



VISHWA CHETHANA DEGREE COLLEGE, ANEKAL

PAPER PRESENTATION

SLNO	NAME OF THE PAPER	TITLE OF THE PAPER	NAME OF THE COLLEGE	NATIONAL/INTERNATIONAL	YEAR
1	MRS.SHELVI BHALAKRISHNAN	DOWN TO EARTH MOTIF IN KANNADA LITERATURE	GOVERNMENT FIRST GRADE COLLEGE,MALLU	STATE LEVEL	2017
2	MRS SUMATHI	CASHLESS MOVEMENT	SESHDRIPURAM INSTITUTE OF COMMERCE AND MANAGEMENT	NATIONAL	2017
3	MR.SIDDGANGAIAH	EMERGING TRENDS IN BUSINESS & HUMAN VALUES IN LITERATURE	SWAMY VIVEKANANDA RURAL FIRST GRADE COLLEGE,CHANDAPURA	COLLEGE LEVEL	2017
4	MRS POORNIMA N V	STUDY OF NETWORK SECURITY USING CRYPTOGRAPHY AND COMPARISON OF AES AND DES INSCRIPTION ALGORITHM	INTERNATIONAL CONFERENCE ON ADVANCES IN COMPUTE SCIENCE AND TECHNOLOGY	SFS COLLEGE,BANGALORE	2018
5	MRS.SOBIYA.P	EMERGING CHALLENGES OF BUSSINESS AND ROAD MAP FOR INNOVATIVE SOLUTIONS	GOVT ARTS COLLEGE,DHARMAPURI	INTERNATIONAL	2019
6	MRS.AMRIN SAMAR SULTHANA	EMERGING CHALLENGES OF GLOBALBUSINESSAND ROAD MAP FOR INNOVATIVE SOLUTIONS	GOVT ARTS COLLEGE,DHARMAPURI	INTERNATIONAL	2019
7	MRS.POORNIMA N V	ANONYMIZATION OF IMPORTANT DATA USING STEGANOGRAPHY FOR BIG DATA	ERODE ARTS AND SCIENCE COLLEGE,ERODE	INTERNATIONAL	2019
8	MRS.SHELVI BALAKRISHNAN	KANNADA LITERARYHERITAGE AND MODERNITY	VIDHYA FIRST GRADE COLLEGE	NATIONAL	2020
9	MRS.M BHAGYA SHREE	STUDY ON CUSTOMER BEHAVIOUR TOWARDS ECO FRIENDLY PRODUCTION AND CONSUMPTION	NEHRU GROUP OFINSTITUTION ,KERALA	INTERNATIONAL	2021
10	MRS.AMRIN SAMAR SULTHANA	STUDY ON CUSTOMERBEHAVIOUR TOWARDECO FRIENDLY PRODUCTION AND CONSUMPTION	NEHRU GROUP OFINSTITUTION ,KERALA	INTERNATIONAL	2021
11	Mr.MULLAIARASU	A STUDY ON THE ROLE OF AFFORESTATION IN RURAL SUSTAINABILITY AND FOREST PRODUCTS MARKETING	SARDAR PATEL INSTITUTE OF ECONOMIC AND	BI ANNUAL JOURNAL	2021
12	MRS.ROOPA M	THE FLOOD FLOW IN KARNATAKA	NEW HORIZON COLLEGE,KASTURINAGAR	NATIONAL	2019

PRINCIPAL
VISHWA CHETHANA DEGREE COLLEGE
College Code: 6D
No. 36, Rajarajeshwari Lane
Anekal-Tk. BANGALORE



Government of Karnataka
Department of Collegiate Education

Government First Grade College, Malur
NAAC Re-Accredited 'B' Grade



Department of Kannada
UGC Sponsored One day State Level Seminar

'DOWN TO EARTH MOTIF IN KANNADA LITERATURE'

ಕನ್ನಡ ವಿಭಾಗದ ವತಿಯಿಂದ
ರಾಜ್ಯಮಟ್ಟದ ಯು.ಜಿ.ಸಿ ಪ್ರಾಯೋಜಿತ ಒಂದು ದಿನದ ವಿಚಾರ ಸಂಕರಣ
'ಕನ್ನಡ ಸಾಹಿತ್ಯದಲ್ಲಿ ನೆಲಮುಟ್ಟುವ ಪ್ರೀತಿ'

CERTIFICATE

This is to certify that Mr./Ms./ *M. Shelvi Balakrishnan, Lect.*
of *Vishwachethana Degree College, Anekal* Has
~~PRESENTED A PAPER / PARTICIPATED~~ in the one day State Level
Seminar, held on 31st January 2017, Organized by the Department of Kannada,
Government First Grade College, Malur – 563 160, Kolar Dist.

Prof. L. S. Shivamurthy
Head of Dept. of Kannada
Organizing Secretary

Prof. M. Jayaramareddy
Principal



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Certificate

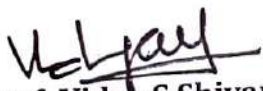
This is to certify that Mr./Ms./Prof/Dr.....SUMATHI. J.....


..... of VISHWA CHETHANA.....

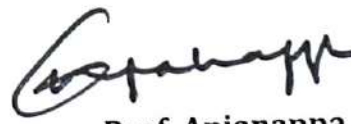
DEGREE..... College / Institution has presented a paper titled

CASHLESS MOVEMENT.....

..... in one day National Conference on
"Sustainability of Financial Sector in Current Digital Financial
Revolution" Organised on 31st August 2017


Associate Prof. Vidya S Shivannavar
Organising Secretary


W G Ramakrishna
Chairman, Governing Council


Prof. Anjanappa
Principal



Swamy Vivekananda Rural First Grade College

(Affiliated to Bangalore University & Bangalore University of Karnataka)

Chandapura, Anekal Taluk, Bangalore - 560 099

Tel : 080-2783 1900 E-mail: svrfcollege@gmail.com / svres2010@gmail.com



Ref.No.: SVRFGC/ 064/2017-18

Date: 14/09/2017

From the Office of
Principal,
Swamy Vivekananda Rural First Grade College
Chandapura, Anekal Taluk, Bangalore - 99

ATTENDANCE CERTIFICATE

This is to certify that Mr. SIDDGANGAIHA.P.H, Asst. Professor, Dept. of Kannada, Vishwa Chethana College, Anekal, Bangalore South was participated as a "JUDGE" in "CONVERGE" Intra Collegiate Conference on "EMERGING TRENDS IN BUSINESS & HUMAN VALUES IN LITERATURE" organised by IQAC of Swamy Vivekananda Rural First Grade College, Chandapura, Bangalore - 99 on Thursday 14th September 2017 at 9.30 AM. It's an honour and privileged to have Mr. Siddgangaiha in the conference as a resource person. We express our kind gratitude and sincere thanks for taking part in the conference.

Thank you,

Warm Regards,

Mr. Parveez Ulla
Head, Dept. of BBA & IQAC Co-ordinator
Swamy Vivekananda Rural First Grade College,
Chandapura, Bangalore - 99.


Principal
Swamy Vivekananda Rural First Grade College
Chandapura, Anekal Taluk, Bangalore-560 099



ST FRANCIS DE SALES COLLEGE

ACCREDITED WITH 'A' GRADE BY NAAC || AFFILIATED TO BANGALORE UNIVERSITY
Electronics City Post, Bengaluru - 560 100

CERTIFICATE OF APPRECIATION

This is to certify that POORNIMA N.V
of VISWA CHETHANA DEGREE COLLEGE has Presented a Research Paper
on Study on network security using cryptography
and Comparison of AES and DES incryption Algorithm. at IC-ACT '18:
International Conference on Advances in Computer Science and Technology,
held on 24 January, 2018, conducted by the Department of Science.


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PG & RESEARCH DEPARTMENT OF COMMERCE



First International Conference

on

EMERGING CHALLENGES OF GLOBAL BUSINESS AND ROAD MAP FOR INNOVATIVE SOLUTIONS (ICGB - 2019)

16 & 17 DECEMBER 2019



Paper ID: 283

This is to certify that *Dr./Mr./Ms. P. Soliya, Lectures* of *Department of Commerce, Vishwa Chethana Degree College, Aneka, Bangalore* presented a paper entitled *Homestead Farming - A self-sufficient Farming*.

in the First International Conference on

"Emerging Challenges of Global Business and Road Map for Innovative Solutions (ICGB - 2019)", organised by the PG & Research Department of Commerce, Government Arts College, Dharmapuri on 16 & 17 December 2019.

C.N.K

Dr.C.NATARAJAN

Associate Professor
Organising Secretary

P.Desingu

P.DESINGU

Assistant Professor
Convenor

S.P.Murugan

S.P.MURUGAN

Assistant Professor & Head
Director

Dr. J. Bagyamani

Dr. J.BAGYAMANI

Principal I/C
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First International Conference

on

EMERGING CHALLENGES OF GLOBAL BUSINESS AND ROAD MAP FOR INNOVATIVE SOLUTIONS (ICGB - 2019)

16 & 17 DECEMBER 2019

Certificate

Paper ID: 280

This is to certify that Dr./Mr./Ms. *Amin Samas Sultana*, Lecturer of Department of Commerce, *Vishwa Chethana Degree College, Anekal, Bangalore* presented a paper entitled *A Study on personal Factors Affecting Stress - With Reference to educational sector* in the First International Conference on "Emerging Challenges of Global Business and Road Map for Innovative Solutions (ICGB - 2019)", organised by the PG & Research Department of Commerce, Government Arts College, Dharmapuri on 16 & 17 December 2019.

C.N.R.

Dr.C.NATARAJAN

Associate Professor
Organising Secretary

P.Desingu

P.DESINGU

Assistant Professor
Convenor

S.P.Murugan

S.P.MURUGAN

Assistant Professor & Head
Director

Dr. J. Bagyamani

Dr. J.BAGYAMANI

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(ICRTAC - 2019)



This is to Certified that *Dr./Mr./Ms.* N.V. POORNIMA,.....

Asst. prof. of comp. sci., Vishwa Chethana Degree college,
Anekal.

has Participated / Presented a Paper Titled

Anonymization of important data using
Steganography for big data.

*in the International Conference (ICRTAC - 2019) held at Erode Arts
and Science College, Erode - 9 during 13 and 14th December 2019.*

Dr. S. SUKUMARAN
Organizing Secretary

Dr. S. PANNIRSELVAM
Head of the Department

Dr. R. VENKATACHALAM
Principal



International Virtual Conference
on
SUSTAINABLE SOLUTIONS – 2021



Certificate of Participation

This certificate is presented to Ms M. Bhagyashree for participating in the International Conference on SUSTAINABLE SOLUTIONS 2021 and presenting a research paper titled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS ECO FRIENDLY PRODUCTION AND CONSUMPTION" which took place on the 6th and 7th of May 2021.

Mr Alex Kuruvilla
Mr Sreerajan Menon T
Programme Coordinators, NSM

[Signature]

[Signature]

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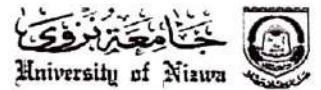
Approved By AICTE, New Delhi & Affiliated to APJ Abdul Kalam Technological University (KTU)

[Signature]

Dr. Sheela Srivastava
Director, NSM



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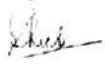
International Virtual Conference
on
SUSTAINABLE SOLUTIONS – 2021

Certificate of Participation

This certificate is presented to Ms Amrin Samar Sulthana for participating in the International Conference on SUSTAINABLE SOLUTIONS 2021 and presenting a research paper titled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS ECO FRIENDLY PRODUCTION AND CONSUMPTION" which took place on the 6th and 7th of May 2021.

Mr Alex Kuruvilla
Mr Sreeranjana Menon T
Programme Coordinators, NSM

Organized by
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Pampady, Thrissur, Kerala


Dr. Sheela Srivastava
Director, NSM

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ECONOMIC AND SOCIAL RESEARCH**

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A bi-annual journal

CERTIFICATE OF PUBLICATION

This is to certify that the paper entitled

**A STUDY ON THE ROLE OF AFFORESTATION IN RURAL SUSTAINABILITY AND
FOREST PRODUCTS MARKETING**

Authored by

Mullaiarasu. C

Assistant Professor, Department of Commerce & Management Vishwa Chethana
Degree College, Anekal, Bengaluru, Karnataka

University Grants Commission

Approved Journal
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Anvesak A bi-annual Journal

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January – June 2021





NEW HORIZON COLLEGE - KASTURINAGAR

Affiliated to Bengaluru North University, Approved by Government of Karnataka
Included under section 2 (f) of the UGC Act, 1956

Certificate

This is to certify that Mr/Ms/Dr ROOPA . M of VISHWA CHETHANA ANEKAL

college has participated/presented/ in absentia a paper titled THE FLOOD

FLOW IN KARNATAKA. in the One Day

National Conference ICON-2019 "Environmental Sustainability and Economic
Growth-the way forward to 2030" on 15th Oct 2019.


Coordinator


PRINCIPAL



VISHWA CHETHANA DEGREE COLLEGE

WEBINAR/SEMINAR/FACULTY DEVELOPMENT PROGRAMME

SLNO	NAME OF THE CERTIFIED	NAME OF THE WORKSHOP/SEMINAR	AFFILIATED COLLEGE	YEAR
1	Mr.SRINIVAS REDDY T	WORKSHOP ON ORIENTATION	SVR ADHARSH COLLEGE	2016
2	Mr.NARAYANASWAMY N	INDIAN FINANCIAL STANDARDSWORKSHOP	CENTRAL COLLEGE CAMPUS BANGALORE UNIVERSITY	2016
3	Mr.NARAYANASWAMY N	ORIENTATION OF B.COM SYLLABUS	CENTRAL COLLEGE CAMPUS BANGALORE UNIVERSITY	2016
4	Mr.SRINIVAS REDDY T	GOODS AND SERVICE TAX AND EXCELLENCE IN TEACHING AND LEARNING THROUGH HOLISTIC APPROACH	SVR COLLEGE OF COMMERCE AND MANAGEMENT STUDIES	2017
5	Mr.MULLAIARASU	GOODS AND SERVICE TAX AND EXCELLENCE IN TEACHING AND LEARNING THROUGH HOLISTIC APPROACH	SVR COLLEGE OF COMMERCE AND MANAGEMENT STUDIES	2017
6	MRS.SWETHA.P	GOODS AND SERVICE TAX AND EXCELLENCE IN TEACHING AND LEARNING THROUGH HOLISTIC APPROACH	SVR COLLEGE OF COMMERCE AND MANAGEMENT STUDIES	2017
7	MRS.VEDHAVATHI	GOODS AND SERVICE TAX AND EXCELLENCE IN TEACHING AND LEARNING THROUGH HOLISTIC APPROACH	SVR COLLEGE OF COMMERCE AND MANAGEMENT STUDIES	2017
8	MR.SRINIVASA.N	GOODS AND SERVICE TAX FACULTY DEVELOPMENT PROGRAMME	ASC DEGREE COLLEGE,BANGALORE	2017
9	MrAMRIN SAMARSULTANA	ORIENTATION PROGRAMME	BANGALORE UNIVERSITY	2019
10	Mrs.ROOPA	FACULTY DEVELOPMENT PROGRAMME	RAMAIAH COLLEGE,BANGALORE	2019

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11	Mrs.POORNIMA N V	FACULTY DEVELOPMENT PROGRAMME	DAYANANDA SAGAR COLLEGE OF ARTS & COMMERCE COLLEGE	2019
12	MR. SRINIVASA.N	ORIENTATION PROGRAMME	BANGALORE UNIVERSITY	2019
13	MRS.SOBIYA.P	DECODING HEALTH CARE SECTOR	VISHWA CHETHANA DEGREE COLLEGE & IJHMR BANGALORE	2020
14	MRS.SOBIYA.P	NATIONAL EDUCATION POLICY-2020	BANGALORE UNIVERSITY	2020
15	MRS.SOBIYA.P	RECENT ADVANCES IN SCIENCE LIFE	MARUDHAR KESARI JAIN COLLEGE,VANIYAMBADI	2020
16	MRS.SOBIYA	RESOURCE PERSON	MARUDHAR KESARI JAIN COLLEGE,VANIYAMBADI	2020
17	MRS.SOBIYA.P	EMPOWER YOURSELF	VISHWA CHETHANA DEGREE COLLEGE,ANEKAL	2020
18	MRS.SOBIYA.P	IMMUNE AND IMMUNE BOOSTER	ISLAMIAH COLLEGE ARTS AND SCIENCE COLLEGE	2020
19	MRS.SOBIYA.P	IMPACT OF PANDEMIC OF MSMEs STARTUP ECOSYSTEM AND INVESTMENT CLIMATE IN THE PRESENT SCENARIO	MAHARANI LAKSHMI AMMANI COLLEGE FOR WOMEN,B,BANGALORE	2020
20	Mrs.ESHWARI J	NATIONAL EDUCATION POLICY-2021	KLE SOCIETY'S DEGREE COLLEGE,BENGALURU	2021
21	MRS.AMRIN SAMAR SULTANA	PARADIGM SHIFT IN INDIAN HIGHER EDUCATION-CHALLENGES AND OPPURTUNITIES	KLE SOCIETY'S ARTS AND DEGREE COLLEGE,GADAG	2021
22	Mrs.M BHAGYASHREE	NATIONAL EDUCATION POLICY-2021	SHESHADHRIPURAM ACADEMY OF BUSINESS STUDIES,BENGALURU	2021
23	Mrs.PRAMILA MANI P	NATIONAL EDUCATION POLICY-2020	SHESHADHRIPURAM ACADEMY OF BUSSINESS STUDIES ,BENGALURU	2021
24	Mrs.SOBIYA P	FACULTY DEVELOPMENT PROGRAMME	KLE SOCIETY'S DEGREE COLLEGE	2021
25	Mrs. SOBIYA P	PROFESSIONAL DEVELOPMENT	PERIYAR UNIVERSITY	2021

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Bangalore University Teachers Council of Commerce and Management

Orientation on 5th semester B.Com Syllabus of Bangalore University

Certificate

This Certificate is given to Prof./Dr./Mr./Ms. *SRINIVAS REDDY.T*
of *Vishwa Chethana Degree College*
in appreciation of his/her participation in one day workshop on Orientation of
5th semester B.Com Syllabus of Bangalore University held at SRN Adarsh College,
Chamarajpet, Bengaluru, on 22 July, 2016.


Dr. C.M. Eswara Reddy
President, BUTCCM


Dr. T Aswathnarayana
Gen. Secretary, BUTCCM

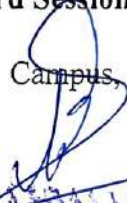

Dr. R.S. Bharatish Rao
Principal, SRN Adarsh College



Bangalore University
Department of Commerce

Attendance Certificate

This is to certify that ~~Dr / Prof / Smt~~ / Sri ... N. ARAYANASWAMY . N
Of ... V.I.S.H.W.A. CHETHANA DEGREE COLLEGE, ANEKAL College has
attended International Financial Reporting Standards (IFRS) Workshop **Third Session** scheduled
on 15th and 16th July, 2016 at Department of Commerce, Central College Campus, Bangalore
University, Bangalore.


CHAIRMAN
Department of Commerce
Central College Campusr.
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5th semester B.Com Syllabus of Bangalore University held at SRN Adarsh College,
Chamarajpet, Bengaluru, on 22 July, 2016.


Dr. C.M. Eswara Reddy
President, BUTCCM


Dr. T. Aswathnarayana
Gen. Secretary, BUTCCM


Dr. R.S. Bharatish Rao
Principal, SRN Adarsh College

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SVR COLLEGE OF COMMERCE AND MANAGEMENT STUDIES

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जहि ज्ञानेन सखा
Samasandra Palya, Bangalore - 560 102

CERTIFICATE

This is to certify that Dr/Prof/Mrs /Mr SRINIVASA REDDY .T
of VISHWA CHETHANA DEGREE COLLEGE

has participated in Faculty Development Programme on **“GOODS AND SERVICES TAX (GST)” AND “EXCELLENCE IN TEACHING AND LEARNING THROUGH HOLISTIC APPROACH”** in association with Bangalore University Teacher’s Council of Commerce and Management (BUTCCM)

Held at: **SVR COLLEGE OF COMMERCE & MANAGEMENT STUDIES** on 7th March 2017


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CERTIFICATE

This is to certify that Dr/Prof/Mrs /Mr MULLAI ARSU C
of VISHWA CHETHANA DEGREE COLLEGE

has participated in Faculty Development Programme on **“GOODS AND SERVICES TAX (GST)” AND “EXCELLENCE IN TEACHING AND LEARNING THROUGH HOLISTIC APPROACH”** in association with Bangalore University Teacher’s Council of Commerce and Management (BUTCCM)

Held at: **SVR COLLEGE OF COMMERCE & MANAGEMENT STUDIES** on 7th March 2017


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CERTIFICATE

This is to certify that Dr/Prof/Mrs /Mr SWETHA . P
of VISHWA CHETANA DEGREE COLLEGE

has participated in Faculty Development Programme on **“GOODS AND SERVICES TAX (GST)” AND “EXCELLENCE IN TEACHING AND LEARNING THROUGH HOLISTIC APPROACH”** in association with Bangalore University Teacher’s Council of Commerce and Management (BUTCCM)

Held at: **SVR COLLEGE OF COMMERCE & MANAGEMENT STUDIES** on 7th March 2017


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DIRECTOR


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This is to certify that Dr/Prof/Mrs /Mr VEEDAVATHI
of VISHWA CHETHANA DEARF COLLEGE

has participated in Faculty Development Programme on **“GOODS AND SERVICES TAX (GST)” AND “EXCELLENCE IN TEACHING AND LEARNING THROUGH HOLISTIC APPROACH”** in association with Bangalore University Teacher’s Council of Commerce and Management (BUTCCM)

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Certificate of Participation

This is to certify that Prof. / Dr. SRINIVASA. N
of VISHWACHETHNA DEGREE COLLEGE.

has participated as a delegate in One Day Faculty Development Program on
'Goods and Services Tax' (GST) held at ASC DEGREE COLLEGE,
Rajajinagar, Bangalore, on 24th JULY 2017.


Dr. C.M. Eswara Reddy
President, BUTCC & M


Dr. T Aswathnarayana
Gen. Secretary, BUTCC & M


Prof. N.V. Ramakrishna Murali
Principal, ASC DEGREE COLLEGE



Department of Commerce
Bangalore University



In association with
Bangalore University Teachers' Council of Commerce & Management (BUTCCM)

One Day Orientation Program on
**6th Semester B.Com., Business Taxation,
4th Semester M.Com., Customs Duty and GST**

---Certificate of Participation---

This is to Certify that Prof./Dr./Mr./Ms.

Amein Samas Sultana

Faculty / Research Scholar / Student of

Vishwa Chethana College

has participated in the One Day Orientation Program on "6th Semester B.Com., Business Taxation & 4th Semester M.Com.,
Customs Duty and GST" held on 19th March, 2019

Dr. R. Sarvamangala
Chairperson, Dept. of Commerce,
Bangalore University, Bangalore

Dr. B. A. Karunakara Reddy
President,
BUTCCM

Dr. T. Aswatha Narayana
Gen. Secretary,
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DEPARTMENT OF ENGLISH
In Association With
Bangalore University English Teachers' Association (BUETA)

CERTIFICATE OF PARTICIPATION

Faculty Development Programme

'Approaches to the New English Textbook'

This is to certify that Dr./Prof./Mr./Ms. ROOPA · M of

VISHWA CHETHANA DEGREE

College/University has participated in the

Faculty Development Programme held on 12th February, 2019.

Dr. Padmalochana R
Co-ordinator

Dr. Thammaiah
Gen. Secretary (BUETA)

Dr. M. C. Prakash
President (BUETA)

Dr. A. Nagarathna
Principal



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

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Vishwa Chethana Degree college has participated
in CompTIA sponsored Two - Days Faculty Development Programme on
" Cryptography & Network Security " organized by the Department of Computer
Applications conducted on 7-8 February 2019.



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Smt./Sri..... SRINIVASA.N......
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day orientation programme on 6th Semester B.Com Business Taxation and 4th
Semester M.Com Customs Duty and GST syllabus on 19th March 2019 organized by
Department of Commerce, Bangalore University, BUTCCM and IAA Karnataka
Chapter in Senate Hall, Central College Campus, Bengaluru


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In association with

IIHMR BANGALORE

This is to Certify that

Sobiya P

has participated in the webinar on “**Decoding Healthcare Sector**”

held on **18 th August 2020**

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IIHMR Bangalore

Mr. Prakash Reddy T
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Dr. Manjunatha R
Associate Professor &
Dean Research
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Dr. Sarala R
Associate Professor
Placement Advisor
IIHMR Bangalore

Ms. Suguna A
Lecture in CS
Vishwa Chethana
Degree College, Anekal

Bangalore University



Jnanabharathi Campus, Bengaluru, Karnataka 560056

Certificate of Participation

This is to certify that

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Viswachethana Pu and Degree college
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"Recent Advances in Life Science"

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CERTIFICATE OF APPRECIATION

Ms. P. Sobiya M.Sc., M.Phil.,

Assistant Professor in Biochemistry,
Viswachethana Degree College, Anekkal, Bangalore.

Resource Person

For Sharing her insights, experiences and expertise with the participants of the
One Day National Level Webinar on the
Topic: "AYUSH AND MEDICINAL PLANTS FOR FUTURE HEALTH CHALLENGES"
Organized by PG & Research Department of Biochemistry on 18-Aug-2020.

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Of

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Dr. Jeyalakshmi.R
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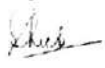
International Virtual Conference
on
SUSTAINABLE SOLUTIONS – 2021

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This certificate is presented to Ms Amrin Samar Sulthana for participating in the International Conference on SUSTAINABLE SOLUTIONS 2021 and presenting a research paper titled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS ECO FRIENDLY PRODUCTION AND CONSUMPTION" which took place on the 6th and 7th of May 2021.

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This is to certify that ~~Dr./Prof./Mr./Ms.~~ P. PRAMILAMANI, Assistant Professor,
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organized by Dept. of Commerce and Management, IQAC of Seshadripuram
Academy of Business Studies in association with Dept. of Commerce, Bangalore
University, Bengaluru and Bangalore University Teachers Council of Commerce and
Management (BUTCCM) on 08th Sept, 2021 at Seshadripuram Academy of Business
Studies, K S Town, Bangalore 560060. We appreciate your active participation.

Prof. Jayarama

PRINCIPAL

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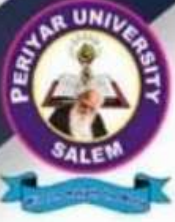
This is to acknowledge that

Sobiya. P, Lecturer, Viswachethana Degree College, Anekal

has successfully participated in Seven Days Faculty Development Program on "Paradigm Shift in Indian Higher Education -Challenges and Opportunities " held on 7th -13th June, 2021.

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UGC JOURNAL

Sl.no	Title of paper	Name of the author/s	Name of journal	Year of publication
1	ANONYMIRIATION OF IMPORTANT DATA USING STEGNOGRATHY FOR BIG DATA	POORNIMA.NV	INTERNATIONAL JOURNAL OF ADVANCED SCIENCE AND TECHNOLOGY.	2019
2	OPTIMISED FEED FORWARD NEURAL NETWORK FOR CLASSIFICATION DIABETES IN BIG DATA ENVIRONMENT USING CUCKOO SEARCH	POORNIMA.NV	EUROPEAN JOURNAL OF MOLECULAR AND CLINICAL MEDICINE .	2021
3	OPTIMIZED REGRESSION NEURAL NETWORK FOR CLASSIFICATION OF DIABETES IN BIG DATA ENVIRONMENT	POORNIMA.NV	NATIONAL VOLATILES & ESSENTIAL OILS.	2021
4	CLASSIFICATION OF DIABETES USING CUCKOO SEARCH OPTIMIZATION IN BIG DATA ENVIRONMENT	POORNIMA.NV	INTERNATIONAL JOURNAL OF RESEARCH PUBLICATION AND REVIEWS JOURNAL.	2021
5	A STUDY ON THE ROLE OF AFFORESTATION IN RURAL SUSTAINABILITY AND FOREST PRODUCTS MARKETING	NARAYANASWAMY.N	ANVESAK ABI-ANNUAL JOURNAL.	2021
6	A STUDY ON THE ROLE OF AFFORESTATION IN RURAL SUSTAINABILITY AND FOREST PRODUCTS MARKETING	MULLAI ARASU.	ANVESAK ABI-ANNUAL JOURNAL.	2021
7	A STUDY ON THE ROLE OF AFFORESTATION IN RURAL SUSTAINABILITY AND FOREST PRODUCTS MARKETING	DR.RAJA.V	ANVESAK ABI-ANNUAL JOURNAL.	2021
8	ANTIOXIDANT PROFILE AND FREE RADICAL SCAVENGING ACTIVITY OF NANOSYTHESIZED LIV-PRO-08	SOBIYA.P	JOURNAL OF NATURAL REMEDIES	2021
9	CHARACTERIZATION AND EVALUATION OF THE ANTIBAVTERIAL PROFILE OF ZNO NPS SYNTHESIZED BY LIV-PRO-08 AYURVEDIC HERBAL FORMULATION(AHF)	SOBIYA.P	ANNALS OF THE ROMANIAN SOCIETY FOR CELL BIOLOGY.	2021
10	GREEN SYNTHESIS, CHARACTERIZATION AND HEPATOPROTECTIVE ACTIVITY OF SILVER NANOPARTICLES SYNTHESIZED FROM PRE-FORMULATED LIV-PRO-08 POLY- HERBAL FORMULATION	SOBIYA.P	APPLIED NANOSCIENCE	2021

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DR.POORNIMA NV

International Journal of Advanced Science and Technology

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Anonymization of important data using steganography for big data

N.V.Poornima et al.

PDF

Abstract

These days data is significant in all areas and significance for those information is becoming exceptionally quick. The information "volume" is likewise quickly creating from the scope of tera bytes to petabytes.so we are in the need of finding new advancements and systems, that should help for finding fundamental information from enormous measure of datasets

How to Cite

et al., N. (2019). Anonymization of important data using steganography for big data. *International Journal of Advanced Science and Technology*, 28(17), 906 - 909. Retrieved from <http://sersc.org/journals/index.php/IJAST/article/view/2453>

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which are mind boggling in nature. Overseeing huge information is exceptionally enormous testing task since it includes gigantic measure of scattered record frameworks and it must be sufficiently able to confront the blunders without anyone else's input, it must be agreeable for the clients and furthermore dependable. Every one of these exercises of huge information can't deal with by customary investigation and procedures. Enormous information is characterized by various mixes of informational collections when it turns out to be huge and complex it is hard to oversee by the pattern which is in use.it is set out to overview ,gather, make, coordinate, trade, store and move, view and protection rupture. Despite the fact that the large information has begun before still it has numerous issues not just identified with its size and sorts of information what we are putting away yet in addition the security and protection of information's are still question mark (?). Subsequently to get the reasonable thought for that we intended to do a legitimate examination by keeping the goals of fundamental security issues dependent on huge information security to resistance the classified information by utilizing steganography.



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DR.POORNIMA NV

European Journal of Molecular & Clinical Medicine
ISSN 2515-8260 Volume 08, Issue 02 , 2021

Optimized Feed Forward Neural Network For Classification Of Diabetes In Big Data Environment

N.V.Poornima¹, Dr.B.Srinivasan² , Dr.P.Prabhusundhar³

^{1,2,3} Department of computer science Gobi Arts & Science college Gobichettipalayam.

ABSTRACT:

Diabetes can be turn into life threaten diseases, if it is not treated at an early stage. Especially, in the women, the chances of diabetes is higher as compared to men due to the hormonal changes during pregnancies. Due to this, they suffer a long term diabetes as well as other diseases due to their tensions and regular life chores. This can be prevented if the diagnosis is determined at an early stage. Mostly, the trained doctors are required to confirm the diabetes. It requires manual work and complete knowledge in it. This problem is avoided by several research works using machine learning algorithm for the classification. Those algorithms process effectively for smaller dataset with smaller number of attributes. Hence, to overcome this shortcomings, in this an optimization based classifier is proposed to process on larger datasets like BIG DATA. In existing, the improved K-means and logistic regression algorithm is applied. It able to

improve the classification rate but the features for training and computational time is high. To overcome this problem, an optimization based machine learning approach is used in this paper. Before the classification process, the data is pre-processed to remove the missing values and non-available values. In this, the K-means clustering is applied to the data to remove the outlier data and to reduce the training time period of the prediction process. The prediction of diabetic is done with the help of feed forward neural network. The inputs for the network is by selecting dominant attributes in the dataset using optimization process. The objective function is to reduce the misclassification rate of the classifier. In this, the cuckoo search optimization and feed forward neural network is used. This approach able to improve the accuracy as compared to the existing technique. The whole process is realized in MATLAB R 2018a environment and evaluated in terms of accuracy, precision, recall, F-measure and Matthew correlation coefficient. This approach outperforms all other existing technique with F-measure of 96.7%.

Keyword: Diabetic, dataset, pre-processing, characteristics, reduction using CSO, Feed forward neural network.

1. Introduction:

The term Big in “Big Data” itself defines its operations and size is large. Big indicates not only the size, it also denotes the nature and processing of the data. Big data doesn't mean it refers to only large amount of data. But, the size of data can be small but it is complex in nature and requires tedious process to perform an operation.



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Nat. Volatiles & Essent. Oils, 2021; 8(4): 14105-14123

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Optimized Regression Neural Network For Classification Of Diabetes In Big Data Environment

N.V.Poornima¹, Dr.B.Srinivasan², Dr.P.Prabhusundhar³

1,2,3 Department of computer science Gobi Arts & Science college Gobichettipalayam.

ABSTRACT

One of the main problems in the human body is diabetes. Diabetes is one of the critical health issues in the human body it causes human life severely. In women, the diabetes rate is more and higher as compared with the others. It severely affects pregnant ladies while they are affected by diabetes. This can be affected the daily routine. The one and only method are to take dialysis at the beginning stage. The famous doctors check the patients and provide the precautions and the medicines for that. They handle the patients affected by diabetes. To solve this problem several methods and techniques are used in the machine learning algorithm under the big data environment. This algorithm provides good

prediction results by taking the data from the dataset. In this diabetes prediction, the machine learning algorithms combine with the big data environment. In the previous methods, the k-means clustering and cuckoo search is used in optimization. In this existing system, its accuracy and performance are high but it takes a huge time to computational process. To solve this problem optimization based on machine learning is applied. Here the dataset is downloaded from the Indian diabetes dataset. For removing the unwanted and missing data in the dataset we use pre-processing and clustering. And the feature reduction is done in the use of glow-worm optimization. The glow-worm is the fastest method compared to the cuckoo search optimization. The classification of diabetes is done with the help of feed-forward neural networks. The aim of the classification is that the user misunderstanding the values after removing the unwanted data. The whole process is realized in the MATLAB R 2018a environment and evaluated in terms of accuracy, precision, recall, F-measure, and Matthew correlation coefficient. This approach outperforms all other existing techniques with an F-measure of 98.6%.

Keyword: Diabetic, dataset, pre-processing, characteristics, reduction using glow-worm, Feedforward neural network.

INTRODUCTION

As we, all know nowadays healthcare industries are producing huge amount of data regarding their patient's day by day. It is difficult to store this amount of data due to its structured and unstructured format. Now this



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International Journal of Research Publication and Reviews Vol (2) Issue (9) (2021) Page 508-510



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Classification of Diabetes Using Cuckoo Search Optimization in Big Data Environment

N.V.Poornima¹, Dr.B.Srinivasan², Dr.P.Prabhusundhar³

^{1,2,3}Department of computer science Gobi Arts & Science college Gobichettipalayam,India

ABSTRACT

Diabetes can be turn into life threaten diseases, if it is not treated at an early stage. Especially, in the women, the chance of diabetes is higher as compared to men due to the hormonal changes during pregnancies. Due to this, they suffer long term diabetes as well as other diseases due to their tensions and regular life chores. This can be prevented if the diagnosis is determined at an early stage. Mostly, the trained doctors are required to confirm the diabetes. It requires manual work and complete knowledge in it. This problem is avoided by several research works using machine learning algorithm for the classification. Many algorithms are there to process effectively for smaller dataset with smaller number of attributes. But for the huge amount of data still question mark (?). Hence, to overcome this short coming, an optimization based classifier is proposed called cuckoo search optimization; the objective function is to reduce the misclassification rate of the classifier. This approach able to improve the accuracy as compared to the existing technique.

Keyword: Diabetic, optimization, cuckoo search.

Introduction to Big Data

The term Big in "Big Data" itself defines its operations and size is large. Big indicates not only the size, it also denotes the nature and processing of the data. Big data doesn't mean it refers to only large amount of data. But, the size of data can be small but it is complex in nature and requires tedious process to perform an operation.

It is a special type of data whose volume is in exponentially increasing manner with respect to time. It requires special type of processor to store, retrieve and perform operations on it. Moreover, it cannot be processed with the simple data mining algorithms. It requires special tool and algorithms for processing it. All operations can be performed on the big data as similar to the normal data processing methods.

Big data can also be called as a combination of three V's. The three V's are Variety, Velocity and Volume. These three V's are change in nature and it will be of higher volume for the big data.

Here, in variety, there are three types. They are structured, unstructured and semi-structured. The term structured indicates that data is arranged in an ordered format. The unstructured data denotes there is no definite format for the data. In Semi-structured, it is a hybrid of both structured and unstructured format.

Big data plays a major role in many applications like healthcare units, Educational oriented, Banking sector, Information technology sector, Manufacturing and retail sector. In health care unit, it plays a greater role by storing the information in a larger and continuous manner for saving the patient information. Not only for the storing purpose, it able to help the doctors by diagnosis the diseases by combining big data and artificial intelligence algorithms. In this, the role of big data in diagnosis the diabetics using machine learning technique. The remaining section describes about the techniques used in the big data for predicting the diabetes.

Introduction to cuckoo search

Increasingly more current metaheuristic calculations motivated essentially are arising and they become progressively well known. For instance, particles swarm improvement (PSO) was propelled by fish and bird swarm insight, while the Firefly Algorithm was enlivened by the blazing example of tropical fireflies. These nature-motivated metaheuristic calculations have been utilized in a wide scope of streamlining issues, including NP-difficult issues like the mobile sales rep issue. The force of practically all cutting edge metaheuristics comes from the way that they impersonate the best component in nature, particularly organic frameworks developed from regular determination more than a long period of time. Two significant attributes are choice of the fittest and variation to the climate. Mathematically talking, these can be converted into two significant attributes of the advanced metaheuristics: escalation and broadening. Escalation means to look around the flow best arrangements and select the best applicants or arrangements, while broadening ensures the calculation can investigate the hunt space productively. This paper expects to detail another calculation, called Cuckoo Search (CS), in view of the intriguing reproducing behaviour, for example, brood parasitism of specific types of cuckoos. We will initially present the reproducing behaviour of cuckoos and the attributes of Levy trips of certain birds and natural product flies, and afterward form the new CS, trailed by



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Date :

Mr.NARAYANASWAMY.N

Narayanaswamy.N

ANVESAK
ISSN : 0378 - 4568

UGC Care Group 1 Journal

A STUDY ON THE ROLE OF AFFORESTATION IN RURAL SUSTAINABILITY AND FOREST PRODUCTS MARKETING

Dr. J.A. Raja Assistant Professor, Department of Commerce & Management Vishwa Chethana Degree College, Anekal, Bengaluru, Karnataka

Mullinarasu. C Assistant Professor, Department of Commerce & Management Vishwa Chethana Degree College, Anekal, Bengaluru, Karnataka

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Abstract

Afforestation is the process or a concept of developing and extending the forest region in the places where there are no trees or forest earlier. Plantations and agriculture are considered to be the major sources of income in the rural economy. Urbanisation and deforestation would result in the decline of income from the forest products and agricultural products which directly affect the availability of raw material from natural resources. Rural sustainability can be achieved by improving the quality of environment, and utilizing the beneficial products for the economic development and sustainable growth. Hence the need for nature conservation plays an important role in the development of economy and sustainable growth in the rural region. The primary objective of the article is to study the role and impacts of afforestation in rural sustainability and development. The paper also reveals the importance of afforestation in nature conservation and economic development.

Keywords: Rural Sustainability, Afforestation, Rural Development, Agricultural Products

Introduction

Rural Sustainability is an inevitable and emerging concept which is highly influenced by the urbanisation and other reformed activities that consume the ecological factors. Hence it becomes more important to consider the ill effects of concrete constructions and other urban development projects which directly and indirectly affect the sustainability of rural sources. Christopher Bryant and Denis Granjon (2011) have defined Rural Sustainability as a social construction in which strategies are to be created for socio - economic, political, cultural and environmental development among the rural communities. They have also stated that the biophysical environment that deals with all biotic and abiotic factors plays an important role in rural sustainability. The term rural development is much associated with sustainability and hence in any scenario rural development is not much differentiated from rural sustainability. The rural communities play a vital role in the basement construction of the urban development. They provide the necessary products and services for the growth of urban regions which in reverse minimises the possibilities of rural sustainability. Hence it becomes mandatory to concentrate on rural sustainability and it should also be noted that the rural regions should not be a residual area of the beneficial strategies of the global development. Many promotional and remedial measures were suggested for developing the sustainability of rural resources. Afforestation is considered to be one of the effective tools for rural sustainability.

Afforestation, one of the traditional concepts, if followed and implemented in an effective manner, would have been a better solution for the problems of sustainability. Though it is a traditional methodology, it needs to be concentrated more, to make the rural sustainability more functional. It is generally defined as the formation of forests or forestation in the region where there are no traces of forest so far. It can be also stated as the process of converting the cultivated land into forests. The concept of reforestation is also similar to afforestation, but here the trees were planted in the same place once the forest area has been destroyed for some other reasons. Afforestation and reforestation were playing major role in creating sustainability in the rural region and it also helps in the economic development of rural regions. This paper depicts the role of afforestation in rural development as well as sustainability by which the economy from the rural region could be maximised.



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UGC Care Group 1 Journal

A STUDY ON THE ROLE OF AFFORESTATION IN RURAL SUSTAINABILITY AND
FOREST PRODUCTS MARKETING

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Abstract

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Abstract

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**ANTIOXIDANT PROFILE AND FREE RADICAL SCAVENGING ACTIVITY OF
NANOSYNTHESIZED LIV-PRO-08
(AYURVEDIC HERBAL FORMULATION)**

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ABSTRACT

Herbs are the local heritage with worldwide significance; Planet is enriched with a rich abundance of therapeutic plants. These sources have done commitment to the advancement of ancient material medical (Suriyavathana *et al.*, 2010). In Ayurvedic system of medication an assortment of herbal based/herbo mineral combinations are utilized for therapy of inflammatory conditions and have end up being viable (Vidushi *et al.*, 2014). In Ayurveda, single or various spices (polyherbal) are utilized for the treatment. The Ayurvedic literature 'Sarangdhar Samhita' featured the idea of polyherbalism to accomplish more prominent helpful adequacy. The dynamic phytochemical elements of plants are deficient to accomplish the attractive healing effects. On combining the diverse spices in a specific proportion, it will give a superior helpful impact and diminish the toxicity.

Herbal medications are quickly getting mainstream as of late as an alternative treatment. Various polyherbal formulation, mixes of various natural extracts utilized for the therapy of liver infections. Antioxidative agents that shield liver from oxidative harms are remembered for polyherbal formulations. For building up an acceptable hepatoprotective ayurvedic herbal formulation, there is a need to assess the detailing of antioxidant and hepatoprotective activity. The ideal exercises of

Non-alcoholic fatty liver disease (NAFLD) is a multifactorial illness and has close connections with other metabolic issues. This makes its treatment troublesome utilizing a solitary pharmacological medication. Utilization of plant extracts/decoction or polyherbal formulation to treat different liver sicknesses is all around referenced in different conventional frameworks of medication (Ayurveda, Japanese or customary Chinese Medicine, and Kampo medication). Herbal extracts with antioxidants, antidiabetic, and antihyperlipidemic properties have been appeared to improve manifestations of NAFLD. The current investigation exhibits an eco-accommodating and ease strategy for biosynthesis of NPs utilizing Liv-Pro-08 (dried seeds of *Nigella sativa*, *Entada purseatha* and dried fruits of *Ficus glomerata*) which were analysed for various attributes, for example, phytochemical and in vitro antioxidant action to comprehend its likely advantages. Phytochemical investigation uncovers that the seeds are a decent wellspring of flavonoids, phenolics, saponins, alkaloids and other secondary metabolites. The antioxidant capability of the green synthesized Liv-Pro-08 ayurvedic formulation was investigated by DPPH, FRAP measure, ABTS test, H₂O₂ and NO scavenging assay. The biosynthesized NPs indicated fundamentally higher antioxidant activity. The current examination investigated that the Liv-Pro-08 which are proficient makers of Nps, and could go about as protected and cost effective with potential free radical scavenging capacity which empower studying for additional expected natural applications.

Keywords: Liv-Pro-08, *Nigella*, *Entada*, *Ficus*, Free radical scavenging, antioxidant, ayurvedic herbal formulation



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**Characterization and Evaluation of the Antibacterial Profile of ZnO Nps
Synthesized by Liv-Pro-08 Ayurvedic Herbal Formulation (AHF)**

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Abstract

This study was performed to determine the Zinc Oxide nitrate reducing potential of aqueous extract of Liv-Pro-08 polyherbal formulation and characterize the synthesized ZnO NPs and assess their antibacterial activity against pathogenic bacteria such as *Staphylococcus aureus*, *Bacillus cereus*, *Escherichia coli*, *Klebsiella pneumonia*, and *Pseudomonas aeruginosa*. The results showed that the yellow-colored crystalline ZnO NPs were synthesized, and it was preliminarily confirmed by UV analysis by attained a predominant peak at 375 nm. Through Powder X-ray diffraction (PXRD) and Fourier-transform infrared spectroscopy (FT-IR) analyses, the crystalline structure and functional groups exist in the surface of ZnO NPs, and its size was measured as 2 to 5 μm through Scanning Electron Microscope (SEM) analysis, and morphology was found as spherical with the smooth-edged surface. The antibacterial potential of characterized ZnO NPs was assessed, and found significant antibacterial activity against pathogenic bacteria such as *S. aureus*, *B. cereus*, *E. coli*, *K. pneumonia*, and *P. aeruginosa* with 100 μg concentration of various volumes (25, 50, and 75 μl) of nanoparticles. These results conclude that the aqueous extract of Liv-Pro-08 polyherbal formulation synthesized ZnO NPs might be used as an antibacterial agent against some common pathogenic bacteria.

Keywords: Liv-Pro-08; ZnO NPs; PXRD; FT-IR; antibacterial



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2	DR.POORNIMA NV	A STUDY ON NETWORK SECURITY USING CRYPTOGRAPHY AND COMPRATION OF AES, DES, CRYPTOGRAPHY ALGORIPHMS.	INTERNATIONAL CONFERENCE ON ADVANCES IN COMPUTER SCIENCE AND TECHNOLOGY	INTERNATIONAL	2018
3	DR.RAJA V	A STUDY ON THE ASPECTS TOWARDS THE INVESTMENT AND PURCHASE OF ECO FRIENDLY PRODUCTS FOR SUSTAINABLE	NATIONAL CONFERENCE ON ECO FRIENDLY PRODUCTS FOR SUSTAINABLE DEVELOPMENT.	NATIONAL	2021
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8	BHAGYA SHREE.M	A STUDY ON CONSUMER BEHAVIOUR TOWARDS ECOFRIENDLY PRODUCTION AND CONSUMPTION.	NATIONAL CONFERENCE ON CONSUMER BEHAVIOUR TOWARDS ECOFRIENDLY PRODUCTION AND	INTERNATIONAL	2021
9	SOBIYA.P	A STUDY ON CONSUMER BEHAVIOUR TOWARDS ECOFRIENDLY PRODUCTION AND CONSUMPTION.	NATIONAL CONFERENCE ON CONSUMER BEHAVIOUR TOWARDS ECOFRIENDLY PRODUCTION AND	INTERNATIONAL	2021
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Monitoring the Wind Turbine Condition Using Big Data Technique

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Abstract - The desire to cut back the price of energy from turbine generation has seen a rise within the analysis applied to the sphere of turbine condition observation. Wind turbine condition observation has the potential to cut back operation and maintenance prices through optimized maintenance programming and also the rejection of major breakdowns. To aid this analysis, increasing volumes of knowledge are being captured and keep. These massive volumes of knowledge could also be deemed 'Big Data', and need improved handling techniques so as to figure with the information with efficiency. It introduces a turbine condition observation system that has been put in in AN operational Vestas V47 turbine for the aim of developing algorithms to sight machine deterioration. The system's ability to capture massive volumes of knowledge (approx.2TB per month) has LED to the need of victimization increased knowledge handling techniques. This paper can discuss these 'Big Data' techniques and recommend however they will ultimately be used for condition observation of multiple wind turbines or wind farms.

Keywords: Big Data Techniques, Wind Turbine Condition Monitoring

I. INTRODUCTION

The continual development of sensor and storage technology has led to a dramatic increase in volumes of data being captured for condition monitoring and machine health assessment. Beyond wind energy, many Sectors are dealing with the same issue, and these large, complex data sets have been termed 'Big Data'. Companies are increasingly looking towards Big Data tools and approaches for managing huge volumes of data [1]. Until recently, the majority of these companies have been in the marketing or financial sectors dealing with the behaviors of their customers [2]. Other companies involved in Big Data include delivery companies such as UPS who are tracking millions of packages worldwide [3].

As technology improves and it becomes easier to store large volumes of data, the definition of Big Data moves from the terabyte scale to the petabyte scale. Big Data can be described in terms of the 3Vs model [4] velocity (the speed at which the data can be processed), volume (the volume of data that is being stored or analyzed), and variety (the different types of data that are being stored or analyzed). Big Data differs from standard data due to the complexity introduced by these three parameters. One area where Big

Data practices are receiving greater attention and which is not dissimilar to wind energy generation, is power system operation and the management of power networks [5], [6]. These papers highlight the potential benefits of using Big Data practices in order to fully utilize large volumes of data. Having the capabilities to work with large volumes of data can provide valuable insight, which for the power network, may include unprecedented capabilities for forecasting demand, preventing outages and optimizing unit commitment. Similarly, data from wind turbine Condition Monitoring Systems (CMS) may be able to optimize maintenance operations, prevent major breakdowns and reduce wind turbine downtime. When implementing Big Data practices there are a number of considerations to take into account. At a high level these can be split into hardware and software considerations. Hardware considerations may include the method for storing data and what volume of data will have to be stored locally (as opposed to being stored remotely, or "in the cloud"). The processing speed should also be considered and whether there is a requirement for redundancy of the hardware or the data itself. Software considerations fall into two broad categories: what approach will be utilized for data storage, and what type of platform will be used to process the data. Data storage refers to how individual parameters and data values can be saved and retrieved. One common tool for this is MySQL, which is an open source relational database management system which uses structured query language (SQL) to manage data held within the database.

Due to many years of information retrieval research and optimization, SQL databases have the advantage of allowing large volumes of data to be retrieved quickly and efficiently [7]. So-called 'flat files' and more recent paradigms such as NoSQL do not require a rigorous data schema to be developed before application Deployment. However, any perceived advantages of flexibility given by this approach may be undermined by the lack of error checking possible at the application level [7]. Big Data processing can be achieved using specialist frameworks such as Hadoop, which allow very large data sets to be processed efficiently [8].

The framework makes use of clusters of standard computing hardware in order to perform parallel computation. This has the result of increasing the speed of processing without the expense of buying special purpose (supercomputer)



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A Study on Network Security Using Cryptography and Comparison of AES, DES Cryptographic Algorithms

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Abstract:

Network security has become more important to personal computer users, organizations, and the military. Data Security is the main aspect of secure data transmission over unreliable network. Network security involves the authorization of access to data in a network, which is controlled by the network administrator. Network security covers a variety of computer networks, both public and private, that are used in everyday jobs conducting transactions and communications among businesses, government agencies and individuals. The task of network security not only requires ensuring the security of end systems but of the entire network. Data security is the utmost critical issue in ensuring safe transmission of information through the internet. Networks are very much needed but they are very prone to attacks because of security breaches and vulnerabilities in traditional establishments. There are many types of attacks which can be penetrated in our networks or edge devices. In internet, security is main aspect and the process of cryptography plays an important role to provide the security to the networks. Network Security & Cryptography is a concept to protect network and data transmission over wireless network. Network security and data security can be provided with the help encryption and decryption using cryptographic techniques and algorithms. In this paper, an attempt has been made to review the various Network Security and Cryptographic concepts. This paper discusses the state of the art for a broad range of cryptographic algorithms that are used in networking applications and provide an overview on Network Security and various techniques through which Network Security can be enhanced i.e. Cryptography also studied cryptography along with its principles. Cryptographic systems with ciphers are described. The cryptographic models and algorithms are outlined.

Keywords— Network Security, Cryptography, Encryption, Decryption, Ciphers.

I. INTRODUCTION

Network security consists of the provisions and policies adopted by a network administrator to prevent and monitor unauthorized access, misuse, modification, or denial of a computer network and network-accessible resources. Network security covers a variety of computer networks, both public and private, that are used in everyday jobs conducting transactions and communications among businesses, government agencies and individuals. Networks can be private, such as within a company, and others which might be

open to public access. Network security is involved in organizations, enterprises, and other types of institutions. It secures the network, as well as protecting and overseeing operations being done. The most common and simple way of protecting a network resource is by assigning it a unique name and a corresponding password. Network security problems can be divided roughly into four closely intertwined areas: secrecy, authentication, nonrepudiation, and integrity control.



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Dr. J A .RAJA

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A Study on the Role of Social Entrepreneurship in Building a Sustainable Environment

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Abstract--- Social entrepreneurship is a concept evolved in the late 20th century and started getting familiarised in the beginning of the 21st century. Through social entrepreneurship many initiations have been happening for creating a sustainable environment. Social entrepreneurship paves way for a better future in an ethical and responsible manner. This paper speaks about the role of social entrepreneurship in a building a sustainable environment. Sustainable environment involves concepts like Go Green, Eco Friendly and other environment contents. The paper tries to bring out the importance of social responsibility of the entrepreneurs and how they could support the government and public in creating and maintaining a sustainable environment. It concludes that the involvement of social entrepreneurs in various industries will help the society to sustain with the moral values like ethics and social responsibility.

Keywords--- Social Entrepreneurship, Sustainable Environment, Green Concepts, Sustainable Entrepreneurship.

Sustainability is the greater challenge and the common wish for all the individuals, communities, Companies, nations and any other groups who constitute the society. Strategic plans and many other tactics were tested and followed to be sustainable by many organisations and such activities create a competitive environment in the current global scenario. The process of facing the current needs without creating any deficiency for the future can be defined as the sustainable development. Sustainability of economy, sustainability of society and sustainability of environment are considered to be the three major pillars of sustainability. Sustainable growth or development by considering the three concepts like economy, society and particularly environment is a great challenge for the people who want to make it in an ethical manner. Eradicating poverty, achieving primary education universally, encouraging equality of gender, eradicating deadly diseases are some of the sustainable goals which were planned by the world organisations. Social entrepreneurship helps in achieving the sustainable goals through its innovative ideas and strategies.

Social entrepreneurship is the ideology in which the ideas were implemented for solving the issues of environment and the society. Social entrepreneurship concentrates on sustainability which could be achieved through for-profit organisation and non-profit organisations. Innovative thoughts in community development and social responsibility lead to the concept of social entrepreneurship. Social innovators are the creators of the social entrepreneurship. They created the new pathway for social responsibility through their non-traditional ideas and innovative thinking for building a sustainable environment and the society. Social entrepreneurship is believed to be the promising strategy for the sustainable development of various sectors. Green buildings, organic farming, promoting employment opportunities are some of the examples for social entrepreneurship activities which have the concept of sustainable development.



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Ref. No. :

Date :

Dr.J A .RAJA.

JOURNAL OF EDUCATION: RABINDRABHARATI UNIVERSITY
ISSN : 0972-7175

**AN OVERVIEW ON THE IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE IN NON
PROFIT ORGANISATION**

Dr. V. Krishnaveni Professor, Department of Management Studies Karpagam Academy of Higher
Education, Coimbatore, Tamilnadu, India

Dr. J.A. Raja Assistant Professor, Department of Commerce Viswa Chetana Degree College, Anekal,
Bengaluru, Karnataka, India

Dr. R. Vani Assistant Professor, Department of Management Studies S.I.V.E.T College, Chennai,
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Abstract

Artificial intelligence is considered to be the one of the best solution for a promising future of many industries in current scenario. Artificial intelligence can be implemented in various sectors as a tool and alternate of man power which could reduce the rate of inefficiency and defects in many areas of manufacturing, repairing, data mining etc. Service sectors like non-profit organisations and non-government organisation could effectively utilise the artificial intelligence in their functional areas like fund raising, event management etc. The paper deals with the role of artificial intelligence in the non-profit organisation and how it could be effectively implemented in supporting various activities of these service sectors. The paper has been concluded by stating that artificial intelligence will be the service providers for the non-profit organisation in the current and future scenario.

Keywords: Artificial Intelligence, Non-Profit Organisations, Fund Raisers, No-Government organisations, Service Sectors, Voluntary Organisations

Introduction

The concept of artificial intelligence can be defined as the efficiency of the machines which could perceive its environment and functions accordingly to achieve its goals. Artificial Intelligence involves functions like reasoning, problem solving, knowledge preparation, planning, learning, natural language processing which means understanding human languages, perception etc. These functions are helpful in successful implementation of artificial intelligence in various sectors. For instance, Artificial Intelligence creates its impact in various fields like Healthcare, Automotive, Economics and Finance, Cyber Security, Government, Law related professions, Defence, Hospitality, Audits, Arts etc. Non-profit organisations are also having the demand for artificial intelligence to perform ethically and efficiently.

The NGOs are the non-profit organisations that are functioning in an independent manner, which commonly works for the people or a community, addressing the social issues which were stressed on the people or a community. Non-Government Organisations are generally called as NGO in which the former is the abbreviation of the later. Apart from the term NGO they are also termed as Non Profit Organisations, Social Movements, Voluntary Organisations etc. Service oriented organisations arise with the humanitarian concepts meanwhile community oriented organisation evolves with the interest of the people of the respective communities.

NGOs can be categorised based on their operational areas like State NGOs, National NGOs and International NGOs in which international NGOs may fund the local NGOs to accomplish the tasks in the local region. The tasks will be a worldwide issue and hence the International NGOs sort help of the domestic NGOs, thereby they could act together in eradicating such issues. NGOs can be classified as operational NGOs and Campaigning NGOs. Operational NGOs are aims at creating direct changes through handling projects which were planned and self-directed by them. They also undertake the projects of the government which were being funded by the government sectors. Campaign NGOs insists on the large scale changes which would be initiated by a large number of supporters, motivators and the network of members.

Artificial intelligence plays its role as a responsible technology for the social welfare by providing various services to non-profits organisations. Mission driven artificial intelligence is an example for artificial intelligence application which is performed by machine learning in solving issues in non-profit and non-government organisations. Machine learning constructs model which are based on



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Ref. No. :

Date :

Dr.J A RAJA

Nehru School of Management Journal (NSMJ)

**A Study on the Role of Tribes Forest Dwellers with Reference to Krishnagiri
District**

Dr.V. Krishnaveni, Professor, Department of Management, Karpagam Academy for Higher Education,
Coimbatore, Tamil Nadu, India.

Dr.J.A. Raja*, Assistant Professor, Department of Management, Vishwa Chethana Degree College, Anekal,
Bengaluru, Karnataka, India. E-mail: nellai.rajamba@gmail.com

P. Easwaran, Assistant Professor, Department of Commerce, Karpagam Academy for Higher Education,
Coimbatore, Tamil Nadu, India.

Abstract--- Tribes can be defined as a traditional social group who were led by the traditional customs and following their belief which were many times similar with other relevant groups. Majority of people from the tribal community resides in the dense forest region where the forest resources were abundant. Countries like India have enacted many acts favouring the development tribal community. Forest dwellers act in India supports the usage of forest products by the tribes for commercial purposes. This paper has been designed for analysing the transformation of tribes from traditional occupations to modern commercial activities. This paper also concentrates on the types of green products which have been utilized by the tribes and their mode of marketing the products. Krishnagiri District of Tamilnadu is the study area where the tribal people are considered for the research. Suggestions were provided separately to the Tribal community, NGOs who supports the entrepreneurship of tribal community and the concerned department of the government.

Keywords--- Tribes, Green Marketing, Forest Products, Agricultural Marketing.

1. Introduction

Post Independent India has faced many changes and development in terms of technology, economic growth, Politics and administration etc. The scenario of tribal community seems to be crawling towards the development phases due to the lack of consideration on the community. Majority of the groups or divisions of the tribal community are vulnerable by nature due to the ignorance of system in our nation which could not easily be reached by those people. There are 75 tribal groups which were identified as Particularly Vulnerable Tribal Group (PVTG) by the government. These groups were not able to adopt themselves to new technologies in agriculture and other sectors. Their population is gradually declining and their education level is considerably very low when compared to the other tribal groups. Their growth has been stagnated by many internal and external factors and hence it is an essential and immediate requirement for concentrating on the welfare and growth measures of the tribal groups like PVTGs.

In Tamilnadu, as per the census 2011 the tribal groups accommodate 1.10 per cent of the total population which is 7, 94,697 in numbers, in which 3, 33,178 are male and 3, 27,102 are female. According to the information provided by the Adi Dravidar and Tribal welfare Department of Tamilnadu, the literacy rate of the scheduled tribes in the state is 54.34 per cent. The districts which are densely covered with forests have high percentage of tribal population and the districts which are not having forest regions are considered to be poorly populated with tribes. Tamilnadu is the homeland for 36 tribal groups out of which 6 tribal groups are particularly vulnerable tribal group (PVTG). Kurumbas, Irulas, Kattunaickens, Todas, Kothas and Paniyas are the six particularly vulnerable tribal groups residing in Tamilnadu particularly in the Nilgiris District.



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Dr. J A RAJA

Nehru School of Management Journal (NSMJ)

A Study on the Aspects towards the Investment and Purchase of Eco Friendly Products for Sustainable Development

Dr.J.A. Raja*, Assistant Professor, Department of Management, Vishwa Chethana Degree College, Anekal, Bengaluru, Karnataka, India. E-mail: nellai.rajamba@gmail.com

N. Srinivasa, Assistant Professor, Department of Commerce, Vishwa Chethana Degree College, Anekal, Bengaluru, Karnataka, India.

M. Ananda, Assistant Professor, Department of Management, Vishwa Chethana Degree College, Anekal, Bengaluru, Karnataka, India.

Abstract--- Sustainability and environment friendly initiations have been fastening as an emerging trend in recent production and marketing sectors. The need for eco-friendly products has been slowly educated to the consumer as they were the deciders of the future of the products. The main objective of this paper is to know about the availability of the green products and how the consumers are influenced towards the eco-friendly products. This paper deals with the discussions based on the investment factors on green products and the factors influencing the buyer behaviour of the consumer towards eco-friendly green products. The paper also implies that the sense of accountability has to be developed in the minds of manufacturers, marketers and consumers to create a sustainable environment through the usage of green products.

Keywords--- Eco-Friendly Products, Sustainable Products, Green Products, Green Marketing.

1. Introduction

Eco products are commonly defined as the products which never create any hazardous effect to the environment during their life cycle from their extraction, processing or manufacturing, usage as well as disposal of the product ¹. Eco products are generally considered to be the eco-friendly products which are reusable or recyclable. Hence it is reflected as the source of sustainability in the environment and eco system. The term eco products have no standard definitions but based on their characteristics the products are categorised and been accepted as green products under different circumstances. Healthy products, biodegradable products, energy and water efficient products, renewable products etc have accepted universally as the eco products. Now, globally the concept of "Going Green" is fetching an impact in worldwide marketing strategy. It is an acceptable truth that Many Asian Countries followed the concept of providing eco-friendly products before centuries. Eco-friendly products are sustainable products which are promoting public health and safer environment as well as promising the economic and social benefits for the society until its final disposal ². Many firms have assured that the eco-friendly products have a strong quality as well as cost efficiency. This is due the manufacturing procedures that follow the effective and minimal use of resources and energy during production processes. This results in reframing of the strategic policies of many companies towards sustainability and eco-friendly initiations. This paper analyse the possibilities and the factors that influence the need and options of the customers. It also tries to bring out the reasons beyond the companies to prefer and invest in eco-friendly and sustainable products.

2. Objectives

- 1) To study about the characteristics and availability of Eco friendly green products.
- 2) To examine the factors that influence the people to prefer eco products.



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Date :

Mrs.M. BHAGYA SHREE

Nehru School of Management Journal (NSMJ)

A Study on Consumer Behaviour towards Eco Friendly Production and Consumption

Amrin Samar Sultana, Assistant Professor, Department of Commerce, Vishwa Chethana Degree College, Anekal, Bengaluru, Karnataka, India.

P. Sobiya, Assistant Professor, Department of Biochemistry, Vishwa Chethana Degree College, Anekal, Bengaluru, Karnataka, India.

M. Bhagyashree, Assistant Professor, Department of Commerce, Vishwa Chethana Degree College, Anekal, Bengaluru, Karnataka, India.

Abstract--- Eco friendly products, which are sustainable by its characteristics, can be defined as the products which are extracted or manufactured in a manner that the environment would not be affected by its production or consumption processes. The purpose of framing this paper is to comprehend the consumer behavior towards the eco-friendly products as well as the way by which it is consumed. The primary objective of this article is to understand the significance of eco-friendly products and how the consumer behavior has its impact in preferring the eco-friendly products. It has been stated that the sustainable life would minimize the ecological impacts and enables a flourishing life for individuals, households and the society together. The study also reveals the relationship between the sustainability and environmental consciousness which would promote the consumer's positive buying behaviour towards eco-friendly products.

Keywords--- Sustainability, Sustainable Products, Eco-friendly Products, Eco Products, Green Marketing.

1. Introduction

With the rapid growth of technology there is an increase in industrial activities which adversely affecting to the environment. The over exploitation is the main cause for changes in the climate ex: global warming, pollution depletion of the ozone layer etc. These issues made to think about the concept of eco friendly because of over degradation, deforestation; land has losing its fertility. To save this government has introduced many policies practices. One of the best concepts to save the environment is eco friendly production as well as consumption. Customer behavior is the attitude to select eco friendly product or not. It is consumer concern towards the environment. The consumption as well as production is mainly depending on them who all are conscious towards society. The following definitions clarify the role and significance of the eco-friendly consumption and related processes.

Eco friendly production and consumption can be considered as the production of materials which is eco-friendly, socially acceptable and less cost. Sustainable consumption is the consumption and utility of goods and services that enhances quality of life while limiting the use of natural resources materials. Similarly eco-friendly production and consumption can be defined, "As production and use of products and services in a manner that is socially beneficial economical viable and environmentally beneficial over their whole life cycle.

Eco friendly Production and consumption can broadly defined as, "Encompassing any and all issues that seek to improve the way that products and material are sources, manufactured and marketed and the way that products are purchased, used and disposed of at the end of their useful lives.



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Mrs. SOBIYA.P

Nehru School of Management Journal (NSMJ)

A Study on Consumer Behaviour towards Eco Friendly Production and Consumption

Amrin Samar Sultana, Assistant Professor, Department of Commerce, Vishwa Chethana Degree College, Anekal, Bengaluru, Karnataka, India.

P. Sobiya, Assistant Professor, Department of Biochemistry, Vishwa Chethana Degree College, Anekal, Bengaluru, Karnataka, India.

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Mrs.AMRIN SAMAR SULTANA.

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A Study on Consumer Behaviour towards Eco Friendly Production and Consumption

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P. Sobiya, Assistant Professor, Department of Biochemistry, Vishwa Chethana Degree College, Anekal, Bengaluru, Karnataka, India.

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1	12-08-2020	AN DIVE INTO INEVITABLE GROWING TECHNOLOGY	MR. SAYEENATH SHANKAR	14-08-2020
2	14-08-2020	CLOUD COMPUTING ON ERP DOMAIN	MR. KRISHNA K	17-08-2020
3	17-08-2020	WHAT NEXT AFTER DEGREE?	MR. BHUVANESHWARAN. S C	18-08-2020
4	18-08-2020	DECODING HEALTHCARE SECTOR	DR. USHA MANJUNATH, DR. ALLEN PUGARGOL, DR. MANJUNATH R, DR. SARALA R	19-08-2020
5	20-08-2020	UNIFIED COMPUTING SYSTEM	MR.SARAVANAN A.R.	19-08-2020
6	20-08-2020	HOLISTIC HEALTH	DR.PRAGYA DUDHERIA	20-08-2020
7	24-08-2020	DIGITAL MARKETING	T.K. PRADEEP KUMAR & DR. M. R. DEEPASHREE	24-08-2020
8	27-08-2020	THE ROLE OF ENGLISH LANGUAGE FOR EFFECTIVE COMMUNICATION	DR.S.BHARATHIRAJA	27-08-2020
9	31-08-2020	KANNADA ATHMA KATHEGALU	DR.HOMBAIAH	31-08-2020
10	03-09-2020	KANNADA KATHEGALU	DR.AMRESH NUGADONI, MR. KRISHNA KADHIR	09-03-2020

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Chief Patron:

Resource person:

Event Coordinator:

Prakash Reddy.T
(PRINCIPAL)

Sayeenath Shankar
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"Cloud Computing on ERF Domain"

Date: 14/08/2020 (Friday)

Time: 2:00 P.M to 4.00 P.M

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**Prakash Reddy.T
(PRINCIPAL)**

Resource person:

**Krishna.K
(ASST.MANAGER FOR CLOUD ERP
DPS-MIS,DOHA-QATAR)**

Event Coordinator:

**Srinivas.R
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Department of Computer Application

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"What next after degree ?"



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Chief Patron:

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(PRINCIPAL)

Resource person:

Bhuvaneshwaran.S.C

(CO-FOUNDER AND DIRECTOR
LATLON TECHNOLOGIES)

Event Co-ordinator:

Poornima.N.V

(ASST.PROFESSOR
DEPT. OF BCA)



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South Campus, IIHMR Group

Organizing Webinar on

Decoding Healthcare Sector

18th August 2020, Tuesday | 2.00 PM to 3.30 PM

Chief Patron



Prakash Reddy, T
Principal
Vishwa Chethana Degree College
Anekal

Resource Persons



Dr. Usha Manjunath
Professor & Director
IIHMR Bangalore



Dr. Allen P Ugargol
Associate Professor &
Dean - Academics
IIHMR Bangalore



Dr. Manjunatha R
Associate Professor &
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Department of Computer Application
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Date: 20/08/2020 (Thursday)

Time: 2:00 P.M to 3.30 P.M

Chief Patron:

Prakash Reddy.T

(PRINCIPAL)

Resource person:

Saravanan.A.R

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Date: 20/08/2020

Presents Webinar on

Time: 10:30 A.M -
12:00 P.M

"Holistic Health"

Chief Patron:

Prakash Reddy.T
(PRINCIPAL)

Resource person:

DR.Pragya Dudheria B.D.S
(NAVKAR DENTAL CLINIC
REIKI HEALER, SOUND
HEALER) & HYPNOTHERAPIST)

Event Co-ordinator:

Sobiya.P
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Department of Commerce

Presents Webinar on

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2.30 P.M - 3.30 P.M



Chief Patron:

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(PRINCIPAL)

Resource person:

T.K.Pradeep Kumar
(ASST.PROFESSOR IT IIHMR
BANGALORE)

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Communication"**



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3.30 P.M

Chief Patron:

Prakash Reddy.T
(PRINCIPAL)

Resource person:

DR.S.Bharathiraja
(ASST.PROF. & HEAD I/C
DEPARTMENT OF ENGLISH
VIVEKANANDA COLLEGE (AUTONOMUS)

Event Coordinator:

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(ASST.PROFESSOR DEPT. OF
ENGLISH



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"ಕನ್ನಡ ಆತ್ಮ ಕಥೆಗಳು:
ಅನುಸಂಧಾನ"

10.30 A.M -
11.30 A.M

Chief Patron:

Prakash Reddy.T
(PRINCIPAL)

Resource person:

DR.HOMBAIAH PH.D.NET
(DR.HOMBAIAH PH.D.NET
HOD OF KANNADA
K.M.A.C COLLEGE
BEDKIHAL,CHIKODI)

Event Coordinator:

Shelvi Balakrishnan
(ASST.PROFESSOR DEPT. OF
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Department of ಕನ್ನಡ

Presents Webinar on

"ಕನ್ನಡ ಕಥಾ ಸಾಹಿತ್ಯ: ರಚನೆಯ ವಿನ್ಯಾಸ"

Time: 10.30 A.M - P.M 12.00 P.M

Chief Patron:



Prakash Reddy, T
(PRINCIPAL)

Resource person:



Dr. Amaresh nugadoni
(IT CONSULTANT
MELBOURNE, AUSTRALIA)

Chief Guest:



Mr. Krishna
(ASST. MANAGER FOR CLOUD ERP
DPS-MIS,
DOHA-QATAR)

Event Coordinator:



Shelvi Balakrishnan
(ASST. PROFESSOR
DEPT. OF KANNADA)