticipated potential to satisfy the consumer's motives. The concept of satisfaction is one about which there are presently few agreed-upon definitions or approaches to measurement. Hunt has summarized the concept in the following statement.

1.1 IMPORTANCE OF CUSTOMER SATISFACTION

A company would be wise to measure customer satisfaction regularly because one key to customer retention is customer satisfaction. A highly satisfied customer generally stays loyal longer, buys more as the company introduces new products and upgrades existing products, talk favorably to others about the company and its products, pays less attention to competing brands and is less sensitive to price, offers product or service ideas to the company, and costs less to serve than new customers because transactions can become routine5.

1.2 FACTORS INFLUENCING CUSTOMER SATISFACTION RATINGS

Customer satisfaction is influenced by a number of factors and accurate measures can not be easily obtained. The factors that influence customer satisfaction ratings are presented in Table-1.1. However, it has be ensured that customer satisfaction services are bench marked, i.e., compared with set standards.

Table - 1.1 Factors influencing Customer Satisfaction Ratings

Factors	Remarks	
Response bias	Bias in survey results due to responses being received from only a limited group among the total survey participants	
Data collection method	Method used to collect information such as questionnaires, surveys and personal interviews	
Question form	Ways a question is phrased, i.e., positively or negatively	
Question contest	Placement and tone of a question relative to the other questions asked	
Timing of the question	173. 1 and a Crima ofter the purchase date that questions are asked	
Social desirability bias	Bias in survey results because of respondents tendencies to provide information they believe is socially appropriate	
Mood	Positive mood draws encouraging responses	

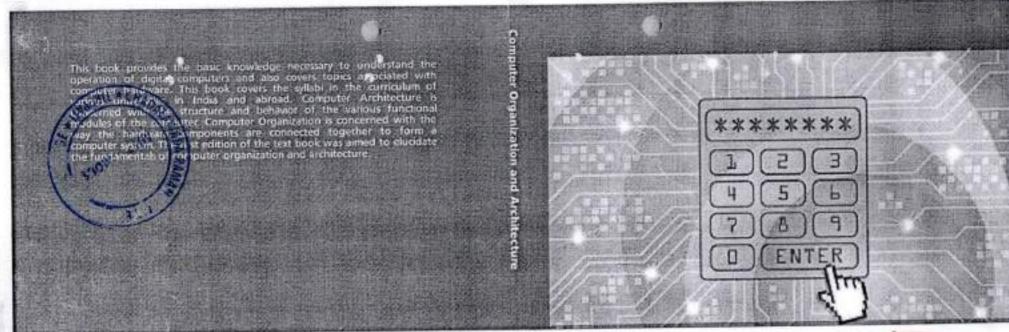
2. REVIEW OF LITERATURE

Though public sector banks are the biggest employers in the country, very few studies dealing with customer satisfaction in these banks have been undertaken. Among the few studies, most of them are narrow in scope as the studies are confined to one public sector bank or one private sector bank. In fact, in-depth studies on customer satisfaction especially on public sector banks are nil. However, some useful literature is available in various text books and polished theses. Further, a good number of articles published in various academic magazines and journals are available. In this regard, the available literature has been presented hereunder.

CUSTOMER SATISFACTION

Steve Baron and Kim Harris (2003) in their book, "Services Marketing: Text and Cases examined the concept of customer satisfaction from three perspectives-the academics, the practitioners and the customers. He felt that service quality should be regarded as an antecedent to customer satisfaction. He also felt that issues of service quality and customer satisfaction lie at the heart of service marketing and management. Both are seen as desirable output of any service strategy. Srinivasan, (2004) in his book, "Services Marketing (The Indian context) discussed customer satisfaction and the benefits associated for a service firm with satisfied customers. He also deals with the motheds of most print suctomer entirefaction improvements in a contine firm and the





Books



Sekar Koneti

K. Sekar, Assoc. Prof., Dept. of C.S.E, S.V.Eng. College for Women, Tirupati. Praveen Sam. R. received his Ph. D degree in C.S.E. from JNT University, Anantapur. He is currently working as a Professor in C.S.E., G.Pulla Reddy Engineering College, Kurnool, P. Dileep Kumar Reddy, Lecturer, C.S.E. JNTUA College of Eng. JNT University, Anantapur.



Koneti, Rachapudy, Pali

Sekar Koneti

Praveen Sam Rachapudy Dileep Kumar Reddy Pallela

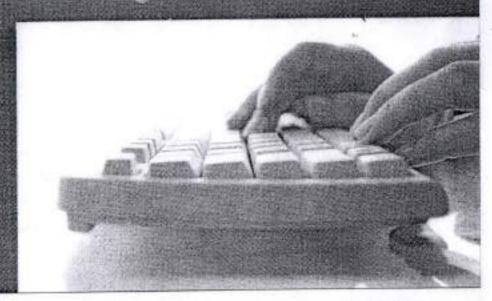
COMPUTER ORGANIZATION AND ARCHITECTURE

FUNDAMENTALS OF COMPUTER ORGANIZATION AND ARCHITECTURE



TIRUPAT

book gives or is posure to run the C programs and to develop the explosition of the collisions the mythodology of software development and its applicants. This book alsoprovides comple of exercises to an Data Structures in detail It also consists of number of exercises to the students to enach their knowledge in a placetive learning states. This book covers the concepts in the corrections of various interestities in India and abroad it can also used by the number of various interestities in India and abroad it can also used by the number protessional or develop their applications in C At last, this book helps the students to be an the basic concepts histed to C and Data Structures and de also various applications provides an overview of the



C. Shoba Bindu Dileep Kumar Reddy Pallela Sekhar Kongeti



C. Shoba Bindu

Dr. C. Shoba Bindu. Associate Professor, received her Ph.D degree in computer science and engineering from JNT University, anantapur, has around 16 years of experience in Teaching and Research. P. Dileep Kumar Reddy, M.Tech working as Lecturer in Dept. of CSE, JNTU, Anantapur. K.Sekar, Asso. Prof. in the Dept.of CSE,SV Engineering College, Tirupati.



Programming In C and Data **Structures**



(AUTONOMOUS)

Proactive Secret Sharing For Long Lived MANETs Using Elliptic Curve Cryptography

N Chaitanya Kumar¹, Abdul Basit², Priyadarshi Singh³, V. Ch. Venkalah⁴
School of Computer and Information Sciences, University of Hyderabad, Hyderabad-500046, India¹²³⁴
email: n_chaitu@yahoo.com¹, abdulmcajh@gmail.com², priyadarshi.024@gmail.com³,
venkalah@hotmail.com⁴

Abstract—Since MANETs are infrastructure-loss, they hosely use secret sharing techniques to distribute and decentralize the role of a trusted third party, where the MANET secret s is shared among the legitimate nodes using (t, n) threshold secret sharing scheme. For long lived MANETs, the shared secret is periodically updated without changing the MANET secret based on proactive secret sharing using Elliptic Curve Cryptography(ECC). Hence, the adversary trying to learn the secret, needs to gain al-least c partial shares in the same time period. If the time period and the threshold value c are selected properly, proactive verifiable secret sharing can maintain the overall security of the information in long lived MANETs. The conventional cryptographic algorithms are heavy weight, require lot of computation power thus consuming let of resources. In our proposal we used Elliptic Curve Cryptography to verify commitments as it requires smaller lays compared to existing proactive secret sharing techniques and makes it useful for MANETs. Which are formed of resource constraint devices.

Index Terms-Mobile ad-hoc network, bi-variate polynomial, proactive, secret sharing technique, threshold cryptography.

1 INTRODUCTION

ANET known as Mobile ad hoc Network is a contin-M ususly self-configuring, dynamic and infrastructure less network of mobile nodes connected wirelessly [1] [2]. These mobile nodes roam freely, every node has its own range of signal communication, other nodes within the range can interact and exchange messages. New nodes join. and some other nodes may leave or some nodes fail to connect as they move out of the MANET network range [3]. The nodes in MANET are energy constrained .i.e., nodes are battery powered devices. There are many security threats to MANETS such as denial of service, eavesdropping, interception and routing attacks [4] [5]. Securing the nodes as well as the network communication in MANETs is very challenging. Many techniques that employ secret sharing concepts have been proposed to secure MANETs. But these techniques seem to be weak for long lived [6] MANETs, as the attacker would have enough time to corrupt enough nodes. This allows the attacker to gain secret information for the lifetime of the MANETs. So, in order to secure long lived MANETs, the secrets that the nodes possess should be renewed. This can be achieved using proactive secret sharing techniques.

In Our Proposal, we have employed proactive secret sharing techniques to enhance security for long lived MANEIs using Elliptic curve cryptography, which solves the problem of computational overhead.

1.1 Secret Starting Technique and Threshold Cryptog-

[7] and Sharqir [8] are the first to introduce secret ring schriques. In general a secret sharing scheme constant and a set $U = \{u_1, u_2, u_3, ..., u_n\}$ of u users.

The dealer has a secret s, a share s_i of which is privately distributed to user u_i , $1 \le i \le n$. A valid subset u (for $: u \subset U$) of t number of users holding valid shares can reconstruct the secret s. The t is refereed to as the threshold number and $\{t,n\}$ is refereed to as the threshold access structure [8].

In threshold cryptography, the private key s is shared among n participants using a (t,n) threshold access structure with the help of a secret sharing scheme, with each participant n_s having a partial share s_s [9]. For example, in public key cryptography(PKC), let the public key be pk and the corresponding private key be s. If a user has encrypted a message using the public key pk then to decrypt the message, at-least t out of n nodes are required to decrypt the message.

1.2 Elliptic Curve Cryptography [10]

Elliptic curve cryptosystems were first proposed independently by Neil Koblitz and Victor Miller in 1985. Elliptic curve cryptography (ECC) is a public key encryption technique that is based on the algebraic structure of elliptic curves over finite fields. Elliptic curve cryptography requires smaller keys compared to non-ECC cryptography to provide equivalent security.

The security of this cryptosystem depends on hardness of discrete logarithm problem in the group of points of an elliptic curve defined over a finite field, and it is found that the discrete logarithm problem in elliptic curve is as hard as in any other groups [11].

978-1-5386-4031-W17/\$31.00 C2017 LEEE

more 311

DIRECTOR

1. 1000 Hammanian Engineering College

(AUTONOMOUS)

Multi-stage Multi-secret Sharing Scheme for Hierarchical Access Structure

Abdul Basit[†]≅, N Chaitanya Kumar[†], V. Ch. Venkaiah[†], Salman Abdul Moiz[†], Appala Naidu Tentu[‡], Wilson Naik[†]

School of Computer & Information Sciences, University of Hyderabad, Hyderabad-500046, India ¹CR Rao AIMSCS, University of Hyderabad, Hyderabad-500046, India Email: abdulmcajh@gmail.com^[5]

Abstract-Hierarchical threshold secret sharing (HTSS) schemes can be thought as a generalization of classical threshold secret sharing schemes, and they have been extensively in the literature. In an HTSS, participants are classified into different security levels, and the threshold value of a higher level is smaller than that of a lower level. Participants in each level can recover the secrets, if the number of shares is equal to or more than the corresponding threshold value. Share of a higher level participant can be used to reconstruct the secret at lower level. In this paper, we proposed first hierarchical threshold multi-secret sharing scheme based on polynomial interpolation. Proposed scheme is a variation to HTSS schemes based on the CRT suggested by Singh et al. and Harn et al. Novelty of the proposed scheme is that each participant requires to keep only one secret share and multiple secrets can be shared separately without refreshing the secret share. Also, secrets are recovered in stage by stage. Our scheme which is unconditionally secure, is based on Lagrange interpolation polynomial and one-way function.

keywords: Hierarchical, Multi-secret, Multi-stage, Polynomial, Secret Sharing,

1. Introduction

A secret sharing scheme (SSS) is a method in which a secret is divided into shares. These shares are distributed among the set of participants by a dealer in such way that any authorized set of participants can recover the secret by combining their shares, whereas any unauthorised set of participants cannot get any knowledge about the secret. The first SS schemes were introduced by Sharnir [1] and Blakley [2] in 1979 independently. Shamir's scheme is based on the Lagrange interpolation polynomial while Blakley's scheme is realised using linear projective geometry. Their schemes are known as (t, n) threshold SSS, where t is the threshold and n is the number of participants. A (t, n) threshold SSS allows any t or more than t participants to recover the secret, while it does not allow any less than t participants to recover the secret.

In Shamir's the Afternood secret sharing scheme, a trusted deal substates n acret squees based on n $(t-1)^{th}$

degree polynomial. Secret reconstruction is based on lagrange polynomial interpolation of any t or more than t set of private shares. A SSS is ideal if the maximal length of the shares is same as that of the secret. If the set of shares corresponding to an unauthorized set provide no any information and the set of shares corresponding to an authorized set gives all the information of the secret, in the information-theoretic sense, then the scheme is perfect.

The family of all authorized sets, who can recover the secret, is known as an access structure. Γ is the symbol generally used to denote access structure of a SSS. The set of all unauthorized sets, which can not gain any knowledge about the secret, is called adversary structure or forbidden set and it is denoted by $\overline{\Gamma}$. Several access structures are proposed in the literature. Example include generalized access structure, (t,n) threshold access structure and multipartite access structure.

In u (t, n) threshold access structure any set of t or more participants out of n is an authorized set and any set of less than t participants is an unauthorized set. That is

$$\Gamma = \{X \in 2^q : |X| \ge t\}$$

 $\overline{\Gamma} = \{X \in 2^q : |X| < t\}$

where 29 denotes the power set of the set of participants.

An access structure is called monotone, if it satisfies the following:

$$(X \in \Gamma)\Lambda(X \subseteq Y) \Rightarrow Y \in \Gamma$$

 $(X \in \overline{\Gamma})\Lambda(Y \subseteq X) \Rightarrow Y \in \overline{\Gamma}$

If Γ and $\overline{\Gamma}$ are such

$$\Gamma = \{X \in 2^q : |X| = t\}$$
 and
 $\overline{\Gamma} = \{X \in 2^q : |X| = t - 1\}$

then we say that Γ only contains the minimal authorised sets which can get the secret, Γ only holds maximal unauthorised sets which can not get the secret.

Let \mathcal{P} denote the set of all n participants. Let these participants be divided into $m \geq 2$ disjoint levels L_1, L_2, \cdots, L_m so that each level L_i has n_i participants with a threshold value t_i , where $n = \sum_{i=1}^m n_i$. All participants in level L_i play

DIRECTOR

words Samenamon Engineering College

(AUTONOMOUS)

ISBN: 975 -5090-6471;7/17/ \$3 00 @2017 IEEE

557

AUTONOMOUS

Sinary Ceosion Alponton, Cell based methodology. Thermometer binary code convert

Assesse Polinion . S.V. Engreening Complete women. Tropics (1770). Analise products from shelmost Eliginal con-Account Foliage See Happenetter Engineering College Trucks \$17102 Andrea placests was translatively practice.

Francia: Sex Vicuneoras Engineering Galleye Fragies STFLEE Andregoration leads provide grant Special Com-

Contents

	Autoduction	24
,	EXISTING METHODOLOGY	24
,	THERMOMERTER TO RINARY CONVERTER	24
	CONCLUMEN	24
9	Bi-Bi-connect	25

t. Introduction

With the rapid growth of partiable electronic devices, it is december a critical challenge to design low-power, highspecial Title core non that occupy small they great. We der wiene published popers that compete in designang Attal corcuits [1]. Such studies mostly rely an creative design afron but do not follow a vinternatur approach. Therethe whell organized design methodology can be treated and good solution for the chattengy. It is not try-and errorwhich means that it enternatically and deliberstely wine to the drawn pasts. It also picks circuit conand does not perspense to determine the circuit characteristics after smulation. Cell design methodology

(CDM) has been presented to design same limited fure: tions, such as two input XOR/XNOR and earry lavores. carry on the hybrid CMOS style (76%. The predominant) results personde us as improve CDM through two players It generating more complex functions and It rectifying same remaining them. The flows in previously published CDM include containing some manual steps in the Cosign flow and ponerating a targe number of designs in which the predominant ones would be determine after the completion of simulation. Therefore, to the first steps, & there-input NoR/NNOR as one of the most everyice and all purpose there reput base gates is arthurstic circuits [10] has been chosen. If the efficiency of the circuits is confirmed in our his competitive encountered, it can place the attempth of the courts doings In the aget stage, CDM es albernative as avetematic CDM (SCDM) as designate the three-input XOEXNORs for the first time. It spetenantically penarotre elementacy bools will (EBC) union intury documen diagrams (HIBEH, and wranty changes CO) cuit components based on a specific target. This taken place when the mercaned features are not completed in the CDM. Therefore ofter the systematic generalists. the SCDM surrandura circuit againstration loss 3 steps: 13 wise reloction of the basic cell; 2) was selection of the amend mechanisms, and 30 transpator a ging mechanism. it abould be noted that BDD can be used for EBC waeration of other three input functions. We monitor the power-follow product CPDDY as the design target. It example as a fair performance metric, precisely involving portable electronic system targets. The exclusive tifk (XOR) and enclosive-NOR (XNOR) gates are the essential parts of several digital systems and are greatly used in very large scale integration systems (1) such as party based shock era, comparatora, crygic processors [2871, arithmetic and logic elecuits [4-7], test pattern generators [8], especially , fail adder module of Sem output that is 3-roset XOH and so forth. Most of these systems. XOR and XNOR gutes remarks of part of the worst over delay path of the system, which significantly affects the worst-case fellow and the everall performance of the spaters. An optimized design is desired to avoid any degradation on the extent voltage, consume few power, and have less delay in ordicall path with low-supply voltage as we scale toward deep submicron technology. Other desired fratures for the design are to have a level number of transcetors for implementation. In particular, for XIII and XNOR cornels. complemence generation of the two-man aboved entgots is highly desirable [6]. As known, the owitching speed of the talanced XOR and XNOR functions, comparing with other designs that use an inverter to generate the complement signal, is increased by eliminating the invertee from the critical path (SE13). In this a formal design method for belanced 3-input XOR-XNOR circuits in labeld Chics. lagic style in this methodology, we start with referring a have sell including 3 caput and two outgots. Nest and if normality we can apply a different correction weeks norms and optimization methods to obtain believed 5. input XOR-XNOR opposite. Accordingly and by using four besideelle, it consists of air belonded, 3-regus XOR-XNOR circuits designs. In this type of logic design, one fallawing autputs play a decisive rule on rull detrability. Full owing hesputs impact soulti stage structured arithmetic coronita design performance (122 13). These by designers ran estal ber la achieve full awing output operations as an ersportage factor in the busic black dusign of arithmetic circuits. In addition, all of the proposed circuits whose worst path poth contains only two transition have less everage power consumption and deley



They English methodology is based on using pass tranrestore as bacic calls and optimization mechanisms. To obtain besie cells, 3 input XOR/XNOR function is inves-Figured. For choosing the design, we use the simulation receits (10)[11] in which the buisperd two input based XORXXXXXX circuits based on the Celtz have presented

A. Cell Design Methodology Eased on Pass Transistors

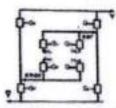


figure 1. The Diementary fluxer Cell

In this Methodology, the lumpion of three input XOR(XN) His or implemented with the pass transature by paing selfdough methodology but it does not implemented concer-

E The Elementary Bank Cell

In this process of designing a believed 3 coput 208. XXOR corners, the difficulties achieved are these sidependent organs and two complementary outputs. The elementary basic rell which is extracted of minimum sum of product form of 3-seput XOE/ XNOS is presented in Figure This rell has eight elements, deciding two outputs. Earth element in a pass transcator or transition gate and has two input metrals, i.e., the gate and either the drain or the source.

The imput region's tapplied to the two input terminals of these transictory and the selection of pNOS, a000S transistens and gate decide vertical subject states. As shown on "Figure 2.1", we refer to the pine of central service (181) to 10% and G1 to G0 on A or C, or their complements respectively Assume the proced external section (2) to (2) can after he ill or its complement form. Assetter from of the elementary basic sell is obtained by recepting the position of II are the complement that in G5 to G5 and the uniquin of central section that are the frames or the section of an ternal section. Thus form of the circuit isn the elementary baric cells in requires less power and ground less (P.4C. l. Therefore, the complementary, extputs are only affected by expel drivability and charged or discharged

C The Introduction of Book Colle

In this Methodology, Black cell is replemented in two westigns. Basis Cell Victims II We present basis will I ireferred as BCEs. In this cell, eMEE translature for all the four salerned bears and accoming gate for course section longs are selected. In order to persons the BCS rate on NOR-NORS corner, which provides full swing upetalism, it is recovery that the high expedency states of egipate in he replaced with "5". We also have to optione the extent using various methods to eliminate the nonfull on reg operation. We present the tirst version of the elementary basis cell (referred to as \$6")) in Fig. In this cell, all on transitions are nMOS. Truth table of the IIC1

D Shokha Ranift, M Sharethal, On D.Larte Ranift -- 246 550

GREEN GROWTH IN INDIA: POLICIES & INITIATIVES

2nd International Conference
on Green Development in Tropical Regions = 2017
Theme: Challenges and strategies for global sustainable
and
green economic development (CSGSGEO) 26 th = 28th July 2017

Organized By

Department of Management Studies,

Adikavi Nannaya University, Rjahmundry-533296, India
In Collaboration with Andalas University, Padang, Indonesia

Visit us at www.nannayauniversity.info

Dr.Neeraja Thummala MBA,PGD-IRPM,Ph.D

Professor, Chadalawada School of Business, Tirupathi

Dr.Anand Bethapudi B.E., M.B.A., Ph.D.,

National Institute of Tourism & Hospitality Management, Hyderabad

DIRECTOR

Chedahawada Ramananna Engineering Callege (AUTONOMOUS)

TIRUPATI

GREEN GROWTH IN INDIA: POLICIES & INITIATIVES

Dr.Neeraja Thummala MBA,PGD-IRPM,Ph.D.

Professor, Chadalawada School of Business, Tirupathi

Dr.Anand Bethapudi B.E., M.B.A., Ph.D.,

National Institute of Tourism & Hospitality Management, Hyderabad

ABSTRACT

Green Growth means fostering economic growth and development, while ensuring that natural assets continue to provide the resources and environmental services on which our well-being relies. Today, India is witnessing a positive change in the corporate and government sector, with respect to green development, which is an opportunity for the country to exercise environmental stewardship, accelerate economic growth and strengthen governance, while achieving social justice.

This paper attempts to address the concept of Green Growth –Its origin, definition & Objectives. The paper includes briefly outline Green growth challenges & indicators. It also discusses green growth policies & initiatives adopted in India finally focuses how India boosting Green growth.

KEYWORDS: Green Growth, Green Policies, Sustainable Development, Environmental Degradation, Environmental Sustainability, Green Investment, Green Banking.



DIRECTOR
Charlestown de Restauranten Conjuncting College
(AUTONOMOUS)
TIRUPATI

GREEN GROWTH IN INDIA: POLICIES & INITIATIVES

Dr.Neeraja Thummala MBA,PGD-IRPM,Ph.D.

Professor, Chadalawada School of Business, Tirupathi

Dr.Anand Bethapudi B.E., M.B.A., Ph.D.,

National Institute of Tourism & Hospitality Management, Hyderabad

INTRODUCTION

The concept of green growth originated in the Asia and Pacific Region. At the Fifth Ministerial conference on Environment and Development, March 2005, Seoul, fifty two governments and other stakeholders from Asia and The Pacific region agreed to pursue the path of "Green Growth" and adopted a declaration 'The Seoul Initiative Network on Green Growth'. The objective was to develop strategies of developing a green economy to eliminate the tradeoffs between economic growth and investment and gains in environmental quality and social inclusiveness.

OCED, 2011, defines Green growth as "fostering economic growth and development while ensuring that natural assets continue to provide the resources and environmental services on which our well-being relies."

UNEP defines a green growth process as "....one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities.... The key aim for a transition to a green economy is to eliminate the trade-offs between economic growth and investment and gains in environmental quality and social inclusiveness" (UNEP 2011).

ICC Green Economy task Force states "... Economic growth and environmental responsibility work together in a mutually reinforcing fashion while supporting progress on social development. Business and industry have a crucial role in delivering economically viable products, process, services and solutions required for transition to a green economy".

AUT. DUS

Chadalawada Ramanarana Engineering College (ABTONOMOUS) TIRUPATI

122N 3385-4612

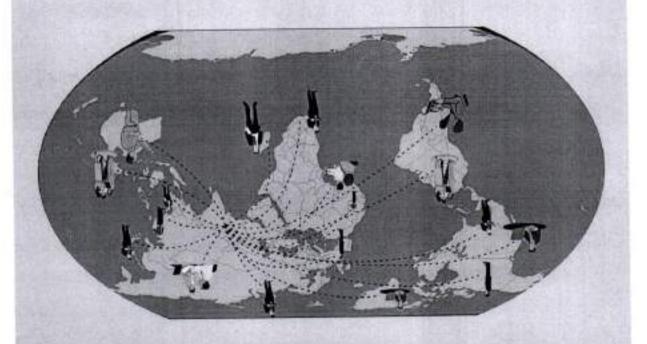
18test

A National Interdisciplinary Referred Research Journal Dedicated to Global Dialogue

Bi-Annual, Bi-Lingual

√1-19dmetqe2 of √1-linqA

Year-3, Volume-2



कातिककाम 🔊

College of Global Excellence

(nartheaga to virgneying edt of batelifita)

Shipra Path, Near Metro Mass Hospital, Mansarovar, Jaipur-302020





Contents

S.N	o. Subject	Author	P. No.
1.	समकालीन कविता के वैचारिक सरोकार	डॉ. अल्पना पाठक	5-13
2.	आत्मजयी : जीवन की सृजनात्मक संभावनाओं में आस्था	डॉ. रीता गौड	14-18
	के पुनर्लाभ की कहानी		
3.	वैदिक धर्म में पर्यावरण शिक्षा का सम्प्रत्य	मनीष जुगरान	19-23
4.	''सामाजिक समन्वय की औपन्यासिक समप्ताधना''	ভাঁ. মনিকলা বাৰ্মবাল	24-28
	(प्रेमचन्द के उपन्यासों में चित्रित समाज के संदर्भ में)		
5.	अवर्ववेदेषु प्राकृतिकविकासा	वेणुध्र दाश	29-31
6.	सतत एवं व्यापक मूल्यांकन में शिक्षक की भूमिका	डॉ. अखिलेश कुमार पाण्डेर	32-35
7.	महिला सप्तक्तिकरण की अवधारणा, आवश्यकता एवं प्रावधान	दिशा पालीवाल	36-39
8.	प्राचीन भारतीय शिक्षा व्यवस्था एवं शिक्षा की स्वायत्तता	डॉ. लोकेश कुमार शर्मा	40-43
9.	अभिवयि कारक सतत लोक प्रचारित लोकसंगीत	मैनेजर लाल बैरका	44-51
10.	जीवन में संगीत का मनोवैज्ञानिक प्रभाव	मोहन लाल	52-55
11,	विद्यार्थियों के जीवन में भारतीय आचार दर्शन की प्रासंगिकता	डॉ. भुवन चन्द्र सुवाल	56-57
12.	Studies on growth parameters and Accumulation of Lead	Dr. Archana Jain	58-66
13.	Women Empowerment and MGNREGA	Rakhee Singh	67-71
14.	Gandhian Concept of Development	Dr. M.S. Dadge	72-79
15,	Inquiry-Based Teaching-Improving Academic Achievements	Dr. Shruti Tiwari	80-89
	A Computer Code for the Study of Radiation Damage	Nagendra S. Raghaw 90-94	
	by Gamma		
17.	Sustaining Growth through Responsible	Dr. Neeraja. M.	95-103
	Tourism (With special reference to the Telangana)		
18.	Concept and Dimentions of Knowledge	Poonam Singh	104-107
19.	Village Categorization for Rural Development in	Dr. Pawan	108-115
	Sagar District	K. Sharma	
20.	New Drives in the Managment	Prof. Eng. Dario	116-130
	artisetada especialestros de ANOS disposas estas formas especiales	Manchni	



DIRECTOR

Charles and Demonstration Callege (Autonomous)

TIRUPATI

Sustaining Growth Through Responsible Tourism With special reference to the Telangana

Dr. Neeraja.M.* Dr. Anand Bethapudi**

Abstract

Tourism has emerged as one of the world's largest industries and one of its fastest growing economic sectors. For many countries tourism is seen as a main instrument for regional development, as it stimulates new economic activities. Telangana, a popular destination for tourists not just from around the country, but also from around the world, vigorously promoting different destinations catering to the needs of the visiting tourists and

aspires to sustain growth through responsible tourism.

Based on an extensive secondary data, this paper focuses on tourism policies which include respondents public & private, Institutional arrangements made for development of tourism in telangana. The survey explores the role of Telangana State Tourism Development Corporation (TSTDC) in promoting and attracting the tourists. It further examines the initiatives that have been undertaken by Tourism department and TSTDC and in particular to develop sustainable in tourism destinations through responsible tourism. Finally an attempt is made to provide suggestions for sustaining growth through responsible tourism in telangana.

Keywords: sustainability, sustainable tourism, tourism policy, responsible tourism

Introduction:

The tourism industry is one of the largest growing industries day by day. With the current advancement in technology and trends, there have been many business improvements of tourism all through the world. It is very important for the tourism industry to promote responsible tourism and take actions accordingly in order to better develop the industry and preserve the culture and heritage of one's country.

Review Of Literature

In order to understand why responsible tourism has been posited as an antidote to the negative impacts of tourism, we should look first at the broader debate and concepts of sustainable development and sustainable tourism development from which responsible tourism has emerged.

Although the concept of conservation per se is not new (Hall 1998), the recent awareness of environmental issues can be traced to 1972 and the first United Nations summit to consider the issues of the impact of humanity on the world. The summit placed the conservation of the environment into the spotlight of public awareness and it remained on the political agenda throughout the 1970s, gathering momentum during the 1980s. This increased interest was manifested in Our Common Future, or the Brundtland Report as it is commonly known, where the term sustainable development entered popular use. The report defines sustainable development as "development that meets the needs of the present generation without compromising the ability of future generations to



DIRECTOR
Chadolowedo Remonanto Engineering College
(AUTONOMOUS)
TURUPATI