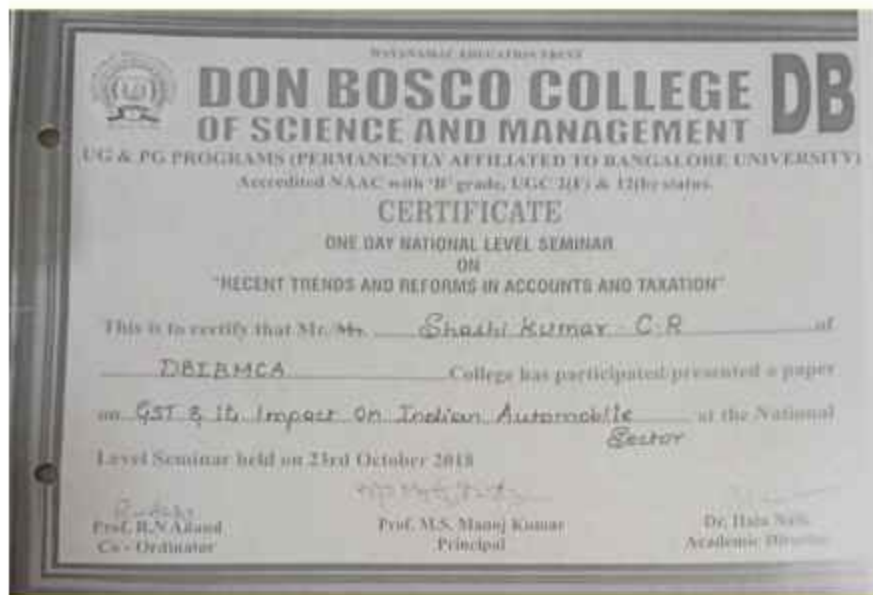
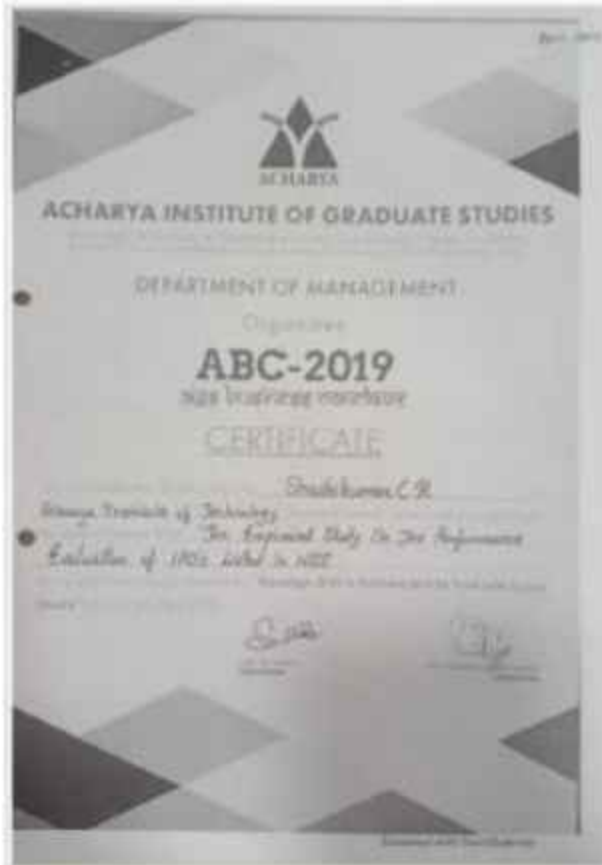
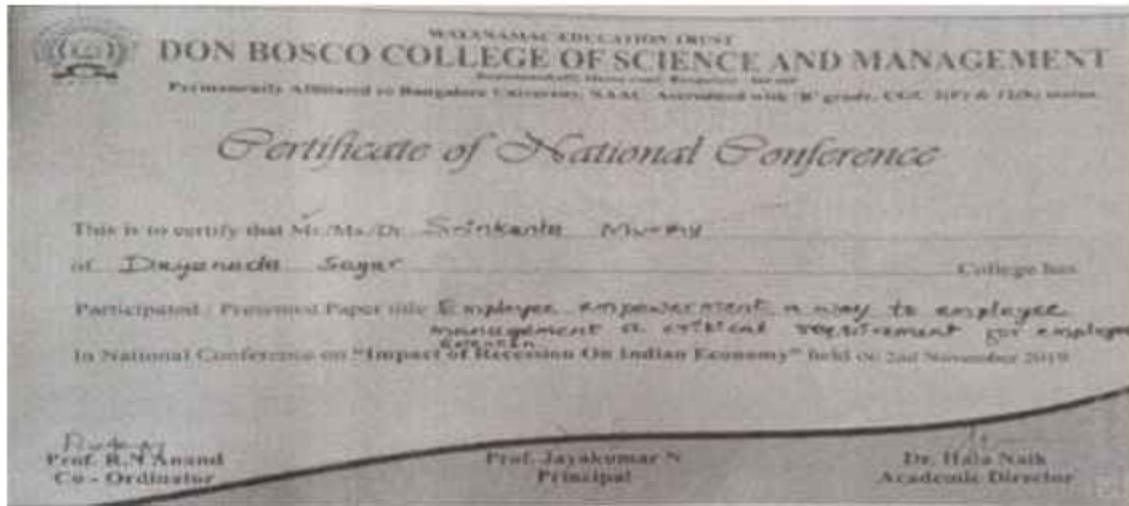


3.3.2 Proofs  
2018-19









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NATIONAL SEMINAR

On

Business Dimensions in Digital Era – Challenges & Opportunities

Dec. 2019

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This is to certify that Dr/ Prof/ Mr./ Ms Sriyank Levi  
 of DSCASC - DSI - Bangalore University  
 participated /presented a paper titled A study on forecasting price movements using Technical Indicators with selected equity stock in Indian Stock  
 in the National Seminar held at Dayananda Sagar Business School on  
 19<sup>th</sup> December 2019.



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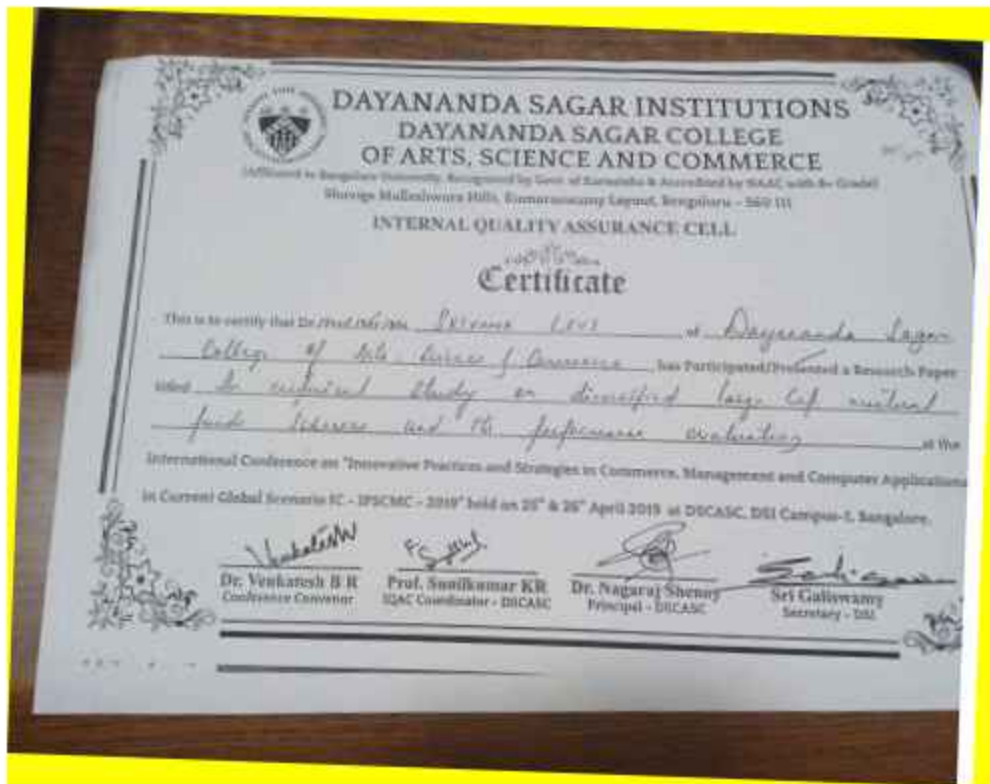


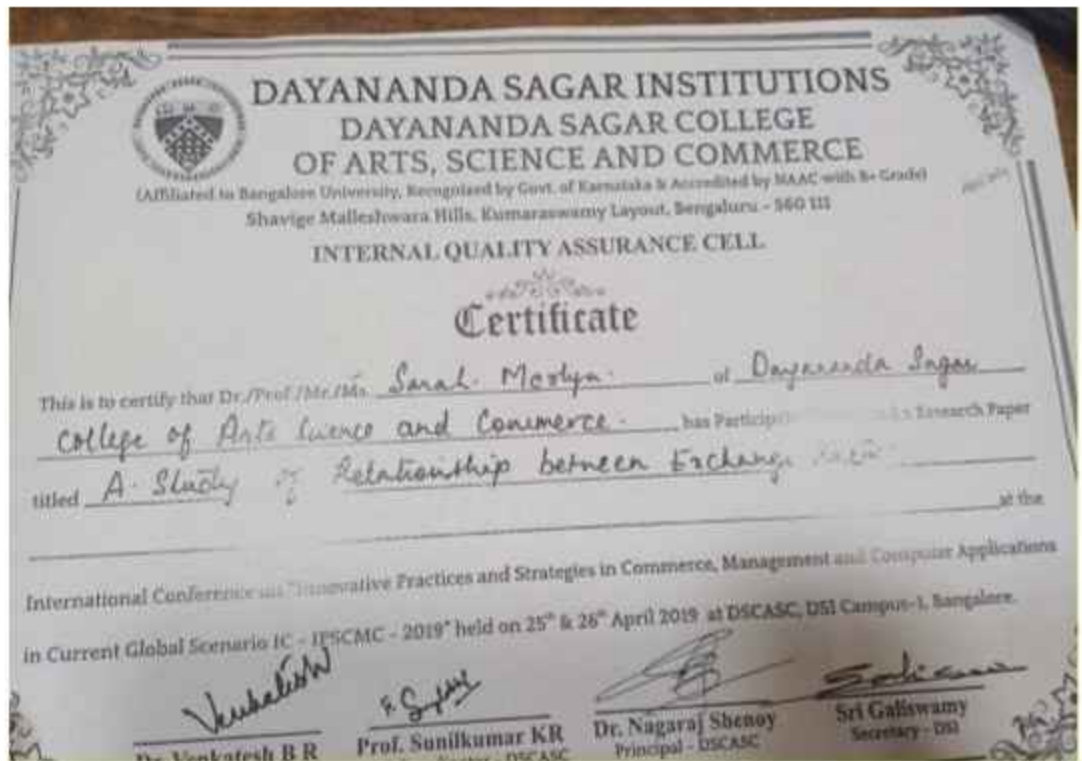
This is to certify that Dr./ Prof/ Mr./ Ms SRIYANK LEVI  
 Faculty/Student of Dayananda Sagar College has participated in one day  
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With Respect To FII & FDI Flows - An Empirical Study on 06<sup>th</sup> September 2019.

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Christ Academy Institute for Advanced Studies, Bengaluru - 83 during 08th - 09th March 2019.

  
Rev. Fr. ANTONY CMI  
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Institute for Advanced Studies

  
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Dr. VENUGOPAL K. R.  
Vice Chancellor  
Bangalore University

## An overview: security issue in IoT network

Authors	Ramachandra Gurnath, Mohit Agarwal, Abhrajeev Nandi, Debabrata Samanta
Publication date	2018/8/30
Source	2018 2nd international conference on I-SMAC (IoT in social, Mobile, analytics and cloud) (I-SMAC) I-SMAC (IoT in social, Mobile, analytics and cloud)(I-SMAC), 2018 2nd international conference on
Pages	104-107
Publisher	IEEE
Description	The IoT expedients are formed on cost-effective devices and wireless communicate methods to connect with each other and propel mobile facts to the Unified system. This paper focuses on major safety problems of IoT particularly, stressing the cybercrimes and counter attacks. Number of IoT expedients become a target of cyber-attacks because of deficiency in safety mechanism in IoT expedients. This paper discusses the safety necessities like secrecy, unity, and substantiation etc. This study contains twelve different kinds of attacks, for example, low-graded attacks, average level attacks, great attacks ad particularly high intensity attacks along with their nature or behavior as well as resolutions to cater these attacks are discussed.
Total citations	Cited by 116



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techniques at International  
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(ICCIC'19), 15<sup>th</sup> March 2019.

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Head of the department



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Rapporteur of the Technical Session / Member / Convenor / Chairperson / Panel Member in the 2<sup>nd</sup> National  
Conference on "Tourism & Hospitality Industry in India" held at Moti Mahal College of Hotel Management,  
Moti Mahal Annexe, Falnir Road, Mangaluru, Karnataka, India, on 2<sup>nd</sup> February 2019,

The Title of the paper presented / Lecture Delivered RETAIL HOSPITALITY & ITS IMPACT ON  
SURVIVAL - "A STUDY ON UNORGANIZED INDIAN RETAIL SECTOR"

  
Sibin C. Nair  
Convener

  
Prof. Sooraj R. V  
Principal

  
  
Dr. A. J. Shetty  
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*"A Comprehensive Study On Artificial Intelligence and Applications"*  
IN THE 2<sup>ND</sup> NATIONAL CONFERENCE ORGANIZED BY DEPT. OF COMPUTER SCIENCE,

HELD ON 11<sup>TH</sup> OCTOBER 2019.

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*"Natural Language Processing Tools and Techniques: A Survey"*

IN THE 2<sup>ND</sup> NATIONAL CONFERENCE ORGANIZED BY DEPT. OF COMPUTER SCIENCE,

HELD ON 11<sup>TH</sup> OCTOBER 2019.

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*"Image Processing Techniques and its Application - Review"*

IN THE 2<sup>ND</sup> NATIONAL CONFERENCE ORGANIZED BY DEPT. OF COMPUTER SCIENCE.

HELD ON 11<sup>TH</sup> OCTOBER 2019.

  
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OF *Dayanandalingar College of Arts, Science & Commerce* HAS ACTIVELY  
PARTICIPATED / PRESENTED A PAPER TITLED

*"Case Study On Block Chain For Current Era."*

IN THE 2<sup>ND</sup> NATIONAL CONFERENCE ORGANIZED BY DEPT. OF COMPUTER SCIENCE,

HELD ON 11<sup>TH</sup> OCTOBER 2019.

*Dawaki*  
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PRINCIPAL

## Automatic segmentation based graphical interface for recognition of tomography image analysis of damage cell

Authors K Rajesh Rao, Debabrata Samanta, MT Somashekara, R Gurunath, Abhishek Paul

Publication date 2019/1/10

Conference 2019 Third International Conference on Inventive Systems and Control (ICISC)

Pages 52-55

Publisher IEEE

Description The recent improvement in Medical picture development has facilitated Computed Tomography Image study by Automatic division of impaired cell. Automatic division of impaired cell will provide the required information, cross correlation and log value. The contrast between ordinary and impaired cell will provide a correct notion about the impaired cell. Employing the GUI technique, the operator can distinct the provided two image characteristics and accomplish the appropriate examination of the medical image. The benefits of this suggested technique are inexpensive, less time consuming and simple to operate. The operator can easily insert and speculate the values.

## A novel framework using apache spark for privacy preservation of healthcare big data

Authors V Suneetha, Salini Suresh, Viswa Jhananie

Publication date 2020/3/5

Conference 2020 2nd International Conference on Innovative Mechanisms for Industry Applications (ICIMIA)

Pages 743-749

Publisher IEEE

Description The privacy of sensitive data in healthcare big data should be protected so that it does not intrude the privacy of specific patient or transactions of health care organizations. Privacy protection is a major concern in big data, therefore, demanding resilient approaches for the safeguarding of customer privacy. The proposed novel framework spark employs K-anonymization and L-diversity to mask the personal sensitive information and Apache Spark to handle health care big data in a faster and effective way. Thus proposed approach make sure that shared data will not disclose the original data and segregation of sensitive data happens before it is a move to HDFS.

Total citations Cited by 11



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has participated/presented paper titled *...Improved...Metacology...And.....*  
*...Sensor...Applied...For...Agriculture...Field...* in the one-day national conference on

**"Recent Trends in Innovative and Cognitive Technologies",**

*Held on February 29<sup>th</sup> 2020.*

  
**Dr. M.N. Nachappa**  
Head, School of CS & IT  
Jain (Deemed-to-be University)

  
**Dr. B.A. Vasu**  
Director, School of Commerce, CS & IT  
Jain (Deemed-to-be University)

## Impact of business analytics for smart education system and management functions

Authors Suplab Kanti Podder, Debabrata Samanta, R Gurunath

Publication date 2020

Conference Advances in Computing and Intelligent Systems: Proceedings of ICACM 2019

Pages 479-488

Publisher Springer Singapore

Description Business analytics is the advanced technology-driven system with combined efforts of performing various marketing, finance, human resource management, production and operations management functions and maintaining records, classifying, analyzing the data, and preparing report for managerial decision-making. Smart education system is indicated by the education that builds character and ensures the independent working ability. This calls for creating a learning environment wherein all stakeholders are encouraged to improve their knowledge and ability. Sustainable development is one that can avoid a destructive force so that human society can continue its long journey toward perfection. Quality of higher education leads to the overall development of a nation and innovative entrepreneurship ensures the extra value to achieve the goals in a systematic manner. Effective higher education system in ...

Recent survey on Parkinson disease diagnose using deep learning mechanism

[PDF] from researchgate.net

Authors P Anju, Aleena Varghese, Ashly Roy, Salini Suresh, Emily Joy, R Sunder

Publication date 2020/3/5

Conference 2020 2nd International Conference on Innovative Mechanisms for Industry Applications (ICIMIA)

Pages 340-343

Publisher IEEE

Description Parkinson disease is the neurodegenerative disease caused to the central nervous system and the long term progressive disorder that is mainly depends on the movement of the body is termed as the Parkinson Disease (PD). During the early stages of these diseases the person affected by this have to phase many difficulties and mostly it is affected to the vocal system. This disease can be seen for the people above 60 ages also it does not have complete cure. The Parkinson Disease can be identified using smartphones in which each and every steps of the patients can be recognized. Hence we are able to do it with a deep multi layer perceptron classifier as it does not need to have a physical interactions with the physicians. It is possibly done with the actions through the speech and movements of the people affected by this. From the missing data using the smartphone we can also detect the Parkinson disease ...



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Dayananda Sagar college has Participated / Presented /

Published a paper titled latest Technologies, Threats and

protection in cyber security.

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### "Multidisciplinary Research On Challenges To Change & Development"

held on 18th of February 2020

ISBN **978-81-741370-5-8**

UGC ISSN

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Hon. Secretary  
Vasavi Educational Trust

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Vasavi Educational Trust

Dr. R. Parvathi  
Principal  
Academic Director

Shilpa R  
IOAC Co-Ordinator

Ramya B  
Organising Secretary

Innovative analysis of precision farming techniques with artificial intelligence [PDF] from researchgate.net

Authors Rehna Baby Joseph, MB Lakshmi, Salini Suresh, R Sunder

Publication date 2020/3/5

Conference 2020 2nd international conference on innovative mechanisms for industry applications (ICIMIA)

Pages 353-358

Publisher IEEE

Description Modern cultivators in this century have applied the latest technologies to increase the efficiency of horticultural products. Agricultural automation is the prime concern in precision farming. Artificial intelligence framework and machine learning algorithms figure out the complications in farming mechanics. Intelligent autonomous framework own farmers to monitor crops and live stalk conditions to find problem that would not be visible in ground level. The autonomous UAV's are realized using artificial intelligence and human skills for precision farming.

Total citations Cited by 18



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Ph:080-26486382/72 Website: www.suranacollege.edu.in Email: pgcentre@suranacollege.edu.in



## Recent Trends in Management, IT and Psychology - 2019 An Interdisciplinary National Level Conference on Digital Social Responsibility and Cyber Counselling

### Certificate

This is to certify that Dr./Prof./Mr./Ms. *S. Kavitha*  
of *Dayananda Sagar College* has chaired/ participated / presented paper  
*Kannada Sign Language Recognition Technique*  
in the Interdisciplinary National Level Conference, RTMIP - 2019, organised  
at Surana College, PG Departments, Bengaluru on 13th & 14th November 2019.

*A. L. Srinivas*  
Director-MCA

*Archana Akshat K.*  
HOD-M.Sc(Psychology)

*S. Srinivas*  
Director-MBA



## Microfinance: A Path towards Women Empowerment

<sup>1</sup>Reicha Babu, <sup>2</sup>Shalini Kumari Rawani

<sup>1</sup>Faculties, Dayananda Sagar College of Arts, Science & Commerce, Bangalore University, <sup>2</sup>Faculties, Dayananda Sagar College of Arts, Science & Commerce, Bangalore University

Special Issue Paper

Paper Received: Oct 1<sup>st</sup> - Nov 20<sup>th</sup>, 2019

Paper Revised: Nov 25<sup>th</sup> - Dec 20<sup>th</sup>, 2019

Paper Accepted: Dec 21<sup>st</sup> - Dec 27<sup>th</sup>, 2019

### Article Info

ISSN: 2348-4969  
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Article ID:-  
KIJECBM 2019/V-6/ISS-4/  
IC-PSG87SGD-50

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### Key words:

Micro Financing Institutions,  
Micro Finance, Non-  
Government Organizations

### Abstract

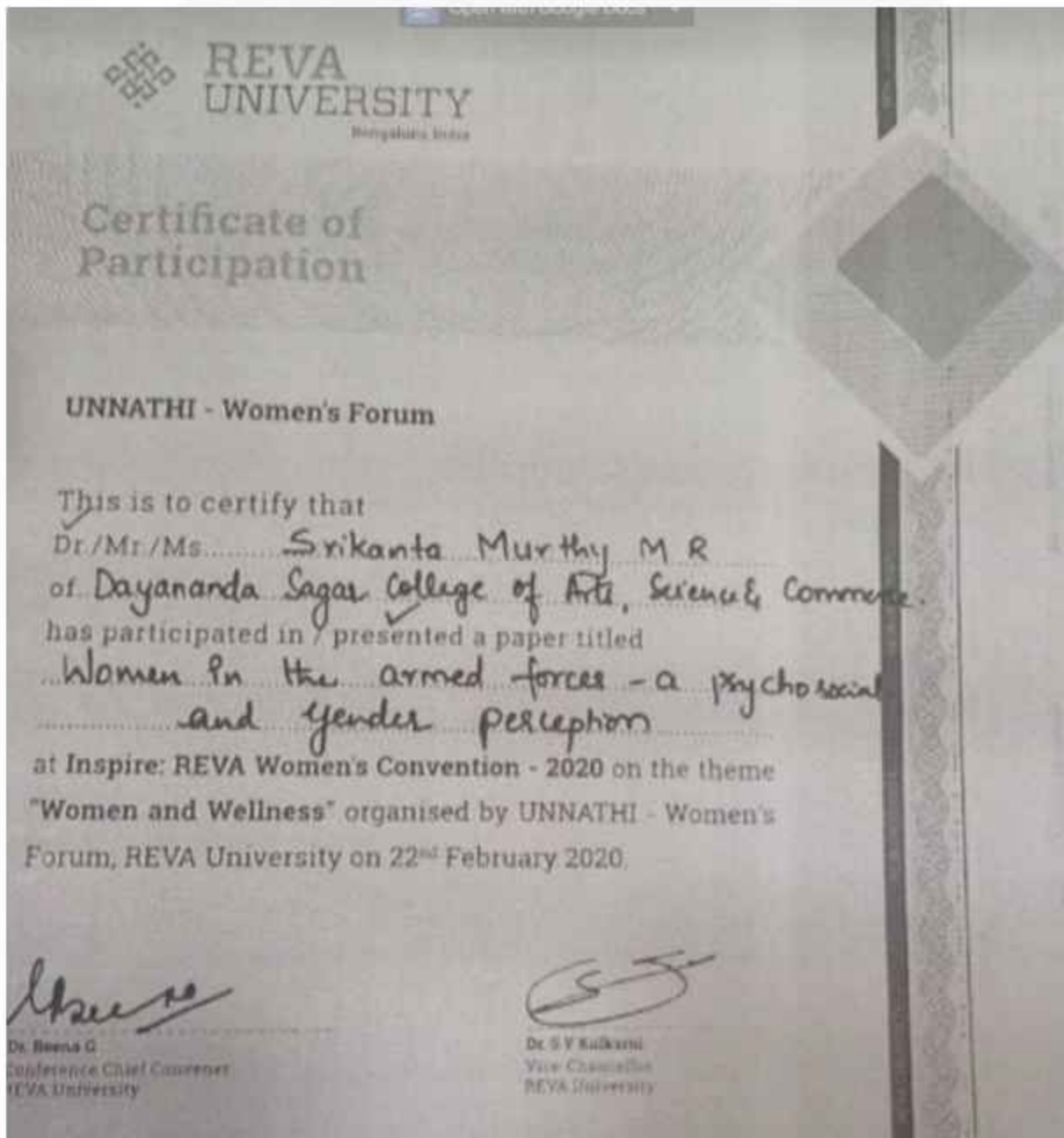
Microfinance development has emerged as major strategy to combat the twin issues of poverty and unemployment that continue to pose a major threat to the economy of the developing and developed countries. With the combination of economic freedom and entrepreneurial aspect of companies, micro finance can give birth to healthy share economic growth through entrepreneurial capitalism across developing countries. Number of Government as well as Non-Government organizations are involved in micro-financing. With the help of micro finance the emergence of women entrepreneurs and their contribution to the Indian economy is quite remarkable. Because women can use micro finance as a tool to accomplish their goal of becoming entrepreneurs. In addition to providing direct support to millions of women it also develops entrepreneurial education, thereby creating widespread entrepreneurial culture. Micro finance has also played an important role in supporting women's economic contribution to the household and towards community thereby empowering them. It is about giving control over the means to make a living. Women is no more depended on her men counterpart for her survival thereby micro finance has lifted her from the suffering of poverty and vulnerability. It is about the ability to see women achieving economic political empowerment within their homes, their villages, and their nation. The primary emphasis on women's empowerment is focused on achieving financial inclusibility by adding agencies around the value of adopting empowerment approaches in microfinance institutions. It is visible here that if the women entrepreneurs can make significant contribution towards development and strengthening of society, microfinance program and services must focus on developing explicit gender strategies to address the needs of women. The paper here examines on the impact of micro finance in creating a path way for the women empowerment in different areas to get empowerment benefits.











# INTERNATIONAL CONFERENCE

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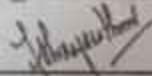
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Equity Stocks in Indian Stock Market

Technology and Social Sciences" organized by GITAM School of Business-Bengaluru on 24<sup>th</sup>-25<sup>th</sup> January 2020.



**Dr. J. Shanmuganathan**  
Associate Professor  
GITAM School of Business-Bengaluru  
Chief Coordinator



**Prof. Shalendra Dasari**  
Campus in charge & Director  
GITAM School of Business  
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National conference on MARKCON - INNOVATION IN MARKETING @  
DIGITAL ERA Organised by Sanskrithi School of Business, held on 14th  
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DR. BALA KOTESWARI,  
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DR. T. VENKATESHAN,  
HOD, ORGANISING COMMITTEE,  
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# A Novel Approach for Error Analysis in Classified Big Data in Health Care

Conference paper | First Online: 14 August 2020

pp 979–990 | [View this conference paper](#)

S. Kavitha  [Mahesh S. Nayak](#) & [M. Harumanthappa](#)

 Part of the book series: [Advances in Intelligent Systems and Computing \(AISC, volume 1133\)](#)

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[International Conference on Artificial Intelligence and Data Engineering](#)

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## Abstract

The healthcare industry has observed an abundant development ensuring the growth of novel computer technologies and that moved this zone to create more medicinal information, which brought manifold arenas of research. It has encouraged scholars to relate the entire mechanical revolutions such as enormous information analysis, extrapolative analysis, instrument eradition and eradition procedures to mine valuable information as well as assist in resolutions construction. Many exertions are not only completed to manage the outburst of medicinal information but also to attain suitable data from it on the other hand. Due to the possibilities of prognostic analysis in immense information, and the usage of mechanism eradition procedures, forecasting imminent will not be a challenging chore, particularly for medication as forecasting illnesses as well as antedating the treatment suited imaginable. This paper brings a map of the development of enormous information in healthcare arena, and a knowledge procedure is related based on medicinal information. The aim is to envisage enduring kidney ailments by employing decision tree (B4.8) procedure.

# Cloud Computing based Monolithic to Containerization using Elastic Container Service for Phylogenetic Analysis

Publisher: IEEE

Cite This

PDF

M V Kumudavalli, G Venkatesh All Authors

1  
Cite in  
Paper

208  
Full  
Text Views



<b>Abstract</b>
Document Sections
I. Introduction
II. Phylogenetic-Monolithic Model
III. Proposed Containerized Architecture For Phylogenetics
IV. Proposed Deployment Strategy
V. Conclusion

**Abstract:**  
Tremendous growth in Biotechnology field and the newer inventions have posed a lot of challenges to the technology domain which replicates the Demand-Supply model. The Phylogenetic analysis process involves analysing the sequences and building various forms of trees which depicts the evolutionary relationship among the organisms of interest. This process involves functioning of pipeline of tools related to Phylogenetics, various methods and models are in use which uses monolithic architecture which is a traditional unified model method. The monolithic model building has a cognitive complexity code base and scalability is a major drawback, which can be addressed by application containerization technology. Containerization is an application virtualization technology implemented at Operating System level. In this approach distributed applications can be deployed and executed by sharing resources of virtual or physical machine(s) with other containerised applications. This paper proposes a containerization model against the existing monolithic model specific to Phylogenetics. Further it also gives insight on deploying containerization applications on public cloud (AWS) using Elastic Container Service.

Published in: 2021 Third International Conference on Intelligent Communication Technologies and Virtual Mobile Networks (ICICV)

Authors

Date of Conference: 04-05 February 2021

DOI: 10.1109/ICICV50676.2021.9300395

Figures

Date Added to IEEE Xplore: 31 March 2021

Publisher: IEEE

## Cloud Computing based Monolithic to Containerization using Elastic Container Service for Phylogenetic Analysis

Authors: M V Kumudavalli, G Venkatesh

Publication date: 2021/4

Journal: Third International Conference on Intelligent Communication Technologies and Virtual Mobile Networks (ICICV)

Pages: 1540-1543, doi: 10.1109/ICICV50676.2021

Publisher: IEEE

**Description:** Tremendous growth in Biotechnology field and the newer inventions have posed a lot of challenges to the technology domain which replicates the Demand-Supply model. The Phylogenetic analysis process involves analysing the sequences and building various forms of trees which depicts the evolutionary relationship among the organisms of interest. This process involves functioning of pipeline of tools related to Phylogenetics, various methods and models are in use which uses monolithic architecture which is a traditional unified model method. The monolithic model building has a cognitive complexity code base and scalability is a major drawback, which can be addressed by application containerization technology. Containerization is an application virtualization technology implemented at Operating System level. In this approach distributed applications can be deployed and executed by sharing resources of ...

Total citations: Cited by 4



# A Secured Cloud-Based Framework for Image Processing Using Ant Colony Optimization

Conference paper | First Online: 02 October 2020

pp 271–277 | [View this conference paper](#)

Sahil Suresh  H. R. Bhawanil & M. Hanumanthappa

 Part of the book series: [Advances in Intelligent Systems and Computing \(AISC, volume 1187\)](#)

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## Abstract

Indisputably, digital imaging remains to play a vital role in various domains, like healthcare, biomedical research, remote sensing and many more. The arduous tasks in image analysis and restoration demand interfaces which are user-friendly, resilient, as well as secured and scalable. Though cloud paradigm proposals show numerous benefits, many challenges with regard to privacy and confidentiality are still prevalent. Hence, it is considerably significant to re-examine the issues of image processing and analysis and adopt a novel approach to resolve the identified glitches. This paper heavily emphasizes the design of a cloud container-based framework to enable the execution of image analysis applications and tools on sensitive images anywhere any time. The uniqueness of the proposed approach is that it employs lightweight, secured cloud containers to facilitate image processing and analysis and put forward algorithms based on ant colony optimization to render better resource utilization while running compute- and resource-intensive image analysis tools. The proposed solution uses an improved ant colony optimization (ACO) for resource utilization and image segmentation.

## A Comparative Performance Analysis of AOMDV and PAR Algorithms for Mobile Ad Hoc Networks

[PDF] from researchgate.net

Authors: Salini Suresh, M Manjunath, K Ravikumar, M Hanumanthappa

Publication date: 2021

Conference: Proceedings of the 2nd International Conference on Computational and Bio Engineering: CBE 2020

Pages: 585-592

Publisher: Springer Singapore

Description: Mobile Ad hoc Networks (MANET) is centred on wireless networks that enable users to communicate and exchange information in a simple yet and effective method. Multipath routing is of great interest to MANETs with the salient feature of dynamic topology and distributed infrastructure. Ad hoc On-Demand Multipath Distance Vector is the enhancement of AODV (Ad hoc On-demand Distance Vector) protocol that establishes optimal routes which are link disjoint and loop-free and based on hop count as the metric value from source to the destination. Although many routing protocols are proposed for routing in MANET, discovering an optimal path between source and destination is a key problem. The Ant Colony Optimisation (ACO) also has a greater possibility of choosing the right and shortest path between two nodes. Petal Ant Routing is a metaheuristics, nature-inspired, reactive routing algorithm for ...

## A Formal Assessment of Spotting Leaf Syndromes with ConvNets

Publisher: IEEE

[Cite This](#)

[PDF](#)

Rehna Baby Joseph, M.B Lakshmi, Salini Suresh, V Suneetha, R Sunder, M Rajeswari, All Authors

26

Full

Text Views



### Abstract

#### Document Sections

I. Introduction

II. Distinct Diseases Affected By Plants

III. Dataset and Training

IV. Model Approaches

V. Comparison of Cnn with Other Approaches

[Show Full Outline](#)

Authors

### Abstract:

Leaves are part of plants that interface with the climate and deal with their fundamental requirements. In our lives, healthy plants are important and used for many purposes throughout life. Plant diseases represent a significant environmental concern. A big hurdle is the detection of leaf diseases in large fields. Farmers face great problems in handling different types of leaf diseases. Plant biologist assist cultivators to recognize leaf diseases through agricultural labs or by observing visual features. These approaches cannot be suitable for all cultivators due to the cost of experts and the lack of availability of labs. High performance rate of Convolutional neural networks plays a significant role in detecting leaf diseases. This survey demonstrates various Convnets to assort leaf syndromes. It also performs an important role in information collection to improve accuracy.

Published in: 2021 2nd International Conference for Emerging Technology (INCET)

Date of Conference: 21-23 May 2021

DOI: 10.1109/INCET51464.2021.9456293

Date Added to IEEE Xplore: 22 June 2021

Publisher: IEEE

► ISBN Information:

Conference Location: Belagavi, India



## Segmentation and Analysis of Brain MRI Images

[PDF] from researchgate.net

Authors Lakshmi MB, Salini Suresh, Rehna Baby Joseph, Emily Jay

Publication date 2021/5/25

Journal Proceedings of the International Conference on Smart Data Intelligence (ICSMDI 2021)

Description Image segmentation plays a vital role in the field of medical imaging as it renders better diagnosis and early detection of diseases. The brain is one of the most important organs in the human body as it is responsible for all the actions and reactions in our body. It is the key factor that distinguishes us from other animals. Therefore, brain imaging is important in medical imaging because it helps the doctors to examine and understand the interior of the brain which is active. Magnetic Resonance Imaging is one of the brain imaging techniques. Brain image segmentation is used for measuring and anticipating brain anatomy so that we can figure out any changes in it. The brain tumor is any abnormal or uncontrolled growth of cells in our brain. This project illustrates the application of fuzzy logic in medical imaging, mainly for image segmentation. This uses FCM clustering for providing effective segmentation of blurred boundary areas of the brain. Thus, it segments any abnormalities in the MRI images. This work also uses morphological operations to detect the presence of any brain tumor. The segmentation and analysis of brain anatomy with the help of brain MRI images is the prime objective of this work.





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## Impact of CSR contributions for developing and implementing ICT based Teaching and Learning Initiatives for Sustainability

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Assistant Professor, Department of Commerce and Management,  
Dyababai Sarda College of Arts, Science and Commerce, Bangalore, India-560078

### Abstract

*Information and Communication Technology (ICT) is the combination of Information Technology and Communication Technology that are used to handle the tele-communication, intelligent management systems, audio visual processing and network-based control and monitoring functions through gathering, processing, storing and processing data. Quality education is indicated by the education that builds character and creates the independent working ability. The computer applications are supported by the number of computers which are consuming more energy and produce enormous quantity of e-waste. Various corporate sectors are contributing funds for implementing green computing especially for ICT based classroom activities. The motive of initiating the research work was to reveal the impact of CSR contributions for developing and implementing ICT based Teaching and Learning. The researchers collected the data from original sources with the personal surveys and interviews to understand the concept in depth and the applicability for prospective market. Experts' opinion was considered while utilizing Delphi technique and questionnaire design that has given more mileage and confidence of describing the probable suggestions and recommendations. The results of the research study described the positive impact of CSR initiatives for developing and implementing green computing in ICT based teaching and learning. The study also revealed the trends of using green computing for the virtual education system that supports the initiatives for sustainability.*

**Key Words:** Green Computing, Information and Communication Technology, CSR, e-waste, Computer Application, Virtual Education System

### INTRODUCTION

Holistic development is a process of self-actualization and learning that combines an individual's mental, physical, social, emotional and spiritual growth. This calls for creating a learning environment wherein all stakeholders are encouraged to improve their knowledge and ability. Sustainable development is one that can avoid a destructive force so that human society can continue its long journey towards perfection (S.R. Podder, Debprata Senapati, 2019). Green computing is the system of implementing virtual computing technology that ensures minimum energy consumption and reduces environmental waste while using computer (Crowther, D, 2008). Computer applications generate revolutionary changes of individual and organizational practices that reduce operation time.

440



### Impact of Government's Inflation Towards CSR Activities during COVID-19 in India

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#### Abstract

Corporate social responsibility is one of the key areas, which contributes towards the welfare of the society and government also cannot develop and support the societal development. The study, looks at government's initiatives and its influence on CSR activities of various companies across the country. It is found that government has initiated certain schemes which positively motivated the companies towards helping the needy people through CSR activities such as financial and non-financial activities.

**Keywords:** CSR, Covid-19, Government's role, Companies, Financial and Non - Financial firms.

#### Introduction

Companies takes all the resources from the economy, but giving back to economy something is what is needed also gives a vital role. This gives both income and welfare value towards the organization which helps to sustain the economical growth for the longer period of time. Companies who do more good contributes both monetary and non-monetary way has a significant effect on growth and wealth maximization may be in directly or indirectly way. Placing a company name in minds of the people who has huge impact towards the sustainability of company during the year 2020 competition. Do well and give well is assumed now and new concept in Corporate Social Responsibility.

Corporate social responsibility is one of the key areas, which contributes towards the welfare of the society and government also cannot develop and support the societal development. Distances between which are in the mind set of society need to make sure that the development will help them in establishing positive brand image. These ideas show the way to progress government, in the same way the companies can be show their responsibilities towards economical and societal development, and creates a future with models for opening business and entrepreneurs. Part of government,

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## Green Marketing-In Indian Context

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### **Abstract**

Global economic volatility has brought changes in the corporate social responsibility towards the environment and is driving executives into the performance of the marketing mix to achieve sustainability. In modern markets, conventional marketing is no longer able to solve all the problems.

This resulted in green marketing, which is a new marketing philosophy. And society becoming more involved in the natural world. This results in green marketing, a modern theory of marketing. As society has become more concerned with the natural environment. Today, most businesses have started eco-friendly goods as part of the principle of social marketing. In terms of global warming, numerous health threats that threaten humanity and the climate, our nation faces great challenges. This paper highlights the importance of green marketing, green marketing issues, the role of government, and MNCs in promoting green marketing, and people's vulnerability to green marketing in the Indian context.

**Key Words:** Significance, Issues, the role of government and MNC's

### **1. Introduction**

Although Green Marketing in India has grown beyond its infancy it has still not reached its full potential. There is a lot of research that is going on in the field of Green Marketing exploring its significance, more and more businesses are yet to get into the green bandwagon-seeking out ways to cater to consumer's desires to use and patronize more-earth friendly products and services. The detrimental environmental effects of human activities is a matter of concern today. Governments around the world are making attempts to minimize the environmental effects of humans. Our culture today is more concerned with the natural atmosphere. Businesses have started to change their actions and have incorporated environmental problems into corporate practices to consider the new concerns society.

17<sup>th</sup> and 18<sup>th</sup> December 20

## Reality And Obstacles of Applying and Application of BSC Approach In Indian Banks

Rashed Akshay Yadav<sup>1</sup>, Dr. U. Bhujana<sup>2</sup>

<sup>1</sup>Research Scholar, University of Mysore, Assistant Professor of Commerce and Management, Dasanahalli Nagari College of Arts Science and Commerce, Bengaluru.

<sup>2</sup>Professor and Head, Department of Management, JNS Institute of Technology, Bengaluru.

**Keywords:** Financial Dimension, Customer Dimension, Internal Processes Dimension, Learning and Growth Dimension

### Abstract

The research aimed to recognize the reality of the application of the Balanced Scorecard (BSC) Approach and the Obstacles applied in Indian Banking System. The researchers have designed a questionnaire consisted of two dimensions, then the questionnaire was distributed to male and female employees in Public Sector banks operating in Bangalore City of Karnataka State. Data were statistically analyzed by the SPSS program. The study concluded that the reality of the application of Balanced Scorecard Approach in banks was High in general in all dimensions of the study, and that the most important obstacles to the application of the Balanced Scorecard (BSC) Approach in these banks are the lack of knowledge of these banks and the benefits of its application of this approach. In addition to the high cost of implementation and the lack of qualified personnel to implement it, the study recommended the need for attention and increase basic in focusing on the application of this approach because of its advantages which are Indian banks should work to intensify its efforts to develop and improve banking services to keep up with developments in the world.

### INTRODUCTION

The idea of "What can be measured can be managed" has been discussed among administrative professionals. This statement was the first beginnings of the concept of institutional measurement in which institutions rely on the evaluation of their overall strategy and used many measures (Azevedo, 2003). In the 1980s, a set of administrative concepts emerged to monitor processes of

Section- C

Answer the following questions in detail. Each carry 12 Marks in India. **12X1=12**

**Ms. Meghana C**  
Research Scholar

4. Explain the different sources of data. Illustrate any two in detail.

**Mrs Ashwini Basavaraju**  
Research Scholar

5. In a sample study about coffee habit in two towns, the following information was received

**Mrs. Rashmi S**  
Research Scholar

TOWN A: Females were 40% and Males non-coffee drinkers were 20%.

**Abstract:**

CSR activities and donation-based Crowd funding is emerging trends and generates financial needs. In simple both are the same coin with different faces which generates financial funds to achieve the target. CSR activities are towards the social and economic welfare of the society through raising the fund through the Indian based platforms is more competitive and challenging. CSR will create a wide range of opportunities to generate funds through the large number across the country using crowd funding as sources in another way, crowd funding can be used to create a micro fund many personal and social causes and different activities with a company's CSR goals. The study aims at knowing the relationship among fundraisers through a donation-based model in crowd funding using Indian based platforms that have the potential to become CSR activities. Lesser the minimum contribution more the success rate, so it is advisable to minimize the minimum contribution level so many contributors can contribute towards the campaigns. It can help the needy people which as social and economic impact towards the Indian economy.

**Keywords:** Contribution, Donation-Based Crowdfunding, Indian platforms, personal and social causes

Total = 12

## "CSR Initiatives at Higher Education Institutions- Stakeholders Theory Perspective"

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Deemed to be University, College of Arts, Science and Commerce, Durgam, India 500028

### Abstract

The Stakeholder theory focuses on meeting the diverse range of expectations of the stakeholders and principles of this theory helps in creating value to its stakeholders. One Major difficulty in the higher educational institutions do not know what their stakeholders expect. The key stakeholders in higher educational institutions are students and faculty. This paper aims to conceptually identify the opportunities and challenges faced by higher education institutions in catering the needs of its stakeholders in relation to CSR activities and also provide appropriate steps to fulfill these expectations. Secondary data was collected for the study such as books, websites etc. This study is based on theoretical analysis and its assumptions should be tested empirically.

**Keywords:** Stakeholders, higher education institutions, opportunities, Challenges, Principal-Student.

### INTRODUCTION

Stakeholder theory is described as an indispensable nature of business which primarily focuses on building relationships and creating value for all its stakeholders. It is one of the management frameworks which are used to discuss social responsibility issues in business. Stakeholder theory has also been advanced directly regarding sustainability. Stakeholder theory is a normative theory that offers an ethical groundwork for how a firm should operate with respect to the welfare of stakeholders being considered to be intrinsically valuable. It is also a managerial theory that recommends practices to managers which prompts attention to the interests of all its legitimate stakeholders. Consequently, a stakeholder approach to management is to incorporate processes

A stakeholder theory perceives stakeholders broadly, referring to those who can affect or be affected by a firm's operations. Its composition differs from one industry to another industry. The major Stakeholders of higher education institutions are made up of internal and external stakeholders. Internal stakeholders include such as III governing council, III administration



## Corporate Social Responsibility in Indian Perspective-Issues and Challenges

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Meghana, C

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### Abstract:

The importance of CSR emerged significantly in the last decade. Over the time, CSR expanded to include both economic and social interests. Along with this it also broadened to cover economic, as well as social interests. Companies have become more transparent in accounting and display 'public reporting' due to pressures from various stakeholders. It is possible for companies to behave in the 'desired' ethical and responsible manner towards consumers, employees, communities, stakeholders and environment. In India CSR is in a very much budding stage. A lack of understanding, inadequately trained personnel, coverage, policy etc. further adds to the reach and effectiveness of CSR programs. Large no. of companies are undertaking these activities superficially and promoting/ highlighting the activities in Media. In India CSR is in a very much budding stage. In this paper an attempt has been made to discuss the various issues related to Corporate Social Responsibility (CSR) in India. This research paper highlights CSR in Indian perspective including issues and challenges. This paper attempts

- To explain and understand definition of CSR
- To explain importance of CSR for industries
- To study the CSR status in India
- To study the challenges faced by CSR in India
- To make suggestions for accelerating CSR initiatives

**Keywords:** Corporate Social Responsibility, CSR Initiatives, CSR Status

### Introduction to Corporate Social Responsibility

Corporate Social Responsibility (CSR) is viewed as a comprehensive set of policies, practices and programs that are integrated into business operations, supply chains, and decision-making processes throughout the organization -- wherever the organization does business and includes responsibility for current and past actions as well as future impacts<sup>1</sup>. CSR involves addressing the legal, ethical, commercial and other expectations society has for business, and making decisions that fairly balance the claims of all key stakeholders. In other words "what you do, how you do it, and when and what you say." More recently, there has been a belief that business exists for more than profits (or economic goals), with the public expecting something else from business. As a result, the original

## Driving Decarbonisation through Mobility Transformation

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### Abstract

India's unprecedented rise in urbanization, population, and income over the last few decades has had a marked impact on its citizens' mobility. Since 1980, India's transport demand has risen by nearly eight times, more than almost any other Asian economy. In many areas, this growth has been good, including the development of the booming automobile industry and associated economic growth. India has a chance to reshape personal mobility and to set other nations an example. It is now crucial for the subject of mobility to be addressed holistically in this growth-driven journey. There are, however, several issues that need tackling. Considering the above stated, this paper aims at addressing and acknowledging the efforts made so far in the mobility sector, to highlight utilizing more fuel less vehicle and how India can bring about mobility transformation to drive decarbonization and attain environmental sustainability. The paper also aims at providing suitable suggestions to citizens as to what they could do and the role they can play to help India realize its mobility vision.

**Keywords:** Mobility as a Service (MaaS), Shared Mobility, Mobility Transformation, E-Vehicles, Environment Sustainability, Citizen Social Responsibility.

### Introduction

#### Pre - Covid Scenario

India, the world's second populated nation, is a place for 1.3 billion people. With a rapidly growing urban population (2.35% CAGR - Compound Annual Growth Rate between 2011 and 2015), increasing rate of motorization (12.7% CAGR between 2010 and 2025), vital levels of road congestion, rising number of road fatality, insufficient tracking of mobility, declining air quality and

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### Corporate Social Responsibility Activities towards Higher Education Sector

**Rohini Yathish,**  
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DayanandaSagar College of Management and Information Technology

**Dr. B.R. Venkatesh**  
Director - MBA-BU  
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**Dr. Srikantamurthy M.R.,**  
Asst. Professor  
DayanandaSagar College of Management and Information Technology - MBA-BU

**Abstract:**

*"Education is the passport to the future, for tomorrow belongs to those who prepare for it today"*  
- **Malcom.** Schooling is the foundation of each general public in this world. Be that as it may, what is important the most is the quality instruction is a fantasy for some. In India, out of the 350 plus million understudies enlisted for class one to twelve just few get quality training with great educators and instructing helps. As per UNICEF authority, 40-50 percent of the youngsters from 15-18 years age group are exiting schools. These nonconformists become kid workers denying themselves admittance to quality instruction and expert abilities. Some Indian organizations have consistently solid charitable exercises and focus to training area as the piece of CSR, numerous activities are executed by corporate in association with Non-legislative associations (NGOs) who are knowledgeable in working with the nearby networks and are specialists in handling explicit social issues. According to plan - Seven of the organizational bill 2012, progression of schooling is considered as CSR approach of organization, despite the fact that some high profiled organizations showing their foundations revenue driven creation to promoting the instruction. Through this paper it clarifies the prospects and difficulties on both the social and corporate managerial point of view. This examination attempts researches the significance of CSR for advancing training and different activities of organizations in Education area as well as in corporate duty towards development instruction.

**Key Words:** CSR, Higher Education & CSR Activities

**Introduction** - Globalization has made the market in India serious. The lower fragment of the Labour force is under gigantic strain to improve their efficiency to continue on the lookout. Being one of the significant partners, colleges can assume a critical function in moving information made by them under their social obligation. The article examines that despite the fact that the vast majority of the colleges are not express about their social obligation, they are connecting with network through their

## A Study on Stakeholders' Perception towards CSR Initiatives of Indian Organizations

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**Faseeha Begum**

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### Abstract

Changes in the global environment progressively challenge business around the world to move beyond financial performance and to add social and environmental concerns into their business. This paper adopts conceptual model to understand the perception of various stakeholders of Indian organizations, identify relevant area of development through corporate social responsibility initiatives and to find out the major under developed areas in India. The study identifies the positive impact of CSR initiatives towards society and concludes with effective suggestions for future research initiatives. Corporate social responsibility initiatives taken by Indian organizations reflected very good impact on society especially in the urban and sub-urban areas. But there are backward and rural areas are still waiting for such CSR initiatives to develop their basic education, employability, training and small business operations. The initiative of writing this paper has given idea about Corporate social responsibility initiatives taken by Indian corporate sector. It also reveals the enormous opportunities in future research on rural development through CSR initiatives.

**Key words:** CSR initiatives, Stakeholders, Social concern, Indian organizations.

### Introduction

CSR is how companies integrates social and environmental concerns in their business and interact with their stake holders. In the early 90's, Mahatma Gandhi introduced the concept of trusteeship helping socio-economic growth. Family values, traditions, culture and religion influenced the business in India is the first country to mandate the CSR by making an amendment to the Companies Act, 2013 in April 2014 which requires companies with a net worth of Rs.5 billion or more or an average turnover of 10 billion or more or net profit of 50 million or more to spend 2% of their average

130/16

## Impact of CSR Initiatives through Indian Corporate Sector for Effective Teaching and Learning System

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**Sahana Shree. N**

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### ABSTRACT

The Quality of education is a valuable benchmark for understanding the social and developmental progress of a nation. Effective teaching strives to motivate and engage all students in learning. The main objective of this study is to identify the impact of CSR initiatives towards effective teaching and learning system which creates quality of education and leads to ensure employability in rural India. The principle outcomes of the study reveal the positive impact of CSR initiatives taken by Indian corporate sectors towards effective education system. In spite, the importance of good teaching and learning the outcomes are far from ideal due to gradually changes of modern world have caused the education system to face variety of challenges, which requires advancement of technologies in teaching and learning system of current situation. The study also describes the requirement of adequate CSR funds for the development of effective teaching and learning system that indicates the scope for future research opportunities.

**Key word:** - Corporate Social Responsibility, Employability, Effective Teaching, Corporate Sector, social development.

### INTRODUCTION

CSR is not a new concept in India. India is the first country in the world to make corporate social responsibility (CSR) mandatory, following an amendment to the Companies Act, 2013. The amendment notified in the Companies Act, 2013 requires companies with a net worth of 5 billion or more, or an annual turnover 10 billion or more, or net profit 50 million or more, to spend 2 percent of their average net profits of three years on CSR. Businesses can invest their profits in areas such as education, poverty, gender equality, and hunger as part of any CSR compliance. Over the years CSR gained importance in India as companies are realizing the importance of investing in CSR for

*Journal of Business Ethics and Governance*

 IEESRS

## -The Role of CSR in Higher Education – Special Reference To Universities-

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**Dr. K G Satheesha**

HOD, Dept of Com and Mgt  
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### Abstract

Universities represent a vital body part of any societies. Universities nowadays are faced with new environment and challenges that necessitate the need to be independent from governments and state support. The changing environment in which universities function and the challenges that higher education has been facing were identified as - mass expansion of higher education, decrease of state expenditure and support for universities, diversification of financial resources, internationalization, commercialization, changes brought by IC&T development, the adaptation of curriculum to accommodate and capitalize on labour market requirements. These changes and challenges will have their impact on the quality of education, university autonomy, academic freedom, its changing focus and responsibilities towards society. This highlights that universities are moving toward corporatization which calls for them to be a good corporate citizen and the best approach for universities to achieve that is by adapting the concept of Social Responsibility. The paper aims to discuss how universities could achieve development, sustainability, and competitiveness through applying University Social Responsibility. The funding is always an issue and only those initiatives have proved to be sustainable which have collaborated with some organization. Recently, by revising the company's law, the Government of India has made it mandatory for high-earning companies to spend at least 2 per cent of their average net profit for the immediate preceding three financial years on corporate social responsibility (CSR), and the studies reveal that education is one of the preferred channels for CSR in India. If corporate sector shares CSR contribution with the university social responsibility for knowledge creation and dissemination, it will have a lasting impact.

**words:** CSR, USR, higher education, knowledge, challenges, university.

## Waste Management as Corporate Social Responsibility an Enriching Opportunity for Corporate India- A Review

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Kruthika T.L.

Department of Commerce  
St Theresa PU College

### Abstract

The lightning speed with which urbanization is progressing is considered to be the major reason for waste generation today in India. The Management of these generated wastes happens to be one of major problem to be managed. India faces or rather suffers from infrastructure that is inadequate and to add to it generation of huge amount of solid waste per capita. The solution to the present waste management is conversion of these waste generated into a form of useful energy such as electricity which can be of greater benefit to the community. In this regard corporate India should take up an opportunity to address pertinent issues like waste reduction, community participation, segregation of waste at source, recycling and converting waste into energy as part of their Corporate Social Responsibility (CSR) program. Waste management can be consider as suitable potential for companies to get good profit and as well contribute to the society by promoting recycling industry in turn resulting in eco-industrial production. In this regard this paper aims to explore the various initiatives that have been taken by various Indian companies in waste management through CSR.

**Key words:** Waste Management, Corporate Social Responsibility, Indian companies

### INTRODUCTION

**WASTE MANAGEMENT** is the reprocessing arranging waste of the organization in such a manner that it will harm the environment least. With the aims of preventing the waste of potentially useful materials, reducing the consumption of fresh raw materials and reducing energy usage, and thereby lowering greenhouse gas emissions compared to virgin production.

#### History of Waste Management:

Waste management has been a common practice throughout human history. In pre-industrial times scrap made of bronze and other precious metals was collected in Europe and melted down to

ICCSR  
14

## Role of CSR initiatives on E-learning during and after COVID-19

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Department of Commerce  
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### Abstract

The concept of e-learning has great potential from the educational perspective that provides automatic, real time educational facilities for all categories of learners. Even though there has been existence of E-learning for a long time, it has got greater importance due to the COVID-19 pandemic which results in a shift from classroom learning to E-learning. The objectives of this study was to find the CSR initiatives taken by corporate sectors in India and to find out the positive impact of CSR initiative towards E-learning in rural India. The result shows that few Indian corporate sectors initiated for encouraging the E-learning system in rural areas with CSR fund and there is huge gap between the expectation and contribution of CSR fund for effective E-learning in rural India. There is a scope of doing more research on CSR initiatives on E-learning and extend it same to the government and corporate sector for contributing adequate CSR funds for effective learning system.

**Keywords:** E-learning, Corporate Social Responsibility, COVID-19, E-content, Smart classroom, E-platform.

### INTRODUCTION

During 1840's Isaac Pitman, a qualified teacher he was sent completed assignment by mail by 1841 a Harvard professor, BF Skinner invented the teaching machine which were used by schools to administer instructions to the students. In 1960 the first Computer Based Training was introduced (CBT Program). It was in the year 1999 Elliott Masie was the first person to use the word E-learning at his TechLearn conference at Disneyworld. When the word E learning was first utilized other terms like 'Virtual Learning' and 'Online Learning' were also used during the search of accurate description of E learning. Several schools were set up in early 90's to deliver online courses by using internet and reaching out to learners who were unable to attend colleges.



## Innovative Practices in Banking Sector With Regard To Corporate Social Responsibility

Mrs. Rashmi M. Umesh

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### Abstract

In the recent years, CSR has witnessed tremendous increase in awareness and coming in the main platform. With the increasing need for economic development across the globe there is a need for Indian banking sector to take central role in the efforts to eliminate poverty, reduce inequality and accountable system of governance and ensure environmental securities. CSR challenges various internally through the numerous initiatives Companies to develop to reduce ecological and carbon emissions and Green House Emissions. This study is regard to Innovative measures and Banks like paperless transactions, renewable energy or energy efficient projects. Apart from the Banking sector is investing in Education, Health care and Sanitation Programmes. This study reveals that Indian Banking Sector is providing Innovative measures to facilitate the social and also doing a great work to achieve this objective. In Public and Private sector CSR focus has been through CSR making has made a lot of social development, but they should move a long way to meet the ultimate audience to fulfill their requirements. This study aims at identifying and listing requirements of Innovative practices through CSR initiatives of Indian Banking Sector and discovers the scope of the future research.

### Keywords

Indian Banking sector, Innovative measures, CSR, Public sector Banks and private Sector like Financial Counselling, Training, E-Rickshaw, Digitalization, Paperless transactions, Green efficient Projects.

### INTRODUCTION

Modern banking in India is originated in the 18<sup>th</sup> century. Among the first banks were Bank Hindustan and General Bank of India. The largest of oldest bank which is still in existence is the Bank of India. The Reserve Bank of India is India's Central Bank, responsible for the issue and supply of the Indian Rupee and the regulation of the Indian Banking System. The Reserve Bank



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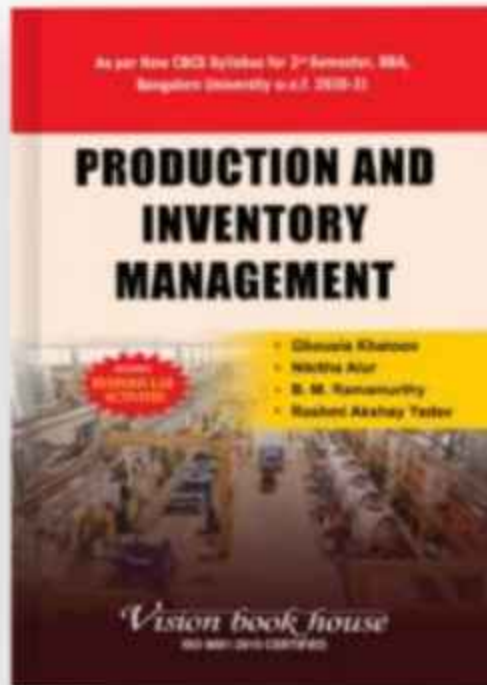
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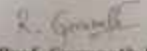
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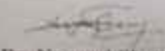
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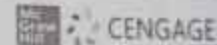
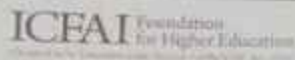
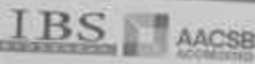
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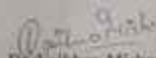
  
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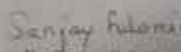


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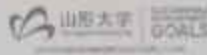
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
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Chapter

## Advancements and Innovation in Digital Marketing and SEO

*By Anubha Jain, Chhavi Jain, Rahul G. Kargal, Salini Suresh*

Book [IoT and AI Technologies for Sustainable Living](#)

Edition	1st Edition
First Published	2022
Imprint	CRC Press
Pages	37
eBook ISBN	9781003051022



# Integration of IoT with Artificial Intelligence in Health Care

October 2022

October 2022

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## Applications of Body Sensor Network in Healthcare

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## SUSTAINABILITY IN BUSINESS

### Abstract

Sustainability means efforts made to satiate our own needs simultaneously ensure the ability of upcoming generations' ability to satisfy their needs undeterred. An increasing number of organizations are making sustainability as an integral part of their business strategy, realizing the potential benefits of doing well. Sustainable enterprises always tend to reflect on plethora of socio-economic, environmental variables while drafting strategic business plans. Economy, society and three pillars of sustainability in business.

Sustainability in business can be defined as the choice of management to coordinate its efforts for the betterment of environmental, social and commercial needs with accountable, ethical and long-term accomplishment of goals whereas sustainability plan is an outline of how the entity plans to achieve goals that create social, ecological and economic stability and sustainability. Sustainability ought to be profitable and a top priority from an executive management perspective. State Policy changes, upholding aboriginal rights, evaluating

### Authors

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## Critical Evaluation of the Relationship Between Digital Finance Developments and Income Distribution in India

Mukesh Arkanott, 1

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DCEAC, Dassananda Sagar Institutions, Bangalore  
mailto:sumera@gmail.com

### Abstract

This paper aims to test the relationship between digital finance developments and household income both in linear and non-linear models based on the G-J theory, respectively. In this era of rapid developments in digital finance, the impact on the income levels of individuals can be imperative for several reasons. The study reveals kuznets effects of digital finance on the income distribution of residents. It is found that the relative positive effect of digital development on income disparity may initially increase with an increase in regional income levels. Increasing mobile and internet usage by the population has significantly contributed to digital finance development, but not uniformly though across various regions. There are still differences across regions and a continuous narrowing of this divide can be expected in years to come. The increasing Gini coefficient indicates the income distribution gap within the region. Overall, digital finance in India is not absolute yet.

**Key Words:** Digital Finance, Income Distribution, Income Gap, Kuznets effect

### Introduction

In connection with digital technology being paired with traditional finance, digital finance has many financial attributes that no longer require physical channels to depend on. It has significantly penetrated into all geographical locations owing to the low cost advantage in transacting cash. The financial development has a much wider scope yet to be explored, for instance, its impact on individual prosperity, income disparities, economic divide etc.

Digital finance has been reckoned as an essential engine of financial development wherein, it paves way for inter-regional and intra-regional development that is vital for the holistic development of an economy. Several researchers and analysts have opined about the role of digital finance on income disparity. A few of them are of a school that digital finance reduces the income gap as it facilitates access to transactions (i.e., online payments, automated clearing houses (ACH), cryptocurrencies, virtual cards, and real-time payments). These payment technologies coupled with the ubiquity of network devices, resulted



Chapter

## Essentials of Abstracting and Indexing for Research Paper Writing

By *R Gurunath, Debabrata Samanta, Soumi Dutta, Joseph Varghese Kureethara*

Book [Interdisciplinary Research in Technology and Management](#)

Edition	1st Edition
First Published	2021
Imprint	CRC Press
Pages	7
eBook ISBN	9781003202240

## Insights Into Deep Steganography: A Study of Steganography Automation and Trends

R. Gurunath, Debabrata Samanta ✉, Digvijay Pandey

Book Editor(s): Sabyasachi Pramanik, Debabrata Samanta, M. Vinay, Abhijit Guha

First published: 27 March 2022 | <https://doi.org/10.1002/9781119812555.ch6> | Citations: 1

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### Summary

Recurrent neural networks (RNNs) are built on the foundation of feed forward networks. The greatest comparison for RNN is simple writing analysis, where the prediction of the next word is always dependent on prior knowledge of the sentence's contents. RNN is a type of artificial neural network that mimics the human neuron network and is used to recognize a series of data and then analyze the results to anticipate the conclusion. The LSTM is a kind of RNN that comprises of a stack of layers containing neurons. This article also discusses the problems that each technology faces, as well as potential solutions. To reduce losses, optimization algorithms change the characteristics of neural networks,

<https://doi.org/10.1002/9781119812555.ch6#page-peview-related> | One of the sections provides optimization algorithms

## Machine Learning IDS Models for 5G and IoT.

Authors Kumudavalli, Rayan T., Sandeep S.C.

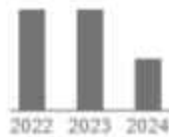
Publication date 2021/10/29

Book Secure Communication for 5G and IoT Networks. EAI/Springer Innovations in Communication and Computing.

Pages 73-84

Publisher Springer, Cham. [https://doi.org/10.1007/978-3-030-79766-9\\_5](https://doi.org/10.1007/978-3-030-79766-9_5)

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# Case Studies on 5G and IoT Security Issues from the Leading 5G and IoT System Integration Vendors

Chapter | First Online: 29 October 2021  
pp 197–212 | [View this chapter](#)

S. C. Sandeep, Thennmuthi Royan, Ramudavalli & Sathish Kumar

Part of the book series: [EAI/Springer Innovations in Communication and Computing \(EAI/SPCCI\)](#)

634 Accesses | 1 Citations

## Abstract

The participation of leading global companies in 5G and IoT system integration encourages the faster implementation and deployment of the latest technologies. Simultaneously developing a fifth-generation cellular network provides a framework to deploy large numbers of sensor nodes to capture data. Microsoft Azure manages the communication between IoT applications and devices with high security and reliability. Azure IoT Hub provides connectivity to virtually any device in the network using the Cloud-hosted solutions. It provides solutions for end-to-end architecture, from Cloud to the edge, with every device authentication, built-in device management, and provides scalability. Cloud IoT Core services provided by Google Incorporation is a fully managed service that allows easy access and secured connection, management, and data are collected from billions of devices spread over the entire globe. The operational efficiency is supported by the IoT cloud platform and implementation of the 5G platform and other services like data collection from edge devices, processing and analyzing the captured data in the Cloud IoT Core, and visualization to enhance operational efficiency in real time. Amazon Web Services (AWS) spread to the edge of the IoT network and provides deep and broad functionalities to improve the overall performance. Therefore, it can connect to virtually any device in the network and provide relevant services. The devices can become more intelligent by integrating themselves with AWS services even without internet connectivity. This book chapter provides a comprehensive view of 5G and IoT system integration vendors.

# ADVANCED RESEARCH METHODOLOGY

---

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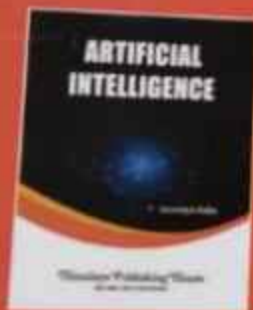
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# A Comparative Performance Analysis of AOMDV and PAR Algorithms for Mobile Ad Hoc Networks

Conference paper | First Online: 28 September 2021

pp. 985–992 | [Cite this conference paper](#)

Salini Suresh , M. Manjunath, K. Ravikumar & M. Hanumanthappa

 Part of the book series: [Lecture Notes in Networks and Systems](#) (LNNS, volume 215)

 374 Accesses

## Abstract

Mobile Ad hoc Networks (MANET) is centred on wireless networks that enable users to communicate and exchange information in a simple yet and effective method. Multipath routing is of great interest to MANETs with the salient feature of dynamic topology and distributed infrastructure. Ad hoc On-Demand Multipath Distance Vector is the enhancement of AODV (Ad hoc On-demand Distance Vector) protocol that establishes optimal routes which are link disjoint and loop-free and based on hop count as the metric value from source to the destination. Although many routing protocols are proposed for routing in MANET, discovering an optimal path between source and destination is a key problem. The Ant Colony Optimisation (ACO) also has a greater possibility of choosing the right and shortest path between two nodes. Petal Ant Routing is a metaheuristics, nature-inspired, reactive routing algorithm for effective multipath routing. This research work intends to perform a comparative analysis of conventional AOMDV and nature-inspired based PAR algorithm for routing in MANET.

## A Concise Study on IoT-Based Health Care

[PDF] from researchgate.net

Authors MB Lakshmi, Rehna Baby Joseph, Salini Suresh, V Suneetha, R Sunder

Publication date 2022

Conference IOT with Smart Systems: Proceedings of ICTIS 2021, Volume 2

Pages 403-414

Publisher Springer Singapore

Description Internet of Things (IoT) simply refers to taking and connecting all the surrounding smart devices (things) to the Internet. It is one of the most hopeful future technologies with a wide range of applications. The implementation of the IoT in the healthcare sector plays a significant role in handling various chronic diseases, and also in the prevention and control of diseases. IoT devices provide remote health monitoring, emergency notification, and human well-being systems. These health tracking devices extend from monitoring health parameters to advanced wearable devices that upgrade the quality of human life. Smart health care can be accomplished at all stages, starting from observing pediatric patients to tracing of chronic conditions in the aged. Different technologies and constituents are used in the Internet of Things for providing better health. This paper gives a glance at various applications of IoT that ...

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**Srikanth S**  
**Dr. Salini Suresh**



## About the Authors

Mr. Srikanth S is currently working as a Director in Software Company. He has worked as Software Engineer, Project Leader, Technical Leader, Corporate Trainer and Project Manager in various MNC Companies. He has worked as HOD of BCA & MCA Department in SRM Adarsh College and worked as Guest Faculty in Various Colleges in Bangalore. He has been in teaching profession for more than 20 years at undergraduate and postgraduate levels. He trains huge number of students every year in Programming Languages like C, C++, Data Structures, Java, DBMS, Oracle, Web Programming and J2EE. The author has written more than 15 technical text books in the field of Computer Science and all his books have been well received by both student and teacher communities.

Dr. Salini Suresh has done Ph.D. in Computer Science, M Phil (Computer Science), MCA and BSc (Physics). She has 20 years of experience in teaching. Currently she is working as Associate Professor at Dayananda Sagar College of Arts, Science and Commerce. Her research interests are Cloud Computing, Artificial Intelligence, Computer Networks, Web technologies and e-business.

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# A Formal Assessment of Spotting Leaf Syndromes with ConvNets

Publisher: IEEE

Cite This

PDF

Rehna Baby Joseph, M.B Lakshmi, Salini Suresh, V Suneetha, R Sunder, M Rajeswar, All Authors

26  
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<b>Abstract</b>	<b>Abstract:</b> Leaves are part of plants that interface with the climate and deal with their fundamental requirements. In our lives, healthy plants are important and used for many purposes throughout life. Plant diseases represent a significant environmental concern. A big hurdle is the detection of leaf diseases in large fields. Farmers face great problems in handling different types of leaf diseases. Plant biologist assist cultivators to recognize leaf diseases through agricultural labs or by observing visual features. These approaches cannot be suitable for all cultivators due to the cost of experts and the lack of availability of labs. High performance rate of Convolutional neural networks plays a significant role in detecting leaf diseases. This survey demonstrates various Convnets to assort leaf syndromes. It also performs an important role in information collection to improve accuracy.
<b>Document Sections</b>	
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	<b>Date of Conference:</b> 21-23 May 2021
	<b>DOI:</b> 10.1109/INCET51464.2021.9456293
	<b>Date Added to IEEE Xplore:</b> 22 June 2021
	<b>Publisher:</b> IEEE
	<b>ISBN Information:</b>
	<b>Conference Location:</b> Belagavi, India

## Segmentation and Analysis of Brain MRI Images

*Proceedings of the International Conference on Smart Data Intelligence (ICSMDI 2021)*

6 Pages • Posted: 10 Jun 2021

**Lakshmi M. B.**

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# Intrusion Detection of Internet of Things Botnet Attacks Using Data Mining Technique

Authors: M. Hanumanthappa & B. N. Kalavathi S. Kavitha

Publication date: 2022

Book: Lecture Notes in Networks and Systems book series (LNNS, volume 434)

Volume: 434

Pages: 11

Publisher: [https://link.springer.com/chapter/10.1007/978-981-19-1122-4\\_18](https://link.springer.com/chapter/10.1007/978-981-19-1122-4_18)

**Description** In the current era, Intrusion Detection System maintains the system actions and store the log files in order to find the security issues. There is a necessity of improving the speed and accuracy in the network security in the network systems. We have applied clustering algorithms especially MakeDensityBasedClusterer, Canopy cluster, Kmeans cluster, FarthestFirst, Decision table. In this paper, we analyzed Botnet Attacks using Data Mining Techniques and the clustering algorithms for Intrusion Detection of Internet of Things. The farthestfirst cluster algorithm can be used for any anomaly detection to speed up the process as it took only 0.17 s to build the model.

Total citations: Cited by 1



**Scholar articles** [Intrusion detection of internet of things botnet attacks using data mining technique](#). S Kavitha, M Hanumanthappa, BN Kalavathi - Rising Threats in Expert Applications and Solutions ..., 2022  
Cited by 1 [Related articles](#) [All 3 versions](#)



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held at IIS (deemed to be University), Jaipur  
on 07-08 January 2022.  
He/She presented a Paper entitled  
"Intrusion Detection of Internet of Things Botnet  
Attacks using Data Mining Technique"  
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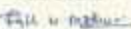
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


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Further, he/she has presented paper on the title A Study on business market Paradigms and tactics in the modern market

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**Commerce, Management and Technology (ICRAMT-2022)**  
*Organized by IQAC, DSCASC in Association with Research and*  
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## CERTIFICATE

*This is to certify that*  
**DR. DEEPIKA SHARMA**

*From*

**DAYANAND SAGAR INSTITUTIONS**

*Has presented a paper Titled*

**AN OVERVIEW OF GREEN SUPPLY CHAIN MANAGEMENT**

In the International Conference on Recent Advancements in  
Commerce, Management and Technology (ICRACMT-2022)  
Organized by IQAC, DSCASC in Association with Research and  
IPR Cell On December 15th & 16th, 2022.

**Dr. Salini Suresh**  
Conference Convener

**Prof. Gurunath R**  
Conference Convener &  
IQAC Co-ordinator

**Dr. Nagaraj Shenoy**  
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Dayananda Sagar College of Arts, Science and Commerce  
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*This is to certify that*  
**DR. DEEPIKA SHARMA**

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**DAYANANDA SAGAR INSTITUTIONS**

*Has presented a paper Titled*  
**GIG ECONOMY**

In the International Conference on Recent Advancements in  
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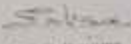
DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Has presented a paper Titled  
**APPLICATION OF RFID ON MANIFOLD AVANUES AND IMPLICATION  
ON GENERAL BUSINESS"-PRELUDE OF DIGITAL INDIA**  
In the International Conference on Recent Advancements in  
Commerce, Management and Technology (ICRACMT-2022)  
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## CERTIFICATE


This is to certify that  
**MS. ANITHA A**


From


DAYANAND SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Has presented a paper Titled  
**A STUDY ON OPPORTUNITIES AND CHALLENGES  
OF START UP INDIA MISSION**  
In the International Conference on Recent Advancements in  
Commerce, Management and Technology (ICRACMT-2022)  
Organized by IQAC, DSCASC in Association with Research and  
IPR Cell On December 15th & 16th, 2022.

  
Dr. Salini Suresh  
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Prof. Gurunath R  
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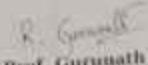
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**DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE**

Has presented a paper Titled  
**CONSUMER PROTECTION ACT: TRENDS**

In the International Conference on Recent Advancements in  
Commerce, Management and Technology (ICRACMT-2022)  
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From


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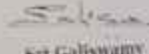
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ON GENERAL BUSINESS":PRELUDE OF DIGITAL INDIA**

In the International Conference on Recent Advancements in  
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International Conference on  
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 Education, Environment, Energy & Economy (ICCCS:EEEE)**



Dhaka International University Permanent Campus, Satarikul, Badda, Dhaka, Bangladesh

12-13 November 2022 10:00 am - 5:00 pm

**Certificate of Paper Presentation**

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*Prof. Dr. Saiful Islam*

Prof. Dr. Saiful Islam  
 Vice Chancellor, Dhaka International University &  
 Chair, Organising Committee  
 International Conference on Climate Change and Sustainability:  
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*Prof. Dr. Md. Serajul Islam Prochon*

Prof. Dr. Md. Serajul Islam Prochon  
 Director, ICAC, Dhaka International University  
 Member, Organising Committee  
 International Conference on Climate Change and Sustainability:  
 Education, Environment, Energy & Economy (ICCCS:EEEE)



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 भारतीय उच्चायोग (भारत)  
 क्वाला लंपुर, मलेशिया  
 www.netajisubhash.org

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 क्वालालंपुर, मलेशिया  
 यूनिवर्सिटी मलाया, मलेशिया  
 एवं  
 साहित्य संचय शोध संवाद फाउंडेशन (रजि.)  
 दिल्ली, भारत  
 प्रमाण-पत्र



21-22  
 नवम्बर  
 2022

इस प्रतिष्ठित विद्या मन्दाप हे वि. पुष्पा/डी. प्रो. डी. विष्णुका सुभाषराव, शोधकर्ता, विद्यामन्दाप, जिटी विभाग, व्यवस्थापक सचिव, नेताजी सुभाष चंद्र बोस भारतीय उच्चायोग, क्वालालंपुर, मलेशिया एवं साहित्य संचय शोध संवाद फाउंडेशन, दिल्ली, द्वारा 21-22 नवम्बर, 2022 को 'साहित्य संचय शोध संवाद' विषय पर आयोजित हो दिवसीय अंतरराष्ट्रीय सम्मेलन में भाग लिया। एवं भारतीय उच्चायोग व विद्यामन्दाप विभाग में भारतीय भाषाओं का संवर्धन प्राप्त हो उपरि... विषय पर प्रथम श्रेणीय प्रमाण-पत्र प्राप्त।

*Dr. Saiful Islam*  
 Vice-Chancellor  
 Dhaka International University  
 Dhaka, Bangladesh

*Dr. Serajul Islam Prochon*  
 Director  
 ICAC, Dhaka International University  
 Dhaka, Bangladesh

*Prof. Dr. Md. Serajul Islam Prochon*  
 Director  
 ICAC, Dhaka International University  
 Dhaka, Bangladesh

*Dr. Saiful Islam*  
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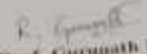
*This is to certify that*  
**MS. PARMINDER KAUR**


*From*  
DAYANANDA SAGAR INSTITUTIONS


*Has presented a paper Titled*  
**UNETHICAL BUSINESS PRACTICES THAT EFFECT BRAND  
ATTACHMENT**

In the International Conference on Recent Advancements in  
Commerce, Management and Technology (ICRACMT-2022)  
Organized by IQAC, DSCASC in Association with Research and  
IPR Cell On December 15th & 16th, 2022.

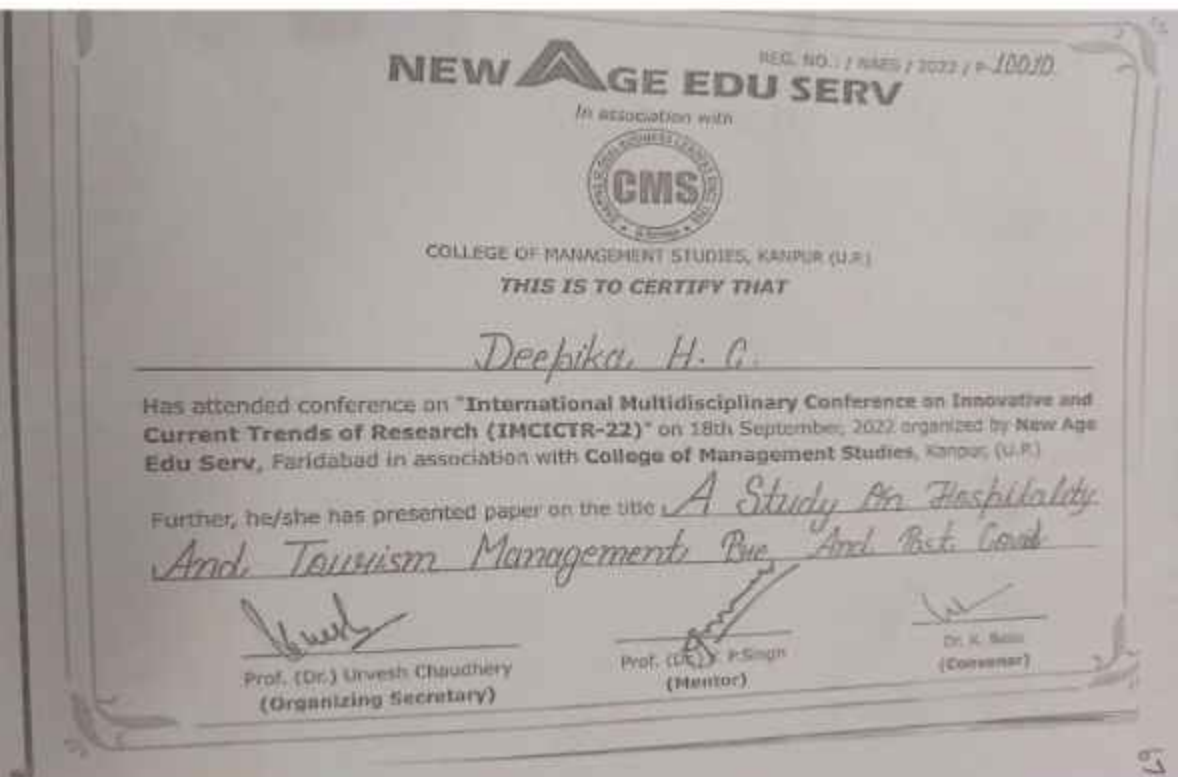
  
**Dr. Sallini Suresh**  
Conference Co-ordinator

  
**Prof. Gurunath B**  
Conference Co-ordinator &  
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**Dr. Nagaraj Shetty**  
President

  
**Sri Golliswamy**  
Secretary







Dayananda Sagar College of Arts, Science and Commerce  
 Stage Malleshwara Hills, Jnanashikhar, 1st St, Bangalore 560 075, Karnataka India

# CERTIFICATE

This is to certify that  
**MS. R. PAVITHRA**

From

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Has presented a paper Titled  
**EXPERIENCE AND ENTREPRENEURSHIP: AN EFFECTUATION  
 THEORY PERSPECTIVE**

In the International Conference on Recent Advancements in  
 Commerce, Management and Technology (ICRACMT-2022)  
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 IPR Cell On December 15th & 16th, 2022.

Dr. Sallal Surosh  
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This is to certify that Ms./Mr./Mrs./Dr./Prof. R. PAVITHRA of Dayananda Sagar College of Arts, Science & Commerce has participated/presented the paper entitled "A Study on growth prospects & challenges of health Tourism" in Two Days National Conference on "Nurturing Business & Industry & Entrepreneurship Development" held on 26<sup>th</sup> & 27<sup>th</sup> May 2022.

Dr. K. Nirmala  
 Convener

Dr. Sudheer Patil  
 President

Dr. Karumuri Reddy  
 Secretary

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NEW AGE EDU SERV

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THIS IS TO CERTIFY THAT

*Lalitha*

has attended the 1<sup>st</sup> International Symposium on Research, Development and Current Trends of Research (INDOTR-22) at New Age Edu Serv, Bangalore in association with College of Management Studies, Year 2021

Further, she has presented paper on the title *Efforts and Challenges Paved by Start-ups during Pandemic*

*[Signature]*  
Prof. Dr. Lakshmi Chaitanya  
(Organizing Secretary)

*[Signature]*  
(Member)

*[Signature]*  
(Member)



Dayananda Sagar College of Arts, Science and Commerce  
Shayige Malleshwara Hills, Tumkur Road, Bangalore 560030, Karnataka, India

## CERTIFICATE

This is to certify that  
**MS. VINUTHA K**

From

DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Has presented a paper Titled  
**EFFORTS AND CHALLENGES PAVED BY START-UPS  
DURING PANDEMIC**

In the International Conference on Recent Advancements in  
Commerce, Management and Technology (ICRACMT-2022)  
Organized by IQAC, DSCASC in Association with Research and  
IPR Cell On December 15th & 16th, 2022.

*[Signature]*  
Dr. Sallu Suresh  
Conference Chairman

*[Signature]*  
Prof. Gurunath R  
Conference Chairman &  
IQAC Co-ordinator

*[Signature]*  
Dr. Nagaraj Shetty  
President

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Sri Ganesan  
Member

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5th INTERNATIONAL CONFERENCE



# Fusion - 2022

EMERGING POST PANDEMIC  
TRENDS IN BUSINESS TRADE AND GOVERNANCE

28<sup>th</sup> October, 2022


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OF PARTICIPATION


This is to certify that

*Ms. Vinutha K*

of Dayananda Sagar College of Arts, Science and Commerce - Bengaluru  
has participated / presented the paper titled **E- Commerce: Boom or Bane? - Post Covid 19**  
in the International Conference Fusion 2022.

  
Dr. Hrishikesh H. S.  
Co-ordinator, Conference



  
Dr. M. Umamaheswari  
Dean, Arts College



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**MS. FASEEHA BEGUM**

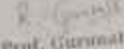
From

**DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE**

Has presented a paper Titled  
**RESISTANCE TO DIGITAL BANKING BY SENIOR CITIZENS  
IN INDIA- A REVIEW**

In the International Conference on Recent Advancements in  
Commerce, Management and Technology (ICRACMT-2022)  
Organized by IQAC, DSCASC in Association with Research and  
IPR Cell On December 15th & 16th, 2022.

  
Dr. Saffoi Suresh  
Conference Convenor

  
Prof. Gurnath H  
Conference Convenor &  
IPR Cell Coordinator

  
Dr. Nagaraaj Sharma  
IPR Cell

  
Sri Ganeswari  
IPR Cell

96

11

**A STUDY OF CRYPTO CURRENCY AND CENTRAL BANK  
DIGITAL CURRENCY (CBDC)**

Prof. Faseeha Begum  
Sudhan, S And Srichana, S. Raju  
Dayananda Sagar College of Arts, Science and Commerce  
Bengaluru, Karnataka

**ABSTRACT**

This paper gives a basic concept of Crypto currency and the Central Bank Digital Currency. Some of the digital currencies may include crypto currency, virtual currency and central bank digital currency. CBDC is a digital currency which was introduced under the Ministry of Finance Central Government of India. This paper gives a basic introduction of digital currency, explains the objectives, benefits and risks of crypto currency and issuing of CBDC in India, implementation of CBDC promotes to retail sector and thus being a factor for the developing nation. Crypto currency is an emerging currency in this generation and thus this paper aims to give prominence of digital currency to the people.

# Responding to the COVID-19 Pandemic: Medtech Innovations at Innacel Technologies

May 2022

May 2022

DOI [10.4018/978-1-6684-3504-5.ch002](https://doi.org/10.4018/978-1-6684-3504-5.ch002)

In book: Cases on Emerging Market Responses to the COVID-19 Pandemic (pp.21-39)

Authors:



**Ameer Asra Ahmed**  
Dayananda Sagar Institutions

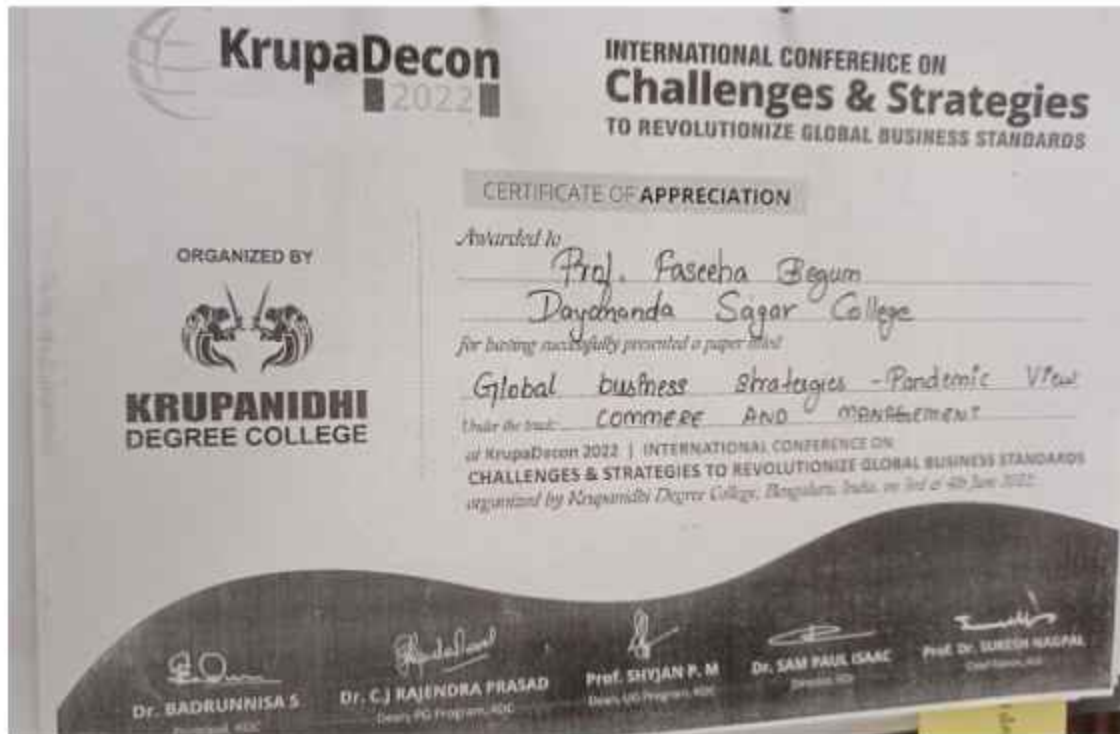


**Harold Patrick**  
CMS Business School, Jain Deemed to b...

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## Certificate

This is to certify that Dr./Prof./Mr./Ms. Ashwini Bhatnagar  
(Professor/Associate Professor/Assistant Professor/Research Scholar/Student)  
of Department of Commerce & Management has presented  
a Research Paper titled An Empirical Study on Green Banking awareness  
among graduates in Bangalore  
in NCMT 2022- One Day National Conference on Modern Trends in Commerce, Management and  
Information Technology, held at Dayananda Sagar College of Arts, Science and Commerce,  
K.S. Layout, Bangalore on 2<sup>nd</sup> December 2022.

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INTERNATIONAL CONFERENCE ON  
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Dayananda Sagar College

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Under the track: COMMERCE AND MANAGEMENT

at KrupaDecon 2022 | INTERNATIONAL CONFERENCE ON  
CHALLENGES & STRATEGIES TO REVOLUTIONIZE GLOBAL BUSINESS STANDARDS  
organized by Krupanidhi Degree College, Bangalore, India, on 30<sup>th</sup> & 31<sup>st</sup> June 2022.

[Signature]  
DR. BADRUNISA  
Principal

[Signature]  
DR. C.J. RAJENDRA PRASAD  
Vice-Chancellor

[Signature]  
DR. SHYAM P. H.  
Dean

[Signature]  
DR. SAM PAUL DAAC  
Dean

[Signature]  
DR. DEVIKANTH KUMAR  
Dean



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IQAC and Research & IPR Cell (ANVESHANA)

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Ms./Mr./Prof./Dr. Meghana C

from Dayananda Sagar College of Arts, Science and Commerce

has participated and presented the paper titled

"Application of forensic accounting and its advisory services to companies"

in the National Conference on "Changing Paradigms of Business, Management and Commerce" on May 31, 2023.

Prof. Gurunath R  
IQAC Coordinator, DSCASC

Prof. Hemanth Uppala  
Vice Principal, DSCASC

Dr. Nagaraj Shenoy  
Principal, DSCASC



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IQAC and Research & IPR Cell (ANVESHANA)

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has participated and presented the paper titled

"An overview of blockchain in accounting as an emerging trend"

in the National Conference on "Changing Paradigms of Business, Management and Commerce" on May 31, 2023.

Prof. Gurunath R  
IQAC Coordinator, DSCASC

Prof. Hemanth Uppala  
Vice Principal, DSCASC

Dr. Nagaraj Shenoy  
Principal, DSCASC



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**Department of Commerce and Management - (UG) - BBA/B.Com.**  
**IQAC and Research & IPR Cell (ANVESHANA)**

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 has participated and presented the paper titled  
"An Empirical Study of Factors Influencing Individual's Buying  
 Behaviour towards Online Shopping"  
 to the National Conference on "Changing Paradigms of Business, Management  
 and Commerce" on May 31, 2023.

Prof. Gurunath R  
 IQAC Coordinator, DSCASC

Prof. Hemant Uppala  
 Vice Principal, DSCASC

Dr. Nagaraj Shenoy  
 Principal, DSCASC



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 a Research Paper titled An Empirical Study on Green Banking awareness  
 among graduates in Bengaluru  
 in NCMT 2022- One Day National Conference on Modern Trends in Commerce, Management and  
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of Department of Commerce and Management has presented  
a Research Paper titled: 'Determinants of Capital structure theories'

in NCMT 2022- One Day National Conference on Modern Trends in Commerce, Management and  
Information Technology, held at Dayananda Sagar College of Arts, Science and Commerce,

K.S. Layout, Bangalore on 2<sup>nd</sup> December 2022

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## CERTIFICATE OF PARTICIPATION

It is certified that Dr./Prof./Mr./Ms Anitha A (Asst. Prof.)  
from Dayananda Sagar College, Bangalore has participated/presented a  
paper titled Role of Electronic Payment systems in Digital Era with  
reference to Polygonal Users

at the 5<sup>th</sup> International Conference - 2022 on "EMERGING TRENDS AND ISSUES IN BUSINESS  
MANAGEMENT AND SOCIAL INNOVATION" organised by Army Institute of Management &  
Technology, Greater Noida on 6<sup>th</sup> May, 2022.

  
Conference Convener

  
Director, AITM



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IQAC and Research & IPR Cell (ANVESHANA)

This is to certify that

Ms./Mr./Prof./Dr. Anitha A

from Dayananda Sagar College of Arts, Science and Commerce

has participated and presented the paper titled

"An Overview of Cryptocurrency"

in the National Conference on "Changing Paradigms of Business, Management  
and Commerce" on May 31, 2023.

Prof. Gurunath R  
IQAC Coordinator, DSCASC

Prof. Hemant Uppala  
Vice Principal, DSCASC

Dr. Nagaraj Shenoy  
Principal, DSCASC



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Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111



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IQAC and Research & IPR Cell (ANVESHANA)

This is to certify that

Ms./Mr./Prof./Dr. Anitha A

from Dayananda Sagar College of Arts, Science and Commerce

has participated and presented the paper titled

"The Role of Rural Women Entrepreneurship  
in India"

in the National Conference on "Changing Paradigms of Business, Management  
and Commerce" on May 31, 2023.

Prof. Gurunath R  
IQAC Coordinator, DSCASC

Prof. Hemant Uppala  
Vice Principal, DSCASC

Dr. Nagaraj Shenoy  
Principal, DSCASC





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Shivaji Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560011



Department of Commerce and Management-(UG) -BBA/B.Com.  
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## SUSTAINABILITY IN BUSINESS

### Abstract

Sustainability means efforts made to satiate our own needs simultaneously reduce the ability of upcoming generations' ability to satisfy their needs undeterred. An increasing number of organizations are making sustainability as an integral part of their business strategy-realizing the potential benefits of doing well. Sustainable enterprises always tend to reflect on plethora of socio-economic, environmental variables while drafting strategic business plans. Economy, society and three pillars of sustainability in business.

Sustainability in business can be defined as the choice of management to coordinate its efforts for the betterment of environmental, social and commercial needs with accountable, ethical and long-term accomplishment of goals whereas sustainability plan is an outline of how the entity plans to achieve goals that create social, ecological and economic stability and sustainability. Sustainability ought to be profitable and a top priority from an executive management perspective. State Policy changes, upholding aboriginal rights, evaluating

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paper entitled "**GENDROB- A CONCEPTUAL BR-INRO ANDROID APP**  
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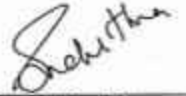
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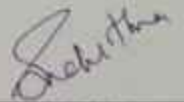
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## SMART TRAFFIC MANAGEMENT USING CLOUD COMPUTING POWER

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### ABSTRACT

A cloud-based smart traffic management in the Cloud and Internet-of-Things (IoT) environment. Traffic on public roads in this world is a basic problem, Urban regions have a great stack of traffic. Cloud computing provides a potential and scalable computing at very low cost. This paper proposes a cloud-controlled smart traffic management system based on the Internet of Things. The proposed system gathers vehicle count at diverse roads with the help of RFID receiver sensors and use this data to manage traffic well. It will be able to overcome the challenges with a minimum cost and best-in-class quality of services.

**Keywords:** Cloud Computing, Traffic Management, Service Oriented Architecture (SOA), Internet of Things (IoT), Radio-frequency identification (RFID)

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## SECURITY CHALLENGES IN METAVERSE WORLD

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### ABSTRACT

The Metaverse presents us with new world possibilities. Its popularity and applicability is increasing day by day. Due to the ongoing development and introduction of numerous technologies, the metaverse has recently gained a lot of interest once more. It could have a variety of positive effects on human civilization, including a decline in prejudice, the abolition of individual differences, and increased socialization. However, there are privacy and security issues with everything, and the metaverse is no different. There is no doubt that the notion of reality running concurrently with the real world will take hold. However, little or no research has been done on how this new paradigm addresses security issues in general and the problems will pose. This study will briefly overview the metaverse concept and address some of the perceived security concerns.

## AI BASED SECURITY SURVEILLANCE SYSTEM

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### ABSTRACT

AI (Artificial Intelligence) which is prevailing in all the fields of daily life, can also be used to save the lives of our soldiers. The aim is to make a smart surveillance system which can be monitored by owner remotely through android application. As it is connected to the system via IOT, the system will send push notification to android device when an intrusion is detected in the room. Basically, Army Robot is capable of performing tasks such as locomotion, sensing harmful gas, sensing the humans beneath the surface, metal detection. Nowadays Defense services are rapidly growing towards new researches with advance technologies. Soldier's health is an important issue because they are the defenders who protect our country from enemies. Whenever a soldier enters the war field it is very vital for the army base station to know the exact location. The existing systems suffered many problems like high cost to set up communication between the robot and rescue control unit. Our main aim is to develop a border security robot surveillance system which detects the landmines and missile targeting system.

**Keywords:** IOT, Artificial Intelligence, Raspberry Pi, Surveillance System.





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*Has presented a paper Titled*  
**CUMULATING THE PROJECTIVE CHALLENGES TO BE GRAPPLED IN THE  
TRANSFORMATION PROCESS FROM VILLAGE TO A SMART VILLAGE**  
In the International Conference on Recent Advancements in  
Commerce, Management and Technology (ICRACMT-2022)  
Organized by IQAC, DSCASC in Association with Research and  
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**Prof. Gurunath R**  
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