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4th & 5th JULY 2020

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<table>
<thead>
<tr>
<th>Paper ID</th>
<th>Title / Author Name</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICETIITP086</td>
<td>Assessment Of Computerized Tools Used In Milk Collection Section In Dairy Industry Of Marathawada</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Maheshkumar Avadhutrao Deshmukh, Prasadu Peddi</td>
<td></td>
</tr>
<tr>
<td>ICETIITP020</td>
<td>AI Personal Assistance</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Dr. B Uma Maheswari, Kamalesh kumar M.G, Kaushik S</td>
<td></td>
</tr>
<tr>
<td>ICETIITP653</td>
<td>Light Communication Network For Real Time Monitoring In Hospital Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>S.Aasha</td>
<td></td>
</tr>
<tr>
<td>ICETIITP113</td>
<td>Diagnosis Using Data Mining Algorithms For Malignant Breast Cancer Cell Detection</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>S.Saranya, Dr. S.Sasikala</td>
<td></td>
</tr>
<tr>
<td>ICETIITP082</td>
<td>The role of ICT in higher education for the 21st century: ICT as a change agent for education</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Vikramjeet Singh, Avneet Kaur</td>
<td></td>
</tr>
<tr>
<td>ICETIITP564</td>
<td>Fog-based Hybrid Load Balancing Techniques towards Resource Distribution in Cloud Environment</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Ab Rashid Dar, Dr. D Ravindran</td>
<td></td>
</tr>
<tr>
<td>ICETIITP647</td>
<td>Comparison of different SVM Kernel functions to analyse patients with suicidal behaviors</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Lingeswari Sivagnanam, N. Karthikeyani Visalakshi</td>
<td></td>
</tr>
<tr>
<td>ICETIITP026</td>
<td>Blockchain Technology</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Nidhi Sharma</td>
<td></td>
</tr>
<tr>
<td>ICETIITP101</td>
<td>Energy Efficiency And Low Power Consumption Of Body Sensor Network In Healthcare Application</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>V. Sowmeya, Dr. R Jayakarthik</td>
<td></td>
</tr>
<tr>
<td>ICETIITP662</td>
<td>Synthesis And Characterization Of Nano Particles</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Dr. C. Chandralekha, M. Nandakumar, S. Sowjanya Sneha</td>
<td></td>
</tr>
<tr>
<td>ICETIITP084</td>
<td>Big Data Analysis And Encryption Challenges</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>Avneet Kaur, Vikramjeet Singh</td>
<td></td>
</tr>
<tr>
<td>ICETIITP650</td>
<td>Improved Memory Management Scheme In Memcached Component</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Anand M, Dr. P. Madhubala</td>
<td></td>
</tr>
<tr>
<td>ICETIITP576</td>
<td>Wavelet as new mathematical tool for signal processing</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>Dr. Amit Kumar</td>
<td></td>
</tr>
<tr>
<td>ICETIITP578</td>
<td>Interactive Multimedia Compact Disc as a Communication Tool for Transfer of Vermicompost Technology</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Dr. M. Kavaskar, Santha Govind</td>
<td></td>
</tr>
<tr>
<td>ICETIITP579</td>
<td>Artificial Intelligence in Digital Media</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Prajakta Ankalikar, Dr. Anuradha Sharma</td>
<td></td>
</tr>
<tr>
<td>ICETIITP126</td>
<td>A Ransomware attacks using web search logs</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>K. Sharmila, E. Vijayalakshmi</td>
<td></td>
</tr>
<tr>
<td>ICETIITP079</td>
<td>Artificial Intelligence in IoT-Software Defined Radio and Implementing Blockchain techniques</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>Dr. B. Gayathri</td>
<td></td>
</tr>
<tr>
<td>Paper ID</td>
<td>Title / Author Name</td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>ICETIITP130</td>
<td>An Optimized Selection Techniques Using Fuzzy Bat Algorithm To Predict Indian Diabetes Mellitus</td>
<td></td>
</tr>
<tr>
<td></td>
<td>P.V. SankarGanesh, P. Sripriya</td>
<td></td>
</tr>
<tr>
<td>ICETIITP122</td>
<td>A Study On Object Detection Technologies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>R. Anitha, Dr.S.Jayalakshmi</td>
<td></td>
</tr>
<tr>
<td>ICETIITP102</td>
<td>Predicting Frequently Running Flights Using Apriori Algorithm</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dr. K. Hazeena</td>
<td></td>
</tr>
<tr>
<td>ICETIITP127</td>
<td>A Study Of Intrusion Detection System Combining With Visualization Using Machine Learning Techniques</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Divya.S.S, Dr.B.Ashadevi</td>
<td></td>
</tr>
<tr>
<td>ICETIITP622</td>
<td>Regression In Machine Learning Algorithm</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lakshmi.S</td>
<td></td>
</tr>
<tr>
<td>ICETIITP131</td>
<td>A Report On The Impact Of Information Technology And Social Media On COVID – 19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>R.Sathish, Dr.S.Silvia Priscila, Mrs.Belina VJ Sara</td>
<td></td>
</tr>
<tr>
<td>ICETIITP129</td>
<td>Analysis of Cotton Loom with Relative Humidity Using Rh Algorithm</td>
<td></td>
</tr>
<tr>
<td></td>
<td>S. Shobana, Dr.R.Latha</td>
<td></td>
</tr>
<tr>
<td>ICETIITP661</td>
<td>A Literature Survey on Challenges in Cyber Security</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Krish Nair, Krishnachalita K.C.</td>
<td></td>
</tr>
<tr>
<td>ICETIITP640</td>
<td>Comparative Analysis of Machine Learning Algorithms for Increase in Crop Yield Production</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Swapnil Verma</td>
<td></td>
</tr>
<tr>
<td>ICETIITP608</td>
<td>Machining Behavior of Al6061 fly- ash Composites</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kirubadurai B., Jegadeeswari G.</td>
<td></td>
</tr>
<tr>
<td>ICETIITP553</td>
<td>An Proposed Integrated Algorithm for Efficient and Effective information Gathering</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dr. N. Naga Saranya, M.Adhithyan</td>
<td></td>
</tr>
<tr>
<td>ICETIITP050</td>
<td>Real Time Twitter Sentiment Analysis using Natural Language Processing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Anupama BS, Rakshith D B, Rahul Kumar M, Navaneeth M</td>
<td></td>
</tr>
<tr>
<td>ICETIITP099</td>
<td>Survey On Image Denoising Methods</td>
<td></td>
</tr>
<tr>
<td></td>
<td>L. Sherlin Pravina, S. Shunmugan</td>
<td></td>
</tr>
<tr>
<td>ICETIITP097</td>
<td>Design and Analysis of Various Non-Radiating Transmission Line Structures on a High-Speed PCB’s</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dr.A.B.Gurulakshmi, Dr. N. Suresh Kumar, G.Rajesh, Dr.Sanjeev Sharma</td>
<td></td>
</tr>
<tr>
<td>ICETIITP095</td>
<td>Investigation of Slinky 3 dB Power Divider for High Speed RF System Design</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dr.A.B.Gurulakshmi, Dr. N. Suresh Kumar, Dr.M.Dhivya, Dr.Sanjeev Sharma</td>
<td></td>
</tr>
<tr>
<td>ICETIITP091</td>
<td>Analysis of Contemporary MetaHeuristic Nature Inspired Optimization Algorithms &amp; Applications</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dr.M.Dhivya, Dr.K.Gayathri Devi, Dr.J.MannarMannan, Dr.K.Muthulakshmi, G.Rajesh</td>
<td></td>
</tr>
<tr>
<td>Paper ID</td>
<td>Title / Author Name</td>
<td>Page No.</td>
</tr>
<tr>
<td>--------------</td>
<td>--------------------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>ICETIITP092</td>
<td>Harris Hawks Optimization algorithm for lifetime maximization of Wireless Sensor Networks</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>Dr.M.Dhivya, Dr.Sanjeev Sharma, Dr.N.S.Suresh, Dr.A.B.Gurulakshi</td>
<td></td>
</tr>
<tr>
<td>ICETIITP083</td>
<td>Cyber Security; Issue and Challenges in E-Commerce</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>Vikramjeet Singh, Avneet Kaur</td>
<td></td>
</tr>
<tr>
<td>ICETIITP075</td>
<td>Performance Evaluation Of Blurring (De-Noising) Filters On Color Images Under Spatial Domain</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>RitikaSobti, Neha Sobti</td>
<td></td>
</tr>
<tr>
<td>ICETIITP063</td>
<td>Quality assurance of forwarding messages to detect True or Fake news in WhatsApp</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>Goutham Saravanathan</td>
<td></td>
</tr>
<tr>
<td>ICETIITP055</td>
<td>DBSCAN Algorithm Based Colon Cancer Detection And Stratification Analysis</td>
<td>38</td>
</tr>
<tr>
<td></td>
<td>Mr. G Rajesh, Mrs. B.Saroja, Dr. M Dhivya&amp; Dr. A B Gurulakshmi</td>
<td></td>
</tr>
<tr>
<td>ICETIITP053</td>
<td>Economical Control Of Apple Disease In Kashmir</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>Tariq Amir Najar</td>
<td></td>
</tr>
<tr>
<td>ICETIITP049</td>
<td>Survey Paper on:- Recommendation System</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>Swati Pandey, AkankshaMeshram</td>
<td></td>
</tr>
<tr>
<td>ICETIITP045</td>
<td>Online OPD Management With Rating And Review System To Hospitals And Doctors</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>Chaitanya Garware, RuturajSutar, KrishnaLondhe</td>
<td></td>
</tr>
<tr>
<td>ICETIITP043</td>
<td>Finger Vein Recognition System Based On Multi-Algorithm Of Fusion Of Gabor Filter And Local Binary Pattern</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>Waleed Dahea; Dr. H. S. Fadewar</td>
<td></td>
</tr>
<tr>
<td>ICETIITP041</td>
<td>Robotics In AI Techniques</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>Rajeswari. S, Sumathy. K</td>
<td></td>
</tr>
<tr>
<td>ICETIITP039</td>
<td>Real-Time Tracking And Management Of Household Waste For Municipal Bodies</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td>RuturajSutar, Chaitanya Garware, Krishna Londhe</td>
<td></td>
</tr>
<tr>
<td>ICETIITP037</td>
<td>Mobility Handling Routing Protocol with Cost Minimization using WBAN</td>
<td>47</td>
</tr>
<tr>
<td></td>
<td>S. Mahalakshmi, Dr.R.Latha</td>
<td></td>
</tr>
<tr>
<td>ICETIITP652</td>
<td>Vehicle Collision Detection Using Vehicular ADHOC Network</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>E. Divya, Dr. R. Latha</td>
<td></td>
</tr>
<tr>
<td>ICETIITP624</td>
<td>Designing An ML - Based Congestion Detection Algorithm For Routing Data In MANETS</td>
<td>49</td>
</tr>
<tr>
<td></td>
<td>Dr. KonduriSucharitha, Dr. R.Latha</td>
<td></td>
</tr>
<tr>
<td>ICETIITP570</td>
<td>Novel approach for reliable communication using Energy Base routing in a MANET</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>AkankshaMeshram</td>
<td></td>
</tr>
<tr>
<td>ICETIITP546</td>
<td>A Study On Penetration Testing In Android Using Command Line Tools</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>J.Annies Mary Jeyaseeli</td>
<td></td>
</tr>
<tr>
<td>Paper ID</td>
<td>Title / Author Name</td>
<td>Page No.</td>
</tr>
<tr>
<td>-------------</td>
<td>--------------------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>ICETIITP005</td>
<td>Smart Waste Management System Using IoT</td>
<td>52</td>
</tr>
<tr>
<td></td>
<td>LOGANAYAGI S, Dr. Jeyabharathi C</td>
<td></td>
</tr>
<tr>
<td>ICETIITP663</td>
<td>A Review On Data Mining Techniques To Analyze And Predict Crimes</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>K.Dheenathayalan, K.K. Savitha</td>
<td></td>
</tr>
<tr>
<td>ICETIITP619</td>
<td>Techniques for Identifying Propaganda on Social Networks: A Critical Review.</td>
<td>54</td>
</tr>
<tr>
<td></td>
<td>AkibMohiUd Din Khanday, Qamar Rayees Khan, Syed TanzeelRabani</td>
<td></td>
</tr>
<tr>
<td>ICETIITP590</td>
<td>Loan Monitoring through BlockChain Technology</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>Swaroop Kumar Vundurthi, Dr.Anandhi, G.Arunachalam</td>
<td></td>
</tr>
<tr>
<td>ICETIITP577</td>
<td>IoT Based Automatic Monitoring and Control System For Irrigation</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>Akshar N. Patel</td>
<td></td>
</tr>
<tr>
<td>ICETIITP557</td>
<td>Database Training: Requirement to Exploitation in Hyperspectral Imagery</td>
<td>57</td>
</tr>
<tr>
<td></td>
<td>Prof. RushikeshDhande, Dr. Rohit Miri, Dr. S.R.Tandan</td>
<td></td>
</tr>
<tr>
<td>ICETIITP543</td>
<td>A Framework Of Deep Learning Based On Its Techniques, Tools, Applications And Emerging Research Trends</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>Dr. S. Prasanna, K. Vshanavi</td>
<td></td>
</tr>
<tr>
<td>ICETIITP542</td>
<td>Dietary Assessment System for Indian Elderly Persons using Deep Learning Techniques</td>
<td>59</td>
</tr>
<tr>
<td></td>
<td>L.K.Gautam, V.S.Gulhane</td>
<td></td>
</tr>
<tr>
<td>ICETIITP539</td>
<td>A survey on techniques and technology used in hydroponics system</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>ManojD.Tambakhe, Dr. Vijay S. Gulhane</td>
<td></td>
</tr>
<tr>
<td>ICETIITP070</td>
<td>Empirical Analysis of Effect of Resampling on Supervised Learning Algorithms in Predicting Types of Lung Cancer on Multiclass Imbalanced Micro Array Gene Expression Data</td>
<td>61</td>
</tr>
<tr>
<td></td>
<td>Dr. S. Aruna, Dr. L. V. Nandakishore</td>
<td></td>
</tr>
<tr>
<td>ICETIITP040</td>
<td>MEMS Based Gesture Controlled Robot Using Wireless Communication</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>Kaustubh Kumar Shakla, Dr.T.Muthumanickam, Dr.T.Sheela</td>
<td></td>
</tr>
<tr>
<td>ICETIITP008</td>
<td>A Survey on Digital Image Processing Roles in Medical territories</td>
<td>63</td>
</tr>
<tr>
<td></td>
<td>P.Anitha, Dr.V.Vallinayagi</td>
<td></td>
</tr>
<tr>
<td>ICETIITP649</td>
<td>The Road Side Unit Detection to Secure the Routing in VANETS based on an Effective DHKC</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>B.Manimekala, Dr. R. Ravichandran</td>
<td></td>
</tr>
<tr>
<td>ICETIITP573</td>
<td>Self-Regulant Chair For Health Tracking System By Using IoT And Computer Vision</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>K. Aruna, B. Vidhya, M. Priyadharshini</td>
<td></td>
</tr>
<tr>
<td>ICETIITP572</td>
<td>Privacy Preserving Mechanisms In Mobile Crowd Colorations</td>
<td>66</td>
</tr>
<tr>
<td></td>
<td>N.Angel</td>
<td></td>
</tr>
<tr>
<td>ICETIITP562</td>
<td>A Comparative Study of Melanoma Skin Cancer Detection in Traditional and Current Image Processing Techniques</td>
<td>67</td>
</tr>
<tr>
<td></td>
<td>B. Sreedhar, Dr. ManjunathSwamy, Dr. M. Sunil Kumar</td>
<td></td>
</tr>
<tr>
<td>Paper ID</td>
<td>Title / Author Name</td>
<td>Page No.</td>
</tr>
<tr>
<td>--------------</td>
<td>-------------------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>ICETIITP560</td>
<td>User Centric Access Control Based On Key Exchange Mechanism To Enhance Data Protection And Authentication In A Cloud Architecture</td>
<td>68</td>
</tr>
<tr>
<td></td>
<td>S.Ramalakshmi, Dr.V.Vallinayagi</td>
<td></td>
</tr>
<tr>
<td>ICETIITP552</td>
<td>Medical Image Enhancement based on Median and CLAHE</td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>RitikaSobti</td>
<td></td>
</tr>
<tr>
<td>ICETIITP550</td>
<td>Facial eye state recognition approach with hybrid CNN models</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>Dr.S. Sridevi</td>
<td></td>
</tr>
<tr>
<td>ICETIITP549</td>
<td>Quality Extraction of classification in Non-Functional Requirements from Text Files: A Supervised Learning Approach</td>
<td>71</td>
</tr>
<tr>
<td></td>
<td>Dr. M. Sunil Kumar, A. Harika</td>
<td></td>
</tr>
<tr>
<td>ICETIITP547</td>
<td>Detection Of DDoS Attack Using Entropy Methodology In Edge Computing With Software Defined Networking</td>
<td>72</td>
</tr>
<tr>
<td></td>
<td>B. Parvathi devi, Dr. V. Vallinayagi</td>
<td></td>
</tr>
<tr>
<td>ICETIITP544</td>
<td>Online Toll System And Tracking Of Vehicles Using RFID</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>K. Amutha, Dr.V. Vallinayagi</td>
<td></td>
</tr>
<tr>
<td>ICETIITP537</td>
<td>Implementation of Deep Learning Techniques to Address Coral Reef Types</td>
<td>74</td>
</tr>
<tr>
<td></td>
<td>M.H. Ibrahim, Dr. M. Mohamed Sathik</td>
<td></td>
</tr>
<tr>
<td>ICETIITP058</td>
<td>Customer Preference In Purchase of Apparels Using Online Shopping Mobile Applications</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>Dr. S. Anitha</td>
<td></td>
</tr>
<tr>
<td>ICETIITP007</td>
<td>A Conceptual Authentication Scheme for Cloud Resource Management</td>
<td>76</td>
</tr>
<tr>
<td></td>
<td>R.Rengasamy, M.Chidambaram</td>
<td></td>
</tr>
<tr>
<td>ICETIITP023</td>
<td>Performance Analysis by Extracting Features in Network Intrusion Detection System using Machine Learning Algorithms</td>
<td>77</td>
</tr>
<tr>
<td></td>
<td>Anupama B S, KandepiBhavani, Nirmitha M V</td>
<td></td>
</tr>
<tr>
<td>ICETIITP036</td>
<td>Blockchain For IOT Enabled Supply Chain Management – A Systematic Review</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>A. S. Sangeetha, S. Shunmugan, G. Murugan</td>
<td></td>
</tr>
<tr>
<td>ICETIITP004</td>
<td>A Survey of Data Mining Methods and Techniques</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Ranjitha C</td>
<td></td>
</tr>
<tr>
<td>ICETIITP123</td>
<td>ICT enabled Education for Development of Nation</td>
<td>81</td>
</tr>
<tr>
<td></td>
<td>Jaspreet Kaur, Ravneet Kaur</td>
<td></td>
</tr>
<tr>
<td>ICETIITP120</td>
<td>Performance Analysis of Small Files in HDFS using Clustering Small Files based on Centroid Algorithm</td>
<td>82</td>
</tr>
<tr>
<td></td>
<td>R. Rathidevi, R. Parameswari</td>
<td></td>
</tr>
<tr>
<td>ICETIITP112</td>
<td>Enhanced model for Prediction and Classification of Cardiovascular Disease using Decision Tree with Particle Swarm Optimization</td>
<td>83</td>
</tr>
<tr>
<td></td>
<td>P.Deepika, Dr.S.Sasikala</td>
<td></td>
</tr>
<tr>
<td>ICETIITP109</td>
<td>A Practical Approach towards Offline to Online Education</td>
<td>84</td>
</tr>
<tr>
<td></td>
<td>Ramanpreet Kaur, Namarta Kapoor</td>
<td></td>
</tr>
<tr>
<td>Paper ID</td>
<td>Title / Author Name</td>
<td>Page No.</td>
</tr>
<tr>
<td>-------------</td>
<td>-------------------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>ICETIITP098</td>
<td>An empirical study on awareness of Neuromarketing among the consumers in Chennai city Dr. Anita Raman</td>
<td>85</td>
</tr>
<tr>
<td>ICETIITP682</td>
<td>Reverse Migration of Labour and the Economy during COVID 19 Dr. Debjani Mitra</td>
<td>86</td>
</tr>
<tr>
<td>ICETIITP628</td>
<td>Impact Of Entrepreneurship Growth And Development In Rural Areas Shasmitha. A</td>
<td>87</td>
</tr>
<tr>
<td>ICETIITP072</td>
<td>A Perceptual study of students (of Bangalore city) towards Entrepreneurship Vs Employment: A reality check R. Sivakami</td>
<td>88</td>
</tr>
<tr>
<td>ICETIITP011</td>
<td>How Proactive Personality and Job Crafting Influence Employee Task Performance Manveen Kaur</td>
<td>89</td>
</tr>
<tr>
<td>ICETIITP088</td>
<td>Recent Trends In Technology Development In Marketing To Increase The Sales Using CRM Techniques M. Shalini, Dr. M. Radhikaashree</td>
<td>90</td>
</tr>
<tr>
<td>ICETIITP046</td>
<td>Impact of Covid-19 on the E-Commerce Market in India Nagalakshmi S</td>
<td>91</td>
</tr>
<tr>
<td>ICETIITP118</td>
<td>Amalgamation Of Human Resource And Technology For Employee Retention B.K. Indrani, Dr. S. Asrafi</td>
<td>92</td>
</tr>
<tr>
<td>ICETIITP117</td>
<td>An Overview Of Some Of The Economic Measures For Revival Of Indian Economy During COVID-19 Pandemic Dr. Kondru Sudheer Kumar &amp; Akhila Rao</td>
<td>93</td>
</tr>
<tr>
<td>ICETIITP115</td>
<td>The Evaluation Of E-Commerce Impact On Business Efficiency P. Shiney</td>
<td>94</td>
</tr>
<tr>
<td>ICETIITP642</td>
<td>A Study of Digital Financial Inclusion in India: Specific Reference to Marginalized Section of Society Dr. D. V. Ingle</td>
<td>95</td>
</tr>
<tr>
<td>ICETIITP623</td>
<td>Emerging Trends in Social Media Platforms Princy Hebshibha K</td>
<td>96</td>
</tr>
<tr>
<td>ICETIITP132</td>
<td>Analytics In Various Business Domains – Current Status and Future Prospects Dr Usha S</td>
<td>97</td>
</tr>
<tr>
<td>ICETIITP111</td>
<td>Mental Health Of Working People During Lockdown Dr. S. Pavithra</td>
<td>98</td>
</tr>
<tr>
<td>ICETIITP051</td>
<td>Impact of Transformational &amp; Transactional Leadership Style on Employee Satisfaction &amp; its Mediating effect on employee performance: A Study of Public &amp; Private Colleges in Jammu City Dr. Ramandeep Kour, Dr. Vaishali Lecturer</td>
<td>99</td>
</tr>
<tr>
<td>ICETIITP678</td>
<td>Mediating Effect Of Quality Enhancement Between Ict Related Factors And Student Satisfaction In Open And Distance Education Dr. Pushkar Dubey, Kailash Kumar Sahu, Arvind Tiwari, Dr. C. V. Raman</td>
<td>100</td>
</tr>
<tr>
<td>Paper ID</td>
<td>Title</td>
<td>Author Name</td>
</tr>
<tr>
<td>-----------</td>
<td>----------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>ICETIITP504</td>
<td>A Study On The Effectiveness Of Work Life Balance On The Wellness Of Employees At Two Conveyor Equipment Manufacturing Companies In Hindupur</td>
<td>Mamatha. YS, Prof. Sumathy.VMS</td>
</tr>
<tr>
<td>ICETIITP639</td>
<td>Analyse of the E-commerce in India</td>
<td>Sandesh suryakantsawant</td>
</tr>
<tr>
<td>ICETIITP679</td>
<td>Influence Of ICT Related Factors On Student Satisfaction In Open And Distance Education In Chhattisgarh State</td>
<td>Dr. Pushkar Dubey, Kailash Kumar Sahu, Arvind Tiwari</td>
</tr>
<tr>
<td>ICETIITP067</td>
<td>A Study On Effectiveness And Awareness Of Digital Marketing Towards Consumers In Bengaluru</td>
<td>Smt. Usha C., Dr. Ragahvendra B.N</td>
</tr>
<tr>
<td>ICETIITP080</td>
<td>Study of Impact of Corona Pandemic on Socio-Economic-Daily Activities Of People with Reference to Palghar City</td>
<td>Dhirajkumar Raut, Dr. Vishnu Fulzele</td>
</tr>
<tr>
<td>ICETIITP689</td>
<td>Employee Engagement in Corporate Social Responsibility Initiatives</td>
<td>Dr. S. Santhi</td>
</tr>
<tr>
<td>ICETIITP125</td>
<td>A Study On Custom Of Social Networking Sites By Youth Employees In Virudhunagar District Of Tamilnadu</td>
<td>Dr. S. Athilinga Senjith</td>
</tr>
<tr>
<td>ICETIITP124</td>
<td>Perception Of Micro Women Entrepreneur’s Promotional And Advertisement Challenges With Special Reference To SHGs</td>
<td>Dr. D. Leelavathi</td>
</tr>
<tr>
<td>ICETIITP100</td>
<td>A Study On Employees Satisfaction Of Airtel During COVID 19</td>
<td>Dr. Ramuvasu, A.R. Haseenabalu</td>
</tr>
<tr>
<td>ICETIITP534</td>
<td>Challenges and opportunities of e-commerce in Indian perspective</td>
<td>Shreya Tiwari</td>
</tr>
<tr>
<td>ICETIITP108</td>
<td>The effectiveness of Guerilla marketing on brand affinity and that paves way to purchase intention</td>
<td>Shobana Padmanabhan, Dr C. Shalini</td>
</tr>
<tr>
<td>ICETIITP531</td>
<td>Performance Assessment Of Rural Banks Through Business Intelligence</td>
<td>Sathiya Suriya R, Dr. M. Anandhi, Dr. S. Sudalaimuthu</td>
</tr>
<tr>
<td>ICETIITP528</td>
<td>Comparative Performance Analysis Of Selected Bank Stocks With Reference To Bank NIFTY</td>
<td>M. Raashitha Banu, Dr. Anandhi, Dr. S. Sudalaimuthu</td>
</tr>
<tr>
<td>ICETIITP522</td>
<td>Psychology Of People Towards Investing In Mutual Funds: Indian Perspective</td>
<td>Mayur Chamariya, Mansibarua</td>
</tr>
<tr>
<td>ICETIITP655</td>
<td>E-Commerce: It’s Impact On Consumer Behaviour</td>
<td>T. Deepa Varashini</td>
</tr>
<tr>
<td>Paper ID</td>
<td>Title</td>
<td>Page No.</td>
</tr>
<tr>
<td>-----------</td>
<td>----------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>ICETIITP629</td>
<td>The Usage Of Social Networking Site (SNS) Among College Students In Namakkal District, Tamilnadu</td>
<td>117</td>
</tr>
<tr>
<td></td>
<td>Dr. S. Thennozhi, R. Manimegalai</td>
<td></td>
</tr>
<tr>
<td>ICETIITP589</td>
<td>A Comparative Study of Household Consumption Pattern of FMCG for Normal and Pandemic Period</td>
<td>118</td>
</tr>
<tr>
<td></td>
<td>Dr. P. Arunachalam, K.S. Susa</td>
<td></td>
</tr>
<tr>
<td>ICETIITP566</td>
<td>A Survey on Analysis of Mental Health Disorder through Online Social Media Network</td>
<td>119</td>
</tr>
<tr>
<td></td>
<td>Sushant A. Patinge, Dr. Vijaya, K. Shandilya</td>
<td></td>
</tr>
<tr>
<td>ICETIITP536</td>
<td>Flow of institutional credit in Indian agriculture Growth and Performance</td>
<td>120</td>
</tr>
<tr>
<td></td>
<td>J. Kanthimathy</td>
<td></td>
</tr>
<tr>
<td>ICETIITP535</td>
<td>Working Capital Management-A Case Study approach with special reference to NRL</td>
<td>121</td>
</tr>
<tr>
<td></td>
<td>Nazreen Parveen Ali, Anuj Das</td>
<td></td>
</tr>
<tr>
<td>ICETIITP068</td>
<td>Prediction of Indian Stock Exchange in Different Economic Sectors of Economic Package 2020</td>
<td>122</td>
</tr>
<tr>
<td></td>
<td>Gokul Kannan S, Harshitha</td>
<td></td>
</tr>
<tr>
<td>ICETIITP626</td>
<td>Efficiency Of Systematic Investment Plan And Lumpsum</td>
<td>123</td>
</tr>
<tr>
<td></td>
<td>Presenting Sruthi K M, Dr. Anandhi Mohanraj</td>
<td></td>
</tr>
<tr>
<td>ICETIITP651</td>
<td>Examining the Effect of Demographic Factors on Usage Intention of Social Networks (SNs)</td>
<td>124</td>
</tr>
<tr>
<td></td>
<td>Professor Parimal H. Vyas, Parinda Viral Doshi</td>
<td></td>
</tr>
<tr>
<td>ICETIITP571</td>
<td>An Empirical Integrated System For Hotel Management</td>
<td>125</td>
</tr>
<tr>
<td></td>
<td>Dr. N. Naga Saranya, B. Priyadharshini</td>
<td></td>
</tr>
<tr>
<td>ICETIITP090</td>
<td>A study on the stress management of employees of polytechnic colleges in Tamilnadu.</td>
<td>126</td>
</tr>
<tr>
<td></td>
<td>A.N. Amrin Fathima, J. Sathish kumar</td>
<td></td>
</tr>
<tr>
<td>ICETIITP076</td>
<td>Shiramad Bhagwad Gita As A Tool Of Management: An Empirical Study Of Managerial Efficacy</td>
<td>127</td>
</tr>
<tr>
<td></td>
<td>Prof. Vivek P. Jogi</td>
<td></td>
</tr>
<tr>
<td>ICETIITP035</td>
<td>A Study Of Consumers’ Attitude Toward Green Marketing Practices In Chhattisgarh</td>
<td>129</td>
</tr>
<tr>
<td></td>
<td>Lao Manna, Dr. Pushkar Dubey</td>
<td></td>
</tr>
<tr>
<td>ICETIITP032</td>
<td>A Study Of Green Marketing Practices In Hospitals Of Chhattisgarh With Reference To The Facilities (As Per Association Of Health Care Providers India Standards)</td>
<td>130</td>
</tr>
<tr>
<td></td>
<td>Lao Manna, Dr. Pushkar Dubey</td>
<td></td>
</tr>
<tr>
<td>ICETIITP031</td>
<td>An Analytical Study: The Changing Roles Of Indian Women In Business And Impact On Women Emancipation</td>
<td>131</td>
</tr>
<tr>
<td></td>
<td>Brinda Gobind Gurbuxani</td>
<td></td>
</tr>
<tr>
<td>ICETIITP027</td>
<td>study on impact of RERA Act on real estate developers of residential property in thane city</td>
<td>133</td>
</tr>
<tr>
<td></td>
<td>Jemini Bhinde, Dr. Vijay Vyas</td>
<td></td>
</tr>
<tr>
<td>Paper ID</td>
<td>Title / Author Name</td>
<td>Page No.</td>
</tr>
<tr>
<td>-------------</td>
<td>--------------------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>ICETIITP003</td>
<td>The Impact Of Social Media (Facebook, Twitter And Whatsapp) On Consumer Buying Behavior, Zambia</td>
<td>134</td>
</tr>
<tr>
<td>ICETIITP520</td>
<td>A Conceptual Framework On Artificial Intelligence Technologies In Human Resource Management</td>
<td>135</td>
</tr>
<tr>
<td>ICETIITP508</td>
<td>Work-Life Balance among Urban Nurses: A Cross-Sectional Study</td>
<td>136</td>
</tr>
<tr>
<td>ICETIITP646</td>
<td>Impact of various factors on sustainability of wine production in Indian wine market.</td>
<td>137</td>
</tr>
<tr>
<td>ICETIITP644</td>
<td>Impact of Work-From-Home on Productivity in Higher Education Sector -An Overview</td>
<td>138</td>
</tr>
<tr>
<td>ICETIITP502</td>
<td>A Study On Performance Appraisal Of Sri Muniachiayappan Textile Pvt Ltd Vellore</td>
<td>139</td>
</tr>
<tr>
<td>ICETIITP561</td>
<td>An Introduction To Intellectual Property Rights: Importance In India</td>
<td>140</td>
</tr>
<tr>
<td>ICETIITP529</td>
<td>Students’ Awareness On “Make In India”: A Survey Study At Mahatma Gandhi Central University, Bihar (MGCUB)</td>
<td>141</td>
</tr>
<tr>
<td>ICETIITP524</td>
<td>Impact Of Microfinance On Women Empowerment In India</td>
<td>142</td>
</tr>
<tr>
<td>ICETIITP523</td>
<td>Banking and Information Technology – A Brief Study</td>
<td>144</td>
</tr>
<tr>
<td>ICETIITP514</td>
<td>An Impact Of Management Information System On The Achievement Of Organisational Objectives, Zambia</td>
<td>145</td>
</tr>
<tr>
<td>ICETIITP024</td>
<td>Effectiveness Of Word Of Mouth Communication: Receiver Perspectives</td>
<td>146</td>
</tr>
<tr>
<td>ICETIITP509</td>
<td>Factors influencing customers to order the food online</td>
<td>147</td>
</tr>
<tr>
<td>ICETIITP507</td>
<td>A Study on Odisha as a Culinary Destination to attract tourist</td>
<td>148</td>
</tr>
<tr>
<td>ICETIITP009</td>
<td>A Study On Organizational Climate Among Employees Working In An Manufacturing Sector, Chennai</td>
<td>149</td>
</tr>
<tr>
<td>ICETIITP029</td>
<td>Investigating Work Life Balance among Insurance Employees in Chennai Region</td>
<td>150</td>
</tr>
<tr>
<td>Paper ID</td>
<td>Title / Author Name</td>
<td>Page No.</td>
</tr>
<tr>
<td>-----------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>ICETIITP670</td>
<td>MHD Flow Past the Short-term Effect of Multiple Variables on a Plate K.Raghunath,M.Obulesu,G.Nagesh</td>
<td>151</td>
</tr>
<tr>
<td>ICETIITP659</td>
<td>Power Dominator Chromatic Number for Various Graphs Dr. A. Uma Maheswari,BalaSamuel J</td>
<td>152</td>
</tr>
<tr>
<td>ICETIITP610</td>
<td>Spline With Rational Bases And Their Applications Dr Urvashi Mishra</td>
<td>153</td>
</tr>
<tr>
<td>ICETIITP106</td>
<td>Ranking of Pentagonal Fuzzy Number to Solve an Unbalanced Assignment Problem R. Abdul Saleem,M. Haj Meeral, M. Ravithammal, R. Mani</td>
<td>154</td>
</tr>
<tr>
<td>ICETIITP617</td>
<td>Graphoidal Covers In Transportation Networks Dr. T. Gayathri,Dr. Suresh Govindan,</td>
<td>155</td>
</tr>
<tr>
<td>ICETIITP606</td>
<td>Lubricant Consistency Variation With Temperature And Pressure In Viscous Fluid Film Between Symmetric Rollers D.Dheebia,K.Ganesan</td>
<td>156</td>
</tr>
<tr>
<td>ICETIITP632</td>
<td>ON (T, S)-Intuitionistic Fuzzy Weak Bi-Ideals In Near-Rings Suberbathusha S.N.</td>
<td>157</td>
</tr>
<tr>
<td>ICETIITP616</td>
<td>A Study Of Intuitionistic Fuzzy Transportation Problem Using Vogel’s Approximation Method K.Ganesan,D.Dheebia</td>
<td>158</td>
</tr>
<tr>
<td>ICETIITP615</td>
<td>Unsteady MHD Free Convection COUETTE Flow Between Two Vertical Permeable Bowls In The Presence Of Thermal Radiation M. Vijayakumar,jagadevi. S. Hiremath,</td>
<td>159</td>
</tr>
<tr>
<td>ICETIITP613</td>
<td>An Alternative Way To Derive Equation Of Relativistic Mass SarveshGharat</td>
<td>160</td>
</tr>
<tr>
<td>ICETIITP609</td>
<td>Two-Dimensional Discrete Random Variables With Conditional Distribution M. Egalite Franci, M.Devanathan</td>
<td>161</td>
</tr>
<tr>
<td>ICETIITP612</td>
<td>Mathematical modelling of anisotropic stellar objects in embedding class I SatyanarayanaGedela</td>
<td>162</td>
</tr>
<tr>
<td>ICETIITP038</td>
<td>Total Edge Detour Monophonic Domination Number of a Graph S. Kalaiselvi,Dr.J.Golden Ebenezer Jebamani</td>
<td>163</td>
</tr>
<tr>
<td>ICETIITP638</td>
<td>Impact of COVID-19 lockdown affected Import and Export activities which in turn led down Indian economy K.R.Padma,K.R.Don,V.Bindu</td>
<td>164</td>
</tr>
<tr>
<td>ICETIITP599</td>
<td>Economic effect of COVID-19 in India Dr Dilip Pipara</td>
<td>165</td>
</tr>
<tr>
<td>ICETIITP094</td>
<td>Lockdown- A Period Of Revamping DrSuvarna,Smt Victoria roche,Dr Varun M,</td>
<td>166</td>
</tr>
<tr>
<td>ICETIITP089</td>
<td>An Empirical Study on Effect of COVID 19 on Indian Financial Market Dr.JyotiJagwani</td>
<td>167</td>
</tr>
<tr>
<td>Paper ID</td>
<td>Title / Author Name</td>
<td>Page No.</td>
</tr>
<tr>
<td>---------------</td>
<td>---------------------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>ICETIITP087</td>
<td>The Impact Of COVID-19 On Indian Economy</td>
<td>168</td>
</tr>
<tr>
<td></td>
<td><em>D. Parandhaman, Dr. S. Sagaya doss</em></td>
<td></td>
</tr>
<tr>
<td>ICETIITP013</td>
<td>Analysis Of Trade Imbalance Of Indian Balance Of Payments During COVID-19 In India</td>
<td>169</td>
</tr>
<tr>
<td></td>
<td><em>Pabitra Singh</em></td>
<td></td>
</tr>
<tr>
<td>ICETIITP062</td>
<td>Impressions of Covid-19 Lockdown on Prominent Sectors: A Special Reference to Indian Economy</td>
<td>170</td>
</tr>
<tr>
<td></td>
<td><em>Sonam Bhateja, Ritika Gupta</em></td>
<td></td>
</tr>
<tr>
<td>ICETIITP069</td>
<td>COVID – 19 Economic Implications</td>
<td>171</td>
</tr>
<tr>
<td></td>
<td><em>Sonia Mol TP</em></td>
<td></td>
</tr>
<tr>
<td>ICETIITP065</td>
<td>A comparative study on the economic growth in the pharma sector among the major nations during the time of covid-19.</td>
<td>172</td>
</tr>
<tr>
<td></td>
<td><em>Alamelu. C, Gokila. J</em></td>
<td></td>
</tr>
<tr>
<td>ICETIITP059</td>
<td>Educational Revolution For Digitisation</td>
<td>173</td>
</tr>
<tr>
<td></td>
<td><em>Dr. Srichand, P. Hinduja</em></td>
<td></td>
</tr>
<tr>
<td>ICETIITP033</td>
<td>Impact of Dividend, Earning, Book Value and Promoter's Ownership on Stock Price of Indian BSE Listed Indexed Firms</td>
<td>175</td>
</tr>
<tr>
<td></td>
<td><em>Mohd. Mohsin Qureshi</em></td>
<td></td>
</tr>
<tr>
<td>ICETIITP588</td>
<td>A Review On Impact Of Covid-19 On Indian Economy</td>
<td>176</td>
</tr>
<tr>
<td></td>
<td><em>Divya Sharma, Dr. Bhimrao, Jugnu Verma</em></td>
<td></td>
</tr>
<tr>
<td>ICETIITP688</td>
<td>Digital Experience and Behaviour of people due to the impact of COVID-19</td>
<td>177</td>
</tr>
<tr>
<td></td>
<td><em>Dr B Sudha, Vignesh Natarajan, Venkatesh Natarajan</em></td>
<td></td>
</tr>
<tr>
<td>ICETIITP078</td>
<td>An Influential Interaction of Macroeconomic Variable towards Indian Sharia Stock Indices in post COVID19 Era</td>
<td>178</td>
</tr>
<tr>
<td></td>
<td><em>Dr. Arya Kumar</em></td>
<td></td>
</tr>
<tr>
<td>ICETIITP668</td>
<td>Effect of COVID-19 on the Hospitality Industry</td>
<td>179</td>
</tr>
<tr>
<td></td>
<td><em>Surabhi Shivaji Pawar, Dr. Subhash J. Jadhav</em></td>
<td></td>
</tr>
<tr>
<td>ICETIITP654</td>
<td>A Future Outlook on a Self- Reliant Nation</td>
<td>180</td>
</tr>
<tr>
<td></td>
<td><em>Lakshmi V</em></td>
<td></td>
</tr>
<tr>
<td>ICETIITP641</td>
<td>Impact of Covid-19 on Indian Economy</td>
<td>181</td>
</tr>
<tr>
<td></td>
<td><em>Vijay Kumar, Arpita Sahay</em></td>
<td></td>
</tr>
<tr>
<td>ICETIITP637</td>
<td>Assessing The Impact Of COVID 19 On Super Market Purchase Behaviour Of Consumers</td>
<td>182</td>
</tr>
<tr>
<td></td>
<td><em>G. Vaishnavi, K. Ramya Anjugam, S. Sruthi</em></td>
<td></td>
</tr>
<tr>
<td>ICETIITP636</td>
<td>Human Resource Management: The Challenging Measures And Directions Of In This COVID19 Situation</td>
<td>183</td>
</tr>
<tr>
<td></td>
<td><em>J. Kumaravadivelan</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Dr. Pushkar Dubey, Kailash Kumar Sahu</em></td>
<td></td>
</tr>
<tr>
<td>ICETIITP602</td>
<td>Impact Of The COVID-19 Crisis On The Indian Financial Sector</td>
<td>185</td>
</tr>
<tr>
<td></td>
<td><em>Tammana Muzawar</em></td>
<td></td>
</tr>
<tr>
<td>Paper ID</td>
<td>Title / Author Name</td>
<td>Page No.</td>
</tr>
<tr>
<td>-------------</td>
<td>--------------------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>ICETIITP594</td>
<td>A Brief Review Of Use Of Nanotechnology In The Prevention Of COVID-19</td>
<td>186</td>
</tr>
<tr>
<td></td>
<td>JugnuVerma, Ankit jain</td>
<td></td>
</tr>
<tr>
<td>ICETIITP591</td>
<td>COVID-19 Global Pandemic And Its Impact On Economy Exploring To Micro-Enterprise</td>
<td>187</td>
</tr>
<tr>
<td></td>
<td>Dr. SonaramKalita</td>
<td></td>
</tr>
<tr>
<td>ICETIITP565</td>
<td>The Impact of Coronavirus (Covid-19) on E-Business</td>
<td>188</td>
</tr>
<tr>
<td></td>
<td>HetaJanardan Desai</td>
<td></td>
</tr>
<tr>
<td>ICETIITP551</td>
<td>The Role of Social Media in Covid-19 (Online Teaching Learning)</td>
<td>189</td>
</tr>
<tr>
<td></td>
<td>Dr.BhaskerKoshidewar</td>
<td></td>
</tr>
<tr>
<td>ICETIITP018</td>
<td>Quality in Teaching Learning and Evaluation: A Need For Academic Excellence During Covid-19</td>
<td>190</td>
</tr>
<tr>
<td></td>
<td>Abhishek Sharma</td>
<td></td>
</tr>
<tr>
<td>ICETIITP597</td>
<td>21st Century Global Pandemic (COVID-19) and Indian Economy</td>
<td>192</td>
</tr>
<tr>
<td></td>
<td>Chandan Kumar Singh,Shephali Pal</td>
<td></td>
</tr>
<tr>
<td>ICETIITP568</td>
<td>Digital tools in the fight against COVID-19</td>
<td>193</td>
</tr>
<tr>
<td></td>
<td>Dr.MohamedYacoob,Dr.NusratJabeen T., Dr. Mohamed Mustaq Ahmed, K,Syed Mohamed Bukari</td>
<td></td>
</tr>
<tr>
<td>ICETIITP559</td>
<td>Sensor Based Computational HQIS Model To Control The Spreading Of COVID-19 Virus In A Smart City</td>
<td>195</td>
</tr>
<tr>
<td></td>
<td>Arindam Pal</td>
<td></td>
</tr>
<tr>
<td>ICETIITP006</td>
<td>COVID-19 Economic Implication: Desolated Livelihood In Cosmos Owing To Covid-19 Pandemic</td>
<td>196</td>
</tr>
<tr>
<td></td>
<td>Dr. S. Chandrchad, Suganya s</td>
<td></td>
</tr>
<tr>
<td>ICETIITP010</td>
<td>A Study On Student Perception Towards Online Education During Covid-19 Crisis</td>
<td>197</td>
</tr>
<tr>
<td></td>
<td>P Nishitha,GallaSireesha</td>
<td></td>
</tr>
<tr>
<td>ICETIITP128</td>
<td>The History And The Epidemiology Of Corona Virus Disease In India And The United States Of America</td>
<td>198</td>
</tr>
<tr>
<td></td>
<td>Tallamsaiaswarya,Sushmithamuthuraman</td>
<td></td>
</tr>
<tr>
<td>ICETIITP592</td>
<td>COVID-19 Economic Opportunities And Challenges – An Analysis And Comparison With Other Nations</td>
<td>199</td>
</tr>
<tr>
<td></td>
<td>Dr.D.Jaichithra</td>
<td></td>
</tr>
<tr>
<td>ICETIITP085</td>
<td>Impact Of Online Teaching And Education: A Big Challenge At Corona Pandemic</td>
<td>200</td>
</tr>
<tr>
<td></td>
<td>Ayash Kumar Agrawal</td>
<td></td>
</tr>
<tr>
<td>ICETIITP596</td>
<td>What is wanted? Lockdown or vaccination and treatment: investigating the impact of covid-19 on India’s population</td>
<td>201</td>
</tr>
<tr>
<td></td>
<td>Dr. S. Thowseaf, I. Yasar Shariff</td>
<td></td>
</tr>
<tr>
<td>ICETIITP001</td>
<td>A Study On Product Promotion With Particular Reference To Bath Soaps Of Hindustan Unilever In Chennai City</td>
<td>202</td>
</tr>
<tr>
<td></td>
<td>Dr. S. Sridhar, Dr. K. Yasmin</td>
<td></td>
</tr>
<tr>
<td>ICETIITP030</td>
<td>Study the Impact of Covid – 19 on Goan Economy</td>
<td>203</td>
</tr>
<tr>
<td></td>
<td>AnkitaAnantShetye</td>
<td></td>
</tr>
<tr>
<td>Paper ID</td>
<td>Title / Author Name</td>
<td>Page No.</td>
</tr>
<tr>
<td>--------------</td>
<td>-------------------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>ICETIITP057</td>
<td>Comparative Study of Machine Learning Algorithms for Increase in Crop Yield, A Review Paper.</td>
<td>204</td>
</tr>
<tr>
<td></td>
<td>Swapnil Verma</td>
<td></td>
</tr>
<tr>
<td>ICETIITP521</td>
<td>Customer’s Perception on Uber Travel Innovation and Diffusion in Society with the Help of Techno-Social in Chennai</td>
<td>205</td>
</tr>
<tr>
<td></td>
<td>Dr. D. Leelavathi, Dr. J. Sulaiman, R. Monisha</td>
<td></td>
</tr>
<tr>
<td>ICETIITPL001</td>
<td>Artificial Intelligence to Protect Cyber Security Attack on Cloud E-Learning Tools (AI-PCE)</td>
<td>206</td>
</tr>
<tr>
<td></td>
<td>Dr. E. Arul, A. Punidha</td>
<td></td>
</tr>
<tr>
<td>ICETIITPL002</td>
<td>Emotional Intelligence and Job Performance: A Conceptual Study</td>
<td>207</td>
</tr>
<tr>
<td></td>
<td>Jaspreet Kaur, Dr. Parveen Kumar Garg</td>
<td></td>
</tr>
<tr>
<td>ICETIITPL003</td>
<td>Feature analysis and extraction for detecting the breast abnormalities in digital mammograms</td>
<td>208</td>
</tr>
<tr>
<td></td>
<td>Dr. R. Latha, Sangeetha.N.M</td>
<td></td>
</tr>
<tr>
<td>ICETIITPL006</td>
<td>Charging battery using dynamic wireless parallel-series resonant topology in E-vehicle</td>
<td>209</td>
</tr>
<tr>
<td></td>
<td>Raska Raveenthiran, Dr. Booma Nagarajan</td>
<td></td>
</tr>
<tr>
<td>ICETIITPL007</td>
<td>Solar Pump Based Smart Irrigation System Using IOT</td>
<td>210</td>
</tr>
<tr>
<td></td>
<td>Vishranthi Mohan, Shyam Kumar Ganesan, Surendharveeramani,</td>
<td></td>
</tr>
<tr>
<td>ICETIITP034</td>
<td>Digitalization of Education Sector: An analytical Study</td>
<td>211</td>
</tr>
<tr>
<td></td>
<td>Prof. Rajeshwari H S, Raveeshwara S</td>
<td></td>
</tr>
<tr>
<td>ICETIITP044</td>
<td>Medical Emergency Reporting and Response System (Mediport)</td>
<td>212</td>
</tr>
<tr>
<td></td>
<td>Raveeshwara S, Rajeshwari H S</td>
<td></td>
</tr>
<tr>
<td>ICETIITP052</td>
<td>A Study of Indian grocery and Vegetables retailers – the scope for computerization</td>
<td>213</td>
</tr>
<tr>
<td></td>
<td>Raveeshwara S, Rajeshwari H S</td>
<td></td>
</tr>
<tr>
<td>ICETIITP121</td>
<td>A study on the Impact of online education during Covid-19</td>
<td>214</td>
</tr>
<tr>
<td></td>
<td>Kristin Marian Martin, R. Bhagyalakshmi</td>
<td></td>
</tr>
<tr>
<td>ICETIITP119</td>
<td>Real Time Face Recognition And Radio Frequency Identification</td>
<td>216</td>
</tr>
<tr>
<td></td>
<td>Dr B Gayathri</td>
<td></td>
</tr>
<tr>
<td>ICETIITP681</td>
<td>Enhancement of teaching using Total Quality Management (TQM) in education using digital technologies</td>
<td>217</td>
</tr>
<tr>
<td></td>
<td>Dr. Mohamed Mustaq Ahmed, Dr. Mohamed Yacoab, Prof. K. Syed Mohamed Bukari</td>
<td></td>
</tr>
<tr>
<td>ICETIITP673</td>
<td>Analysis of selected silk and Handloom weaving co-operative society and socio-economic conditions of Handloom weavers in Kancheepuram District</td>
<td>219</td>
</tr>
<tr>
<td></td>
<td>Dr. T. S. Prema, D. Parimaladevi</td>
<td></td>
</tr>
<tr>
<td>ICETIITP025</td>
<td>Labelings in the context of digraphs</td>
<td>220</td>
</tr>
<tr>
<td></td>
<td>S. Sundarraj, S. Bala, K. Thirusangu</td>
<td></td>
</tr>
<tr>
<td>ICETIITP105</td>
<td>On Diabetic Retinopathy Data Sets and Applications of Deep Learning</td>
<td>221</td>
</tr>
<tr>
<td></td>
<td>Kuraku Nirmala</td>
<td></td>
</tr>
<tr>
<td>Paper ID</td>
<td>Title / Author Name</td>
<td>Page No.</td>
</tr>
<tr>
<td>------------</td>
<td>-------------------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>ICETIITP074</td>
<td>Unisum Labeling of Hydra Hexagons</td>
<td>222</td>
</tr>
<tr>
<td>ICETIITP08</td>
<td>An Evaluation on Data Mining in Big Data</td>
<td>223</td>
</tr>
<tr>
<td>ICETIITP09</td>
<td>Granular Computing Based Data mining in the Views of Rough set and Fuzzy set</td>
<td>224</td>
</tr>
<tr>
<td>ICETIITP10</td>
<td>A Literature Review of Ant Colony Optimization using Decision Tree Algorithm</td>
<td>225</td>
</tr>
<tr>
<td>ICETIITP15</td>
<td>A Survey on Workload Model for Database Migration in Cloud Enterprise System</td>
<td>226</td>
</tr>
</tbody>
</table>
Assessment Of Computerized Tools Used In Milk Collection Section In Dairy Industry Of Marathawada

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Abstract

Computerized tools can optimize answers in the dairy industry. Victimization solution, the user has optimized their production within the reducing cost and unit prices. Computerized tools or automation in the process can improve the physical operating environment considering the quantity of monotonous, repetitive tasks to be decreased, increasing efficiency in production. Computerized tools obtainable within the agriculture these days create it doable to manage a dairy industry on an additional careful level than before. The dairy manager will create additional rational decisions by getting the amount of information; the dairy manager should operate many computers daily and manually transfer information from one unit to a different. The paper aims to investigate information practicability and therefore the application of computer in the trendy dairy industry, this method as dairy management tools to explain, document and control all processes on dairy production, particularly the multi-purpose and multi-agent system application support management of the dairy offer documentation for entire dairy supply chain members. The customization of IT platforms to be used in the dairy industry is rising as a significant chance for change. The Basic intent of the study is to know the present scenario of the dairy industry and numerous problems associated with the method within the dairy industry. This can be a research article associated with the dairy industry. The remaining studies were either associated with cooperative and private farm plants, cooperative federations or general dairy scenarios. The case study for preparing system analysis report for milk procurement and billing system of a dairy plant is discussed in this section. This sample report may be used for preparing reports for other case studies like Milk marketing system, Milk product manufacturing system. These topics will be useful to understand the minor issues involved in preparing report on system analysis.

Keywords: Dairy Industry, Computerized Tools, Computer application, Atomization.
PAPER ID-ICETIITP020

AI Personal Assistance

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Abstract

Today, organizations have multiple tools and systems to help them assist in their day-to-day development activities. Managing these many applications has become a tiring job for the employees as they feel pressure of mental overload in daily tasks that challenge their concentration. So there is a need for an intelligent system (application) which can connect to different applications, mine & analyse data and provide results to employees whenever they need it. The Intelligent system application is hosted in the organization network with complete access to organization resources. The application uses speech recognition techniques to convert employee voice to text. To get the intent of the request natural language understanding technique is used. To support this, the application is pre-trained with conversational data using convolutional neural networks. Based on the intent, data is mined from respective resources by making an API call. The mined data is then analysed; intent action is performed and notified to the employee through voice response. The primary feature of this application is to learn-mine-analyse-serve information to employee queries. The additional feature of this application is to record the meeting, store it in detail in the database and generate summarization reports. The performance and efficiency of this intelligent application is ensured by performing various tests.

Keywords: voice assistant, intelligent system, natural language understanding, and organization application.
Abstract

In the fast moving world filled with technology, to compete with human eye German physicist Harald Haas in 2011 proposed a technology which would change everything upside down error free in the entire world that's Li-Fi Light Fidelity Data through illumination. In the Pandemic situation when doctors are scared to go near and attend patients Li-Fi plays a major role in monitoring patients. By implementation of this technology, high volume of data can be transmitted at extremely high speed as it gives higher bandwidth. It also ensures efficiency, security, as well as the mobility of the the device. For instance when doctors cannot move out in corridors, waiting rooms, patient rooms and operating theatres, Li-Fi technology will allow a light communication network, which will remove electromagnetic interference issues from smart phones and therefore the use of Wi-Fi in hospitals. Li-Fi can also be used for real time monitoring and report of patient movement and vital signs without the need of wires. We also discuss new applications which Li-Fi can unlock in the future.

Keywords: Li-Fi Technology, Security, Pandemic, Monitoring
Diagnosis Using Data Mining Algorithms For Malignant Breast Cancer Cell Detection

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Abstract

Breast malignant growth is the most regular disease among women now a day. Among 2.1 million ladies affecting every year and also furthermore causes the maximum number of cancer death related cases among ladies. Early analysis procedures focus on providing opportune access to malignancy treatment and also decreasing hindrances to care effective diagnosis services. The Research focused on planned to contribute the early analysis of breast malignant growth. A study of the breast malignant growth analyze for the patients is specified. The goal of the paper is to locate subset of features to ensure the patients have malignant and other patients are in difficulty with breast malignant is to be predicted to cover of those data. The study of various malignant classification approaches using Decision Tree (DT), deep learning method to find the different time complexity and accuracy and the Sensitivity, AUC Value.

Keywords: Breast cancer, Data mining, Prediction, Feature Selection, Deep Learning, Decision Tree
The role of ICT in higher education for the 21st century: ICT as a change agent for education

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Abstract

Information and communication technologies (ICT) have become commonplace entities in all aspects of life. Across the past twenty years the use of ICT has fundamentally changed the practices and procedures of nearly all forms of endeavour within business and governance. Within education, ICT has begun to have a presence but the impact has not been as extensive as in other fields. Education is a very socially oriented activity and quality education has traditionally been associated with strong teachers having high degrees of personal contact with learners. The use of ICT in education lends itself to more student-centred learning settings and often this creates some tensions for some teachers and students. But with the world moving rapidly into digital media and information, the role of ICT in education is becoming more and more important and this importance will continue to grow and develop in the 21st century. This paper highlights the various impacts of ICT on contemporary higher education and explores potential future developments. The paper argues the role of ICT in transforming teaching and learning and seeks to explore how this will impact on the way programs will be offered and delivered in the universities and colleges of the future.

Keywords: Online learning, constructivism, higher education
Fog-based Hybrid Load Balancing Techniques towards Resource Distribution in Cloud Environment

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Abstract

The evolution of modern trending computing platforms like internet of things (IOT), smart vehicle systems (SVS), and time-sensitive applications generate humongous amount of data explosion in Cloud environment. Such huge data explosion for centralized cloud domain is hard to manage and process, as these real-time applications demand real-time response (RTR), reduced latency. The volume of data generated by billions of connected IoT devices, making their acquisition and real-time processing difficult. The IoT-based applications need to be deployed on a platform which offers the real-time experience, reduced latency and uniform resource scheduling. The IoT and Cloud computing changed both the academia and industry and greatly have influence and impacted on our daily lives in different ways. However, despite their influence on our lives, have their shortcomings. Although being feasible and convenient, Cloud-based services consume a huge amount of network bandwidth. Furthermore, the physical distance between edge data source(s) and the cloud data centre makes delays a problem over Cloud Infrastructures (CI). To overcome these issues in Cloud environment, Cisco introduced the new platform known as Fog computing (FC) or Fogging that describes computation on edge-devices. Its emergence enhances and increase the ability of computational equipments, and offer the modern solutions for traditional industrial applications. In, FC, the Fog Computing-nodes (FCN) are intermediate layer and lies between the Cloud and End-users, it executes and extends the computational power closer to the edge-network where the devices reside, and facilitates edge intelligence. The management of resources over the Fog/Cloud platforms is a challenging issue. In this article Fog-based hybrid algorithm for managing resources is proposed using along with the existing Swarm, Bees, Genetic Algorithm. It outperforms and overcome the limitations Swarm, Ant, Bees and Genetic Algorithms i.e. lack of cost, optimal solution, uniform resource distribution, makespan.

Keywords: Cloud Computing, Cloud Infrastructure, Fog Computing, Genetic Algorithm, IoT, Real-time Response, Swarm Algorithm,
Comparison of different SVM Kernel functions to analyse patients with suicidal behaviors

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Abstract

This paper is to compare the different kernel based SVM algorithms to analyse the patients with suicidal behaviors. The objective of this paper is to detect with the accuracy level of patients deals with suicidal behaviors. Algorithms applied are linear, nonlinear, polynomial, radial basis function (RBF), and sigmoid. These specified algorithms are based on SVM. SVM is Support Vector Machine, the selection SVM is that its applications are highly varied from other algorithms. Examples of some applications are face detection, handwriting recognition, image classification, Bioinformatics etc. In this study, Linear Kernel based SVM algorithm produces higher accuracy with the help of dataset consisting of 673 data of patients with mental disorders to find the rate of accuracy level of the wards. The dataset has been collected from the online website of dataworld.com.
Blockchain Technology

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Abstract

In the present time crypto currency like Bitcoin has received extensive attention. Bitcoin the digital currency is the most popular example of Blockchain technology. Blockchain is gaining popularity because of its key attributes decentralization, transparency and immutability without the intervention of any third party organization. Blockchain can be regarded as a public ledger which is used for transfer of digital money from one individual to another individual in a decentralized manner. To verify each transaction in Blockchain different consensus algorithms are applied. Blockchain can be applied in different fields like Internet of Things (IoT), health care services, bank use, supply chain services, security services and so on. The objective of this research paper is to discuss all the relevant research information regarding Blockchain technology. Firstly the architecture of Blockchain technology is briefly explained. After that different consensus algorithms are discussed. From technical perspective different security and privacy issues are focused in the paper. Different applications and future research directions are provided on the basis of the study done in this research paper.

Keywords: Blockchain, Bitcoin, consensus, Internet of things (IoT)
PAPER ID-ICETIIITP101

Energy Efficiency And Low Power Consumption Of Body Sensor Network In Healthcare Application

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Dr R Jayakarthik, Vels Institute of Science Technology and Advanced Studies

Abstract

Internet of Things (IoT) technologies have been recently widely used to build system capable of continuously monitoring subjects, acquiring a variety of biosignals. The healthcare IoT paradigm proves a way to ubiquitous and personalized monitoring of individuals condition in everyday settings. Unfortunately, Sensor Network ordinarily have limited energy and computational capacity, making them utilize challenging for healthcare applications. To make patients feel comfortable and easy, sensor nodes should have tiny size and long-lasting batteries. The development of energy efficient and battery-friendly WBSNs is a very challenging issue. This paper discussed existing energy saving mechanisms and various Key problems related to energy-efficiency. Algorithms to reduce energy consumption of sensors have analysed.

Keywords: BSN, IoT, Healthcare
Synthesis And Characterization Of Nano Particles

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Abstract

Nano science specially refers to the study of object that are very tiny and are in the range of ten to hundreds of Nanometers. Nanotechnology, on the other hand is the actual manipulation, application, and use of Nanometer-sized objects and matter to produce different phenomenon for specific technologies and application. Nano science refers to anything that is in the particular size that is studied or used for Nanotechnology and Nano science Humans have been unknowingly using Nanotechnology and Nano science for hundreds of years. The creation of steel swords for example could be said to be an example of applied technology. In this paper we synthesis and characterize the Nano particles.

Keywords: Nano Science, Sensors, Nano scale, Nanometers, Nanomaterials, Nano Technology.
Abstract

With the rapid change in the technology and innovation in the last decade, big data analysis has gone for an exponential and tremendous growth and will most probably continue to perform spectacular developments due to the emergence of innovative trends and new interactive multimedia applications and the use of highly integrated systems driven by the rapid growth in information services and microelectronic devices. Up to yet, large no. of the existing mobile systems is mainly targeted to voice communications with low transmission rates. Big-Data has always been a part of our lives knowingly or unknowingly [7]. This is a particular review on known big-data systems that contain a set of tools and technique to load, extract, and process and improve dissimilar datasets while leveraging the immensely and most parallel processing power to perform the idiosyncratic transformations and analysis. Big-Data” technology faces a list of technical challenges.
Improved Memory Management Scheme In Memcached Component

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Abstract

The popular component Memcached is used in modern Web architectures, which allows rapid response times. The memory partitioning in Memcached work and the system performance in terms of hit ratio was analyzed. The cost-based memory partitioning and management mechanism for Memcached that is able to dynamically adapt to user requests and manage the memory according to both object sizes and costs. The improved memory management scheme of Memcached and the venila approach was compared with real traces from a major content delivery network operator. We show that our proposed memory management scheme provides optimal performance. Memcached component divides the memory into different classes proportionally to the percentage of requests for objects of different sizes. Once all the available memory has been allocated, reallocation is not possible or limited. The proposed scheme is able to solve the calcification problem and achieving optimal performance.
A Survey on Workload Model for Database Migration in Cloud Enterprise System

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Abstract

Cloud data migration consists of the transfer to the distributed cloud computing infrastructure through information, localhost apps, services, and data. The effectiveness of this data migration process depends on different factors such as the planning and analysis of effects on existing business systems. Nevertheless, a great number of questions and challenges are taken into consideration. Many businesses use only one cloud provider to upgrade applications, and others are seeking to develop existing infrastructure, be it as an investment-related business or as legacy systems. The transfer of legacy cloud-based systems causes technical and business problems. In this article, the primary benefits and consequences of moving data in the cloud can be seen in multivocal literature reviews. Moreover, earlier research showed that NoSQL bases perform better than SQL, particularly for large volumes of data in the field of cloud computing.

Keywords: Cloud Computing, Cloud migration, Database Migration, Database modeling, Workload Model, Enterprise systems, Model-driven engineering.
Interactive Multimedia Compact Disc as a Communication Tool for Transfer of Vermicompost Technology

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Abstract

ICTs do play an important role in disseminating a wide range of information and advice leading to knowledge and attitude change among rural women. It is also supporting rural communities to acquire new skills and is also creating new employment opportunities. This resulted in experimentation with various ICTs and its applications in areas such as agriculture, health, governance, financial services, education and employment. Many of these initiatives clearly reveal the huge potential of ICTs in improving efficiency and effectiveness of reaching rural communities with relevant information. A relatively new dimension of microcomputer technology entitled “Multimedia” possesses the potential to influence learning and knowledge acquisition. The integration of multimedia technology into the communication environment has the potential to transform an audience from passive recipients of information to active participants in a media rich learning process. A multimedia information kiosk can be designed to provide information to users with or without human intervention.

Among various ICTs available, the emerging Interactive Multimedia Compact Disc (IMCD) holds great promise in imparting technical skill to farm women. Scope for providing interactivity envisages it as a good tool in bringing knowledge-centric technologies among farm women. Further, very few empirical research studies have focused their attention on the development of IMCDs based on prioritized needs and testing their effectiveness among farm women. Keeping these in mind, the research study entitled “Interactive Multimedia Compact Disc as a Tool for Transfer of Vermicompost Technology” was taken up to develop IMCD modules in the selected technology in local language and to assess the effectiveness of the IMCD modules in terms of knowledge gain and symbolic adoption of technology by the farm women. A sample size of 120 farm women members who had studied up to middle school level of education were considered for the selection of respondents in Cuddalore district of Tamil Nadu to test the effectiveness of the developed IMCDs. The result indicate that the respondents exposed to IMCD on vermicompost technology, IMCD with interaction (T3) was found to be highest when compared to other two treatments with 75.55 per cent of knowledge gain.

Keywords: Interactive Multimedia Compact Disc, Communication Tool, Transfer of Vermicompost Technology, Farm Women
Artificial Intelligence in Digital Media

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Abstract

Artificial intelligence (AI) is called as machine intelligence, is intelligence demonstrated by machines. AI defines as the study of research as "intelligent agents": any device that perceives its environment and takes actions that maximize its chance of successfully achieving its goals. Colloquially, the term "artificial intelligence" is used to describe machines that mimic "cognitive" functions that humans associate with other human minds, such as "learning" and "problem solving".

The research paper deals with the employees who are using AI in Digital Media and also they take the news to the next level. In this study, 20 reporters are taken who are using AI in their Reporting and news stories. However, result shows a positive impact as well as they are highly motivated to use this platform.

Keywords: Artificial Intelligence, Machine Intelligence, Intelligent Agents, Digital Media
A Ransomware attacks using web search logs

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Abstract

Cyber attacks are progressively getting predominant and causing noteworthy harm to people, organizations and even nations. Ransomware has attracted great attention from cyber security experts in recent years because of the fast growth of its attacks and the creation of new variants capable of bypassing anti-viruses and anti-malwares. We do the main investigation on mining bits of knowledge about ransomware attacks by breaking down question logs from Bing web search motor. We first concentrate ransomware related inquiries and afterward assemble AI model to recognize inquiries where clients are looking for support for ransomware attacks. We show that client search conduct what’s more, attributes are related with ransomware attacks. We too break down patterns in the fleeting and topographical space and approve our discoveries against openly accessible data. In conclusion, we do a contextual analysis on 'Nemty', a well known ransomware, to show that it is conceivable to infer precise experiences about digital attacks by inquiry log examination

Keywords: Ransomware; Life cycle; Threat; web search; query logs; web security
Artificial Intelligence in IoT-Software Defined Radio and Implementing Blockchain techniques

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Abstract

The internet of things paradigm envisions the pervasive interconnection and cooperation of smart things over the current and future internet infrastructure. The internet of things is, thus the evolution of the internet to cover the real world, enabling many new services that will improve people’s everyday lives, spawn new businesses, and making buildings, cities, and transport smarter. Smart things allow indeed for ubiquitous data collection or tracking but on the other side it has serious disadvantages. IoT is expanding its wings this era. It makes life simple and easy. This paper also describes about the most important component of IoT that is big data. The internet of things didn’t stop emerging, researchers are still finding new ways to update and take IoT to the next level. Internet of things works with mainly M2M communication. It brings out the imaginary idea that machines talk. Artificial intelligence to machine is a new idea in IoT that gives the machine the ability to think and take decisions. Hence obviously the next question is security since IoT purely works and transmits data in Internet. The software defines radio (SDR) helps to collect the large amount of data that the machines transmits and gives out. Without this AI, it’s truly difficult to handle such a large amount of data. For the secured transmission IoT uses blockchain techniques to encrypt the data sent or transmitted. This paper reviews the use of AI in IoT and blockchain in detail. To the end, first discussed about the basics of IoT. Second, analysed the role of AI in IoT. Third, discussed about the software defines radio and its role in IoT. Fourth, examined the blockchain techniques and its types.

Keywords: internet of things; big data; artificial intelligence (AI); SDR(software based radio); blockchain; blockchain networks.
An Optimized Selection Techniques Using Fuzzy Bat Algorithm To Predict Indian Diabetes Mellitus

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Abstract

Today, we are living in the modern digital world, which changes humans into machine life. These machine lives make the human into patients due to the search of economic crisis. The numbers of patients are gradually increasing in the urban sector rather than the ruler sector. In India, Compared to last decades, diabetes disease is gradually increasing, its act like a hereditary disease was common in the major urban sector. Individual Diabetes hospitals are starting growing in the health department. This paper proposed a Selection algorithm to determine the diagnosis level of the diabetes disease from the sample dataset taken from the urban sector. This paper consists of two sections first describes about the proposed research work based on Selection algorithm using a Fuzzy Bat algorithm and second section due to determine the performance of the proposed research work.

Keyword: Gentrification, Selection Algorithm, A1C Test, FPG Test, OGT Test, confusion Matrix.
PAPER ID-ICETIITP122

A Study On Object Detection Technologies

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Abstract

There are more fundamental and challenging problems in the traditional Object Detection Methods. The Computer vision seeks to locate object instances from large number of predefined categories in natural images. The image presentation effectively constructs complex groups which join different low-level object indicators and scene classifiers. In this paper, covering many aspects of generic object detection methods like detection frameworks, object proposal generation, object extraction, context modeling and Region of classification etc., we try to provide a small review on deep learning methods based on object detection frameworks. Also, the brief architecture of object detection with deep learning techniques were discussed with the advantages and disadvantages of the three famous methodologies like Faster R-CNN, SSD and YOLO.

Keywords: Deep learning, Object Detection, Faster R-CNN, SSD, YOLO.
PAPER ID-ICETIITP102

Predicting Frequently Running Flights Using Apriori Algorithm

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Abstract

Apriori algorithm is the classic algorithm of association rules, which enumerate all of the frequent item sets. The algorithm is divided into two sets. The first step finds flights that are running frequently from chennai to Delhi. The second step finds a subset of these flights that are actually frequent. Finally, the algorithm predicts the frequently running flights using apriori algorithm is reasonable and effective. Keywords: Association rules apriori algorithm frequent item.
A Study Of Intrusion Detection System Combining With Visualization Using Machine Learning Techniques

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Abstract

The Hackers are utilizing various methods to attack the system server in nowadays. They are annoying many ways to attack the servers in different system from different places. The Network Intrusion detection system is used to prevent the attacks from the hackers and safe the network. This is also monitoring the system and secures the servers. There are a few strategies in Machine learning techniques which are used to detect the intrusions. The techniques were reviewed which are Rule Based Learning, Decision Tree, Bayesian thinking, Artificial Neural Networks, Support Vector Machines (SVM), Clustering, Deep Learning, Genetic Algorithms, Hoeffiding Tree Algorithm, Random Forest Algorithms, Deep learning, Ensemble Algorithm. This paper reviews various machine learning approaches for Network Intrusion detection system and visualization techniques as well. Presently a portion of these systems are applied upon the Network Intrusion Detection System dataset and Compared at based on their accuracy. Also this paper helps the readers can understand about the Machine Learning techniques, visualization techniques and Network intrusion detection system concepts.
Regression In Machine Learning Algorithm

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Abstract

Machine learning is a form of AI that enables a system to learn from data rather than through explicit programming. Machine-learning techniques are required to improve the accuracy of predictive models. This paper introduces the definition of Regression and type of Regression techniques. Regression analysis is a fundamental concept in the field of machine learning. It falls under supervised learning where in the algorithm is trained with both input features and output labels. It helps in establishing a relationship among the variables by estimating how one variable affects the other. Regression Learning is used as Prediction Model. The values of dependent variable are predicted by Regression Model based on values of Independent Variables. By Regression Learning if after Experience E, program improves its performance P, then program is said to be doing Regression Learning. Regression analysis is an important tool for modeling and analyzing data.

Keywords: Machine Learning, Supervised Learning, Regression.
A Report On The Impact Of Information Technology And Social Media On COVID – 19

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Abstract

The destruction caused by the COVID-19 virus to the human race is beyond the imagination. This paper elucidates how the COVID-19 is identified as a threat to human life. The statistical report is given for the countries which are highly affected by this pandemic. This paper enumerates the available medical advancements and the impact of insufficient medical facilities even in the well-developed nations. The role of Information Technology in the development of various effective algorithms for the diagnosis and prevention of the disease is discussed. This research paper also covers the responsibilities of the various social media which is discussed along with their vulnerable efforts in carrying awareness to the society.

Keywords: Covid – 19, SARS, Pandemic, Big Data, Artificial Intelligence, Twitter, Facebook, We Chat
Analysis of Cotton Loom with Relative Humidity Using Rh Algorithm

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Abstract

Textile industries are an important factor in the import and export trading business, especially in developing countries. In Tamil Nadu, especially Tirupur and Karur are very famous for the textile industries, where most of the industries are small scale with export business. Identify the quality of the fiber in the textile industries is the biggest deal in real-time risk management. This paper deals with an analysis of the Cotton loom based on their relative humidity using the Rh Algorithm based on C4.5. This paper deals with two types of sections. First Section about the analysis of data set used for the cotton in the textile industries and prediction of classification based on Relative Humidity using the Rh algorithm. This research paper will provide an efficient analysis of Cotton Loom with relative humidity.

Keyword: Relative Humidity, Plain, Twill, Satin, Temperature, C4.5, Fiber, Cotton.
A Literature Survey on Challenges in Cyber Security

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Abstract

In the Cyber World, many organizations, firms, etc have been compromised by Cyber Attacks. Cyber Attacks have been increasing and have become quite advanced and has become a great challenge for the IT security professionals to deal with. These attacks result into Cyber crime. Challenges for Cyber Security are mainly threats, alerts, Available analysts, needed knowledge and available time. It is estimated that by 2022 there will be about 1.8 million unfulfilled cyber security jobs according to IBM.

Attacks can happen from anywhere around the world and affect any organization, user, etc. This mainly happens in the network where attacker tries to breach into a network through detecting vulnerabilities and creating backdoors and manipulate the information, policies, protocols, etc in that network. Various types of attacks can take place after getting into the victims network. Countries like United States, United Nations have passed laws and policies to prevent cyber attacks. Some organization like Open Web Application Project(OWASP), Information Systems Security Associations(ISSA) are focusing on improving security. This paper will focus on various types of attacks, their counter measures and the policies set by other countries in order to reduce cyber attacks.
Comparative Analysis of Machine Learning Algorithms for Increase in Crop Yield Production

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**Abstract**

Agriculture plays a fundamental job in the worldwide economy. The country's growth and progress is certainly determined by the successful initiatives taken in this field. Traditional methods and age-old practices are not sufficient to meet the demands of our growing population and their needs. Precision farming is seen as the future of agriculture and with the advent of machine learning, we are witnessing a smarter and faster approach for solving our problems. We focus on a comparative study of algorithms namely Artificial neural network (ANN), Random Forest (RF), Support Vector Machine (SVM), K Nearest Neighbour (KNN), and Scale-invariant feature transform (SIFT). The objective of our paper is to first, highlight the comprehensive review done by various authors on the application and working of machine learning techniques in crop yield production. The paper highlights the Random forest to be a good choice. It also discusses how initiatives like vertical farming can be implemented to achieve the best yield production with minimum energy resources, time, and space available.

**Keywords:** Machine learning, Random Forest, Vertical farming.
Machining Behavior of Al6061 fly-ash Composites

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Abstract

Nowadays, when the aluminium metal matrix is machined, the devices are prematurely decepted mainly by adhesive wear. The adhesive wear leads to deterioration of surface texture and changing the cutting tool signature. Change of tool signature leads to over power consumption, reduction in effective use of the cutting tool and increasing of surface roughness. The surface roughness on the machined component and formation of lay is dependent on the machining parameters, tool signature and machining conditions. This paper demonstrates the effect of BUE and BUL on the surface roughness of the composites of fly-ash in aluminum using K10. The results achieved were compared with Al6061-aluminium and Al6061 fly ash composites for different cutting edge speeds and feeds at a constant deep cut. The results of the experiment established the significant impact of cutting edge speed and feed on the making of the built-up edge and coating creation that rises surface rugging. Investigation specifies that the cutting edge speed and feed has the uppermost influence on the built up edge and built up layer creation while machining such as Al6061-aluminium and Al6061 fly ash composite and hence variation in surface roughness.
An Proposed Integrated Algorithm for Efficient and Effective informative Gathering

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Abstract

Cloud Computing, used to deliver a service over a network with the help of hardware and software. With cloud computing, users can access files and use applications from any device that can access the Internet. This paper concept is based on SAAS which integrates n number of feature, that are process of recruiting, selecting, inducting employees, providing orientation, imparting training and development, appraising the performance of employees, deciding compensation and providing benefits. The Process of the application is in the structured flow and easy to find and user friendly. An integrated Software as a service (SaaS) is a software distribution model in which a third-party provider hosts applications and makes them available to customers over the Internet. This paper proposed an integrated Application, which consumes very less time and produces the accurate result. Reports will be generate once the Process is completed. The Assert maintenance and employee join and exit details are maintained. Customized UI is used for the employee and company to gather information.

Keywords: Cloud computing, integrated SAAS, clustering, Association rule mining, Trend detection.
Real Time Twitter Sentiment Analysis using Natural Language Processing

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Abstract

In this generation social media websites have emerged as one of the platforms to raise user's opinions, perspectives and influence the way any business is commercialized. The opinion of people matters a lot to analyze how the propagation of information impacts the lives in a large-scale network like Twitter. Data analysis of the tweets determines the polarity and inclination of a vast population towards a specific topic, item, or entity. These days, the applications of such analysis can be easily observed during movie promotions, public elections, brand endorsements, and many other fields. In this project, we will go through making a program that analyzes the nature of tweets on a particular topic. The primary aim is to provide a method for analyzing polarity scores in noisy twitter streams. This paper reports on the design of data analysis, extracting a vast number of tweets.

Results classify user's perception or option via tweets into positive and negative. In this project, we will go through making a program that analyzes the nature of tweets on a particular topic. The user will be able to input a keyword(hashtag) and get the nature on it based on the latest tweets that contain the input keyword. Each tweet extracted classified based on its sentiment whether it is positive or negative. Data were collected on movie reviews which were on IMDB Website. Naive Bayes machine learning algorithm was used. The result of this model was tested using various testing metrics. Moreover, our model demonstrates strong performance using the mining texts extracted directly from Twitter.

Keywords: Twitter, Natural language processing, Naive Bayes, Sentiment analysis, microblogging.
Survey On Image Denoising Methods

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Abstract

Noise removal is the vital need of every image processing tasks like segmentation, classification, object detection, etc. The salt and pepper noise is projected by the maximum and minimum intensities. Many denoising methods are designed in the literature to effectively remove the salt and pepper noise. This paper makes an assessment on image denoising to explore the positive and negative issues of eight benchmark methods. This work helps to the research people of image denoising for selecting the better method by considering for various parameters.

Keywords: Image denoising, salt and pepper noise, noise removal, impulse noise.
Design and Analysis of Various Non-Radiating Transmission Line Structures on a High-Speed PCB’s

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Abstract

Primary challenge in high speed modern electronic designs is to maintain good signal integrity in the presence of inter symbol interference and crosstalk. Crosstalk is identified as one of the major factors which influence signal integrity on the printed circuit boards (PCBs). The main idea of this work is to study the crosstalk between two-non radiating conductor transmission lines. Conventionally spaces between the traces are increased by means of introducing guard traces introduced to reduce crosstalk and to ensure signal integrity. Present concern is to design and evaluate non radiating transmission lines performance by changing the structure and parameters of the signal carrying transmission lines with minimal spacing between traces. To numerically analyse the best non-radiating conductor transmission lines, circuit simulation tool, Advanced System Design (ADS) is used. The simulated structural design is experimentally analysed and tested at double data rate (DDR) - 3 to 4GHz, where its experimental results is compared with simulated result and tabulated. The best non-radiating structure is further analysed for crosstalk estimation on account of eye pattern, where the inter symbol interference is analysed for crosstalk estimation. Circuit simulation results show that the signalling rate of 5Gbits, the eye diagram improves. Which means that the method achieves better crosstalk cancelling effect, further recommended implementing it in multi conductor transmission lines (MTL) on PCBs.

Keywords: Signal integrity, Multi conductor Transmission Line (MTL), Crosstalk, inter symbol interference, Near field Crosstalk (NEXT), Far Field Crosstalk (FEXT).
PAPER ID-ICETIITP095

Investigation of Slinky 3 dB Power Divider for High Speed RF System Design

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Abstract

High Speed Radio frequency (HSRF) circuits are the predominant requirement of the industries to meet the current requirement in terms of performance and reliability. High speed RF circuits are handled with field terminologies rather than circuit analysis. HSRF circuits are wide in variety and area of interest for this work is a passive component. Passive components cover 70% of the design and great care must be taken. Power handled by the PCBs is need to be divided as per the requirement of the applications. Power divider comes in to act where the power splitting and combining operations are to be done. Serpentine structures ensure the best solution for the drawbacks of conventional power dividers experienced at high frequencies in the range of 6 to 8 GHz. Numerical solving of the proposed structure is performed by Advanced Design System 2011.05. Wilkinson Power divider is considered as the reference for the design of 3dB power dividers. A serpentine structure is studied and designed in layout window with following substrate descriptions: Ground is defined as perfect conductor with height of 30 microns followed by dielectric with material as FR4 with height of 0.8mm and finally conductor as copper with height of 0.3mm. With the idea of collaborating and implementing serpentine design in power divider a new, novel power divider is designed and analysed. After optimization and tuning process proposed power divider structure is finalized for fabrication process. This work illustrates the design of serpentine structure implemented 3dB power divider which operates at more than 8 GHz.

Keywords: Signal integrity, Power divider, Power splitter, 3dB power splitter, slinky power splitter.
Analysis of Contemporary MetaHeuristic Nature Inspired Optimization Algorithms & Applications

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Abstract

Nature Inspired Optimization is a part of the series of evolutionary computing in artificial intelligence. Nature Inspired Optimization gives the measure of quality by iterative computation of parameters considered. Variants of nature inspired optimization and its successful application to the real world problems have been visualized for the past 60 years. In this paper, the recent algorithms on swarm and non-swarm optimization is been discussed. Population based Metaheuristics developed in the past 5 years is reviewed with their theory, principles, variants and real-world applications. This paper will also provide in-sight into future directions of research encompassing these contemporary algorithms.

Keywords—Swarm Optimization, Salp Swarm algorithm, Whale optimization, Moth Swarm algorithm, Harris Hawks Optimization algorithm
Harris Hawks Optimization algorithm for lifetime maximization of Wireless Sensor Networks

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Abstract

Energy Efficient techniques and management schemes are essential in Wireless Sensor Network, as sensor nodes are power constrained. This paper proposes an algorithm for energy efficient routing of Wireless Sensor Networks using an Alternate Medium Access Control Scheduling with Harris Hawks Optimization. A simple Mesh structure is proposed, by scheduling the alternate nodes to sleep/awake and communicate the information to sink through Harris Hawks Optimization. The simulation results show that, AL-HHO optimization provides a design alternative that achieves significant energy savings by shortest path routing. The results also show that AL-HHO achieves longevity of the network on comparison with the traditional methods.

Keywords: Wireless Sensor Networks, Energy Efficiency, Alternate Scheduling, Medium Access Control, Harris Hawks Optimization
PAPER ID-ICETIITP083

Cyber Security; Issue and Challenges in E-Commerce

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Abstract

E-Commerce refers to the exchange of goods and services over the Internet. The shopping through e-commerce has penetrated all segments of goods ranging from groceries to electronic goods and even vehicles. Rapid growth in mobile computing and communication technologies has facilitated popularity of e-commerce. The main impediment in growth of e-commerce is cyber fraud and identity theft. Hackers are people who carry out the cybercrime. Hence, poor security on e-Commerce web servers and in users computers is core issue to be resolved for rapid growth of e-commerce. This paper provides directions for e-commerce security so as to improve customer confidence in e-commerce shopping.
PAPER ID-ICETIITP075

Performance Evaluation Of Blurring (De-Noising) Filters On Color Images Under Spatial Domain

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Abstract

Nowadays, the most prominent emerging research area in digital image processing is an image enhancement. Its objective is to enhance the hidden visual quality of an image and provide better transformed image. In this paper, we provide the underlying concept of color image blurring techniques under spatial domain with their mathematical description in removing different types of noise and thereby finding out the better one by comparing their performance. Besides this, experimental results are given to make comparative analysis both qualitatively and quantitatively. Here, we implement the various filters on images to examine the qualitative performance in Matlab and various quantitative measurement metrics such as PSNR, SNR, SSIM, MSSIM and MSE are used for quantitative assessment.

Index Terms: Spatial Domain, Image Blurring Filters, Color Images.
Quality assurance of forwarding messages to detect True or Fake news in WhatsApp

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Abstract

People use WhatsApp to share messages instantaneously to their friends and relatives about entertainment, news, business and many more. This research is all about to review the true and fake news which are spreading all over the internet. The fetched data exported via e-mail facility are analysed using Machine Learning algorithms and then cross-checking with the trusted and real-time updating news source. NLP plays a major role to classify the news into separate labels and KNN-the clustering method generating the data points from the chats and which used to cross-verify with the news source. Therefore, it is very important to analyse the message what people share without knowledge and intimate them stating which is true and false news.

Index Terms: NLP – Tokenization; KNN Clustering; FuzzywuzzyR; Cross-Validation; Data Fetching and Cleaning; Wordlist Creation; WhatsApp; True/Fake Detection; Cross-check Trusted news source
PAPER ID-ICETIIT005

DBSCAN Algorithm Based Colon Cancer Detection And Stratification Analysis
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Abstract

The histopathological examination of tissue examples is basic for the conclusion and reviewing of colon malignancy. In any case, the technique is subjective and prompts imperative intra/bury spectator distinction in examination as it predominantly relies upon the graphical evaluation of histopathologists. Thus, a tried and true PC supported technique, which can naturally group harmful and ordinary colon tests is required however mechanizing this strategy is trying because of the nearness of exceptions. In this paper, a productive technique for identifying colon disease from biopsy tests which comprises of four imperative stages. DB-SCAN calculation to identify colon tumor from biopsy tests is introduced in this paper. In the proposed strategy, at first, the colon biopsy tests are preprocessed utilizing DB-SCAN grouping calculation to create set of repetitive competitor districts in which bunches are shaped. At that point, the exceptions inside the bunched areas are created as a tree structure in light of the choice tree in which the anomalies are hubs, and the connection between hubs are delivered based on data about exceptions. At that point, entropy based exception score calculation will be done on every hub of the tree. The Information pick up technique is utilized to figure the score for the exceptions. At long last, score based grouping is performed to order the ordinary or harmful cells. Trial comes about demonstrate that the proposed strategy has better outcomes contrasted and existing strategies. It additionally recommends that the proposed strategy is well reasonable for the colon tumor recognizable proof plan. The proposed strategy is executed on Matlab working stage and the test comes about demonstrate that the proposed technique has high accomplished high grouping precision contrasted and different strategies.

Keyword: Colon, DB-SCAN, score calculation, entropy.
Economical Control Of Apple Disease In Kashmir

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Abstract

Apple production is considered to be the backbone of the economy of farmers of Kashmir. But the invasion of a large number of insects and mite pests affects its production badly. To meet the marketable standards and demands different chemicals are sprayed from time to time which drain the economy of fruit growers, affects the health of the people, weakens the plant and also affects the environment badly. The repeated spraying of these chemicals has also developed resistance in these insects and pests. Nowadays, pheramone traps are used as an alternate to curb the spread of San Jose Scale in apple orchards.

The objective of this paper is to elaborate the ill effects of the harmful pesticides and the use of pheramone traps which not only efficiently help to control the spread of San Jose Scale but is also beneficial to the apple plants, environmental friendly, harmless for the health of people and above all economical.

Keywords: Apple, Pesticides, Pheromone traps, San Jose Scale
Survey Paper on: Recommendation System

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Abstract

In the era of internet, users exponentially share their experience, observation and acquaintance over Political, Economical, Medical and other global-critical issue over Social Media. Embedding the social intelligence from enormous online comments is a tedious job for any society or individual. These problems lead to develop a social analytic method to automatically filter, extract, analyze, and summarize user-generated data for seeking to predict the “rating” or “preference” a user would give to an item known as recommendation system. Recommendation algorithms have been widely applied to deal with information overload problems in e-commerce sites. The purpose of recommendation algorithms is to constantly learn the prior preference behaviors of users, and models the interaction of both users and items to provide the personalized recommendation for users. In this paper we describe the recommendation system related research and then introduces various techniques and approaches used by the recommender system: User-based approach, Item based approach, Hybrid recommendation approaches and related research in the recommender system. In the end we will show the main challenges and issues recommender systems come across.

Keywords: Recommender system, Content based algorithm, Collaborative filtering algorithm, Hybrid approach
Online OPD Management With Rating And Review System To Hospitals And Doctors

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Abstract

The number of patients visiting hospitals increases everyday due to more health consciousness among people. Patient’s satisfaction and comfort are the priorities of every hospital. Nowadays Indian Health Governance focuses on patient treatment as its key success factors with Hospital administration with quality of services of a hospital by adopting IT Technology. Health management has brought many enhancements through IT Technology for patient-centric that have a positive impact on the patient experience in hospitals as well as taking administrative decisions based on health indicators. The Out Patient Department (OPD) services of most of the hospitals are facing long waiting time problems which results in patient's dissatisfaction and also it doesn’t predict any quality measures for the selection of doctor as per the patients’ need. Also, traditional OPD mechanisms have several limitations with respect to Availability and Quality of the doctors. Current studies have found limited evidence for an association between doctor Emotional Intelligence (EI) and the Patient-Doctor Relationship (PDR). Constant improvements in management of OPD through new policies are essential for better patient management and for proper utilization of skill, expertise and time of senior doctors. It will be more convenient and preferable if the patients could receive the most efficient treatment plan along with the predicted waiting time of their consultation time to their corresponding doctors on their mobile applications in real time. Many sectors of industry using “Rating and Review System” to make their service more reliable, scalable, efficient and convenient to everyone. The proposed system describes a
generalizable method that systematically combines Hospitals, Doctors, Patients and Medicals in a single system providing “Patient’s Reviews and Rating to Hospitals and Doctors” which leads to “Online OPD Management”. In today's world, we consider the doctor to be God, but does this idea apply to all doctors? We can't easily trust anyone especially regarding health issue, so patient needs best doctor as per annoyance. In this case, one can use proposed system to find a good doctor or hospital for the molestation cure. Hospitals, doctors, patients and chemists will first register themselves in this system with all the information. After the patient check-up, the doctor will send the prescription of the patient's medicine to the chemist online. The patient will be able to give a rating and review to that doctor or hospital based on quality of treatment experienced. This obviously means that physicians need to provide best treatment to patients for good ratings and reviews. So, proposed system can manage many tasks that are usually time consuming and inconvenient with respect to doctors and patients also.

**Keywords:** Health consciousness, OPD management, health management, PDR, patient management, quality of treatment.
Finger Vein Recognition System Based On Multi-Algorithm Of Fusion Of Gabor Filter And Local Binary Pattern

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Abstract

The Biometric system comprises five stages which are data acquisition, Pre-processing, feature extraction, matching and decision. Finger vein is another biometric innovation that contends with other ground-breaking biometrics modalities, for example, the face, palm print, fingerprint, iris and voice. Finger vein recognition is a biometric method used to analyze finger vein patterns of people for appropriate verification. The feature extraction stage is very important in a biometric system. In feature extraction, the fusion of a multi-algorithm is used. There are three scenarios based on feature extraction like Gabor Filter (GF), Local Binary Pattern (LBP) and fusion of GF+LBP. The experimental results show that the fusion of LBP and GF gives the best result with high accuracy when they are applied separately.

Keywords: Finger-Vein, Biometrics, Genetic Algorithm, Feature Extraction, Gabor Filter, LBP, Correlation Coefficients, FAR, FRR.
Robotics In AI Techniques

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Abstract

An introduction to artificial intelligence, robotics, and research streams that examine the economic and organizational consequences of these and related technologies. We describe the nascent research on artificial intelligence and robotics in the economics and management literature and summarize the dominant approaches taken by scholars in this area. We discuss the implications of artificial intelligence, robotics, and automation for organizational design and firm strategy, argue for greater engagement with these topics by organizational and strategy researchers, and outline directions for future research.

Keywords: Automation, Artificial intelligence, Robotics, Future of work, Organizational design
PAPER ID-ICETIITP039

Real-Time Tracking And Management Of Household Waste For Municipal Bodies

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Abstract

An efficient waste management includes collection, transportation and disposal of waste products which is a prerequisite to maintain a safe and green environment. However, it is difficult to implement household waste collection both efficiently and suitably for real-time systems as wastes have been increasingly generated and so it has brought environmental burdens in most of the rapidly developing countries. The Municipal household waste collection is increasingly difficult task and has the highest operation cost in the waste management process. In order to overcome this burden, the proposed system provides the waste management with help of efficient method that systematically combines real-time tracking of waste collection vehicle for people and municipal corporation authorities as design mainly includes Resident Module and Authority Module. Today, android technology has reached up to most of the users through smartphone and that’s why many sectors of industry using same technology to make their service more reliable, scalable, efficient and convenient. Proposed system aims to resolve the problems faced by waste collection system and accelerate its working in more efficient manner. It provides particularly two kinds of benefits. The first is trivial but important one, it is user-friendly as we all are familiar with smartphone usage. Secondly, it avoids sound pollution created on announcement for residents’ in municipal bodies’ area. The system includes the residents of the city, waste collection systems’ employees and Municipal Corporation Authority. As the waste collecting
vehicle comes near to residents’ area, proposed system allows residents to find the vehicle as per their convenience though alert message with real-time tracking. It also provides the information about waste sorting which is divided into wet waste, dry waste and electronic/electric waste. So this feature can help Municipal Corporation to process on the dry waste like plastic in easy manner which can further reused to make dustbins and distribute them in residents.

**Keywords:** Household waste, real-time tracking, municipal corporation authority, garbage collection, authority module, resident module.
PAPER ID-ICETIITP037

Mobility Handling Routing Protocol with Cost Minimization using WBAN

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Abstract

Today we are living in the digital world, most of the applications are provided to find out the physical health of the human being. These applications are executed in the Wireless Network which almost increased in recent years compared with the last five-year detail. The wireless body area network used to determine strategies with the sensor, middleware devices, and application to predict various diseases or details about the physical health of the human body. This paper deals with three sections, First section is about the layer, architecture of WBAN and classification of WBAN Protocol. Second Section is used to determine the process posture based routing protocol which is further classified into two levels. The third section used to compare the complexity, delay, and energy level in terms of cost minimization. This paper mainly focused on the Mobility Handling routing protocol with cost Minimization using WBAN.
Vehicle Collision Detection Using Vehicular ADHOC Network

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Abstract

It is particularly necessary to identify other vehicles approaching a moving vehicle in order to ensure that drivers are able to negotiate speed, deceleration and parking safely. In such cases, the vehicle must obtain its situational knowledge regarding others and recognize a potential collision. This paper introduces an active alarm system to predict the collision of two or more vehicles using GPRS. In this project they are using the four modules namely Rear end collision, the best average latency can be calculated by this method. Our Network Simulator-2.35 framework is also simulated and packet loss is investigated as a function of page transmission periodicity, number of nodes and transmission mode.

Keywords: GPRS, Media Access Control (MAC), Network simulator.
Designing An ML - Based Congestion Detection Algorithm For Routing Data In MANETS

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Abstract

A wireless communication ad hoc network abides with multitudinous of self-organizing and self-configuring nodes. These nodes move randomly and adapt themselves to any environment without any fixed infrastructure and centralized administration. All the nodes in MANETs can reconfigure inter-connections dynamically due to their arbitrary nature. The frequent topology changes in Mobile Ad-Hoc networks cause significant changes and challenges in wireless communication channels. In order to provide secure and reliable transmission between the end points, one of the important considerations is identifying and detecting the congestion in the network. Many congestion control algorithms were proposed for MANETs. This paper mainly focuses on designing and developing a Machine Learning based model using K-Means clustering method that classifies the congestion less nodes for packet transmission by considering the QoS parameters like bandwidth, delay, throughput, packet delivery ratio and network overhead.

Keywords: MANET, Machine Learning, Congestion Control, Network overheads and QoS parameters.
Novel approach for reliable communication using Energy Base routing in a MANET

Akanksha Meshram

Abstract

Communication is one of the main sources of energy consumption. Since the rate of battery performance improvement is rather slow currently, and in the absence of breakthroughs in this field. Our main motivation is overcome the problem of limited battery power due to limited energy in the nodes. As aim to focus efforts on method of power saving and awareness scheme in communications between ad hoc network nodes. The objective of this research is to sort out the problem of energy constraint. Nodes within an Mobile adhoc network are battery dependent. There is a no source of battery replacement and charging. Since these energy sources have a limited lifetime, energy or power availability is one of the most important constraints for the operation of the ad hoc network.

Keywords: Mobile Adhoc Network (MANET), Dynamic Source Routing (DSR), Route request (RREQ), Route Reply Packets (RREP)
A Study On Penetration Testing In Android Using Command Line Tools

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Abstract

Mobile phone usage is increasing day to day life. No one can survive without mobile phones, especially android. During the lock down period android plays a major role in all fields. The rate of increase in android usage is directly related to the rate of vulnerabilities in security. To avoid such circumstances, penetration testing is mandatory. Penetration testing is a security testing, which is used to check vulnerabilities at application and network level. Penetration testing can be done manually or by using automated testing tools. This paper mainly focuses on performing penetration testing in android by using tools such as Android Debug Bridge, Kali Linux and Parrot OS. Kali Linux is a Debian(operating systems) based tool which is used to perform effective penetration testing. It contains multiple tools which highly supports Computer Forensics. Parrot OS is also a Debian based Linux distribution tool which is used to perform cloud pentesting. Android Debug Bridge is a versatile command line tool that allows the user to communicate with an emulator or connected android devices.

Keywords: Penetration testing, Android Debug Bridge, Kali Linux, Parrot OS.
PAPER ID-ICETIITP005

Smart Waste Management System Using IoT

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Abstract

Environment is highly polluted by untreated waste. Smart waste management systems are present in developed countries, whereas no such smart system prevails in developing and highly populated countries. Across the world, the stride of migration from rural to urban areas is increasing. By 2050, about 70 percent of the population will be living in cities. A ‘smart city’ is an urban region that is highly advanced in terms of overall infrastructure, sustainable real estate, communications and market viability. It is a city where information technology is the principal infrastructure and the basis for providing essential services to residents. The goal of building a smart city is to improve the quality of life by using technology to improve the efficiency of services and meet resident’s needs. The core infrastructure elements in a smart city would include: Adequate water supply, Assured electricity supply, Sanitation, including solid waste management, Efficient urban mobility and public transport, Affordable housing, especially for the poor, Robust IT connectivity and digitalization[5][6]. The technology that acts as a pillar in building smart city is nothing but IoT. IoT is the very apt term to mention the interconnectivity of things or devices through internet so that they can send and receive data with the help of sensors. In this study solid management system based on Internet of Things is proposed which permits the municipal corporations to supervise the dustbin status over web server remotely and maintain the cities clean by optimizing time and cost needed for it. As soon as the dustbin has been filled its maximum level, it passes an alert message through GSM module so the department of waste management can send the waste collector vehicle to respective place to gather the garbage. The study helps in recognizing the smart garbage management systems that can be used to make the city clean and hygienic.

Keywords: Smart city, Waste Management, IoT
PAPER ID-ICETIITP663

A Review On Data Mining Techniques To Analyze And Predict Crimes

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Abstract

A crime is any act or omission done by any person that violates the laws of any country or region. A criminal is the person who does the crime and crime results in punishment. Crime analysis and prediction is a systematic way of detecting and investigating crime patterns and trends. Police department, law enforcement agencies and local government are responsible for crime detection and prevention. Crime analysis will help the police department and law enforcement to reveal the complexities in the crime dataset and in arresting the offenders. The ability of analyzing the crimes and predicting the future crimes based on the pattern, location and time can serve as a source of knowledge for them to prevent and reduce future crimes. Currently, many researchers have been conducted study on data mining techniques to analyze and predict crimes. Thus, in this paper, we review the data mining techniques used to analyze and predict crime location, time and identity of perpetrator.

Keywords: crime analysis, crime prediction, crime pattern, classification, clustering.
Abstract

Due to the expanding in utilization of interpersonal organizations in regular daily existence, people in groups share data without knowing its honesty. Nowadays, Social Networks are utilized for picking up impact in numerous fields like in elections, advertisements and so forth. It is not astonishing that Social media has become a weapon for controlling suppositions by spreading disinformation. A few clients share data intentionally in order to impact the crowd. Propaganda is one of the strategies which is utilized for impacting individuals for the political and religious gains. This paper will give a review of essential techniques that are being utilized for recognizing political propaganda or Agitprop.

Keywords: Social Networks, Weapon, Disinformation, Propaganda, Agitprop
The Idea of this paper is to implement BlockChain Technology in the Loan Processing System. As all of you know that Banks Recovery Debts are worst in the country these days. All the Banks in the countries are facing huge NPA issues and there is huge amount of money should be recovered through NPA. There are many problems for the rise of huge NPA in the Banks some of the Proper Tracking, Internal Misuses etc. So, I concentrated on the Tracking Issues in the system. Therefore, I choose BlockChain Technology as the Technology to resolve so issues in NPA Tracking System. As BlockChain Technology works on 51% Attacks system. So if someone in the system wants to tamper the block or node that is created then they will face some issues and it is not that easy to tamper 51% of the Block Data. Therefore, BlockChain is the secure and safe Technology for the NPA Tracking System in the Loan Monitoring System. Here is the Idea of creating a Public Blockchain in the system and add some users like Bank officials, Bank Customers, Credit Trackers and Some other Users. After sanction of Loan to the Customer, there will be New Block Created and Event Based System will be applied in the Every Block that is created, so for every interval it remains the Customer, Bank Officials about the due that should be paid. Therefore, there will be high secure system that cannot be Tamper and there will safe and transparent transaction in the system and NPA rise will may reduce if BlockChain is Applied to the Loan Monitoring System.
IoT Based Automatic Monitoring and Control System For Irrigation

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Abstract

The usage of IoT based systems is increasing day by day. The IoT based system perform operations such as, sensing, communicating between various sensor devices, and monitoring. The IoT technology is used in many areas such as agriculture, healthcare, smart parking, and smart home. In agriculture area it can be used to monitor and control irrigation process. The manually process of irrigation is consuming more water, which can be reduce using IoT technology. As a part of the research work the irrigation problem of the garden area of Uka Tarsadia University is addressed. The IoT based hardware module is configured which can measure soil moisture, temperature, and humidity. The multiple replicas of a hardware module are prepared and deployed at multiple location inside the selected garden area. The real time data are collected by using hardware module. The threshold value of soil moisture is selected on the basis of plant nature. The time slot identified in which the module is giving ON/OFF signal to irrigation process. The amount of water consumption is calculated mathematically and the comparative analysis of the water consumption of the current system (Manually) and the proposed system (Automatic) is done. The proposed system is reducing water consumption as it automatically ON/OFF the irrigation system on the basis of selected threshold value. The analysis of real time collected data of soil moisture, humidity and temperature are done. The system is intended to perform automatic control of irrigation based on the real-time data analysis. As future work, the hardware module can be deployed in a larger area of university garden and water irrigation can be done automatically.

Keywords: Internet of thing, temperature, humidity, soil moisture sensors, Arduino Mega, motor pump, Solenoid valve.
Abstract

In artificial intelligence batch size and epoch value for training a neural network has shown its importance when we talk about iteration size. Its importance in hyperspectral imagery to represent a complete dataset is not only restricted to the image size but also to the number of channels that the image comprises. To strike a balance for epoch in comparison of the number of channels under test is the highlight of this paper. Dimensionality processing of a vector input into patchable scalar terms via pre-processing skill providing solution to the overfitting problems of the databases as the prerequisite. The deterministic starting point of the seed during random sequence generation not only promises the reproducibility but has helped us provide a great breakthrough for database preparations for faster classification in hyperspectral imagery applications.

Keywords: Artificial intelligence, hyperspectral, Neural Network.
A Framework Of Deep Learning Based On Its Techniques, Tools, Applications And Emerging Research Trends

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Abstract

Machine-learning technology powers many aspects of modern society in areas such as content filtering on social networks, recommendations on e-commerce websites, and it is increasingly present in consumer products such as cameras and smart phones. Machine learning systems are used to identify objects in images, transcribe speech into text, match news items, posts or products with users’ interests, and select relevant results of search. Increasingly, these applications make use of a class of techniques called deep learning. Deep learning is making major advances in solving problems that have resisted the best attempts of the artificial intelligence community for many years. It has turned out to be very good at discovering intricate structures in high-dimensional data and is therefore applicable to many domains of science, business and government. Deep learning allows computational models that are composed of multiple processing layers to learn representations of data with multiple levels of abstraction. These methods have dramatically improved the state-of-the-art in speech recognition, visual object recognition, object detection and many other domains such as drug discovery and genomics. Deep learning has penetrated into the public consciousness, primarily as predictive and analytical products suffuse our world, in the form of numerous human-centered smart products, including targeted advertisements, natural language assistants and interpreters, and prototype self-driving vehicle systems. This article provides a study of deep learning in its various implementations, platforms, algorithms, and uses in a variety of smart-world systems. Furthermore, this article provides an outline on recent key advancements in the technology, and provides insight into areas, in which deep learning can improve investigation, as well as highlight new areas of research that have yet to see the application of deep learning.

Keywords: Human – centered smart products, Machine Learning, Deep learning, Speech recognition, Visual object recognition, Object detection.
Dietary Assessment System for Indian Elderly Persons using Deep Learning Techniques

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Abstract

The novel coronavirus (COVID-19) has highlighted the important role nutrition has in supporting the immune system. Wide range of nutrient is needed by human to lead an active life. The requirement for nutrients varies from individual to individual as it depends on age, physical activity, body weight, psychological activity etc. Inadequacies in nutritional intake can be considered as a major source of adverse effects on the growth and health of individuals. When talking about nutrition and elderly people the problem is even more complex because of the fact that living conditions in elderly population normally is not compatible with a healthy life style. To maintain health and to keep proper balance in nutrient we need to record the food intake per day and compare it with consumed energy. The system should be handy and can classify and analyze the nutrient content through real time images of food, improving the dietary habits of elderly persons, and therefore, result in healthy life. Deep learning is a new area of machine learning which has gained popularity in recent past due to the explosion in computing power. One of the architecture of deep network which performs efficiently in Image classification, object recognition is Convolutional Neural Network also known as ConvNet. The proposed system uses CNN trained and tested on Indian food Database (IDB) especially designed for an Indian Elderly Person which not only classifies the food but also recognize the nutrient recognize the nutrient content from a given food image and provides valuable suggestions if required.

Keywords: CNN classification, Image Dataset, Indian Food database, Data Augmentation
A survey on techniques and technology used in hydroponics system

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Abstract

Agriculture is the most vital part of any country because growth of the country is depends on it. Due to fast increase in population, industry and also the decrement of the farmland will cause the issue of food. Population of the country is increasing everyday which so the demand of food also increases. Food is the important things for survival of people on the earth. Typically, old method of planting with soil requires more time. By the used of modern farming method we can grow the plant without soil by proving nutrient solution. Hydroponics has become popular to grow plant without soil and by research it shown that plants grown with hydroculture are good quality and require less resource than traditional growing methods. A survey paper where discuss about the technology and techniques used in hydroponics system using IOT, Machine Learning.

Keywords: Hydroponics, IOT, Machine Learning, Cloud computing, Fog Computing
Empirical Analysis of Effect of Resampling on Supervised Learning Algorithms in Predicting Types of Lung Cancer on Multiclass Imbalanced Micro Array Gene Expression Data

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Abstract

Supervised learning algorithms need sufficient number of labelled samples for training the model. The predictive power of the classifiers are affected if the class distribution is imbalanced i.e., number of samples of each class is not equal. The class which has more number of samples are called as majority class and the class having less number of samples are called as minority class. Resampling is one of the preprocessing technique that can be used to alter the number of samples of majority and minority classes. This study analyzes the impact of resampling on supervised learning algorithms in identifying the types of lung cancer. The publicly available lung cancer micro array dataset is used for the study. The lung cancer dataset consists of 203 records of 12600 genomic expression values belonging to five cancer types. The fractional proportion of each class type is 0.68, 0.08, 0.02, 0.10 and 0.09 respectively. The supervised learning algorithms namely Support vector machines, Naive Bayes, K-Nearest neighbour, Decision tree classifier and Multi layer perceptron are used to predict the lung cancer types before and after resampling the lung cancer data set. The comparison of the results showed that the predictive power of the supervised learning algorithms has improved considerably after resampling the data set.

Keywords: SMOTE, SVM, KNN, NaiveBayes, MLP, Lung Cancer
MEMS Based Gesture Controlled Robot Using Wireless Communication

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Abstract

This paper depicts about strength of MEMS (Micro-Electro-Mechanical Systems) based Signal Controlled Robot. It is a sort of robot. Utilizing our hand motions instead of a standard old switches or keypad work should be possible using these kinds of MEMS based product. In Future there is an opportunity of making robots that can associate with people in a characteristic way. Thus our objective intrigue is with hand movement based motion interfaces. An imaginative recipe for motion acknowledgment is created for recognizing the particular activity signs made through hand development. A MEMS Sensor was utilized to complete this and furthermore an ultrasonic sensor for persuaded activity. So as to full-fill our necessity a program has been composed and executed utilizing a microcontroller framework. After seeing the aftereffects of experimentation demonstrates that our motion recipe is exceptionally skilled and it’s additionally upgrade the normal method of knowledge and furthermore collected in a straightforward equipment circuit.

**Keywords:** MEMS, Robots, Sensor, Healthcare.
A Survey on Digital Image Processing Roles in Medical territories

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Abstract

Now a day an image processing is used in medical territories rapidly. This is used to achieve images of the body portions in order to identify the diseases. As 2010, Five billion of imaging techniques had been done each week universal. The main purpose of image processing used in medical images including analysis, recognition, enhancement, textured analysis and segmentation. Which is applying the several algorithms such as ROI based segmentation and K-Means algorithm. The fusion and image registering methods are specially used for Positron Emission Tomography - Magnetic Resonance Imaging (PET-MRI) and Positron Emission Tomography - Computed Tomography (PET-CT). The image processing techniques is also used for telemedicine, compression and bioinformatics. The image processing technique can also relevant in 2D and 3D images; it can be handled in multi-dimensions. This survey paper presents an image processing techniques used in medical territories.

Keywords: Diseases, Image, Processing techniques, Territories, Tomography, Medical.
The Road Side Unit Detection to Secure the Routing in VANETS based on an Effective DHKC

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Abstract

The VANET is a collection of vehicles and each will acts as node. The Road Side Unit (RSU) will act as a base station and the vehicles are connected to it. The communicating paths are discovered by the routing protocol. The vehicles are known as movable nodes. The Diffie Hellman Key Algorithm (DHKC) is used as a public key distribution, a cryptographic method, in key distribution to the nodes, used for communication. The key value will be termed as a private key used for a session. In this paper, RSU scheduling algorithm was used and divided into various time slots. The nodes (vehicles) are connected to the RSU and user data was prepared. Each and every was allotted to the free time slots using the key distribution method. The efficient data transmission between the nodes will take place using the high level security.

Keywords: DHKC, Public key, RSU, VANET, Cryptography.
Self-Regulant Chair For Health Tracking System By Using IoT And Computer Vision

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Abstract

System health monitoring is a set of activities undertaken to maintain a system in operable condition and may be limited to an observation of current system states, with maintenance and repair being prompted by these observations. Remote health monitoring can aid patients with numerous conditions but the technology is most widely used for monitoring heart conditions and diabetes. Nowadays, the major problems is most of the people faces the accidents, some people are by birth having different types of difficulties, those people’s are not move to work freely. Always depends on caretaker for those situation they are need a special kind of care like human work. The main objective of the project is to develop an IoT (internet of things) based intelligent wheel chair for special people for autonomous movement and also gathering person’s health information using smart sensors displayed in web page. For this innovative work we had taken a digital single board computer for gathering sensor information and also transfer the status of the persons through in built Wi-Fi, and also the smart chair movement dependent upon user’s voice commands. This paper mainly allow mobility to the patient to move anywhere at any time without any help. Instead of Raspberry Pi we have to use the Node MCU to reduce the cost. Hence it is considered as the cost efficient solution.

Keywords: Smart wheel Chair, IoT(Internet of Things), Node MCU, Motor driver, ADC, sensors.
Privacy Preserving Mechanisms In Mobile Crowd Colorations

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Abstract

In this system, we address issues by providing a formal framework for the analysis of LPPMs; it captures, in particular, the sensitive information that might be available to the attacker, and attacker able to perform various kinds of attacks from user information. Adding dummy queries to the user’s queries might help to confuse the adversary about the real user location. But generating effective dummy queries that divert the adversary is a difficult task. We focusing on particular user or who need location privacy in existing works not contribute for particular user, so we demonstrate location privacy for particular user. The Location-Privacy Meter that measures the location privacy of mobile users, given various LPPMs. We assess the appropriateness of some popular metrics for location privacy: entropy and k-anonymity. The results show a lack of satisfactory correlation between these two metrics and the success of the adversary in inferring the users’ actual locations.

Keywords: privacy, computational threats, Protecting Location Privacy. Dummy location selection algorithm.
A Comparative Study of Melanoma Skin Cancer Detection in Traditional and Current Image Processing Techniques

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Abstract

Skin cancer is a major health issue in the present day especially melanoma skin cancer. In general most of the skin cancers are cured if they are detected in the early stage. With the rapid growth of skin cancer, there is a need for an automated computerized diagnosis mechanism of skin cancer in the early stage is required. Many of the skin cancer images have similar visual characteristics. It is an important challenging task to extract the features from the skin cancer images. The automated computerized diagnosis mechanism helps to improve the accurate analysis of skin diseases which helps the dermatologists to accelerate the diagnostic time and improve the better treatment for the patients. This paper mainly presents the comparative study on traditional image processing and current technologies of different image processing techniques for skin cancer image classification, preprocessing techniques, Feature extraction, and image segmentation datasets.

Keywords: Image Processing, Skin Cancer, Melanoma, Dermoscopy, ABCD rule.
User Centric Access Control Based On Key Exchange Mechanism To Enhance Data Protection And Authentication In A Cloud Architecture

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Abstract

In recent years cloud computing has found its application to a great extent. People ensure that it will be the future technology that occupies the digital world but the only condition is security related issues. By using cloud computing, users can access their data from the remote servers through internet. Cloud computing provides cheaper and faster services to users. At the same time there are security issues are incorporated with cloud such as data loss, abuse of data, data theft, cyber security attacks and so on. Whenever user off shoring sensitive data through third party cloud servers, access control is the prior requirement which ensures that an unauthenticated person cannot access to users data without the user’s knowledge. This research paper proposes a Data security and User centric access control framework which provides two levels of security and multilayer access control mechanism by using key exchange. This mechanism allows user to store shuffled and encrypted data in a cloud server which is only accessed by the authenticated users. A novel key management mechanism is used to achieve multilayer access control. User centric access control makes this mechanism more vigorous because there is no need for third party auditors and key service providers. All the communications and key transactions are only between the owner of the data, consumer of the data and the cloud host. This proposed work gives a better solution for broken access control under horizontal privilege escalation.

Keywords: Cloud computing, Remote servers, Data loss, Cyber security, Cloud servers, Access control, User centric access control, Shuffled and Encrypted data, Third party auditors, Key service providers, Broken access control, Horizontal privilege escalation.
PAPER ID-ICETIITP552

Medical Image Enhancement based on Median and CLAHE

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Abstract

Image enhancement in the medical sector plays vital role to improve the visual quality of medical images without distorting the local information and helps in diagnosing the diseases. This paper presents a novel method of medical image enhancement that enhances the visual quality images as well as images that exhibits dark shadows. Here, we used techniques such as edge preserving filtering methods, morphological operation and contrast limited adaptive histogram equalization (CLAHE). The performance of proposed work is also assessed quantitatively using the aforementioned Performance metrics EME and EMEE. A number of enhancement results over entire dataset of images are presented to show the performance of the proposed work.

Keywords: Medical image enhancement, CLAHE, morphological operation, Median filter.
Facial eye state recognition approach with hybrid CNN models

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Abstract

The application of deep learning convolutional neural networks models to image recognition and classification has a wide range of applications like from non-invasive medical diagnosis and clinical studies etc. The facial recognition, eye movement analysis and eye closure states identification techniques has become important augmentation in our daily life, education and automotive use cases. The proposed model derived from careful analysis of best practices from various image processing & computer vision literature using different CNN models over the years, has better accuracy, computational speed with needed pre-processing and transformation logics applied. The model helps to classify facial images in video frames and tracks the eye state by discovering significant hierarchical relationships within the data algorithmically without time consuming manual feature extraction. The accuracy of the proposed model classification is analysed and compared with existing models and the results are encouraging in positive trend. The article highlights the steps towards solving the hypothesis, benefits and future enhancements comprehensively.

Keywords: Eye state reader, CNN, Computer vision, Image recognition, Image Classification
Quality Extraction of classification in Non-Functional Requirements from Text Files: A Supervised Learning Approach

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Abstract

Non-functional requirements play a critical role in choosing various alternative model and ultimate implementation criteria. It is extremely significant in the earlier stages of software development that requirement engineering produces successful technology and eliminates system failure. The recent work has shown that the automated extraction and classification of quality attributes from text files have been demonstrated by artificial intelligence approaches including machine learning and text mining. In the automated extraction and classification of non-functional specifications, we suggest a supervised categorization approach. To test our approach to obtain interesting outcomes, a very well-known dataset is used. In terms of security and performance, we obtained a specific range of 85% to 98% and obtained a best result together for security, performance and usability.

Keywords: Non Functional requirement, Machine Learning, Artificial intelligence.
Detection Of DDoS Attack Using Entropy Methodology In Edge Computing With Software Defined Networking

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Dr. V. Vallinayagi, Associate Professor, Sri Sarada College for Women, Tirunelveli-11

Abstract

Software Defined Networking (SDN) is a new technology used to simplify the Network management tasks and improves the performance of the network in recent years. It differs from the traditional network architecture by centralized control architecture with the controller. In SDN architecture data plane and control plane are decoupled, and this is the very important property of this architecture. Now a days this architecture is implemented in “Edge computing”. This is the new paradigm which performs the computations at the edge of the network. Here the term Edge represents the network resources along the path between data sources and cloud data centers. Combining these two technologies provides a tremendous change in the network architecture. Being a new paradigm, it faces some technical challenges and faces some vulnerabilities from the attackers. In order to solve the problems, SDN come up with programming capabilities. The software techniques are easily implemented in the data and control plane because they are partitioned and overall control is handed over to the Controller of the SDN. Distributed Denial of Service (DDoS) attack is the very common in SDN. The authorized users are not able access the available resources for long time by the DDoS attackers. This paper finds a solution to prevent the SDN from DDoS attack by the Entropy calculation method, and also it analyses the performance of the new method with the existing detection mechanisms.

Keywords: Software Defined Networking, Edge Computing, DDoS attack, control plane, Data plane, Entropy.
Online Toll System And Tracking Of Vehicles Using RFID

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Abstract

This paper mostly focused on how the toll collection system decreases the manual work load using RFID technology. It contains the low cost and well-organized technique of automatic toll collection using RFID and through WSN to monitoring the pollution. To avoid these problems at the toll highways and reduce the toxic oxides degenerated by the vehicles and the traffic system is developed. Although this can reduce the pollution in the environment due to fuel and also it reduces the users waste off time in toll queue. Users can verify the website and make their transaction from any other location. Their transaction will replicate in the centralized database. For using this online process, they do not have their cash with them. This can rectify the reduction of human error taking place at toll booths. Cashless transaction gives the transparency to this new scheme. This proposal of the system includes an IoT module which will help to send an authorized message to the vehicle owner about the toll deduction. This makes toll gate exchange has more and more useful for the open use. It offers easy way of toll collection and keep of the information.

Keywords: Radio Frequency Identification (RFID), IoT, Toll collection, RFID tag, RFID reader, WSN
Implementation of Deep Learning Techniques to Address Coral Reef Types

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Abstract

Coral reefs is an important, unavoidable attribute of the marine ecosystem. It plays a major role in keeping the ecosystem balanced. Coral reefs produces nutrition and proteins to the fishes like tuna, dolphin and other pelagic species. But, due to industrial pollution, human-related activities, climate change, bleaching, the total amount of the coral reefs has drastically reduced. According to the report of Global Coral Reef Monitoring Network (GCRMN) around 19% of coral reefs in the world has lost in last 30 years and it is expected to lose another 17% by 2030. It has also predicted that, in 2050, all the coral reefs in the world will be in danger. To address this alarming issue, this research work proposes a deep convolution neural network machine learning technique to identify the infected or diseased corals from videos. Here, two datasets are used. One is used to train the neural network to predict the type of the coral reef downloaded from Mendeley open source archive and second dataset is used to predict whether the particular coral is affected from white plague disease or not. The second video dataset is downloaded from official BBC Earth YouTube web channels in HD 720 pixel. From video dataset, coral images are extracted using OpenCV video libraries and given as input to the Deep Convolution Neural Network (DCNN) to perform image classification. The proposed system automatically predicts the types in the coral reefs and helps in improving the coral ecosystem.
Legal Processing Aids Using Natural Language Processing

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Abstract

Artificial intelligence is the simulation of human intelligence by machines. Computers can be made to think like humans and imitate their actions. The objective is to create a system that facilitates various activities with regards to the legal field. Currently, lawyers have to look up several documents to understand which laws they can use for a case. The laymen also do not have a legal knowledge to know which laws are relevant to any problem they may face. This can be remedied by providing a list of laws that relates to their situation. They can then look at these laws presented by the system and decide whether their case is worth pursuing or not. Another aspect of legal systems is looking through documents to find out whether they can be used or not or the terms of interest in the document. If any document is presented to the system, it provides a brief summary of the contents of the document. In addition to that, the system is able to pick out the nouns i.e, the named entities in the document. People often look up similar cases and decide whether to pursue their case or not. This is also a very important factor in most legal situations. The system contains a web scrapping module that is able to scrape a few chosen pages according to the problem statement given by the user and provide links to cases that look the same. The final factor is the ability of the client to approach the right lawyer to argue and present their case. The system contains a list of lawyers and their contact details that can be filtered according to their field of expertise and the maximum salary that the client is willing to pay to the lawyer. Thus, the system aims to provide a simple and easy tool that can be used by both the legal experts and the laymen. It aims to speed up the legal processes and also connect the right people with the right lawyers. If the legal process is simplified and the situation of people can be correctly analyzed more people will be willing to come forward with their problems.
A Conceptual Authentication Scheme for Cloud Resource Management

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Abstract

Confidential information stored on the cloud can be replicated and employed for security attacks. These key security challenges in cloud need vital attention from both academia as well as the industry. Most common detail is that the enterprises providing cloud services, such as storage will be anonymzed. Most of confidential data can be connected with the identity data can be exposed leaked within any organization or individual and cause lack of trust. Effective resource management can also benefit from authentication at least at its conceptual level. In our cloud, it is connected with the amount of resources such as computation and storage. We propose a role-based delegation mechanism applied to resource management model, to enhance its usability and flexibility.

Keywords: Cloud computing; Authentication; Cloud services
Performance Analysis by Extracting Features in Network Intrusion Detection System using Machine Learning Algorithms

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Abstract

Computer Network is a group of computers connected to a single network which works on common communication protocols for sharing resources. As both rapidly increase in internet usage and computer network, we can see a greater number of attacks happening. In this paper, the intrusions are detected using the KDD dataset and file transform system. We will collect the dataset and store it in a document. The KDD dataset features are reduced based on feature selection which helps in better identification of the intrusion. Later the datasets are trained based on the feature selection process and by make use of the J48 algorithm and Naïve Bayes algorithm. To identify the intrusion comparison is made between the j48 algorithm and Naive Bayes which helps to determine the best algorithm based on time efficiency and band width. In order to increase the efficiency, we make use of multiple algorithms. The graph is plotted based on the time taken to upload the file and time taken to determine the output. Network attacks are mainly categorized in two ways: Passive and Active attack. In passive attack, attacker gains the access to the network to monitor the activity and to steal data without manipulating. In active attack, attacker can manipulate data in the network. In this paper we are addressing three types of attack they are man in the DOS attack, Invalid Port Spam Attack and IP Spoofing. We will make use of file transferring system to detect an intrusion, the files like java, doc is considered. Next upload the file and send the file to a determined IP address. If the file is sent without any intrusion then it is considered as a no intrusion. If there is no intrusion, inject an intrusion using attacker file, where the types of intrusion are detected. Dos attack are determined based on gain of packets received to the destination. IP spoofing is determined based on the range of address, if the IP
address range doesn’t match the destination address then it is defined as IP spoofing. Later
the spam attack if the destination of the address is not authorized then it is defined as spam
attack.

Keywords: Intrusion detection, KDD Dataset, Naïve Bayes Algorithm, J48 Algorithm,
Feature Selection, Machine Learning, Types of Attacks.
Blockchain For IOT Enabled Supply Chain Management – A Systematic Review

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Abstract

Blockchain will increase supply chains’ productivity and accountability, and have a positive effect on anything from warehousing to distribution to payment. To bridge the supply chain visibility gap, blockchain is being deployed because of its security features like immutability, tamper resistant and hash proof. Blockchain integration with IoT increases the traceability and verifiability of the supply chain management and drastically eradicates the fraudulent activities including bribery, money laundering, forged checks, sanction violations, misrepresentation of goods and services. Blockchain can help to cross check the verification, identification and authenticity of IoT devices in order to reduce the frequency and ramifications of fraud in supply chain management. The epidemic outbreak of SARS-CoV-2 has disrupted many global supply chains. The Geneva-based World Economic Forum declared that SARS-CoV-2 exposed supply chain failures can be tackled by blockchain technology. This review paper explores the modern methodologies of supply chain management with an integration of blockchain and IoT.

Keywords: Blockchain, Supply Chain Management, IoT, Smart Contract, Ethereum, Hyperledger.
A Survey of Data Mining Methods and Techniques

**RANJITHA C**

Abstract

Data Mining is defined as a process used to extract usable data from a large set of any raw data. This survey paper describes a focused literature survey of data mining techniques (DMT) for mining the data. Short tutorial descriptions of each data mining techniques are provided based on the number of citations, the relevance of an emerging method, papers representing each method were identified, read and summarized. Also providing the descriptions on the tools used to transform the data into refined information.
PAPER ID-ICETIIT-P123

ICT for Development of Nation

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Abstract

ICT is one of the fastest growing sectors nowadays. The production, storage, and transfer of information are becoming the basis of any successful institutions, organization, enterprise or government. ICT enables globalization which causes people companies and governments to react more quickly, and operate more efficiently than they have done in the past. ICT provides a platform for human interaction and speeds up the diffusion of knowledge among large portions of the populations. This paper investigates the impact of ICT on the development of nation. The dawn of history, information and knowledge lay the foundations for development of countries and individuals alike. The study concludes that polices and strategies should be made towards the “ICT for development” movement. The need of the hour is to increase the dose of ICT education to the public at large; and for increasing quantity, quality, and skills of qualified ICT specialists.

Keywords: ICT, E Learning, IT, ICT Education, E Commerce, ICT Projects, Information and Communication Technology.
Performance Analysis of Small Files in HDFS using Clustering Small Files based on Centroid Algorithm

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Abstract

In day to day life lot of files are generated from various areas, due to the rapid development of technologies. Storing these files consumes lot of memory space. Large sized files are not only represented as Big Data. Large numbers of small files are also considered as big data. To process large sized file Hadoop is used. Processing small files in Hadoop is not easy, because it holds memory space of size 128MB separately for each and every dataset. To overcome this CSFC algorithm is used to combine the related files up to the 128MB file size. If the fetched data is not related to any other files they knew cluster will be generated. The combined files are sent to HDFS for processing. The Name node holds metadata and Data Node hold the dataset. The data set can be fetched directly from the Data node in Hadoop Distributed File System efficiently.

Keywords: CSFC, Hadoop, dataset, HDFS
Enhanced model for Prediction and Classification of Cardiovascular Disease using Decision Tree with Particle Swarm Optimization

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Abstract

Data mining is one of the powerful technologies which provide effective methodologies to find solutions for many real-time problems. This data mining focuses various sectors and related problems. Healthcare is one of the important sectors which require more advanced methodologies to predict the disease in early stage with more accurate manner. Data mining methods are effective in disease prediction. For making enhanced predictions and classification in Cardio Vascular Disease, the data mining model is proposed with C4.5 algorithm with Particle Swarm Optimization. Benchmark dataset is used for this research work which contains 13 attributes with 2 different classes. The experimental results highlight the performance efficiency in the Cardio Vascular Disease prediction and classification.

Keywords: Data mining, Classification, Decision Trees, PSO, Cardiovascular Disease.
A Practical Approach towards Offline to Online Education

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Abstract

No Google or any Technology can replace a Teacher ever. One needs to be prepared for the emergency situations. The world now is facing Medical Emergency. So, the new term has arrived which can be called Pandemic Learning. Before switching from one platform to another, there is always requirement of some preparation, training, rehearsals. The situation of pandemic teaching and learning has arrived suddenly for which neither teachers nor students were prepared. This becomes a panic situation earlier, but now it’s the need of the hour. There is need of practical approach to follow in order to shift from offline to online mode of teaching. Utilization of Technology in a proper manner can helps in grooming Online teaching skills. Several digital platforms to promote higher education Online are available. Moodle, Google Classroom and other learning management systems can be used to implement virtual classroom environment. Kohoot, Flipquiz, Duolingo, Badgeos, GoalBook are few web tools for gamification for simulating learning process fun for students. Google Meet, Cisco WEBEX, Zoom, Flip Grid can be used for online lecture delivery. Launching your own website as Teacher is a kind to brand itself. Creation of Personal Accounts on Slideshare, Youtube, facebook Page, Blogging and sharing contents on these platforms is a noble task of sharing, caring. Teacher needs to draw Digital Footprints now.

Keywords: E-Learning, Virtual Learning System, Learning Management Systems, Online Learning, Mobile based Learning
PAPER ID-ICEITIIT-P098

An empirical study on awareness of Neuromarketing among the consumers in Chennai city

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Abstract

The concept of neuroscience and marketing together has evolved into a concept called as ‘Neuromarketing’ in which the neuroscience aims to know about the functions of the brain and its working and marketing tries to understand the triggers of the human brain which makes a customer to take a decision to buy the products and services. Thus, neuromarketing focuses on analysing the working pattern of the brain of the consumers that would encourage them to take a purchase decision for different types of marketing contents made available in the market. Traditionally, the marketers used to conduct survey methods to identify the preferences and perception of the consumers regarding the products and services but neuromarketing is an innovative pattern of studying the consumers preferences based on the neuroscientists belief that people's buying decisions largely depends on the subconscious which are beyond their rational and deliberate actions. The present study thus, aims to identify the awareness and the neuromarketing factors that determine the customers intention to buy the products.

Keywords: Neuromarketing, subconscious, triggers
PAPER ID-ICETIITP682

Reverse Migration of Labour and the Economy during COVID 19

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Abstract

Labour migration is defined as the movement of persons from their home State to another State for the purpose of employment. A “migrant worker” is defined in the International Labour Organization (ILO) instruments as a person who migrates from one country to another (or who has migrated from one country to another) with a view to being employed other than on his own account, and includes any person regularly admitted as a migrant for employment. On the other hand, ‘Walking back home’ from urban and industrial centres, which has been widely called ‘reverse migration,’ allowed the worker-migrants to script themselves back into the narrative of the nation. This crisis is a product of the immediate concern due to the pandemic. Post COVID19 lockdowns in India, thousands of daily wage labourers belonging to the informal sector have been leaving big cities. They have no other alternative but to return to their villages though their future there is also bleak. Thus economy faces several challenges. In this backdrop the current paper concentrate on the economic situation due to reverse migration of labour on the basis of different sectors. Reverse migration also affects the GDP of the economy adversely.

Keywords: Migration, Economy, GDP, Employment, COVID 19
PAPER ID-ICETIITP628

Impact Of Entrepreneurship Growth And Development In Rural Areas

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Abstract

Entrepreneurship is an important operator of economic growth, productivity, innovation, and job creation, and as a key aspect of economic force. Entrepreneurship plays a vital role in economic development. Village or rural industries play an important role in the national economy, particularly in the rural development. Rural entrepreneurship is not only important as a way of generation employment opportunities within the rural areas with low cost of capital and raising the real income of the people, but also its contribution to the event of agriculture and existing industries. It helps to improve productivity and increases in the income of rural poor. When it’s provides employment to the rural poor, it can improve their basic needs of the people like clean drinking water, elementary education, health care, rural roads etc. Objectives in this study; “To analyse the growth and development of Rural entrepreneurship”, “To study scope of rural entrepreneurship and rural Industries” and “To study the impact of rural entrepreneurship in economic development”. The survey is conducted among the sample size of 100 respondents by a structured questionnaire. The findings are analysed by using tools like Excel and statistical tools. From this study, Rural entrepreneurship controls concentration of industry in cities and thereby promotes balanced regional growth in the economy. It provides employment opportunity, reduce poverty, growth of slums, and pollution in cities.

Keywords: Entrepreneurship, Rural development, Rural Industries, Economic development, Sustainability and Rural areas.
A Perceptual study of students (of Bangalore city) towards Entrepreneurship Vs Employment: A reality check

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Abstract

Indian business success was a function of ambition, licenses, government contacts, and an understanding of the bureaucratic system. Decisions were based on connections, rather than the market or competition. Pre-1991 entrepreneurship was subdued, capital was limited and India had very few success stories. As well, society was risk averse and the individual looked primarily for employment stability. Post 1991, the Indian government liberalized the economy, thus changing the competitive landscape of the Indian business’s. Family businesses, which dominated Indian markets, now faced competition from multinationals that had superior technology, financial strength and deeper managerial resources and thereby Indian businesses’ had to change their focus and re-orient their outlook outward.

Liberalisation provided India with manifold options. Quite a good number of entrepreneurs seized them and grew from small-scale contractors to large real estate developers, and from distributors to manufacturers. Success became the result of efficient capital allocation, strong execution, and a customer orientation.
How Proactive Personality and Job Crafting Influence Employee Task Performance

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Abstract

The research article scrutinises the role of proactive employee and job crafting in influencing the employee task performance. Based upon theory of proactive personality and job demand–resource model, study hypothesised that proactive personality has a positive relationship with task performance through job crafting acting as a mediating variable. Total of 200 participants from four small and medium sized manufacturing firms in Chandigarh, India, participated in the survey. The results of the multiple regression supported the hypothesis of the study. The results are consistent with the existing results indicating proactive personality has a positive relation with employee task performance. Further, significant positive association between Job crafting and task performance was observed. Finally, the result that proactive personality influences task performance through job crafting is consistent with claim that portrayal of general tendencies is the most imperative predictor of employee outcome and performance in an organisational context.

Keywords: Job Crafting, Proactive Personality, Employee Task Performance, Manufacturing Firms, Proactive Employee.
Recent Trends In Technology Development In Marketing To Increase The Sales Using CRM Techniques

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Abstract

Purpose: This article aims to exploring the techniques of customer relationship management and its relationship to increase the marketing performance to increase the sales and gain the organization profit.

Design/ methodology/approach: CRM was derived from the systematic comparative analysis of the customer relationship marketing literature, the researcher has selected convenience sampling techniques, the samples selected from the population is 120 the respondents from the Chennai city retail store, the data collection is through questionnaire method, the important of focus on main customers, the retail store efficiency and customer knowledge management elements and their influence on the marketing performance.

Findings: The research finds and concluded that positive relationship between CRM and marketing outcomes. And also find the association between the CRM techniques and the customer loyalty toward particular retail store.

Originality / value: The research framed the question of CRM and its relationship marketing outcomes to increase the marketing performance and investigating structural relationship in retail store focus on main customers, the retail store efficiency and customer knowledge towards brand, and marketing performance.

Keywords: Customer Relationship Management (CRM) - Marketing Performance - Relationship Marketing
Impact of Covid-19 on the E-Commerce Market in India

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Abstract

The Indian Government's restrictions on E-Commerce companies has led to decrease in sales of non-essential goods and a cut back on lot of offerings by such firms like Amazon, Flipkart (Walmart), Snapdeal, etc. Apart from e-commerce firms, online supermarkets like Grofers, Spencers and Bigbasket has also been facing a significant downfall since they can only access 50% to 60% of its labour resource due to the increased pandemic crisis in many of the parts in India. Online food delivery companies like Swiggy, Dunzo and Zomato has been trying to retain their market through contactless deliveries and safety precautionary procedures. Amidst the lockdown, there has been a significant increase in growth of online streaming platform like Netflix, Amazon and such other online platforms like Gaming softwares and apps and Over the Top (OTT) media in various parts of the world including India. Though the Ministry of Home Affairs has allowed the e-commerce firms and other online services to start their full operations in green and orange zones from the first week of May, these e-commerce firms are still operating at less value prior to the lockdown period. Even after the lockdown period, these e-commerce firms and such other online services may have to face the challenge of following safety precautions and boosting their customers' confidence.

Keywords: Covid-19, Lockdown impact, E-commerce market, online services.
Amalgamation Of Human Resource And Technology For Employee Retention

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Abstract

In this study author explains about how technology is helping to retain the employees in the organization. Automation is the part of technology organizations are adapting to increase profitability, productivity, quality and reduces repeatability. Technology helps to reduce working process basically. This study tells about how this technology is favorable for employees retention

Objective of the study: To study whether automation improves employee retention.

Research frame- Research design: Descriptive research, Sample design: Convenience sampling. Sample size: 54,


Findings- Automation is the strategy to increase employee retention and it improve employee engagement

Article type: Research Article.

Keywords: Automation, Technological Environment, Employee Retention, Strategy, Engagement
An Overview Of Some Of The Economic Measures For Revival Of Indian Economy During COVID-19 Pandemic

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Abstract

Covid-19 is a pandemic which hampered the personal, social, economic, political, industrial, psychological life of Indians. India is 5th largest economy in the world. But due to the outbreak of Covid-19 in India, there is an economic crisis. The present article deals with the decline of economy in India due to outbreak of Covid-19 pandemic and subsequent measures taken by the government to withstand and revive the economy during this crisis. This article reveals some of the measures taken by the govt starting with provision of essential supplies to the people from lockdown 0.1, imposing moratorium on banks, allowing lenders to defer repayment to banks for 3 months, some places in India had experienced reverse migration, MSME sectors were given certain exemptions for their revival, Wages obtained from job guarantee programs like MGNREG were increased to provide annual benefit of Rs.2,000/- to a worker.

Providing Rs.50 lakh rupees insurance to 2.2 million health workers fighting COVID-19. Reducing Cash Reserve Ratio from 4% to 3 %. Liquidity Coverage Ratio was lowered to 80% from 100%. Enabling State agencies to buy more oil seeds and pulses from farmers at government-set minimum purchase price. Special measures were taken by Central government, Reserve Bank of India, Securities & Exchange Board of India (SEBI), Insurance Regulatory and Development Authority (IRDAI) and the certain key ministries to strengthen businesses in India. Govt of India provided macro financial package for economic revival. Dues by government and public sector undertakings to MSMEs will be released with 45 days. To replace trade fairs and exhibitions, promoting of linkage of e-market for MSMEs and other measures were undertaken to revive economy of India.

Keywords: Covid-19, economic crisis, MSME, essential supplies, moratorium, e-market etc.
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The Evaluation Of E-Commerce Impact On Business Efficiency

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Abstract

Purpose – The paper aims to determine and assess the cost positions that mostly impact the company total cost efficiency in supply chain management under theoretical and empirical background. Design/methodology/approach – In the paper, the systemic and logical analysis of e-commerce expert research made over the past several years was used. For the empirical research, the data of a wholesale company cost structure and processes management was used. Findings – Major findings allow stating that e-commerce adoption in business has a positive impact on business efficiency in several areas. The quantitative and qualitative analysis of e-commerce impact on business efficiency shows that the main cost positions, which directly depend on e-commerce adoption and use, and experience quite big changes, are average cost of inventory management, the cost of materials ordering process, and the cost of labour. Research limitations/implications – The presented empirical research confirms the theoretical implications of e-commerce impact on business efficiency. Using this information, the future research should be made on evaluation of indirect e-commerce impact on business efficiency. Practical implications – The empirical research of e-commerce adoption in a wholesale company confirms that the main areas where e-commerce has an important positive impact on business efficiency are the cost of inventory management, the cost of materials ordering process and the cost of labour. Originality/value – The e-commerce impact on business result analysis is improved by detailed costs, which depend on e-commerce adoption, analysis and definition of e-commerce impact on business results, by evaluating the business efficiency in quantitative and qualitative forms.

Keywords: Electronic commerce, Business performance, Supply chain management, Costs

Paper type Research paper
A Study of Financial Inclusion in India: Specific Reference to Marginalized Section of Society


Abstract

Financial sector is a vital part of economy for development of the society. The financial inclusion aims to recognize the challenge of marginalized section for access of financial products in India. Financial inclusion helps to provide appropriate financial services at an affordable cost to groups such as low income and weaker section who lack access to these basic services. Through this, attempt has been made to understand the need as well as challenges in way of achieving the financial inclusion in a nation. Financial inclusion is indeed a worthy effort by GOI to bring unbanked to the banked. The consistent effort of the banking system has brought the cheers in the lives of low income households being as a medium of exchange for various government schemes to bring sustainable development. The use of cash is still high in India, despite the increase in digital transactions and financial inclusion. Safety is high priority and so is the financial capability to purchase electronic devices like smart phones require. Internet data services are expensive which several workers, particularly from the informal sector, are unable to afford. Unless smart phones and internet connectivity are affordable, awareness of financial services, suitable financial products for the marginalized section, financial inclusion in India would not be possible in the near future. Now the new term has introduced in this sector that is called digital financial inclusion and it aimed to strengthened government actions to drive financial inclusion through a focus on digital technologies. Digital technologies also offer affordable and convenient ways for individuals, households and businesses to save, make payments, access credit and obtain insurance. Considering the per capita income of India the task of removing barriers to digital financial inclusion cannot be undermined. It can be concluded that financial inclusion is in progressive stage in but many more things will be required as per future requirement.

Keywords: Digital Transactions, Inclusive Development, Digital Technologies and Financial Services
Emerging Trends in Social Media Platforms

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Abstract

The paper explores trends in social media. Social networking has been the biggest networking cultural shift. Since the industrial revolution, millions of people create an ever-expanding social web, and revolutionize the way we communicate, bearing in mind numerous ways in social media. The researcher identifies the representation on academic research, discussions with industry leaders, and popular discourse. Although many changes have occurred in the social media networking and what it has evolved into today, improvement is a never-ending cycle. The general explanation about the various trends in social media platforms such as micro blogging, graphics, cinema graphs, and overall online networking. In this paper we explore the additional methods of social media networking in overall.

Keywords: Online Networks, Micro Blogs, Cinema graphs, Info graphic.
Application Of Analytics In Different Business Domains

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Abstract

Technology today has advanced by leaps and bounds. It has made the entire world smaller and easier to reach, but it has also churned out data in enormous volumes. At present, there are 2.5 quintillion bytes of data that is created daily. Such data is useless until it is put in some order and analysed. When it is so analysed it is likely to provide valuable insights for different areas of a business. It is here that data analytics comes to the fore. It is a vital tool in the hands of a business enterprise and its potential areas of application is increasing rapidly.

Objectives: The aim of this paper is to trace the application of business analytics in three major domains of business - marketing, HR and finance.

Methodology: The paper uses a qualitative research methodology.

Findings and future scope: It has been found that the scope of analytics has widened to assist micro management. Future studies can explore other domains of application of analytics.

Keywords: qualitative, HR analytics, marketing analytics, data
Mental Health Of Working People During Lockdown

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Abstract

The corona virus lockdown isn't simply claiming lives but the condition of the pandemic has brought stress in working employees as well. Working people was extremely happy initially when they were allotted to work from home. But in due course of time, working from home wasn’t that happy as expected. It caused physical as well as mental burnout. Lockdown has thrown everyone’s work-life balance off-kilter and you need to get it back on an even keel. Obviously, those for whom working from home is not an option, but they may also be suffering from issues such as stress and anxiety for quite different reasons. This paper elaborates on ways to deal with mental sickness and to cope up the new normal.

Keywords: Stress, Mental Health, CORONA, Work from home.
Impact of Transformational & Transactional Leadership Style on Employee Satisfaction & its Mediating effect on employee performance: A Study of Public & Private Colleges in Jammu City

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Dr Vaishali Lecturer, Govt. SPMR College of Commerce, Jammu.

Abstract

Objective: The objective of this study is to analyse the impact of transformational leadership and transactional leadership style on satisfaction of their respective employees in education sector. Also identified that if employee satisfaction has a mediating effect or not.

Design/methodology/approach: Data were collected from 24 women HOD’s along with 48 immediate employees in government colleges and 26 women HOD’s along with 52 immediate employees in Private colleges. Structural Equation modeling was applied to analyse and interpret the data.

Findings: Research results revealed that both transformational and transactional are significantly positive associated with employee performance however transformational leadership were more significant then transactional leadership style. Further, the present study confirms that there is a mediating role of employee satisfaction between transactional leadership style and employee’s performance. It also mediates the relationship between transformation leadership style and employee performance.

Research limitations/implications: The study is limited to small sample size and one sector i.e. Education sector only.

Practical implications: Ethical leadership may not only be normatively appropriate but is also instrumental for the effective functioning of organisations. For enhancing employee satisfaction & performance, academic managers should consider the nature of the relationship they develop with their immediate employees and raise confidence level among them.

Keywords: Transformational Leadership, Transactional Leadership, Employee satisfaction, Employee performance
Mediating Effect Of Quality Enhancement Between Ict Related Factors And Student Satisfaction In Open And Distance Education

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Abstract

Embedding information and communication technology in open and distance education is a major initiative and is playing important role in the overall development of learners’ and their learning effectiveness. This research investigated the mediating role quality enhancement between ICT related factors (i.e., ICT in administration, online admission, attitude of teacher/educator toward ICT application, value and ethics, quality of support services and ICT empowered teaching-learning process) and student satisfaction in open and distance learning institution in Chhattisgarh state. The data was collected from 400 participants who are teachers or staffs engaged in open and distance learning (ODL) in higher educational institution. Purposive sampling technique was used for collecting the data. Results indicated that quality enhancement was found to be significant in playing mediating role between ICT related constructs (i.e., ICT in administration, online admission, attitude of teacher/educator towards ICT application and value and ethics) and student satisfaction whereas quality of support services and ICT empowered teaching learning process was not found to have significant relation on student satisfaction.

Keywords: Information and communication technology (ICT), Quality enhancement, Student satisfaction, Open and distance education.
A Study On The Effectiveness Of Work Life Balance On The Wellness Of Employees At Two Conveyor Equipment Manufacturing Companies In Hindupur

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Prof. Sumathy.VMS, Assistant Professor, Department of MBA, Sai Vidya Institute of Technology, Bangalore

Abstract

Work life balance is the lack of opposition between work and other life roles. It is a balancing between personal life and work life. “Wellness includes choices an activities aimed at achieving physical vitality, mental alacrity, social satisfaction, a sense of accomplishment and personal fulfillment”. The main aim of this paper is to know the relationship between Employee Wellness Program and Work life balance and to compare the level of effectiveness on WLB factors with employee wellness. The research design is framed after reviewing many articles related to the title there by simple random sampling was chosen for data collection .Totally analysis is made with 104 respondents (employees) from roll well. The paper examines the level of effectiveness of work life balance on wellness.

Keywords: work life balance, wellness, effectiveness, employees
Analyse of the E-commerce in India

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Abstract

Electronic commerce and data are emerging as key enablers and critical determinants of India’s growth and economic development. Electronic commerce commonly known as e-commerce is trading in products or services using computer networks such as the internet. The E-commerce business in India has seen exponential growth over the last decade. This growth is due to many contributory factors, including rapid adoption of technology by Indian consumers, large increases in the number of internet users, new enabling technologies, innovative business models and alternative payment options offered by E-commerce companies. The essence of e-retailing is in its ability to transcend physical boundaries and reach customers in a manner different from the traditional retail stores to their very door steps. The growing e-commerce in India has its greater impact on the traditional retailers. To stay in the game, they have been working on their internet strategies. The current research has been undertaken to describe the scenario of E-Commerce, analyze the trends of E-Commerce. The study further examines the key variables imperative for the success of E-commerce.

Keywords: E-commerce, Internet, online sale, penetration
Influence Of ICT Related Factors On Student Satisfaction In Open And Distance Education In Chhattisgarh State

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Arvind Tiwari, Research Scholar, Department of Computer Science & Information Technology, Dr. C. V. Raman University Bilaspur, Chhattisgarh

Abstract

Effectiveness in educational courses brings satisfaction among students. Today, open and distance education sector is emerging at tremendous rate and in the near future, online learning will be more preferred than traditional method of learning due to its affordability and time and place flexibility. In present study, authors attempted to examine the influence of ICT related factors (i.e., ICT in administration, value and ethics, online admission, quality of support services, attitude of teacher/educator towards ICT application and ICT empowered teaching-learning process) on student satisfaction in open and distance education in Chhattisgarh state. The data were collected from 400 respondent stakeholders engaged in different open and distance institutions of Chhattisgarh using purposive sampling technique. Stepwise multiple regression tool was used for analysis. Results indicated that ICT in administration, online admission, attitude of teacher towards ICT application and value and ethics was found significant and positive influence on student satisfaction in open and distance education whereas quality of support services and ICT empowered teaching learning process did not provide significant relation with satisfaction of students enrolled in distance learning in Chhattisgarh.

Keywords: ICT in administration, Value and ethics, Online admission, Quality of support services, Attitude of teacher/educator towards ICT application, ICT empowered teaching-learning process, Student satisfaction, Open and distance education.
A Study On Effectiveness And Awareness Of Digital Marketing Towards Consumers In Bengaluru

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Dr. Ragahvendra B.N. Director, SVR Business School, HSR Layout, Benagluru – 560102.

Abstract

In the year 2000, with the birth of iPhone, customers started to use the internet to search the products online. This development created a problem to the marketing department companies. Then, the marketers find the ways for promoting their products through online and they faced various opportunities and challenges in the era of digital marketing. Digital marketing is the utilisation of electronic media by the marketers to promote the products or services into the market. The main objectives of digital marketing is to attract the customers and allow them to interact with the brand through digital media. This article focuses perception and awareness of consumers towards digital marketing. This study also tries to focuses on the socio-economic status of the consumers.

Keywords: Digital Marketing, Promotion, Effectiveness, Awareness
PAPER ID-ICETIITP080

Study of Impact of COVID-19 Pandemic on Life Style of People with Reference to Palghar City

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Abstract

The COVID-19 pandemic made adverse effect on all sectors as well as on life style of the people of all countries. Our Hon. Prime minister has announced first lockdown of 21 days from 24th March 2020. Till date Government has announced 4 lockdowns step by step. Due to adverse effect on economic condition of the country and on country’s people, Government announced lifting of lockdown step by step. Now, near about 90% activities has been started as normal but the infection of CORONA-19 goes increasing day by day. This CORONA-19 has made adverse effect on near about all sectors. CORONA-19 is also responsible for change in people life style as well as people mentality. This study examined impact of COVID-19 on overall life style of the people of Palghar city, Maharashtra. As primary data through questionnaire has been collected from 150 samples from different age group, gender, income level etc. the finding of this study can be generalized. The study found that, CORONA-19 made some positive changes in the life style of the people. Study also reveals that it will also bring some changes in India’s tradition of ‘Atithi Devo Bhavo’ i.e. ‘The Guest is God’.

Keywords: COVID-19, Life Style, Money, Economic, adverse effect, pandemic.
Employee Engagement in Corporate Social Responsibility Initiatives

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Abstract

India is the first country in the world to mandate CSR. The government also plays an important role by implanting new CSR guidelines requiring companies to spend 2% of the Net Profit in social development. Business organization are becoming more conscious about the growing importance of environmental protection. The main aim of any organization is to earn maximum profit with the usage of available scare resources and simultaneously contributing towards social responsibilities. Any CSR initiatives is considered incredibly successful only by engaging employees towards CSR. Which can be attained by motivating, creating awareness and informing the employees about the purpose of CSR. It is observed that 70% to 80% of the workforce prefer to work for a company that is known for its social responsibility. Organizations are encouraging employees to contribute something more while performing their duty by contributing both to the business and the society. According to a recent survey from Brighter Planet, which works with organisations to help reduce their carbon footprint, 86% of employee respondents highlighted they are not engaged by their employers on sustainability. This paper aims to study the various measures taken by organization to engage the employees towards CSR initiatives and interest of the employees towards CSR initiatives.

Keywords: CSR, Employee Engagement, CSR initiatives, employee interest
A Study On Custom Of Social Networking Sites By Youth Employees In Virudhunagar District Of Tamilnadu

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Abstract

Social networking sites are the free avenues to damage the cultural values of our country. The major problem of using social networking sites, will lead to “Disclose the Privacy” of individuals. Gender is an important factor which decides the usage of social networking sites by the employees. Employees also lost their efficiency in their work due to the regular usage of social networking sites. Custom of social networking sites leads to reduction in the productivity of the Employees. The research design undertaken for this study is a descriptive one. Questionnaires were prepared and a personal interview was conducted. Most of the questions consist of rating scale and multiple choices. The sample size is 595 Employees from Virudhunagar District both private and government. Cronbach’s alpha test has been done for checking reliability of selected variables. As per this study 55.2 per cent [246] of the respondents’ routine works is affected due to the use of social networking accounts in the organisation. Considering the above mentioned problems of using social networking sites, the researcher has chosen this area for his study. In this study, the researcher highlights the custom of social networking sites by the youth employees and impact of social networking sites in a workplace.

Keywords: Social Networking Sites, Employees, Government, Privacy and Workplace
Perception Of Micro Women Entrepreneur’s Promotional And Advertisement Challenges With Special Reference To SHGs

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Abstract

Introduction: Indian Woman is playing a pivotal role in the expansion and growth of the economy. Over the past few years, the status of women in India is subject to many great changes. Women’s average contribution has estimated at 55% to 66% of the total labour. A family is the first nest of a society. In a family, a woman plays a vital role starting from a life partner to a breadwinner. In India, women face several challenges economically and socially. In order to make women economically sound it is mandatory to provide not only ample employment prospects but also guidance for their self-employment. Therefore, women entrepreneurs through Self-help groups play an essential role in the society of family and nation as a whole.

Need for the Study: The government bodies and other nodal agencies’ attentiveness are on one eye that is SHGs financial related only, they need another eye of support related to market their products. Hence, it is necessary to study the Marketing challenges of women entrepreneurs through self Help Groups.

Objectives of the Study:

- To study the marketing profile of women entrepreneurs in SHGs
- To study the marketing challenge faced by SHGs women entrepreneurs.
- To provide suggestion based on present study.

Tools used for the study: Percentage analysis, Factor analysis using KMO measure, and one Sample T-test.

Conclusion: If they trained well to market, their products in the dynamic market they can sustain as an entrepreneur with the help of Government and other nodal agencies they can make economic revolution in the world.
A Study On Employees Satisfaction Of Airtel During COVID 19

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Mrs. A.R. Haseena banu, M.Com., M.Phil., Assistant Professor, Dept of Commerce SRM IST Ramapuram Campus

Abstract

These are extraordinarily tough times as the arena battles the most important healthcare crisis of modern technology within the form of COVID-19 epidemic. As a nation, our immediate priority is to collectively assist the efforts of the Government to mitigate the impact of this crisis. As a vital services provider, Airtel mobilized methods unexpectedly to ensure that the country remained linked with their loved ones in the course of these extraordinary times. The enterprise has stepped up the infrastructure to prolonged assist to companies to make certain business continuity for them. Airtel has also announced special measures to defend over 80 million low-income cell customers from the effect of COVID-19 disaster. The organization has extended the pre-paid validity for over 80 million customers until April 17th, 2020. All these clients will hold to get incoming calls on their Airtel mobile numbers even after the validity of their plan is exhausted. Airtel will even credit a further Rs.10 of talk time in the pre-paid debts of these kinds of eighty million customers to allow them to make calls or send SMS and therefore live linked with their loved ones.
Impact of Covid-19 pandemic on workers of the Indian unorganized sector

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Abstract

Covid-19 hit most of the nations from its core. It paralyzed the country by hitting on the public health sector and the economy. The worst affected people from this pandemic are those who work without any medical and financial assistance from the government or private enterprises i.e. Unorganized Sector. In India, with a share of almost 90 per cent of people working in the informal economy, about 40 crores workers in the informal economy are at risk of falling deeper into poverty during the crisis because of a halt to all business activity force workers to migrate to their villages as their savings exhausted and it's hard for a living. This research article will focus on the disruption of demand and supply chain due to lockdown and effect of a pandemic on the Indian economy. This article also focuses on the condition of enterprises and works engaged in the informal sector and try to find a way so that they can participate in an economic activity otherwise, this pandemic will push almost 400 million people to poverty.

Keywords: Covid-19, Unorganized Sector, Indian Economy
Challenges And Opportunities Of E-Commerce In India Perspective

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Abstract

E-commerce stands for electronic commerce, where buying and selling of goods and services are performing online. E-commerce allows business to open for 24 hours a day, 7 days a week and giving opportunity to customers to access e-commerce anytime whether day or night, anywhere. E-commerce becomes most popular over the last few years due to its cost effective and easy to operate features. E-commerce is about using the power of digital information to understand the needs and preferences of each customers. E-commerce is recognized as a cost effective tool for managing critical transactions such as ordering, information sharing, payment processing, other activities with their partners and suppliers. In this paper I will discuss the concept and importance of e-commerce in today’s life and what are the various challenges involved in operating business online. Apart from the challenges faced, I also describes some essential opportunities of e-commerce in India and also various models in e-commerce. It is very essential to understand the importance of online business to promote the scheme ‘Digital India’ launched by our honorable Prime Minister Shri Narendra Modi jee in the year 2016 and to reduce the paper work and documentation manually.

Keywords: E-commerce, opportunity, challenges, business, documentation.
The effectiveness of Guerilla marketing on brand affinity and that paves way to purchase intention

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Dr C Shalini, Research Guide & Supervisor, Principal, Vidhya sagar Women’s College, University of Madras

Abstract

With the variety of brands available for the consumers to choose, the predominant challenge is to create brand awareness and insist consumer to purchase the same. With the emergence of many brands with unique features it is necessary to create brand image which lasts in the minds of consumers during purchase decision. Guerilla marketing is one such tool which focuses on innovative marketing strategy. This study focuses to find the effect of emotional advertisements which create brand affinity in the consumer black box and paves way to purchase the same. There were 100 respondents residing in Chennai city and multivariate statistical analysis was used to analyse data. Regression analysis was used to find the effects of emotional advertisements on purchase intention.

Keywords – Guerilla marketing, emotional advertisements, purchase intention.
Performance Assessment Of Rural Banks Through Business Intelligence

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Dr. S. Sudalaimuthu, Professor, Department of Banking Technology Pondicherry University Pondicherry

Abstract

There are currently 45 Regional Rural Banks (RRB) in the India. However, the performance of these banks varies drastically. One of the methods to assess bank's financial performance is by using financial ratio analysis. These ratios enable the top management to evaluate their bank’s performance and compare it with other RRBs in India. To analyse all the RRBs financial condition using financial ratio analysis will require so many time and effort. That's why Business Intelligence is needed. Business intelligence (BI) is a technology-driven process for analysing data and presenting actionable information which helps executives, managers and other corporate end users make informed business decisions. Hence it can be used to provide fast and reliable information for top management in Banks to help them make decisions regarding their potential customer's financial condition, in determining the bank’s financial strengths and weaknesses and in financial forecasting and planning. This paper will result in a design of a business intelligence and application that will adhere to the required financial ratios needed by management user to analyse RRB's financial condition and resulting in a comprehensive and interactive dashboard that will help them to make decisions.

Keywords: Rural Banks, Business Intelligence, Financial Ratio Analysis.
Abstract

Stock Market is considered as more volatile in nature. Recently, Stock market prevails as one of the preferred investment options among people. High purchasing power and digitalization helped people to easily make their investment and gain returns. Risk and return are the crucial factors for the investors since they wanted to minimize the risk and maximize the return based on which they can make investment decisions. The recent financial crisis and pandemic situations has proved that the bank stocks are more volatile. This paper attempts on analysing the prevailing performance of selected top 5 Public sector and 5 Private sector bank stocks based on market capitalization against their benchmark index. NSE has far better technology than other stock exchanges in India. Broad market indices like Nifty50 and sectoral indices Bank Nifty serve as benchmark for measuring the performance of the stocks and understand the selected banking sector performance in the economy. It intends to understand the volatility of the share prices of the selected stocks based on the secondary data collected from Yahoo Finance for the period of 10 years. The fluctuations of the share prices in banking sector can be explained by econometric model using the statistical tools such as mean, variance, beta, standard deviation, correlation and regression.

Keywords: Beta, Nifty, Risk-Return, Banking sector, Volatility.
Psychology Of People Towards Investing In Mutual Funds: Indian Perspective

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Mansi Barua, Oriental Education Society’s, Sanpada College of Commerce & Technology

Abstract

Mutual Funds acts as a medium for retail investors to invest their savings in the professional funds management system, irrespective of the sum invested. It enables people to enter the Indian Financial Market with much more ease. Investment in Mutual Funds is less risky when compared to investment in equities.

This research aims at:

- To understand the psychology of investors.
- To find out the factors affecting investment decisions on mutual funds.
- To find out behavioral factors on an investor.
- To understand the scope of Mutual Fund Industry in Indian economy.
- To understand the growth of Mutual Funds Industry.
E-Commerce: It’s Impact On Consumer Behaviour

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Abstract

With the advent of internet, it has created an integrally new experience for consumers regarding cluster of information, comparing the products with its price, quality, quantity and the possibility of purchasing through internet. As the literacy on internet increases the prospect of online marketing is also increase in India. It has turned the entire world through advanced internet connect with online shopping which plays a major tributary in human being. After a long term development of internet, which rapidly increased web users and highly speed internet connection, and some new technology also have been developed and used for web developing, those lead to firms can promote and enhance images of product and services through web site. And it has changed the way of consumer buying behaviour of products and services through E-Commerce. This Paper has been intended to examine the consumer behaviour and the relation among E-Commerce and also give direction to improve delivery and advertising web-products and services to achieve E-Commerce in long run.

Also the study clearly shows the consumer’s trust and perceived risk on their purchasing decisions, major factor for using online shopping, trust on websites which influence to the purchasing decision of any consumer.
The Usage Of Social Networking Site (SNS) Among College Students In Namakkal District, Tamilnadu

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Abstract

Now-a-days Social networking sites become so popular among the college students. The usage of Social Networking Sites (SNS) has significantly increased and it has creating impacts on the academic activities of the college students. The various social Medias like YouTube, Twitter, WhatsApp, Facebook, and LinkedIn are becoming more trending among the college students and it allows millions of persons to create online profiles and share their personal information with vast networks of friends and even with unknown persons. This study mainly focuses to understand the usage of Social Networking Sites (SNS) among the college students in Namakkal district of Tamil Nadu. For the purpose of the study, a survey has been conducted among 105 college students and the findings of the study acknowledge the rampant usage of SNS in Namakkal district of Tamil Nadu.

Keywords: Social Networking Sites, College Students, Namakkal district, Tamil Nadu, usage, Social Media.
A Comparative Study of Household Consumption Pattern of FMCG for Normal and Pandemic Period

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Abstract

In an outset Indian economy has prosperity of different phases. In recent days of emerging growth of Fast Moving Consumer Goods (FMCG) pickup of 4 largest sectors in Indian economy with Household consumption and personal care are accounted for 50 per cent of sales from FMCG in India. In this article to collect the Google forms of different group of teaching faculties have opinion about their consumption pattern during normal and pandemic period. The study has found that FMCG products of consumption has increased instead of the supply chain of FMCG product may not reach and fulfil their requirement for normal and pandemic period of consumption. Further the study has notifies that the urban consumers are fulfil their needs of FMCG products where as in the case of semi-urban and rural people of Tamil Nadu. The study found that the educated poor people may consume more as compared to higher income people of consumption pattern like FMCG products. Therefore, the study has suggest that the supply chain broken may reduced means consumption of FMCG products continuously may happen during pandemic period as well as normal period.
A Survey on Analysis of Mental Health Disorder through Online Social Media Network

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Abstract

Social media network is an network that gets utilized a great deal and allows people to connect with others, sharing and accepting data with them, all while utilizing the web to convey. Adults and especially young generation the same utilize social media network on an everyday and once in a while hourly premise. They check social media network commonly every day to see the most recent news, photographs, sharing knowledge, thoughts or opinions within a community of friends. Social media network utilization on a daily basis is influencing emotional wellness in a negative manner that leads towards the mental illness like depression and other mental diseases. The main purpose of this study is to extract and examine the previous work on mental illness via social media network. The basic aim of this paper is survey from the previous work done in detection of mental illness due excess use of social media network to current research work for detection of mental illness via social media network. The significant discoveries from the previous related work of literature for detection of mental illness many of the researchers used different supervised machine learning techniques depends upon the features that will extract from the data which is collected through social media logs of the group of users or individual. The online social networking applications such as Twitter, Facebook, Instagram is a major data sources of online social media with English is the common language that individual or group of users express their emotion, feeling, and also share their views used for mental health detection. In addition, the number researcher found a few challenges like language obstruction, user account privacy, and limited features selection from the big data source of social media network.

Keywords: Social media network, depression, supervised machine learning, big data
Flow Of Institutional Credit To The Indian Agriculture

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Abstract

Agricultural credit is one of the basic and important inputs for conducting any agricultural development programme. Agriculture has always been a major source of national income and also Indian agriculture employs about 50 percent of the Nation’s workforce as contributes 18 percent of Indian’s Gross Domestic Product (GDP). Despite playing such an important role in the national income and the national growth the lack of proper credit facilities has been not only an economic but also a social crisis. After independence, the government adopted the institutional credit approaches through the various agencies like co-operatives, commercial banks and regional rural banks to provide adequate credit to farmers at a cheaper rate of interest. Some other sources at finance include the government, the micro-financing sector, and the NABARD (National Bank for Agricultural and Rural Development). There has been a steady increase in the flow of institutional credit to the Indian agriculture sector over the years. The agricultural credit per net area sown and per cross gross cropped area increased significantly during the last term years. At all Indian levels, about 60 percent of outstanding loans were taken from institutional sources which included government (2.1 percent), co-operative society (14.8 percent and banks (42.9 percent extending loans to farmers on easy terms. Some policy measures are suggested that the credit institutions to design the programme which covers the masses towards the banking sector.

Keywords: Institutional credit, Agricultural sector, banking sector.
Working Capital Management-A Case Study approach with special reference to NRL

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Abstract

The sustainability and growth skill of an enterprise is determined by an efficient financial management. Current asset financing is one of the most complex decisions for a financial manager. Excess of funds locked up in current assets adversely affects the firm’s scope for profitability whereas inadequacy in working capital may land the firm into serious trouble by landing it towards the risk of meeting its current obligation schedules. So a sound strategy and systematic approach to management of working capital is required to support a trade off between profitability and liquidity in an enterprise. The present study is a case study on working capital management of Numaligarh Refinery Limited (NRL), an emerging and flourishing enterprise in North East region. It has also earned the prestigious certification for its information Security Management System (DNV, Netherlands), being the first among all PSUs of the India. Data collected from Annual Reports of NRL for 16 years from 2004-2019 are used for the purpose. Descriptive statistics and OLS regression is used for the analysis. Johansen’s cointegration test and ARDL models are further used to study the relationship between profitability and liquidity. The study aims at capturing the present scenario of NRL and the need for reengineering its liquidity management to promote its mission of long term sustainability and growth in the global arena. Results indicate improvement in the overall working capital management scenario but at the same time a declining trend in both liquidity and profitability of the firm in the recent years in comparison to the previous half.

Keywords: Short term finance, reengineering, profitability, liquidity, credit policy
Prediction of Indian Stock Exchange in Different Economic Sectors of Economic Package 2020

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Abstract

Stock Exchange plays an important role in all economic sectors of the country. The economic impact of the 2020 coronavirus pandemic in India has been largely disruptive. According to the survey conducted by Ministry of Statistics, the growth of Indian Economy in the fourth quarter of the financial Year 2020 has gone down by 3.1%. There were many stock crashes in market in the month of March 2020 due to covid 19 pandemic through the globe. The major investors of India like China and USA are also facing economic crisis in their country. This forced the Indian Government to initiate and implement Economic Package 2020 worth 20 lakh crore which is nearly 10 percent Gross Domestic Product (GDP) of India. This paper provides an insight to carry out analysis of economic package 2020 initiated by Indian Government. This paper also focuses on predicting better opportunities in different stocks in Financial, Agriculture, Aviation, Defence, Non-Banking Financial Sector and Construction based Companies.

Keywords: Stock Exchange, Indian Economy, GDP Economic Package 2020
Efficiency Of Systematic Investment Plan And Lumpsum

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Abstract

Nowadays, financial markets are persistently becoming more efficient by providing more optimistic solutions to the investors helping them to spread their savings through different means of investment. A mutual fund is an open-end professionally managed investment fund that pools money from many investors to purchase securities like stocks, bonds, money market instruments, and other assets. Mutual funds are operated by professional finance managers who allocate the fund's assets and attempt to produce capital gains or income for the fund's investors. There are two modes of investment: SIP (systematic investment plan) and Lumpsum. Many investors raise a question before investing into mutual funds that whether to invest in mutual fund schemes as One Time Investment Plan (Lump sum) which is commonly known as OTP or Systematic Investment Plan (SIP). This paper assess the efficiency of systematic investment plan and lump sum as well as it compares both the investment plans, its returns, performance and also tries to give a solution to the investors.

**Keywords:** systematic investment plan, lumpsum
Examining the Effect of Demographic Factors on Usage Intention of Social Networks (SNs)

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Abstract

Constant increase is observed in the usage of social networks (SNs) by individuals and companies around the world. Increase in the usage of SNs is apportioned to the ‘ease in accessibility of networks from any corner of the world’, ‘extensibility provided by the SNs to its users’, ‘integration of content offered by social networks through its varied applications’ and ‘time convenience offered by social networks for operating the applications’. Nowadays everybody is using SNs for one or the other reason, either to be connected with someone on personnel or professional ground, to enhance knowledge, to promote business or to be informed about various product & services.

This research study is undertaken with an aim to examine the association of demographic variables namely, age, gender, education and occupation of social network users (SNU) with the various intension to use SNs, which are ease of accessibility, extensibility, integration, time convenience. Association of the demographic variable are also examined on perceived usefulness of network and the values created namely, functional, social, emotional and monetary value by the usage of networks. Lastly association of demographic variables was examined with the attitude towards SNs and the behavior intention of users for usage of SNs.

The data for the proposed study was collected from 302 SNU residing in Vadodara city of Gujarat State. Findings of the study would be helpful for the marketers to design and implement the strategies which would result in the increased usage of social network to reach the right Social Network Users(SNU) on a particular Social Network which will provide them right platform for advertising their customized offerings.
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An Empirical Integrated System For Hotel Management

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Abstract

This paper contains all the basic functions which include customer register/login, manager login, super admin logins, room booking, restaurant orders, hotel cab booking for local trips and billing. In this system, we have a highly configured authentication system which has roles/permission configurations in it. This means system admin can manage and monitor every action performed by the staffs, customers. The customer will reserve rooms online with our room booking functionality. On this route, at the time of customer check-in reception staff provides hotel management app to the customer. In this room booking screen, we can select the check-in and check-out dates and can select the room type, number of the room. Once all required values selected, the total price will be shown to customer/reception staff. Based on the confirmation, the rooms will be booked. This system can store all customer orders, requests and this feature, provides his/her details with the amount to be paid. This simple web-based Hotel Management system provides the simplest management of hotel service and transaction. Here we will track all activities of the customer at any time and they will be getting all their activities details. This provides customer satisfaction and hence this becomes user-friendly and it has add-on benefits.

Keywords: Cloud Computing, classification, Association rule mining, outlier detection
A study on the stress management of employees of polytechnic colleges in Tamilnadu.

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J. SATISH KUMAR, Assistant Professor, SRM INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI – 89.

Abstract

The fundamental cause of the studies is to have a look at the strain level of part time teachers in Chennai. The examiner covers all the component time lecturers operating in authorities polytechnic colleges in Tamilnadu and 90 respondents have been drawn from the government polytechnic colleges in Tamilnadu simplest from here we find out the different factors springing up pressure of the lecturers. In this research we're the use of questionnaire for amassing the number one information and the usage of random sampling approach. From the stress unbiased variables have been recognized and that factors reasons pressure. In order to test whether or not those factors bobbing up the extent pressure of the part time teachers. At final it changed into determined that everyone the factors cardinal in bobbing up the stress.

Keywords: Stress, Part time lecturers, Work Pressure, Causes.
Shiramad Bhagwad Gita As A Tool Of Management: An Empirical Study Of Managerial Efficacy

Presenting Prof. Vivek P. Jogi, Renaissance Institute of Management Studies, Chandrapur (Maharashtra)

Abstract

In this modern time, the art of Management is key component which has become a part and parcel of everyday life, be it at workplace, office, factory, home and in Government Organisations. Lack of management causes confusion, misunderstanding, wastage of time, delay in work, destruction and even depression and it also hampers quality of work, product and services. Today’s big challenge is, managing men, money and materials in the best possible manner. In view of today’s business circumstances and competitive environment, art of Management is the most important and essential factor for a successful management.

The Bhagavad Gita, which contains universal principles that may be applied to many life situations of managers in an organization.

The Objectives of the study are to explore the managerial effectiveness from the perspective of The Bhagwad Gita, as a guide in developing managerial effectiveness, the extent to which the principles of The Bhagavad Gita can help in solving the problems of the management personnel, and enhance their individual and organizational performance, to develop The Bhagavad Gita-Management working model for better managerial effectiveness and To correlate various managerial function with the Bhagavad Gita.

The Bhagavad Gita, which contains universal principles that may be applied to many life situations of manager in an organization.

This research will help to improve efficiency of managers at Individual and organizational level which will help to gain more profit results to overcome the losses sustain. In short this research helps to achieve objective of Coal Organization effectively and efficiently.
This research will help to understand the modern management concepts in the light of the Bhagavad Gita which is a primer of management-by-values.

This study could be a source of information for all management disciplines, especially for Change Management, Leadership Empowerment, Organizational Behavior and Human Resources Management.

**Keywords:** Bhagavad Gita, Management Principal, Managerial Effectiveness, Organisations.
A Study Of Consumers’ Attitude Toward Green Marketing Practices In Chhattisgarh

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Dr. Pushkar Dubey, Assistant Professor & Head, Department of Management, Pt. Sunderlal Sharma Open University Bilaspur

Abstract

Although environment issues influence all human activities, few academic disciplines have integrated green issues into their literature. This is especially true in case of marketing. As society becomes more concerned about the natural environment, businesses have begun to modify their behaviour in an attempt to address society’s “new” concerns. The issues of environmentally sensitive marketing has evolved and become more specific over time. If we will make a comparison of the causes of environmental problems related to marketing from the ‘70s with those of the 21st century, then first categories of pollution that is ozone depletion and population issues were identified in both eras. Environmentally Conscious Behaviour is consumer behaviour based on some awareness of the environmental impacts associated with a product or services, and a desire to reduce those impacts. Many researchers in the field of consumer’s psychology and market research have demonstrated through their studies that how product developers and marketers have capitalized on this positive attitude and effectively differentiated their products in terms of their “environmentally friendly” character. Present paper is based on the study of the consumer’s attitude toward the green goods (products or services). It was important to point out that ancient India advocated the use of eco-friendly products in daily life like products manufactured from the plants, and their leafs, different parts of the trees, natural colour extracted from the different flowers etc. Now because of the extensive environmental degradation, modern human diverted their consumption pattern toward more and more use of the environmentally friendly products in order to protect the natural environment and also to live a healthy and safe life.

Keywords: Green Marketing, Customers’ Attitude, Green Products
A Study Of Green Marketing Practices In Hospitals Of Chhattisgarh With Reference To The Facilities (As Per Association Of Health Care Providers India Standards)

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Dr. Pushkar Dubey, Assistant Professor & Head, Department of Management, Pt. Sunderlal Sharma Open University Bilaspur

Abstract

Green Practices in manufacturing industry are common in many countries but question arises with such practices have become the part of service industry. This paper is an attempt to study the green marketing practices in hospitals located in Chhattisgarh state as per the standards of Association of Health Care Providers India.

With total 25 hospitals which include 15 public and 10 private hospitals was selected located in different district of the state. Target audience was the patients who either been hospitalized or the attainers who were with their relatives in the hospitals. Sample size of the study was 306 spread out in different locations and availed the services of any hospitals having more than 100 beds within the state.

A structured questionnaire with 5 point liker scale was given to the sample to rate their preference. It was revealed by the study that both public and private hospitals were practicing standards of Association of Health Care Providers India with slight more positive inclination of patients and/or attainers toward private hospital.

Keywords: Green Marketing; Association; Health; Hospital; Chhattisgarh
An Analytical Study: The Changing Roles Of Indian Women In Business And Impact On Women Emancipation

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Abstract

“If you can’t fly then run, if you can’t run then walk, if you can’t walk then crawl, but whatever you do, you have to keep moving forward.” – Martin Luther King, Jr.

The Government, public and private corporations have prepared a supportive environment and nurturing ecosystem for women entrepreneurs; now plenty of opportunities are accessible for them to join this hub of growing commerce. India’s economic growth story has witnessed several gallantry, inspiring stories of women excelling the risks associated in their business. It is encouraging, empowering and spurring that the Indian oppressed gender are starting their enterprises and reaching global arena in this new empowered India.

The bitter truth remains that women shoulders the work life balance and fit in the dual role and responsibility of family and work. Women have overcome this disadvantage with multitasking ability and work-live born thinker. The women in India have overcome disadvantages of inequality in education, labor market, burdened domestic work and social disparity of domestic violence, dowry etc. The National Sample Survey Organization’s sixth economic census report mentions that women manage 8.05 million businesses in India. Urban as well as rural women, with their skills and experience boldly managed and donned the founders cap and proved themselves as business leaders of grit and vision.

The Post COVID-19 economic conditions and business problems have presented a catastrophe, and the women need to explore new opportunities, up skill themselves to turn the winds in their favor. The diverse global manufacturing, prioritized health and safety,
environment-friendly economic development are the need of the hour and will open bounteous prospects for her.

This research paper aims to explore the transformation of Indian women, who stood by her ground, invading the Indian entrepreneurship universe. The wide impact and differences these women-led projects have created among their communities and their way ahead in light of new prospects available before the womenfolk, and how the new world will leverage this opportunity to attain gender parity and provide the female in our society gender equal economic opportunity in an egalitarian society.

The researcher has followed qualitative and secondary source of data collection with descriptive ethnography, phenomenology paradigm. The researcher has referred to books, e-journals, periodicals, magazines, e-newspapers, general websites, articles, research papers, conference Proceedings, Government records, data and statistics of departments.

Keywords: Women-led projects, Gender Parity, Transformation, Spurring, Egalitarian, Work-live thinker, Dual-role.
A study on impact of RERA Act on real estate developers of residential property in Thane City

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Abstract

This Paper is an endeavor to study the impact of Real Estate Regulatory Authority (RERA) Act on real estate developers of residential property. The Real Estate Sector is one of the most globally acknowledged sectors. It plays vital and catalytic role in fulfilling the needs and demands for housing & infrastructure in country. Indian real estate sector has grown significantly in last couple of decades and it has become second largest sector in creation of employment opportunities in the country. However the sector has been primarily unregulated and there was acute dearth of professionalism, standardization and adequate consumer protection. Real estate developers defaulted or delayed the project delivery in an absence of weak regulatory framework. To address various structural issues in real estate market the Central Government has enacted the RERA Act 2016 which came into force across nation on 1st May 2017. RERA is very important reform and being the new act its impact needs to be studied meticulously to understand, prosper and preserve the motive of its implementation on real estate sector. The aim of this paper is to examine and analyze an impact of RERA Act on developers of residential property in relation to various provisions provided in the act through survey in Thane city.

Keywords: Real Estate, Real estate regulatory authority (RERA), Residential property, Developers.
The Impact Of Social Media (Facebook, Twitter And Whatsapp) On Consumer Buying Behavior, Zambia

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Abstract

The internet and social media are changing the consumer behavioral trend both in developing and developed countries such as Zambia. Social media has also provided a platform of social community to interact with each other and generate the content of messages and information with other users. The study of social media which helps to understand of both consumers and companies offering and accepting of products and services. This research will give a summary on how social media has affected and the impact it has on consumers are taking decisions towards the products and services and the various factors that influences their buying behavior and their reasons for intention to buy. A survey of 50 consumers was selected randomly in Mungwi particularly the residents of Nseluka were conducted, to understand what extent consumers are being impacted by the use of social media in their purchase and the role it plays in their decision making process. This research paper should focus how the social media helps the companies to identify key areas marketing strategies their products and services via on social media.

Keywords: behavior, consumer, internet, social community, social media.

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Abstract

Though, Artificial Intelligence (AI) concept has been around for a while but it gained popularity recently. AI technologies are growing relentlessly and constantly and experts believe that now is the right time to permeate AI into almost all fields and functional areas and forge AI as a real sophisticated tool in the hands of humans. Having in mind the above points, the study proposes a conceptual framework of state-of-the-art AI technologies currently being used in IT industry and its application in human resource practices. An attempt has been made to synchronize human resource management functions such as planning, recruitment, training, performance management, decision making, employee engagement and work-life balance with its potential corresponding AI technology applications. Information from relevant books, websites, reports, working papers, magazines, conceptual papers, various peer reviewed journal articles are used to explore the concept.

Keywords: Artificial intelligence subsets and technologies, Human resource management practices, Application of AI in HR.
Work-Life Balance among Urban Nurses: A Cross-Sectional Study

T Little Flower Kalaimani

Abstract

Work–life balance is the balance that an individual needs between time allocated for work and other aspects of life. This study was done to study the selected demographic profile of the nurses to measure their work-life balance. From October 2018 to May 2019, a cross-sectional study was done among 300 nurses of a metropolitan city in South India. Work Life Balance was measured using Work Life Balance Scale. The data collected were analyzed using the Statistical Package for Social Sciences (SPSS) version 22. Frequency and percentage analysis of the Sociodemographic variables were done. Mean age is 28.79 years (S.D=5.94). The mean overall work-life balance score is 76.14 and mean work-life balance index is 317.5. This study has a smaller sample size, study from a single metropolitan city and other logistic and financial limitations. Presence of confounding factors has not been accounted for in this study. The work-life balance is less among urban women as against the global standards. An efficient work-life balance is essential for women to develop and maintain an optimal role efficacy though there are other factors that might decide the work-life balance.

Keywords: Work-life Balance, Urban Nurses, Cross-Sectional Study, Chennai
Impact of various factors on sustainability of wine production in Indian wine market.

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Dr. Subhash J. Jadhav, Director, B.V. Hirey Institute of Management, Malegaon, Nashik

Abstract

Sustainability plays a very important part in the Indian wineries. Many academicians, scholars and institutions have agreed upon it. But to understand the concept of sustainability in this genre is a debate in itself. This concept has a deep impact on all activities of a firm.

In this paper we have gathered an extensive literature review that highlights some of the questions that academics face when they look upon the issue of sustainability with a major focus on the wine production of India.

This paper aims highlight the path of the research, the past studies and future prospects. The background research is very much important to determine the sustainable orientation in the wine industry; and understand the role of research for the diffusion of a sustainable orientation within the wine industry. The purpose of this paper is to provide a detailed overview of the main research contributions to the agents causing issues in sustainability in wine industry.

**Keywords:** Sustainability, wineries, wine production
Impact of Work-From-Home on Productivity in Higher Education Sector - An Overview

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Abstract

The outbreak of Covid19 brings about drastic changes in every walk of our life. Similarly this caused tremendous changes in higher education too. The universities have insisted the faculties of all affiliated college to initiate Online Teaching for the benefits of the students to maintain social distancing. This article focuses on prospects and consequences of Online Teaching from home. This express, how efficiently the online classes are handled by the teaching community for the upliftment of the students. In addition, it provides how the faculties are managing the situation. It made us to think that, they have already trained in the online environment teaching or they are voluntarily, taking this challenge to learn and teach the students. It also strives the way to obtain whether the organization has provided any training, facilities incurred or financial aids to do online teaching to the employees. We need to analyze that, the teaching staff are really eager to learn all those online applications or they are conscious about their job security and package at this critical situation. This article discusses to know the level of stress faced by them due to work-life balance. Hard work made by them really utilized by the students is also derived in faculty’s point of view. Affordability and feasibility, of the economically backward income groups of students as well as the students from rural background in the cost and facilities incurred for the online classes also identified. The necessary steps need to take are also discusses to explore the importance and benefits of the Information and Communication Technology, in higher education sector.

Keywords: Online-class, Challenges, Productivity, ICT, Work-life-balance, Affordability.
A Study On Performance Appraisal Of Sri Muniachiyappan Textile Pvt Ltd Vellore

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Dr. A. Ravikumar, Research Supervisor & Associate Professor, Department of Tourism and Hotel Management, BIHER, Chennai

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Abstract

In Human Resource Management the term ‘Appraisal’ makes us to evaluate the present situation and introduces us to improve on the continuous progression on our performance. This makes us to be effective use of human resources and to become efficient and smarter in the responsibility. Representative execution has generally been concurred prime concentration by human resource managers. The worker gets valuable criticism data about how viably and effectively s/he can release the allotted obligations. It additionally offers the chance to the workers to clarify his/her perspectives about the evaluations, guidelines, rating strategies, inner and outer foundations for low degree of execution.

Accordingly, various execution evaluation methods have after some time been conceived to help set up representative's exhibition. In the contemporary occasions, the utilization of execution examinations has been reached out past the rating of the worker's presentation to various dimensions. In like manner, this examination tried to explore adequacy of execution evaluation frameworks and its impact on worker inspiration. The examination's primary targets related to setting up the directing job of execution evaluation as an inspiration apparatus just as the potential difficulties.
An Introduction To Intellectual Property Rights: Importance In India

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Abstract

The intellectual property rights (IPR) are intangible assets in nature and give exclusive rights to the creator and innovators for their valuable innovations or creators in the mind. The present valuation of IPR is the focal viewpoint of global trade practice and live hood across the world. Those rights are boosting the innovative and creator’s environment changing the day by day and giving recognition and economic and financial benefits to inventors and creators to getting financial profit and to give that inventor all rights and incomes. Whereas the lack of IPR awareness and its ineffective implementation may the economic and technical and social developments of nations and human creators and innovators. The IPR knowledge power and its appropriate implementation are almost a requirement for any nation. The current scenario in that paper highlighted various terms of IPR such as Patents, Trademarks, Industrial Designs, Geographical indicators, Copyrights, etc. with their corresponding rules and regulations their need for all IPR rights and rolling especially in India and pertaining Indian context. It also refers to digital media such as all types of digital players and clips that can be downloaded online. Since that intellectual property is intangible if it is theft it may be difficult to recover automatically. In the information age where digital information can be easily copied at least cost this natural physical limitation to unauthorized copying to remove. It is therefore time to reconsider the principle of the copyright models. The main purpose of that IPR laws is to balance the right creator or right innovators to gives all rights. An existing copyrights law is applicable in the digital age information. As most information becomes available in the digital format, libraries must be ensuring that the public can enjoy the same access and authority as with printed information. That article deal with nature and coverage of various concepts and connecting with IPR, such as Intellectual assets, patents ©, copyrights ©, Trademarks (TM), computer software and applications, database, digital watermarks electronic information and protection of all digital assets.

Keywords: IPR, Patent, Copyright, Geographic indicators, Digital water marks.
Students’ Awareness On “Make In India”: A Survey Study At Mahatma Gandhi Central University, Bihar (MGCUB)

Prashant Kumar, Research Scholar, Department of Commerce, MGCUB

Prof. Trilochan Sharma, Professor & HOD, Department of Commerce, MGCUB

Dr. Subrata Ray, Associate Professor, Department of Commerce, MGCUB

Abstract

The theme “Make in India” is coined by the present Prime Minister of India, Narendra Modi that aims to make and represent India a popular manufacturing hub in the world. It is an international marketing campaigning slogan that was launched on 25 September 2014 and the main motto was to attract entrepreneurs around the world to invest in India and also to set up manufacturing hubs here to accelerate economic growth by promoting various business activities. The projected (Ministry of Statistics and Programme Implementation) population of India is 1380 million in 2020 but more than 600 million Indian belongs to the age between 25 and 30. So, the Prime Minister has taken this great initiative by attracting and encouraging the young and through which entrepreneurs will join the path of economic development and achieve success. Here, the question is whether the youth are familiar about the sense if yes then what extent. This paper tries to examine the awareness about Make in India, Job opportunities, economic development, and its challenges among the students of MGCU at Motihari city in Bihar and thus, primary and secondary data are collected. The study considers 101 respondents and their responses are collected through questionnaires.

Keywords: Make in India, Youth Empowerment, Development, MGCUB, Motihari.
PAPER ID-ICETIITP524

Impact Of Microfinance On Women Empowerment In India

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Abstract

The status of microfinance in India has now become a tool for financial inclusion and women empowerment. It is a provision for financial services to low income people or poor to make them self-employed and self sufficient. It is not just about providing micro-credit to the poor but also it provides for economic development tool, whose objective is to alleviate poverty form the society. In India microfinance help a lot to improve the standard of living by providing small loan to “unreached poor”. This paper emphasis on the impact of microfinance on women empowerment in India. Traditionally women, especially in those underdeveloped country are not able to participate in economic activity. But nowadays women make up a large proportion of micro finance beneficiaries. Microfinance provides the women actively participate in various activities and also it helps women to start up various new ventures that provide women more status in a socio-economic way in the country. This may lead to eliminate the gender inequality in our country and can attain the goals of substantial development. In India micro finance distribution is mainly dominated by self-help group bank linkage programme (SHG-BLP) that provide cost effective mechanism for providing financial services to poor people.

Rapid progress in Self Help Group formation now turned into empowerment movement among women across the country. Microfinance is necessary to overcome exploitation, create self-confidence particularly for rural women who are mostly contributing informally to the country. By empowering women, they can have the ability to influence or make decision, increased self-confidence, enjoy remarkable status and also perform an eminent role in house hold decisions. Microfinance deals more with the women at below poverty line by providing them financial assistance and training for using digital media to empowering them. Nowadays for women empowerment the government have implemented several schemes to...
bring women in to the main stream of national development. Majority of microfinance institution focus on women in developing countries because they are a small credit loan timely repaying the loan and tend to more after benefits to the whole family.

**Keywords:** Microfinance, women empowerment, SGP-BLP, rural women National development.
Banking and Information Technology – A Brief Study

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Abstract

Banking industry is the backbone for the entire Indian financial system. Banking industry as such has undergone dramatic changes both structurally and conceptually in India and for that IT – Information Technology has been a major driving force for the same. This paper focus on the evolution of overall banking industry in India and how Information Technology has helped in achieving the same. It starts with the Rangarajan Committee, covers how the banking business moved with technology for delivering better customer service the customer delight. Key mile stones and concepts introduced in banking based on Technology. It also covers the key advantages and limitations of using technology in Indian Banking Industry and finally concludes stating how the overall banking system and Industry today is depending on Information Technology and its importance.

Keywords: Banking Industry, Information Technology, Customer Service, Customer Delight, Core Banking, Information Technology in Banking
An Impact Of Management Information System On The Achievement Of Organisational Objectives, Zambia

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Abstract

In recent times, there has been a growing field of management information system as a very important resource useful in all type of organizations. The understanding of the management information system (MIS) need is not limited constrain to the organization. The growth and the difficulties of the firms have required the keep for an effective and efficient MIS. There have been wide spread cases of incompetent decision making, inaccurate information, which shatter the efforts of an organization towards the achievement of goals and objectives. The essence of this project is to unveil the effects of MIS on the achievement of the overall objectives of the organization. That is to ascertain whether management information system has helped to enable the decision making of management and to determine the extent to which it has enabled the planning, control and operate functions in the industries to train the standard of efficiency required from good management. Also this work is to fulfill towards evaluating the influences of MIS on better management function to appraise whether it has contributed to the achievement of organizational objectives.

Keywords: decision-making, management, MIS, organization.
Effectiveness Of Word Of Mouth Communication: Receiver Perspectives

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Abstract

Word of Mouth (WOM) is recognized as an imperative form of promotion, particularly it plays a significant role in product selection. This paper aims to explore factors influencing word of mouth communication among users of personal care products. This study is conducted based on the qualitative research method. A self-administered questionnaire was used to collect qualitative data from the 750 respondents. The study used Factor analysis and Structural Equation Modeling (SEM). The study identified seven predominant factors of WOM communication such as information sharing desire, reciprocity, self-enhancement, source credibility, brand selection, purchase decision, and opinion seeking by using factor analysis. The result of structural equation modeling shows that reciprocity, self-enhancement, brand selection, and purchase decision are the effective factors in the formation of WOM communication among the users of personal care products. The findings of the study will help the marketing managers to understand the factors possible to influence receivers of WOM communication.

Keywords: Brand Equity, Brand Selection, Opinion Seeking, Purchase Decision, Personal Care Products, Word of Mouth Communication.
Factors influencing customers to order the food online

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Abstract

Online food ordering is a process where a customer search for a restaurant and filter with the available items, cuisines and then make an order by an application in the mobile phone. Technology has played a major role in introduction and advancement of mobile food Apps. Zomato, Swiggy, Foodpanda, Ubereats, Fasoos, etc. are the most commonly and frequently used apps by the consumers. Mobile food Apps have tie-ups with many restaurants and act as a bridge between restaurants and people. In this study, our main focus was to study the factors influencing the customers to order the food online. In this research paper, two objectives were set for study. The first one was to study the factors influencing the customers to order the food online and the other one was to know the Pros and cons of online food ordering applications. To achieve these objectives, secondary data was used to gather the information. It was found that there are many factors which influence customers to order the food online such as convenient to use, easy payment methods, variety of food and restaurants, delivery time, customer services, etc. It was also found that there are some pros such as: flexibility, ease of access, GPS, real time tracking, loyalty, order customization, sales promotion and some cons such as: Deliverymen put themselves in danger, addiction, juggling with health issues, waste of money etc.

Keywords: Online applications, Technology, food ordering, factors affecting online food ordering.
A Study on Odisha as a Culinary Destination to attract tourist

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Abstract

The main purpose of this paper is to state the progress of culinary tourism in the east-coastal region, i.e., odiya cuisine. India, a land of indigenous taste bud where food is always considered as mystery and is versatile. Within a span of 8000-year-old, India has been an enigma to the world with its diverse cuisine along with a ballooning variety of culinary styles. The use of various spices accompanying with cooking style of food has always been the culinary secret of the nation which is unadmired. Odisha always has its essence extant in a cheese cake. i.e., chenna poda means roasted cheese in odiya language, is a desert made from home-made cottage cheese and jaggery which has always been in every odiya’s heart. The cuisine has always been a mystery between its locals and has a number of variations in every household. Now-a-days, Tourism has been a keen factor for the country’s growth with providing a widespread path for the outbound tourist to explore most of the varied region and study its culinary history. Through an overview into the culinary growth within certain regions, the government has been taking measures to increase the tourism through various programs and camps for the growth of eastern-coastal region which in some sort has lost its existence within the territory and among the tourist. As to help in the awareness towards the progress of odiya cuisine the paper is prepared to make a significance of its essence in the tourism boundaries. The paper concludes that the present scenario of the culinary progress of odiya cuisine is very low which needs to be explored and excavated.

Keywords: Culinary tourism, Odiya cuisine, Chenna poda, Destination marketing, Tourists
A Study On Organizational Climate Among Employees Working In An Manufacturing Sector, Chennai

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Dr. G. Sundharavadivel, Professor, Department of Adult and Continuing Education, University of Madras

Abstract

An average condition of the weather at a particular place for a period of time which is exhibited in the form of temperature, wind velocity and precipitation is said to be climate in general sense. When it comes to an organization it is said to be those characteristics describing the organization that distinguishes them from other organization and has a direct influence on the people’s behaviour as well. The researcher initiated this study with an aim to study the various opinions of the employees with respect to organizational climate persisting in the manufacturing sector at Chennai. Further they wished to identify those factors which positively influence the organizational climate and find out the whether any relationship exist between educational qualification and training provided. To get the results for stated objectives the researchers collected the primary information from 100 samples using self-administered questionnaire through convenience sampling. The questionnaire weighed on two major variables namely, independent variables being age, gender, marital status, type of family, educational qualification, experience and dependent variable, namely, Team spirit, Communication, Job Descriptions and Job Security, Relationship with peers & Employers, Welfare facilities. The data so collected is analysed after converting them into numbers using percentage analysis and it reported that majority of the respondents were satisfied with the organizational climate prevailing in their manufacturing unit. The researchers concluded that it is required on the part of the management to concentrate on clarity of communication with regard to job description and goals they are expected to achieve over the period of time. Adding to that the company should also leverage more on welfare policy for the well-being of their employees.

Keywords: Organizational Climate, Job Description, Job Security, Communication, Welfare facilities.
Investigating Work Life Balance among Insurance Employees in Chennai Region

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Dr.S.K.Nagarajan, Associate Professor, Department of Business Administration, Annamalai University

Abstract

The term “Work-life balance” is commonly used to describe the extent of balance an individual has over his professional and personal life. The insurance industry, unlike other industries it involves in making business by assuming the risk of people and properties, thereby the insurance employees are forced to in an environment where work-life balance is hypothetical. This study was conducted to identify the extent of the work-life-balance of an insurance employee in the Chennai region. The study used descriptive research design, wherein data was collected from 525 life insurance employees working in private sector banks. The result indicated that there is a significant difference opinion among male and female employees similarly, there is a difference in opinion among married and unmarried employees. It was found that the organization is helping employees maintain work-life balance also, the senior managers are found to be humanitarian to listen to employee needs. But, the major setback is that the insurance employees are not given privileges during emergencies and to attend the family functions as well as festivals.

Keywords: Insurance Industry in India (I.I.I.), Insurance employees in Chennai, Work-life Balance
PAPER ID-ICETIITP670

MHD Flow Past the Short-term Effect of Multiple Variables on a Plate

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Abstract

At present research objects to examine the magneto hydro dynamic short-term effect of multiple variables in a plate past flow fluid over a semi-independent upended perambulate on porously. The equations that governed the outflow stream solvable perturbational method and an act the quickness of motion, temperate, and concentrator distributive recovered. Investigating, the obtained numerical values for measureless speed, aperture and immersion frames are revealed illustrative for various numerically of the parameters into the problem have been find out.

Keywords:Soret, Thermaldiffusion, Thermal radiation, Rarefaction Parameter.
PAPER ID-ICETIIITP659

Power Dominator Chromatic Number for Various Graphs

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Abstract

Let $G = (V, E)$ be a finite, undirected and connected graph without loops and multiple edges. Then the power dominator coloring of $G$ is a proper coloring, such that each vertex of $G$ power dominates every vertex of some color class. The least number of color classes in a power dominator coloring of the graph, is the power dominator chromatic number $\chi_{pd}(G)$. The main purpose of this paper is to investigate the Power Dominator Chromatic Number for various Graphs such as Double Star, Fire Cracker Graph, Banana Tree Graph with the help of induction method, Closed Sunlet graph, and Closed Helm Graph. Appropriate illustrations are provided to represent the results.

Keywords: Coloring, Power dominator coloring, Double Star, Fire Cracker Graph, Banana Tree Graph

AMS Mathematics Subject Classification (2010): 05C15, 05C69
Spline With Rational Bases And Their Applications

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Abstract

In this paper a kind of rational cubic B´ezier curves is developed by combining algebraic polynomials and trigonometric polynomials using weight parameter, which is called Weight Algebraic Trigonometric rational basis functions and the rational cubic B´ezier curves and surfaces are defined. The rational B´ezier curves inherit most of properties similar to those of cubic B´ezier curves, and can be adjusted easily by using the shape parameter λ. The jointing conditions of two pieces of curves with G2 and C2 continuity are discussed. With the shape parameter chosen properly, the defined curves can express exactly in the form of plane curves or surfaces defined by parametric equation based on 1,sint,cost,sin2t,cos2t for examples cycloid and sine curve. The change range of λ shape of the curves is wider than that of cubic B´ezier curves. It has been observed that this rational cubic B´ezier curves are much closer to the control polygon compare to the other spline curves. The geometric effect in case of shape preservation of this weight parameter is also discussed.
PAPER ID-ICETIITP106

Ranking of Pentagonal Fuzzy Number to Solve an Unbalanced Assignment Problem

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Abstract

In this paper, we future to resolve the fuzzy salesman problem via Hungarian method. An unbalanced assignment problem is solved using Ranking of Pentagonal Fuzzy Number (PFN). The First anticipated unbalanced assignment problem is articulated to a crisp assignment and solved by using Hungarian method and using Ranking of Pentagonal Fuzzy Number (PFN). Then Numerical examples are extant and proved.

Keywords: Fuzzy Set, Fuzzy unbalanced problem, Fuzzy Number, Pentagonal Fuzzy Number (PFN), Ranking of Pentagonal Fuzzy Number (PFN), Membership function.
PAPER ID-ICETIITP617

Graphoidal Covers In Transportation Networks

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Abstract

A graphoidal cover of a graph G is called a collection of (not necessarily open) paths in G satisfying the following conditions:

(i) Every path in G has at least two vertices.
(ii) Every vertex of G is an internal vertex of at most one path in Ψ.
(iii) Every edge of G is in exactly one path in Ψ.

The minimum cardinality of a graphoidal cover of G is called the graphoidal covering number of G and is denoted by η(G). Graph theory can be applied to solving transportation problems. By modelling the system of transportation network into graphs, various places are represented by vertices and the transportation ways are represented by edges. In this paper we determine the number of routes connected in a particular network by using graphoidal covers.

Keywords: Graphs, Graphoidal cover, Networks
PAPER ID-ICETIIITP606

Lubricant Consistency Variation With Temperature And Pressure In Viscous Fluid Film Between Symmetric Rollers

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Abstract

Lubricant of pure rolling with a couple of inelastic cylindrical rollers and Non – Newtonian incompressible power – law fluids are found using the squeezing motion and cavitation. According to the pressure and two dimensional temperature the consistency of the lubricant is varied. In addition sudden changes in the high load causes squeezing and the change which takes place in the lubricant is remarkable. By using Modified Reynolds and energy equation the pressure and temperature are found. Various bearing characteristics are presented and discussed. From the above work, we can come to a conclusion that the temperature, pressure, load and traction with Newtonian and Non – Newtonian fluids are found with significant difference among them.

Keywords: Lubricant, Non – Newtonian, power – law, squeezing, consistency
ON (T, S)-INTUITIONISTIC FUZZY WEAK BI-IDEALS IN NEAR-RINGS

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Abstract

In this paper we introduce the notion of (T,S)- intuitionistic fuzzy weak bi-ideal of near ring. Also we give characterizations of (T,S)- intuitionistic fuzzy weak bi-ideal of near ring.

A Study Of Intuitionistic Fuzzy Transportation Problem Using Vogel’s Approximation Method

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Abstract

The transportation problem is a special type of linear programming problem where the objective consists in minimizing transportation cost of a given commodity from a number of sources or origins to a number of destinations. We have various methods to optimize the transportation cost. In this paper we are going to take demands and supply as Intuitionistic Fuzzy Number (IFN) and find the initial basic feasible solution by applying Vogel’s approximation method in terms of Intuitionistic Fuzzy Number.

Keywords: Fuzzy Set, Fuzzy Transportation problem, Intuitionistic Fuzzy Number, Vogel’s Approximation Method, Optimal Solution.
PAPER ID-ICETIITP615

Unsteady MHD Free Convection COUETTE Flow Between Two Vertical Permeable Bowls In The Presence Of Thermal Radiation

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JAGADEVI. S. HIREMATH, Associate Professor, Department of mathematics M.S.Irani Degree college Kalaburagi

Abstract

This paper aims to the effects of uniform suction and injection through the plates. The problem is solved using Galerkin’s finite element method and the effects of suction parameter $S$, radiation parameter $Rd$, Grashof number $Gr$, magnetic parameter $H$ and Prandtl number $Pr$ on both the velocity and temperature distributions are investigated.
AN ALTERNATIVE WAY TO DERIVE EQUATION OF RELATIVISTIC MASS

Abstract

In today's world mathematical physics plays an important role while building the basics of physics. Using such basics concepts, in this paper we are going to derive the equation of relativistic mass in a way simpler way then anyone else. This derivation can be easily understood by a layman who knows the basics of calculus

Keywords: Relativistic mass, derivation, mathematical physics
TWO-DIMENSIONAL DISCRETE RANDOM VARIABLES WITH CONDITIONAL DISTRIBUTION

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M. Devanathan, Assistant Professor, Department of Mathematics, Sri Manakula Vinayagar Engineering College.

Abstract

Conditional probability is the probability of one thing being true given that another thing is true, and is the key concept in Bayes' theorem. It reflects in the random variables, but two-dimensional random variables Conditional Distribution has some limitations. In order to extend the content of conditional distribution this paper gives the extension of conditional distribution under discrete random variables and some examples. So it can get conditional distributions after changing the condition and get conditional distributions that are extended into n-dimensional random variables, thereby enriching the contents of the conditional distribution.

Keywords: Random Variables, Bayes' theorem, Discrete Random Variables, Two-dimensional Random Variables, Conditional Distribution
Mathematical modelling of anisotropic stellar objects in embedding class I

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Abstract

In this paper, we present a hypothetical framework within Einsteins classical general relativity which models stellar compact objects. The Einstein field equations are solved by assuming that the interior of the compact object is described by a class I space-time. The so-called Karmarkar condition arising from this requirement is integrated to reduce the gravitational behaviour to a single generating function. By appealing to physics we assume the gravitational potential which is sufficiently robust to accurately describe compact objects. Our model satisfies all the requirements for physical and stability conditions. In this connection, we study several physical properties like the variation of pressure, density, pressure-density ratio, adiabatic sound speeds, adiabatic index, energy conditions, stability, anisotropic nature and surface redshift through graphical plots and mathematical calculations.

Keywords: General relativity; Compact stars; Anisotropy; Exact solution; Equation of State, Einstein field equations.
PAPER ID-ICETIITP038

Total Edge Detour Monophonic Domination Number of a Graph

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ABSTRACT

In this paper, the concept of TEDMD set is studied. An total edge detour monophonic dominating set (TEDMD set) of a graph $G$ is a sub set of $V(G)$ which is both total edge detour monophonic set and a dominating set. The minimum cardinality among all the TEDMD sets is called TEDMD number and is denoted by $\gamma_{edm \_t}(G)$. For a connected graph $G$ of order $n$, $\gamma_{edm \_t}(G) \geq \frac{n}{1+\Delta(G)}$. For any two integers $p$ and $q$ with $2 \leq p \leq q$, there is a connected graph $G$ such that $m(G) = p$ and $\gamma_{edm}(G) = \gamma_{edm \_t}(G) = q$. Also there is a connected graph $G$ such that $\gamma_{dm}(G) = p$ and $\gamma_{edm \_t}(G) = q$. For two integers $p$ and $q$ there is a connected graph $G$ such that $\gamma(G) = p$ and $\gamma_{edm}(G) = q$ with $\gamma_{edm \_t}(G) = p + q - 1$

Keywords: Detour monophonic number, monophonic domination number, Detour monophonic domination number, Edge detour monophonic domination number, Total Edge detour monophonic domination number.
Impact of COVID-19 lockdown affected Import and Export activities which in turn led down Indian economy

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Abstract

The current scenario the earth is facing due to the corona virus disease pandemic which has been regarded as Covid-19. Although, the beginning report of the coronavirus was exhibited in the December 2019 in the Huanan Sea food Market from Wuhan city of China. The expansion of Covid-19 was robust in several countries which ultimately have led to refrain their sea ports and airports as well as railways. Even have restricted the import and export activities. Chiefly, the China was the major distributor of the raw materials to several countries but manufacturing activities was slow down across the globe due to lockdown impacts. Several countries have stopped purchases from china. Among several countries which faced economic crisis, one among them was India and the Indian government has lockdown for 41 days, attributably affected the many manufacturing activities as well majorly affected the supply chains which automatically led to decrease the economy of the country. In our current paper we have portrayed the Impact of Covid-19 led to restriction of import and export activities which in turn affected Indian economy and on supply chains. It is likely to emphasize as well as help the researchers to develop the conceptual models to overcome and have insight about further activities.

Keywords: Covid-19. Economy, Supply chain, Import, Export, Lockdown
Economic effect of COVID-19 in India

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Rajasmand Rajasthan

Abstract

Corona pandemic is firstly short out in Wuhan state of China where doctor found so many same symptoms of the patients rushing to the hospitals and spreading speed of this was so high so they found this may due to a new virus. It was very firstly found in December 2019 so this disease named COVID-19. It is now spreading worldwide so fast and most of the country is in a great pressure to save their lives with this pandemic. As we knew no vaccine available to control this disease so only to prevent from this disease is the only solution to deal with it so government of every country called for the lockdown to save their lives and to stop spreading this disease. In India first lock down was announced by the government in March, 2020 for Three weeks to till mid of the April and seeing the speed of the continually increasing the case of Corona that lockdown was four times extended and government issues this guidelines up to 30 June, 2020 and near future also there may be some restriction to avoid danger. So we can say this ongoing health crisis COVID-19 affected all walks all of our life. Due to this continuously lock down our production activities suffered a lot and in all three sectors so this pandemic have a wide impact on our Agriculture, Industrial sector, Service sector, Foreign trade, FDI and Domestic Investment, Development Projects, Government earnings, Net factor Income from abroad, animal Husbandry, performance of banking and Insurance sector, Economic growth rate, per capital income, poverty, employment and others. Due to this pandemic the economy is in the trap of recession. The growth rate of the economy may be decrease to zero or may be negative in this situation so we can say this pandemic have I very large or vital effect in the future so we have to change a lot in our day to day activity as well as our health and production activities.
PAPER ID-ICETIITP094

Lockdown- A Period Of Revamping

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Abstract

This article throws light on the changes, challenges and changing demands of various sectors of the society. It also makes an attempt to discuss reasons for present situation and its impact on the institutions of the society. It also discusses how it has lead to disturbances in the society? And attempts made by the leaders as well as members of the communities of the society towards revamping themselves as well as activities of the society. How lockdown period has lead people to rethink? And they ask themselves to evolve the best strategies to solve the problems. It also analyses the impact and influence of new strategies considered while solving the problems rose during lockdown period.

This lockdown period, in spite of setting turmoil had leverage over time and technology. It is just like an unexpected sudden brake forcibly applied on normal activities of the human society. The reason for this is that it has brought with it many uncertainties and some challenging changes. It has made whole human world to remember those aspects of life that remain unchanged like our commitment to our families, causes and values. Not only this it has brought about change in our own cultural or traditional practices also.

It has revealed the fact that how humans can alter their life styles? And how can they make use of technology to overcome the problems created by the pandemic disease. It is not one among those diseases which are concerned with the medical field but touches and affects all the actives, sections, communities and areas of the society. There is no exemption to it. So this paper doesn’t just restrict itself to discussion of problems but focus its attentions on the possible solutions with appropriate guidelines too.

Keywords: Lockdown, Leverage, Online services and Social relations.
An Empirical Study on Effect of COVID 19 on Indian Financial Market

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Abstract

Today the whole world is a victim or a pandemic named coronavirus. The impact of covid 19 is global. Around 200 countries are facing this pandemic also around 5 lakh death happened in the whole world. For stop the spread of this virus, most of the countries took a step of LOCKDOWN. This step affects the Economies of countries. Many sectors like tourism, manufacturing, hospitality, health care, infrastructure, MSMEs, financial sectors were adversely impacted. It affects the economic growth and according to the economist it will take time to revive the economy. The government of India took many steps, many packages like Atma Nirbhar Bharat for revive the economic growth. This paper emphasises the impact of pandemic on Indian financial markets and Indian Economy. In this paper, we are discussing the steps taken by government like Atma Nirbhar Bharat and its benefits on Indian financial sector also some other packages announced by the government.

Keywords: Pandemic, Financial Market, Indian Economy, Atma Nirbhar Bharat, Different packages.
PAPER ID-ICETIITP087

The Impact Of COVID-19 On Indian Economy

Mr. D. Parandhaman
Dr. S. Sagaya doss

Abstract

This report discusses the economic impact of the 2020 coronavirus epidemic in India has been mainly troublesome. India's development in the fourth quarter of the financial year 2020 went down to 3.1% according to the Ministry of Statistics. Service-oriented economies will be particularly negatively affected, and have more jobs at risk. Within a month, unemployment increased from 6.7% on 15 March to 26% on 19 April. Throughout the lockdown, a likely 14 crores (140 million) people lost employment while salaries were cut for many others. More than 45% of households across the nation have reported an income drop as compared to the previous year. Several state governments declared financial assistance for the poor in the disorganized sector. Most of poor people and mobile labour was affected by coronavirus.

Keywords: coronavirus, rise unemployment, cut down employee’s salary, Financial assistance for poor, Mobile labour affected by coronavirus.
Analysis of Trade Imbalance of Indian Balance of Payments during COVID-19 in India

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Abstract

The Corona virus pandemic has significantly disrupted every sector of the economy in India. The foreign trade sector is also not free from its impact. The foreign trade comprises exports and imports of our country. The foreign trade is a part Balance of Payments accounts. The balance of payments is a systematic record of all economic transaction of a country with rest of the world during a specified period of time. The foreign trade deficit has increased due to COVID-19. Both exports and imports value has also decreased due to COVID-19. The present study analyses the impact of Corona pandemic on trade deficit, export and import performance during last four months (January 2020 to April 2020) and compare over same months last year. The study is based on secondary data. The data are collected from DGCI&S and Ministry of Commerce & Industry, GOI and from various journals. Three Structural Stability (Dummy) regression models are used show the performances of export, import and trade deficit after COVID-19 outbreak declared by WHO.

The models conforms that the performance of export, import and balance of trade has declined due to COVID-19 outbreak. The analysis of 30 major export and 30 major import commodities have shown negative growth rate in few commodities in January and February 2020 and most of the commodities out of 30 commodities have shown negative growth rate in the month of March 2020 and April 2020.

The study found that the reasons for trade deficit are due to supply side problem, global slowdown, cancellation of orders, gloomy forecast, major job losses, rising bad loans among exporting unit and cross boarder seals. The trade deficit can be handled during this pandemic through a suitable fiscal package by government.

Keywords: Foreign trade, Trade deficit, Balance of payments, Exports and Imports.
Impressions Of COVID-19 Lockdown On Prominent Sectors: A Special reference to Indian Economy

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Ms. RITIKA GUPTA, Assistant professor, Rayat Bahra University, Mohali

Abstract

The world has changed forever after the outbreak of COVID-19. The difference between Pre-COVID and Post-COVID world can be easily witnessed by the facts and figures provided by every country. India is also amongst one of the highly affected countries in the world despite of the earlier lockdown measures taken by Indian Government. The objective of this paper is to study the positive and negative impact of COVID-19 on Indian economy and to recommend suggestive measures to revive the Indian economy. Secondary data has been used to achieve the desired objectives. The study highlights the prominent sectors which got negatively affected due to COVID-19 lockdown, there are only a few sectors which fortunately succeeded to survive in such adverse situations like Pharmaceutical, Telecommunication sector etc. But, still there are many sectors which needs to be reinvented and rebuilt again. The study recommends various suggestive measures for revival of economy as Indian economy is going through a critical time but there is also a brighter side to it so by keeping the positives and adopting measures, India still can be a global leader to refuel the breakdown and extract positivity with renewed energy to boost up GDP (Gross Domestic Product) of the nation.

Keywords: COVID-19 Lockdown, Positive and negative impact, various sectors, Indian economy, Suggestive measures
COVID – 19 Economic Implications

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The economic impact of the 2020 coronavirus pandemic in India has been largely disruptive. India's growth in the fourth quarter of the fiscal year 2020 went down to 3.1% according to Ministry of Statistics. The Chief Economic Adviser to the Government of India said that this drop is mainly due to the coronavirus pandemic effect on the Indian economy. Notably India had also been witnessing a pre-pandemic slowdown. The World Bank and rating agencies had initially revised India's growth for FY2021 with the lowest figures India has seen in three decades since India's economic liberalization in the 1990s. However after the announcement of the economic package in mid-May, India's GDP estimates were downgraded even more to negative figures, signalling a deep recession. (The ratings of over 30 countries have been downgraded during this period.) On 26 May, CRISIL announced that this will perhaps be India's worst recession since independence. State Bank of India research estimates a contraction of over 40% in the GDP in Q1 FY21.
A comparative study on the economic growth in the pharma sector among the major nations during the time of covid-19.

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Abstract

The COVID-19 pandemic has disrupted the balance in all the spheres of the world. Certainty of normalcy is a question far beyond. Any sector be it on land, water or air is severely affected. Agriculture, logistics, education, manufacturing, entrepreneurship, blue economy, aviation and the rest are all shattered by a single word CORONA 2020. In this paper we would like to study one among the very few industries which was greatly looked upon during the time of pandemic. The Pharmacy industry was the only industry which attracted all the nations of the world. Be it the invention of a yet to be introduced VACCINE or the basic paracetamol or the hydroxychloroquine which were offered to the victims of the disease are the only relief available. Through this paper we have made a comparative study among the established nations in this field namely Germany, Switzerland, Belgium, France, United States along with INDIA which have tried to show how this industry has been exceptionally useful during the time of needs. Last year India stood in the tenth position among the other nations exporting drugs and medicines. Its position has been significantly rooted this year and India has proved to be a pillar of strength and support to the other nations of the world. Thus is the impact of this sector in the world economy.

Keywords: Economic Impact, COVID-19, CORONA 2020, Pharmacy industry.
Educational Revolution For Digitisation

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Abstract

The unexpected phase of COVID-19 will be unforgettable for the witnesses like us till our death. The era is very crucial and will be taught in the history as the black days for the entire world to the children of future. The third world war is not among the countries but it is the war between humans and Corona Virus. The complete lockdown in entire nation has emerged innumerable issues and challenges, which may take more than a year to revive from it. According to UNESCO, 290.5 Million students are going to get affected worldwide in many ways due to temporary closure of Schools and Colleges across the world as the preventive measure taken against spread of Covid19. In India more than 12000 educational institutions are closed which has affected the education system. The peak time is of completion of syllabus and conducting of the examinations.

The present research paper is just an attempt to know the effect of COVID 19 on new methods of teaching and learning, which has become more or less mandatory for the teachers. The sudden popularization of Google Class rooms, remote teaching, Zoom Cloud Meetings, Microsoft teams has proved it. With the development if ICT in education, online video-based micro-courses, e-books, simulations, models, graphics, animations, quizzes, games and e-notes are making learning more accessible, engaging and contextualized.

The current study is comprising and analyzing of the primary data collected from 150 teachers of Schools and Colleges in Mumbai through google forms.

The gathered information has highlighted that many modern schools and colleges had the approach of digital way of teaching in the past, at the same time all 150 teachers, including those who never made use of digitization for the teaching learning process, also has started...
making use of it and are comfortable. Faculties are attending online workshops, webinars and also presenting the research paper at national and international level by sitting at home.

It shows a transformation of teaching learning process at a tremendously faster rate. However, some hitches have been found from the information that students find it difficult who lives in remote rural areas with poor network connectivity and have lost the learning sessions and some suggestions to come out from the obstacles are also addressed in the study.

It is concluded that the future learning process will be fully digitized, interesting, fruitful and the tool to bring the real outcome of education. At the same time it also has been found that online or digital education system cannot replace the teachers.

Keywords: COVID-19, Digital Education, online teaching learning process.
Impact of Dividend, Earning, Book Value and Promoter's Ownership on Stock Price of Indian BSE Listed Indexed Firms

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Abstract

The investor's attention attracts towards growth of capital market and share price had played an important role in determining the trust of investor's towards company. The investor's main objective is to maximize their return in the form to increase in share price and capital gain. So the knowledge and awareness about the determinants of share price is necessarily for the investors to know the volatility of their investment and measure the risk which is associated with the investment. The objective of the research is to see the impact of payout ratio, earning per share, book value per share and promoter's ownership on share price of BSE Listed Indexed firms. Simple Linear Regression Analysis is used for analysis and the result shows that earning per share and book value per Share has significantly affected the share price of BSE listed indexed firms. While dividend per share and promoter's ownership has insignificantly affected the share price of BSE listed indexed firms.

Keywords: Index Companies, Book Value per Share, Earning per Share, Payout Ratio, Promoters Ownership.
A Review On Impact Of Covid-19 On Indian Economy

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Abstract

Globally, coronavirus has produced a disrestful environment for human life. Its outbreak was first reported in Wuhan, China on 31 December, 2019 and has spread all over the world and is called a pandemic by the World Health organization. Due to this sudden trouble and contagious nature of Covid 19 many of the economic activities have stopped completely till date to fight with it which leads adverse economic impact not only on India but also all over the world. In January 2020 the International Monetary Fund (IMF) has projected India’s expected GDP growth to be 5.80 percent. But, on 14 April International Monetary Fund (IMF) again projected GDP growth of 1.9 percent only for India in 2020 as of Covid 19 adverse effects on Indian economy. The sectors which are most adversely affected in this period are Building and Construction, Aviation and Tourism, Automobile Sector, Apparel and Textile, Shipping and Non Food Retailing. But few Sectors also have a boost as the Digital and IT industry, Chemicals Sector and Pharmaceutical firms. This paper mainly emphasizes the impact of Covid 19 pandemic on Indian economy. There can be few probable solutions which the government can ought to do such as Infrastructural development of the country, Tax relaxations and tax holidays for few months, Public sector financial institutions recapitalization and encouragement by the RBI to lend out low ticket loans as working capital to ensure comeback of the liquidity. These approaches can help in reviving the economy from the pain that the pandemic has caused.

Keywords: GDP growth, Various sectors, Infrastructural development, Tax relaxations, Financial institutions recapitalisation, Low ticket loans.
Digital Experience and Behaviour of people due to the impact of COVID-19

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Abstract

Technology had been part of our life and was also changing the way people were interacting. But now the current situation has made the technology an immensely influential part of our life. This radical change due to the impact of COVID-19 has made us to think of technology as means to our day to day life like how we can gather information, work with only options of technology, communicate with the use of technology, socialize with technology, carry out purchases, pursue education and much more. Biological disaster management now has made us to think of this technology as a boon, which was earlier considered sometimes as a bane. This has also brought about changes in the behaviour of people like their quick adaptability and increase in awareness about tools of communication. This study thus aims to:

- Study the level of awareness amongst the people about digital experience after COVID 19.
- To study the level of satisfaction of the people with the various tools of technology.
- To identify the various uses of technology during COVID19 and the changes in the behaviour of people with the use of technology.
- To understand the problems faced by them due to the option of using only technology during the pandemic situation.

Use of technology is not just an initiative of any industry, sector, it is the need to be leveraged well with needs, comfort and utilities of the people who are going to use it to have better experience with exposure to technology and also to nail itself as an emerging technology which would support human behaviour to achieve greater heights in their life.

Keywords: COVID19, Behaviour, Technology, Digital experience.
An Influential Interaction of Macroeconomic Variable towards Indian Sharia Stock Indices in post COVID19 Era

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Abstract

Understanding the stock market behaviour and predicting its performance is a never ending chapter. The dependency behaviour and the directional movement is always a focus for all the practitioners to implement right strategies that leads to risk minimization and profit maximization. Some times this prediction techniques fails to approve when an external impact is imposed. Basing upon these challenges the present paper considers a major issue i.e. predicting the stock market behaviour through macroeconomic variable to lead the post COVID-19 era. This major problem is resolved by considering one of the indices that has its own rules and regulations of operation i.e. the sharia indices of India i.e. BSE SHARIA500, FTSWIND, NIFTY500SHARIA, and NIFTYSHARIA50. The study implements various macroeconomic variables such as Interest rate (IR), an Exchange rate (ER), Money Supply (MON) and consumer price index (CPI). The study is carried on by implementing descriptive statistics for understanding time series individualities. After the confirmation of the data series the correlation test establishes the degree of relationship while granger causality confirms the directional relationship. The causality output only confirms the FTSWIND that follows interest rate and money supply while NIFTYSHARIA50 states an opposite relation where it defines the Exchange rate significantly. While other indices shows no significant directional relationship. The VECM model finds FTSWIND-money supply and NIFTYSHARIA50-Exchange rate holds a long run and short relationship but FTSWIND-interest rate doesn’t hold a long run or short run relationship, perhaps there are certain other variable that signifies the causality effect. The series considered holds the uniqueness due to the Sharia and Sunni rules which was never expected to be followed by any macroeconomic factors but this output states that there is an association which can be predicted from the money supply only which can be considered in post COVID-19 era for predicting the price movement of the series to hedge the risk and yield maximum benefit.

Keywords: India Sharia index, Consumer price index, Interest rate, Exchange rate, Money Supply, COVID-19 era
Effect of COVID-19 on the Hospitality Industry

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Abstract

Every country has sealed their international borders; all the international and domestic flights have been suspended. There is a worldwide lockdown during this pandemic called as COVID-19. Obviously this will have an unprecedented effect on the hospitality industry. For business or for leisure; people all over the world will have a constant fear in their minds before making any travel plans. The tourism and hospitality business is going to suffer for sure, for how long no one surely knows. In fact the only industry that is facing a major backlash is hospitality industry because people will be avoiding ordering food or staying in any hotel to avoid as much human contact as possible. And hospitality industry being the service industry will have to face many challenges even post covid-19. Thus to survive, this industry needs great coping mechanisms and we need to find out better prepositions to be carried out once this pandemic passes. The industry has faced so many cancellations for travel bookings and hotel bookings and this will eventually continue for coming months. Many hoteliers doubt that hospitality sector will have any chances of revival any time soon. Many authors and industry experts have shared their views, opinions and concerns on the effects of Covid-19 on the hospitality sector. This paper will throw light upon all these articles, reports and discussions. It shall also cover extensive profiles and recent developments of market players. We shall have look at the problems that hospitality industry will face and may be suggest a way out.

Keywords: Hospitality, Restaurants, Travel, Covid-19, Pandemic, Hotels
A Future Outlook on a Self-Reliant Nation

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Abstract

The current pandemic situation “COVID 19”, has made the Government of India to recommend for “Self-Reliant Nation”, means being self – sufficient to produce the goods and deliver the services on our own without or with a minimal intervention of foreign countries. As the logistics between the countries, became a real time challenge which forced us to think on self-reliant. This paper discusses the various areas of Self-Reliance including its prospects and challenges. Self-Reliant nation is a hope that increase the opportunities for new and innovative entrepreneurs, generation of employment, making the consumers to feel proud about using the domestic products and finally its narrow downs the economic complexity and safe guard the interest of local investors. Though we enjoy the above aspects, fact impose few constraints like huge investments, need of high Technology upgradations, lack of natural resources particularly oil products. In addition, it may increase rivalry between nations. But these hindrances can be removed, if there is a prospective financial planning for new setups from the government. Initiating a focused group for training and motivation of new young minds to brighten up the hidden talents. Steps can be taken to improve the free flow of distribution channels within the boundaries by reducing geographical and other cultural barriers. With these efforts, it is possible to expand the production facilities and supply, but still there is a need to increase the purchasing power of an individual through various fiscal policies and socio-economic reforms in the country.

Keywords: Self-Reliance, “Atmanirbhar Bharat”, employment, technology, multinational companies, resources and investments.
Impact of Covid-19 on Indian Economy

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Abstract

Coronavirus (COVID-19) is a widespread epidemic which has its root in Wuhan city, China. On 30 January 2020 first case reported about the first Indian to be affected. By 10 January 2020 total affected people in India were 276583 people, 7745 died and 135206 recovered. India rank 5th spot in term of affected person globally. India is under strict lockdown from 25 March, 2020 which was initially for 21 days when affected people were around 500 but lockdown increased in multiple phases as per the need of situation. But after 31 May 2020 lockdown is being slowly phased out. But because of lockdown many inventory were halted. Production has been stopped which resulted in halt in supply of goods in market. Previous inventories which were processed are available in the market but that will also end and will leads to increase in prices of goods and black-marketing of goods when demand exceeds the supply. Another factor affecting the production will be lack of labour supply due to migrants moving back to their native place

Keywords: Indian Economy, Covid-19, Lack of labour
Assessing The Impact Of COVID 19 On Super Market Purchase Behaviour Of Consumers

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Abstract

Consumers purchase behaviour changes time to time and it is an outcome of certain situations. The demand for the supply of products through online has increased rather than the purchase that is made in super markets in person. During the effect of COVID 19 pandemic, many consumers started adapting the digital/virtual purchase, rather than of buying in shops (in person). The impact of COVID 19 pandemic has changed the supermarket purchase behaviour among the consumers. The demand and the price of the goods have drastically increased over the period. Grocery, vegetables, food retailers and other necessities are responding to an unprecedented demand that strains the entire ecosystem.

In the recent survey it is known that more than 40% of the people are likely to adopt online delivery than super market purchase of goods. The closure of offices, malls, schools, colleges, multiplexes, pubs and restaurants by almost all state government along with work-from home options due to COVID 19 pandemic have changed the consumers super market purchase behaviour. The objective of this study is to analyse the super market purchase behaviour of the consumers and to find the reasons behind the behaviour. The study used survey method to collect data from the respondents. The findings has shown the lime light that, consumers purchase behaviour is altered and changed a lot due to the COVID 19 pandemic.

Keywords: Purchase, Consumers, COVID, Pandemic, Super Market
Human Resource Management: The Challenging Measures And Directions Of In This COVID19 Situation

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Abstract

In the midst of the current COVID-19 crisis, many companies have entered uncharted territory. Countries around the world are taking unprecedented safety measures that affect the daily lives of their citizens, but also impact the functioning of businesses and the economy as a whole. Organizations have to ensure the safety of their employees and the continuity of their operations.

HR plays a crucial role in managing the COVID-19 response at an organization. However, these extraordinary circumstances are to navigate. Human Resources are the lifeline of any organization and need to be handled with the utmost care and dignity all the time, and not just during this crisis. In this study connection with Companies are planning to take various short-term and long terms HR challenging measures put together useful HR resources to help point you in the right direction.


Human Resource Directions : - General information for employers, Information on internal communication, company policies, and response plans, Tips on external communication, Facilitating remote work, Impact on recruiting.

Dr. Pushkar Dubey, Assistant Professor & Head, Department of Management, Pt. Sundarlal Sharma (Open) University Chhattisgarh

Kailash Kumar Sahu, Research Scholar, Department of Management, Dr. C. V. Raman University, Bilaspur (Chhattisgarh)

Abstract

Life will never be the same as it was before. COVID-19 crisis has changed everything as it affected lives and livelihood both, negatively as well as positively. This paper discusses both impacts of COVID-19 pandemic that how the world economy has crashed, crores of jobs been lost, many are stuck in poverty trap, and many more unfortunate events are awaiting. Positive effect are also discussed in this paper as the crisis decreases the carbon emission and pollutants at the world level which resulted as clean air and water, it helped in increasing healthcare awareness among people. This paper further explains what would be new normal in the society. And, at last, experts, especially Prof. Abhijit Banerjee, Nobel Prize winner 2019, provided suggestions for effectively handling the Indian Economy.

Keywords: COVID-19, Lives and livelihood, Indian economy.
The epidemic of corona virus named covid-19 has effected over 216919 confirmed cases and in excess of 6075 deaths in India. The way the world works has distorted due to Covid-19 as through the protracted nationwide lockdown imposed by the government and nation has approached with social distancing, restrictions on travelling, obligatory quarantine, self isolation which are the solutions put ahead by the government to get the count lower of covid-19 crisis. The financial sector consists of banks, investment funds, insurance companies and real estate funds etc. The financial segment of the economy is going through the worst part of the impact taking the economy to its knees leading to market uncertainty, lowering in assets prices, closure of corporate offices, big businesses and events and also excess demand for short-term credit. Financial sector which depends on numerous variables there is no doubt concerning that it will be poorly exaggerated. It has flickered fright which have been leading to imminent financial crisis and depression. In this paper the major focus is on the state of the financial sector of India after covid-19 phase; estimate the possible impact of the distress on different segments of the financial markets that have been going through increased volatility owing to panic sale of assets resulting in devastation of stock markets having started an unexpected liquidity restrictions, evaluate the guidelines that have been proclaimed until now by the Central government and the Reserve Bank of India to revolutionize the financial distress that has been exaggerated by the pandemic and put forward a set of procedure suggestions for particular sector.

Keywords: Covid-19, Financial sector, Epidemic, Government, India.
A Brief Review Of Use Of Nanotechnology In The Prevention Of COVID-19

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Abstract

The outbreak began in late 2019; researchers have been racing to learn more about SARS-CoV-2. This virus has already infected lakhs of people and led to thirty thousands of deaths, and this rate is increasing day by day. Hence to reduce death rate preventions and cure are equally necessary. The size of the virus is generally considered to be particles <5μm in diameter, can remain in the air for long periods of time and be transmitted to others over distances greater than 1 m. For the prevention and treatment of covid-19 nanoparticles such as silver and gold nanoparticles can take a vital role.

This paper emphasizes mainly the review of nanotechnology not only as different Nano sensors to detect bacteria and viruses at very low concentrations but also Nano-filter face masks for maintaining good efficiency.

Keywords: SARS-CoV-2, nanotechnology, Nano-filter, Nano sensors.
COVID-19 Global Pandemic And Its Impact On Economy Exploring To Micro-Enterprise

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Abstract

The contemporary society has been facing the challenges with rapid aggression of COVID-19, as Global Pandemic. Many bold attempts has been taken by government to protect the disease from the breaking of the virus but failed to drive away the problem from the country as well as globe. It is a universal phenomenon for which the entire globe has been facing hard for deleting the virus as the great challenge in front of the peoples. For a long time different countries of the Globe tried to combat by adopting the ideologies of isolation through social distancing as per nature of the disease. The countries are not able to prevent the spreading of the disease though they have taken action to fight. Various process like- Janata Curfew, Lockdown, preparation on to quarantine, home-bound of passengers from outside, extensive sanitization, mask mandatory, vehicle prohibition, avoiding participating in all functions so and so. The first part of the topic holds about the C-19 pandemic with gradual trends, the second part will the subsequent prolonged lockdown to combat newly form of virus and in third have wrought havoc of the Indian economy by bringing almost all commercial and trade activities to a halt. In fact, the state is losing its unique paradise for healthy India. From the economic analysis it is an important that how its impact falls in to enterprises. In this context the primary information are collected from particular areas in the highly effected zone of C-10 in the sectors of MSME. Entrepreneurship is simply finding new opportunity to do things better and then seizing the opportunity. With change like globalization, deregulation, and open completion and technological change taking place, our society is becoming an entrepreneurial society. Individuals face a tremendous challenge in their life. Lastly new conclusions are drawn at the end.

Keywords: C-19 impact on society, economy, polity formation, cultural, micro-enterprise etc.
The Impact of Coronavirus (Covid-19) on E-Business

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Abstract

The key purpose of this research is to determine the impact of Covid-19 on the online business with regards to Gujarat (India). Covid 19 has severely impacted countries worldwide and many people lost lives in battle against virus in country already. Government strictly followed lockdown of 50 days countrywide. This implies the nation's monetary development has let down. It has nearly stirred up a wide range of business including the E-business for a gigantic scope. Significant retailers needed to totally shut down their stores because of Lockdown decreed by Indian Government. Aside from that, the medium and little estimated retailers are battling with the circumstance because of low footfalls. Further, online organizations are additionally not out of the rundown. Further, online businesses are also not out of the list. They are also severely affected by. Many e-commerce businesses rely upon China for half of its merchandise products. Therefore, it is assumed that this deadly virus will severely impact the Indian online business. A survey has been conducted for this research and primary research has been carried out to get a better outcome. The results illustrated that as the maximum of the products comes from China or exported from outside and the maximum of the industries are lockdown which means that there is no import and export of the product.

Keywords: E-commerce, Coronavirus (Covid-19), E-Business, Consumer Behavior, Covid-19
The Role of Social Media in Covid-19 (Online Teaching Learning)

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Abstract

Today, many schools in India & education institutions are adapting these developments into their frameworks and depending on group assets and systems to improve the life of students. The utilization of social media in education helps students, teachers, and parents for getting more valuable information while connecting with learning groups and other educational systems.

Social network sites & websites provide with lots of chances to improve their techniques of learning & teaching to students and schools, respectively. Through these networks, you can join social media modules or plugins that empower sharing and collaboration. Students can benefit themselves through online tutorial exercises through YouTube. Online courses are also offered by colleges abroad through Skype and a full cluster of assets that are shared through social communities.

All above mentioned points are the benefits of social media education in schools. Going through above advantages, one can understand the importance of social networking sites in the educational field in today’s world.

Keywords: Social Media, E-Learning, Mobile, Laptop, Internet, YouTube.
Quality in Teaching Learning and Evaluation: A Need For Academic Excellence During Covid-19

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Abstract

The outbreak of the novel corona virus, COVID-19, has been declared a pandemic by the WHO. The structures of social contact critically determine the spread of the infection and, in the absence of vaccines, the control of these structures through large-scale social distancing measures appears to be the most effective means of mitigation. Its time-dependent generalization is computed based on case data, age distribution and social contact structure. The impact of social distancing measures-workplace non-attendance, school closure, lockdown-and their efficacy with duration is then investigated. On the 14th of March, the news dropped like a bombshell for all teachers: schools would remain closed until the end of the month. My students on the other hand excitedly called me up to confirm what was according to them, happy news. They were to have a fortnight of holidays; the reasons for the lockdown were of no concern. The Nation followed Suit Ten days later as Prime Minister Narendra Modi declared an initial nationwide lockdown on the 25th of March for 21 days (now extended till May 3rd). There were calls this time too, only a little more concerned. A lot has been discussed on the impact COVID-19 has had on the economy, social classes, and the environment. But, as a teacher, I am more concerned about the impact it is having on the education system. It is well known that investment in the education system has a very high incubation period. As a result, the current impacts of the pandemic on the education system would also have a high incubation period, making them difficult to measure in the long-term. How is the pandemic currently affecting different stakeholders of the education system and how they are responding to it? A New Concepts Outlines Three Key Principles to strengthen teacher effectiveness during and in the immediate aftermath of the pandemic, as well as opportunities for long-run improvement:
Principle 1: Support Teacher Resilience to Ensure Teacher Effectiveness

Principle 2: Support Teachers Instructionally to Ensure Teacher Effectiveness

Principle 3: Support Teachers Technologically to Ensure Teacher Effectiveness
21st Century Global Pandemic (COVID-19) and Indian Economy

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Abstract

Corona Virus are known to undergo genetic recombination. The presence of a large reservoir of SARS-COV-like viruses in bats, together with the culture of eating exotic mammals in Souther China, is a time bomb. Its 20 times higher affinity for binding compared to SARS-COV and more widespread invasion. The word pandemic due to world widespread characteristics. Global pandemic Corona Virus outbreak was first reported in Wuhan City, China on 31 December, 2019.

And where are we right now with Covid-19?

5.1 million confirmed Coronavirus cases worldwide, 336,000 people have died from the Virus. 500m people at risk of falling into poverty. 3% expected drop in world output. 13-32% anticipated fall in global trade. 30-40% estimated drop in FDI. 80% students worldwide (1.6) out of school in march 2020. 34% adults feeling adverse effects on their mental health during lockdown. 1% increase in unemployment results in 2% increase in chronic illness. Covid-19 is having a deep impact on Indian economy business, society and life style over the coming month's. Jobs are at high risk zone. United nation report estimated a trade impact of more than USD 350 million on India due to thin outbreak, make India on of the top worst affected country of the world. Corona has spread all over the world and called as a pandemic by world health organization. It has product economic impact on over world & India. It has stopped many of economic activities and produce recession in many part of the world.

Keywords: Auto Industry, Electronic Industry, Foreign Trade.
Digital tools in the fight against COVID-19

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Abstract

The COVID-19 pandemic has affected educational systems worldwide, leading to the near-total closures of schools, universities and colleges. The past few days have been grim and difficult for parents and students, and the uncertainty of the future has only added to the anxiety. The inadequacy and inefficiency of the initial crisis response, however, has been slightly offset by a swift and ironclad response from educational Institutions across the spectrum. The majority of data collected on the number of students and learners impacted by COVID-19 has been calculated based on the closure of formal education systems. Governments, citizens and companies have pooled all their collective resources to minimize the negative impacts of the pandemic while simultaneously working day-in and day-out to stop the spread. It is precisely in this crisis situation that digital tools such as videoconferencing, remote monitoring and data analysis can make a valuable contribution. This paper proposes measures and resources to manage the online learning and engaging students easily and efficiently. Digital tools can play an important role in the current situation, which is aimed at preventing as many new contaminations as possible. We must have as little physical contact with each other as possible in order to prevent new cases. At the same time, there is a great need for accessible communication for smooth teaching.
learning process between the teacher and the student. But even though apps and video calling are commonplace in our personal lives, this is not yet the case in the rural community of students.

Existing methods in teaching With the help of digital technologies, we can overcome the problems faced by the educational institutions, teaching fraternity and students. By using the digital tools, we can handle online classes and we will teach the students under “Read at Home” method and simplify the teaching-learning process. Students can opt for any timing of their choice based teaching methods of any subject. No concrete rules of stipulated timings are enforced for the students in a particular place to read the subject.

A teaching method comprises the principles and methods used by teachers to enable student learning. These strategies are determined partly on subject matter to be taught and partly by the nature of the learner. For a particular teaching method to be appropriate and efficient it has to be in relation with the characteristic of the learner and the type of learning it is supposed to bring about. Suggestions are there to design and selection of teaching methods must take into account not only the nature of the subject matter but also how students learn.[1] In today's school the trend is that it encourages much creativity. It is a known fact that human advancement comes through reasoning.[citation needed] This reasoning and original thought enhances creativity.

The approaches for teaching can be broadly classified into teacher-centered and student-centered. In a teacher-centered approach to learning, teachers are the main authority figure in this model. Students are viewed as "empty vessels" whose primary role is to passively receive information (via lectures and direct instruction) with an end goal of testing and assessment. It is the primary role of teachers to pass knowledge and information onto their students. In this model, teaching and assessment are viewed as two separate entities. Student learning is measured through objectively scored tests and assessments.[2] In Student-Centered Approach to Learning, while teachers are the authority figure in this model, teachers and students play an equally active role in the learning process. The teacher's primary role is to coach and facilitate student learning and overall comprehension of material.
Sensor Based Computational HQIS Model To Control The Spreading Of COVID-19 Virus In A Smart City

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Abstract

Urbanization leads to many challenges for global health and the epidemiology of infectious diseases. New megacities can be incubators for new epidemics diseases can spread in a more rapid manner and become worldwide threats. Adequate city planning and surveillance can be powerful tools to improve the global health and decrease the burden of communicable diseases. Smart cities use information and communication technologies (ICT) to scale services include utilities and transportation to a growing population. In this article we discuss how smart city ICT can also improve healthcare effectiveness and lower healthcare cost for smart city residents. Coronavirus disease (COVID-19) is an infectious disease caused by a newly discovered Coronavirus. Most people infected with the COVID-19 virus will experience mild to moderate respiratory illness and recover without requiring special treatment. Older people and those with underlying medical problems like cardiovascular disease, diabetes, chronic respiratory disease, and cancer are more likely to develop serious illness. Scientists who use mathematics and computers to simulate the course of epidemics are taking on the new Coronavirus to try to predict how this global outbreak might evolve and how best to tackle it. In this paper I will also simulate the course of epidemics are taking on the new Coronavirus to try to predict how this global outbreak might evolve and how best to tackle it in a Smart City. In this paper I will develop computational models by considering symptomatic and asymptomatic cases. I will also discuss on HQIS i.e. Home Quarantine, Quarantine Centre, Isolation and Hospitalization strategies for controlling the diseases propagation among the community in a Smart City. Then I will establish a better algorithm to calculate the critical values of HQIS parameters which determines disease control strategies. So the primary goal of this paper is to reduce one to one transmission of COVID-19 patients to control the current out block.

Keywords: Smart city, COVID-19, Quarantine, Isolation

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COVID-19 Economic Implication: Desolated Livelihood In Cosmos Owing To Covid-19 Pandemic

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Ms. SUGANYA S, Research Scholar, Vels Institute of Science Technology and Advanced Studies

Abstract

This article reveals the abrupt of infectious disease Coronavirus or Covid-19 across the globe. The Covid-19 was referred as '2019 Novel coronavirus' or '2019-ncoV'. Initially, it originated in Wuhan, China and started to spread worldwide. This type of virus usually causes fever, tiredness and a severe cough, also shortness of breath and makes people ill those with pre-existing medical conditions. The Covid-19 is the most ultimate risk factor to the public where it started to spread through physical contact. This can be predicted by isolating the infected person and the lock down process which was first initiated by European countries. By this outbreak of Covid-19 pandemic brings most serious and challenging factor for all the economic sector and turns to be bigger crisis and literally cause many losses due to this pandemic situation. The First chapter provides an Introduction about Covid-19 over the Cosmos. Chapter two enlists with the review of the literature. Chapter three includes the historical wars /cause and effects .Chapter four gives the outbreak of the covid-19 pandemic lockdown. Chapter fifth brings global growth rate at a glance-IMF, World Economic Outlook. Chapter six shows the detailed on Covid-19 curbed economy throughout the cosmos. Chapter seven ends with the conclusion.

Keywords: Cosmos, Covid-19, Crisis, SARS COV-1.
A Study On Student Perception Towards Online Education During Covid-19 Crisis

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Abstract

At the end of December 2019, the pandemic COVID-19 disease emerged in Wuhan city of China. It spread rapidly and affects other parts of China. To control the risk of further spread of disease the authorities in Wuhan locked down the city on January 23, 2020. The COVID-19 cases were detected in several other countries within a few weeks and it became a global threat. On 6th June 2020, 1,159,422 active COVID-19 cases exist in India. To break the chain of transmission of infectious disease the educational institutions are closed. Due to the COVID-19 pandemic, all schools/colleges/universities have postponed or canceled all campus events such as Examinations, Workshops, Conferences, Admissions and other activities. The main objective of this study is to know the impact of COVID-19 on education, to study the perception of students towards online education during COVID-19 crisis and to study the student perception towards COVID-19 disease. The data is collected by structured questionnaire from 100 students in Tirupati city. The study includes both primary and secondary data. The convenient sampling method is used to collect data. Results are summarized using SPSS software and conclusion drawn that most of the respondents are satisfied towards online education and most of the students want to continue the online education in future also. The main problem facing by the students is network connectivity. In Tirupati, 45% of the colleges are using Canvas Instructure for online classes.
Abstract

Corona virus disease (COVID 19) a buzz word that has been created in the recent times. This deadly virus has shaken almost all the countries around the world and its economy. It is an infectious disease caused by severe acute respiratory syndrome coronavirus 2. It was first identified in December 2019 in Wuhan, CHINA and has resulted in an ongoing pandemic.

The virus is thought to be natural and has an animal origin, through Spillover infections. The first known human infections were in china. As of 21 June 2020, more than 8.75 million cases have been reported across 188 countries and territories, resulting in more than 463000 deaths. This virus is primarily spread between people during close contact, most often via small droplets produced by coughing, sneezing and talking. The time from exposure to onset of symptoms is typically around two days to fourteen days. However, research as of June 2020 has shown that speech generated droplets may remain airborne for 10 minutes.

Recommended measures to prevent infection include frequent hand washing, maintain physical distance from others (especially for those with symptoms), self - quarantine (especially for those with symptoms) covering coughs, and keeping unwashed hands away from the face. According to the world health organisation (WHO) there are no vaccines nor specific antiviral treatments of symptoms for COVID 19 . Management involves the treatment of symptoms, supportive care, isolation and experimental measures. Further this paper highlights the importance of lockdown and prevailing alarming situation of the outbreak of COVID 19 through a brief analysis of two nations - INDIA and THE UNITED STATES OF AMERICA.

Keywords: COVID 19, lockdown, isolation, self – quarantine.
COVID-19 Economic Opportunities And Challenges – An Analysis And Comparison With Other Nations

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Abstract

The adverse effect of COVID-19 brings drastic changes in the daily walks of people and a threat to global equity markets. The economic opportunities and challenges are indispensable part of COVID-19 with radical intensity. Some sectors specifically Telecom, Healthcare, Insurance, Online Platform, Information Technology and few businesses like consumer goods and durables, agrochemical and fertilizers are unscathed from COVID-19 hit in all over the world and in fact benefit from this disruption. It is disproportionately hard days to the daily wagers, self-employed householders and landless laborers. To amplify the existing cyclical challenges; adequate stimulus measures have been taken by the government to safeguard the people of the nation. It is believed that Economist suggestions can tackle the COVID-19 crisis and increase the per capita income. Many statistics have shown that developing countries have high confrontational economic crisis even though some resilience in the country’s financial system.

In this paper, I would like to devise both the opportunities created and challenges faced by multi variant categories of people and the same to be compared with other nations and subsequent ways to overcome the financial crisis with the supporting hands of wealthy and prosperous populace, Celebrities, Industrialist, Government etc., And also the comparative note of fiscal aid, monetary and macro policy assistance with few other key nations will be incorporated. Besides, I am in the vein of bringing up the economic benefits of teaching faculties academically in online platform and its flaws.

Keywords: Opportunities, Challenges, Economic Crisis, Statistics, Benefits, Online Platform
Impact Of Online Teaching And Education: A Big Challenge At Corona Pandemic

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Abstract

In this paper, we have study about online teaching their impact of positive and negative factors on students, teachers, learners and industrial peoples. In the era of corona virus (Covid-19) pandemic, all the offline and physical education has been out form the students and teachers life. All the students and teachers uses online teaching modes and resources that are available from our home to study and useful for teaching our students, learners using online resources for enhancing their knowledge’s. Teachers and students use online ICT based techniques to teach/learn for their study. Also all the official work has been performed using online modes. There are lots of positive factors find about online study like, easy to share information, no need to physically available, conducting virtual class from anywhere to everywhere, lots of peoples, students, faculty members, industrial persons joined in a single classroom program like online webinar, E-Symposia, Faculty development programs, Quiz competitions and other various activities. We know that everything in the world have positive and negative impacts, like that online teaching and education have several numbers of limitations that are as students health problems, low concentration of the students in the virtual classroom, lack of technical skill for online teaching learning process. These are the main benefits and drawbacks impact of online teaching learning systems. So we can say everything have some drawbacks but form my research work experience and current scenario online teaching learning education system have various number of benefits rather than drawbacks. In this research paper we have collected data from various numbers of students, researchers, teachers and other social persons. From this study, I have concluded that online teaching and education mode is better choice for teachers and students and it have lots of benefits.

Keywords: Online Teaching Learning System, Online Teaching, Online Teaching Learning Resources, Teachers, Students, ICT Techniques.
What is wanted? Lockdown or vaccination and treatment: investigating the impact of COVID-19 on India’s population

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Mr. I. Yasar Shariff - Assistant Professor, Dept. of Business Administration, The Quaide Milleth College for Men

Abstract

The study was made to identify the effectiveness of Lock-Down in India and to forecast positive suspect and death rate at the end of this year in prevailing condition. The study adopted an analytical research design wherein data were collected from government web portals. Positive suspects and death rate state-wise were considered as the study variables. For analysis, descriptive statistics and regression model were used. The result indicates that top three states in India which are highly affected by COVID-19 are; Maharashtra, where the COVID-19 cases climbed to 17974 positive cases and the death count is 694, followed by Gujarat which has 7012 positive cases, the death count nearly 425, and Delhi 5980 positive cases and the death count is 66 so far. Further, the forecast indicates that the infected cases may rise near to 22160222 and the death count will be almost 476148 in India by the beginning of next year despite Lock-Down. Hereby it is suggested to focus on finding Vaccine and Treatment for COVID-19 which is more advisable for a country like India having huge scientist population and considerable research centres.

Keywords: COVID-19, Lock-Down, Positive COVID-19 Cases, the COVID-19 death rate
A Study On Product Promotion With Particular Reference To Bath Soaps Of Hindustan Unilever In Chennai City

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Abstract

Hindustan Unilever (HUL) is a major player in the FMCG (Fast moving Consumer Goods) sector. Bath soaps marketed by them have a substantial patron in the market. They have consistently improved their market share through enhancement of their product quality besides innovative promotion methods. In order to study the success of their product promotion exercises, a sample of 208 end users of their bath soaps have been selected, their responses to relevant questions have been obtained. The responses have been analyzed and the extent of success achieved by HUL in promoting their bath soaps in the market has been estimated. While collecting 208 responses, non-probability method of sampling has been followed together with convenient sampling technique.
Study the Impact of Covid – 19 on Goan Economy

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Abstract

Coronavirus outbreak was first reported in Wuhan, China. The outbreak of the Covid-19 pandemic is an unprecedented shock to Goan economy. India’s economy was already facing a slowdown and the hit from coronavirus. Business is at standstill as the lock down has brought the economic activity to a halt. Goa too is facing a severe impact on the economy. The Goan economy is dependent on the tourism and hospitality industry after the closure of mining industry. The coronavirus scare has pretentious tourism in Goa with crowds at its famed beaches thinning and hotels reporting cancellations. The local hospitality industry has been a main source revenue generation for the economy. Since Goa is a tourist center, most of the living depends on subsidiary services like the taxi business and other related services. The main aim of this paper is to find out the impact of Covid-19 of Goan economy. Secondary data has been used to analyse the data. At the end of the research one will be able to identify the various impact of Covid-19 on Goan economy.

Keywords: Covid-19, Impact, Goan Economy

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Abstract

India has continually been facing food concerns which stays as a progressing challenge even till the 21st century. This is now accompanied with increasing population, global warming and shortage of resources. Agriculture plays a fundamental job in the Indian economy. The country's growth and progress is certainly determined by the successful initiatives taken in this field. Traditional methods and age-old practices are not sufficient to meet the demands of our growing population and their needs. Precision farming is seen as the future of agriculture and with the advent of machine learning, we are witnessing a smarter and faster approach for solving our problems. We focus on a comparative study of algorithms namely Artificial neural network (ANN), Random Forest (RF), Support Vector Machine (SVM), K Nearest Neighbour (KNN). The objective of our paper is to highlight the comprehensive review done by various authors on the applications and working of machine learning techniques in crop yield production. The paper highlights that the Random forest has a substantial impact to be a good choice.

Keywords: Machine learning, Random Forest, SVM, KNN, ANN.
Customer’s Perception on Uber Travel Innovation and Diffusion in Society with the Help of Techno-Social in Chennai

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Abstract

Rental cab services was started in Indian market in 2004 through Meru cab service and quickly became famous among consumers on metropolitan area but tangible revolution came in 2010 once app based services introduced its process, pursued with Uber in 2013. Rapidly market became vibrant and competitive consumers became further demanding. At the present companies are using different strategies to attract more customers as well as to maintain their old customers. This study is paying attention on customer’s satisfaction with Uber cab services and for this information has been collected through structured questionnaire. Data was collected from Chennai and particularly from actively working professionals. After collecting data, statistical analysis showed that consumers are also comfortable due to innovative system and tide services provided to them with cost-effectively and satisfactory mannerly in Chennai city. Thus, Uber has materialized and projected as a primary player in the cab business. The services provided by Uber have increase on time service from opening to end through is innovative and technical services to its customer trustworthiness.

Keywords: Perception, Innovation, Diffusion, Techno-Social, Uber Travel
Artificial Intelligence to Protect Cyber Security Attack on Cloud E-Learning Tools (AI-PCE)

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Abstract

E-learning is associated about the usage of different network devices to ensure user educational performance. E-learning platforms are rising as digital media has reinvented business organisations. E-learning options include warehouses for ever more learners with accessible, usable material. Consequently, e-learning remedies collect a garage. E-learning projects are commonly supplied as cloud technology as a hybrid cloud / PaaS cloud environment. However, a variety of malicious software and attackers have been the obvious target for such famous e-learning programmes. Such cyber hackers try unauthorized from such not so reliable e-learning platforms to a variety of sensitive data including user names, address, credit / debit card identification etc. The safeguarding of students and teachers from unlawful attacks is an essential component of e-learning. Identifying the growing forms of malware that target these tech applications in the cloud with a particular emphasis on E-learning solutions utilizing Digital-supervised learning. The article also examines the important methods and techniques of both the assault and also some ideas for vulnerability scanning based on Artificial Intelligence with 92.77% of the outcomes.

Keywords: Artificial Intelligence, Cyber Security, E-Learning, Cloud, supervised learning
Emotional Intelligence and Job Performance: A Conceptual Study

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Abstract

Emotional Intelligence is pro-founded as the social knowledge to interact/understand and comprehend the insights of human so as to maintain the relationship & drive self-improvement its significance to see how the board can utilise Emotional Intelligence productively for improving the nature of HR in different associations. The enterprises were no more, when it used to be and the need of Emotional Intelligence for the workers is the need of great importance. The primary motivation behind this paper is to ponder the effect of enthusiastic insight on work execution. Workers will likewise perceive and acknowledge others associate. The segments of Emotional Intelligence such as Self Awareness, Self-Management, Relationship Management, and Social Awareness were considered to break down the strength of Emotional knowledge of the workers. The study is descriptive in nature as we studied out the literature to negotiate the hypothesis of claim that emotional intelligence and job performance are inter linked. Subsequent to assessing the written works it has been discovered that Emotional insight is decidedly related with the work execution. The present paper is theoretical, systematic paper may give progressively precise outcomes Emotional Intelligence & job performance have some relationship that helps to improve the overall organisations along with individual efficiency. The ends and relationship of the examination talked about were with reference to the past discoveries

Keywords: Emotional Intelligence, Self-Awareness, Relationship Management, Self-Management.
Feature analysis and extraction for detecting the breast abnormalities in digital mammograms.

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Abstract

This research article introduces a completely unique approach for accomplishing digital mammography feature analysis and extraction through detection of abnormal masses regarding their size, density, shape, texture, color, topology with experimental work for early breast abnormality detection. The objective is to detect the abnormal masses or tissue within breast tissues using three essential stages: Preprocessing, Segmentation and post processing stage. In preprocessing stage unwanted noise is removed and then segmentation is applied to notice the abnormal mass, subsequently post process is applied to find out the normal and abnormal tissue with the affected space within the digital mammogram breast images. In this paper, we are calculating texture, statistical and structural features. The statistical performance measures namely Sensitivity, Specificity, and F-Score are measured against the native data set to figure out the performance of the system.

Charging Battery Using Dynamic Wireless Parallel - Series Resonant Series Topology In E-Vehicle

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Abstract

The dynamic wireless power transfer is now represents as an emerging topology in electric vehicle. Mainly EV needs a large battery capacity to increase the range of the EV. One of the possible solutions is to charge the vehicle while moving referred to as “Dynamic Wireless Power Transfer”. By charging the vehicle while moving can significantly reduce the battery energy storage capacity on the vehicle. This work present using high frequency parallel series resonant topology for power transfer method for charging the battery with safety and high efficiency method. Simulation has been carried for charging the battery using high frequency parallel series resonant topology.

Keywords: high frequency, dynamic wireless power transfer, battery capacity
Solar Pump Based Smart Irrigation System Using IoT

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Abstract

This proposal is about the system which consists of solar pump model for both the type of motor pump (AC & DC). Both the systems are designed using solar panel, power circuits according to the type of motor, a closed loop control and feedback system which is used to make irrigation in automatic manner. For closed loop control system arduino, relay and moisture level sensor are integrated together to achieve automatic irrigation. Moisture level present in the soil is sensed through moisture level sensor, according to moisture level in the soil, the relay tends to open and closure the motor pump with help of output signal from arduino. The proposed system is simulated using MATLAB SIMULINK software.

Keywords: Solar pump, PV cell, Voltage doubler, DC-DC converter, Sensor based closed loop, Energy crisis.
Digitalization of Education Sector: An Analytical Study

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Uppinangadi

Abstract

The Education sector has undergone a great change in India from its Gurukula system to the modern education system. Now, once again it is exposing itself to the technology-oriented study environment. Government replacing its education policy. The things once banned in the classroom became necessary now. Artificial Intelligence (AI), Big Data Analytics, and Machine Learning are playing a major role in the present education system. In this paper, we have focused on the application of these technologies in our education system and the advantages and the challenges ahead. Technology is the double-edged weapon having both advantages and disadvantages which depends on the user for which purpose we are using it. This paper ends with the conclusion that digitization will bring a drastic change in the education sector and to which both the teacher and the student should be prepared.

Keywords: I. Digitization, Education Sector, Artificial Intelligence, Machine Learning, Big Data.
Medical Emergency Reporting and Response System (Mediport)

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Abstract

A moment of medical emergency, such as sudden cardiac arrest, may pose risk to a person’s life or it may lead to a long-term health issue. Medical emergency requires timely action and access to advanced life support. Recognizing emergency situation early, requesting for appropriate assistance and initiating supportive actions are essential to provide the best possible care. The proposed Medical Emergency Reporting and Response System (Mediport) can do this effectively with the help of interconnected modern gadgets and cyber physical systems. It will include analysis of real-time health data to identify possible medical emergency, reporting an emergency situation to the possible emergency responders, initiating first aid whenever possible and preparing the hospital in advance by providing patient’s health statistics. This would reduce the stress of taking manual decisions, shorten the response time, enhance the quality of treatment and greatly increase the patient’s chance of survival. This paper would discuss the design of such Medical Emergency Reporting and Response System.

Keywords: medical emergency, lifesaving, reporting and response system, first aid.
A study of Indian grocery and vegetable retailers - the scope for computerization

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Abstract

Most of the Indian grocery and vegetable retailers have survived fierce competition against giant marts and online shopping sites. Retail business in this sector is still profitable and offers decent growth. These retailers usually have closer relationship with their customers. Personal touch, trust, location, ease of access, faster delivery, availability, choice are some key factors that help retailers to sustain their business. However, retailers face challenges such as peak hour pressure, availability, delivery, order processing time, billing, stock management, credit sales, payment tracking, increasing infrastructure cost and wages. Computerization could help retailers to get closer to customers and may increase customer satisfaction. It would help retailers grow with technology. Hence, retail market has huge scope for computerization.

Keywords: grocery and vegetable retailers, computerization.
A study on the Impact of online education during Covid-19

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Abstract

Indian IT services industry is expected to see an adverse impact for a short-term due to COVID-19 outbreak with the sector clocking a lower growth of 3-5 per cent in current financial year, according to ratings agency ICRA. ICRA previously expected the sector to grow at 6-8 per cent. According to ICRA statement, with the slowdown in growth during the first half of 2020-21, the margins will also be negatively impacted before a likely recovery in next the financial year."The (ICRA) forecast assumes gradual recovery during the second half of the year, however, the evolution of virus remains highly uncertain and the full extent of the economic costs remains unclear at this point of time.". On the demand side, developed economies that contribute to majority of the revenues will see delayed off-take of scheduled new projects, reduced discretionary spend as well as overall lower spend owing to sluggish economic growth. Other key sectors such as oil and gas will be impacted because of record-low crude oil prices leading to reduced discretionary spends by such companies. Manufacturing sector - which has been one of the key growth drivers - is also expected to be adversely hit due to overall lower consumption, while travel and hospitality and retail will be impacted as consumers will restrict outdoor activities to essentials in the foreseeable future. On the supply side Indian IT services will face issues such as travel restrictions to developed countries as well as closure of offices/work from home at various offshore development centres as well as onshore, thereby impacting movement of labour. "Nevertheless, the credit profile of Indian IT services companies is expected to remain stable underpinned by its ability to sustain free cash flows despite pressure on short-term revenue growth and margins".
In a separate report, Sharekhan by BNP Paribas said the January-March quarter is expected to be a weak quarter for Indian IT companies, owing to lower billings from lockdown measures in western countries (including the US and Europe) and India in wake of COVID-19 outbreak. "Though management of IT companies has restrained to quantify the potential impact of the COVID-19 breakout on the financials, there has definitely been disruption in service delivery and execution due to travel restrictions, client's confidentiality clauses, and work-from-home (WFH) advisories since mid-March".
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Real Time Face Recognition And Radio Frequency Identification Tracking

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Abstract

A facial recognition system is one of the idea. The face recognition is creating new ideas and innovation in our day to day life. Detection of a student from a digital image or a video frame from a video recording. There are many methods and technology in which facial recognition systems work, but in general, they have been working by comparing selected facial features from given image with faces within stored in a database. Then identify the student attitude like (grooming style and behavior's) and activities like (emotions, angry, sad and boring) those feature comes under face recognition systems were indicated above. It is also described as a Biometric Artificial Intelligence based application that can uniquely identify a person by analyzing patterns based on the person's facial textures and shape. RFID (Radio Frequency Identification) based attendance system is automatic read from the Student ID card which through QR code. Capability to store maximum records in real time database. In-built real time clock. In-built communication interface for interpretation and processing of data. Maximum reading, transmitting signals will instantly frequencies that could be implemented in future.

Keywords: Combined classifiers, face recognition, RFID, Lecture, Attendance, Passive tag, Automatic Reader
Enhancement Of Teaching Using Total Quality Management (TQM) In Education Using Digital Technologies

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Abstract

Total Quality Management (TQM) is outlined as a continual improvement method involving all staff, from the management level to the work look level in an exceedingly total integrated effort dedicated for rising the performance at each level within the company. These performance enhancements are directed to satisfy perceived cross-functional goals like quality, cost, technical performance, schedule and human resource development. TQM integrates basic management techniques, existing improvement efforts and technical tools underneath a standard discipline, centered on continuous method improvement all told company operations. The TQM activities ar directed towards multiplied customer/user satisfaction and your own company’s survival and success in business. The TQM method is incredibly important, particularly in an exceedingly engineering business like area, as “space quality” will be outlined because the “quality within the moment of truth” as a result of, so far, there's no realistic in-orbit service existing.

This paper highlight the problems and importance of Total Quality Management (TQM) in pedagogy and rising the teaching and Learning within the pedagogy department of the country. Suggestions are created on however the universities may become older to enhance the standard in Education normally and in Teaching and Learning particularly.

The COVID-19 pandemic has affected instructional systems worldwide, resulting in the near-total closures of instructional establishments, universities and faculties. The past few days are
grim and tough for folks and students, and therefore the uncertainty of the longer term has solely supplemental to the anxiety. The inadequacy and unskillfulness of the initial crisis response, however, has been slightly offset by a swift and ironclad response from instructional establishments across the spectrum. The bulk of information collected on the quantity of scholars and learners compact by COVID-19 has been calculated supported the closure of formal education systems.

Governments, voters and corporations have pooled all their collective resources to attenuate the negative impacts of the pandemic whereas at the same time operating day-in and day-out to prevent the unfold. This paper proposes measures and resources to reinforce learning by applying TQM with digital on-line technologies that supports teaching and numerous alternative uses to manage the net learning and innovative teaching.
PAPER ID-ICETIITP673

Analysis of selected silk and Handloom weaving co-operative society and socio-economic conditions of Handloom weavers in Kancheepuram District

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Abstract

In India, the co-operative movement was introduced by passing separate legislation known as the co-operative credit societies Act of 1904. It permitted the formation of credit society and not the non-credit organizations and central corporations. These significant deficiencies in this Act were rectified, bypassing another legislation known as the co-operative societies Act of 1912. This Act of 1912 permitted the formation of credit as well as non-credit corporations, and local Governments were entrusted with the task of administrating the Act. The importance of sericulture was recognized even in the pre-independence period, and steps were taken to check the declining trend in the silk industry in 1914 by constituting a two-person committee with Mr. H.Maxwell Lefroy and Mr. E.C.Ansorge to study the problems of the silk industry and suggest the steps to be taken for revival. The Committee found the declining trend of the Indian silk industry primarily with a view of the lack of organization, in proved technology and capital. According to the report, the silk industry was mostly in the hands of the dealers whose interest appeared only to get rich quick at the cost of the poor craftsman, quality of the end product, and the production itself. Leroy observed that the worker ground down continuously by the pressure of circumstances and want of capital through generations of struggle had never enjoyed proper understanding with the dealer, and both do not see eye to eye on the industry's interests as a whole." This study is discus with Analysis of selected silk and Handloom weaving co-operative society and socio-economic conditions of Handloom weavers in Kancheepuram District.
Labelings In The Context Of Digraphs


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Abstract

In 1878, Cayley constructed a graph for a given group with a generating set which is now popularly known as Cayley graphs. A directed graph or digraph G(V,E) consists of a finite set of points called vertices and set of directed arrows between the vertices. Let G be a finite group and S be a generating subset of G. The Cayley digraph denoted by Cay(G,S), is the digraph whose vertices are the elements of G, and there is an arc from g to gs whenever g∈G and s∈S. If S=S^{-1} then there is an arc from g to gs if and only if there is an arc from gs to g. The Cayley graphs and Cayley digraphs are excellent models for interconnection networks. For example hypercube, butterfly, and cube-connected cycle’s networks are Cayley graphs.

In this paper we investigate the existence of Mean cordial labeling, 3-Total cordial labeling, Even sum cordial labeling and Mean labeling in Cayley digraphs associated with algebraic group namely 2-generated 2-groups by presenting algorithms.

Keywords: Cayley digraph and Graph Labeling.
PAPER ID-ICETIITP105

On Diabetic Retinopathy Data Sets and Applications of Deep Learning

Kuraku Nirmala

Abstract

Retinopathy data sets are ideally found as images with better resolution to study the details. Many methods exist to study the images and classify as erroneous and right. Microaneurysms and exudates are the major inferences seen from fundus images. The clarification to determine the seriousness in the properties of diabetic retinopathy is an ever demanding requirement of ophthalmologists. In this paper, we present a model that determines the exudate presence and determines the fundus image with diabetic retinopathy. Deep learning with CNN is used to build the framework that prepares the classifiers on the selected data with propense qualities and the same is applied on the real data sets to filter the images with diabetic retinopathy.

Keywords: CNN, diabetic retinopathy, sequential model, keras.
Unisum Labeling of Hydra Hexagons

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Abstract

Hexagons are used to a high satisfaction in our daily life as it not only guarantees efficiency but also pleasing aesthetics. Even nature has considered hexagons as fundamental units of a great number of its structures. These polygons are highly compact together when as a unit and possess a number of unique features. They have excellent geometrics, being the most convenient symmetrical figures which lie between circles and polygons. These six sided polygons can form a strongly bound design and are more adept in allowing close packing leading to zero wastage of the space and resulting in maximum utility. This paper focuses on rows of Hexagons connected to one another through nodes. The upper end of one Hexagonal row is developed further by connecting it to edges which bridges with various other Hexagonal rows forming a Hydra hexagon (HH n ) with odd number of Tentacles. We introduce a new labeling known as “Unisum Labeling” to the Vertices and edges of these Hydra hexagons. Given a graph G= (V,E), where V represents the vertex set X(G) = {1, 2, 3, …, n+1} and E represents the edge set Y(G) = {1, 2, 3,..., n+1} where p = m and q = n then the UNISUM LABELING of the edges of G takes the value “x-y+1” where x,y ∈ X(G).

Keywords: Hexagons, Unisum labeling, Hydrahexagons, vertices, edges, nodes, Tentacles
An Evaluation on Data Mining in Big Data

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ABSTRACT

Both Big information and information mining identify with the utilization of huge informational collections to deal with the assortment of information that serves organizations or different areas. Enormous information is a term that alludes to the huge volume of information incorporates both organized and unstructured kind of information. Large information can be showing up from various sources at various speed, volume and assortment. To separate significant information from huge information, an ideal processor, investigation abilities and aptitudes are required. Information mining includes investigating and dissecting a lot of information to discover model for huge information. The strategies incorporate the ideas of insights and man-made brainpower, with a touch of database the board. In this paper we reviewed the idea of large information and information mining and difficulties in enormous information for future.

Keywords: - Big Data, Data mining, 3V’s in big data, Challenges in Big Data.
GRANULAR COMPUTING BASED DATAMINING IN THE VIEWS OF ROUGH SET AND FUZZY SET

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Abstract

Data reduction is an important step in knowledge discovery from data. The high dimensionality of databases can be reduced using suitable techniques, depending on the requirements of the data mining processes. These techniques fall in to one of two categories: those that transform the underlying meaning of the data features and those that are semantics-preserving. Feature selection (FS) methods belong to the latter category, where a smaller set of the original features is chosen based on a subset evaluation function. The process aims to determine a minimal feature subset from a problem domain while retaining a suitably high accuracy in representing the original features. In knowledge discovery, feature selection methods are particularly desirable as they facilitate the interpretability of the resulting knowledge. Rough set theory has been used as such a tool with much success, enabling the discovery of data dependencies and the reduction of the number of features contained in a dataset using the data alone, requiring no additional information.

Keywords: - Data mining, Fuzzy set and Rough Set.
A Literature Review of Ant Colony Optimization using Decision Tree Algorithm

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Abstract

Today, we are living in the digital work which leads to predictive analytics in our day today life. This paper mainly focused on the behavior and characteristics of Ant. This process of Ant leads to techniques termed as Ant Colony Optimization. These Optimization techniques used to determine the complex problem in digital work using a decision tree algorithm. This paper mainly focused on the review of Ant Colony optimization using a decision tree algorithm. This review paper will suggest optimizing the complex problem in the domain area like Network Security, Network Traffic, Machine Learning, Grid Computing, etc.,

Keyword: ACO, KDD, Feature Selection, PolyACO, N/W IDS
A Survey on Workload Model for Database Migration in Cloud Enterprise System

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Abstract: Cloud data migration consists of the transfer to the distributed cloud computing infrastructure through information, localhost apps, services, and data. The effectiveness of this data migration process depends on different factors such as the planning and analysis of effects on existing business systems. Nevertheless, a great number of questions and challenges are taken into consideration. Many businesses use only one cloud provider to upgrade applications, and others are seeking to develop existing infrastructure, be it as an investment-related business or as legacy systems. The transfer of legacy cloud-based systems causes technical and business problems. In this article, the primary benefits and consequences of moving data in the cloud can be seen in multivocal literature reviews. Moreover, earlier research showed that NoSQL bases perform better than SQL, particularly for large volumes of data in the field of cloud computing.

Keywords— Cloud Computing, Cloud migration, Database Migration, Database modeling, Workload Model, Enterprise systems, Model-driven engineering.