



**D.N.R. COLLEGE OF ENGINEERING & TECHNOLOGY**  
Balusumudi, Bhimavaram-534202

**Summary Report of Number of workshops/seminars/ Research  
Methodology/ Intellectual Property Rights (IPR) and Entrepreneurship**

**A.Y: 2020-21**

Sl. No.	Name of the workshops/seminars/ Research Methodology/ Intellectual Property Rights (IPR) and Entrepreneurship Organized	Date	Number of Participants
1	One day Workshop on Research Methodology: Tools & Techniques	02-07-2020	41
2	Research Methodology: Tools & Techniques Using R Programming(FDP)	23-11-20 to 28-11-20	100
3	Research Methodology: Tools & Techniques Programme-3	14-12-20 to 19-12-20	100
4	AICTE-ISTE Sponsored One-Week Online FDP on "Research Methodology: Tools & Techniques Programme-2"	1 <sup>st</sup> Dec 2020 to 7 <sup>th</sup> Dec 2020	100
5	A One day work shop on "Intellectual Property Rights"	25/01/2021	25

*H. Anandkumar*  
Principal

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D.N.R.College of Engg. & Tech.  
BHIMAVARAM-534 202.

Phone: 08816-221238



**D.N.R.COLLEGE OF ENGINEERING & TECHNOLOGY**

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(Accredited with B<sup>++</sup> Grade by NAAC)

**Dr. G.V.Raju,**

M.E., Ph.D.,

**PRINCIPAL**

BHIMAVARAM

W.G.Dist. (A.P)

Pin: 534 202

Date: 29.06.2020.

**CIRCULAR**

All the faculty members are hereby informed that one day faculty development program on "Research Methodology: Tools & Techniques" conducted by Computer Science and Engineering Department on 2<sup>nd</sup> Jul 2020 at DNR CET Seminar Hall.

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Copy to:  
Secretary & Correspondent

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Department	Signature
Vice Principal	
Dean Academics (IQAC)	
Dean Administration	
Dean Examinations &EEE HOD	
CE HOD	
ME HOD	
ECE HOD	
CSE HOD	

**"ATTESTED"**  
*H. Anandkumar*  
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# D.N.R.COLLEGE OF ENGINEERING & TECHNOLOGY

Balusumudi, Bhimavaram – 2

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Ph: 08816-221238 Email: [dncet@gmail.com](mailto:dncet@gmail.com) website: <https://dncet.org>

## REPORT ABOUT THE PROGRAMME

Dt: 03-07-2020

**Title of the Programme:** One Day Workshop on Research Methodology: Tools & Techniques

**Inauguration Date & Venue:** 2<sup>nd</sup> Jul 2020 & DNR CET Seminar Hall

**Organized By:** Department of Electrical & Electronics Engineering, DNR CET

**Resource Person:** Dr. V. Gowtham, Professor in CSE, SREYAS Institute of Engg & Tech.

**Chief Guest:** Sri G. Satyanarayana Raju (Babu)

Secretary & Correspondent, DNR College Association

**Inauguration:** Dr. U. Ranga Raju

Prinicipal, D.N.R College of Engineering & Technology

**Number of Faculty Attended:** 41

### **Concept:**

Methodology in research is defined as the systematic method to resolve a research problem through data gathering using various techniques, providing an interpretation of data gathered and drawing conclusions about the research data. Essentially, a research methodology is the blueprint of a research or study. The confusion between “methodology” and “methods” in research is a common occurrence, especially with the terms sometimes being used interchangeably. Methods and methodology in the context of research refer to two related but different things: method is the technique used in gathering evidence; methodology, on the other hand, “is the underlying theory and analysis of how a research does or should proceed”. Similarly, Birks and Mills define methodology as “a set of principles and ideas that inform the design of a research study.” Meanwhile, methods are “practical procedures used to generate and analyze data



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**Photos:**



One Day Workshop on Research Methodology: Tools & Techniques

*H. Anandkumar*

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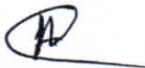




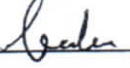

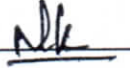

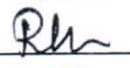

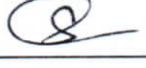






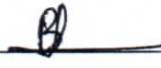







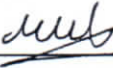
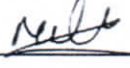
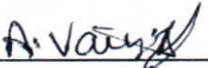
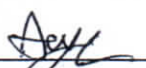
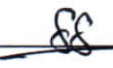









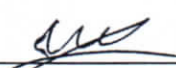
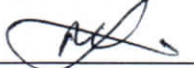

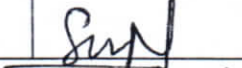
Ph: 08816-221238 Email: [dnrctet@gmail.com](mailto:dnrctet@gmail.com) website:

<https://dnrctet.org>

Research Methodology: Tools & Techniques Using R Programming(FDP) 2 <sup>nd</sup> Jul 2020				
Sl. NO	NAME OF THE FACULTY	DEPARTMENT	Date 02-07-2020	
			FN	AN
1	N.S.V.L. Sorojanya	ECE	<i>S</i>	<i>S</i>
2	J. Kuzhara	CE	<i>J</i>	<i>J</i>
3	K.V. Subrahmanya	CE	<i>K</i>	<i>K</i>
4	Mrs. Nagalakshmi	CSE	<i>N</i>	<i>N</i>
5	G. Koteswararao	ECE	<i>G</i>	<i>G</i>
6	D. Srinivalli	CE	<i>D</i>	<i>D</i>
7	Praveen Vidimudi	BSTH	<i>P</i>	<i>P</i>
8	V. Bhavani Durga	ECE	<i>V</i>	<i>V</i>
9	Moka Raju	MBA	<i>M</i>	<i>M</i>
10	CH. Renuka Devi	BSTH	<i>C</i>	<i>C</i>
11	Kodali Posinani	ECE	<i>K</i>	<i>K</i>
12	P. Narasimha Raju	BSTH	<i>P</i>	<i>P</i>
13	M. Srinu	EEE	<i>M</i>	<i>M</i>
14	Bonthu Srideni	<del>ECE</del>	<i>S</i>	<i>S</i>
15	A. Vamsi Krishna	BSTH	<i>A</i>	<i>A</i>
16	K.V.P. Sridha	BSTH	<i>K</i>	<i>K</i>
17	Dr. Md Ahasan	HE	<i>A</i>	<i>A</i>
18	B. Vamsidhar	BSTH	<i>B</i>	<i>B</i>
19	Moshe Gyedela	BSTH	<i>M</i>	<i>M</i>

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20	DR. A. P. Ramesh	ECE		
21	Mr. D. D. D. Suresh Babu	CSE		
22	Gali Suresh Babu	ECE		
23	Balla Nandana Kumar	CSE		
24	E. Rama Lakshmi	CSE		
25	K. Surya Satish Kumar	ECE		
26	Mrs. P. Lalitha Rajesh	CSE		
27	E. Yashashwini	CSE		
28	V. Anjaneyulu	CE		
29	N. Bharathi	CSE		
30	Dr. G. G. Ratnam	BSEH		
31	Srinivas. Yallapu	ECE		
32	D. Praveen Kumar	CSE		
33	M. L. Kumar	CE		
34	A. Vanaja Krishna	BSEH		
35	K. Siva Shanala	CSE		
36	P. Maryleena	ECE		
37	Dr. P. Sambharsivarao	CSE		
38	Mrs. U. Sushmita	CSE		
39	Veera Valli balaji	ECE		
40	M. Raju	MBA		
41	Dr. G. Satyanarayana	CSE		

M. Anjaneyulu  
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## PROFILE

**NAME: DR. V.GOUTHAM**

**Email:-  
v.goutham@gmail.com**

**MOBILE NO:-  
+91 9966959936**

**DOB:-29-01-1979**

**Languages Known:-  
English, Hindi, Telugu**

**Nationality:- Indian**

**Marital Status: - Married.**

### Professional Objective:

- Aiming at excellence in the working field through hard work, dedication and honesty at challenging environment. To strive for academic excellence and impart quality education with emphasis on Computer Science & Engineering.

### Summary: Having 18 Years of Experience in Teaching.

- Familiar with departmental administration activities, well versed with Conducting Technical Events and Computer Lab Administration as well.

### Recent Qualification and position:

- Ph.D awarded in 2015 from Archarya Nagarjuna University.
- Worked in Various Academic Activities in Engg College.
- Worked as In-charge principal in TKR Engineering College.
- Supervising 4 Research Scholars.

### Assets:

- 
- Ability to work as a part of a team
- Easy to adapt to the situations
- Creative and self-motivated
- Effective Communication Skills

### Educational Qualifications:

Degree	Specialization	University/Board	Percentage	Year
Ph.D	C.S.E	A.N.U		2015
M.Tech	C.S.T	A.U	75%	2004
B.Tech	C.S.E	J.N.T.U.	84%	2001
Inter	M.P.C	Intermediate(A.P)	61%	1996
SSC	Gen. Subjects	School of Secondary A.P.	62%	1994

*H. Arjankumar*

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## PROFESSIONALEXPERIENCE

1. Working as a **Principal** in **Stmarys Groups of institution of hyderabad** from 04-06-2021 to till date.
2. Worked as a **Professor** in **SREYAS Institute of Engineering and Technology College** from 01-01-2020 to 31-05-2021 and worked as **Head of the Department** (20-12-2017 to 31-12- 2019).
3. Worked as a Professor and **Head of the Department & Vice Principal** in **TKR Engineering College (TKREC)** from 06-07-2015 to 19-12-2017.
4. Worked as an Associate Professor in **St Mary College of Engineering (SMCET)**, 18-6-2012 to 4-07-2015.
5. Worked as an Associate Professor in **Anurag College of Engineering (ANRH)**, 23-06-2010 to 17-06-2012.
6. Worked as an Asst. Professor at **V.I.S.T College of Engineering**, Bhongir from 02-7-04 to 05-07-10.
7. Worked as a Lecturer at **V.I.S.T College of Engineering** from 02-7-01 to 05-7-02.

## KEY ACADEMIC PROJECTS

1. **PhD (Thesis):** "A Study on Exponential Software Reliability Growth Model Using SPC and SPRT"
2. **P.G. (M.Tech) Thesis:** "**Procedure** for obtaining graphics plot on a printer with several Resolutions greater than P.C monitor", a dissertation submitted at Andhra University  
Work done at DLRL, Hyderabad.
3. **Graduation (B.Tech.):** "Web Server".

## SKILL SET

Languages	:	C, C++,Java
Web Technologies	:	HTML
Tools	:	LoadRunner ,QTP, Winrunner ,Q.C
Platforms	:	Windows, Linux
Certificates	:	Product Specialist Load Runner 8.0 from Mercury, hp Quality Center 9.2 and OCJP
Areas of Interest	:	Software Engineering.
Subjects Taught	:	Block-Chain technology , Cloud Computing, S.E, STM, Java , FLAT, C&DS, DBMS, PPL,CRNS

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## PROFESSIONAL MEMBERSHIP


1	Computer Society of India (CSI)	Life (1160505)
2	Indian Society for Technical Education (ISTE)	Life (106171)
3	IAENG	Life

## PAPERS PUBLISHED: MORE THAN 40 PUBLICATIONS IN JOURNALS

s.no	Titl e	Journal Name	ISSN/ISSB
1	Blockchain Technology: An Overview (SCOPUS)	International Journal of Advanced Science and Technology	Vol. 29, No. 6, (2020), pp. 3459- 3463
2	Cloud Based Building Confidential and Efficient Query Services(SCOPUS)	JARDS Vol. 10, 07- Special Issue, SEP 2018	ISSN 1943-023X
3	A Study on Data Center Performance and Qos In IaaS Cloud Computing Systems(SCOPUS)	JARDS Vol. 10, 07- Special Issue, May 28, 2018	ISSN 1943-023X
4	Democratize Data processing in Big Data by using Hive Interface and cloud computing(SCOPUS)	IJPAM	ISSN: 1314-3395
5	Interval Domain Software Process Control – GoelOkumoto	IJRCS Vol. 2, No. 4, August 2011	ISSN: 2079- 2557.
6	A Study on Statistical Process Control (SPC) in Software Reliability	IJARCSEE Volume 1, Issue 3, May 2012	ISSN: 2277 – 9043
7	Estimation of Failure Count Data Using Confidence Interval	IJITEE Volume-2, Issue-6, May 2013	ISSN: 2278-3075
8	An SPRT Procedure for an Ungrouped Data using MMLE Approach	IOSR-JCE Volume 14, Issue 6 sep-2013	ISSN: 2278-8727
9	Identifying the reliable software using SPRT: An ordered statistics approach	Elixir Comp. Sci. & Engg (2014)	ISSN:2229-712X
10	Improving efficiency, data integrity and effective privacy and policy anonymous data sharing with forward security.	IJCA Volume 3, Issue 1, Jan–Dec 2014	ISSN: 0976 – 6375
11	Analytical Approach for Digital Image Restoration Based On Novel Group Based Sparse Representation Algorithm	IJSETR Vol.04,Issue.41, October-2015 <i>H. Arjuna Kumar</i>	ISSN 2319-8885
12	Import Sourcing of Defect Life Cycle and Defect	IJCST Volume 4 Issue 3, <i>PRINCIPAL</i> <i>Dr. R. Sangeetha</i> <i>RHIMAVARAM-534 202.</i>	ISSN: 2347-8578

	Import Sourcing of Defect Life Cycle and Defect Management Process	May - Jun 2016	
13	A Distributed Three-hop Routing Protocol to Increase throughput and makes full use of widespread base station in Hybrid Wireless Networks	IJCSIT Vol. 7 (5),2016.	ISSN : 0975-9646
14	Lightweight secure scheme for detecting provenance forgery and packet drop attacks by in - packet bloom filters, to encode provenance in Wsn	IJSER Volume 7, Issue 6, June-2016.	ISSN 2229-5518
15	Democratize data processing in Big Data by using Hive interface and cloud computing	IJPAM: Volume 118, No. 18 (2018)	ISSN 1314-3395
16	Managing the Storage Service in the Cloud Computing	IJR: Volume 05 Issue 06 March 2018	e-ISSN: 2348-6848

#### CERTIFICATION:

1	NPTEL certified in Cloud Computing	 <b>PRINCIPAL</b> D.N.R.College of Engg. & Tech. BHIMAVARAM-534 202.
2	NPTEL certified in Database Design	

#### PATENTS PUBLISHED: 03

1	BLOCKCHAIN BASED SYSTEM FOR BIOMEDICAL DOCUMENTS TOWARDS DATA INTEGRITY, NON-REPUDIATION AND DIGITAL
2	INTELLIGENT METHODS FOR DETECTING CORONAVIRUS USING RNA AND SHARE THE LOCATION USING IOT
3	DEEP LEARNING METHOD BASED ENERGY CONSUMPTION FOR IOT RELIABILITY.

#### Conferences/ Workshops/ Seminars Attended

1. Attended FDP PHP & MySQL one week 18-05-2020 to 23-05-2020 organized by Dept CSE JNTUH college of Engineering Jagtial with IIT-Bombay
2. Attended Ten days workshop on "Introduction to Web Development" Organized by the **Electronics & ICT Academy** 13 JUN to 22<sup>th</sup> MAR 2017 at NIT Warangal.
3. Attended one day workshop on "E Learning and Multimodal Learning Analytics" Organized C-DAC at **JNTUH** 25 Oct 2016.
4. Attended one day pre-conference workshop on "Data Analytics & Information Processing" Organized CSE Department **JNTUH** 28 May 2016.
5. Attended Six days workshop on "Software Engineering" Organized CSE Department at **JNTUH** 22 to 27 March 2016.

6. Attended Ten days workshop on "Database Security" Organized by the **Electronics & ICT Academy** 29 Feb to 9<sup>th</sup> March 2016 at NIT Warangal.

#### **POSITIONS HELD/RESPONSIBILITIES/ACTIVITIES**

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1. Participated in NBA work for Computer Science and Engineering.
2. Acted as a Project Coordinator for both CSE/IT.
3. Participated as a Judge for Technical Paper Presentations Contest in "Zignaasa", at TKR College of Engineering.
4. Participated as a Judge for Technical Paper Presentations Contest in "AGGAZ2011", at Anurag College of Engineering, Aushapur.

#### **EXTRA CURRICULAR ACTIVITIES**

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- Played for National Cricket under 19 held at Jammu.
- Represented for State level cricket.

#### **HOBBIES**

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- Watching History
- channellistening to
- music Playing Cricket

#### **POINTS LEADING MET TOWARDS SUCCESS**

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- Technical Knowledge, awareness of the profile and objectives of the organization.
- Commitment towards work and enthusiasm to learn and implement new techniques.
- Leadership qualities, self-confidence and communication skills.
- Patient and a perceptive tutor skilled.

#### **DECLARATION**

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The information given by me is true and correct to the best of my knowledge and belief and I am solely responsible for its accuracy.

Place: Hyderabad

yours faithfully

**(Dr V. Goutham)**

*H. Arunkumar*  
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## Research Paper Writing Using R Programming

You should start writing your paper *while* you are working on your experiment. Prof. George Whitesides says: "A paper is not just an archival device for storing a completed research program; it is also a structure for planning your research in progress. If you clearly understand the purpose and form of a paper, it can be immensely useful to you in organizing and conducting your research. A good outline for the paper is also a good plan for the research program. You should write and rewrite these plans/outlines throughout the course of the research. At the beginning, you will have mostly plan; at the end, mostly outline. The continuous effort to understand, analyze, summarize, and reformulate hypotheses on paper will be immensely more efficient for you than a process in which you collect data and start to organize them only when their collection is 'complete'." Here are some concrete steps to get started.

1. Read George Whitesides' "How to Write a Paper".
2. Read through *at least* one full paper in your target journal, to get a sense of the content and writing style.
3. To clarify in your own head the purpose of your paper, start by drafting your abstract.
4. Before you tackle the body of the paper, sketch block outlines of the figures. Decide what images and plots you will put in the paper, and how the panels will be arranged.
5. Outline at the paragraph level before you write. Look at how many paragraphs there will be in the style of paper you are trying to write. For example, for a standard 4-page scientific letter, aim for 13 paragraphs (generally, you can estimate about 200 words per paragraph). Figure out how to tell your entire story (not numbers, just story!) in 13 stand-alone sentences.
6. Make each of those sentences into the first sentence of a paragraph, and fill into each paragraph only details that are relevant to that first sentence. If you find yourself writing details about the figures, cut and paste them into the captions.
7. If you can include the minimal identifying information in parentheses to trigger your memory later, e.g. "(WhitesidesAdvMat)", so all of the information is compact.
8. Dig into the existing literature to write the intro paragraphs. A thorough literature search may take a full focused week for each intro paragraph. Use an organized, three-pass approach to keep a good balance between depth and breadth of your search.
9. Rewrite your abstract, taking into account what you have learned from the process of writing the paper. As you fine-tune your abstract, refer again to Nature's instructions for writing an abstract and for clear communication more generally.

### Your paper should be fractal:

Somebody with one minute to look at it should be able to get the main idea just from reading the abstract. Somebody with 5 minutes should be able to look at the figures and get more out of it. Somebody with 10 minutes should be able to get the story from the introduction, first sentence of each paragraph, and conclusion.

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## LaTeX – A document preparation system

LaTeX is a high-quality typesetting system; it includes features designed for the production of technical and scientific documentation. LaTeX is the de facto standard for the communication and publication of scientific documents. LaTeX is available as free software.

You don't have to pay for using LaTeX, i.e., there are no license fees, etc. But you are, of course, invited to support the maintenance and development efforts through a donation to the TeX Users Group (choose LaTeX Project contribution) if you are satisfied with LaTeX.

You can also sponsor the work of LaTeX team members through the GitHub sponsor program at the moment for Frank, David and Joseph. Your contribution will be matched by GitHub in the first year and goes 100% to the developers.

The volunteer efforts that provide you with LaTeX need financial support, so thanks for any contribution you are willing to make.

### Maintain your outline:

It's important not to lose sight of your outline, as you fill in the details of your paper. This L<sup>A</sup>T<sub>E</sub>X template file allows you to title each paragraph using the `\ptitle{}` command. You should keep these titles in place throughout the entire paper-writing process; they will serve as a constant reminder to keep each paragraph focused on a single point. You should be able to skim through these bold paragraph titles, without reading any of the intervening sentences, and still understand the basic logical flow of the paper. At the final step before submission, comment out the line `ptitletrue` in the header, to hide the paragraph titles. But do not delete the paragraph titles, because they will remain useful to you in the inevitable paper revision process down the road.

### Formatting checklist:

Whether you are using a compiler on your computer or online, please use the latest version of REVTeX, and check your formatting carefully.

TABLE I. Formatting mathematical symbols.

Incorrect	Correct
$\cos\theta$	$\cos \theta$
$T_{sample}$	$T_{sample}$
$V_{rms}, V (rms)$	$V_{rms}$
$E_x, x$ direction	$E_x, \quad x$ direction
$B_{app}$	$\mathcal{B}_{app}$
$Sb_2Te_3, Sb_2Te_3$	$Sb_2Te_3$
$Sb_2-x$	$Sb_{2-x}V_x$
$V_xTe$	$Te_3$
	$dI/dV$

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3	
dI/dV	
$B = 5T, B=5T$	$B = 5 T$
x direction, X	x direction
direction	1 <sup>st</sup> , 2 <sup>nd</sup>
1 <sup>st</sup> , 1 <sup>st</sup> , 2 <sup>nd</sup> , 2 <sup>nd</sup>	

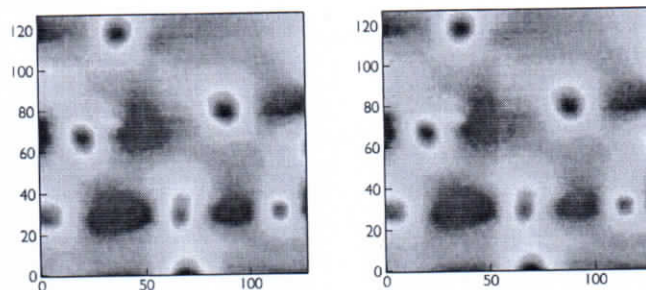
TABLE II. Spacing.

	L <sup>A</sup> T <sub>E</sub> X	Output
Incorrect	e.g. incorrect	e.g. incorrect
Incorrect	Fig. 2	Fig. 2
Correct	e.g.   correct	e.g. correct
Correct	Fig.   2	Fig. 2
Correct	Fig. ~2	Fig. 2

**Use vector format figures:**

Figures should typically be made in Python, Adobe Illustrator, or other program that allows vector format export, so that all fonts, arrows, etc. will scale cleanly when zoomed. Most journals prefer to stay away from Microsoft Powerpoint (although it can be exported to eps or pdf) because the fonts are often not transcribed correctly in publication format. A bigger problem with Microsoft is that it does not faithfully reproduce the pixelation of data images. Microscope images are acquired with a specific pixel resolution, and that pixelation should be honestly communicated to the reader without interpolation.

Fig. 1 illustrates this point.



Comparison between blurry pixels (dishonest interpolation occurs when the image is processed in Microsoft Powerpoint) vs. clean pixels (honest representation is preserved when the image is processed in Python and Adobe Illustrator). MFM images of vortices in NdFeAsO<sub>1-x</sub>F<sub>x</sub>.

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## Vector Graphics

Mendeley also provides an export function to automatically create your bib file. Here are some tips to use Mendeley most effectively.

1. Import paper: In the upper left corner of Mendeley Desktop, click the drop-down menu for "Add" and select the bottom option "Add Entry Manually". In the dialog box that pops up, scroll down until you find the DOI field. Paste the DOI into the field, and click the little magnifying glass icon to the right of the field. This will auto-populate all of the relevant paper information such as author names, title, etc., without risk of typos due to manual copying.

*Note 1:* Mendeley also allows you to import directly from a PDF file, and it tries to pull all of the meta-data from the PDF, but the process is imperfect. So it's safest to use the DOI for an error-free import.

*Note 2:* Even if you use the DOI, some journal titles will not import correctly with special characters, so you may need to manually correct.

2. Add tags: It's useful to add tags to help sort your imported papers. For example, if you are going to be writing a manuscript in 2019 on superconductivity, you might add the tag "sc19" to all the relevant papers that you will be citing in your manuscript.
3. Export bib file: Select all of the references that you want to include, and go to File > Export. Name your file, and it will add a citation key to each paper (e.g. Whitesides2004) and automatically export to a bib file.
4. **Resolve redundant citation keys:** At this point, you may have several references with the same citation key, e.g. Huang2016a and Huang2016b. For your future convenience, you should manually change the redundant citation keys to be more informative, e.g. HuangNanoLett2016 and HuangPRB2016. Now re-export the bib file. Open the bib file in your tex file editor. By default, Mendeley exports all fields, including long ones like the abstract. To reduce clutter in your bib file, and make it easier to debug any errors, it's a good idea to remove the abstracts and other unnecessary fields. For example, in WinEdt go to Search > Replace, check the regular expressions box, search for "<abstract\*\* ,>," and replace it with nothing.

## Introduction to R

You've made it this far. In theory you know how to collect your data now. You might have done that by conducting interviews or running a survey, or just by visiting an archive like the General Social Survey website. *Having* data is worth something, but it's not worth everything. You have to do something with the data in order to answer any questions with it.

The rest of this book is focused on that goal - using the data you collected in order to answer the questions you want to be able to ask. A lot of the time we use statistics to

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answer those questions, at least partially. Sometimes we'll use the basic calculations you probably did in a high school stats class and sometimes using something more complicated. Statistics is a substantial part of how social scientists know anything about the world. But this book won't focus on how to calculate a standard deviation by hand, because you don't have to. It's good for understanding what the measure means, but software can do that work for you lightning fast - the more important skill is knowing what to do with it once it is calculated.

The next set of chapters will all be structured the same way. The first half of the chapter will introduce a topic (in this chapter R and programming) and the second half will focus on examples and practice. You can read the first half without being concerned about the second half, and you can just go practice the second half if you already know everything you need to about the topic.

The second half of the chapter will generally repeat the material in two forms. I'll describe all the steps involved in whatever we're learning, and I'll walk you through those steps using videos too. That gives you a few opportunities to see the material. If you get stuck practicing it'll be frustrating. I still get frustrated pretty often when coding. What I would recommend is slowing down, looking back at what you did and just trying to reproduce exactly what is in the book as closely as possible.

## 9.1 Concepts

### 9.1.1 What is R

R is a programming language and environment for data analysis that is popular with researchers from many disciplines. R refers both to the computer program one runs, as well as the language one uses to alter data within the environment. R only speaks R, and so like traveling to a foreign country it is useful to learn the local language in order to communicate. You can yell at R in English as long as you want, but it can't produce your data unless you ask correctly. Fortunately, R's language is based on English and it wants to be as straightforward as possible.

### 9.1.2 Why Use R?

There are other statistical packages that similar research methods classes use, including Stata and SPSS. One of the greatest benefits of R is the price: free. Access to Stata for a one semester class costs \$45-125, and extended access costs more. And like Apple they update the software periodically, which means purchasing a new license. R is an open source software that anyone can use free of charge forever. That means whatever skills you learn you can continue to develop after the class ends.

Many people have access to Excel as a spreadsheet program through Microsoft Office, but R is faster and more flexible for data analysis. Excel is a drag-and-drop

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program that does not produce reproducible analysis. R, as a programming language, allows users to create a 'script' that the computer runs in order to output analysis. That means the script can be reusable, shareable, and iterative, which will have significant benefits if you continue with data analysis after the class. Luckily, R is a relatively straightforward introduction to programming.

Me justifying that you should learn to code because it will benefit you after the class and you can write something called a script probably sounds weird though. The majority of readers won't be interested in doing anything related to this class after the semester, and you have no idea what a script or reproducible analysis is. Using Excel would be more user friendly - there would be no language to learn, and the data you're using is always right in front of you. I've done that before in a similar class, and actually using Excel as a tool is just as difficult for beginners, and the ceiling on how useful it can be for working with data is considerably lower. Take this class as an opportunity and gentle introduction to a really valuable career skill: programming.

### 9.1.3 Why learn to program?

Data analytics is a quickly growing field with numerous job possibilities. The skills you learn in this class, if more fully developed, can be applicable to any industry, from Google to banks to government to a lemonade stand.

Computer programming is a flexible skill that can help you to manage laborious processes. It can stimulate creative thinking, grow your problem solving capabilities, and can help teach persistence. All of that with a valuable one on the job market.

Data Scientist has been called the sexiest job of the 21st Century.

If you won't take my word for it, President Obama once stated that every kid should learn how to code/program.

Let's give it a shot in this class, and see if it's a skill you'd like to continue developing.

I'll make one final argument in favor of coding. It's a bit like doing magic of casting spells. You get to speak an arcane language that not everyone understands and when you do speak it things happen. If I write a statement like "a graph that shows the relationship between murder and assault rates for US states" the sentence does nothing. It just sits there, and you can read that sentence, but nothing happens. If I write a spell though like `plot(USArrests$Murder, USArrests$Assault)` suddenly it transforms into what I want.

5.

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Sponsored FDP on

**Research Methodology Tools & Techniques  
Using R Programming”.**

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**Dr. D.Lakshmi**

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“Research Methodology Tools & Techni

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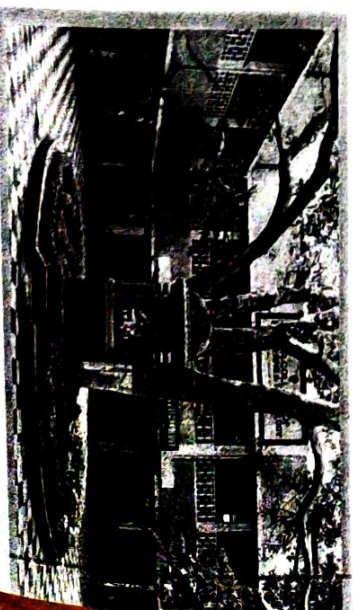
on

23<sup>rd</sup> Nov -2020 To 28<sup>th</sup> Nov - 20

Organized By

DEPARTMENT  
OF

COMPUTER SCIENCE AND ENGINEER



D.N.R. COLLEGE OF ENGINEERING & TECHNOLOGY

RCET) was established in the year 2010 at DNR  
ge campus, Babusumudi, Bhimavaram. College  
its high standards of education and having excellent  
structure and state-of-art laboratories.

Institute offers five branches of Engineering and  
nology at the undergraduate level and four post  
uate level M. Tech. courses. Institution also offers  
oma courses. The institution has excellent  
structure facilities including modern laboratory  
ties, Internet facilities, Central Library, Digital  
ry and other general amenities. The Institute also had  
udent chapters of IEEE and ISTE. All the courses are  
oved by All India Council of Technical Education  
(TE) and Department of Technical Education (DTE).  
ntly Institute Accredited NAAC with B++.

#### **UT THE DEPARTMENT**

Department of Computer Science and Engineering  
established in the year 2010 with intake of 60 and it  
enhanced to 120 in the year 2012. In 2020 the Intake  
) and the department also offers PG Course M.Tech  
am (CSE) with intake of 18. The Department having  
Qualified faculty. CSE students enjoy the benefits,  
includes more relaxed and personal atmosphere  
specialized attention and guidance from the staff  
ers.

research prowess with novel research strategies in Science,  
Engineering & Technology. This program endeavors to  
provide conceptual clarity to research methods and Tools  
and Techniques. Research methods and data analytics have  
become an integral part of almost all areas of Science,  
Engineering & Technology. The Program covers the  
various data analytical techniques and user-friendly  
analytical software such as SPSS Basic and SPSS  
Modeler, F-TEST, ANOVA the ability to analyze large  
amount of data is not only desirable, but a necessity for  
academicians and researchers. Advanced data analytical  
techniques are usually very complex and confusing for  
beginners and intermediate researchers and also develop  
the skills of research paper writing plagiarism and  
copyrights.

The programme will address issues in research  
methodology and tools and techniques using R  
programming. The objective of this programme is to  
enhance the Research skills and Techniques of the faculty.  
The FDP will help participants in developing suitable  
research methodology and using proper data analytical  
tools.

- REVIEW OF RESEARCH PROCESS
- MODEL BUILDING FROM REVIEW OF LITERATURE.
- FORMULATION OF HYPOTHESIS
- SPSS
- PREPARATION OF DATA FILES
- DEFINING VARIABLES
- DATA SORTING, SCREENING & EDITING
- HYPOTHESIS TESTING
- DESCRIPTIVE ANALYSIS- CENTRAL TENDENCY
- Z-TEST
- F -TEST
- ONE WAY ANOVA
- TWO WAY -ANOVA
- RESEARCH PAPER WRITING, PLAGIARISM, COPY RIGHT
- DATA REDUCTION TECHNIQUES
- CLUSTER ANALYSIS
- INTRODUCTION TO R
- EMOTIONAL INTELLIGENCE, HUMAN VALUES AND ETHICS



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Ph: 08816-221238 Email: [dncet@gmail.com](mailto:dncet@gmail.com) website: <https://dncet.org>

**A Brief Report Submitted on 30<sup>th</sup> Nov 2020**

**AICTE-ISTE SPONSORED ONE-WEEK ONLINE FDP ON**

**“RESEARCH METHODOLOGY: TOOLS & TECHNIQUES PROGRAMME-2”**

**Held during 23<sup>rd</sup> Nov-2020 to 28<sup>th</sup> Nov-2020**


**Organized By: Department Of Computer Science & Engineering**

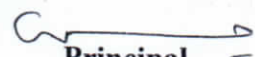
**Venue: Seminar Hall, DNR CET**

**Resource Person:**

1.	Dr. Amit, Viswasrao salunhe, AICTE Regional Officer (SERO), Asst Director Hyderabad	Inauguration and keynote
2.	Dr. R. Rajeswara Rao, B.Tch, M.Tech, Ph.D, Post Doc (UOM,USA) MCSI, SMIEEE Professor of CSE & Vice Principal JNTUK, UCEV, Vijayanagaram	Preview of research process, Formulating Objective. Model Building From review of literarure
3.	Dr. K. Subrahmanyam, Professor, KL University	Formulating research questionnaire. Sample size calculation, sampling techniques. Formulation of Hypothesis: null & alternative
4.	Dr. D.Srinivasa Rao, Professor, KL University, Vijayawada	Introduction to SPSS: Preparation of Data files. Data Sorting , Data Screening: Insert variables, Data editing, outliers, Category Merging. Hypothesis testing –Descriptive analysis- central tendency, dispersion and distributions. Inferential Analysis :-Z Test, Emotional Intelligence
5.	Dr. J.Pranitha, Assistant Professor NIT, Warangal	F –Test .One Way Anova ,Two Way –Anova, Post Hoc Test, Mann Whitney, with Case study. Correlation analysis, partial correlation, non-parametric correlation with case study
6.	Dr.S.Suresh Kumar, Assistant Professor & Head ISTE, ACM JNTUH, Jagityala	Predictive Modeling:- Linear Regression , Bivariate and Multivariate Regression Models . Heteroscedasticity, Autocorrelation and Multi collinearity. Logistic Regression with Case Study. Research Paper writing , Plagiarism, Copy right Indexing and Citation of Journals Referencing and referencing styles .
7.	Dr. D.Lakshmi, Associate Professor BVRIT, HYDERABAD	Introduction to R and Installing and working with R. Usage of R Programming in research methodologies. Emotional Intelligence, Human Values and Ethics
8.	Dr. Ande Prasad Professor In Dept of CS, ISTE MEMBER, Former Registrar of Vikrama Simhapuri University, Nellore	Valedictory and Feedback

The session was started at 10 AM. Mr. D.D.D.Suri Babu, Assoc. Professor, Department of Computer Science & Engineering, DNR College of Engineering & Technology had welcomed the gathering. She had given brief outline of program and requested to all the participants to enrich their knowledge from this FDP by effective participation. She explained various outcome of the program. Among most of the participants felt that the correct knowledge and direction for conducting research was obtained in the FDP. There were total 100 participants from various management and engineering institutions and colleges across Andhra Pradesh, Telangana and various states in India.

  
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Photos:

**WELCOME TO ALL THE PARTICIPANTS**

Inauguration of AICTE-ISTE Sponsored Online FDP on  
**“Research Methodology: Tools & Techniques using R Programming”**

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DNR COLLEGE OF ENGINEERING & TECHNOLOGY  
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Research Methodology: Tools & Techniques Using R Programming (FDP)

*H. Anandkumar*

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## REGISTRATIONS LIST

S.No	Timestamp	Title	Full Name of The Participant (In capital letters to be printed on)	Qualification:	Designation:	Email ID:	College Name:	Mobile Number:	Whatsapp No:	Address for Correspondence(Certificate Har Copy Will be Sent To This Address)
1	2020/11/13 3:28:15 PM GMT+5:30	Mr.	D suribabu	M.E/M.Tech	Associate Professor	suribabu.ddd@gmail.com	DNR College of Engg and Technology Bhimavaram	9989282157	9989282157	Dnr
2	2020/11/13 4:46:07 PM GMT+5:30	Dr.	DR.PADMAJA.PULICHERLA	Ph.D	Professor	PadmajaJee@gmail.com	Teegala Krishna Reddy Engineering College	8309255335	8309255335	Teegala Krishna Reddy Engineering College,CSE DEPT.,MEERPET
3	2020/11/13 4:54:05 PM GMT+5:30	Mr.	TIRUNAGARI RAKESH KUMAR	M.E/M.Tech	Asst.Professor	rakesh903262@gmail.com	Teegala Krishna Reddy Engineering College	9032629466	9032629466	2-12,(Village) Malikarum,(mandal)Jahamshahi (district) Rangareddy,Pin -501218.
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5	2020/11/13 5:05:42 PM GMT+5:30	Mrs.	TEKKALI CHANDANA GOURI	M.E/M.Tech	Asst.Professor	tchandana.cse@nsrit.edu.in	NADIMPALLI SATYANARAYANA RAJU INSTITUTE OF TECHNOLOGY	8121522805	8121522805	Flat no:FF3, Sri Sai Residency, Opp:Jana Van Health Care center, CBM Compound,VIP Road
6	2020/11/13 5:15:58 PM GMT+5:30	Mr.	KUNDURTI KOTESWARA CHARI	M.E/M.Tech	Asst.Professor	kkchari530@gmail.com	Teegala Krishna Reddy Engineering college, college	9849905252	9849905252	Teegala Krishna Reddy Engineering college,Reddy road , Medbowli, Hyderabad-500097
7	2020/11/13 5:55:28 PM GMT+5:30	Mrs.	J Bhargavi	M.E/M.Tech	Asst.Professor	bhargavi21@gmail.com	Anurag college of Engineering	9533402602	9533402602	Anurag college of Engineering, Aushapur Ho.no:9-10-3/5T/25, Suryatowship,
8	2020/11/13 5:56:16 PM GMT+5:30	Dr.	Dr. M.DHASARATHAM	Ph.D	Professor	dasarath.m@gmail.com	Teegala Krishna Reddy Engineering College	9912844589	9912844589	Roshandowla, Balapur, Saroornagar mandal,
9	2020/11/13 5:57:06 PM GMT+5:30	Mr.	Rambabu Atmakuri	M.E/M.Tech	Asst.Professor	rambabubarb@gmail.com	Anurag college of engineering	9912064540	9912064540	chaitanyapuri, Hyderabad 500060
10	2020/11/13 6:01:59 PM GMT+5:30	Dr.	A. Paramasivam	Ph.D	Associate Professor	paramasivam.a@rajalakhmi.edu.in	Rajalakhmi Engineering College	9445751523	9445751523	Dr.A.Paramasivam, Associate Professor, Department of Mechanical Engineering,
11	2020/11/13 6:03:55 PM GMT+5:30	Dr.	Dr.D.Kavitha	Ph.D	Professor	Kavithadwarum.cse@gprec.ac.in	GPREC	9849534340	9849534340	DKavitha professor Cse dept g Pulla reddy engineering college Kurmool 518004 Andhra
12	2020/11/13 6:14:08 PM GMT+5:30	Mr.	Shanker Chandre	Ph.D	Asst.Professor	Shanker.chandre@gmail.com	Anurag College of Engineering	9848013862	9848013862	H No-2-127/64/D, Vijaypuri colony, Uppal, Hyderabad-500039
13	2020/11/13 6:17:51 PM GMT+5:30	Mr.	KOPALI VENKANNA NAIDU	M.E/M.Tech	Asst.Professor	knaidu.gagan@gmail.com	DNR COLLEGE OF ENGINEERING & TECHNOLOGY	8686876053	8686876053	Flat no: 402, SAI SRI TOWERS MUCHERLA LAYOUT, VARDANAM ROAD PALAKOLU-534260
14	2020/11/13 6:32:07 PM GMT+5:30	Mr.	SAURABH SINGH	B.E/B.Tech	Lecturer	saurabh.cse@nittrchd.ac.in	MPGI	9140437404	9807835594	117/269 P Block Hitkar Nagar lakadeo Kanpur 208025 near Kanchan sweet house Nager, Thandalam, Ch - 602105.
15	2020/11/13 7:20:53 PM GMT+5:30	Mr.	ARUN PRAKASH N	M.E/M.Tech	Asst.Professor	arunprakash.n@rajalakhmi.edu.in	RAJALAKSHMI ENGINEERING COLLEGE	9789840482	9789840482	D SRIKAR, Krishna dawaraya street, rest house road, BHIMAVARAM
16	2020/11/13 7:33:15 PM GMT+5:30	Mr.	D SRIKAR	M.E/M.Tech	Associate Professor	srikar1974@gmail.com	BHIMAVARAM INSTITUTE OF ENGINEERING AND TECHNOLOGY	9393099393	9393099393	Hyderabad LB Nagar Nagole Cooperative Bank Colony road number 9
17	2020/11/13 7:50:12 PM GMT+5:30	Mrs.	PONUGOTI KALPANA	M.E/M.Tech	Asst.Professor	Ponugotikalpana9@gmail.com	Teegala Krishna Reddy Engineering College	9010989444	9010989444	Plot No.36, Road No.4, Vijaya Durga Colony, Near Ambedkar Statue, Jiljalaguda,
18	2020/11/13 8:09:36 PM GMT+5:30	Dr.	Y.V.SESHAGIRI RAO	Ph.D	Associate Professor	yangaliu@gmail.com	TEEGALA KRISHNA REDDY ENGINEERING COLLEGE	9160771742	9160771742	Bhimavaram
19	2020/11/13 8:25:37 PM GMT+5:30	Dr.	Vasantha mamidipalli	Ph.D	Associate Professor	bezawadav22@gmail.com	DNRCE	9949553677	9949553677	Plot no 193 Sai Prabhu homes
20	2020/11/13 8:27:50 PM GMT+5:30	Dr.	J PRAVEEN KUMAR	Ph.D	Associate Professor	praveentkrecit@gmail.com	Teegala Krishna Reddy Engineering College	9885488207	9885488207	SRKREC, confidential section (autonomous), Bhimavaram
21	2020/11/13 8:29:18 PM GMT+5:30	Mr.	Nagaraju pericharla	M.E/M.Tech	Asst.Professor	pnagaraju@srkrec.ac.in	SRKREC	8919038029	8919038029	Q.No 101, Guru Nanak Institutions, Ibrahimpatnam Hyderabad Telangana 501506
22	2020/11/13 8:34:19 PM GMT+5:30	Mr.	MD SIRAJUL HUQUE	M.E/M.Tech	Asst.Professor	sirajulhuq.csegnitc@gnindia.org	Guru Nanak Institutions Technical Campus	9963828634	9963828634	TKREC, Medbowli, meerpet, saroornagar, hyd-500097
23	2020/11/13 8:45:39 PM GMT+5:30	Mrs.	Eitkala Aruna	M.E/M.Tech	Asst.Professor	aruna.etikela@gmail.com	Teegala Krishna Reddy Engineering College	9959362469	9959362469	Computer Science Department, DNR College (Autonomous), Bhimavaram.
24	2020/11/13 8:56:27 PM GMT+5:30	Mr.	P. SIRISH KUMAR	M.E/M.Tech	Lecturer	sirishkumar@live.com	DNR COLLEGE (A)	8919334795	8919334795	Vasavi Engineering College.
25	2020/11/13 8:56:27 PM GMT+5:30	Mr.	Kante Satyanarayana	M.E/M.Tech	Asst.Professor	satyanarayana.kantab@gmail.com	Sri Vasavi Engineering College	9550442426	9550442425	Pedatadepalli,

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26	2020/11/13 8:56:42 PM GMT+5:30	Dr.	R.N.V.Jagan Mohan KALPINDI SIVA HARI PRASANNA KUMAR	Ph.D	Also Professor	mohanrvj@gmail.com	Sagi Ramakrishnam Raju Engineering College	7981349543 9492810811	9491913637 9492810811	27-10-5, Sri Venkateshala Nilayam, Rathem Street, Bhimavaram Department of computer science, Dnr degree college
27	2020/11/13 9:00:01 PM GMT+5:30	Mr.	ADSURE SHARAD SAMPAT	M.E/M.Tech	Lecturer	harl.swiri@gmail.com	DNR DEGREE COLLEGE	9665857282 9000149667	9665857282 9000149667	JSPM'S Bhivarabai Sawant Institute of technology and research Waghholi, Pune, Flat No 104, Midhurl Enclave Apartments, Padatadepalli, West godavari district, 534101.
28	2020/11/13 9:03:14 PM GMT+5:30	Mr.	Leelavathi Arepalli	M.E/M.Tech	Asst. Professor	shard241@gmail.com	JSPM'S BSIOTR Waghholi Pune	9849528282 9949356054	9849528282 9949356054	Sri vassavi engineering college Sri vassavi engineering college Ramsachandra College of Engineering
29	2020/11/13 9:07:47 PM GMT+5:30	Mrs.	Rajesh Arepalli	M.E/M.Tech	Asst. Professor	leelavathie@srivasaviengg.ac.in	Sri vassavi engineering college	8790931991	8790931991	Flat no 104, Midhurl enclave
30	2020/11/13 9:17:35 PM GMT+5:30	Mr.	Shiv Bhagwan Ojha	M.E/M.Tech	Asst. Professor	rajesharepalli@srivasaviengg.ac.in	Sri vassavi engineering college	9849528282	9849528282	Flat No 109, Sri Homes, KK Raju Green City, Near Mini Bypass Road, Venkatesapuram
31	2020/11/13 9:31:40 PM GMT+5:30	Mr.	Neelima Tatipaka	M.E/M.Tech	Associate Professor	shiva.bhagwanice@gmail.com	Ramsachandra College of Engineering	8332812446	8332812446	apartment, pedatadepalli, pin -534101
32	2020/11/13 9:44:09 PM GMT+5:30	Mrs.	YUGANDHAR BOKKA	M.E/M.Tech	Asst. Professor	neelima.cse@svcew.edu.in	Svevcw	9110522861	9110522861	Bhimavaram
33	2020/11/13 9:50:37 PM GMT+5:30	Mr.	B. JYOTHI	Others	Lecturer	yug.599@gmail.com	Swarnandhra Institute of Engineering and Technology	7981540946	7981540946	B. Yugandhar, Jinnuru, Ramana Nagar, Podluru Mandali, w. G. Dy, AP-234265
34	2020/11/13 10:15:42 PM GMT+5:30	Mrs.	NALLANTI VENKATESWARARAO	M.E/M.Tech	Associate Professor	jyothi@sfc.ac.in	St. Francis College for Women	9951734877	9951734877	St. Francis College for Women, uma Nagar, Kundanbath Begumpet Hyderabad-500017
35	2020/11/13 10:24:42 PM GMT+5:30	Mr.	DILEEP KUMAR KADALI	M.E/M.Tech	Asst. Professor	nallanti2@gmail.com	SAISPUURTHI INSTITUTE OF TECHNOLOGY	9849078923	9849078923	QUARTERS, B. GANGARAM, SATHUPALLY, Dileep Kumar Kadali
36	2020/11/13 10:45:09 PM GMT+5:30	Mrs.	KANDADI RAJYALAKMI	M.E/M.Tech	Asst. Professor	dileepkumarkadali@gmail.com	Swarnandhra College of Engineering and Technology	8125491194	8125491194	51-6-19/2, New Colony, Rama Rao Peta
37	2020/11/13 11:33:33 PM GMT+5:30	Mrs.	JYOSHNA ALLENKI	M.E/M.Tech	Asst. Professor	Rajyalakmi.kandala@gmail.com	TEEGALA KRISHNA REDDY ENGINEERING COLLEGE	9949532514	9949532514	Teegala Krishna Reddy Engineering College, Meerpet, Hyderabad
38	2020/11/14 1:25:34 AM GMT+5:30	Mrs.	INAGA KUMARI ODUGU	M.E/M.Tech	Asst. Professor	allenkijyoshna@gmail.com	TEEGALA KRISHNA REDDY ENGINEERING COLLEGE	9347687003	9347687003	23-44, Sai Gokul Nivas, Badangpet, near bheeshmanagar colony balapur Hyderabad.
39	2020/11/14 5:20:01 AM GMT+5:30	Mr.	V. S. S. P. RAJU GOTTUMUKKALA	M.E/M.Tech	Asst. Professor	odugu.kumari@gmail.com	Shri Vishnu Engineering College for Women	9912920588	9912920588	H.No.40-296/3, Jawahar Nagar, Moulbali, Secunderabad-500040
40	2020/11/14 7:12:08 AM GMT+5:30	Mrs.	Konupuri Shva Syamala	M.E/M.Tech	Lecturer	gvssprasadrajucse@svcew.edu.in	D N R(A) Degree College Bhimavaram	9177532058	9177532058	1-16-1/2, FLAT NO 401, GOWTHAMI RESIDENCY, SIR. ARTHUR COTTON STREET, D/NO 6-106 near anjaneyaswami temple
41	2020/11/14 8:18:03 AM GMT+5:30	Mr.	subbaraju pericherla	M.E/M.Tech	Asst. Professor	svamalakorupuri@gmail.com	srkr engineering college	9849544044	9849544044	Upparavudem village mahadevapatnam post dept of it, srkr engineering college, w.g.d.t-534243
42	2020/11/14 8:28:02 AM GMT+5:30	Mr.	SANJEEDA RAO SANKU	M.E/M.Tech	Associate Professor	rajul.pericherla74@gmail.com	TEEGALA KRISHNA REDDY ENGINEERING COLLEGE	9177176312	9177176312	H. NO: 16-6-831/1, Osmanpura, Chaderghat, Hyderabad, pin: 500024.
43	2020/11/14 9:36:37 AM GMT+5:30	Mr.	PEDDINI SURESH KUMAR	M.E/M.Tech	Asst. Professor	ssanjeearao@gmail.com	NIT silchar	9951078018	9951078018	Swarnandhra institute of engineering and technology
44	2020/11/14 9:46:05 AM GMT+5:30	Mrs.	RAMESH BABU MALLELA	M.E/M.Tech	Asst. Professor	sureshpeddini@gmail.com	TEEGALA KRISHNA REDDY ENGINEERING COLLEGE	9959748362	9959748362	H No 1-33/12, vivak nagar, Jilhalaguda, Meerpet, Ranga Reddy dist., PIN :500097
45	2020/11/14 1:06:01 PM GMT+5:30	Mr.	ANJANA DEVI MV	M.E/M.Tech	Associate Professor	rajani.bashaboina@gmail.com	SHRI VISHNU ENGINEERING COLLEGE FOR WOMEN (A), BHIMAVARAM	9705355716	9705355716	Shri Vishnu Engineering College for women(A), DEPT OF CSE.
46	2020/11/15 10:44:01 GMT+5:30	Mrs.	CH. USHA RANI	Others	Lecturer	rameshbabucse@svcew.edu.in	Guru Nanak Institutions Technical Campus	9397624349	9397624349	Anjana Devi MV,
47	2020/11/15 3:23:26 PM GMT+5:30	Dr.	Abdul Ahad	Ph.D	Professor	kommuridevi@gmail.com	G. PULLA REDDY DEGREE AND P G COLLEGE	9989890926	9989890926	D.No: 16-11-501/2/1/A,
48	2020/11/15 6:44:49 PM GMT+5:30	Mrs.	Somireddy Pavani	M.E/M.Tech	Asst. Professor	kushabhavara@gmail.com	TKR COLLEGE OF ENGINEERING AND TECHNOLOGY	9866910112	9866910112	G. PULLA REDDY DEGREE AND P.G COLLEGE; Mehdiapatnam : Hyderabad .
49	2020/11/15 7:11:18 PM GMT+5:30	Mr.	THOTA RAMA MURTHY	M.E/M.Tech	Professor	ahadbabu@gmail.com	TKR engineering college	8297066626	8297066626	Abdul Ahad, D.No: 2-50, Near Vijaya Hospital, Kalkaluru, Krishna Dist. A.P
50	2020/11/15 7:17:17 PM GMT+5:30	Mr.	V. V. S. Murthy	M.E/M.Tech	Associate Professor	pavanipandiri@gmail.com	KGRL College of PG Courses, Bhimavaram	9440316378	9440316378	Plot no 276 southend park colony Hyderabad
51	2020/11/15 7:32:02 PM GMT+5:30	Mrs.	S SAI SREE ANDAL	M.E/M.Tech	Asst. Professor	thotaramamurthy1@gmail.com	KGRL College (A), Bhimavaram	9885912763	9885912763	Prof. Thota Rama Murthy, Director, 404, Sri Matha Apartment, Sunkara peddaiyya street, Bhimavaram 534201
52	2020/11/15 7:57:34 PM GMT+5:30	Mrs.	M CHAITANYA	M.E/M.Tech	Asst. Professor	murthyall@gmail.com	TKR COLLEGE OF ENGINEERING AND TECHNOLOGY	9701561080	9701561080	H. No 2-3-345, ROAD NO 4, SRI SAI NAGAR COLONY, OPP. ALKAPURI BUS STOP, NEAR TKR COLLEGE OF ENGINEERING AND TECHNOLOGY, MEDBOLI, meerpet

2020/11/15 8:05:24 PM 55 GMT+5:30	Mr.	RAGHA VENI JAMPANA	M.E/M.Tech	Asst. Professor	hartveni9@gmail.com	SRKR ENGINEERING COLLEGE	8008891119	8008891119	J. Raghavani, Assistant professor, SRKR ENGINEERING COLLEGE, cse department opp U 210 , confidential section, 1st floor
2020/11/16 6:35:31 AM 56 GMT+5:30	Mr.	KISHORE VARMA MANTHENA	M.E/M.Tech	Asst. Professor	Kishore varma manthena	Srkr Engg college Autonomous	7702278779	7702278779	confidential section s/rk engineering
2020/11/16 8:44:37 AM 57 GMT+5:30	Mr.	Akula VS Siva Rama Rao	M.E/M.Tech	Associate Professor	shiva akula@gmail.com	Sasi Institute of Technology and engineering	9441443837	9441443837	Sasi Institute of technology and engineering tadepalligudem
2020/11/16 8:54:08 AM 58 GMT+5:30	Mr.	Satya Srinivas Maddipati	M.E/M.Tech	Asst. Professor	maddipatisatya@gmail.com	Sasi Institute of Technology & Engineering	9491172390	9491172390	Asst. Prof. CSE Department, Sasi Institute of Technology & Engineering, Tadepalligudem,
2020/11/16 9:10:28 AM 59 GMT+5:30	Mr.	YADAVALLI SURESH KUMAR	M.E/M.Tech	Asst. Professor	ysureshkumar24@gmail.com	Sasi Institute of Technology and Engineering	7893681828	7893681828	Tadepalligudem
2020/11/16 10:40:38 60 AM GMT+5:30	Mr.	T Rajesh	M.E/M.Tech	Associate Professor	rajesh.cse6@gmail.com	Bhimavaram Institute of engineering and technology	9000399913	9000399913	Bhimavaram institute of engineering and technology, pennada ,near pennada railway
2020/11/16 1:08:47 PM 61 GMT+5:30	Mr.	N S GANAPATHI RAM V	M.E/M.Tech	Asst. Professor	ram.vemparala@gmail.com	West Godavari Institute of Science and Engineering	7981136246	7981136246	V.N.S.Ganapathi Ram, H/O Dr. D.Madhava Sarma, Sri Sowdha, opp. Road of DRG
2020/11/16 2:19:08 PM 62 GMT+5:30	Dr.	KOPPARTHI SURESH	Ph.D	Professor	sureshkprl@gmail.com	Bhimavaram Institute of Engg. and Tech.	9494921111	9494921111	19-21-1, Bank colony Near Water Tank
2020/11/16 3:00:27 PM 63 GMT+5:30	Mr.	SIVA MADUGULA	Others	Lecturer	madugulasiva@gmail.com	BVRAJU COLLEGE	9676380446	7013899780	Balusuamdi, Bhimavaram 26-5-57
2020/11/16 4:15:07 PM 64 GMT+5:30	Mr.	BH L MOHAN RAJU	Others	Asst. Professor	mohanrajubh@gmail.com	DNR COLLEGE OF ENGINEERING AND TECHNOLOGY	9989923123	9989923123	BH L MOHAM RAJU DOOR NO-24-5-11, FLAT NO 401, Vananchal educational campus,
2020/11/16 4:37:52 PM 65 GMT+5:30	Dr.	DEVALARAJU RAVI SANKAR	Ph.D	Associate Professor	ravi.bvrice@gmail.com	Vananchal Dental College and Hospital	9182431937	9642861336	Pharthiya, Garhwa, Jharkhand pin 822114
2020/11/16 5:03:39 PM 66 GMT+5:30	Dr.	SRAVANTHI MALEMPATI	Ph.D	Asst. Professor	malempati.sravanthi0@gmail.com	Krishna University Dr MRAR PG Centre	9963049195	8074190623	H.No: 22-69, Pathapeta, Nuzvid, Krishna district, Andhra Pradesh - 521201
2020/11/16 5:39:10 PM 67 GMT+5:30	Mr.	GAJULA SRI VENKATA RAMA ABHISHEK	M.E/M.Tech	Asst. Professor	abhishke.gajula@gmail.com	BHIMAVARAM INSTITUTE OF ENGINEERING AND TECHNOLOGY	9291858965	9291858965	BHIMAVARAM INSTITUTE OF ENGINEERING AND TECHNOLOGY, PENNADA
2020/11/16 6:04:41 PM 68 GMT+5:30	Mr.	V S S P L N BALAJI LANKA	M.E/M.Tech	Lecturer	balajcsi@srivasaviengg.ac.in	SRI VASAVI ENGINEERING COLLEGE	9989673572	9989673572	S/o L Lakshmi Narayana D.No 10-21-21
2020/11/16 6:58:23 PM 69 GMT+5:30	Mr.	A V SATYANARAYANARAJU	M.E/M.Tech	Lecturer	satya.alluri1@gmail.com	B V RAJU COLLEGE	9493812361	9493812361	A.v.satyenarayanaraju, lecturer, Department of computer science, B V Raju
2020/11/16 8:06:10 PM 70 GMT+5:30	Mr.	SUDHEER BABU PUNURI	M.E/M.Tech	Asst. Professor	sudheerpunuri@giet.edu	GIET UNIVERSITY	9949785852	9949785852	Sudheer Babu Punuri, CSE Department, GIET UNIVERSITY, GUNUPUR 765022 ODISHA
2020/11/16 8:58:23 PM 71 GMT+5:30	Mr.	KEELLA MEENAKSHI	Others	Lecturer	keellameenakshi@gmail.com	B V RAJU COLLEGE	9640642738	9640642738	KEELLA MEENAKSHI, d/o:k.bogeswararao, B v raju colony
2020/11/16 9:17:17 PM 72 GMT+5:30	Mr.	SATYANARAYANA CHILUKURI	Others	Lecturer	csnmaths@gmail.com	B V RAJU COLLEGE	9951335558	9951335558	Door no 2-142, gollalakoduru. 534202
2020/11/16 11:04:09 73 PM GMT+5:30	Mr.	KONDA HARI KRISHNA	M.E/M.Tech	Asst. Professor	kharikrishna396@gmail.com	SRI VASAVI ENGINEERING COLLEGE	9948942117	9948942117	D.NO:44-10-571, INDIRA PRIVA DARSHINI STREET, GUNADALA, VIJAYAWADA-4. KRISHNA
2020/11/17 8:57:20 AM 74 GMT+5:30	Mr.	SIBUN PARIDA	M.E/M.Tech	Associate Professor	sibun.parida@gmail.com	University of Engineering & Management Jaipur	9903345779	9903345779	Sibun Parida, Associate Prof., CSE Department, UEM Jaipur, Gurukul, Silar road, near HOD of chemistry, Kgrl degree college,
2020/11/17 9:51:40 AM 75 GMT+5:30	Dr.	M.V.V.RAMANJANEYULU	Ph.D	Associate Professor	Matlapudi_vvr@gmail.com	KGR Degree College	9494911097	9494911097	Bhimavaram
2020/11/17 10:43:02 76 AM GMT+5:30	Mr.	Viswaprasad kasetti	M.E/M.Tech	Associate Professor	viswadm@gmail.com	Ramachandra college of engineering	9618554007	9618554007	Ramachandra college of engineering, eluru Hno 50 migh flat no 202 babu manlan new
2020/11/17 10:51:37 77 AM GMT+5:30	Mrs.	Jyoshna Bellam	M.E/M.Tech	Associate Professor	jyoshnabellam@gmail.com	Kashav Memorial Institute Of Technology	9866095035	9866095035	Santoshnagar colony opp.yadagiri theatre
2020/11/17 11:19:12 78 AM GMT+5:30	Mrs.	Deepali Ujalambkar	M.E/M.Tech	Asst. Professor	dmujalambkar@aismscoe.com	AISSMS COE Pune	7798811825	7798811825	Flat no 401, Trimurti sangam Appt near Major R R Rane School Sangamwadi Pune
2020/11/17 11:29:03 79 AM GMT+5:30	Dr.	B.RAMA SUBBA REDDY	Ph.D	Professor	rsreddyphd@gmail.com	SV Engineering College	9441425542	9441425542	Department of IT, SV Engineering College, Karakambadi road, Tirupati-517507, Chittoor
2020/11/17 11:32:45 80 AM GMT+5:30	Mr.	T Satyendra kumar	M.E/M.Tech	Asst. Professor	satyendrakumar.t@svcolleges.edu.in	SV Engineering College	9490734446	9490734446	SV Engineering college, karakambadi road, tirupati, 517507
2020/11/17 1:57:30 PM 81 GMT+5:30	Dr.	SHABNAM SAYYAD	Ph.D	Asst. Professor	sshhaikh@aismscoe.com	AISSMSCOE	9422777597	9422777597	flat no 203 mayfair elegant, tadiwala road near kumar pinnacle, pune 411001
2020/11/17 3:00:16 PM 82 GMT+5:30	Mr.	SEETHIRAJU L V V D SARMA	M.E/M.Tech	Associate Professor	shvdsarma@gmail.com	HINDU COLLEGE OF ENGINEERING & TECHNOLOGY	7794955259	7794955259	HINDU COLLEGE OF ENGINEERING & TECHNOLOGY
2020/11/17 1:57:30 PM 83 GMT+5:30	Mr	K S R PRASAD	M.E/M.Tech	Asst. Professor	turya.dnrcet@gmail.com	DNRCET	9704723125	9704723125	D.N.R. College of Engineering & Technology Bhimavaram



2020/11/17 3:00:16 PM 84 GMT+5:30	Mr.	B NANDANA KUMAR	M.E/M.Tech	Asst. Professor	dnrnanandan@gmail.com	DNR CET	8247853445	8247853445	D.N.R. College of Engineering & Technolo BHIMAVARAM
2020/11/17 7:04:10 PM 85 GMT+5:30	Mr.	Saka Uma Maheswara Rao	M.E/M.Tech	Associate Professor	Saka.mahi@gmail.com	SCET	9491174711	9491174711	Narasapuram W/o G. shramakrishna raju 9-51, kallaluru sandhu, c/o Nallamoithu
2020/11/18 9:19:05 AM 86 GMT+5:30	Mrs.	Potturi Reshma	M.E/M.Tech	Asst. Professor	reshmapothuri@gmail.com	Godlavalleru engineering college	9515406309	9515406309	Godlavalleru Engineering College, Seshad Rao knowledge village, Godlavalleru, pin 521185
2020/11/18 9:23:39 AM 87 GMT+5:30	Mr.	Advaitha Vetagiri	M.E/M.Tech	Asst. Professor	advaitavetagir@gmail.com	Godlavalleru Engineering College	8096964785	8096964785	Sno 2-226;panamakuru;Thotlavalluru(md Krishna (dt) pin 521185
2020/11/18 9:25:18 AM 88 GMT+5:30	Mr.	Srikakulapu Subhakar	M.E/M.Tech	Asst. Professor	srikakulapubhakar@gmail.com	Godlavalleru Engineering College	9951020820	9951020820	71/5, Grahalaakshmi Flats, K.K Nagar Exten IV th Street, Chennai.99.
2020/11/18 2:00:58 PM 89 GMT+5:30	Dr.	VADIVELAN.N	Ph.D	Professor	velance@gmail.com	Teegala Krishna Reddy Engineering College	8939668506	8939668506	DNR college of engineering and technology
2020/11/18 3:19:36 PM 90 GMT+5:30	Mrs.	Raja Rajeshwari Kamaja	M.E/M.Tech	Asst. Professor	raji.rajeswari539@gmail.com	DNR college of engineering and technology	9642159119	9642159119	DNR college of engineering and technology
2020/11/18 3:19:45 PM 91 GMT+5:30	Mr.	Sela.V.V Durga Venu Gopal	M.E/M.Tech	Asst. Professor	venuf16@gmail.com	DNR College of Engineering & Technology	9951370269	9951370269	Jai Sai Residency, flat no:303 chivatam Tanuku, w.g dt, AP 534216
2020/11/18 3:20:02 PM 92 GMT+5:30	Mr.	L BUJIBABU	M.E/M.Tech	Asst. Professor	bujjibabu1009@gmail.com	DNR COLLEGE OF ENGINEERING AND TECHNOLOGY	7981012699	9951795259	Dept. OF CSE DNR CET
2020/11/18 5:20:57 PM 93 GMT+5:30	Dr.	Dr. D Venkatapathi Raju	Ph.D	Professor	drdvp@gmail.com	D N R College of engineering and technology	9492835174	9492835174	Dr D Venkatapathi Raju Director
2020/11/18 5:52:27 PM 94 GMT+5:30	Mr.	PRUDHVIY RAJU MANTENA	Others	Asst. Professor	prudhvy@svccw.edu.in	Shri Vishnu Engineering College for Women	9440637137	9440637137	A1, Balaji Homas, Srirampuram, Bhimavara 534202
2020/11/18 5:52:50 PM 95 GMT+5:30	Dr.	A.RAMAMURTHY	Ph.D	Professor	ram111_sai@yahoo.com	DNR College of Engineering and Technology	9848380889	9848380889	Cse dept. DNR CET BHIMAVARAM
2020/11/19 11:45:22 96 AM GMT+5:30	Dr.	R.V.V.S.V Prasad	Ph.D	Professor	ramyanam.prasad@gmail.com	Swarnandhra College of Engineering and Technology	9491584599	9491584599	RVVSV PRAASAD 19-22-6B, REDDY COLONY
2020/11/19 11:59:26 97 AM GMT+5:30	Mr.	Rama Krishna Raju Chekuri	M.E/M.Tech	Asst. Professor	rajuchekuri29@gmail.com	Swarnandhra College of Engineering and Technology	9000266299	9000266299	1-133, Sakhinatipalli Lanka, Razole TO, East Godavari - 533251
2020/11/19 12:49:21 98 PM GMT+5:30	Dr.	Buddharaju Venkata Subrahmanya Varma	Ph.D	Professor	bvsvarma2002@gmail.com	DNR COLLEGE OF ENGINEERING AND TECHNOLOGY	9666575424	9666575424	DNR COLLEGE OF ENGINEERING AND TECHNOLOGY
2020/11/19 2:14:54 PM 99 GMT+5:30	Mr.	Sonyabapu More	Others	Asst. Professor	morestirpvp@gmail.com	PVP College,Loni bk,Ahmednagar,Maharashtra	9975148183	9975148183	Mr.Sonyabapu More,A/p:Kolhar bk,Tal:Rahata,Dist:Ahmednagar,State:Mahara ASHB COLONY,LUG
2020/11/19 2:15:46 PM 100 GMT+5:30	Mr.	PCS NAGENDRA SETTY	M.E/M.Tech	Asst. Professor	jeftsonly@gmail.com	DNR CET	9490046470	9490046470	TADEPALLUGUDEM,534101,W.G.DIST

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Dr. R. Rajeswara Rao is presently working as Professor in the Department of Computer Science & Engineering (CSE), JNTUK-UCEV, Vizianagaram. Dr. Rao completed his B.Tech in CSE in the year 1999 from V.R.Siddartha Engineering College, Vijayawada. M.Tech in CSE from JNTUH- Hyderabad in the year 2003, PhD in CSE from JNTUH-Hyderabad in the year 2010. He did Post Doctoral Research from University of Missouri (UOM) , Columbia, USA. Dr. Rao is having 19 + Years of Teaching Experience in the field of Computer Science and Engineering.



Dr. Rao served as officer in charge of Hostels and Head of the Department, JNTUK, UCEV, Vizianagaram. He is Expert Visit Committee Member to AICTE, New Delhi. He is a state level committee member for Curriculum Development for the state of Andhra Pradesh appointed by AP-State Council for Higher Education ( APSCHE) for Computer Science & Engineering.

He authored one monograph titled with "Automatic Text Independent Speaker Recognition using Source Feature" (Lap LABERT Publishing GmbH Co. KG, Germany) in the year 2012 and Two Text-Books titled "Cloud Computing and virtualization" (BSP Publications) in the year 2014 and Software Engineering-A New Approach in the year 2018. Four students have received Ph. D under his guidance from JNTUH-Hyderabad. To his credit he had published papers in ACM, ELSEVIER, SPRINGER and other reputed journals. He authored 76 Journals, presented papers in 35 conferences and chaired 23 session chairs and gave 43 invited talks in various reputed colleges in Andhra Pradesh and Telengana. Prof. Rao received Dr. Abdul Kalam Award for Teaching Excellence-2019 from Marina Labs, Chennai. Best Researcher Award from JNUK, Kakinada on 28<sup>th</sup> December, 2018. He received VIDYA RATAN award from T.E.H.E.G, New Delhi for the year 2011. He is an academic advisor to National Cyber Safety and Security Standards (NCSS). He is a Member of CSI and Sr. Member of IEEE. His Areas of Interest are Artificial Intelligence , Speech Processing, Pattern Recognition, NLP and Cloud Computing.

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### Profile of Dr. K. Subrahmanyam



Dr. Kodukula Subrahmanyam, a Gold Medalist from Andhra University (1992-93) is currently working as a Professor (CSE) & Special Officer to VC, K L University, Vaddeswarm, Guntur. He is in teaching profession for the past 27 years and prior to joining KLEF he worked as Programme Leader in the School of Engineering, Science & Technology at KDU University, Malaysia for about 10 years. While working in Malaysia, Prof. Subrahmanyam has been associated with many reputed Universities like Carnegie Melon University (USA), Murdoch University, Monash University (Australia), Northumbria University (UK) and gained international exposure on various teaching & learning pedagogies. He is the **Founder Chairman of ACM Amaravathi Chapter** and an active member of other professional societies like **CSI, IEEE & CSTA**, etc.. He has published more than 100 research papers in both National and international journals/conferences and attended various workshops/conferences in Malaysia, Singapore, USA & India. His research interests include Knowledge Engineering, Software Engineering & Soft Systems Methodologies. He has guided 5 scholars towards their PhD, 100 over students towards their Master's and Bachelor Dissertations and currently guiding another 8 towards their PhD.

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**Prof.D. Srinivasa Rao**



**Profile:**

Dr.D.Srinivasa Rao is currently working as Professor and Group Head , Business Analytics, KL University Business School. He has 20 years of teaching experience and specialised in Research Methodology and Data Science with **R, Python and SPSS**. Published 30 Scopus indexed papers , guided 4 Ph.Ds. and conducted several FDPs on research methodology and Data Science.

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**Dr.J.Pranitha**



**Interests:** Fluid Dynamics;Heat transfer;Porous Media

Dr.J.Pranitha is currently working as Asst. Professor, National Institute of Technology, Warangal. She has 12 years of teaching experience and specialized in Department of Mathematics. She Published 12 Papers and guided 2 Students. She has attended 4 Conferences. She has also got funding 17 Lakhs to Numerical Project.

**Dr. PRANITHA J**  
**Assistant Professor**  
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**Dr. Sanampudi Suresh Kumar**

B.E (CSE), M.Tech(CSE), Ph.D (CSE)

Assistant Professor & Head

ISTE, ACM

Information Technology

**Areas of Interest:**

Artificial Intelligence, Natural Language processing

Information Extraction, Data Analytics

**Educational & Professional**

• **Academic Qualifications**

1. Ph.D in Computer Science Engineering, J.N.T.U.H (2006-2010)
2. M.Tech in Computer Science Engineering, SASTRA University with First Class With Distinction (2003-2005)
3. B.E in Computer Science Engineering, Bharathidasan University with First Class With Distinction (1999-2003)

• **Professional Experience**

• **Teaching Experience**

1. Assistant Professor, Pilla Reddy Institute of Technology (2009-07-02 - 2010-09-16)

• **At JNTUH**

1. Assistant Professor, J.N.T.U.H (2010 - Till Date)  
Computer maintenance Officer, J.N.T.U.H.C.E.J, 15 Jul 2015 - 27 Jan 2017

**Dr. Sanampudi Suresh Kumar**

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- Dr. D. (Educational Research Officer) Lakshmi
- Associate Professor (CSE) at BV Raju Institute of Technology (BVRIT)



Dr.D.Lakshmi (B.Tech., Madras University, M.Tech University of Mysore and PhD., Anna University, Chennai) , is an Educational Research (VEDIC). She has been working in the educational sector since 1998. Her key focus is on exploring the dynamics of learning, dynamics of learner and classroom dynamics, suitable to accelerate the learning efficacy of higher education students. Her research areas include educational technology, educational data mining, virtual education and educational psychology. Use of ICT in Teaching Theory of Computation: An Experimental Case Study at the IEEE Conference, which won the Best Paper Award. I have also addressed innumerable guest lectures, conducted and organized several FDP Trainings (approximately 2500 faculty members). She has been invited as a jury for the national level conferences and national level student's symposium. Invited as a keynote speaker as well. Reviewed several books for Tata McGraw Hill and Pearson Publishers. Presented papers in 10 international conferences and published 6 international journal papers. Attended more than 100 workshops, conferences and seminars. And completed few online certification courses. It's my firm belief that given the opportunity to work in any institution, I shall find the right avenues to express my true capabilities to not only extend my own frontiers, but to also transcend the institution to a different plane. Built a software model based Brain Dominance, Learning Style Preferences, Multiple Intelligence, and Personality. With the passion to mentor the students with the holistic approach, she has gained adequate amount of exposure towards the secondary specialization such as life sciences, food and nutrition, cognitive science, yoga and meditation, educational psychology. Areas of expertise: Educational research methodologies, IQAC, Curriculum Planning, Learning Assessment, Accreditation (NBA/NAAC), expertise video creation, Data Analytics.

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## Research Paper Writing Using R Programming

You should start writing your paper *while* you are working on your experiment. Prof. George Whitesides says: “A paper is not just an archival device for storing a completed research program; it is also a structure for planning your research in progress. If you clearly understand the purpose and form of a paper, it can be immensely useful to you in organizing and conducting your research. A good outline for the paper is also a good plan for the research program. You should write and rewrite these plans/outlines throughout the course of the research. At the beginning, you will have mostly plan; at the end, mostly outline. The continuous effort to understand, analyze, summarize, and reformulate hypotheses on paper will be immensely more efficient for you than a process in which you collect data and start to organize them only when their collection is ‘complete’.” Here are some concrete steps to get started.

1. Read George Whitesides’ “How to Write a Paper”.
2. Read through *at least* one full paper in your target journal, to get a sense of the content and writing style.
3. To clarify in your own head the purpose of your paper, start by drafting your abstract.
4. Before you tackle the body of the paper, sketch block outlines of the figures. Decide what images and plots you will put in the paper, and how the panels will be arranged.
5. Outline at the paragraph level before you write. Look at how many paragraphs there will be in the style of paper you are trying to write. For example, for a standard 4-page scientific letter, aim for 13 paragraphs (generally, you can estimate about 200 words per paragraph). Figure out how to tell your entire story (not numbers, just story!) in 13 stand-alone sentences.
6. Make each of those sentences into the first sentence of a paragraph, and fill into each paragraph only details that are relevant to that first sentence. If you find yourself writing details about the figures, cut and paste them into the captions.
7. If you can include the minimal identifying information in parentheses to trigger your memory later, e.g. “(WhitesidesAdvMat)”, so all of the information is compact.
8. Dig into the existing literature to write the intro paragraphs. A thorough literature search may take a full focused week for each intro paragraph. Use an organized, three-pass approach to keep a good balance between depth and breadth of your search.
9. Rewrite your abstract, taking into account what you have learned from the process of writing the paper. As you fine-tune your abstract, refer again to Nature’s instructions for writing an abstract and for clear communication more generally.

### Your paper should be fractal:

Somebody with one minute to look at it should be able to get the main idea just from reading the abstract. Somebody with 5 minutes should be able to look at the figures and get more out of it. Somebody with 10 minutes should be able to get the story from the introduction, first sentence of each paragraph, and conclusion.

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## LaTeX – A document preparation system

LaTeX is a high-quality typesetting system; it includes features designed for the production of technical and scientific documentation. LaTeX is the de facto standard for the communication and publication of scientific documents. LaTeX is available as free software.

You don't have to pay for using LaTeX, i.e., there are no license fees, etc. But you are, of course, invited to support the maintenance and development efforts through a donation to the TeX Users Group (choose LaTeX Project contribution) if you are satisfied with LaTeX.

You can also sponsor the work of LaTeX team members through the GitHub sponsor program at the moment for Frank, David and Joseph. Your contribution will be matched by GitHub in the first year and goes 100% to the developers.

The volunteer efforts that provide you with LaTeX need financial support, so thanks for any contribution you are willing to make.

### Maintain your outline:

It's important not to lose sight of your outline, as you fill in the details of your paper. This L<sup>A</sup>T<sub>E</sub>X template file allows you to title each paragraph using the `\ptitle{}` command. You should keep these titles in place throughout the entire paper-writing process; they will serve as a constant reminder to keep each paragraph focused on a single point. You should be able to skim through these bold paragraph titles, without reading any of the intervening sentences, and still understand the basic logical flow of the paper. At the final step before submission, comment out the line `ptitletrue` in the header, to hide the paragraph titles. But do not delete the paragraph titles, because they will remain useful to you in the inevitable paper revision process down the road.

### Formatting checklist:

Whether you are using a compiler on your computer or online, please use the latest version of REVTeX, and check your formatting carefully.

TABLE I. Formatting mathematical symbols.

Incorrect	Correct
$\cos\theta$	$\cos\theta$
$T_{sample}$	$T_{sample}$
$V_{rms}, V (rms)$	$V_{rms}$
$E_x, x \text{ direction}$	$E_x, x$ direction
$B_{app}$	$B_{app}$
$Sb_2Te_3, Sb_2Te_3$	$Sb_2Te_3$
$Sb_2-x$	$Sb_{2-x}V_x$
$V_xTe$	$Te_3$
	$dI/dV$

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3	
dI/dV	
$B = 5T, B=5T$	$B = 5 T$
x direction, X direction	x direction
1st, 1 <sup>st</sup> , 2nd, 2 <sup>nd</sup>	1 <sup>st</sup> , 2 <sup>nd</sup>

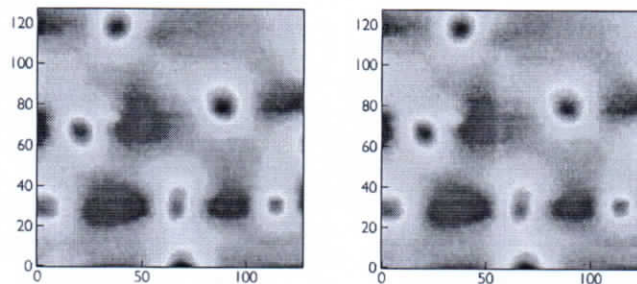
TABLE II. Spacing.

	L <sup>A</sup> T <sub>E</sub> X	Output
Incorrect	e.g. incorrect	e.g. incorrect
Incorrect	Fig. 2	Fig. 2
Correct	e.g. \ correct	e.g. correct
Correct	Fig. \ 2	Fig. 2
Correct	Fig. ~2	Fig. 2

#### Use vector format figures:

Figures should typically be made in Python, Adobe Illustrator, or other program that allows vector format export, so that all fonts, arrows, etc. will scale cleanly when zoomed. Most journals prefer to stay away from Microsoft Powerpoint (although it can be exported to eps or pdf) because the fonts are often not transcribed correctly in publication format. A bigger problem with Microsoft is that it does not faithfully reproduce the pixelation of data images. Microscope images are acquired with a specific pixel resolution, and that pixelation should be honestly communicated to the reader without interpolation.

Fig. 1 illustrates this point.



Comparison between blurry pixels (dishonest interpolation occurs when the image is processed in Microsoft Powerpoint) vs. clean pixels (honest representation is preserved when the image is processed in Python and Adobe Illustrator). MFM images of vortices in NdFeAsO<sub>1-x</sub>F<sub>x</sub>.

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## Vector Graphics

Mendeley also provides an export function to automatically create your bib file. Here are some tips to use Mendeley most effectively.

1. Import paper: In the upper left corner of Mendeley Desktop, click the drop-down menu for “Add” and select the bottom option “Add Entry Manually”. In the dialog box that pops up, scroll down until you find the DOI field. Paste the DOI into the field, and click the little magnifying glass icon to the right of the field. This will auto-populate all of the relevant paper information such as author names, title, etc., without risk of typos due to manual copying.

*Note 1:* Mendeley also allows you to import directly from a PDF file, and it tries to pull all of the meta-data from the PDF, but the process is imperfect. So it’s safest to use the DOI for an error-free import.

*Note 2:* Even if you use the DOI, some journal titles will not import correctly with special characters, so you may need to manually correct.

2. Add tags: It’s useful to add tags to help sort your imported papers. For example, if you are going to be writing a manuscript in 2019 on superconductivity, you might add the tag “sc19” to all the relevant papers that you will be citing in your manuscript.
3. Export bib file: Select all of the references that you want to include, and go to File Export. Name your file, and it will add a citation key to each paper (e.g. Whitesides2004) and automatically export to a bib file.
4. **Resolve redundant citation keys:** At this point, you may have several references with the same citation key, e.g. Huang2016a and Huang2016b. For your future convenience, you should manually change the redundant citation keys to be more informative, e.g. HuangNanoLett2016 and HuangPRB2016. Now re-export the bib file. Open the bib file in your tex file editor. By default, Mendeley exports all fields, including long ones like the abstract. To reduce clutter in your bib file, and make it easier to debug any errors, it’s a good idea to remove the abstracts and other unnecessary fields. For example, in WinEdt go to Search Replace, check the regular expressions box, search for “<abstract\*\* ,>,” and replace it with nothing.

## Introduction to R

You’ve made it this far. In theory you know how to collect your data now. You might have done that by conducting interviews or running a survey, or just by visiting an archive like the General Social Survey website. *Having* data is worth something, but it’s not worth everything. You have to do something with the data in order to answer any questions with it.

The rest of this book is focused on that goal - using the data you collected in order to answer the questions you want to be able to ask. A lot of the time we use statistics to

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answer those questions, at least partially. Sometimes we'll use the basic calculations you probably did in a high school stats class and sometimes using something more complicated. Statistics is a substantial part of how social scientists know anything about the world. But this book won't focus on how to calculate a standard deviation by hand, because you don't have to. It's good for understanding what the measure means, but software can do that work for you lightning fast - the more important skill is knowing what to do with it once it is calculated.

The next set of chapters will all be structured the same way. The first half of the chapter will introduce a topic (in this chapter R and programming) and the second half will focus on examples and practice. You can read the first half without being concerned about the second half, and you can just go practice the second half if you already know everything you need to about the topic.

The second half of the chapter will generally repeat the material in two forms. I'll describe all the steps involved in whatever we're learning, and I'll walk you through those steps using videos too. That gives you a few opportunities to see the material. If you get stuck practicing it'll be frustrating. I still get frustrated pretty often when coding. What I would recommend is slowing down, looking back at what you did and just trying to reproduce exactly what is in the book as closely as possible.

## 9.1 Concepts

### 9.1.1 What is R

R is a programming language and environment for data analysis that is popular with researchers from many disciplines. R refers both to the computer program one runs, as well as the language one uses to alter data within the environment. R only speaks R, and so like traveling to a foreign country it is useful to learn the local language in order to communicate. You can yell at R in English as long as you want, but it can't produce your data unless you ask correctly. Fortunately, R's language is based on English and it wants to be as straightforward as possible.

### 9.1.2 Why Use R?

There are other statistical packages that similar research methods classes use, including Stata and SPSS. One of the greatest benefits of R is the price: free. Access to Stata for a one semester class costs \$45-125, and extended access costs more. And like Apple they update the software periodically, which means purchasing a new license. R is an open source software that anyone can use free of charge forever. That means whatever skills you learn you can continue to develop after the class ends.

Many people have access to Excel as a spreadsheet program through Microsoft Office, but R is faster and more flexible for data analysis. Excel is a drag-and-drop

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program that does not produce reproducible analysis. R, as a programming language, allows users to create a 'script' that the computer runs in order to output analysis. That means the script can be reusable, shareable, and iterative, which will have significant benefits if you continue with data analysis after the class. Luckily, R is a relatively straightforward introduction to programming.

Me justifying that you should learn to code because it will benefit you after the class and you can write something called a script probably sounds weird though. The majority of readers won't be interested in doing anything related to this class after the semester, and you have no idea what a script or reproducible analysis is. Using Excel would be more user friendly - there would be no language to learn, and the data you're using is always right in front of you. I've done that before in a similar class, and actually using Excel as a tool is just as difficult for beginners, and the ceiling on how useful it can be for working with data is considerably lower. Take this class as an opportunity and gentle introduction to a really valuable career skill: programming.

### 9.1.3 Why learn to program?

Data analytics is a quickly growing field with numerous job possibilities. The skills you learn in this class, if more fully developed, can be applicable to any industry, from Google to banks to government to a lemonade stand.

Computer programming is a flexible skill that can help you to manage laborious processes. It can stimulate creative thinking, grow your problem solving capabilities, and can help teach persistence. All of that with a valuable one on the job market.

Data Scientist has been called the sexiest job of the 21st Century.

If you want to take my word for it, President Obama once stated that every kid should learn how to code/program.

Let's give it a shot in this class, and see if it's a skill you'd like to continue developing.

I'll make one final argument in favor of coding. It's a bit like doing magic or casting spells. You get to speak an arcane language that not everyone understands and when you do speak it things happen. If I write a statement like "a graph that shows the relationship between murder and assault rates for US states" the sentence does nothing. It just sits there, and you can read that sentence, but nothing happens. If I write a spell though like `plot(USArrests$Murder, USArrests$Assault)` suddenly it transforms into what I want.

5.



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IBM, Austin TX(USA)

**Dr. Ramalinga Swamy Cheruku**

Assistant professor, NIT Warangal, Telengana

**Dr. B. SRINIVAS**

Professor & HOD-ECE

Marri Laxman Reddy Institute of Technology and

Management (Autonomous)

Dundigal, Hyderabad, R.R Dist, Telangana.

**Dr. M.SENTHIL,**

President, Innovation cafe

Institute Innovation Council and Intellectual Property

Right Cell, Sri Balaji Vidyapeeth University

Pilliyarkuppam, Puducherry- 607402

**Mr. S. MAHABOOB HUSSAIN SHAIK**

Vice President, Entrepreneurship Development for

Basha Research Corporation (BRCORP),

Mentor of Change for Atal Innovation Mission (AIM)

NITI Aayog, Government of India

**BK Lavanya Sister**

M.Sc Psychology, MBA

Spiritual Counsellor, Rajyoga Meditation Trainer

### DECLARATION

The information furnished is true to the best of my knowledge. I agree to abide by the rules and regulations governing the course. If selected, I shall attend the course for entire duration; I also undertake the responsibility to inform the coordinator sufficiently in advance, in case I am unable to attend the course.

Place:

Date:

Signature of the Applicant

Hon. President, DNR College Association

**Sri G.SATYANARAYANA RAJU**

Hon. Secretary & Correspondent,

DNR College Association

### PATRON

**Dr. G. V. RAJU Ph.D (IITM)**

Principal, DNR CET

### ADVISORY COMMITTEE

**Dr. B.V.S. Varma**

Professor & Vice-Principal, DNR CET

**Dr. N. Venkata Rao**

Professor & Dean (Academics), Dept. of ECE

**Dr. A. Ramamurthy**

Professor & Dean Admin., Dept. of CSE

**Dr. K. Subrahmanyam**

Professor & Dean (Exams), Dept. of EEE

### SCIENTIFIC COMMITTEE

**Mr. V. Balaji,** Assistant Prof, Dept of ECE

**Mrs. S.Radhika,** Assistant Prof, Dept of ECE

Address for Correspondence

**Dr. S. Koteswari**

Professor & HOD-ECE

Coordinator, FDP

DNR CET

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**A One-Week**

**AICTE-ISTE Sponsored**

**Induction/Refresher Online FDP on**

**Research Methodology: Tools & Techniques**

**Programme-3**

**14<sup>th</sup> -19<sup>th</sup> DEC 2020**

Coordinator

**Dr. S. Koteswari,**

**Professor & HOD-ECE**

Organized by

**DEPARTMENT OF ELECTRONICS & COMMUNICATION  
ENGINEERING**



**D.N.R COLLEGE OF ENGINEERING & TECHNOLOGY**

**(Approved by AICTE, New Delhi & Affiliated To**

**JNTUK, Kakinada)**

**Accredited by NAAC with 'B++' Grade**

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established in the year 2010, is one of the constituent colleges of DNR Association established in 1945, playing a significant role in imparting technical education and having excellent infrastructure and modern laboratories, internet with Wi-Fi facility, Central library and Digital library. This Institute is accredited by NAAC with 'B++' Grade.

DNR College Association got approved from AICTE, New Delhi to run PG, UG, and Diploma courses in DNR CET. The college offers CE, EEE, ME, ECE and CSE at UG level, M.Tech specializations in STRUCTURES, MACHINE DESIGN, CSE and DECS. The college offers diploma courses in DECE, DEEE, DCE and DME. It has acquired good reputation in terms of infrastructure, placements and in providing quality technical education within a short span of time.

#### ABOUT THE DEPARTMENT

The Department of Electronics and Communication Engineering was established in the year 2010 to start a 4-year B.Tech. Degree program affiliated to Jawaharlal Nehru Technological University, Kakinada with an intake of 60. The intake was increased to 120 from the academic year 2012-13. The department offers PG course, M.Tech in Digital Electronics and Communication Systems with an intake of 18 seats and Diploma course, DECE with an intake of 60 seats.

The Department has contributed much through its committed academic legacy. The department of ECE has well qualified and rich experienced faculty with excellent infrastructural facilities. The department has all the laboratories with both hardware/software and

tial for researchers in technical institute for their professional refinement. As Research is an integral part of academic & scientific world and also the quality of research would be the degree of excellence. Hence in order to carry out research, we all need to be trained. Any research or research project is like an unknown journey although you know the objectives.

As the world is surging ahead due to this uncertain situations of COVID, well Articulated Research Methodologies could be step forward in this direction. We guess this FDP would prove that we could convert the unknown journey to known journey. The FDP is also such an initiative wherein the delivery of content is focused upon extracting quality of research from the faculties through effective and competent course content.

#### Topics to be covered under this FDP:

1. Overview of Research methodology.
2. Different simulation software's & optimisation tools.
3. Intellectual property Right, Patent searching.
4. Documentation & Demo Session in LATEX.
5. Industrial experts talks on recent trends.

The FDP covers basic and innovative research methods for the faculties to adopt and become capable enough to train and guide the young students.

These topics will be delivered by the eminent speaker of National and International repute.

ICATION FOR THE COURSE

- ⇒ Session are to be handled by the expert members from IIT, NITRR, NIT, Anna University, MSME & EDI, and various other top universities & industries.
- ⇒ Practical & Tutorial sessions will be incorporated and handled by the experts.

#### INSTRUCTIONS TO THE PARTICIPANTS

- ⇒ Faculty Members from AICTE approved Engineering, Management, and other Institutions with ISTE membership are eligible to attend.
- ⇒ Selection criteria for the participants are first come first serve basis.
- ⇒ Participants should follow the session timings.
- ⇒ Certificates will be issued for those participants who qualifying the test and attending all the sessions.

#### GENERAL INFORMATION

- ⇒ Registration fee : Nil
- ⇒ Maximum number of participants allowed : 100

#### IMPORTANT DATES

- ⇒ Last date for Registration form : 09th DEC 2020
- ⇒ Provision Selected Intimation (by Email) : 11th DEC 2020

#### REGISTRATION LINK

<https://forms.gle/cYh9FE687Nt5G9khi6>



**A Brief Report Submitted on 21<sup>st</sup> Dec 2020**  
**AICTE-ISTE SPONSORED ONE-WEEK ONLINE FDP ON**  
**“RESEARCH METHODOLOGY: TOOLS & TECHNIQUES”**

**Held during 14<sup>th</sup> Dec-2020 to 19<sup>th</sup> Dec-2020**

**Organized By: Department Of Electronics & Communication Engineering**

**Venue: Seminar Hall, DNRCE**

**Resource Person:**


1.	<b>Dr.Y.Padma Sai</b> Professor& Head,Ece,Vnr Vignana Jyothi Institute Of Engineering & Technology Bachupally, Nizampet ISTE Ts Section Secretary Cum Treasurer 2015-19 <b>Dr.Kumar Sambhav</b> , Associate Professor U.P. Institute Of Design, Noida	Inauguration & Keynote Address
2.	<b>Dr.B.Srinivas</b> , Hod Ece, MLRIT, Hyderabad, Telangana	Overview Of Research Methodology
3.	<b>Mr.M.Hussain</b> , Head Iedc& Mentor NITI Aayog, Govt. Of India	Proposal Writing, e search Mathematical Modelling
4.	<b>Dr.M.Senthil</b> , President, Innovation Café, Institute Innovation Council	Intellectual Property Right, Patent Searching
5.	<b>Dr.Ramalingaswamy Cherukuru</b> Asst.Professor, Nit Warangal, Telangana	Documentation InLatex, Demo Session-InLatex, Beamer
6.	<b>Bk.Lavanya Sister</b> Spiritual Counsellor	Emotional Development & Stress Management
7.	<b>Dr.Ch.S.Chowdary</b> Artificial Intelligence (AI) Specialist, Ibm, Austin Tx(USA)	Open Industry Problems And Implementation On Recent Trends
8.	<b>Col.B.Venkat</b> , Director, Aicte. <b>Dr.K.Manivanan</b> , National Executive Council Member-Iste Delhi	Valedictory and Feedback

The session was started at 10 AM. Dr.S.Koteswari Coordinator of the programme and Head of Department ECE, DNR College of Engineering & Technology, Bhimavaram had welcomed the gathering. She had given brief outline of program and requested to all the participants to enrich their knowledge from this FDP by effective participation. She explained various outcome of the program.

The AICTE-ISTE Induction/Refresher program is essential for researchers in technical institute for their professional refinement. As Research is an integral part of academic & scientific world and also the quality of research would be the degree of excellence. Hence In order to carry out research, we all need to be trained .Any research or research project is like an unknown journey although you know the objectives. As the world is surging ahead due to this uncertain situation of COVID, well Articulated Research Methodologies could be step forward in this direction. We guess this FDP would prove that we could convert the unknown journey to known journey. The FDP is also such an initiative where in the delivery of content is focused upon extracting quality of research from the faculties through effective and competent course content.

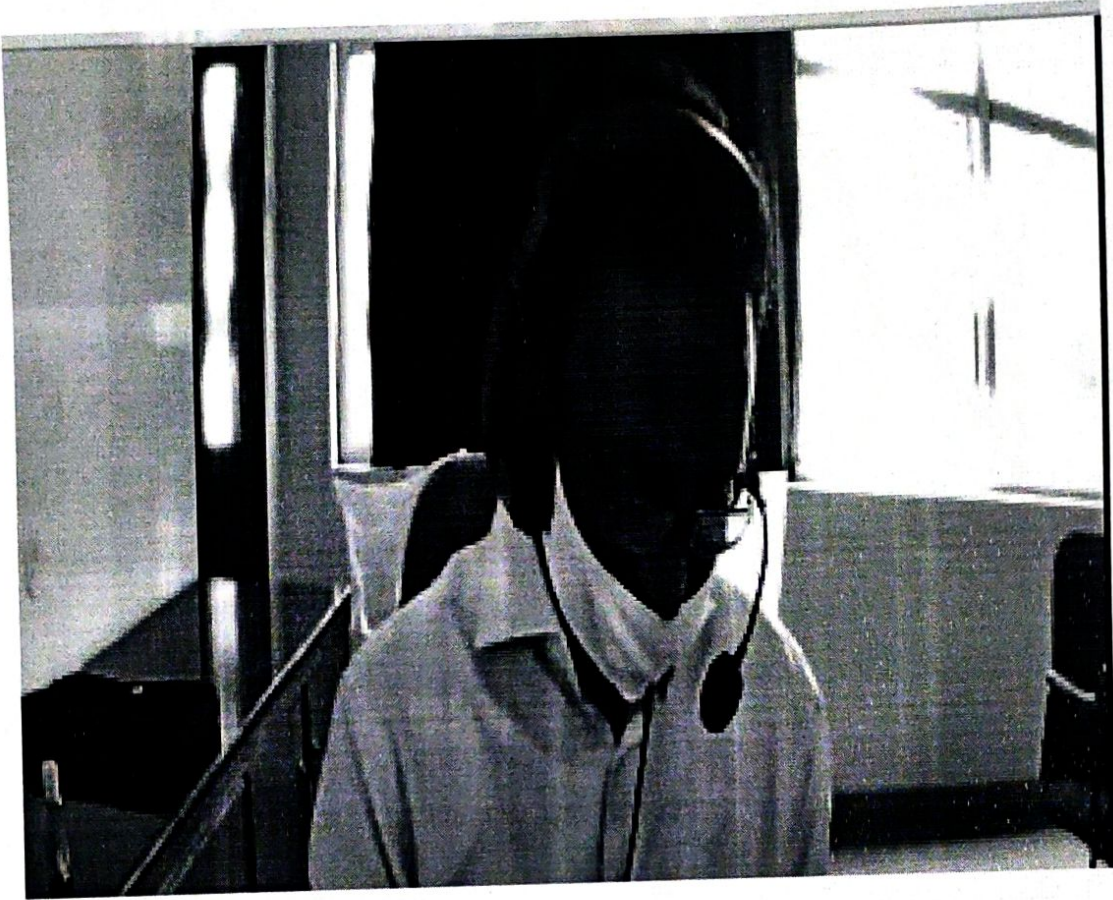
Among most of the participants felt that the correct knowledge and direction for conducting research was obtained in the FDP. There were total 100 participants from various management and engineering institutions and colleges across Andhra Pradesh, Telangana and various states in India

  
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**Principal**  
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**Photos:**



Research Methodology: Tools & Techniques Programme-3

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## Dr. Kumar Sambhav

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e-mail: ksambhav.upid@actu.ac.in



**Associate Professor**  
**U.P. Institute of Design, Noida**  
**(Dr. APJ Abdul Kalam Technical University, Lucknow)**

**Teaching Experience:** Above eight years

**Industry Experience:** One year, two months

**Courses Taught:** Computer Aided Design and Manufacturing, Optimization Methods, Rapid Prototyping, Design of Machine Elements, Engineering Graphics, Universal Human Values and Ethics.

### Education

- **PhD**, Mech. Engg., IIT Kanpur, 2013  
Title of PhD Thesis: *Geometric and Force Modeling of Single Point Cutting Tool and Drill with Generic Profiles*
- **M.Tech.**, Mech. Engg., IIT Kanpur, 2007.  
Title of M.Tech. Thesis: *Computer Aided Design and Development of Customized Shoe Last*
- **B.Tech.**, Mech. Engg., IIT Kanpur, 1998.  
B.Tech. Project: *Fabrication of Magnetic Abrasive Finishing Machine*

### Areas of Interest

- Geometric Modeling for Design, Engineering & Manufacturing
- Reverse Engineering and Rapid Prototyping
- Universal Human Values and Ethics

### Scholastic Achievements

- Topped the Batch in M.Tech. Program at IIT Kanpur (CPI: 9.75/10.0)
- Academic Excellence Award during M.Tech. program
- CPI in PhD Program at IIT Kanpur as 9.50/10.0
- Qualified National Talent Search Examination (NTSE) conducted by Govt. of India in 1992.
- Research Cash Award (Twice) by IIT Kanpur for publishing in reputed journals.
- MHRD Scholarship for PhD
- Name included in the list of Marquis Who's Who in World for 2013

### Publications

#### Published

1. Varshney, N., Sambhav, K., "Mathematical Modeling of Grinding Methodology of Multipoint Cutting Tools with Generic Profile", International Journal of

*H. Arunkumar*  
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- Applied Engineering Research ISSN 0973-4562 Volume 9, Number 4 (2014) pp. 477-482
2. Sambhav, K., Tandon, P & Dhande S. G., "Force Modeling for Generic Profile of Drills", Journal of Manufacturing Science and Engineering 136 (4), 2014, 041019. DOI: <http://dx.doi.org/10.1115/1.4027595>
  3. Varshney, N.K., Sambhav, K., "Mathematical Modeling of Grinding Methodology of Multi-point Cutting Tools with Generic Profile", International Journal of Applied Engineering Research 9 (4), 2014, 477-482.
  4. Sambhav, K., Tandon, P., Kapoor, S. G. & Dhande, S. G., "Mathematical Modeling of Cutting Forces in Micro-Drilling", ASME Journal of Manufacturing Science and Engineering, 135(1), 2013, 014501 (8 pages). DOI: <http://dx.doi.org/10.1115/1.4007955>.
  5. Sambhav, K., Tandon, P., Dhande, S.G., "CAD Based Geometric and Force Modeling of Single Point Form-cutting Tools", Computer Aided Design & Applications, 10(1), 2013, 45-57. DOI: 10.3722/cadaps.2013.45-57.
  6. Karthikeyan, G., Sambhav, K., Santosh, D. & Ramkumar, J., "CAD Based Modeling and Prediction of Tool Wear in  $\mu$ ED-milling", International Journal of Manufacturing Technology Research, 4 (1), 2012, 21-34.
  7. Sambhav, K., Tandon, P. & Dhande, S.G., "Geometric modeling and validation of twist drills with a generic point profile", Applied Mathematical Modelling, 36, 2012, 2384-2403. DOI: 10.1016/j.apm.2011.08.034.
  8. Sambhav, K., Tandon, P. & Dhande, S.G., "Computer Aided Design and Development of Customized Shoe Last", Computer Aided Design & Applications, 8(6), 2011, 819-826, DOI: 10.3722/cadaps.2011.819-826.
  9. Sambhav, K., Abhishek, K. & Choudhury, S.K., "Mechanistic force modeling of single point cutting tool in terms of grinding angles", International Journal of Machine Tools & Manufacture, 51, 2011, 775-786. DOI: 10.1016/j.ijmactools.2011.06.007.
  10. Karthikeyan, G., Sambhav, K., Ramkumar, J. & Dhamodaran, S., "Simulation and experimental realization of  $\mu$ -channels using a  $\mu$ ED-milling process", Proceedings of the Institution of Mechanical Engineers, Part B: Journal of Engineering Manufacture, 225, 2011, 2206-2219. DOI: 10.1177/0954405411403359.
  11. Sambhav, K., Tandon, P. & Dhande, S.G., "A generic mathematical model of single point cutting tool in terms of grinding angles", Applied Mathematical Modelling, 35 (10), 2011, 5143-5164. DOI: 10.1016/j.apm.2011.04.017.
  12. Sambhav, K., Dhande, S.G. & Tandon, P., "CAD Based Mechanistic Modeling of Forces for Generic Drill Point Geometry", Computer Aided Design & Applications, 7(6), 2010, 809-819. DOI: 10.3722/cadaps.2010.809-819.

#### International Conferences

1. Vimallesh, K., Sambhav, K., "Force Modeling in Ball-end Milling and its Application to Sculptured Surface Machining", International Conference on Innovative Research in Mechanical, Electrical, Electronics, Civil, Computer Science and Information Technology (MECIT-2015), JNU, May 16-17, 2015.

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2. Sambhav, K., Dhande, S.G. & Tandon, P., "CAD Based Mechanistic Modeling of Forces for Generic Drill Point Geometry", CAD'10, the 2010 International CAD Conference and Exhibition, Dubai, UAE, June 21-25, 2010.
3. Sambhav, K., Tandon, P. & Dhande, S.G., "Chisel Edge Indentation Model for Drills with Generic Point Profile", 3rd International and 24th AIMTDR Conference, December 13-15, 2010.
4. Karthikeyan, G., Sambhav, K., Santosh & Ramkumar, J., "CAD Based Modeling and Prediction of Tool Wear in  $\mu$ ED-milling", 3rd International and 24th AIMTDR Conference, December 13-15, 2010.
5. Sambhav, K., Tandon, P. & Dhande, S.G., "Computer Aided Design and Development of Customized Shoe Last", CAD'11, the 2011 International CAD Conference and Exhibition, June 27-30, 2011, Tapei, Taiwan.
6. Sambhav, K., Tandon, P. & Dhande, S.G., "Geometric Modeling and Analysis of Single Point Cutting Tools with Generic Profiles", Sixth Annual ASME International Manufacturing Science and Engineering Conference (MSEC), June 13-17, 2011, Oregon State University, Corvallis, USA.
7. Sambhav, K., Tandon, P., Kapoor, S. G. & Dhande, S. G., "Mathematical Modeling of Cutting Forces in Micro-Drilling", Seventh Annual ASME International Manufacturing Science and Engineering Conference (MSEC), June 4-8, 2012, Notre Dame, Indiana, USA.
8. Sambhav, K., Tandon, P. & Dhande, S.G., "CAD Based Geometric and Force Modeling of Single Point Form-cutting Tools", CAD'12, the 2012 International CAD Conference and Exhibition, June 11-14, Marriott Gateway on the Falls, Niagara Falls, Canada.

#### **International Seminars**

Sambhav, K., Tandon, P. & Dhande, S.G., "Development of Micro-drills with Generic Flute and Point Geometry", Indo-Japan Seminar, March 21-24, 2011, Indian Institute of Technology Delhi.

#### **Teaching Experience**

- Taught at Galgotias University, Greater Noida for 5 years and 5 months
- Taught at UIET, CSJMU, Kanpur for 2 years and 7 months.

#### **Industrial Experience**

- Worked as Engineer, Planning at TELCO (now Tata Motors), Lucknow from July 1998 to August, 1999
- Took summer training during B.Tech. with SAIL, Bhilai at Merchant Mill.

#### **Other Experiences**

- Worked at MechSE, University of Illinois, Urbana Champaign under Indo-US Centre for Research Excellence in Fabricionics from July, 2011 to October, 2011.
- Conducted brief and detailed workshops on Human Values and Professional Ethics for students, faculty and staff of colleges at IIT Hyderabad, Galgotias University, AKTU, Royal University of Bhutan and Punjab Technical University.

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# CHEKURI S. CHOUDARY

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803-5535149

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## SUMMARY:

- Multifaceted computer scientist, applied researcher and technologist.
- Experienced in multiple areas of computing including artificial intelligence, high performance computing, numerical simulations, multimedia processing and retrieval, and hardware design.
- Demonstrated ability to continuously adapt to the ever evolving computing paradigms.

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## EDUCATION:

Ph.D., Computer Science and Engineering University of South Carolina, Columbia, SC, USA	12/2007
B.Tech, Electrical and Electronics Engineering Jawaharlal Nehru Technological University, India	06/2000

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## EXPERIENCE:

### **AI Specialist, IBM, Austin TX**

**05/2017 - Present**

Machine learning, Bayesian Optimization, Quantum computing, High Performance Computing

- Evangelize AI adoption in enterprises and cross disciplinary academia.
- Design AI solutions for customers leveraging IBM product line and open source technologies.
- Develop new service offerings catering to the emerging technology and business landscape.
- Collaborate with sales account teams to enable product sales and adoption.
- Support internal and external AI community through tech talks, blog posts, and white papers.  
<https://www.ibm.com/blogs/systems/author/chekurichoudary/>

### **Researcher, Dimensional Fund Advisors, Austin TX**

**05/2011– 03/2017**

Algorithmic trading research, market microstructure analysis, and transaction cost analysis.

- Conducted research on market response to the FINRA TickPilot program.
- Developed a module for building the consolidated limit order book that computes the ask size and bid size accurately from Thomson Reuters tick history. Revamped the existing programs with robust identifiers of financial instruments.
- Developed a tool for auditing broker files.

### **Research Scientist, RNET Technologies, Dayton OH**

**2/2010– 04/2016**

Seek funding from government agencies by writing SBIR/STTR grant proposals in collaboration with national labs and universities. Received \$2.2M in funding from Department of Energy and NASA. Conduct product-oriented research on funded projects.

- Principal Investigator:

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Automated Solver Selection for Modeling and Simulation of Nuclear Reactors - Developing and integrating machinelearning algorithms that predict optimal numerical methods for problems arising over the course of nuclear simulations based on problem characteristics and underlying compute platforms.

Catalytic Converter Modeling on Low-End HPC Infrastructure - Accelerated a computational tool for direct numerical simulation of catalytic converters with complex chemistry. Achieved 4X speedup on low-end HPC machines using multicores and GPUs.

Empirical Performance Optimization Tool for FPGA Designs - Developing software infrastructure that facilitates automatic performance tuning of FPGAs in terms of speed, power, and size.

- Co-PI, Optimization of the PETSc Numerical Library: Investigated data structures, algorithms, compiler optimizations, and novel programming paradigms to enable applications based on the PETSc library scale with the computing power of petascale machines.
- Miscellaneous: 1) Prototyped an enhanced spray functionality that eliminates landing zone for LexisNexis cloud-based HPC systems using Amazon AWS and Java MPI. Patched the Linux kernel and installed Luster file system. 2) Extended an existing video compression tool by introducing motion compensation. 3) Prototyped a network cache using FUSE API to access a remote SSD.

### **Consultant, ExxonMobil Research & Engineering, Clinton NJ 11/2009 – 11/2010**

On behalf of the scientific computing team, provided internal consulting services to researchers in orthogonal fields. Requires a strong scientific temper, mathematical aptitude, and appreciation of fundamental research in addition to strong computing skills.

- Improved the efficiency of CFD software by an order of magnitude using MPI and GPUs.
- Contributed to software development in C++. Designed and implemented an XML based IO. Added unit testing framework to evolving C++ code base. Participated in code reviews.
- Working along with a tomography expert, implemented an image acquisition protocol.

### **Software Engineer, SterlingTech Inc., Rochelle Park NJ 12/2007 – 09/2009**

Contributed to research and development of new medical devices including a proprietary blood analyzer and a glucose management system.

### **Visiting Scholar, Information Sciences Institute, Arlington, VA 12/2001 – 12/2002**

Implemented research platforms that are distributed to research community.

- Diagnosed the functionality of reconfigurable computing hardware boards by developing hardware and software tests. Contributed to publishing the code base and documentation.
- Designed modules to simulate a secure gigabit networking system.

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### **PUBLICATIONS:**

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Chekuri Choudary and Sandip Mazumder, Direct numerical simulation of catalytic combustion in a multi-channel monolith reactor using personal computers with emerging architectures, Computers & Chemical Engineering 61, 175-184.

Chekuri Choudary et al, Stencil Aware GPU optimization of Iterative Solvers, SIAM Journal on Scientific Computing, 2013.

Azamat Mametjanov, Prasanna Balaprakash, Chekuri Choudary et al. Autotuning FPGA design parameters for performance and power, Field-Programmable Custom Computing Machines (FCCM), 2015.

Chekuri Choudary and Tiecheng Liu, Extracting Content From Instructional Videos by Statistical Modeling and Classification, in International Journal on Pattern Analysis and Applications, Vol. 10, No. 2, pp. 69-81, 2007.

Chekuri Choudary and Tiecheng Liu, Summarization of Visual Content in Instructional Videos, in IEEE Transactions on Multimedia, Vol. 9, No. 7, pp. 1443-1455, 2007.

Chekuri Choudary, Tiecheng Liu, and Chin-Tser Huang, Semantic Retrieval of Instructional Videos, IEEE Workshop on Multimedia Information Processing and Retrieval, 2007.

Chekuri Choudary and Tiecheng Liu, Content Analysis and Streaming of Educational Videos for Mobile Learning, Poster and Demonstration, IEEE International Conference on Computer Vision and Pattern Recognition, 2004.

Tiecheng Liu and Chekuri Choudary, Content Adaptive Wireless Streaming of Instructional Videos, International Journal on Multimedia Tools and Applications, Vol. 28, No.1, pp. 157-171, 2006.

Tiecheng Liu and Chekuri Choudary, Content Extraction and Summarization of Instructional Videos, IEEE International Conference on Image Processing, 2006 (oral presentation, acceptance rate of oral presentation is 18%).

Tiecheng Liu and Chekuri Choudary, Real-Time Content Analysis and Adaptive Transmission of Lecture Videos for Mobile Applications, in ACM Multimedia, 2004.

Tiecheng Liu and Chekuri Choudary, Content Aware Streaming of Lecture Videos over Wireless Networks, in IEEE International Workshop on Wireless Multimedia, 2004.

Tiecheng Liu and Chekuri Choudary, Scalable Coding and Wireless Streaming of Lecture Videos for Mobile Learning, in International Journal of Advanced Technology for Learning.

## BIO-DATA OF SPEAKER



- Name: Brahma kumari Lavanya
- Born & Brought up in Warangal.
- Education at Kakatiya University & Annamalai University.
- Educational Qualification: M.Sc. Psychology , MBA, Post Graduation Diploma in Counselling & Spiritual Health
- She is the Co-ordinator of Brahma Kumaris- Eluru Division.
- She is associated with the Brahma kumaris organization from past 33 yrs since childhood.
- She has dedicated her life in Brahma kumaris organization in the year 1999 to serve the society for the cause of humanity.

B.K.Lavanya is a Spiritual Counsellor & a motivational speaker. She is creative, innovative in nature & her messages are current, meaningful, inspirative & reveal the Divine Versions of God.

She has delivered more than 500 lectures on Motivation, Mind power, Goodbye Tension, Positive thinking, Self Management and leadership, Education in values and spirituality, Temperament to achieve success, communication skills etc., at different Educational institutions(Engineering, Medical, IIT institutions),Zonal Training centres of various banks, Companies, Corporate hospitals & Government institutions & training centres.

Her Talk shows in peace of mind TV, Maa Tv, Gnani-Yogi TV, Gemini Tv are guiding many people towards leading a spiritually healthy & happy life.

### Brahma kumaris Introduction:

Prajapita Brahma Kumaris Ishwariya Vishwa Vidyalaya is a Spiritual Organization With its International Head quarters at Mt.Abu Rajasthan.

It has thousands of centres in about 140 countries across the globe. The aim of the



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institution is to redevelop moral values through spiritual knowledge & Rajyoga meditation.

In Eluru, The Main branch is at Sriramnagar 6<sup>th</sup> road, Sanivarapupeta where Free Rajyoga mediation classes are offered daily in the morning and evening in between 6 to 8.



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# Dr. Ramalingaswamy Cheruku

*Assistant Professor, NIT Warangal, Telangana*

*Teaching is a very noble profession that shapes the character, caliber, and future of an individual. If the people remember me as a good teacher, that will be the biggest honour for me.*

*A. P. J. Abdul Kalam*

## Education

- 2000–2001 **SSC**, Z. P. H. S , Chandur, Nalgonda, Telangana, 80.00%.  
2001–2003 **Intermediate**, Sri Aurobindo Jr. College, Hyderabad, 85.50%.  
2004–2008 **B.Tech. (CSE)**, Jawaharlal Nehru Technological University, Kakinada campus, 65.56%.  
2009–2011 **M.Tech. (Advanced Networks)**, IIIT, Gwalior, 7.46/10 CGPA.  
2015–2018 **Ph.D. (CSE)**, National Institute of Technology (NIT), Goa, 9.25/10 CGPA.

## Doctoral thesis

- Title *Design and Development of Efficient Soft Computing Algorithms for Identification of Type-2 Diabetes Mellitus*  
Supervisor Dr. Damodar Reddy Edla, Assistant Prof., Department of CSE, NIT Goa, India  
Status Thesis defended in April 2018

## Experience (Teaching: 3.0 yrs, Industry: 2 yrs)

- Jan,2020 **Assistant Professor**, NIT Warangal, Warangal, Telangana, India.  
–till-now  
Aug,2019 **Assistant Professor**, IIIT Naya Raipur, Naya Raipur, C.G., India.  
–Jan, 2020  
2017– **Assistant Professor**, Mahindra Ecole Centrale College of Engineering, Hyderabad.  
Aug,2019  
2013–2015 **Assistant Professor**, CVR College of Engineering, Hyderabad.

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2011–2013 **ASE, Tata Consultancy Services, Hyderabad.**  
During my tenure in TCS I worked as database developer.  
Achievements:  
○ I received best team member award for the year 2013;

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### Funded Projects (Total Cost: 70 Lakhs)

Co-PI Project entitled "Smart Agriculture for Tribes using Artificial Intelligence and Big Data" funded by Ministry of Electronics and IT (Miety) worth of **70 Lakhs**

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### Journal Publications (Accepted -20, Communicated-1)

- Published **Cheruku Ramalingaswamy**, Damodar Reddy Edla, Venkatanaresbhabu Kuppili, Dharavath Ramesh, "RST-BatMiner: A Fuzzy Rule Miner Integrating Rough Set Feature Selection and Bat Optimization for Detection of Diabetes Disease", Applied Soft Computing Journal. DOI: 10.1016/j.asoc.2017.06.032 (**Elsevier, IF: 3.909, SCI Indexed**)
- Published Damodar Reddy Edla, Amrutha Lipare, **Cheruku Ramalingaswamy**, Venkatanaresbhabu Kuppili, "An Efficient Load Balancing of Gateways using Improved Shuffled Frog Leaping Algorithm and Novel Fitness Function for WSNs", IEEE Sensors Journal, 17(20), 6724 - 6733, 2017. (**IEEE, IF: 2.617, SCI Indexed**)
- Published **Cheruku Ramalingaswamy**, Damodar Reddy Edla, and Venkatanaresbhabu Kuppili. "SM-RuleMiner: Spider monkey based rule miner using novel fitness function for diabetes classification." Computers in Biology and Medicine, 81, 79-92, 2017. (**Elsevier, IF: 2.115, SCI Indexed**)
- Accepted Damodar Reddy Edla, Mahesh Chowdary Kongara, **Cheruku Ramalingaswamy** "SCE-PSO Based Clustering Approach for Gateways Load Balancing in Wireless Sensor Networks", Wireless Networks, (**Springer, SCI, I.F. 1.981**)
- Accepted Diwakar Tripathi, Damodar Reddy Edla, **Cheruku Ramalingaswamy**, "Hybrid Credit Scoring Model Using Neighborhood Rough Set and Multi-layer Ensemble Classification" Journal of Intelligent and Fuzzy Systems, 2017, (**IOS Press, SCI Indexed, I.F. 1.426**)
- Published **Cheruku Ramalingaswamy**, Damodar Reddy Edla, and Venkatanaresbhabu Kuppili. "Diabetes Classification using Radial Basis Function Network by Combining Cluster Validity Index and BAT Optimization with Novel Fitness Function." International Journal of Computational Intelligence Systems, 10(1), 247-265, 2017. (**Taylor & Francis IF: 2.00, SCI Indexed**)
- Published Damodar Reddy Edla, Amrutha Lipare, **Cheruku Ramalingaswamy**, "Shuffled Complex Evolution Approach for Load Balancing of Gateways in Wireless Sensor Networks", Wireless Personal Communications, 2017. (**Springer, IF: 1.200, SCI Indexed**)
- Accepted Damodar Reddy Edla, Mahesh Chowdary Kongara, **Cheruku Ramalingaswamy**, "A PSO-based Routing using Novel Fitness Function for Improving Gateways Lifetime in WSNs", Wireless Personal Communications, (**Springer, SCI, I.F. 1.200**)

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- Accepted Ashan Hussain, Keshavamurthy, **Cheruku Ramalingaswamy**, "Dynamic Multi-Layer Ensemble Classification Framework for Social Venues using Binary Particle Swarm Optimization", Wireless Personal Communications, (**Springer, SCI Indexed, I.F. 1.200**)
- Accepted Damodar Reddy Edla, Diwakar Tripathi and **Cheruku Ramalingaswamy**, Venkatanaresbhabu Kuppili, " An Efficient Ensemble Framework with BPSOGA-based Feature Selection: A Casestudy on Credit Scoring Datasets ", Arabian Journal of Science and Engineering. (**Springer, IF: 1.092, SCI Indexed**)
- Accepted **Cheruku Ramalingaswamy**, Damodar Reddy Edla, and Venkatanaresbhabu Kuppili. "An Optimized and Efficient Radial Basis Neural Network using Cluster Validity Index for Diabetes Classification", The International Arab Journal of Information Technology, (**IAJIT, IF: 0.724, SCI Indexed**)
- Published **Cheruku Ramalingaswamy**, Damodar Reddy Edla, Venkatanaresbhabu Kuppili, Dharavath Ramesh and Nareshkumar Reddy Beechu "Automatic Disease Diagnosis using Optimized Weightless Neural Networks for Low-Power Wearable Devices." Healthcare Technology Letters, 4(4), 122-128, (2017) (**IET, ESCI & Scopus Indexed**)
- Published Damodar Reddy Edla and **Cheruku Ramalingaswamy**, "Diabetes-Finder: A Bat Optimized Classification System for Type-2 Diabetes" Procedia Computer Science, 115, 235–242, 2017, (**Elsevier, Scopus Indexed**)
- Accepted **Ramalingaswamy Cheruku** and Damodar Reddy Edla, "Selector: PSO as Model Selector for Dual Stage Diabetes Network" in Journal of Intelligent Systems. (**De-Gruter, ESCI, Scopus & DBLP Indexed**)
- Accepted Annushree Bablani, Damodar Reddy Edla, Diwakar T., **Cheruku Ramalingaswamy**, "Survey on Brain Computer Interface: An Emerging Computational Intelligence Paradigm", ACM Computing Surveys, I.F. 5.55
- Accepted Diwakar Tripathi, Damodar Reddy Edla, **Cheruku Ramalingaswamy**, VNB "A Novel Hybrid Credit Scoring Model based on Ensemble Feature Selection and Multi-layer Ensemble Classification" Journal of Computational Intelligence (Wiley, SCI Indexed, I.F. 1.352)
- Published B. Naresh kumar Reddy, **Cheruku Ramalingaswamy**, R. Nagulapalli, and Dharavath Ramesh, "A Novel 8T SRAM with Improved Cell Density" Journal of Analog Integrated Circuits and Signal Processing (Springer, SCI Indexed, I.F. 0.8)
- Accepted Satyanarayana Nimmala, Ramadevi Y., Sahith R., **Cheruku Ramalingaswamy**, "High Blood Pressure Prediction based on AAA++ using Machine Learning " Journal of Cogent Engineering (T&F, ESCI Indexed and Scopus Indexed)
- Accepted Satyanarayana Nimmala, Ramadevi Y., **Cheruku Ramalingaswamy**, "A Novel Approach to Predict High Blood Pressure using ABF Function" International Journal of Modern Education and Computer Science (Scopus Indexed)

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- Accepted Shubam Dhodla, Damodar Reddy Edla, Anushree Bublani, **Cheruku Ramalingaswamy**, VNB "Lie Detection using Extreme Learning Machine: A Concealed Information Test based on Short-Time Fourier Transform and Binary Bat Optimization using a Novel Fitness Function" Journal of Computational Intelligence (Wiley, SCI Indexed, I.F. 1.352)
- Communicated Damodar Reddy Edla, **Cheruku Ramalingaswamy**, "Disease-Net: A Bi-Level Ensemble Neural Network for Automatic Disease Diagnosis", Journal of Cluster Computing.

### Conference Publications (Accepted -12)

- Published Cheruku Ramalingaswamy, Damodar Reddy Edla, Venkatanareshbabu Kuppili and Ramesh Dharavath. "PSO-RBFNN: A PSO-based Clustering Approach for RBFNN Design to Classify Disease Data", in 26<sup>th</sup> International Conference on Artificial Neural Networks (ICANN), Italy, LNCS 10614, pp. 411-419, 2017,
- Accepted Naresh Kumar reddy, Srangam, Veeraiha, Ramalingaswamy Cheruku, "SRAM cell with better read and write stability with minimum area", 31<sup>st</sup> TENCON, 2019, India.
- Accepted Cheruku Ramalingaswamy et al. "A Bi-Level Cascaded Ensemble Framework for Effective Disease Diagnosis", in 31<sup>st</sup> TENCON, 2019, India.
- Accepted Cheruku Ramalingaswamy, Damodar Reddy Edla, and Venkatanareshbabu Kuppili. "Intelli-DRM: An Intelligent Computational Model for Forecasting Severity of Diabetes Mellitus" in 8<sup>th</sup> International Conference on Computing Communication and Networking Technologies (ICCCNT), IEEE, IIT Delhi, 2017
- Accepted Damodar Reddy Edla , Vilas Deshmukh , Ramalingaswamy Cheruku Saheeka SD and Brijesh Yadav, "A Novel Green Stable Evolutionary Routing Algorithm for Energy Efficiency in WSNs" in 7<sup>th</sup> International Conference on Advances in Computing, Communications and Informatics (ICACCI), IEEE, MIT Manipal, India, 2017
- Accepted Ramalingaswamy Cheruku, Damodar Reddy Edla and Venkatanareshbabu Kuppili, "Bin-BB: Binning with Branch & Bound feature selection for improved diabetes classification" in 14<sup>th</sup> INDICON, IEEE, IIT Roorkee, India, 2017
- Accepted Satyanarayana Nimmala, Ramadevi Y., Srinivas Naik, Ramalingaswamy Cheruku "Predicting High Blood Pressure using Decision Tree Based Algorithm" in 1<sup>st</sup> International Conference Latest Advances in Machine learning and DATA Science, Springer, NIT Goa, India, 2017
- Accepted G Kiran Kumar, Ilaiah Kavati, Koppula Srinivas Rao and Ramalingaswamy Cheruku "Spatial Co-location Pattern Mining using Delaunay Triangulation" in 1<sup>st</sup> International Conference Latest Advances in Machine learning and DATA Science, Springer, NIT Goa, India, 2017
- Accepted Ramalingaswamy Cheruku, Diwakar Tripathi, Narasimha Reddy Y and Sathya Prakash Racharla "Review on RBFNN Design Approaches: A Case Study on Diabetes Data" in 1<sup>st</sup> International Conference Latest Advances in Machine learning and DATA Science, Springer, NIT Goa, India, 2017

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- Accepted Diwakar Tripathi, Ramalingaswamy Cheruku and Annushree Bablani "Relative Performance Analysis of Ensemble Frameworks and Dimensionality Reduction Approaches for Credit Scoring Datasets" in 1<sup>st</sup> International Conference Latest Advances in Machine learning and DATA Science, Springer, NIT Goa, India, 2017
- Accepted Damodar Reddy Edla, Diwakar Tripathi, Venkata Naresh Babu and Ramalingaswamy Cheruku "Survey on Clustering Techniques" in ICICCT-2018, IEEE, India, 2018
- Accepted Amrutha Lipare, Damodar Reddy Edla, Ramalingaswamy Cheruku, Diwakar Tripathi "GWO-GA based Load Balanced and Energy Efficient Clustering Approach for WSN" in SmartCom-2019, IEEE, Bangkok, 2019

### Book Publications

- Accepted Ramalingaswamy, Damodar Reddy Edla, Venkatanaresh Kuppili "Soft Computing Techniques for Type-2 Diabetes Data Classification", ISBN-No: 978-0367236540 Taylor & Francis and CRC Press, 2020

### Book-Chapter Publications

- Accepted Cheruku Ramalingaswamy, Damodar Reddy Edla, and Venkatanareshbabu Kuppili. "Machine Learning Approaches for Diabetes Classification: A survey", McGrawhill, 2016
- Accepted Damodar Reddy Edla, Padunaik, Tejaswini, Hareesh, Cheruku Ramalingaswamy "Credit Scoring using Birds Swarm Opimization", Taylor & Francis and CRC Press, 2017

### Overall Publication Statistics

Publication Type	Accepted		Communicated	Total
	SCI	Non-SCI		
Journals	15	5	1	21
Conferences		12	0	12
Books		1	0	1
Book-chapters		2	0	2
	<b>Total</b>			<b>36</b>

### Achievements

- Secured 1448 rank in EAMCET-2004.
- Secured 7649 AIR in AIEEE-2004.
- Received Best Team Member award from TCS in 2013.
- Secured 4460, 3852 AIR in GATE-2009 and GATE-2015.
- Cleared UGC-JRF in June 2015, Lecturship in Dec 2015.

### Areas of Interest

- Soft Computing
- Deep Learning

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- Machine Learning
- Data Mining
- Wireless Sensor Networks
- Artificial Neural Networks
- Optimization
- Bigdata

## References

- Dr. Damodar Reddy, Assistant Professor and Head, Department of CSE, NIT Goa, Ponda-403401, Goa, India dr.reddy@nitgoa.ac.in, 9765127163
- Dr. Venkatanaresbhabu Kuppili, Assistant Professor, Department of CSE, NIT Goa, Ponda-403401, Goa, India venkatanaresbhabu@nitgoa.ac.in, 9765127163
- Dr. KK Pattanaik, Associate Professor, Department of CSE, IIITM, Gwalior-474015, MP, India kkpatnaik@iiitm.ac.in, 94065 80064
- Dr. Jaidar CD, Assistant Professor, Department of IT, National Institute of Technology, Suratkal, Karnataka, India jaidharcd@nitk.edu.in, +91-824-2473553
- Dr. Ramesh Dharavath, Assistant Professor, Department of CSE, Indian Institute of Technology, Dhanbad, Jharkand, India ramesh.d.in@ieee.org

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*H. Anjan Kumar*

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## Dr. Srinivas Bachu

### Present Position and Address:

**Professor & HOD**

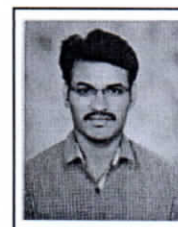
Department of ECE

**Marri Laxman Reddy Institute of Technology and Management (Autonomous)**

Dundigal, Hyderabad, R.R Dist, Telangana, India

Phone: +91- 99127 12798

E-Mail: [bachusrinivas@gmail.com](mailto:bachusrinivas@gmail.com)



**Marital Status:** Married

**Date of Birth :** May 8<sup>th</sup>, 1984

### Academic Background:

Degree/Examination	Board/University	Year of Passed	%
Ph.D (Image & Video Processing)	GITAM School of Technology, GITAM (Deemed To Be University) Visakapatnam, Andhra Pradesh.	October, 2018	Pass
M.Tech (Embedded Systems)	JNT University Hyderabad VVIT, Chevella, RR Dist., T.S.	2010	72.75%
B. Tech (ECE)	JNT University Hyderabad BEC, Nirmal, Telangana.	2006	69.32%
Intermediate (10+2) <sup>th</sup>	BIE, Telangana.	2001	82.20%
X <sup>th</sup> Standard	BSE, Telangana.	1999	60.00%

### Publications:

SCI / SCIE / ESCI / SCOPUS Indexed / UGC CARE Journals	Text Books / Monographs/ Book Chapters	Conference (SCOPUS Indexed) Papers
	<i>International</i>	<i>International</i>
10	3	6

**Total No. of SCOPUS Indexed Papers at MLRITM: 16**

SCI/SCIE/ESCI/ SCOPUS Indexed/ UGC CARE Journals	Other indexing (Ei-Compendix, Google Scholar, ICI)	Text Books/Monographs/ Book Chapters		Conference Papers	
		National	Int.	National	Int.
*16	4	1	7	2	*9
20 (*16-SCOPUS Indexed)		8		11 (*8-SCOPUS Indexed)	

**Total No. of SCOPUS/SCIE/ESI Indexed Publications (Conf. & Journal Papers): 24**

Awards		FDP/STTP/ Seminars/ Workshops Attended	National Level Tech. Symposium Papers	Citation & h-index	
National Level	Int. Level			Google Scholar	SCOPUS
3 (1-within the college)	1	15	10	Citations: 45 h-index: 3	Citations: 13 h-index: 2

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## Google Scholar & SCOPUS Citations:

<https://scholar.google.com/citations?user=R5O3NNcAAAAJ&hl=en>

<https://www.scopus.com/authid/detail.uri?authorId=56638033600>

## Academic Experience: 13 years

Name of the Organization	Position Held	Period	
		From	To
MLR Institute of Tech. and Management (Autonomous), Dundigal, Hyderabad. Telangana.	Professor & HOD	19-11-2018	Till Date
KL Deemed To Be University Hyderabad Aziz Nagar, Hyderabad, R.R Dist, Telangana.	Associate Professor	21-05-2018	17-11-2018
Guru Nanak Institutions Technical Campus (Autonomous), Hyderabad, Telangana.	Associate Professor	01-02-2016	19-05-2018
	Assistant Professor	02-06-2014	31-01-2016
Sagar Group of Institutions, Chevella, Hyderabad, Telangana.	Assistant Professor	01-07-2010	30-04-2014
Mannan Institute of Science & Tech., (MIST), Chevella, Hyd, Telangana, India.	Assistant Professor	28-07-2007	10-05-2008
Institute for Electronic Governance, IIIT Campus, Gachibouli, Hyderabad, Telangana.	IT Associate	20-08-2006	15-06-2007

## Achievements:

1. Received the "Certificate of Appreciation" from the GNITC (Autonomous), Management for publishing text book on "Design Manual on Signals & Signal Processing Simulation using MATLAB" at Canadian Academic Publishing, Canada. June 10<sup>th</sup>, 2016.
2. Received the "Appreciation Letter" from the Management and Principal, for the successful conducting of the workshop on "Signals & Signal Processing Simulation using MATLAB" during 28<sup>th</sup> – 29<sup>th</sup> July, 2011 at SITECH, Chevella, Telangana.
3. Received as "Winner" in "Technical Quiz" during the academic year 2004-2005, at Bapuji Engineering College, BESMA-2005, Nirmal, Adilabad, Telangana.
4. Received the "Certificate of Merit" in "National Level Students Technical Paper Contest" at TKR Engineering College, Zignasa-2010, Hyderabad, Telangana.

## Workshops Organized:

1. Two Day National Workshop on "Image Processing Theory, Algorithms & Applications (IPAA'16)," December 16<sup>th</sup> & 17<sup>th</sup>, 2016 at Guru Nanak Institutions Technical campus (Autonomous), Hyderabad, R.R Dist, Telangana.  
**Responsibility:** Co-Convener
2. A Two Day National Level Workshop on "Signals & Signal Processing Simulation using MATLAB during July 28<sup>th</sup>–29<sup>th</sup>, 2011" at Sagar Institute of Technology (SITECH), Chevella, RR Dist, Telangana.  
**Responsibility:** Coordinator cum Resource Person
3. International Workshop on "Image Processing Theory, Tools & Applications (IPTTA'14)," January 23<sup>rd</sup> – 25<sup>th</sup>, 2014 at Sagar Group of Institutions, Chevella, RR Dist, Telangana.  
**Responsibility:** Co-Convener

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### Professional Society Membership:

- **MISTE** (Life Member of Indian Society for Technical Education, New Delhi).  
M. No: LM68554
- **MIE** (Member of Institute of Engineers, India, Kolkata).  
M. No: AM1474424
- **M.IAENG** (Member of International Association of Engineers, Hong Kong).  
M. No: 126588
- **UACCE**. M. No: AM10100056883

### Editorial/Reviewer Board Member:

- Reviewer Board Member of International Conference on **ICIECE 2016 and ICIECE 2017, ICIECE-2018, ICIECE-2019 at GNITC (Autonomous)**.
- IGI Global Journal: Computer Vision and Image Processing
- Reviewer Board Member of "43th Annual Conference of IEEE Industrial Electronics Society (IECON 2017)", National Convention Center, Beijing, China.
- International Journal of Engineering Trends & Technology (**IJETT**).  
Membership Id: SSRGJ-IJETT-1409.
- International Journal of Scientific and Engineering Research (**IJSER**)
- International Journal of Multidisciplinary Research and Modern Education (**IJMRME**)

### Academic/Administration Responsibilities:

1. **BoS Chair Person**, Department of ECE, MLRITM (Autonomous), 2019-20 to Till Date.
2. Department level **Autonomous Coordinator** at MLRITM, Hyd, 2019-2020.
3. Department level **NBA Coordinator** at MLRITM, Hyderabad, 2018-2019.
4. Department level **Project Coordinator (UG and PG level)** at MLRITM, Hyderabad from June 2019.
5. International Conference Proceedings Coordinator of ICIECE-2015, ICIECE-2016 at GNITC (Autonomous), Hyderabad.
6. **Faculty Research Publication** In-charge for UGC Autonomous, NBA, NIRF and NAAC Work at GNITC Hyderabad, during 2014-2017.
7. **NAAC Criteria – 3 Coordinator** at GNITC, Department of ECE, during 2017-2018.
8. **NIRF and FFC Work Coordinator** at GNITC, Department of ECE, during 2015-2017.
9. **Project Co-Ordinator (Mini & Major)** at U.G level for 7 Sections, Department of ECE, GNITC, during 2017-2018.
10. **Criteria 2 & 9 Member** for the **NBA** Accreditation work at GNITC Hyderabad.
11. Worked as **Managing Staff Member** of Examination Branch at Sagar Group of Institutions.  
Duration: November 2010 – February 2012.
12. **Time Table Coordinator** from 2006 to 2007 and 2010 to 2014 at Sagar Group of Institutions.
13. **Attendance In-charge** from June 2010 to April 2014.
14. **Class Mentor** from 2010 to till date at Sagar Group of Institutions and GNITC.
15. **PTSP Subject Coordinator** at GNITC from 2014 to till date
16. **Coordinator** for various Technical Activities (Engineers Day, Fresher's Party, Annual Day Celebrations, Technical Fest, and Paper Presentation) at Sagar Group of Institutions from 2010-2014 and GNITC from 2014 – till date.

*H. Anurag Kumar*  
**PRINCIPAL**  
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## Courses Taught:

1. Signals & Systems
2. Probability Theory & Stochastic Processes
3. Digital Signal Processing
4. Electromagnetic Theory & Transmission Lines
5. Analog Communications
6. STLD
7. Control Systems

## References:

- 1. Dr. K. Manjunathachari**  
Professor & Head of ECE  
GITAM Deemed To Be University  
Hyderabad  
Mobile No: 9246923578  
E-Mail ID: [manjunath4005@gitam.edu](mailto:manjunath4005@gitam.edu)
- 2. Dr. K. Koteswara Rao**  
Professor & Head of ECE  
KL Hyderabad (Deemed To Be University)  
Hyderabad  
Mobile No: 99948796039
- 3. Prof. R. K. Singh**  
Associate Director – 2  
Guru Nanak Institutions Technical Campus (Autonomous)  
Hyderabad  
Mobile No: 8096185678

## Declaration:

I hereby declare that the information mentioned above is true to the best of my knowledge.

Place: Hyderabad

Date: 13.11.2020



(Dr. Srinivas Bachu)

*H. Anjan Kumar*  
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Name : **Dr.Yarlagadda Padma Sai**



Designation: Professor-ECE & Dean Students Progression

Department: Electronics and Communication Engineering

Mail ID: padmasai\_y@vnrvjiet.in &  
deanstudentprogression@vnrvjiet.in

Experience (in years): Teaching: 24 years, Research: 14 years,

Others (If any, Specify): Industry-6 years.

### 1. Educational/ Technical Qualifications

S.No	Level (UG / PG / Ph.D)	Year of passing	Specialization
1	Ph. D	2009	ECE (Bio-Medical Signal Processing)
2	M.E	1998	Systems and Signal Processing
3	B.Tech	1989	ECE

### 2. Teaching and Learning

- 2.1. Teaching Interests: Signals and Systems, Digital Signal processing, Analog Communications, Digital Communications, - Satellite Communications, - Digital Image Processing- DSP Processors and Architectures, Advanced Digital Signal processing- Image and Video Processing and VLSI Signal Processing
- 2.2. Novel Teaching & Learning Techniques adopted: WIT & WIL, LBD, Project based learning.
- 2.3. Involvement in curriculum updating / Design: Actively involved in the designing of Course Structure and Syllabus since the college has attained autonomy. Involved in Preparation of PEOs, POs and COs

### 3. Co-curricular and Extra-Curricular Activities

#### 3.1. Interests and Hobbies:

- Networking and Social Service
- Finding the industry partners and establishing rapport between institute and industry partners and active involvement in the execution of projects
- Closely working with Professional Societies

#### 3.2. CCA/ECA Organized:

- IEEE SPS Seasonal School on Recent advances in Artificial Intelligence for Signal Processing organised by IEEE VNR signal processing society, IEEE SPS &IEEE WIE AG Hyderabad Section organized a 4-Day Hybrid event during 28th December - 31st December 2021(Received \$3000)
- IEEE VNR SPS in association with IEEE Hyderabad section , IEEE signal processing society and IEEE WIE AG Hyderabad Section organized a 4-Day virtual event "IEEE SPS Summer School on Internet of Things for Biomedical and healthcare Applications" from 28th to 31st December 2020(Received \$3000)
- IEEE VNRVJIET CAS & WIE in association with ECE department organized "Coding Contest" for I B. Tech ECE students (140) from 2:30PM to 4:00PM on 03-06-2021. The faculty and 3rd- year students explained all the basic concepts and terminology used for coding platforms. The session cleared all the ambiguities related to the coding contest.

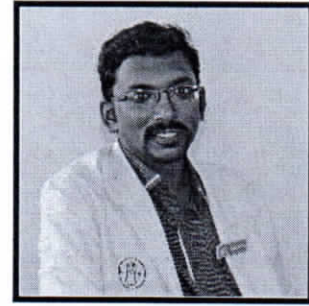
*H. Anilkumar*

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**M.SENTHIL, B.D.S, M.D.S, PGDHPE, CCEPC, PGDIPR**

Address for Communication:

**"Samridhi",**  
Plot No 6, VIP Nagar Main Road,  
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Pondicherry – 605110  
Mob: 9486365954  
E.Mail: senthilm@igids.ac.in



---

**DESIGNATION:**

**Professor and Team Leader, Public Health Dentistry, Indira Gandhi Institute of dental Sciences, Sri Balaji Vidyapeeth University, Pilliyarkuppam, Puducherry-607402**

**President, Innovation café, Institute Innovation Council and Intellectual Property Right Cell, Sri Balaji Vidyapeeth University, Pilliyarkuppam, Puducherry-607402,**

**Honorary Secretary For**

Indian Association of Public Health Dentistry, Tamilnadu, Pongy Chapter

Indian Dental Association, Puducherry Branch

Health and Intellectual Property Right Academy

**PROFILE**

**Received Prime ministers letter of appreciation for social responsibility, Consultant for National Oral health policy development to Ministry Of Health, Government Of India.** Appointed has a Taskforce member to develop operation guidelines for basic oral health package in



primary health care by Ministry Of Health, Government Of India. Chairman IPR Cell SBV, 12 patent, 18 Copyright, 5 award, 15 publication, Pioneered 2 dental health projects, Editorial board member in 2 journals, Developed 13 MOU's for dental public health services, organized 70+ dental health programs, organized

*M. Senthil*  
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1000+ dental outreach activities , guided 200+ short term research projects, 20+ Paper presentation, guest lectures and interviews in channels, Seven innovations & Eight Best Practices, Played key role for collaborating the department with university of IOWA for an student exchange program, IEC member for Ultra Best Dental College & CSI Dental College, Madurai.

## SHORT BIO



### **Mr S Mahaboob Hussain**

*Assistant Professor, CSE & Head iEDC  
Mentor-AIM NITI Aayog, President IIC  
Editor/TPC/Reviewer*

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[mahaboobhussin.smh@gmail.com](mailto:mahaboobhussin.smh@gmail.com)

Mr S Mahaboob Hussain is an Educator, Researcher, Facilitator, Faculty of Computer Science and Engineering and efficient network enabler; currently working as Assistant Professor in CSE & Head iEDC at Vishnu Institute of Technology, Bhimavaram, Andhra Pradesh. He contributed/published 30+ research papers in the field of Forensics & Semantics with 04 Best Paper awards in International Journals/Conferences. He received a Research Excellence Award by Indus Foundation at Indo- Global Education Summit for his research contributions.

He is serving as Advisory/Editorial Board Member, Technical Committee Member, Organizing Committee Member and Reviewer for several reputed International Journals/Conferences in India and Abroad.

He served as an Internal Advisor for *Pradhan Mantri YUVA Yojana* (Yuva Udyamita Vikas Abhiyan), Ministry of Skill Development & Entrepreneurship, Govt. of India. He is mentor-of-Change at Atal Innovation Mission, NITI-Aayog (erstwhile Planning Commission), Govt. of India. He is the President for Ministry of HRD's Innovation Cell – Institution Innovation Council. He is Innovation, Pre-Incubation & Incubation Management and National Innovation Startup Policy (*NISP*) Ambassador at MHRD's Innovation Cell, Govt. of India.

He is one of the leading facilitators towards executing innovative programs and empowering students to win various entrepreneurial competitions like Smart India Hackathon, MHRD, Gol, TiE Grad– Business Idea Tournaments, Quest Global Services Singapore– Ingenium and many more. He visited Stanford University, California, US, as a faculty champion at TiECON (the world largest entrepreneurship conference) and TiE Grad Global Business Idea Competition at Silicon Valley, California, US.

He is the Vice-President, Consulting Services at Basha Research Corporation (BRCorp). He is a certified Entrepreneurship Faculty Educator from Ministry of Skill Development & Entrepreneurship (MSDE) and recognised as Pre-Incubation Management Facilitator by Ministry of Human Resource Development Innovation Cell (MIC), Govt. of India.

*H. Anjan Kumar*

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**BHIMAVARAM-534 202.**

Earlier he served as R&D Manager India | Vice President, Entrepreneurship at BRCorp and currently responsible for facilitating and overseeing the Internships Study Abroad and Incubation activities at BRCORP in the capacity of Vice-President, Consulting Services.

**Early Life & Education:**

He did his Bachelor of Science (B.Sc) in Computer Science in 2006 from Smt. BSR Degree College, Rampachodavaram and Master in Computer Applications (MCA) from AQJ Center for PG Studies, Visakhapatnam in 2009. Later did his Master in Technology (M.Tech) in Computer Science and Engineering from JNTU Kakinada – University College of Engineering Vizianagaram, Vizianagaram in 2011.

**Career:**

Mr S Mahaboob Hussain during his M.Tech got the opportunity as Ad-Hoc lecturer at University College of Engineering Vizianagaram, JNTUK and continued after M.Tech till March 2014.

Later he joined as Assistant Professor in the Department of Computer Science and Engineering at Vishnu Institute of Technology. He completed a DST, Ministry of Science and Technology, Govt. of India funded project of cost Rs. 27,92,494/- as research associate. Later he promoted and served in various capacities in the organisation as Coordinator-Research from 2016, Coordinator-Research, Innovation & Entrepreneurship Development from 2017, Coordinator for Venture Development Center from 2018 and In-Charge, Entrepreneurship Development Cell (EDC). Currently, he is the Founder Head of Innovation & Entrepreneurship Development Cell (iEDC) at Vishnu Institute of Technology, with effective from 05th September 2019.

*--S Mahaboob Hussain*

*H. Shankumar*  
PRINCIPAL

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	Email Address	Salutation	Name	Designation	College Name	Mobile No (WhatsApp Number)	Full Postal Address Of Organization	Education Qualification
12-1-2020 16:18:31	alwynrajiv@gmail.com	Mr.	Alwyn Rajiv	Assistant Professor	Kamaraj College of Engineering and Technology	09788569886	Kamaraj College Of Engineering And Technology,	M.Tech
12-1-2020 16:32:48	hemalatha.yelamanchili@gmail.com	Mrs.	Y.Hemalatha	Assistant Professor	St-Ann's Degree College for Women, Mallapur	9290121430	K. Vellakulam,	M.Sc(comp.sc)
12-1-2020 16:54:11	kbalu.crm23@gmail.com	Mr.	Bala krishna konda	Associate Professor	Eluru college of engineering and technology	9493611801	Madurai 625 701	M.Tech
12-1-2020 18:24:55	nenuvimala@gmail.com	Mrs.	C.Vimala Devi	Assistant Professor	St-Ann's Degree College for women	9502409509	St-Ann's Degree College For Women, Mallapur, Hyderabad-500076	M.com
12-1-2020 18:37:57	manu.abd@gmail.com	Mr.	A B S R Manohar	Associate Professor	Bhimavaram Institute of Engineering and Technology	9705084409	Eluru College Of Engineering And Technology, Duggirala (V),Pedavegi(M),Eluru-534004,West Godavari Dt.,Ap.	M.Tech
12-1-2020 18:41:19	shreniks2k7@rediffmail.com	Mr.	Shrenik Suresh Sarade	Research Scholar	Waichand College of Engineering, Sangli	9011464838		M.Tech
12-1-2020 18:42:02	anilraj.mec@gmail.com	Mr.	Anil raj j	Research Scholar	Cochin University of science and technology	9809989432	Pennada	M.Tech, B.Tech
12-1-2020 18:42:21	pushmath@gmail.com	Dr.	Puspendu Rakshit	Assistant Professor	Jagannath Kishore College, Purulia, West Bengal	9433468759	Sangli	Ph.D
12-1-2020 18:42:43	penchu.yadla@gmail.com	Mr.	Yadla Penchalaiah	Assistant Professor	Annacharya Institute of Technology and Sciences	8317530900	Department Of Computer Science, Cochin University Of Science And Technology, Kalamassery, Kerala India	M.Tech
12-1-2020 18:44:37	ravikumar.ece@citech.edu.in	Mr.	Ravi kumar M	Assistant Professor	Cambridge Institute of Technology	9986243245	Purulia, West Bengal	M.Tech
12-1-2020 18:44:55	charminganbu@gmail.com	Ms.	M.anbukkarasi	Assistant Professor	S.s.duraisamy nadar mariammal college, kovilpatti	9566460581	Venkatapuram Village Tirupati	MCA
12-1-2020 18:45:51	deva.krishna21@gmail.com	Mr.		Assistant Professor		9885445337	Department Of ECE, Cambridge Institute Of Technology , K R Puram, Bengaluru 560036	M.Tech
12-1-2020 18:46:22	niranjsat@yahoo.com	Mrs.	M.niranjala	Assistant Professor	Thangavelu engineering college , chennai	9489301511	Sattur Road, KOVILPATTI-628501	M.E
12-1-2020 18:46:59	rmloga@gmail.com	Mr.	Loganathan Ramalingam	Assistant Professor		9941378895	Narsampet Warangal Rural Telangana	M.Tech
12-1-2020 18:47:27	jaganmiui@gmail.com	Mr.	N.Jagan mohan	Research Scholar	Nits	9989867009	Thangavelu Engineering College, Karapakkam, Chennai	M.Tech
12-1-2020 18:48:40	nagaraju.mittapally@gmail.com	Mr.	Nagaraju	Assistant Professor	Swami Ramananda Tirtha institute OfScience &Technology	9059386616	Thoraiakkam, Chennai-97	M.Tech
12-1-2020 18:54:34	chandru.nj4u@gmail.com	Mr.	Chandru N Jathar	Assistant Professor	Kles's bca hubballi	9535142472	Fiat No 402, Sri Sai Markandeya Apartment, Near Buruzu, Siddipet, Telangana 502103	M.Tech
12-1-2020 18:55:29	vaddempudi@yahoo.com	Mr.	Koteswara Rao Vaddempudi	Professor	Prakasam Engineering College	9494293779	Ramananda Nagar ,Slbc,Nalgonda	M.Tech
12-1-2020 18:56:59	qureshi.vaseem@cmrec.ac.in	Mr.	Vaseem ahmed qureshi	Associate Professor	Cmr engineering college	8099442808	P C Jabin College, Campus Vidya Nagar Hubli-580031	M.Tech
12-1-2020 18:57:57	udayakumar.sujith@gmail.com	Mr.	E.Udayakumar	Assistant Professor	Institute of Technology	7088377893	Kandukur, Prakasam Dt , AP	M.Tech

12-1-2020 18:59:17	kishorekumar.svu2020@gmail.com	Mr.	K kish kumar	Research Scholar	S v university	9642608056	Cmr Engineering College, Kandlakoya, Medchal Road, Hyderabad	M.Tech
12-1-2020 18:59:41	syed.hameed9@gmail.com	Mr.	Syed Hameed	Assistant Professor	JSPMs Bhagwant Institute of Technology Barshi	7702275056	Tirupati	M.Tech
12-1-2020 19:04:21	drahul22@gmail.com	Mr.	Rahul Basaweshwar Digge	Assistant Professor	Raghu institute of technology (autonomous), visakhapatnam	9623477077	Nimra College Of Engineering & Technology, Nimra Nagar, Jupudi-521456	M.Tech
12-1-2020 19:05:33	arunrs9848@gmail.com	Mr.	Dhupam arun kumar	Assistant Professor	Department of Hindi, Andhra University	8985876893	Kurduwadi Latur Bypass Road, Barshi. Solapur	Ph.D, Post Doctoral fellow
12-1-2020 19:08:21	vedangisarajini@gmail.com	Dr.	Dr Sarojini Vedangi	Research Scholar	Department of Computer Science, CUSAT	09494213144	Raghu Institute Of Technology (Autonomous), Visakhapatnam	M.Tech
12-1-2020 19:12:38	malusnair2016@cusat.ac.in	Ms.	Malu S Nair	Research Scholar	Jyothishmathi institute of technology and science	9400703444	Department Of Hindi, Andhra University, Visakhapatnam-530003	M.Tech
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12-4-2020 19:38:20	mohanpasam97@gmail.com	Mr.	PASAM MOHAN	Assistant Professor	Sri Padmavati mahila Vishwavidyalaya	9866993283	Sadakathullah Appa College,	Ph.D
12-4-2020 19:44:38	ramesh.nalubolu@gmail.com	Mr.	N.Ramesh	Assistant Professor	Spmvv	9000465460	Rahmath Nagar, TIRUNELVELI 627011	Mped
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12-6-2020 8:38:09	subbuvallem4@gmail.com	Mr.	Vallem subramanyam	Research Scholar	SPMVV	9866204541	Bannari amman institute of technology, sathyamangalam- 638401	Academic consultant
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12-9-2020 12:11:28	dkmouli1986@gmail.com	Mr.	D S CH MOULI	Assistant Professor	Vemu institute of technology	9491518360	Department Of Physical Education Sri Padmavati Mahila Vishwavidyalaya Tirupati Chittoor Andhra Pradesh	M.Tech
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# Introduction to LaTeX

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# What is LaTeX?

- LaTeX is pronounced “lay-tech” or “lah-tech,” not “la-teks.”
- LaTeX is a document preparation system for high-quality typesetting.
- LaTeX is most often used to produce technical or scientific documents, but it can be used for almost any form of publishing.

# Why Use LaTeX?

- Designed by academics and easily accommodates academic use.
- Professionally crafted predefined layouts make a document really look as if “printed.”
- Mathematical symbols and equations are easily integrated.
- Even complex structures such as footnotes, references, table of contents, and bibliographies can be generated easily.
- Forces author to focus on logical instead of aesthetic structure of a document.
- Creates more beautiful documents.
- Portable, compatible, flexible, versatile, and cheap (or free)!

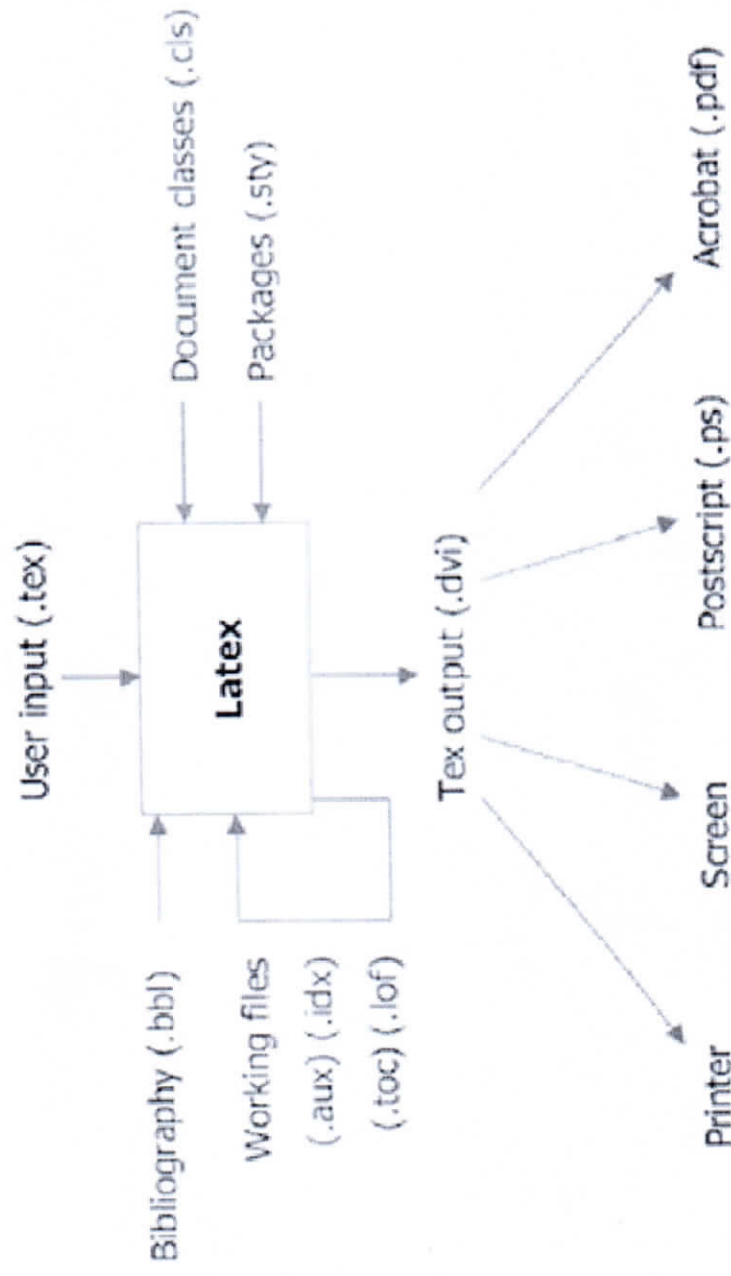
Images from Dario Taraborelli's Blog

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# The Mechanisms of “TeXing”



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# Installing LaTeX

- In Windows
- MiKTeX
  - MiKTeX is a typesetting system for the Windows.
  - Download from [www.miktex.org](http://www.miktex.org) for free
  - It is generally recommended to install MiKTeX first, then **TEXMAKER**
- **TEXMAKER**
  - It is a text editor.
  - It creates the source file (.tex and others).
  - Download from Texmaker from <https://www.xm1math.net/texmaker/download.html>

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# Installing LaTeX

- Other text editors
  - There are other text editors.
  - Winshel for free (<http://www.winshell.de/>)
  - TeXstudio (<https://www.texstudio.org>)
  - Scientific Workplace
    - Combination of LaTeX and Mathematics program
    - Does a good job of calculating and graphing, very user friendly, but expensive
- In Mac
- TexShop
  - Download for free
  - <http://www.uoregon.edu/~koch/texshop/>
  - Includes everything!

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# DIY

## Writing My First L<sup>A</sup>T<sub>E</sub>X Article

Eyngwon Woo  
June 8, 2009

### Abstract

My first article written in L<sup>A</sup>T<sub>E</sub>X or B<sup>T</sup>X using WinEdt.

## 1 Introduction

Both ARMA and ARIMA model specifications and techniques have been useful to political scientists.

Economists argue that certain processes "latent" their fractional integration properties bear the stochastic forces that affect them. Such a theory, which says the quarters of  $Y_t$  the exogenous variables are themselves fractionally integrated, is used in the literature as multivariate models for fractional cointegration in which certain time series are presumed to move together over time (Ching & Lu, 1993).

## 2 Fractional Integration

In model with long-range persistence, a single can use an ARIMA model in which the fractionally integrated time series is represented as:

$$g(I)Y_t = I^d X_t + \epsilon(I)\epsilon_t$$

### 2.1 Diagnostic Tests

Although they cannot precisely pinpoint the degree of integration in a time series, we begin our analysis with a brief look at the conclusions we reached on the basis of diagnostic tests of the macroeconomic, consumer sentiment, and presidential approval series.

Macroeconomic	Consumer Sentiment	Presidential Approval
Ljung-Box test: $d = 1$	$d = 1$	$d = 0$
VR test: $0 < d < 1$	$d = 1$	$0 < d < 1$

<sup>1</sup>If you don't understand the rest of the concepts, that is totally OK.  
<sup>2</sup>If you don't understand the rest of the concepts, that is totally OK.  
Book 1993, we emphasize the properties of the transformed series.

## References

Beck, Nathaniel. 2003. "The Methodology of Cointegration." *Political Analysis* 4:237-48.

Ching, Yin-Wong & Fan S. Liu. 1993. "A Fractional Cointegration Analysis of Purchasing Power Parity." *Journal of Business and Economic Statistics* 11:103-12.

Ostrom, Charles W., K. & James M. Smith. 1993. "Error Corrections, Attitude Persistence, and Executive Rewards and Punishments: A Behavioral Theory of Presidential Approval." *Political Analysis* 4:127-50.

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# Basic Document Structure

- The format of a document is pretty simple.
  - In the preamble
    - Documentclass
    - Packages
  - In the front matter
    - Title/author
  - In the body
    - Contents
  - In the back matter
    - bibliography

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# In the Preamble

- You specify your document class.
  - Document classes: letter, article, report, book, slides(beamer, prosper)
  - `\documentclass[12pt]{article}`
  - Backslash – at the beginning of text markup command
- Packages: numerous packages are available
  - `\usepackage[margin=1in]{geometry}`
  - `\usepackage{setspace}`
  - `\usepackage{harvard}`

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# MATH PACKAGES

- `\usepackage{amsmath}`

A popular package from the American Mathematical Society that provides many useful and powerful commands for dealing with mathematics.

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# Algorithmic Package

- `\usepackage{algorithmic}`
- `\usepackage{algorithm2e}`
- This package provides an algorithmic environment for describing algorithms.



# URL AND HYPERLINK PACKAGES

- `\usepackage{url}`

# Different Files

- **.bst** = BibTeX Style File (e.g., a certain journal's preferred Bibliography layout settings); used by BibTeX when generating the bibliography.
- **.bb1** = Bibliography; this is what is outputted by BibTeX for insertion into LaTeX the next time LaTeX is run
- **.cls** = Documentclass (like article, or report - if you have them cluttering up your folders, you must use a lot of custom classes for individual journals or universities, etc.) This is obviously used to generate the output.
- **.aux** = LaTeX auxiliary file; created when LaTeX is run, these contain information LaTeX records which is then used by either BibTeX or LaTeX itself on later runs (e.g., about cross-references), and can contain other things as well. This file is created by running LaTeX but also used the next time LaTeX is run. It can be deleted, but then you may need to run multiple times in the future to regenerate it.

*H. Anitha*

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# In the Front Matter

- `\begin{document}`
- `\title{}`
- `\author{}`
- `\maketitle`
- `\begin{abstract}`
- `\end{abstract}`
- `\pagebreak`

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# In the Body

- To begin a new section
- `\section{}`
  - Similarly, `\subsection{}`, `\subsubsection{}`,  
`\subsubsubsection{}`
  - LaTeX does automatic numbering. If you don't like it,  
use `section*{}`
- `\emph{}`, `\textbf{}`
- `\singlespacing`, `\doublespacing`, `\onehalfspacing`
- `\centering` or `\begin{centering}` & `\end{centering}`

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# Footnotes/Quotes/Equations

- `\footnote{}`
- `\begin{quote}` & `\end{quote}`
- ` ' `` '' for quotations
- Mathematical Equations
  - Math always in between \$ & \$
    - Alternatively, `\begin{equation}` & `\end{equation}`
  - `$ 1+4=5 $`
  - `\frac{a}{b}`, `\sqrt{a}`, `\sum_{k=1}^n`
  - `^{} , _{}`
  - greek letters (e.g. `\alpha` or `\Alpha`)
  - WinEdt also provides click and type functions.

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# Bibliography management with

## bibtex

- `\begin{thebibliography}{9}`
- `\bibitem{latexcompanion}`
- Michel Goossens, Frank Mittelbach, and Alexander Samarin.
- `\bibitem{einstein}`
- Albert Einstein.
- `\textit{Zur Elektrodynamik bewegter K{"o}rper}`. (German)
- `[\textit{On the electrodynamics of moving bodies}]`.
- Annalen der Physik, 322(10):891–921, 1905.
- 
- `\bibitem{knuthwebsite}`
- Knuth: Computers and Typesetting,
- `\\texttt{http://www-cs-faculty.stanford.edu/~}{uno/abcde.html}`
- `\end{thebibliography}`

*H. Arjunakumar*

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# Citations

- `\cite{bibtexkey}, citeyear{bibtexkey}`
- It is more convenient to create a bibliography file, called bibtex file (.bib) and use it as needed.
- WinEdt is capable of creating a bib file, but there are more convenient tools out there.
- JabRef (<http://jabref.sourceforge.net/>)

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JabRef

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IMF.bib Example.bib

#	Entrytype	Author	Title	Year	Journal	Owner	Timestamp	Bibtexkey
1	Article	Cheung and Lal	A Fractional Cointegration Analysis of Purchasing Po...	1993	Journal of B...	woo.54	2009.06.08	CheungLal...
2	Article	Ostrom and Smith	Error Correction, Attitude Persistence, and Executive R...	1993	Political Ana...	woo.54	2009.06.08	OstromSmith...
3	Article	Beck	The Methodology of Cointegration.	1993	Political Ana...	woo.54	2009.06.08	Beck1993

Article

Author: Ostrom, Charles W., Kr., and Renee M. Smith

Title: Error Correction, Attitude Persistence, and Executive Rewards and Punishments: A Behavioral Theory of Presidential Approval.

Journal: Political Analysis

Year: 1993

Volume: 4

Pages: 127-84

Bibtexkey: OstromSmith1993

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H. Ananthakrishnan

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Status: Saved database 'C:\Users\woo.54\Desktop\Example.bib'.







# Creating a Table

- Add numbered table
  - `\begin{table} \caption{}`
- Creating a table
- Simple tables can be produced by
  - `\begin{tabular}[pos]{tablespec}`
  - Within the `{tablespec}` section, one details the number of columns, the alignment, and the number of vertical lines of the table.
    - `{lrc}, {llr|c}`
  - Then type in from left to right, the values for each cell with `&` in between.
  - Put “`\`” at the end of each row, then input another row of values if needed.
  - `\hline`
  - For STATA users, after downloading the “outtex” package online, one can simply type “outtex” after any estimation and STATA will spit out LaTeX code for the results table presented.

*P. Anjukumar*  
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# Creating a 4\*3 Table

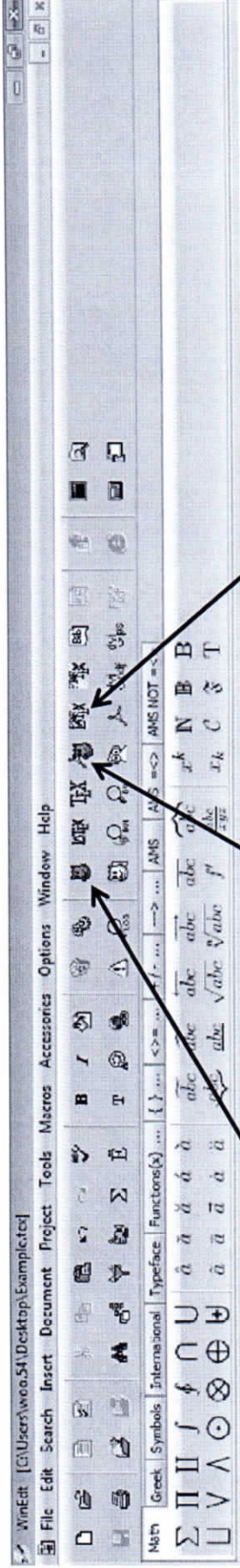
- `\begin{table}[h]`
- `\caption{Summary of Conclusions from Diagnostic Tests}`
- `\begin{tabular}{|l|l|l|}`
- `\hline`
- `\hline`
- `& Macropartisanship & Consumer Sentiment & Presidential Approval\\`
- `\hline`
- `Joint F test &  $\$d=1\$$  &  $\$d=1\$$  &  $\$d=0\$$ \\`
- `VR test &  $\$0<d\leq 1\$$  &  $\$d=1\$$  &  $\$0<d\leq 1\$$  \\`
- `\hline`
- `\end{tabular}`
- `\end{table}`

# In the Back Matter

- `\bibliographystyle{style file .bst file}`
- Example: `\bibliographystyle{IEEEannot}`
- `\bibliography{bibilography file}`
  - `\bibliography{annot}`
- 
- Don't forget `bibliography{filename}`
    - Make sure that the bibtex file is saved in the same location where the main tex file is saved.
  - Don't forget `end{document}`

*H. Anandkumar*

# Seeing the Document



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# Common Mistakes

- Often times, you make a mistake when creating a document. You will notice the log file reporting a problem.
- There are some common mistakes:
  - “end” doesn’t follow “begin”
  - \$ doesn’t follow \$
  - Using commands from packages not defined in the preamble
  - Don’t forget “\”s.

*H. Arjun Kumar*

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# Other Resources

- Books
  - Leslie Lamport. 1994. LaTeX: A Document Preparation System.
  - Helmut Kopta and Patrick W. Daly. 2004. Guide to LaTeX
  - Frank Mittelbach et al. 2004. The LaTeX Companion
- Online Guides
  - <http://en.wikibooks.org/wiki/LaTeX>
  - <http://tobi.oetiker.ch/lshort/lshort.pdf>
  - CV and dissertation templates are available on line

*H. Arunkumar*

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## INAUGURATION of AICTE - ISTE

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"Research Methodology: Tools & Techniques"

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### Address for Correspondence:

Dept. of Management Studies (M.B.A.), DNR College of Engineering & Technology  
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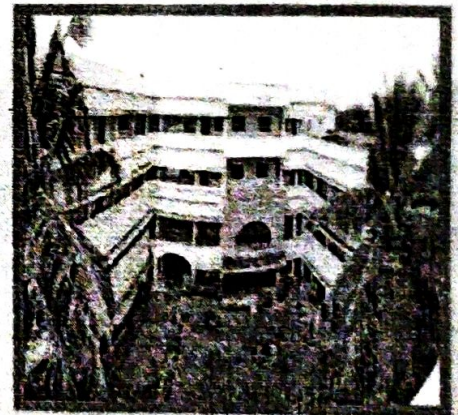
(Programme - 2)

on

1<sup>st</sup> Dec -2020 To 7<sup>th</sup> Dec - 2020

Organized By

**DEPARTMENT  
OF  
MANAGEMENT STUDIES**



**D.N.R. COLLEGE OF ENGINEERING & TECHNOLOGY**

Approved by AICTE-New Delhi; Affiliated to JNTUK - Kakinada

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The D.N.R. College of Engineering and Technology (DNR CET) was established in the year 2010 at D.N.R. College campus, Balusumudi, Bhimavaram. The College imparts high standards of education and having excellent infrastructure and state of art laboratories. Institute offers five branches of Engineering and Technology at the undergraduate level and Five post graduate level M.Tech & MBA courses. Institution also offers Diploma courses. The institution has excellent infrastructure facilities including modern laboratory facilities, Internet facilities, Central Library, Digital Library and other general amenities. The Institute also had the student chapters of IEEE and ISTE. All the courses are approved by All India Council of Technical Education (AICTE) and Department of Technical Education (DTE). Recently institute Accredited NAAC with B++.

## ABOUT THE DEPARTMENT

The Department of Management Studies was established in the year 2011 with intake of 120 students. With the rapid pace of change in business, the Department of Management Studies continuously strives to find ways and means to change the landscape of business education by enhancing its ability to educate and prepare the next generation of business leaders for the changes of a global market place that operates continuously and almost seamlessly. I proudly state that, our students trained as talented and dynamic managers, to meet the increasing demands of the corporate world and global challenges.

## FDP THEME

This FDP is conceptualized and designed to enrich the research prowess with novel research strategies in science, Engineering & Technology. This program endeavors to provide conceptual clarity to Research Methods and Tools and Techniques. Research methods and data analytics have become an integral part of almost all areas of science, Engineering & Technology. This Program covers the various data analytical techniques and user-friendly analytical software such as SPSS Basic and SPSS Modeler, F-TEST, ANOVA. The ability to analyze large amount of data is not only desirable, but a necessity for academicians and researchers. Advanced data analytical techniques are usually very complex and confusing for beginners and intermediate researchers and also develop the skills of research paper writing plagiarism and copy rights.

The program will address issues in Research Methodology: Tools and Techniques. The objective of this program is to enhance the Research skills and Techniques of the faculty. The FDP will help participants in developing suitable research methodology and using proper data analytical tools.

## TOPICS:

- REVIEW OF RESEARCH PROCESS
- SPSS
- FORMULATION OF HYPOTHESIS
- DEFINING VARIABLES
- MODEL BUILDING FROM REVIEW OF LITERATURE
- PREPARATION OF DATA FILES
- Z-TEST
- F-TEST
- DATA SORTING, SCREENING & EDITING
- HYPOTHESIS TESTING
- DESCRIPTIVE ANALYSIS-CENTRAL TENDENCY
- RESEARCH PAPER WRITING, PLAGIARISM, COPYRIGHT
- DATA REDUCTION TECHNIQUES
- ONE WAY ANOVA
- TWO WAY ANOVA
- CLUSTER ANALYSIS
- EMOTIONAL INTELLIGENCE, HUMAN VALUES AND ETHICS



**A Brief Report Submitted on 9<sup>th</sup> Dec 2020**

**AICTE-ISTE SPONSORED ONE-WEEK ONLINE FDP ON**

**“RESEARCH METHODOLOGY: TOOLS & TECHNIQUES PROGRAMME-2”**

**Held during 1<sup>st</sup> Dec-2020 to 7<sup>th</sup> Dec-2020**

**Organized By: Department Of Electronics & Communication Engineering**

**Venue: Seminar Hall, DNRCTET**


**Resource Person:**


1.	Dr. K. Ram Mohan Rao, Former Registrar AU, Vice Chairman-APSCHE	Importance RM for researchers
2.	Dr. K. Brahma Raju, Professor & Head, Mechanical Dept, SRKR Engg College	Research Methodology- An overview
3.	Dr. Ch. Jaya Shankara Prasad, MBA, Ph.D., Asst. Prof, Krishna University	Multivariate Analysis- Hypothesis testing & Analysis
4.	Dr. Indukuri Bangara Raju, M. Com, Ph.D., Asst. Prof, GITAM University	Selecting the research topic- Field Study, data collection usage of SPSS
5.	Dr. M. Siva Koti Reddy, MBA, Ph.D., Assoc. Prof, Vignan University	Correlation & regression relating to data analysis
6.	Dr. B. Ravikanth, MBA, Ph.D., ISTE Member, SRKR Engg. College	Emotional Intelligence
7.	Dr. A. Srikanth, B.Tech, MMS, M.Phil, Ph.D, Assoc Prof, KL University	Dimension Reduction technique-factor analysis
8.	Prof. V. Krishna Mohan, Former Registrar, Dr. B. R. Ambedkar University and Andhra University	Model building from review of literature

The session was started at 10 AM. Dr. D. Venkatapathi Raju, Director, Dept of Management Studies (MBA), DNR College of Engineering & Technology had welcomed the gathering. She had given brief outline of program and requested to all the participants to enrich their knowledge from this FDP by effective participation. She explained various outcome of the program.

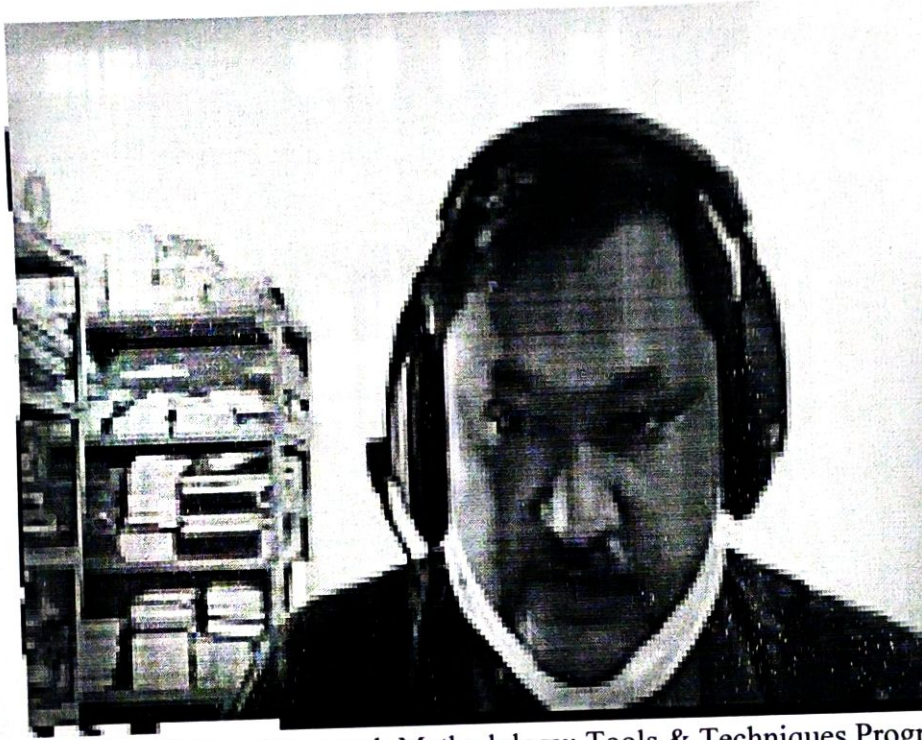
The AICTE-ISTE Induction/Refresher program is essential for researchers in technical institute for their professional refinement. As Research is an integral part of academic & scientific world and also the quality of research would be the degree of excellence. Hence In order to carry out research, we all need to be trained. Any research or research project is like an unknown journey although you know the objectives. As the world is surging ahead due to this uncertain situation of COVID, well Articulated Research Methodologies could be step forward in this direction. We guess this FDP would prove that we could convert the unknown journey to known journey. The FDP is also such an initiative where in the delivery of content is focused upon extracting quality of research from the faculties through effective and competent course content.

Among most of the participants felt that the correct knowledge and direction for conducting research was obtained in the FDP. There were total 100 participants from various management and engineering institutions and colleges across Andhra Pradesh, Telangana and various states in India

  
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**Photos:**



One-Week Online FDP on "Research Methodology: Tools & Techniques Programme-2"

*H. Arunkumar*

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Tel : 08816-221237, 9666188519, Fax : 08816-221236, Email : info@dnrcet.org, Website : www.dnrctet.org

SI No	Timestamp	Title	Full Name of The Participant (in capital letters to be printed on Certificate later.)*	Qualification:	Designation:	Email ID:	College Name:	Mobile Number:	Whatsapp No:	Address for Correspondence(Certificate Har Copy Will be Sent To This Address)
1	11/20/2020 2:06	Mrs.	JVL N R SITA	Others	Asst.Professor	dnrsmilbrary@gmail.com	DNR COLLEGE OF ENGINEERING AND TECHNOLOGY, BHIMAVARAM	9494000456	9494000456	JVL N R SITA, DNR COLLEGE OF ENGINEERING AND TECHNOLOGY, BHIMAVARAM Door no: 4-585 Bepanaiah Nagar- II Mamjalavuri Guntur (Dist)
2	11/21/2020 0:16	Dr.	Dr Satyanarayana Thota	Ph.D	Associate Professor	dr.satyamthota@gmail.com	St Mary's Women's Engineering College	9966115558	9966115558	Punnami towers, flat no: 101, 1st nagar, tv tow road, bhimavaram -534202, west @bhavari.d
3	11/21/2020 1:09	Mrs.	RUDRARAJU MOUNIKA	M.B.A	Asst.Professor	rmounika@sve	Shri Vishnu engineering collage	9603340043	9603340043	Seetaramapuram
4	11/21/2020 1:31	Dr.	Dr N G S Prasad	M.B.A	Professor	girinalia1958@gmail.com	Swarn Andhra Institute of	9849284873	9849284873	D. No:70-1-14, opp visalkha dairy, sarparavai junction, kakinada-533003 AP
5	11/21/2020 3:14	Dr.	SRIDEVI MAGANTI	Ph.D	Asst.Professor	shreevns@gmail.com	Adikavi Nannaya University MSN	9247776014	9247776014	DNR COLLEGE, BHIMAVARAM
6	11/21/2020 3:56	Mr.	SV N S NARAYANA KONDETTI	M.B.A	Asst.Professor	satyanarayana.ksnv@gmail.com	DNR COLLEGE of Engineering and Technology	9989036099	9989036099	DNR College of Engg and Technology Bhimavaram
7	11/21/2020 4:22	Mr.	D D D SURIBABAU	Others	Associate Professor	suribabu.ddd@gmail.com	DNR College of Engg and Technology	9989282157	9989282157	Gudlavalleru Engineering College, Gudlavalle 521356
8	11/21/2020 4:38	Dr.	Madhavi Sripathi	Ph.D	Associate Professor	vi235@gmail.com	Engineering College	9030375263	9030375263	DNR COLLEGE OF ENGINEERING AND TECHNOLOGY, BHIMAVARAM
9	11/21/2020 6:28	Mr.	VARMA DENDUKURI	M.B.A	Asst.Professor	ddpvarma@gmail.com	DNR COLLEGE OF ENGINEERING AND TECHNOLOGY	8886888445	8886888445	AL Balaji Homes, Srirampuram, Bhimavaram 534201
10	11/21/2020 7:21	Mr.	Prudhvy Raju Mantena	M.B.A	Asst.Professor	prudhvy@svectw.edu.in	Shri Vishnu Engineering College	9440637137	9440637137	KOLLI RAMBABU, S/o: Sarvanarayana
11	11/21/2020 16:19	Mr.	Mr.K.RAMBABU	Others	Asst.Professor	kolli.rambabu56@gmail.com	DNR COLLEGE OF ENGINEERING AND TECHNOLOGY	7207512349	7207512349	S/o: Sarvanarayana 5-202, Lakshmaneswararam, Devunithota, Narsapur-534275, West Godavari District.
12	11/22/2020 6:29	Mrs.	RAMA HARITHA IDURI	M.B.A	Asst.Professor	harithaiduri19@gmail.com	ENGINEERING AND TECHNOLOGY	9550437622	9550437622	v s k chaturya, Asst professor, silver jubilee building, sskr engineering college, Bhimavara Do.No:16-2-72, Near Water Tank, Wednesday, Market, PP Road, Bhimavaram-534201
13	11/23/2020 1:46	Mr.	VEGESNA SRI KRISHNA CHATURYA	M.B.A	Asst.Professor	chaturyavegesna@gmail.com	Institute of ENGINEERING COLLEGE	9533822228	9492422228	bsrinivas_mca@cbite.ac.in
14	11/23/2020 3:31	Mr.	CHEBROLU ANUDEEP	M.B.A	Asst.Professor	ch.anudeep@svectw.edu.in	Shri Vishnu Engineering College	9705331933	9705331933	Vishnupur, Bhimavaram 534202
15	11/23/2020 6:34	Mr.	Srinivasa S P Kumar	Others	Asst.Professor	bsrinivas_mca@cbite.ac.in	CBIT	8555007901	8555007901	S. Balakrishna Associate. Prof. S/O S. Kodhandaiah Machavararam (Post) Kandukuru C/o Chittineni subbarao
16	11/23/2020 19:52	Mr.	Venkata Narasimha Raju Iamanna	M.B.A	Associate Professor	vnrajujampana@svectw.edu.in	ENGINEERING AND TECHNOLOGY	9912307300	9912307300	5-23 on Jaeruthi hpmes M L MBA COLLEGE, Kanunalla village, Srinavakonda Mandal, Prakasam dist. A.P
17	11/23/2020 20:55	Mr.	Sabineedi Balakrishna	M.B.A	Asst.Professor	balamba85@gmail.com	MBA college	7799345999	7799345999	K. Sushmitha, Asst. Prof. Department of Business and Management T S Leelavati
18	11/23/2020 20:55	Dr.	K. Deepika	Ph.D	Asst.Professor	drdeepikakaka@gmail.com	Lakireddy Ballreddy College of	9885267266	9885267266	Assistant Professor D: no 14-5-93/2, Vijayalakshmi Puram
19	11/23/2020 20:55	Mr.	P V SURESH BABU	M.B.A	Associate Professor	sureshpv084@gmail.com	M L MBA COLLEGE	8125601223	8125601223	
20	11/23/2020 21:00	Mrs.	K SUSHMITHA	M.B.A	Asst.Professor	susmitha.kunc	Gudlavalleru Engineering College	9494693460	9494693460	
21	11/23/2020 21:00	Mrs.	T S Leelavati	M.B.A	Asst.Professor	hanarathi@gmail.com	Gudlavalleru Engineering College	9989873020	9989873020	
22	11/23/2020 21:02	Mr.	SD. AMEER JANI	M.B.A	Asst.Professor	leela.thota@gmail.com	ENGINEERING COLLEGE	9989873020	9989873020	

Sl. No.	Date	Name	Ph.D.	Designation	Address	Contact No.	Mobile No.
23	11/23/2020 21:03	Dr. ANKIREDDY YENIREDDY	Ph.D	Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
24	11/23/2020 21:10	Mr. GURU PRASAD PASUMARTHI	M.B.A	Asst.Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
25	11/23/2020 21:16	Dr. Dr.P.SubbaRao	Ph.D	Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
26	11/23/2020 21:25	Mr. Shaik Mohammed Musa Kaleemullah	M.B.A	Asst.Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
27	11/23/2020 21:29	Dr. DR.P.TIRUMALA	Ph.D	Associate Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
28	11/23/2020 21:38	Mr. SIVA NAGESH PENTA	M.B.A	Asst.Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
29	11/23/2020 22:08	Mr. KISHORE PILLI	M.B.A	Others	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
30	11/23/2020 22:11	Dr. RAMBABUKALNEEDI	Ph.D	Asst.Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
31	11/23/2020 22:14	Mr. SURESH YAMARTHI	M.B.A	Asst.Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
32	11/23/2020 22:18	Mr. RAMA GOPAL NADAKUDITI	M.B.A	Asst.Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
33	11/23/2020 22:18	Dr. B.DEENADHAYALU	Ph.D	Asst.Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
34	11/23/2020 22:22	Mr. Muppidi Srinivasa Rao	Ph.D	Others	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
35	11/23/2020 22:35	Mr. SHAIK ABDUL RAFI	M.B.A	Others	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
36	11/23/2020 22:42	Dr. TUDUKU VINOD KUMAR	Ph.D	Asst.Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
37	11/23/2020 23:07	Dr. Chandu Ravi Kumar	Ph.D	Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
38	11/23/2020 23:37	Mr. TADI CHANDRASEKHAR	Ph.D	Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
39	11/23/2020 23:53	Mrs. Salma Syed	M.B.A	Asst.Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
40	11/23/2020 23:54	Mr. Karem basha Shaik	M.B.A	Associate Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
41	11/23/2020 23:56	Mrs. T.L.SRAVANI KUMARI	M.B.A	Asst.Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
42	11/27/2020 1:06	Mr. BH. L. MOHAN RAJU	M.B.A	Asst.Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
43	11/24/2020 0:03	Mrs. RAKSHITHA N	Others	Others	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
44	11/24/2020 0:19	Mr. PASUPULETI NAGA PHANEENDRA	M.B.A	Asst.Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
45	11/24/2020 0:50	Mr. PRABHU GEDDAM	M.B.A	Asst.Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
46	11/24/2020 1:16	Mrs. Jangam Deevana Charitha	M.B.A	Others	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
47	11/24/2020 1:34	Mrs. Johnsy Mary Johnson	M.B.A	Asst.Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
48	11/24/2020 2:11	Mr. Manu V Unni	M.B.A	Asst.Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
49	11/24/2020 2:14	Mr. Mr. Prashanth P	M.B.A	Asst.Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709
50	11/24/2020 2:15	Mrs. SANDHYA RAKESH	M.B.A	Asst.Professor	Dr. P. Subba Rao, Flat No. 51, Sai Ganga Enclava middle line between SBI and Anolla Phari Shalk Mohammed Musa Kaleemullah, S/K Shariff Nutakki most Manealair Man Dr.P.Tirumala, w/o S.srinivasarao, flat n Sai Annanurna Residency, shanthinai P SIVA NAGESH	8686208686	9440767709

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Sl	11/24/2020 2:33	Dr.	Dr. ANIL KUMAR	P	Asst. Professor	dranilgorantia@gmail.com	ARIES BAHU SCIENCE P V Siddhartha Institute of	06614959	8106814959	8106814959	Department of MBA, V V Siddhartha Institute of Technology, Kannur, Kerala
52	11/24/2020 2:33	Dr.	Dr. ANIL KUMAR	P	Asst. Professor	dranilgorantia@gmail.com	ARIES BAHU SCIENCE P V Siddhartha Institute of	06614959	8106814959	8106814959	Department of MBA, V V Siddhartha Institute of Technology, Kannur, Kerala
53	11/24/2020 2:39	Mrs.	Y V NAGA KUMARI	M.B.A	Asst. Professor	nagakumari73@gmail.com	Gudlavalluru Engineering College, Gudlavalluru, Krishna District-521356, Andhra Pradesh	8885881899	8885881899	8885881899	Gudlavalluru Engineering College, Gudlavalluru, Krishna District-521356, Andhra Pradesh
54	11/24/2020 2:45	Dr.	Dinesh.N	Ph.D	Asst. Professor	dinesh.rao@cms.ac.in	CMS BUSINESS SCHOOL-JAIN CHAITIYA INSTITUTE OF	7892029860	7892029860	7892029860	60/1 sai nilaya opp Joseph church sait palya linearzauru Bangalore 560084 25-6-11/1, Ganjamvari Street, near Hp gas, kakinada
55	11/24/2020 3:22	Mr.	K.SAI VISWANATH	M.B.A	Associate Professor	salviswa9@gmail.com	INSTITUTE OF	9848141154	9848141154	9848141154	Flat no. 502, MK TOWERS, BS layout Seethamadhara, Visakhapatnam-530013
56	11/24/2020 3:26	Mrs.	Rajeshwari Devulapalli	M.B.A	Asst. Professor	devulapallirajil@gmail.com	Lendi Institute of Engineering and	9040903120	9040903120	9040903120	St.Claret college.mes road.bengaluru
57	11/24/2020 4:45	Mrs.	Bindu V	M.B.A	Asst. Professor	bindunarayan90@gmail.com	St claret college	7892522404	7892522404	7892522404	403 B Amrit Palace Colony, Nipania, Indore, Madhya Pradesh-452010
58	11/24/2020 6:28	Dr.	KALI CHARAN MODAK	Ph.D	Associate Professor	kali.modak@gmail.com	IPS Academy, Institute of Business	9981574946	9981574946	9981574946	Dr D Venkatapathi Raju Director
59	11/24/2020 6:56	Dr.	Dr D Venkatapathi Raju	Ph.D	Professor	drdvpr@gmail.com	D N R College of Engineering and	9492835174	9492835174	9492835174	Guntur engineering college, yanamadala, Guntur
60	11/24/2020 7:15	Dr.	M.Nagabhaskar	Ph.D	Professor	mbabhaskar2@gmail.com	Guntur engineering College	9966952979	9966952979	9966952979	D.no:19-12-466, Bairagipattreddy, Tirupati, Chittoor(Dist.)A.P. Pin-517501
61	11/24/2020 7:22	Mrs.	SUPRIYA ESANAKULA	M.B.A	Asst. Professor	supriyareddy@gmail.com	Sri Venkateswara college of	8008733806	8008733806	91801E+11	Divine Grace, Plot No-144/2
62	11/24/2020 8:30	Dr.	N. SONY HAVILAH	Ph.D	Asst. Professor	havilahnalla@gmail.com	I A S E, ANDHRA UNIVERSITY	9052339357	9052339357	9052339357	M. Laxmi Jagannadh, 9-373, Police Quarters Road
63	11/24/2020 19:00	Mr.	M LAXMI JAGANNADH	Others	Others	m.l.jagannadh@gmail.com	College of Law, Andhra University	9966409389	9966409389	7799553665	V.BALA, W/O B.SATHIBABU, 45-57-2, prasanthivilla, Narasimhanagar, akkavalam, road, 2nd cross, behind apoorva mansion.
64	11/24/2020 19:50	Dr.	Dr BALA VANTAKU	Ph.D	Professor	balavantaku@rediffmail.com	SATYANARAYANA St.Claret College	9448432318	9448432318	9448432318	BVA RAVI KUMAR, S/O APPA RAO, D. NO. 2-33, RAMALAYAM STREET, MALLAPARAILPETA Department of MBA, Vishnu Institute of Technology, Bhimavaram
65	11/24/2020 20:36	Ms.	CATHERINE P SAJU	Others	Asst. Professor	catherine@rediffmail.com	DNR COLLEGE OF ENGINEERING AND	9989755669	9989755669	9989755669	Bala Krishna Batta, Assistant Professor, Department of ECE, Swarnandhra Institute of Technology
66	11/24/2020 21:17	Mr.	B V A RAVI KUMAR	M.B.A	Others	bvaravikumar5@gmail.com	Vishnu Institute of Technology	9290045644	9290045644	9290045644	DNR COLLEGE OF ENGINEERING AND TECHNOLOGY
67	11/25/2020 2:05	Dr.	Kurmala Ganga Raju	Ph.D	Professor	gangaraju.k@vishnu.edu.in	SWARNANDHRA INSTITUTE OF	7989648788	7989648788	9866373681	D.N.R College of Engineering and Technology, MBA Department, Ralukumudi, Bhimavaram Pin D.no.11-32-1, Ramachandra Rao peta, Veena building, near sandham Jones school
68	11/25/2020 2:24	Mr.	BALA KRISHNA BATT	Others	Asst. Professor	balakrishnabat@gmail.com	D.N.R.COLLEGE OF ENGINEERING AND	9866373681	9866373681	9866373681	D.N.R College of Engineering and Technology, MBA Department, Ralukumudi, Bhimavaram Pin D.no.11-32-1, Ramachandra Rao peta, Veena building, near sandham Jones school
69	11/25/2020 2:31	Mr.	V R S S KUMAR	M.B.A	Asst. Professor	kumar.vodugu@gmail.com	D.N.R. COLLEGE OF ENGINEERING AND	9966995869	9966995869	9966995869	D.N.R College of Engineering and Technology, MBA Department, Ralukumudi, Bhimavaram Pin D.no.11-32-1, Ramachandra Rao peta, Veena building, near sandham Jones school
70	11/25/2020 2:31	Mr.	K.CHANDRAMOULI RAJU	M.B.A	Asst. Professor	k.mouliraju@gmail.com	D.N.R. COLLEGE OF ENGINEERING AND	7207307342	7207307342	7207307342	D.N.R College of Engineering and Technology, MBA Department, Ralukumudi, Bhimavaram Pin D.no.11-32-1, Ramachandra Rao peta, Veena building, near sandham Jones school
71	11/25/2020 2:39	Mrs.	Rangababu Rakurthy	M.B.A	Asst. Professor	rangababu@silac.ac.in	Sasi Institute of Technology and	9441775684	9441775684	9441775684	M.Eswara Reddy LIBRARIAN CMR INSTITUTE OF TECHNOLOGY
72	11/25/2020 2:41	Dr.	M. Eswara Reddy	Ph.D	Asst. Professor	ereddy11@yahoo.com	CMR Institute of Technology	9550633299	9550633299	7893905887	DNR COLLEGE OF ENGG AND TECHNOLOGY
73	11/25/2020 2:42	Ms.	CHINTALAPATI SIRESHA DEVI	M.B.A	Asst. Professor	sirishaprabha@gmail.com	DNR COLLEGE OF ENGINEERING AND	9666691565	9666691565	9666691565	P. V. Narayana, D. No.10-4-19 BITS VIZAG
74	11/25/2020 2:43	Mr.	P V NARAYANA	Others	Associate Professor	narayana381@gmail.com	Swarnandhra Institute of	9059416941	9059416941	9059416941	Dept.of BSH, DNR College of Engineering & Technology, Baram
75	11/25/2020 3:05	Mr.	PALLA MANOJ BABU	M.B.A	Asst. Professor	dropmall2pmb@gmail.com	BITS VIZAG	9247848665	9247848665	9247848665	Ramachandra college of engineering
76	11/25/2020 5:17	Prof	Dr G G Ratnam	Ph.D	Professor	gg8ratnam@gmail.com	DNR College of Engineering and	9553744777	9553744777	9553744777	Ramachandra college of engineering
77	11/25/2020 6:44	Mrs.	SRI DURGA KAMMA	M.B.A	Asst. Professor	durgaakkineni5@gmail.com	Ramachandra college of engineering	9246384858	9246384858	9246384858	PRINCIPAL Nidamarri
78	11/25/2020 6:56	Mr.	N Ramakrishna	Others	Others	ramakrishnana77@gmail.com	SRM University-AP	9246384858	9246384858	9246384858	D.N.R.College of Engg. & Tech. BHIMAVARAM-534 202

Sl. No.	Date	Name	Qualification	Designation	Contact No.	College Name	Address
80	11/25/2020 7:02	Dr. M.SASTI BHUSHAN	Ph.D	Associate Professor	8142876930	KAMACHANDRA COLLEGE OF ENGINEERING	Dept. Of MBA, Kamachandra College of Engineering, Vaduvur-534007
81	11/25/2020 7:10	Mr. K Sudheer kumar	M.B.A	Asst.Professor	8499899122	Ramachandra college of Engineering	Ramachandra college of Engineering eluru
82	11/25/2020 7:13	Mr. KRISHNA NAKKA	M.B.A	Asst.Professor	9963748509	Ramachandra college	Ramachandra college, eluru
83	11/25/2020 7:18	Mrs. YARRA NAGA VANISRI	M.B.A	Asst.Professor	8985825878	Ramachandra college of Engineering	D.No: 2-12, W/o Satish Kumar, Pedakadmi village, Pedavezi Prasad, West Godavari
84	11/25/2020 8:28	Dr. J. Siva Durga Prasad	Ph.D	Asst.Professor	9493756607	Indian Maritime University	Dr. J. Siva Durga Prasad, D.No.66-1-107, Pilakavunale, Malkapuram, Vskhananatham.
85	11/25/2020 9:37	Mr. Malleswara Rao Chinnam	M.B.A	Asst.Professor	9704782427	Ramachandra college of engineering	1-26 Joseph Nagar, duggirala, sahivarapupet most pedavezi mandalam, west Godavari
86	11/25/2020 20:08	Ms. ROCHELLE LORAIN PIREES	Others	Others	9767694647	GOA UNIVERSITY	Hno: 376/13 Flat no: 001 Kenkre Estate Hezibrs, Cabesa, St.Cruz, Panaji Goa
87	11/25/2020 22:38	Mr. Theetla Solaman Raju	M.B.A	Associate Professor	9247403323	DNR College	Theetla Solaman Raju, HOD Dept of MBA, DNR College, Bhimavaram
88	11/25/2020 22:40	Mrs. D.V.MADHAVI	Others	Professor	9440939233	D.N.R.College	D.V.Madhavi, dept of commerce, D.N.R.college, Bhimavaram-2
89	11/25/2020 22:53	Mrs. PUSHPA LATHA MAMIDI	Others	Asst.Professor	9848072247	Vishnu Institute of Technology	Assistant Professor, Department of basic Science, Vishnu Institute of Technology
90	11/25/2020 23:10	Mr. K RAMBABU	Others	Asst.Professor	9494333556	Dnr College	Dnr college, bhimavaram
91	11/26/2020 1:03	Mr. Bham Bham Babu	M.B.A	Others	9704116568	Draavidian University	#10-01-06/7-1, NTR Colony, Kothigutta, Near DPEP School, Ravaduram, Anantapuramu
92	11/26/2020 1:05	Mr. Subbarayudu Rayasam	M.B.A	Asst.Professor	9182832802	DNR College of PG Courses	DNR College of PG Courses
93	11/26/2020 1:54	Mr. JAKKA SURESH	Others	Asst.Professor	9441413128	D.N.R. COLLEGE(A)	Lecturer in Commerce, D.N.R. College(A), BHIMAVARAM-534 201
94	11/26/2020 1:58	Mrs. P.HARITHA	Others	Asst.Professor	9948666156	D.N.R.COLLEGE(A)	D.N.R.COLLEGE(A), BHIMAVARAM
95	11/26/2020 2:01	Mrs. P.NAGA VENI	Others	Asst.Professor	9550552228	D.N.R.COLLEGE(A)	D.N.R.COLLEGE(A), BHIMAVARAM
96	11/26/2020 2:01	Mrs. R.Radharani	Others	Asst.Professor	9705061899	D.N.R.College, Bhimavaram	D.N.R.College, Bhimavaram
97	11/26/2020 2:39	Dr. UPPALAPATI MADHURI	Ph.D	Asst.Professor	9440946631	D. N. R college	Dr. D. Venkatapathi raju House no-26-10-5/5
98	11/26/2020 5:32	Mrs. Madhavilatha maddilla	M.B.A	Asst.Professor	9550791983	Dnr college of pg courses	Dnr college of pg courses, Bhimavaram
99	11/26/2020 8:00	Mrs. KOSURI SARIKA	M.B.A	Asst.Professor	8555879990	DNR College	DNR College, Bhimavaram.
100	11/26/2020 20:28	Mr. Nadupuri Dinesh	M.B.A	Asst.Professor	9949806115	DNR COLLEGE, PG COURSES	DNR COLLEGE, BHIMAVARAM

PRINCIPAL 10/12/2020

H. Anjan Kumar

S. Koteshwar  
COORDINATOR  
Head  
Department of ECE

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BHIMAVARAM-534 202.

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534 202



## Profile of Dr. K. RAMA MOHANA RAO



Dr. K. Rama Mohana Rao is presently serving as Vice Chairman, Andhra Pradesh State Council of Higher Education, Government of Andhra Pradesh. He did his graduation and post Graduation in Commerce (M.Com) and Management (MBA) from Andhra University. He was awarded Ph.D. degree in 1987.

Prof. Rao is an inspiring teacher for the last 37 years. He is a specialist in Marketing and particularly Services Marketing. He guided **24 Ph.D.**, students and **9 M.Phil.**, students. He wrote **10 Books** and published **86 research papers** in reputed International and National journals. He undertook **13 research projects** funded by UGC and other public and private Organisations.

Dr. Rao served in many administrative positions. He served as Principal, AU College of Arts and Commerce, Registrar of Andhra University, and Convener of Andhra Pradesh Integrated Common Entrance Test (APICET) 2016. He served as Executive Council member of Andhra University. As Coordinator of Internal Quality Assurance Cell, he designed and implemented Quality Management System in Andhra University. He is in the Academic bodies of many Universities and Research Institutions. He served as Member of Academic Council of IGNOU. He is the member of Academic Senate of Acharya Nagarjuna University. He served as Expert member in many Committees constituted by UGC, AICTE, APSCH, etc. He is associated with NAAC and served as Chairman/ Member Coordinator of the peer teams for assessment and accreditation of many HEIs across the country.

Prof. Rao organized many National Seminars, workshops, training programs in the areas of Commerce, Management, and quality assurance. He is an invited resource person for academic institutions and the industry. He has membership in professional bodies and social organisations.

Prof. Rama Mohana Rao received ET (Economic Times) NOW National Education Leadership Award as Best Professor in Marketing in 2013.

*H. Arjankumar*  
PRINCIPAL  
D.N.R.College of Engg. & Tech.  
BHIMAVARAM-534 202.

## PROFILE OF PROF V. KRISHNA MOHAN



Prof. V. Krishna Mohan is at present serving as Registrar of Andhra University since July-2019 and continuing. He is also Chairman-PG Board of Studies, Coordinator-UGC-SAP Program in the Dept of Commerce and Management Studies, Andhra University since January, 2020, Head i/c of Agro-Economic Research Centre at Andhra University Secretary-CTU-AP, and Secretary and Correspondent of Andhra University High Schools.

He joined AU in the year 1986 as Lecturer and became Professor in the Year-2002 (Total teaching experience of 34+ years) and continuing. He teaches Marketing core and specialization papers to MBA/M.Com Students. He got Master's Degree in both Commerce (M.Com) & Management (MBA) and PhD in Marketing Management from the Andhra University.

He has done FDP of one year duration in Marketing at Indian Institute of Management – Ahmadabad (1989-90). Prof. Krishna Mohan has authored 9 books, contributed several lessons to MBA Distance Education Course material at Andhra University. He got 83 research papers and research reports as well as guided 52 Research Students leading to the award of Ph.D.

He has organized 6 national level seminars, 3 workshops and 21 training programs. He got 2 Best Research Papers Awards—one each at National and International level.

Prof. V. Krishna Mohan serving as a resource person to many Academic Staff Colleges, HRD Centers, Several B-Schools and MBA Colleges and Institutions. He served as Keynote Speaker, Lead Discussant, Technical Session Chair at many National and International Seminars/ Workshops/ Conferences/ Symposiums. He is also a resource person, apart from invited lectures to many training institutions of public and private sector companies in Visakhapatnam

He is serving as a member in several state and private universities of UG and PG Boards of Studies in Commerce and Management; and associated with many professional bodies. He has nurtured MBA (Retail Management) Course at DCMS of Andhra University with a tie-up of leading Retailing Organizations, as a pioneer program in Southern India.

Prof. Krishnamohan served as Dy. Coordinator of Special Assistance Program (SAP) Phase-III during the period 1999-2004 (UGC, Delhi). He was Placement Coordinator in DCMS, AU during 2004-08. He served as Joint Director of MBA (Distance Mode) Program offered by Andhra University during 2002-2005 and also served as Member of Central Purchase Committee of AU for 4 years. He served as Principal-AU College of Arts & Commerce in September-2020.

He served in NCC Air-wing and qualified C-Certificate (1978) holder and also represented *all-India-Vayu-Sainik* Camp held at Bangalore and RDC Camps at Visakhapatnam and Hyderabad.

Prof. V. Krishna Mohan previously served as Registrar of Dr B. R. Ambedkar University, Srikakulam, on deputation, during Sep, 2009 to March, 2016 (6 ½ years). As a Registrar, he has initiated several measures in the newly established Dr B.R. Ambedkar University for improving academic and administrative systems. He also served as Principal of AU College of Arts and Commerce.

He has got the *State Best Teacher Award* from the Government of Andhra Pradesh for his excellence in teaching and research, on Sep 5<sup>th</sup> 2011. He is a recipient of *Ugadi Puraskar Award* in the Year 2020 for his contributions in the field of teaching, research and administration.

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# Prof (Dr) Kalidindi Brahma Raju

M.E., Ph.D., F.I.E., F.I.I.P.E



Prof (Dr) Kalidindi Brahma Raju M.E., Ph.D., F.I.E., F.I.I.P.E. is Professor and Head of the Department of Mechanical Engineering, S.R.K.R Engineering College Bhimavaram. He is the Council member of IE(I) and Founder Chairman of IE(I) Bhimavaram Local Centre. He has 30 years of experience in the field of Teaching and Research. He has graduated in the mechanical Engineering from MIT, Manipal and Post Graduated in Machine Design Engineering from University of Roorkee (presently IIT Roorkee). He obtained his Ph.D from JNTUA, Anantapur. He published more than 50 Research papers in various National/ International Journals/ Conferences and won various Awards/ Honors. He is the recognized Ph.D guide of Andhra University, JNTUK Kakinada, and JNTUH Hyderabad and guided 5 Ph.D scholars and guiding 4 Ph.D scholars. He handled number of research projects from IE(I), AICTE and ARDB etc. He was the Editor for the Proceedings of IEC-2011. He is a Member in Editorial Board of MT&M Journal. He visited Russia and Germany to Promote Engineering Education and Collaborations with Russian and German Universities as a Member of Technovasion Team, NDRF, Bangalore.

He received 'Technology Excellence Award' from Indian Technology Congress, Bangalore in the year 2019.

His fields of research interests are Fatigue of welded joints, Vibrations, Composite Materials, Optimization etc.

Besides his teaching and research he is actively involved in conducting Seminars and Workshops. He is also actively involved in conducting National and International Conferences, TEAM-TECH-2004, 2006, 2007 etc. He is a Fellow of Indian Institute of Production Engineers and Member of ISTE, RPSI and EDAF.

He is also a Social Activist. With the support of his Students and the Institute, where he has been working, visits the rural schools and creates awareness about Engineering and Technology by displaying Technical Models. He is actively involved in Promoting the Protection of Environment.

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**Dr. Ch. JAYASANKARA PRASAD**

Marketing

Assistant Professor (Selection Grade)

Ph. D. (Retail Management), JNTUH, 2009

UGC-NET (Management), 2005

M.B.A (Marketing & HRM), Andhra University, 2005

E-mail: [jayasankaraprasad@gmail.com](mailto:jayasankaraprasad@gmail.com)

Phone: +91-9885982321

Google Scholar: <http://scholar.google.co.in/citations?user=a9gYC98AAAAJ&hl=en>

ORCID ID : <https://orcid.org/0000-0002-6611-0478>

Web of Science Researcher ID: D-4779-2013

### Personal Webpage

#### Academic Affiliation:

Dr. Jayasankara Prasad joined Krishna University on 09 Oct, 2009. Prior to joining this University, he was an Associate Professor at K L University, Guntur from 18 June 2009 - 08 Oct 2009. He was a research fellow in Jawaharlal Nehru Technological University, Hyderabad during 2006-2009. He was a Part-time faculty at the School of Management Studies, JNTUH during the academic year 2007-2009.

#### Professional Affiliation & Recognition:

Has worked as a non-commissioned officer in Marine engineering department in Indian Navy for 15 years (1991-2006). He is a life member of All India Management Association (AIMA) and National Human Resource Development (NHRD) Network, India, India. He is a member of American Marketing Association (AMA).

He is a reviewer and a member of editorial board of prominent peer reviewed scholarly journals. He is a well noted resource person for research methodology in social sciences, humanities and management area.

#### Research Areas:

Retailing, Consumer psychology, Social media Advertising, Price Promotions, Private labels, Relationship Marketing, Services Marketing, Marketing Strategies and Business analytics.

#### Current Research:

Big data Retail Analytics, Millennial Consumers shopping & Patronage Behaviour, Category Management (Store Brands), Advertised Price Promotions, and Emotional Intelligence, Children's pestering behaviour, Online Banner ads, and Retail Innovations.

#### Research Awards:

1. Won *National Second Prize with a cash award of Rs. 75,000/- & Post Doctoral Fellowship (PDF) in Netherlands* for presentation of his research project in Anveshion-2009, 2<sup>nd</sup> National Student Research Convention held on 23-25 Feb 2009 at Bengal Engineering & Science University, Howrah, Kolkata under the aegis of Association of Indian Universities (AIU), New Delhi, India.
2. Won *Research Excellence Award-2009* from JNT University, Hyderabad.
3. Best paper commendation for presenting research paper titled "*Effect of Cross Shopping Behaviour on Store Format Choice in Food and Grocery Retailing-An Empirical Analysis*" in 4<sup>th</sup> IIMA Conference on Marketing in Emerging Economies held on 5-7 Jan, 2011 at Indian Institute of Management, Ahmedabad, India.
4. Won best paper award (Second prize, Rs. 5,000/-) for presenting a research paper in 2<sup>nd</sup> International conference on "*Doing Business in India*" organised by IFIM Business School, Bangalore in Dec, 2009.

Ph.D. theses Guided and Awarded: 04; M.Phil. Guided and awarded: 02

Current Research Guidance (ongoing): 04 Ph.D.'s and 01 M.Phil.

Research Publications: 25 (International - 10; National - 15)

Conferences: 14 (International - 08; National - 06)


Working Papers: 06 (Grocery Retailing, Social Media Marketing & Consumer Psychology).

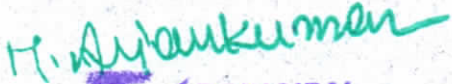
*H. Jayasankara*

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## AICTE Mandate Disclosure :: Brief Profile

1.	Name	Dr.Indukuri Bangar Raju	
2.	Designation	Assistant Professor	
3.	Date of Birth	25.07.1969	
4.	Emp. ID	3035	
5.	Email ID	dindukur@gitam.edu	
6.	Education Qualifications	Ph.D	
7.	Work Experience (in Years)	26.5 Years	
8.	Teaching	19.5 Years	
	Research	15 Years	
	Industry	07 Years	
	others	-	
9.	Area of Specialization	Accounting, Finance & Entrepreneurship	
10.	Names of the Courses taught at UG/PG Level	UG Level: Accounting, Finance and Entrepreneurship	
		PG Level: Accounting, Finance and Financial Services	
11.	Research Guidance:	Masters:100	
		Ph.D.:03 On going	
12.	No. of papers published:	National Journals:18	
		International Journals:05	
		Conferences:24 including 6 FDPs	
13.	Projects Carried out	07 Consultancy projects of NTPC and UBA, MHRD Project (Value of Rs 24,62,901)	
14.	Patents	Nil	
15.	Technology Transfer	Nil	
16.	Research Publications in total	23 (including Scopus 3)	
17.	No. of Books published with detail(s).	02 1. Investment Management book published by Himalaya Publishing House, Mumbai- 2018- ISBN 978-93-5273-705-5 (PCF 455) 2. Management Control Systems Published by Center for Distance Learning, GITAM Deemed to be University, Visakhapatnam-2017.	

  
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## AICTE Mandate Disclosure :: Brief Profile

A Doctorate and Postgraduate in Commerce and Management, started corporate career in the year 1993 as an associate in the Deccan Poly Packs Ltd, Deccan Cements Ltd Group, Hyderabad, Andhra Pradesh and served in different capacities up to the year 2000. My passion for teaching and research compelled me to switch over my profession from industry to teaching in the year 2000. I had 26.5 years of service both in industry (7 years) and academics (19.5 years). Corporate Finance, Banking and Entrepreneurship subjects are of interest for teaching as well as for research. I have published 23 (Three Scopus Articles) Articles in the National/International journals/conference volumes and presented 24 Papers in the National/International seminars/conferences, also participated in six Faculty Development Programmes and attended 19 National/ International seminars/conferences and also published two books. I have organized two entrepreneurship-training programmes and trained 3000 prospective entrepreneurs. I have supervised and coordinated Heritage Foods Ltd sales training programme for 350 Franchisee holders and published two entrepreneurial training modules. I also mentored five start-ups during the last three years and developed study material for MBA distance learning students of GITAM University. I have been deputed to Bengaluru School of Management studies as founder faculty, GITAM Deemed to be University when it was started in the year 2012 and reinstated to main campus in the year 2013. I am a Member in the Board of Studies in the department of Entrepreneurship, GIM, GITAM Deemed to be University, PG Board of Studies (M Com and MBA) DNR College, Bhimavaram and Department of MBA, Sri Vishnu Engineering College for Women, Bhimavaram and Resource Person to District Industry Center (DIC), Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP), Rastriya Gramin Viksa Nidhi (RGVN) and National Institute for Micro Small and Medium Enterprises (NIMSME) for Entrepreneurship Training and also Securities Exchange Board of India (SEBI)-National Institute for Security Markets (NISM) Empanelment Resource Person, (Southern Region) for promoting financial education. I have completed seven consultancy projects; they are like Need Assessment, Social Impact and Social perception under Corporate Social Responsibility (CSR)-Community Development Programmes of National Thermal Power Corporation Ltd (NTPC) across India.

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**Dr. M.Sivakoti Reddy**  
**Marketing & HR**  
**Associate Professor**

E-mail: [shiva.manukonda@gmail.com](mailto:shiva.manukonda@gmail.com), [intern@vignanuniversity.org](mailto:intern@vignanuniversity.org)  
Mobile: +91-9966010919; +91-9182045630

### **EDUCATIONAL QUALIFICATIONS**

Name of the Degree	Year of pass	Institute	Specialisation
Ph.D.	2016	KL University	Thesis Topic: Assessing the Role of Customer Loyalty programmes in Determining the Customer Emotional Loyalty in Food and Grocery retailing; An empirical analysis in Andhra Pradesh
MBA	2006-08	CJJ P.G College, Guntur	Marketing & HR
B. Com	1997-2000	Hindu College, Guntur	General

### **CAREER PROFILE**

- 01 June, 2019 to till date : Associate Professor, School of Management studies, Vignan's University, Guntur, A.P, India.
- 17 Jan, 2013 to 31 May, 2019 : Assistant Professor, School of Management studies, Vignan's University, Guntur, A.P, India.
- 10 Oct, 2011 to 16 Jan, 2013 : Incharge Principal & Associate Professor, Satya Institute of Management Studies, Agiripalli, Krishna Dist, A.P, India.
- 18 June, 2009 to 08 Oct, 2011 : Assistant Professor, KLU Business School, K. L. University, Guntur, A.P., India
- 07 May, 2008 to 15 June, 2009 : Marketing Manager, Sakthi Finance Ltd, Vijayawada, A.P., India.

### **AREAS OF SPECIALIZATION / RESEARCH INTERESTS**

Marketing Management; Consumer Behaviour; Advertising & Sales Promotion; Consumer Emotional Intelligence; Supply Chain Management in Food & Grocery Retailing; Marketing Research; Statistical Package for Social Sciences (SPSS).

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## SUBJECTS TAUGHT

Marketing Management; Business Environment, Principles of Management; Entrepreneurship and Project Management; Production and Operations Management; Marketing Research; Business Research Methods.

## RESEARCH EXPERIENCE & GUIDANCE

Received Ph.D. from KLU Business School, KL the thesis entitled "Assessing the role of Customer loyalty programmes in determining the customer emotional loyalty in food and grocery retailing; An empirical analysis in Andhra Pradesh".

- Currently guiding 4 Ph.D. research scholars.
- Guided Management Thesis for 50 students.
- Guided 150 Summer Internship projects since 2009

## RESEARCH PAPER PUBLICATIONS IN JOURNALS

1. Research paper entitled "What Motivate Students to Attend the Guest Lectures? A Comparative Study across Three Popular Disciplines in India" accepted to publish in *International Journal of Learning in Higher Education* – Scopus Indexed Journal.
2. "Saga of Silicon plate: An empirical analysis on the impact of socio economic factors of farmers on inception of solar plants". *International Journal of Circuit Theory and Application*, Vol.9(29). November (2016), pp.257-266.
3. "Customer perception on Green brands of Two wheeler and Four wheelers in the state of Andhra Pradesh," *Shodh Sanchayan International Journal* (ISSN: 0975-1254), Vol.02 , pp.59-63.
4. "A Study on Role of Stress among the women employees with reference to Banking sector," *Global peace International Journal* (ISSN: 0976-8009), Vol. 4 , pp.100-110.
5. "Role of ATM Services in rural India and Impact on inclusive growth," *CLEAR International Journal of Research in Commerce and Management* (ISSN: 2249009-6), Vol.1 , pp.47-54.
6. "Do the Cash and Carry stores can break the affinity of traditional Retailers and Wholesalers? A study in Coastal Andhra Pradesh, India". Publication in IFSMRC AJRM (ISSN 2308-1341 ), vol. 1, pp. 36-47.
7. "Impact of Cash and Carry stores on traditional wholesaler's business: An empirical analysis on traditional wholesalers merchandising and retail shopkeepers purchasing

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decisions". International Journal of Marketing, Financial services and Management Research. Vol.2; Oct-Dec-2013, ISSN – 2277-6788, p.12-18.

8. "An Overview on Indian Food and Grocery retailing Loyalty programmes and the impact of Loyalty cards on Consumer purchase behaviour". Asia Pacific Journal of Marketing & Management Review. Vol.4(7). JULY (2015), pp. 33-44. P.33-44.
9. "Loyalty through Loyalty cards – A Study on the factors affecting usage of loyalty cards in Indian Food and Grocery retailing". *International Journal of Social Science & Interdisciplinary Research*, IJSSIR, Vol. 4 (7), JULY (2015), ISSN 2277-3630.
10. "Winning the Rural Market through Internet – A Sustainable Business Strategy of Banks; An Empirical Analysis on the Rural Customers" Published in International Journal of Applied and pure mathematics Vol 118(24).2018.
11. "Role of Technology in Effective Crop Production; A Study on Paddy Farmer's Perception towards adoption of technology in different stages of Paddy farming" Published in International Journal of Applied and pure mathematics Vol 118(24).2018.
12. "Assessing the Mediating Role of Behavioral Finance Decisions in determining the Investor's Motivations on Patronage; An Empirical Analysis among the Commodity Market Investors" Published in International Journal of Applied and pure mathematics Vol 118(24).2018.
13. "Impact of Employee Resilience on Employee Performance through Positive Organisational Behavior; An Empirical analysis among the IT Employees" Published in International Journal of Applied and pure mathematics Vol 118(24).2018.
14. "A Study on Persuasive Message's impact in determining the customer's attitude towards advertised price promotions" Published in International Journal of Applied and pure mathematics Vol 118(24).2018.
15. "Competitiveness of Indian Wellness Industry – A Conceptual Analysis" Published in International Journal of Applied and pure mathematics Vol 118(24).2018.

#### RESEARCH PAPER PRESENTATIONS (*International conferences/National Seminars*)

1. Research paper entitled "Assessing the Role of Consumer Emotional Intelligence with respect to Persuasiveness of Advertised Price Promotions" has been sent to the IIM- Calcutta International conference MARCON- 12.
2. Presented research paper titled "Effect of grocery loyalty programs on customer emotional loyalty in emerging retail markets: An empirical analysis" in *International Conference in Marketing on Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead* held on 12-14 Jan 2012 at Indian Institute of Management Lucknow, Noida Campus, New Delhi in India.
3. Presented research paper titled "HR Practices in an Uncertainty Era" in *National Conference in Managing in an Uncertain Economic Era – Embracing change in service Economy* held on 5-7 Nov 2009 at School of Management Studies, University of Hyderabad in India.

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4. Presented research paper titled "A study on Factors affecting Social media marketing; An empirical analysis among the Internet-based Retailers" in a Two a day AICTE sponsored International Conference on "Consumer Dynamics and Marketing Strategies in Globalised Economic Era" – Perspectives and challenges, held on 29-30 October, 2013 at Gokaraju Ranga Raju Institute of Engineering and Technology, Hyderabad.
5. Research paper entitled "Factors influencing the Purchase Decisions of Organic Food Products: An Empirical Analysis on Indian Food and Grocery Retailing Customers," Presented in Marcon – 2017; International Conference by IIM – Lucknow.
6. Research paper entitled "Cart Vs E-Cart: A Study on the Influencing role of Retail Service Quality on Customer Satisfaction in emerging Indian Food and Grocery Multi Channel Retailing," Presented in Marcon – 2017; International Conference by IIM – Lucknow.
7. Research paper entitled "Assessing the mediating Role of Visual content, Qualitative information and Responsiveness in Social media advertisements to generate Purchase intentions among the millennial customers: A sustainable strategy for the effective marketing" Presented in Marcon – 2017; International Conference by IIM – Indore.
8. Research paper entitled "Rural Customer's Mobile Banking Adoptability; An Empirical analysis on the Customer's Perception towards m-banking in determining the Customer Satisfaction in the state of Telangana" Presented in Marcon – 2017; International Conference by IIM – Indore.
9. Research paper entitled "Paddy farmer's perception on the Organic farming practices towards the sustainable agriculture: An empirical analysis on the paddy farmers of Tenali Division in Andhra Pradesh" Presented in Marcon – 2017; International Conference by IIM – Indore.
10. Research paper entitled "Customer Loyalty towards Mobile Wallets; An Empirical Analysis among the Mobile wallet user in India" accepted for the poster presentation in PAN IIM – World Management Conference – 2017.

#### **WORKSHOPS ORGANISED**

1. Organised a Three Day National Level Workshop on Basic Business Research Methods at Vignan's University, 8-10<sup>th</sup> June 2017.

*M. Arjanku*  
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## PAPERS AND PROJECTS UNDER PROGRESS

1. Accepted for the publication a research paper entitled "Effectiveness of HRD in Hospitality Industry – A Study of Selected Hotels in Andhra Pradesh, India" "International Journal of Applied Business and Economic Research, Vol.15.
2. Submitted a research paper entitled "Determinant Attributes of Consumers' buying behaviour towards Store Brands in Food and Grocery Retailing – An Empirical Analysis" submitted to International Journal of Retail and Distribution Management; Scopus Indexed Journal.
3. Research paper entitled "Cart Vs E-Cart: A Study on the Influencing role of Retail Service Quality on Customer Satisfaction in emerging Indian Food and Grocery Multi Channel Retailing".
4. Research paper entitled "Factors influencing the Purchase Decisions of Organic Food Products: An Empirical Analysis on Indian Food and Grocery Retailing Customers".
5. Research paper entitled "Rural Customer's Mobile Banking Adoptability; An Empirical analysis on the Customer's Perception towards m-banking in determining the Customer Satisfaction in the state of Telangana".

## PROFESSIONAL RECOGNITION

1. Reviewer for Common Ground Research Networks, University of Illinois Research Park, USA.
2. Editorial Review Board Member, International Journal of Research in E-Commerce and E-Business, India (2012).
3. Member, P.G (M.B.A) board of studies, KL University, A.P., India (2010-2011).
4. Executive Committee member for Vijnana Vihara Central Committee (2010-2013).

## ADMINISTRATIVE ASSAIGNMENTS

1. Associate Dean – Internships, Vignan's University, A.P, India.
2. Summer Internship Coordinator, School of Management Studies, Vignan University, A.P, India.

*H. Jayakumar* Page 5 of 6  
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3. Placement Coordinator, School of Management Studies, Vignan's University, A.P, India.
4. SIP Guide for the Guntur and Vijayawada region, KLU Business School, KL University, A.P, India. (2009-11)

### PERSONAL DETAILS

Name in full : Manukonda.Sivakoti Reddy  
Nationality : Indian  
Marital Status : Married  
Date of Birth : 02-07-1980  
Permanent Address : Door No: 20-66  
Nambur(P)  
Pedakakani(M)  
Guntur (Dist.), A.P., India-522508.

(Dr.M.Sivakoti Reddy)

*H. Anandkumar*

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**Dr. B. Ravikanth**  
Soft Skills Trainer  
Contact Details: [balijapalli@gmail.com](mailto:balijapalli@gmail.com)  
Phone: 9493480209

### **Educational Qualifications**

1. Ph.D (Psy.) from Acharya Nagarjuna University, Guntur
2. M.Sc (Psy.) from Annamalai University, Tamil Nadu
3. MBA (HR & Marketing) from IIAM, Visakhapatnam
4. Post Graduate Diploma in Guidance & Counselling from Annamalai University, Tamil Nadu

### **Membership in Professional Bodies**

- Life Member of ISTE

### **Teaching Experience**

- Teaching experience within college – 3 years 5 months
- Total Teaching experience – 17 years

### **Research Papers published in International Journals**

S. No.	Author(s)	YOP	Title of Paper	Complete Reference of Journal
1	Dr. B. Ravikanth	2017	Efficacy of Fee Reimbursement Scheme – A Social Psychology perspective	Anveshak, International Journal of Management (A double blind, peer reviewed, bi-annual), Jan. 2017, p.no. 77-92, SJIF Impact factor 2016 – 4.948, ISSN: No. 2278-8913.

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2	Dr. B. Ravikanth	2013	Achievement Motivation of Management Students	International Journal of Management & I.T, Vol. 2 (2) July - Dec 2013, by Prestige Institute, Gwalior, ISSN No. 2277-1689.
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### Research Papers published in National Journals

S. No	Author(s)	YOP	Title of Paper	Complete Reference of Journal
1	Dr. B. Ravikanth	2010	Self-Esteem Among Technical Students During Recession	ICFAI Soft-skills journal, March-June, 2010 issue. ISSN: 0973-8479
2	Dr. B. Ravikanth	2011	A study on Learning Styles among Engineering Students	IICMR Research Journal I4 "in July, 2011- A Biannual Blind Refereed Journal of Information Technology & Management - ISSN No. 0975 - 2757
3	Dr. B. Ravikanth	2013	Re-engineering Training Function in Engineering Colleges	<u>Indian Journal of Technical Education</u> , Volume 36, No. 4, October - December, 2013, ISSN No. 0971-3034
4	Dr. B. Ravikanth & Prof. T.V. Ananda Rao	2013	Demystifying Self-image	Journal of Humanities & Management, Andhra University, Volume 1, No.2, July - December, 2013

*H. Anandkumar*

Full papers in Conference Proceedings

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S.No	Author(s)	YOP	Title of Paper	Name and Place of Conference
	Dr. B. Ravikanth	2011	A study on corporate culture preferences among engineering students	International Conference Proceedings Book organized by Prestige Institute of Management during January 10 to 12, 2011 at PIMG Campus, Gwalior.

(Case Study Publication in The Case Center, Formerly – European Case Clearing House)

S.No	Author(s)	YOP	Title of Paper	Complete Reference of the HR Magazine
1	Sher Singh Bhakar, Garima Mathur Richa Banerjee CK Dantre Ravikanth Balijepalli Neha Tiwari Shatak Nathani Chandni. W	2015	Entangled Threads at Wool Yards	Case Reference No. – 415-055-1 <a href="http://www.thecasecentre.org/educators/products/view?id=127696">http://www.thecasecentre.org/educators/products/view?id=127696</a>
2			Divide and Rule: A Tactic to Manage Workers	Case Reference No. – 415-056-1 <a href="http://www.thecasecentre.org/educators/products/view?id=127698">http://www.thecasecentre.org/educators/products/view?id=127698</a>
3			Unsolved mystery of Absenteeism	Case Reference No. – 415-057-1 <a href="http://www.thecasecentre.org/educators/products/view?id=127700">http://www.thecasecentre.org/educators/products/view?id=127700</a>
4			Workers Learned Helplessness	Case Reference No. – 415-058-1 <a href="http://www.thecasecentre.org/educators/products/view?id=127705">http://www.thecasecentre.org/educators/products/view?id=127705</a>
5			Consequences of Aggressive Behaviour	Case Reference No. – 415-059-1 <a href="http://www.thecasecentre.org/educators/products/view?id=127710">http://www.thecasecentre.org/educators/products/view?id=127710</a>

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S.No	Author(s)	YOP	Title of Paper	Complete Reference of the HR Magazine
1	Dr. B. Ravikanth	2008	Art of Perseverance	National HRD Network (NHRD) Magazine, August 2008 Issue, page no. 35. ISSN-0974-1720
2	Dr. B. Ravikanth	2008	Unleash the True-self	National HRD Network (NHRD) Magazine, November 2008 Issue, page no. 35. ISSN - 0974 - 1720
3	Dr. B. Ravikanth	2008	From BCause to DCause	National HRD Network (NHRD) Magazine, December 2008 Issue, page no. 38. ISSN-0974-1720
4	Dr. B. Ravikanth	2009	I See Organizations..., (I.S.O)	National HRD Network (NHRD) Magazine, June 2009 Issue, page no. 31. ISSN-0974-1720
5	Dr. B. Ravikanth	2009	M.B.A - Are we producing Masters?	National HRD Network (NHRD) Magazine, July, 2009, page no. 35. ISSN-0974-1720
6	Dr. B. Ravikanth	2009	Evaluating Employability Preparedness (E.P) during HR Interviews	National HRD Network (NHRD) Magazine, July, 2009, page no. 40. ISSN-0974-1720.
7	Dr. B. Ravikanth	2009	HRD Interventions in Engineering Education	National HRD Network (NHRD) Magazine, July, 2009, page no. 27. ISSN-0974-1720

#### Workshops/ Seminars attended:

1. Attended a One Week workshop on Art of Living, held at SRKR Engineering College, Bhimavaram in the month of April 2017.
2. "Student Counselling" organized by National Institute of Technical Teachers Training & Research, Taramani, Chennai, 16<sup>th</sup> February, 2008.
3. "Outcome Based Teaching & Learning (OBTL)", 1<sup>st</sup> August 2009 at JNTU Kakinada, A.P.
4. Participated in the Faculty Development Programme on "Modern Pedagogy in Management Education" conducted on 2<sup>nd</sup> January, 2011 at SASI Institute of Technology & Engineering, Tadepalligudem, A.P
5. 3 day workshop on "Developing Publication Skills in Psychology", 27<sup>th</sup> to 29<sup>th</sup> March, 2013, by ICSSR, Osmania University, Hyderabad.
6. 3 day workshop on "12<sup>th</sup> National Case Writing Workshop", 26<sup>th</sup> to 28<sup>th</sup> April, 2013 by Prestige Institute of Management, Gwalior.
7. One day National Workshop on "New Frontiers of Marketing", 30<sup>th</sup> July, 2013 by SMS, JNTUK, A.P.

*H. Anjan Kumar*

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## Workshops / Seminars conducted:

1. Conducted a one day Orientation Program on the theme "**Adolescent Psychology**", for Principals of GJC - Category 2 on 14<sup>th</sup> September, 2019.
2. Conducted a one day Orientation Program on the theme "**Adolescent Psychology**", for Principals of GJC - Category 1 on 30<sup>th</sup> August, 2019.
3. Conducted a one day workshop on "**Entrepreneurship Awareness**" for Engineering Students of Ramachandra College of Engineering, Eluru in association with NSTEDB & DST on 26<sup>th</sup> July, 2019.
4. Conducted a one day workshop on the theme "**Teacher Orientation Program**", for teachers of Nagarjuna Group of Institution, Guntur on 7<sup>th</sup> June, 2019.
5. Conducted a one day Orientation Program on the theme "**Child Psychology**", for Principals of APTWREIS (Gurukulam) on 30<sup>th</sup> May, 2019.
6. Conducted a one day workshop on "**Understanding Personality**", "**Conflict Management**" & "**Role Stress**" at IGNOU Regional Center, Vijayawada on 7<sup>th</sup> May, 2019.
7. Invited for One Day workshop on "**Entrepreneurial Motivation**" for Agriculture Diploma / Degree students, sponsored by Ministry of Agriculture, GOI, on 20<sup>th</sup> March, 2019 at Swarnabharati Trust, Atkuru.
8. Invited as Resource Person to deliver a talk on "**Identifying Entrepreneurial Intentions among Engineering Students**", organized as part of 5 day workshop on Entrepreneurship Development (sponsored by EDI, Ahmedabad) on 5<sup>th</sup> December 2018 at ASK Engineering College, Anakapalli, Visakhapatnam Dist.
9. Invited as Resource Person to deliver a talk on "**Philosophical & Psychological foundations of Entrepreneurship**", organized as part of Two Week FDP on Entrepreneurship Development (sponsored by EDI, Ahmedabad) on 26<sup>th</sup> October, 2018 at Sasi Engineering College, Tadepalligudem.
10. Delivered an Invited Talk on "**Personality Enhancement**" for un-employed agriculture graduates and diploma holders, organized by CED ALEAP India, Vijayawada (sponsored by Ministry of Agriculture, GOI) at Vasavya Mahila Mandali, Vijayawada on 28<sup>th</sup> September, 2018.
11. Invited by NITAP to deliver a guest talk on "**Career Guidance & Counselling**" as part of 1<sup>st</sup> Year AICTE Orientation Program for NITAP Students.
12. Conducted a seminar on "**Inculcating Human Values**" for Nimra College of Pharmacy Students on 13<sup>th</sup> July, 2018.
13. Invited for a Guest Lecture session on "**Enhancing Teaching Effectiveness**" for Nirma College of Pharmacy Staff on 1<sup>st</sup> June, 2018.
14. Conducted 6 sessions on **Learning, Guidance & Counselling Needs, Learners with Special needs, Understanding Self, Managing Role Stress and Managing Socio-Economic Problems of students** as part of Extended Learning Program organized by IGNOU Regional Center, Vijayawada on 5<sup>th</sup> May and 13<sup>th</sup> May, 2018.
15. Conducted a training program on "**How to make Swachh Bharat Successful through Social Psychology principles**" held at APHRDI, Bapthla on 6<sup>th</sup> February, 2018 for AP Secretariat ASO Employees.
16. Conducted a training program on "**Organizational Management & Institutional Development**", to district level office functionaries at District Training Center, Collectorate Office, Eluru during 13<sup>th</sup> and

- 14<sup>th</sup> June.
17. Invited by **NITAP** to deliver a talk on "**Career Counselling and Guidance**" for 3<sup>rd</sup> B.Tech students on 25<sup>th</sup> October 2017.
  18. Invited as a Technical Chair Person at Aditya Global Business School, Kakinada on 21<sup>st</sup> April, 2017. Addressed the Faculty and students on the topic "**Skill Based Curriculum**".
  19. Invited as a Guest speaker on the topic "**Employability Skills & Confidence Building**" at Govt., Degree College, Tanuku on 18<sup>th</sup> March, 2017.
  20. Invited as a Guest speaker on the topic "**Psychological Foundations of Consumer Behaviour**" at MIST, Sathupalli, Khammam Dist., on 7<sup>th</sup> January, 2017.
  21. Invited as a Key note speaker on the topic "**Leadership Capabilities and Students Entrepreneurial Abilities**" at KIET, Kakinada as part of their Management Event organized during 12<sup>th</sup> and 13<sup>th</sup> April, 2016".
  22. Delivered a guest lecture on "**Stress management**" for students of Sarathi Institute of Engineering and Technology during 18<sup>th</sup> and 19<sup>th</sup> March, 2016.
  23. Delivered a Guest Lecture session on "**Career Planning**" for students of Maruti Degree College, Tanuku on 10<sup>th</sup> December, 2015.
  24. Delivered a guest lecture on "**Teaching methodologies**" for students of Maris Stella College, Vijayawada on 24<sup>th</sup> & 25<sup>th</sup> February, 2015.
  25. Delivered a guest lecture on "**Career opportunities for MBA Graduates**" at SVKP and Dr. K.S. Raju Arts and Science College, Penugonda, W.G.Dist., on 20<sup>th</sup> December, 2014.
  26. Invited 3 consecutive years by CRR Engineering College, Eluru to act as a JUDGE for UDDANDA (Stress Interview) Event as a part of National Tech-fest Event.
  27. Invited as a Guest Faculty by CRR Engineering College, Eluru on 18<sup>th</sup> March to deliver lecture on **Performance Management**.

#### Subjects taught:

At UG Level: Soft Skills & Management Science

#### At PG Level:

- Human Resource Management
- Marketing Management
- Consumer Behaviour
- Organizational Behaviour
- Human Resource Development
- Marketing of Services
- Social Psychology
- Industrial Psychology
- Life Span Psychology

#### Area of Interest:

- Indian History & Civilization
- Cognitive Psychology
- Artificial Intelligence

*M. Ajankumar*

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**DR. AKONDI SRIKANTH**

+91 9505170111

drakondi@kluniversity.in

*My objective is to become an expert in Marketing Research.*

**Personal Details**

**Name** : Akondi Srikanth  
**Date of Birth** : 20 - 06 - 1982  
**Qualification** : Ph.D  
**Parents** : Dr. Akondi Viswanadham (Father)  
Eminent Professor in Telugu & Sanskrit  
Dr. Akondi Amara Jyothi (Mother)  
**Languages Known** : Telugu, Hindi and English  
**Permanent Address** : S/O Dr. Akondi Viswanadham  
Dr. Akondi Bhavan,  
Katenikona Mandal,  
East Godavari District, AP  
Ph: 9848621314



**Educational Qualifications**

**Ph.D (Doctrate)** : PhD awarded on 16<sup>th</sup> July 2014.  
Dr. B.R. Ambedkar Open University - DR.BRAOU, Hyderabad  
Under the guidance of Prof. V.Venkaiah, Vice-Chancellor,  
Krishna University.

**M.Phil** : Part I passed with First Class( converted to PhD in 2010)  
Dr. B.R. Ambedkar Open University - DR.BRAOU, Hyderabad.

**Post Graduation** : Master of Management Studies (MMS), Marketing as Specialization.  
Malaviya National Institute of Technology - MNIT, Jaipur.  
Passed in 2005 , CGPA - 8.00 ( 80%)

**Graduation** : B.Tech in Electronics and Communications Engineering-ECE  
Under Jawaharlal Nehru Technological University (J.N.T.U)  
Passed in 2003, First class with Distinction (72.29% in Aggregate)

**Intermediate** : Passed in 1999 with 79.7%

**X class** : Passed in 1997 with 71.16%, AP Board.

*H. Anankumar*

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**Other Educational Qualifications**

APSET 2012 - Qualified in June 2012, Conducted by AP State Government.

FET 2011 - Qualified in 2011, Conducted by JNTU, Hyderabad

**Academic Experience ~14 Years**

\* **Institution Name** : K L University, Vaddeswaram  
**Designation** : Associate Professor in Business Analytics  
**Job Duration** : December 2017 – Till Date.  
**Duties** : Teaching SPSS and R, a Part of Business Analytics, Operations Management.  
MRP Co-ordinator & ERP Coordinator too.

\* **Institution Name** : PACE Institute of Technology & science.  
**Designation** : Associate Professor in Marketing & Head of the Department-Training  
**Job Duration** : December 2014 – December 2017.  
**Duties** : Teaching and training MBA Students in SPSS;  
Communication Trainer for all Branches of Diploma/B.Tech/MBA  
Making schedule for Training the 3,200 Students in Entire campus.

\* **Institution Name** : Arjun college of Technology & science.  
**Designation** : Associate Professor in Marketing & Head of the Department-MBA  
**Job Duration** : June 2008 – October 2014.  
**Duties** : Teaching & performing all academic activities  
Marketing Manager &  
Training & Placement Officer.

\* **Institution Name** : Bharat Institute of Engineering and Technology  
**Designation** : Assistant Professor in Marketing  
**Job Duration** : July 2006 – May 2008.  
**Duties** : Joined as Assistant professor – Marketing , worked for 2 semesters as  
faculty and then worked as Head of the Department-MBA and  
fulfilled all my duties. (More than two semesters).

\*\* More than 7 Years of Experience as Head of the Department –MBA.

\*\* **Subjects Taught** – For PG Students – MM, RMST, QABD, TQM, ME, OR, RM, EGG,ERP  
For UG (B.Tech) Students – MS, MEFA  
For Pharma (B.Tech) Students – IPM

*H. Anjan Kumar*

2

### Academic Achievements

- \* Ratified Associate Professor by JNTU, Kakinada.
- \* Achieved First in Case Study Competition held at KL University.
- \* Obtained Highest student feedback in Arjun College i.e ~95.4% for MEFA Subject.
- \* Received several times Rs. 2500/ subject for 100% result & Rs. 3500/- reward as Training and Placement Officer.
- \* Placed and received offer letters for 92% of MBA Students for four batches.
- \* Did as External Observer for MCA External Examinations at Lords Institute, Hyderabad.
- \* Did as a Chief Examiner for UG External Examinations at BIET, Mangalpally, Ibrahimpatnam.

### Obtained Skills

- \* Completed SAP –SD Course, MS Office (Word, Excel, Power Point)
- \* Expertise in Statistical Package for Social Sciences (IBM SPSS), R, tableau, Statext- Version 1.5.
- \* Expertise in developing own web portal using HTML,Php and XAMPP server.

### Conferences (Presented papers – 6 International & 1- National)

- \* Presented paper at an International Conference on Recent Trends in Engineering, Materials, Management and Sciences, Organized by Swarman Bharathi Institute of Science and Technology(SBIT), Khammam, Telangana, India titled "*Examining Of Customers' Perception Towards Online Service Quality In Retail: An Empirical Study*", on October 25-27<sup>th</sup>, 2018.
- \* Presented paper at an International Conference on Recent Trends in Engineering, Materials, Management and Sciences, Organized by Swarman Bharathi Institute of Science and Technology(SBIT), Khammam, Telangana, India titled "*Improvising Downtrend Product Using Conjoint Analysis: A Special Analysis On Mirinda Of Pepsico.*", on October 25-27<sup>th</sup>, 2018.
- \* Presented paper at an International Conference on Advances in Healthcare Management Systems, Organized by Center for Management of Health Services, IIM, Ahmedabad, Gujarat titled "*Impact of Electronic Gadgets on Children's Health*" on December 10-11, 2016.
- \* Presented paper at International Interdisciplinary Conference on CONTEMPORARY ISSUES IN MANAGEMENT AND SOCIAL SCIENCE, Organized by Bon Secours College for Women(NAAC Certified „A“ Grade), Thanjavur, Tamil Nadu titled "*Effect of Firm's Corporate Social Responsibility Activities on its Own Performance: A Selective Study*" on December 5-6, 2014.
- \* Presented paper at International conference on Marketing Strategies in Globalized Economic ERA Perspectives & Challenges, Organized by Gokaraju Rangaraju Institute of Engineering and Technology, Hyderabad titled "*Dealers' Opinion on Product Recall: a Selective Study*" on October 29-30, 2013 (Also Published in Conference Proceedings).
- \* Presented paper at International conference on Global Business Research, Organized by Mohanlal Sukhadia University, Udaipur, Rajasthan titled "*Effect of Organizations Obtained HR Shared Services –A Selective Study*" on September 20-22, 2012.
- \* Presented paper at International conference on "THE EMERGING LANDSCAPE OF RETAIL AND IMPACT ON ECONOMY, Organized by University of Madras in association with FICCI, Chennai titled "*Opinion of Indian Retailers on the Impact of FDI Policy Amendments on the Existing Indian Retail Market*" on September 6-7, 2012.
- \* Presented paper at National Conference on Recent Trends in Operations and supply chain Management, Organized by Gautam Buddha University, Greater Noida titled "*Significance of BPR & ERP Implementation in Health care Industry: An Exploratory Research*" on August 4<sup>th</sup>, 2012.

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**Publications (7 Papers)**


- \* Published article titled "A Behavioural Study on Impact of FII and DII on Indian Stock Market" in Journal of Xi'an Shiyou University, Natural Science Edition, Vol.16, No9, September 2020, bearing an ISSN 1673-064X with 5.6 Impact factor.
- \* Published article titled "Examining the Qualities of an Entrepreneur: A Selective Study" in Journal of Management and Science, Vol.5, No.4, December 2015 bearing an ISSN 2250-1819.
- \* Published article titled "Effect of Firm's Corporate Social Responsibility Activities on its Own Performance: A Selective Study" in Indian Journal of Current Research (Quarterly International Journal), Vol.1, No.3, December 2014, bearing an ISSN 2347-9213.
- \* Published article titled "Opinion of Indian Retailers on the Impact of FDI Policy Amendments on the Existing Indian Retail Market" in Journal of Management and Science, Vol.3, No.3, September 2013, bearing an ISSN 2249-1260 / eISSN 2250-1819.
- \* Published article titled "Effect of Organizations Obtained HR Shared Services -A Selective Study" in Asia Pacific Journal of Marketing & Management Review, Vol 2(9), September 2013, bearing ISSN 2319-2836.
- \* Published article titled "Evaluation of Awareness Level of Indian Graduate Aspirants Towards Entrepreneurship and Intrapreneurship Concepts: A Selective Study" in Journal of Management and Science, Vol.3, No.1, March 2013, bearing an ISSN 2250-1819 / eISSN 2249-1260.
- \* Published article titled "Significance of BPR & ERP Implementation in Health care Industry: An Exploratory Research" in International Journal of Management and Strategy", Volume No.3, Issue 5, July-Dec.2012., bearing an ISSN 2231-0703.

**Workshop/FDP (Participant)**

- \* Participated in One Week FDP on "FUNDAMENTALS OF DATA ANALYSIS & REPORTING FOR RESEARCH AND PUBLICATION -Module 3" organized by IIM, Kozhikode from 19-24<sup>th</sup> August 2019.
- \* Participated in a Day Workshop on "PROWESSIQ", held at KL University on 23<sup>rd</sup> Jan 2019.
- \* Participated in One week workshop on "RESEARCH METHODOLOGY FOR MANAGEMENT AND STATISTICAL ANALYSIS USING IBM SPSS STATISTICS 22.0" Organized by ITM University, Gwalior from 8<sup>th</sup> -14<sup>th</sup> December 2014.
- \* Participated in One Week Workshop on "DATA ANALYSIS IN MANAGEMENT RESEARCH" Organized by ITM University, Gwalior from 27<sup>th</sup> May-2<sup>nd</sup> June, 2013.
- \* Participated in One Week Workshop on "DATA ANALYSIS IN MANAGEMENT RESEARCH" Organized by IPS College of Technology & Management, Gwalior from September 24-30, 2012.

**Guest Lectures**

- \* Lectures on "Business Analytics" at Acharya Nagarjuna University, PG Campus, Ongole from 2016, 2018, 2019, 2020 (almost Every year)
- \* Lecture on "Sampling Design", at the 6<sup>th</sup> Seven Day National level Workshop on Research Methodology using SPSS 22.0v, Organized by ITM University, Gwalior on 8<sup>th</sup> December 2014.
- \* Lecture on " Business Research Methods", Organized by Prof. K.V. Sampath Kumar, Head - Department of Management Studies at Sri Rama Krishna Institute of Technology, Kadapa on 27<sup>th</sup> July 2014.

  
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~~Corporate Experience – 1 Year~~

- \* **Institution Name** : Amity Institute, S.D Road, Hyderabad  
**Job Title** : Business Development Executive  
**Job Duration** : July „06  
**Job Profile** : Getting Admissions – Concept Selling.  
Distributing Pamphlets & Moving around the city and promoting the concept using Information Kiosks,.
- \* **Company Name** : Dreamjobsindia.com (Mumbai)  
**Job Title** : Business Development Executive  
**Job Duration** : May “06 – June “06  
**Job Profile** : Corporate Sales – Concept Selling.  
Selecting a territory, meeting all the corporates in that territory and talking with the decision maker of the organization and closing the deal. The decision maker may be the head of HR or the Managing Director/CEO of the company.
- \* **Company Name** : The Millenium Organization. ( part of Cobra Group –US)(Mumbai)  
**Job Title** : Marketing Representative  
**Job Duration** : Jan “06 – May“06  
**Job Profile** : Residential Sales, Commercial Sales and Corporate Sales  
Using Concept selling concept – planning the territory, working in chosen area and closing the deal by meeting the prospective.
- \* **Company Name** : Sreemitra Developers Pvt. Ltd, Hyderabad  
**Job Title** : Sales officer  
**Job Duration** : Aug „05– Jan“06  
**Job Profile** : Concept Selling – Selling Developed Plots.

**Personal Works**

- \* Handbook On Descriptive Statistics Using Ms Excel 2007.
- \* Statistics Using R – Beginner’s Handbook – ISBN: 978-93-5268-508-0
- \* Handbook On SPSS –A Beginners’ Fruit – ISBN: 978-93-5351 -259-0 (In Progress)
- \* Correlation Using SPSS & R – ISBN: 978-93-5382-350-4 (In Progress)

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### Certifications Achieved for Knowledge

- \* Achieved Certification on "From Data to Insights with Google Cloud Platform" from Google Cloud on 27<sup>th</sup> July 2020.
- \* Achieved "Certificate of Appreciation" from NPTEL for being NPTEL ENTHUSIAST & NPTEL DISCIPLINE STAR in Dec 2019.
- \* Achieved certification on "Descriptive Statistics : R Basics", organized by edX, rewarded with 100% in 2019.
- \* Achieved Certification on "A-Z: Hands on Tableau Training for Data Science" from Udemy on October 2019.
- \* Achieved Certification on "Tableau Visual Best Practices : Go from Good to Great" from Analytics Vidya in May 2019.
- \* Achieved Certification on the Completion of "Data Science : R Basics " from edX on 18<sup>th</sup> April 2019.
- \* Achieved FDP Certifications for five Programs organized by NPTEL.
- \* Achieved certification on "Descriptive Statistics With R Software", organized by NPTEL, rewarded as "Silver" with 87% in 2019.
- \* Achieved certification on "Business Analytics for Management Decision", organized by NPTEL, rewarded as "Elite" with 67% in 2019.
- \* Achieved certification on "MCDM Techniques Using R", organized by NPTEL, rewarded as "Silver" with 79% in 2019.
- \* Achieved certification on "Practitioners Course In Descriptive, Predictive And Prescriptive Analytics", organized by NPTEL, rewarded as "Gold (Topper)" with 91% in 2018.
- \* Achieved certification on "Business Analytics and Data Mining Modeling using R" , organized by NPTEL, rewarded as "Silver" with 87% in 2018.
- \* Achieved certification on "Marketing research and analysis" , organized by NPTEL, rewarded as "Elite" with 87% in 2017.

### Organized Activities

- \* Organized 2<sup>nd</sup> 7 Day National Level Workshop on "Data Analysis Using SPSS" from 4-10<sup>th</sup> May 2020.
- \* Organized "Management Games for corporate as a part of EDP with theme "CSR for Profitability on 16<sup>th</sup> Feb 2019.
- \* Organized "Management Games for Corporate as a part of EDP with theme "Effective Sales and Negotiation Skills" on 2<sup>nd</sup> Feb 2019.

Presently, pursuing my Executive Education Program at IIM Lucknow on "Business and Data Analytics", makes me an Alumni of IIML about to complete by Jan 2021.

Apart from all, even an active participant for NSS activities too. I define myself as a "Straightforward guy with discipline, dedication, dream-driven with divinity".

I declare that the above information furnished is true and correct to the best of my knowledge and belief.

Sd/-

*H. Sankaranarayanan*

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(Akondi Srikanth)



## Research Methodology

Research is basically a term used for a systematic search for getting relevant answers on any taken up topic. Methodology may be understood as all those methods and techniques that are used for conducting a particular research. It may include the methods of data collection, statistical tools for analyzing the data etc. In my research both the primary and secondary data has been used in order to reach to a conclusion.

**Research design:** The research in this study is descriptive and analytical in nature.

**Primary data:** The primary data is collected through a survey through a structured questionnaire and direct interview method.

**Secondary data:** The secondary data is being collected from different sources. The main source of secondary data was the annual reports of the selected banks. This study is based on last 10 years bank data i.e. 2005 to 2015.

Other sources of secondary data are websites, journals, and magazines etc. Previous research papers have also provided a good collection of data.

**Sample size:** For my study I have taken a sample size of 500 customers of different banks using plastic money.

## Tools and techniques

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Tools and techniques in research are the statistical methods of collection, analysis, interpretation, presentation, and organization of data. Statistics provides numerous tools and techniques to analyze the data and interpret the results of the analysis.

In my study I have used the following statistical tools for the analysis of collected data:

- Average
- Percentage
- Correlation
- Variance –NOVA,ANOVA
- SPSS

## Chapter plan

The research is carried out in a systematic manner and the following chapter plan is being followed for the final report:

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1. Introduction
2. Literature review
3. Objectives and Hypothesis
4. Research methodology and data collection
5. Data analysis.
6. Findings and interpretations
7. Conclusion
8. References

## Work plan

A work plan is a detailed accounting of how an individual proposes going about accomplishing a specific task, approaching a project. Sometimes referred to as a "statement of work," a work plan generally includes an overview of a project, a breakdown of how individual project-related tasks will be accomplished, and a timeline for completion of the given project.

My research will be carried on for a period of 24 months as per the university requirements. I have divided my research work into four intervals which will be carried on in the following manner:

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MONTHS	WORK PLAN
1 TO 6	Problem decide, Objective decide Completion of coursework of 200 hrs DRC done
6 TO 12	Literature review Introduction Data collection Survey
12 TO 18	Data analysis Result interpretation conclusion summary write-up and submission
18 TO 24	Preparation for pre thesis, Submit the final thesis Preparation for final viva

### Limitations of the study

The study is basically limited to certain factors such as:

1. It is only confined to Jhunjhunu area.
2. Only 5 banks have been chosen for the research namely ICICI bank, Axis bank, Punjab National Bank, SBI, and Gramin bank.
3. The comparison of data is only up to 10 years i.e. 2005 to 2015.
4. The study mainly focuses on four variables namely

*H. Anandkumar*

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- Income
- Awareness
- Occupation
- Standard of living.

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(Accredited with B<sup>++</sup> Grade by NAAC)

**Dr. G.V.Raju,**

M.E., Ph.D.,

**PRINCIPAL**

BHIMAVARAM

W.G.Dist. (A.P)

Pin: 534 202

Date: 22.01.2021.


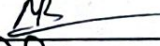





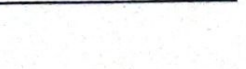
**CIRCULAR**

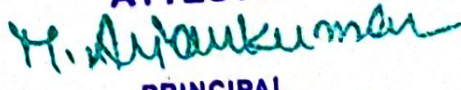
All the faculty members are hereby informed that one day work shop on "INTELLECTUAL PROPERTY RIGHTS" conducted by Electronics and Communication Engineering Department on 25<sup>th</sup> Jan 2021 at DNR CET Seminar Hall.

  
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Department	Signature
Vice Principal	
Dean Academics (IQAC)	
Dean Administration	
Dean Examinations & EEE HOD	
CE HOD	
ME HOD	
ECE HOD	
CSE HOD	

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# D.N.R.COLLEGE OF ENGINEERING & TECHNOLOGY

Balusumudi, Bhimavaram – 2

(Approved by AICTE, New Delhi & Affiliated to JNTUK, Kakinada)

(Accredited with B<sup>++</sup> Grade by NAAC)

Ph: 08816-221238 Email: [dncet@gmail.com](mailto:dncet@gmail.com) website: <https://dncet.org>

## REPORT ABOUT THE PROGRAMME

Dt: 27-01-2021

**Title Of The Programme:** One Day Workshop on “INTELLECTUAL PROPERTY RIGHTS”

**Inauguration Date & Venue:** 25<sup>th</sup> Jan 2021 & DNR CET Seminar Hall

**Organized By:** Department of Basic Science & Humanities, DNR CET

**Resource Person:** Dr. J. Pranitha, Associate Professor, Dept of Mathematics, NIT Warangal.

**Chief Guest:** Sri G. Satyanarayana Raju (Babu)

Secretary & Correspondent, DNR College Association

**Inauguration:** Dr. G. V Raju

Prinicipal, D.N.R College Of Engineering & Technology

**Number of Faculty Attended:** 25

### **Concept:**

Intellectual property rights are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time. Intellectual property rights are legal rights that provide creators protection for original works, inventions, or the appearance of products, artistic works, scientific developments, and so on. Basically speaking, intellectual property rights are a common type of legal IP protection for those who invent. 5 common types of intellectual property

- Copyright. Copyright protects creative works like computer code, photographs, artwork, and text.
- Moral Rights. Moral rights are related to copyright. ...
- Trademarks. Trademarks offer protection for your branding. ...
- Patents. A patent stops others from making your invention. ...
- Trade Secrets.

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Principal

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**Photos:**



' A One Day Work Shop on "Intellectual Property Rights"

*H. Arunkumar*

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# D.N.R.COLLEGE OF ENGINEERING & TECHNOLOGY

Balusumudi Bhimavaram – 534202

(Approved by AICTE, New Delhi & Affiliated to JNTUK, Kakinada)

(Accredited with B<sup>++</sup> Grade by NAAC)

Ph: 08816-221238 Email: [dncet@gmail.com](mailto:dncet@gmail.com) website:

<https://dncet.org>

SL NO	NAME OF THE FACULTY	DEPARTMENT	Date 25/01/21	
			FN	AN
1	J. Keerthana	CE		
2	M. SRTNU	EEE		
3	B. Suresh Kumar	ME		
4	G. VANST KRISHNA	ME		
5	P. Nagaraju	EEE		
6	T. Prasanth	CE		
7	J. Geetha	ECE		
8	N.S.V.L. Sowjanya	ECE		
9	E. RAMA LAKSHMI	CSE		
10	N. Bhavathi	CSE		
11	R. Votholatha	CSE		
12	G.V. Satya Sri Ran	CSE		
13	H. SIVA SYAMA	CSE		
14	E. Rama Lakshmi	CSE		
15	B. Nandana Kumar	CSE		
16	Mrs. U. Susmithe	CSE		
17	B. Sri Devi	ECE		
18	V. Bhavanidurga	ECE		
19	Dr. Md. HASAN	ME		
20	G.V. Satya Sri Ran	CSE		
21	Dr. A. RAMAMURTHI	CSE		
22	K. POSIMANT	EEE		
23	B. Seidewi	ECE		
24	M. Vijay Daniel	ME		
25	M. LAKSHMI KUMAR	CE		

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Dr. Pranitha J  
Associate Professor  
Department of Mathematics  
National Institute of Technology, Warangal - 506004, Telangana, INDIA  
: pranitha@nitw.ac.in : 9885146885

Interests: Fluid Dynamics; Convective Heat transfer; Flow through Porous Media

*Message: " Failure will never overtake me if my determination to succeed is strong enough"*

**Educational Qualifications:**

- **Ph.D. (Mathematics)** from *National Institute of Technology Warangal* (2007-2011). Titled "*Convective Transport in Non-Darcy Porous Media saturated with Newtonian and Power-Law Fluids*"
- **M.Sc. (Applied Mathematics)** from *NIT Warangal* (2003 - 2005).
- **B.Sc. (M.St.Cs)** from *Govt. Arts and Science College, Hanamkonda* (Affiliated to Kakatiya University, Hanamkonda) (2000 - 2003)

**Teaching Experience:**

- Working as an **Associate Professor** (Academic Pay Level – 13A2 of the 7th C.P.C.) in the Dept. of Mathematics, National Institute of Technology Warangal since 18<sup>th</sup> July 2022 - Till Date.
- Worked as an **Assistant Professor Grade - I** (Academic Pay Level - 12) in the Dept. of Mathematics, National Institute of Technology Warangal from 27<sup>th</sup> March 2018 - 18<sup>th</sup> July 2022.
- Worked as an **Assistant Professor (7000 AGP)** in the Dept. of Mathematics, National Institute of Technology Warangal from 22<sup>nd</sup> March, 2011 to 26<sup>th</sup> March, 2018.
- Worked as an **Assistant Professor (6000 AGP)** in the Dept. of Mathematics, National Institute of Technology Warangal from 27<sup>th</sup> July, 2006 to 21<sup>st</sup> March, 2011.
- Worked as **Lecturer** on Contract in the Department of Mathematics & Humanities, National Institute of Technology Warangal from 13<sup>th</sup> July, 2005 to 31<sup>st</sup> May, 2006.

**Course Taught Previously**

- **Mathematics-I**
  - **Mathematics-II**
  - **Mathematics-III**
  - **Mathematics-IV**
  - **Linear Algebra**
  - **Complex Analysis**
  - **Methods of Applied Mathematics**
  - **Integral and Discrete Transforms**
  - **Partial Differential Equations**
  - **Numerical Analysis**
  - **Statistical and Numerical Methods for Engineers**
  - **Numerical and Statistical Methods**
  - **Optimization Techniques**
  - **Advanced Statistical Methods**
  - **Finite Volume Methods**
  - **Statistics for Management and Decision Methods for Management**
- Courses/Topics Taught at Faculty Development Program:**

I have developed the following THREE LECTURES for "A REFRESHER COURSE ON CALCULUS" as a part

of the National Resource Centre in Mathematics during June 2018 - December 2018:

1. **Existence and Uniqueness Theorem for Higher Order Differential Equations**
2. **Analytic Solutions of Higher Order Differential Equations**
3. **System of Higher-Order Differential Equations**

  
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The above lectures include video lectures, lecture notes, and motivating examples. During the course I had continuously clarified the doubts of the registered participants through online mode and verified the solutions of the assignment problems submitted by the registered participants during the entire course. It is a continuous process until MHRD finally stops offering this course. This National Resource Centre (NRC) is an initiative of MHRD, Govt. of India to conduct Online Refresher Courses for all Mathematics Faculty members (irrespective of their seniority and designation) of all Institutions in the Country.

## PUBLICATIONS

1. Srinivasacharya D and **Pranitha J**," MHD and Thermal Dispersion Effects on Radiation and Mixed Convection Heat Flow in a Non-Darcy Porous Medium", *International J. of Math. Sci. & Engg. Appls. (IJMSEA)*, Vol. 4 No. I, March, 2010, pp. 295-308.
2. Srinivasacharya D, **Pranitha J** and Ram Reddy Ch, "MHD and Radiation Effects on Non-Darcy Mixed Convection", *International Journal of Nonlinear Science*, Vol. 10(2010) No.1, pp.61-69. (Indexed in AMS Math Sci Net).
3. Srinivasacharya D, **Pranitha J** and Ram Reddy Ch,"Chemical Reaction and Radiation Effects on MHD Mixed Convection Heat and Mass Transfer in a Non-Darcy Porous Medium", *International Journal of Fluid Mechanics*, Vol.2(1) 2010,pp.1-8
4. Srinivasacharya D, **Pranitha J** and Ram Reddy Ch, "Magnetic effect on free convection in a non-Darcy porous medium saturated with doubly stratified power-law fluid", *Journal of the Brazilian Society of Mechanical Sciences and Engineering*, Vol.33(1) 2011,Pages 8 to 14. (Indexed in Scopus, SCIE(Impact factor 2.220)).
5. Srinivasacharya D, **Pranitha J** and Ram Reddy Ch, "Magnetic and Double Dispersion Effects on Free Convection in a Non-Darcy Porous Medium saturated with Power- Law Fluid" *International Journal of Computational Methods in Engineering Science & Mechanics (Taylor and Francis)*,Vol. 13(3),2012 pages 210-218. <https://doi.org/10.1080/15502287.2012.660231> (Indexed in ESCI/Web of Science,Mathematical Reviews; MathSciNet; and Zentralblatt MATH).
6. Srinivasacharya D, **Pranitha J** and Ram Reddy Ch, "Soret and Dufour Effects on Non- Darcy Free Convection in a Power-Law Fluid in the Presence of a Magnetic Field and Stratification" *Heat Transfer Asian Research" (Wiley Blackwell)*, 11th NOV 2013. (Indexed in Scopus) (IF 2.421).
7. **Pranitha J**, Venkata Suman G, "Mixed convection heat and mass transfer over a vertical plate in a power law fluid with variable viscosity, Radiation and Soret effects", *International Journal of Humanities and Management Sciences* 3(2)Online 2015.
8. **Pranitha J**, Venkata Suman G and Srinivasacharya D, "Effects of Double Dispersion on Mixed Convection in a Power-law Fluid Saturated Porous Medium with Variable Properties Using Lie Scaling Group Transformations", *Procedia Engineering(Elsevier)* 127,362-369, 2015. (Indexed in Scopus).
9. **Pranitha J**, Venkata Suman G and Srinivasacharya D, "Mixed Convection in a Power- law fluid Saturated non-Darcy Porous Medium with influence of variable properties , MHD and Thermophoresis" *International Journal of Pure and Applied Mathematics* 113 160-168 2017. (Indexed in Scopus) (IF 7.19).

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10. **Pranitha J**, Venkata Suman G and Srinivasacharya D, "Influence of Variable Properties and Double Dispersion on MHD Mixed Convection in a Power-law Fluid Saturated non-Darcy Porous Medium " *Special Topics and Reviews in Porous media*, 9(39), Dec 2017. ( ESCI, Indexed in Scopus) (IF 1.44).
11. **Pranitha J**, Venkata Suman G and Srinivasacharya D, "Scaling Group Transformations for Mixed Convection in a Power-Law Fluid Saturated Porous Medium with effects of Soret, Radiation and Variable Properties", *Frontiers of Heat and Mass Transfer*, 8(3) , Jan 2018. (Indexed in ESCI, Web of Science, Scopus) (IF 1.86).
12. **Pranitha J**, Venkata Suman G and Srinivasacharya D, "Numerical Study on Mixed Convection in a Power-Law Fluid Saturated porous Medium with Variable properties and Thermophoresis effects via Lie Scaling Group Transformations" *Computational Thermal Sciences* (10.1615/ComputThermalScien.2018016882) (Indexed in Scopus, ESCI) (IF 1.029).
13. Om Prakash Meena, **J. Pranitha**, "Power-law nanofluid on mixed convection with influence of double dispersion saturated non-Darcy porous media." AIP Conference Proceedings 2246, 020019 (2020); <https://doi.org/10.1063/5.0014503>. (Indexed in Scopus).
14. **J. Pranitha**, Om Prakash Meena, "Influence of double dispersion on natural convection flow over a vertical cone saturated porous media with Soret and Dufour effects". *The International Journal of Engineering and Science (IJES)*, 02, 09-15 (2020). ISSN(e): 2319-1813, ISSN(p): 23-19-1805. (IF 7.2).
15. Om Prakash Meena, **Pranitha Janapatla**, A. J. Chamkha, "Influence of the Soret and Dufour on mixed convection flow over a vertical cone with injection/suction effects". *Journal of Porous Media*, 24(4), 73-88 (2021), DOI: [10.1615/JPorMedia.2021034700](https://doi.org/10.1615/JPorMedia.2021034700). ISSN Print: 1091-028X ISSN Online: 1934-0508. (Indexed in Scopus) (IF 1.782).
16. Om Prakash Meena, **Pranitha Janapatla**, D. Srinivasacharya, "Mixed Convection Fluid Flow Over a Vertical Cone Saturated Porous Media with Double Dispersion and Injection/Suction Effects". *International Journal of Applied and Computational Mathematics (IACM)*, 7 (3), 1-20 (2021). <https://doi.org/10.1007/s40819-021-00990-y>. (Indexed in SCI) (IF 1.77).
17. Om Prakash Meena, **Pranitha Janapatla**, Munindar Kumar Meena, "Influence of thermal dispersion and chemical reaction on mixed convection flow over a vertical cone saturated porous media with injection/suction", *Mathematical Models and Computer Simulations*, 14 (01), 172-185, 2022, ISSN 2070-0482. (Indexed in SCI) (IF 0.88)
18. Om Prakash Meena, **Pranitha Janapatla**, D. Srinivasacharya, "Influence of Soret and Dufour on mixed convection flow across a vertical cone", *Heat Transfer Research*, 50 (8), 8280-8300, 2021. <https://doi.org/10.1002/htj.22277>. (Indexed in Scopus, Web of Science, SCI) (IF 2.443).
19. Om Prakash Meena, **Pranitha Janapatla**, K. Ganesh Kumar, "Mixed convection flow over a vertical cone saturated porous media with double dispersion effect", *Applied Mathematics and Computation*, Vol 430, 1 October 2022, 27072 <https://doi.org/10.1016/j.amc.2022.127072> (Indexed in SCI) (IF 4.397).
20. Om Prakash Meena, **Pranitha Janapatla**, D. Srinivasacharya, "Mixed convection flow across a vertical cone with heat source/sink and chemical reaction effects", *Mathematical Models and Computer Simulations (MMCS)*,

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Springer, *Mathematical Models and Computer Simulations*, 2021, Vol. 14, No. 3, pp. 532–546 ISSN 2070-0482. (SCI) (IF 0.88)

21. Om Prakash Meena, **Pranitha Janapatla**, Vusi Mpendulo Magagula, "Influence of radiation on mixed convection flow across a vertical cone with Soret effect", *Mathematical Models and Computer Simulations (MMCS)*, 2022, Vol. 14, No. 5, pp. 847–862, ISSN 2070-0482, Springer. (Indexed in SCI) (IF 0.88)
22. Om Prakash Meena, **Pranitha Janapatla**, D. Srinivasacharya, "Magnetic and Joule heating effects on mixed convection flow across a vertical cone", *Computational Thermal Sciences - An International Journal*. "Accepted" (Indexed in Scopus, ESCI)

1.  
2.

**PG Dissertations:**

1. Murali Mohan Kumar P, "Solution of Ordinary Differential Equation and Partial Differential Equation by Using Artificial Neural Network" 2009
2. Varunkumar Merugu, "MHD Flow of Micropolar Fluid in a Circular pipe with Hall Effects, 2010
3. Vemulavada Nagaraju, "MHD and Thermal Dispersion Effects on Radiation and Mixed Convection Heat flow in a Non-Darcy Porous Medium", 2012.
4. Shaik Haseena Begum, "Effect of Heat Source on the Heat Transfer in a Circular Plate", 2013.
5. Madishetty Aruna, "Effect of Heat Generation on the Heat Transfer in an Annular Plate", 2013.
6. Gaddam Snehalatha, "Free Convection And Mass Transfer Flow Past A Semi-Infinite Vertical Porous Plate with Soret and Dufor Effects", 2013.
7. Vanacharla Pujitha, "Vibration of an Annular Plate Due to Oscillating Heat Stream", 2014.
8. Alekhya Bandari, "Thermally Induced Vibration of an Annular Plate", 2014.
9. Irrinki Nagadevi, "Natural Convection in a Power-law Nano Fluid with MHD and Radiation Effects", 2015.
10. Neha Sharma, "Mixed convection on a permeable vertical wedge embedded in a porous medium saturated with a nanofluid with thermal dispersion effect", 2016.
11. A Ranjith Kumar, "Viscous Dissipation, Thermophoresis and MHD Effects on Mixed Convection in a Fluid Saturated Porous Media", 2016.
12. Balla Prashanthi, "Mixed Convection on a Power-law Nanofluid Saturated Non-Darcy Porous Medium with Double Dispersion Effect", 2016.
13. Sivarathri Ramadevi, "Effects of Thermal Radiation and Chemical Reaction Heat and Mass Transfer from a Vertical Cone in a Porous Medium", 2017.
14. Trilochan Yadav, "Artificial Neural Network and its Application to Travelling Salesman Problem", 2017.
15. Pasupula Vinod Kumar, "Natural Convection over a Horizontal Plate in a Nano Fluid Saturated Porous Medium", 2017.
16. Suman Bishnoi, "MHD Effect on an inclined channel saturated in a porous medium with nano fluid using Adomian Decomposition Method", 2018.
17. Mahesh Singh, "Double dispersion effect with mixed convection on a vertical wedge in a porous medium saturated with a nano fluid", 2018.
18. Sonam Pawar, "Role of Transportation in a supply chain", 2018.
19. Vibha Bhariliya, "Publicly Verifiable Attributes based Encryption for Data Security in Blockchain", 2019.
20. Anand Pawar, "Mixed Convection Boundary layer flow over a vertical cone with Double dispersion effects", 2019.
21. Kushal Sharma, "Web and Social Media analytics Online News popularity", 2020.
22. Daya Ram, "Free and Forced Convection in a Power-Law Fluid with MHD", 2020.

PHDs Supervised

S.no	Name	Reg Year and Status	Thesis Title
1	Gontla Venkata Suman	Dec 2013(Full Time)(DST Inspire Fellowship)	Mixed Convective Transport in a Porous Medium Saturated with a Power-law Nano Fluid

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2 Om Prakash Meena Dec 2017(Full Time) (UGC Fellowship) Numerical Study of Convective Transport in a Porous Medium

3 Sweta Bajawa Jan 2020 (Full Time)

4 Anomitra Chakraborty July 2021 (Full Time)

Workshops/Conferences

**Workshops/Conferences attended**

Title	Date	Workshop
Modelling, Computing and Simulation	11th to 15th Dec 2006	Winter School
52nd congress of Indian Society of Theoretical and Applied Mechanics	14th to 17th Dec 2007	Annual Congress
Scientific Computing & Modeling	May 5th to 10th 2007	STTP
Advanced Fluid Dynamics with Special Attention to non newtonian fluid flows	23rd to 27th Jan 2007	STTP
53rd congress of Indian Society of Theoretical and Applied Mechanics	27th to 30th Dec 2008	Annual Congress
Process Modeling, Simulation and Optimization	1st to 14th June 2009	STTP
XVII Andhra Pradesh Society of Mathematical Sciences	13th to 15th feb 2009	Annual Congress
54th congress of Indian Society of Theoretical and Applied Mechanics	17th to 21st Dec 2009	Annual Congress
55th congress of Indian Society of theoretical and Applied Mechanics	18th to 21st	Annual Congress

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XIX Andhra Pradesh Society of Mathematical Sciences  
 Dec 2010  
 12th to 14th Annual Congress  
 Nov 2010

AICTE approved Faculty Development Program on "Advances in Numerical and Statistical Techniques for Engineers (ANSTE)"  
 Faculty Development Program  
 30th to 3rd June 2011

56th congress of Indian Society of theoretical and Applied Mechanics  
 18th to 21st Dec 2011  
 Annual Congress

Numerical Methods for Fluid Dynamics  
 18th to 20th Dec 2012  
 STTP

Aakash for Education  
 10th & 11th Nov 2012  
 ISTE Workshop

XXI Congress & National Conference on Applications of Mathematics in Engineering, Physical and Life Sciences  
 7th to 9th Dec 2012  
 Annual Congress

5th INTERNATIONAL CONFERENCE ON MATHEMATICS AND ITS APPLICATIONS ICMA 2015  
 16-17 March 2015  
 Int. Conference

**Workshop/ Conferences Conducted**

Title	Date	Workshop
STTP on Advanced Numerical Methods in Fluid Dynamics	17 <sup>th</sup> to 19 <sup>th</sup> April 2015	STTP
International Conference on Computational Heat and Mass Transfer	30 <sup>th</sup> Nov to 2 <sup>nd</sup> Dec 2015	International Conference
International Conference on Numerical Heat Transfer and Fluid Flows	19 <sup>th</sup> to 21 <sup>st</sup> Jan 2018	International Conference
National Conference on Mathematical Modeling in Science and Engineering,	27 <sup>th</sup> - 28 <sup>th</sup> March, 2018	National Conference
Mathematical Modeling & Numerical Techniques in Engineering and Science	9 <sup>th</sup> - 13 <sup>th</sup> October, 2018	STTP
STTP on Reservation and Roster Formulation	19 <sup>th</sup> - 23 <sup>rd</sup> November	STTP

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	2018	
Telangana State Science Congress	22 <sup>nd</sup> -24 <sup>th</sup> December, 2018	National Conference

Projects		
Title of the Project	Sponsored	Amount(in
Numerical study of convective transport in a viscous fluid saturated porous medium	DST-SERB	17.05
Heat Transfer for a Flow in a Non-Newtonian Fluid by a Circular Plate	MHRD	2.0

#### Awards and Honors

##### **Membership of Professional Bodies:**

- Life member of Telangana Andhra Pradesh Society for Mathematical Sciences (TAPSMS), Osmania University, Hyderabad, A.P. with membership.
- Life member of Indian Society of Theoretical and Applied Mechanics (ISTAM), IIT Kharagpur, W.B. with membership .

##### **Extra-Curricular Activities:**

- Won **Silver** Medal in Badminton (Singles) at Inter NIT Faculty Sports Meet held in Dec 2018 at NIT GOA, GOA.
- Won **Bronze** Medal in Badminton (Singles) at Inter NIT Faculty Sports Meet held in Dec 2019 at MNNIT Jaipur, Rajasthan.

##### Additional Responsibility

##### Additional Responsibilities:

- New Ladies Hostel Warden (June 2010- July 2012)
- Priyadarshini Ladies Hostel Mess Warden (Feb 2012- July 2012)
- Member of NITWET & NIMCET PG Admissions (June to July, 2011)
- Faculty Advisor for Mathematics Association(Jan 2010- May 2014)
- Incharge of Time Table in Maths Department( Jan 2010- May 2014)
- Sarojini Hall Warden (Ladies Hostel) - (Aug 2014- Aug 2015)
- Member of the Institute Curriculum Committee (Oct 2014- June 2016)
- Member of the Women Protection Cell of the Institute (Aug 2014- Feb2015)
- Treasurer of Mathematics Association (July2014- Jan 2022)
- Deputy Chief Warden for Ladies Hostels (June 2018- Nov 2020)
- Faculty Advisor for Dance and Dramatics Club (Sept 2019-June 2020)
- Member Secretary of Internal Complaints Committee (20/09/2018-till date)
- Monitoring Committee Member for Covid-19 (August 2020-Dec 2021)
- Member, DAC (UG), Dept. of Mathematics, NIT Warangal (April, 2022 - Till Date).
- Member, DAC (PG & R), Dept. of Mathematics, NIT Warangal (April, 2022 - Till Date).

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## **Title: Interlectual Property Right**

Intellectual property rights (IPR) have been defined as ideas, inventions, and creative expressions based on which there is a public willingness to bestow the status of property. IPR provide certain exclusive rights to the inventors or creators of that property, in order to enable them to reap commercial benefits from their creative efforts or reputation. There are several types of intellectual property protection like patent, copyright, trademark, etc. Patent is a recognition for an invention, which satisfies the criteria of global novelty, non-obviousness, and industrial application. IPR is prerequisite for better identification, planning, commercialization, rendering, and thereby protection of invention or creativity. Each industry should evolve its own IPR policies, management style, strategies, and so on depending on its area of specialty. Pharmaceutical industry currently has an evolving IPR strategy requiring a better focus and approach in the coming era.

Intellectual property (IP) pertains to any original creation of the human intellect such as artistic, literary, technical, or scientific creation. Intellectual property rights (IPR) refers to the legal rights given to the inventor or creator to protect his invention or creation for a certain period of time. These legal rights confer an exclusive right to the inventor/creator or his assignee to fully utilize his invention/creation for a given period of time. It is very well settled that IP play a vital role in the modern economy. It has also been conclusively established that the intellectual labor associated with the innovation should be given due importance so that public good emanates from it. There has been a quantum jump in research and development (R&D) costs with an associated jump in investments required for putting a new technology in the market place.

The stakes of the developers of technology have become very high, and hence, the need to protect the knowledge from unlawful use has become expedient, at least for a period, that would ensure recovery of the R&D and other associated costs and adequate profits for continuous investments in R&D.[3] IPR is a strong tool, to protect investments, time, money, effort invested by the inventor/creator of an IP, since it grants the inventor/creator an exclusive right for a certain period of time for use of his invention/creation. Thus IPR, in this way aids the economic development of a country by promoting healthy competition and encouraging industrial development and economic growth. Present review furnishes a brief overview of IPR with special emphasis on pharmaceuticals.

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The laws and administrative procedures relating to IPR have their roots in Europe. The trend of granting patents started in the fourteenth century. In comparison to other European countries, in some matters England was technologically advanced and used to attract artisans from elsewhere, on special terms. The first known copyrights appeared in Italy. Venice can be considered the cradle of IP system as most legal thinking in this area was done here; laws and systems were made here for the first time in the world, and other countries followed in due course. Patent act in India is more than 150 years old. The inaugural one is the 1856 Act, which is based on the British patent system and it has provided the patent term of 14 years followed by numerous acts and amendments.

- it provides a mechanism of handling infringement, piracy, and unauthorized use
- it provides a pool of information to the general public since all forms of IP are published except in case of trade secrets.

IP protection can be sought for a variety of intellectual efforts including

(i) Patents

(ii) Industrial designs relates to features of any shape, configuration, surface pattern, composition of lines and colors applied to an article whether 2-D, e.g., textile, or 3-D, e.g., toothbrush

(iii) Trademarks relate to any mark, name, or logo under which trade is conducted for any product or service and by which the manufacturer or the service provider is identified. Trademarks can be bought, sold, and licensed. Trademark has no existence apart from the goodwill of the product or service it symbolizes

(iv) Copyright relates to expression of ideas in material form and includes literary, musical, dramatic, artistic, cinematography work, audio tapes, and computer software

(v) Geographical indications are indications, which identify as good as originating in the territory of a country or a region or locality in that territory where a given quality, reputation, or other characteristic of the goods is essentially attributable to its geographical origin

A patent is awarded for an invention, which satisfies the criteria of global novelty, non-obviousness, and industrial or commercial application. Patents can be granted for products and processes. As per the Indian Patent Act 1970, the term of a patent was 14 years from the date of filing except for processes for preparing drugs and food items for which the term was 7 years from the date of the filing or 5 years from the date of the patent, whichever is earlier. No product patents were granted for drugs and food items.

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A copyright generated in a member country of the Berne Convention is automatically protected in all the member countries, without any need for registration. India is a signatory to the Berne Convention and has a very good copyright legislation comparable to that of any country. However, the copyright will not be automatically available in countries that are not the members of the Berne Convention. Therefore, copyright may not be considered a territorial right in the strict sense. Like any other property IPR can be transferred, sold, or gifted

#### Role of Undisclosed Information in Intellectual Property

Protection of undisclosed information is least known to players of IPR and also least talked about, although it is perhaps the most important form of protection for industries, R&D institutions and other agencies dealing with IPR. Undisclosed information, generally known as trade secret or confidential information, includes formula, pattern, compilation, programme, device, method, technique, or process. Protection of undisclosed information or trade secret is not really new to humanity; at every stage of development people have evolved methods to keep important information secret, commonly by restricting the knowledge to their family members. Laws relating to all forms of IPR are at different stages of implementation in India, but there is no separate and exclusive law for protecting undisclosed information/trade secret or confidential information. Pressures of globalisation or internationalisation were not intense during 1950s to 1980s, and many countries, including India, were able to manage without practising a strong system of IPR. Globalization driven by chemical, pharmaceutical, electronic, and IT industries has resulted into large investment in R&D. This process is characterized by shortening of product cycle, time and high risk of reverse engineering by competitors. Industries came to realize that trade secrets were not adequate to guard a technology. It was difficult to reap the benefits of innovations unless uniform laws and rules of patents, trademarks, copyright, etc. existed. That is how IPR became an important constituent of the World Trade Organization (WTO).

#### Rationale of Patent

Patent is recognition to the form of IP manifested in invention. Patents are granted for patentable inventions, which satisfy the requirements of *novelty* and *utility* under the stringent

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examination and opposition procedures prescribed in the Indian Patents Act, 1970, but there is not even a *prima-facie* presumption as to the validity of the patent granted.

Most countries have established national regimes to provide protection to the IPR within its jurisdiction. Except in the case of copyrights, the protection granted to the inventor/creator in a country (such as India) or a region (such as European Union) is restricted to that territory where protection is sought and is not valid in other countries or regions. For example, a patent granted in India is valid only for India and not in the USA. The basic reason for patenting an invention is to make money through exclusivity, i.e., the inventor or his assignee would have a monopoly if,

- the inventor has made an important invention after taking into account the modifications that the customer, and
- if the patent agent has described and claimed the invention correctly in the patent specification drafted, then the resultant patent would give the patent owner an exclusive market.

The patentee can exercise his exclusivity either by marketing the patented invention himself or by licensing it to a third party.

The following would not qualify as patents:

- An invention, which is frivolous or which claims anything obvious or contrary to the well established natural law. An invention, the primary or intended use of which would be contrary to law or morality or injurious to public health
- (ii) A discovery, scientific theory, or mathematical method
- (iii) A mere discovery of any new property or new use for a known substance or of the mere use of a known process, machine, or apparatus unless such known process results in a new product or employs at least one new reactant
- (iv) A substance obtained by a mere admixture resulting only in the aggregation of the properties of the components thereof or a process for producing such substance
- (v) A mere arrangement or re-arrangement or duplication of a known device each functioning independently of one another in its own way
- (vi) A method of agriculture or horticulture
- (vii) Any process for the medicinal, surgical, curative, prophylactic diagnostic, therapeutic or other treatment of human beings or any process for a similar treatment of animals to render them free of disease or to increase their economic value or that of their products

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