



**Aurora's Degree & P.G College, Chikkadpally,Hyderabad.  
(ACCREDITED BY NAAC WITH B++ GRADE)**

**INTERNATIONAL E- CONFERENCE – 2021**

**“Innovations in Science, Technology, Commerce and Management for the welfare of Society”**

**Introduction:**

The Conference on “Innovations in Science, Technology, Commerce and Management for the Welfare of Society”. This interdisciplinary conference aims to bring together researchers, academicians, industry professionals and policymakers to explore and discuss groundbreaking innovations that can contribute to the betterment of society.

**Objectives:**

- To provide a platform for interaction and exchange of ideas between academicians, professionals, and researchers across the globe.
- To discuss new approaches and developments in their field of study.

**Organizers:** Internal Quality Assurance Cell & R & D Cell

Dates: 29th to 31st July,2021

**Target Audience:** Faculty, Research Scholars, Academicians, Industry persons and Students.

**Preparations:**

All the abstracts which were received before the dead line were checked for plagiarism and also thoroughly reviewed. The organizing secretary, Dr. Ravikiran S prepared a schedule of the conference. The schedule was mailed along with the link for joining the meeting in Microsoft teams and was sent to all the presenters.

**DAY 1 REPORT**

**Introduction:**

The first day of the International conference was on 29<sup>th</sup> July 2021. The day started with a very enthusiastic mindset looking forward to gain knowledge to which all the participants are going to be exposed. The theme of the conferences itself gave motivation to participate.

### **Day 1 Execution:**

The day Started as per the schedule at 9:45AM. By Dr Ravikiran S, Head – Department of Biochemistry , Aurora Degree & PG College gave an introductory note about the College and introduced Principal Dr. Viswanadham Bulusu. It was followed by the address of the principal Dr. Viswanadham Bulusu. He appreciated the participants for their active involvement in communicating papers for the conference. He gave a warm welcome to the key note speaker and Chairperson Dr. B. S. Ravi Kumar Head, Department of Botany and Environmental Sciences, AVK College for Women, Hassan, and handed over the session to Dr Ravikiran S, and sir introduced the speaker.

Dr. B. S. Ravi Kumar started his lecture after the prayer song. His lecture was on “Nature Inspired Sustainable Technology”. In his lecture Sir spoke about the importance of Research in the present situation.

After the lecture, the technical session started. There were 27 oral presentations and each presenter was given 10 minutes time including the question answer sessions. The presenters had put lot of effort and presented their original work..The presentations went on smoothly without any technical difficulty. The participants gave positive feedback and appreciated the organizers for giving a platform to share their research work. The participants were able to gain knowledge about the research in various fields and they were exposed to different concepts apart from their field of interest.

Life Sciences Schedule – 29<sup>th</sup> July 2021

### **Life Sciences Schedule**

9:30 AM to 9:40 AM	Inaugural Address  <b>Dr. Viswanadham Bulusu</b>  Principal, Aurora Degree & PG College, Hyderabad
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9:40 AM to 10:30 AM	<p>Keynote Talk</p> <p><b>Dr. B. S. Ravi Kumar</b></p> <p>Head, Department of Botany and Environmental Sciences, AVK College for Women, Hassan, Karnataka</p> <p><b>“Nature Inspired Sustainable Technology”</b></p>
10:30 AM to 12:30 PM	<p><b>Technical Session-1</b></p> <p><b>Chairperson: Dr. N.D. Rekha, JSS College of Arts, Commerce and Science, Mysuru</b></p> <p>Presentations by the participants</p>
12:30 PM to 1:30 PM	<p>Lunch Break</p>
1:30 PM to 4:30 PM	<p><b>Technical Session-2</b></p> <p><b>Chairpersons:</b></p> <p><b>Dr. B. S. Ravi Kumar, Head, Department of Botany and Environmental Sciences, AVK College for Women, Hassan, Karnataka</b></p> <p><b>Dr. N.D. Rekha, JSS College of Arts, Commerce and Science, Mysuru</b></p> <p>Presentations by the participants</p>
4:30 PM to 4:40 PM	<p>Valedictory Address</p>

**List of Participants and schedule:**

S.No	Name of the Participant	Name of the Institution	Name of the Topic	Presentation Date	Time	Mail Id
1	1.Abhinash Marukurti 2.Silpa Rani Medapalli 3.Vijaya Nirmala Pangani 4.Rohini anupoju	1.3. Department of Zoology, Adikavi Nannaya University, Rajahmundry 2. Department of Chemistry, SKVT Degree College, Rajahmundry 4 Department of Zoology, Andhra University, Visakhapatnam	Green synthesis of silver nanoparticles and its effective antibacterial effect on <i>Vibrio harveyi</i> in shrimp farming: A review	29-07-2021	10:30AM-10:40AM	abhinashmarukurti@gmail.com
2	1.KAVITHA K R 2.SUPRIYA BHATT S	Department of Biochemistry, Maharani's Science College for Women, Jhansi Rani Lakshmi Bai Road, MYSURU – 570005	ISOLATION, PARTIAL PURIFICATION, CHARACTERIZATION AND INHIBITION STUDIES OF TYROSINASE FROM <i>MUSA ACUMINATA</i>	29-07-2021	10:40AM-10:50AM	kavitharamakrishna2020@gmail.com
3	1.N V L Suvarchala Reddy 2.V Ganga Raju M 3.M Mamatha 4.Anusha V	Department of Pharmacology, Gokaraju Rangaraju College of Pharmacy, Bachupally, Hyderabad 500090, Telangana, India.	INVITRO AND INSILICOANTI OXIDANT ACTIVITY OF METHANOLIC LEAF EXTRACT OF <i>CITRUS MEDICA</i>	29-07-2021	10:50AM-11:00AM	suvarchalakiran@gmail.com

4	1.Asawari.R. Kabure 2.Bhushan B.Kulkarni 3.Kishor J. Adate	1,3Department of Microbiology, Shivraj College Gadhinglaj 2. Department of Biotechnology, Ganpat University, Ahmadabad	Genetic background of Psoriasis	29-07- 2021	11:00AM- 11:10AM	asawari.kabure 25@icloud.co m
5	1.N V L Suvarchala Reddy 2. V, M. Ganga Raju 3.Pavani K	Department of Pharmacology, Gokaraju Rangaraju College of Pharmacy, Bachupally, Hyderabad 500090, Telangana, India.	IDENTIFICATI ON OF SOME PHYTOCHEMI CALS AS POTENTIAL HYPERTHYROI DISM AGENTS TARGETING THYROID HORMONE RECEPTOR ALPHA-1: AN INSILICO APPROACH	29-07- 2021	11:10AM- 11:20AM	suvarchalakira n@gmail.com
6	S. H. VARIJA	Asst. Prof. of Zoology, A V K College for woman, Hassan – 573201	AVIFAUNA COMPOSITION OF AMMANIKERE LAKE , H.N.PURA , HASSAN DISTRICT, KARNATAKA.	29-07- 2021	11:20AM- 11:30AM	variya.avk@g mail.com
7	1.Gagana B. 2.Rama Bhat P*.	Dept. of PG Studies and Research in Biotechnology Alva's College, Moodbidri – 574 227, Karnataka, India	Gymnacranthera farquhariana(Hoo k. f. & Thomson) Warb. seed extract inhibits migration/invasio n, induces apoptosis in breast cancer	29-07- 2021	11:30AM- 11:40AM	bhat_pr@redif fmail.com, sky.gananab@ gmail.com

			cells and arrests tumor progression in Animal model			
8	JAYASURIY A.D	The New College, Royapettah	CULTIVATING the arenchyma plants to avoid EVAPORATION and planting arasa maram( tree) king of oxygen to reduce the water shortage and normaly it gave more oxygen finally human can easily breath with good air	29-07-2021	11:40AM-11:50AM	srinivassrinivas0263@gmail.com
9	KAVITHA	Assistant professor Department of Botany RBVRR womens college, Hyderabad.	Screening and isolation of novel antibiotics producing bacteria for the control of human pathogens	29-07-2021	11:50AM-12:00PM	kavitha.singam80@gmail.com
10	1.Manal Ajaz Junedi 2.Rupasree Mukhopadhyay 3.Mahesh D Mahendrak*	1,2. Department of Genetics and Biotechnology, University College For Women, Koti, Hyderabad 3. International Crops Research Institute for the Semi-Arid Tropics	In-silico identification of candidate genes for salinity tolerance in foxtail millet ( <i>Setaria italica</i> (L.) P. Beauv.)	29-07-2021	12:00PM-12:10PM	mahendrakar.mahesh@gmail.com

		(ICRISAT), Hyderabad				
11	1.M. Ganga Raju 2.Manisha 3..Michaela Nicholas 4.N V L Suvarchala Reddy	Department of Pharmacology, Gokaraju Rangaraju College of Pharmacy, Bachupally, Hyderabad 500090, Telangana, India.	BIOLOGICAL EVALUATION, MOLECULAR DOCKING AND IN SILICO ADME PREDICTIONS OF GOSSYPIUM HERBACEUM	29-07-2021	12:10PM-12:20PM	mgrpharma@gmail.com
12	K.Mary Manjusha Rani	Department of Microbiology Aurora's Degree and PG College,(Accredited by NAAC with B++ grade),Chikkadapally, Hyderabad, Telangana 500020	Probiotics and antimicrobial peptides	29-07-2021	12:20PM-12:30PM	marymanjusharani@adc.edu.in
13	1.D. Metilda RosalinJ. 2.Joel.Gnanadoss*	1 Department of Genetics and Biotechnology, Bhavan's Vivekananda College of Science, Humanities and Commerce, Sainikpuri,Secunderabad – 500094. 2* Department of Plant Biology and	Studies on Biosorption of copper using mycelial biomass of Rhizopus nigricans	29-07-2021	1:30PM-1:40PM	joelgna@gmail.com

		Biotechnology, Loyola College (Autonomous), Chennai-600034				
14	1.Ms K.Nikitha 2.Ms Saleah Afreen 3.Dr. Rupasree Mukhopadhyay	Dept. of Genetics and Biotechnology, Osmania University college for Women, Koti.Hydearabad.	Hydroponics: It's Influence on the Medicinal Plants Growth.	29-07- 2021	1:40PM- 1:50PM	<a href="mailto:salehaafreen23@gmail.com">salehaafreen23@gmail.com</a>
15	<a href="#">1.Mrs.D.Niveditha</a> <a href="#">2.Ms.C.M.Nithya</a>	Department of Physics, PSGR Krishnammal College for Women, Coimbatore - 641004	SYNTHESIS AND CHARACTERIZATION OF AG NANOPARTICLES USING CARDIOSPERMUM LEAF EXTRACT	29-07- 2021	1:50PM- 2:00PM	dniveditha@psgrkcw.ac.in
16	PADALA THIRUPATHI	ASST.PROFESSOR, HEAD DEPT.OF BOTANY, NSS PROGRAMME OFFICER, GOVT.DEGREE COLLEGE FOR WOMEN, JAGTIAL, TELANGANA - 505 327.	Screening and characterization of bacteria isolated from municipal solid waste for plant growth promotion	29-07- 2021	2:00PM- 2:10PM	padalathirupathi@gmail.com



17	Ms.Rajani	Assistant professor Department of Botany RBVRR womens college, Hyderabad.	Screening and characterization of rhizobacteria for enhancing the plant growth	29-07-2021	2:10PM-2:20PM	rajani2477@gmail.com
18	<b>1.Ms. K. Sathvika</b> 2.Dr. K. Shoba*	1.PG and Research Department of Biochemistry, D.K.M. College for women (Autonomous), Vellore, Tamilnadu, India. 2.Assistant Professor, PG and Research Department of Biochemistry, D.K.M. College for women (Autonomous), Vellore, Tamilnadu, India.	EVOLUTIONARY, MODELING AND DOCKING ANALYSIS OF OPSIN PROTEIN IN <i>LEPTUCA PUGILATOR</i>	29-07-2021	2:20PM-2:30PM	danishoba@gmail.com
19	1.M. Ganga Raju 2.Anusha K <b>3.Triyasha Mondal</b> 4.N V L Suvarchala Reddy	Department of Pharmacology, Gokaraju Rangaraju College of Pharmacy, Bachupally, Hyderabad 500090, Telangana, India.	ANTI-INFLAMMATORY, ANTI-BACTERIAL AND IN SILICO DOCKING AND ADME STUDIES OF IXORA JAVANICA	29-07-2021	2:30PM-2:40PM	mgrpharma@gmail.com

20	1.Upasana Das 2.Rachaita Chatterjee 3.Samprikta Chakraborty 4.Sangita Biswas 5.Sutandra Nandy 6.Suchismita Mitra 7.Santanu Roy.	Department of Microbiology, Acharya Prafulla Chandra College, New Barrackpore, Kolkata – 700 131, West Bengal.	Nature – The Nurturer – as a source of potential inhibitors of SARS-CoV2	29-07-2021	2:40PM-2:50PM	upasana@apccollege.ac.in
21	V.Varalakshmi	Lecturer in Biotechnology, Department of Sciences, St. Mary's College	Naringanase Production by Aspergillusniger NCIM 548 using agro industrial residues	29-07-2021	2:50PM-3:00PM	varalakshmi@stmaryscollege.in
22	Vasudevan Ranganathan	Aurora Degree and PG College, (Affiliated by NAAC with B++ Grade),Department of Microbiology	Cancer- a novel approach through G-PCRs	29-07-2021	3:00PM-3:10PM	<a href="mailto:vasudevan123@gmail.com">vasudevan123@gmail.com</a>
23	1.Manasa C.R. 2.Dr. K. Krishna Swamy	1.Research Scholar, Sahyadri Science College, Shimoga, Kuvempu University Associate Professor 2.Dept.of Botany & Seed Technology, Sahyadri Science College, Shimoga. Karnataka	A review on phytochemical composition, anti microbial activities and bioactive influence of Ardisia solanacea (Poir.) Roxb	29-07-2021	3:10PM-3:20PM	manasa07@gmail.com

24	1.Bommegowdna A Mauna 2.Ashwath M. N 3.Ravikumar B.	1.Department of Botany, Post graduate Center, Chikka aluvara, Mangalore University. 2. Research Scholar, College of Forestry, Kerala Agricultural University, Thrissur 3.Head, Dept.of Botany, AVK College for women,Hassan-573201	A Study of Bioactive phytochemicals and Pharmacological activities in Ensete superbum (Roxb.) Cheesman - An overview	29-07-2021	3:20PM-3:30PM	mukthyashok@gmail.com
25	1.Preaksha KK 2.Sadhvi S 3.Rama Bhat P	PG Department of Biotechnology, Alva's College, Moodbidri-574227, Karnataka	In vitro studies of Capsicum frutescensL.	29-07-2021	3:30PM-3:40PM	bhat_pr@rediffmail.com
26	<b>1.Rama Bhat P*</b> 2.Nalina K	PG Department of Biotechnology, Alva's College, Moodbidri-574227, Karnataka	Isolation and characterization of multidrug resistant bacteria from clinical blood samples	29-07-2021	3:40PM-3:50PM	bhat_pr@rediffmail.com
27	<b>1.Uzma Sultana</b> 2.Sravani Pinisetty <b>3.Meenakshi Taduri</b> 4.Suseelendra Desai 5.Gopal Reddy	1,2,3,4.Central Research Institute for Dryland Agriculture (ICAR), Santoshnagar, Hyderabad-500059, India 5. Department of Microbiology, Osmania University,	Evaluation of Plant Growth Promoting traits of Azospirillum and Azotobacterspp. isolated from diverse crop agro-ecosystems of India	29-07-2021	3:50PM-4:00PM	uzmasultana201@gmail.com

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## **Day 2 Report**

### **Introduction:**

The second day of the conference was on 30<sup>th</sup> July 2020. The day started with a very enthusiastic mindset looking forward to gain knowledge to which all the participants are going to be exposed. The theme of the conferences itself gave motivation to participate.

### **Preparations:**

The resource persons and chair were contacted by Dr. Meera Joshi. Dr. Priya Hasan, Assistant professor, Department of Physics, Moulana Azad National Urdu University and Prof. S.N. Hasan, Department of Mathematics, Moulana Azad National Urdu University confirmed to deliver the invited talks. All the abstracts which were received before the dead line were checked for plagiarism and also thoroughly reviewed. The joint organizing secretary, Dr. Radhika Rani.L prepared a schedule of the conference. The schedule was mailed along with the link for joining the meeting in Microsoft Teams was sent to all the presenters.

### **Day 2 Execution:**

The day Started as per the schedule at 10AM. The organizing secretary of the conference Dr. Ravi Kiran, Head – Department of Biochemistry, Aurora Degree & PG College gave an introductory note about the college describing activities at the college and about the conference . It was followed by the address of the principal Dr. Viswanadham Bulusu. He appreciated the participants for their active involvement in communicating papers for the conference. He gave a warm welcome to the resource person and the one of speaker of the day Dr. Priya Hasan, Assistant professor, Department of Physics, Moulana Azad National Urdu University. Ms. Archana , Assistant professor Department of Physics, Aurora’s Degree and PG College introduced the speaker.

Dr. Priya Hasan started her lecture on “Machine Learning and its applications in Astronomy” after the prayer song. The lecture illustrated various features of Machine

**Learning and the aspects of Astronomy where Machine Learning can be applied with various examples on Star Formation. The lecture was delivered from 10:30am to 11:30am.**

**After this lecture the oral paper presentations started. Dr. Naga Maruthi Kumari, Chaired the sessions. The paper presentations continued after the talk by Dr. Priya Hassan. The lunch break was announced after 9 paper presentations. Each presenter was given 15 minutes time including the question answer sessions. The presentations were done from 11:30am to 1:30PM. The presenters had put lot of effort and presented their original work. The afternoon session started after the lunch break of 30 minutes at 2:00pm with an invited talk delivered by Prof. S.N. Hasan, Department of Mathematics, Moulana Azad National Urdu University. Prof. S.N. Hasan delivered a talk on “Scientific Methods : A perspective. The lecture was interesting and he discussed the philosophy of Science. After the lecture the paper presentation resumed at 3:00pm. There were 8 Presentations in the afternoon from 3:00pm to 5:00pm. The chair person of the sessions Dr. Naga Maruthi Kumari, discussed in detail with each participant about their work and the scope of work in future. There were 17 oral presentations. The papers were on various areas in fields like Mathematics, Physics, electronics and Computer Science. The chair person decided to acknowledge best presenters from two categories, 1. Original research work presentation and 2. Review research work presentation. There were three best positions selected among the oral presentations. The first position was given by the Chair person to Mr. Shaik Abdul Khader, Research Scholar, School of Electronics KIIT Deemed to be University, Bhubaneswar, Odisha titled “Design and Verification of Metamaterial Unit cell”, the second position was secured by Dr. Raju Sake, Department of Statistics, Sri Krishna Devaraya University, Ananthapuramu, AP titled “Fitting of Normal Distribution by using Areas method between rainfall and ground water levels – A Case study” . The third position was secured by the paper presented by Ms. C. Aruna & Dr. Radhika Rani.L, both authors from Department of Electronics, Aurora’s Degree & PG College, Hyderabad titled “PIC Micro-controller based Magnetic Field Strength Meter”. Under the second Category the first position was secured by work presented by Ms. Shivani Mhaisekar, Department of Computer Science, Kaveri College of Science, Arts and Commerce, Pune, Maharashtra, Mr. Shashank Kulkarni, Department of Computer Science, Bharat Institute of Engineering and Technology, Hyderabad, Ms. Srinidhi Kulkarni, Department of Computer Science, International Institute of Information Technology(IIT) Bhubaneswar, Odisha for their work on “Computational Analysis and Modelling of COVID 19 : A Description”. The second position was awarded to Ms. Aishwarya, Department of Computer Science, Bharatiya Vidya Bhavans Vivekananda College of Science, Humanities and Commerce on “Cyber Security”. The most appreciating aspect here is that, both the positions in second category were bagged by the students. It encouraged them a lot to continue further. The presentations went on smoothly without any technical difficulty. The participants gave positive feedback and appreciated the organizers for giving a platform to share their research work. The participants were able to gain**

knowledge by networking with different presenters and they were exposed to various fields apart from their field of interest.

The purpose of organizing this e-conference was completely achieved. It gave the organizers a immense satisfaction that an activity which contributed for a wholesome learning experience was conducted during the challenging times of covid-19.

We thank one and all for making the conference a grand Success.

Physical Science Schedule – 30<sup>th</sup> July 2021

### Physical Sciences Schedule

9:45 am to 10:00 am	Inaugural Address <b>Dr. Viswanadham Bulusu</b> Principal, Aurora Degree & PG College, Hyderabad
10:00 am to 11:00 am	Keynote Talk <b>Dr. Priya Hassan</b> Assistant Professor, Department of Physics, Maulana Azad National Urdu University, Hyderabad “Machine Learning and its application in Astronomy”
11:00 am to 1:00 pm	<b>Technical Session-1</b>  <b>Chairperson: Dr. Naga Maruthi Kumari, Department of Mathematics, Higher College of Technology, Muscat, Sultanate of Oman, UAE</b> Presentations by the participants
1:00 pm to 1:30 pm	Lunch Break
1:30 pm to 2:30 pm	Keynote Talk <b>Prof. Nijamul Hasan</b> Department of Mathematics Dean , School of Sciences, Moulana Azad National Urdu University Hyderabad “Scientific Methods : A perspective”

2:30 pm to 5:00 pm	<b>Technical Session-2</b>  <b>Chairperson: Dr. Naga Maruthi Kumari, Department of Mathematics, Higher College of Technology, Muscat, Sultanate of Oman, UAE</b>  Presentations by the participants
5:00 pm to 5:10 pm	Valedictory Address

### List of Participants and Schedule

S.No	Name of the Participant	Name of the Institution	Name of the Topic	Presentation Date	Time	Mail Id
1	1.Shaik Abdul Khadar 2.S.V Ravi Kumar	1Research Scholar, School of Electronics, KIIT Deemed to be University, Bhubaneswar, Odisha. 2. Associate Professor & HOD, RISE Krishna Sai Gandhi Group of Institutions, Ongole.	Design and Verification of Metamaterial Unit Cell	30-07-2021	11:00AM-11:10AM	1881101@kiit.ac.in
2	D. SUHASINI	Dept. of Computer Sci. A.V. College of Arts,	Data Mining Techniques in Telecommunication	30-07-2021	11:10AM-11:20AM	dabbara.suhasini@gmail.com

		Science & Commerce	Industry			
3	1.C.Aruna 2. L.Radhika Rani	1&2 Department of Electronics, Aurora's Degree and PG College, Hyderabad	Pic microcontroller based Magnetic Field Strength Meter	30-07-2021	11:20AM-11:30AM	arunac@adc.edu.in
4	1. Dr. K. Sharath Babu 2.D. Bagyamma	1. Assistant Professor of Mathematics, Matrusri Engineering College, Hyderabad. 2.Assistant Professor of Mathematics, M.V.S.R Engineering College, Nadargul, Hyderabad.	Numerical Solution of Singularly Perturbed Two- Point Boundary Value Problem by applying Quadrature method.	30-07-2021	11:30AM-11:40AM	<a href="mailto:khandayrao@matrusri.edu.in">khandayrao@matrusri.edu.in</a>
5	V.V.Vidyasagar	CME Department, Sanketika Polytechnic College, P M Palem Visakhapatnam	Paradigms of Extensive Sensors Existing in Recent Trends of Smartphones	30-07-2021	11:40AM-11:50AM	vidyasagarvuna@gmail.com



6	1.K S Kiran* 2.Chandan R 3.M.A Pasha	1* Department of physics, Faculty of Engineering and Technology, Jain Deemed to be University, Bangalore, Karnataka, India, 2. Department of physics, Research scholar, Jain deemed to university, Bangalore, Karnataka, India 3. Department of Chemistry, Bangalore University, Bangalore, Karnataka, India.	Crystal and Molecular docking studies of bicyclohexyl diols with focal adhesion kinase inhibitors	30-07-2021	11:50AM-12:00PM	<a href="mailto:kiranphy18@gmail.com">kiranphy18@gmail.com</a>
7	R.V.GANDHI	ASSITANT PROFESSOR, KMIT, HYDERABAD	SPEECH RECOGNITION TECHNIQUES IN ANN	30-07-2021	12:00PM-12:10PM	ravegag@gmail.com
8	Harekrishna Deka	Department of Mathematics, Krishna Kanta Handiqui State Open University, Guwahati	Numerical Solution of SIR Mathematical Model of Covid19 using Fourth Order Runge-Kutta	30-07-2021	12:10PM-12:20PM	harekrishnadeka11@gmail.com

			Method			
9	Mrs. K. Hari Priya	Assistant Professor, Department of Computer Science, St. Joseph's Degree & PG College.	A Rudimentary Study on Quantum Computing Technology- 'A New Race'	30-07-2021	12:20PM-12:30PM	haripriyakasaraneni@gmail.com
10	Jyothsna	Scholar, Department of Information Technology, Osaka University	IMPLEMENTATION OF BIG DATA AND HADOOP AS REAL TIME PROCESSING USING CLOUD COMPUTING	30-07-2021	12:30PM-12:40PM	jyothsnajmd@gmail.com
11	1.Shivani Mhaisekar 2.Shashank Kulkarni 3.Srinidhi Kulkarni	1Department of Computer Science, Kaveri College of Arts, Science and Commerce, Pune, Maharashtra. 2.Department of Computer Science, Bharat Institute of Engineering and Technology, Hyderabad, Telangana.	Computational Analysis and Modelling of COVID-19: A description	30-07-2021	12:40PM-12:50PM	shivanimhaisekar@gmail.com

		3.Department of Computer Science & IT, IIIT Bhubaneswar, Odisha.				
12	Mrs.P. Soumya Sree laxmi	Lecturer, Dept. of Computer Science, St. Pious X Degree & PG College for Women, Nacharam, Hyderabad-500076	Impact of Digital Transformation on Customer Experience	30-07-2021	12:50PM-1:00PM	soumyasree@stpiuscollege.org
13	S. Sunitha,	Associate Professor, Dept. of Computer Science, BBCIT, Kachiguda, Hyderabad.	An Overview of Data Analytics and Deep learning	30-07-2021	2:30PM-2:40PM	<a href="mailto:amruthabala2725@gmail.com">amruthabala2725@gmail.com</a>
14	P. Vandana	Assistant Professor, Department of Master of Computer Applications, Loyola Academy, Old Alwal, Secunderabad, Telangana, India	BLOCKCHAIN TECHNOLOGY USING PRINCIPLES OF BITCOIN, THREATS AND MACHINE LEARNING SOLUTIONS	30-07-2021	2:40PM-2:50PM	la19vandanaa@gmail.com

15	Miss. Vinuta J.B	Assistant Professor, Department of Physics, R. L. Science Institute (Autonomous), Belagavi	Overview of Piezoelectric materials and their applications	30-07- 2021	2:50PM- 3:00PM	vinutabellad135@g mail.com
16	1.R.ARJUNA RAO, 2.B.RAJANI	Dept. of Computer Science AURORA'S DEGREE & PG COLLEGE	Revolution in Payment processing using Bit coin with Sql- Server Database	30-07- 2021	3:00PM- 3:10PM	arjunraor@adc.edu. in
17	V. Jaya Sree	Department of Mathematics, Assistant Professor in NRI Institute of Technology, Andhra Pradesh	DERIVATIO N OF GENERALIZ ATIONS OF BCK- ALGEBRAS	30-07- 2021	3:10PM- 3:20PM	jayasrinivasgalla@ gmail.com
18	K. Bharathi	Sri Chandrasekhar endra Saraswathi Viswa Mahavidyalaya , Kanchipuram, Tamilnadu	MODEL OF FLOW NETWORK AS LINEAR PROGRAMM ING AND ITS SOLUTION	30-07- 2021	3:20PM- 3:30PM	kbharathi@kanchiu niv.ac.in
19	K. Kala Bharathi	Assistant Professor, Department of Computer Science St.Pious X Degree & PG College for Women,	BIGDATA ROLE IN WELFARE OF SOCIETY	30-07- 2021	3:30PM- 3:40PM	kalabharathi@stpio uscollege.org

		nacharam, Hyderabad				
20	1.Kamal Kumar* 2.Sandeep Kumar Sharma 3.A.K. Paul	Department of Physics, Bhakt Darshan Govt. Post Graduate College Jaiharikhal (Uttarakhand) India Department of Applied Science, Desh Bhagat University, Mandi Gobindgarh (Punjab) India	Synthesis and Solar Cell Application of a TitaniumMOF /SWCNTCom posite	30-07- 2021	3:40PM- 3:50PM	kamalkumar.phy@ gmail.com
21	1.M. NAGARAJA N 2.k.Karthik	1.Assistant professor, Department of Mathematics, Nehru Institute of Technology, Coimbatore. 2.Assistant professor, Department of Mathematics, KATHIR college of Arts and Science Coimbatore.	EXISTENCE AND UNIQUENES S OF A FUZZY SOLUTION FOR NONLINEAR IMPULSIVE FUNCTIONA L NEUTRAL INTEGRODI FFERENTIA L EQUATION WITH NONLOCAL CONDITION	30-07- 2021	3:50PM- 4:00PM	nitnagarajan15@g mail.com

22	1.A.Srinivas 2.V. Kiran	Department of mathematics, Osmania University, Hyderabad	Common fixed point theorem for six selfmaps of a metric space	30-07-2021	4:00PM-4:10PM	srinivas.arugula08@gmail.com
23	Sriya Kolipakam	Pallavi Engineering College .	Internet Of Things	30-07-2021	4:10PM-4:20PM	sriyakolipakam@gmail.com
24	S. Lakshmi	Department of Computer science, Aurora's Degree and PG College, Hyderabad	A study on Consumer's awareness towards Green Products	30-07-2021	4:20PM-4:30PM	lakshmiw@adc.edu.in
25	Raju Sake	Department of Statistics, Sri Krishnadevaraya University, Anantapuramu, (A.P), India.	Fitting of Normal distribution by using Areas method between Rainfall and Ground water levels – A case study	30-07-2021	4:30PM-4.40PM	raju.hcu2007@gmail.com,
26	Aishwarya	Bharatiya Vidya Bhavans Vivekananda College of science, humanities & Commerce	CYBER SECURITY	30-07-2021	4:40PM-4:50PM	aishwaryamantrawadi@gmail.com
27	Md Javed		VANET	30-07-2021	4:50PM-5:00PM	javeedmohd341@gmail.com

### DAY 3 REPORT

## **Introduction:**

The third day of the International conference was on 31<sup>st</sup> July 2021. The day started with a very enthusiastic mindset looking forward to gain knowledge to which all the participants are going to be exposed. The theme of the conferences itself gave motivation to participate.

## **Day 3 Execution:**

The day Started as per the schedule at 9:45AM. Mrs. Krishna Priya, Head – Department of Commerce – Computer Applications, Aurora Degree & PG College gave an introductory note about the College and introduced Principal Dr. Viswanadham Bulusu. It was followed by the address of the principal Dr. Viswanadham Bulusu. He appreciated the participants for their active involvement in communicating papers for the conference. He gave a warm welcome to the key note speaker Dr. Ramana Murthy Principal Vijayanagar College of Commerce and Chairperson Dr. Perri Pinaka Pani Gitam University Hyderabad. Sir handed over the session to Mrs. S.KrishnaPriya Department of Commerce – Computer Applications, and madam introduced Dr.Padmini S, Joint organizing secretary of the International conference to introduce the speaker.

Dr. K.V Raman Murthy started his lecture after the prayer song. His lecture was on “Integrating Teaching with Research”. In his lecture Sir spoke about the importance of Research in the present situation.

After this lecture the Session is handed over to Rebeeca Shrvanthi Assistant Professor, from Dept- of –Commerce and Management to introduce the Chair person Dr. Perri Pinaka Pani and the oral paper presentations started. There were 22 oral presentations and each presenter was given 10 minutes time including the question answer sessions. The presenters had put lot of effort and presented their original work. The papers were on various areas in fields like Tourism, Behavioral biases and Investment objectives , Green Products ,Booming business Opportunities , IFRS , Business opportunities using Consumer Procrastination , Artificial Intelligence systems , FDI impact on the growth of Indian Economy. One best paper selected among the oral presentations. “Swift shift to post – Covid work environment: A study on adoption of people – centric approach in IT Sector “by Dr. Kanchanamala got best paper status .The presentations went on smoothly without any technical difficulty. The participants gave positive feedback and appreciated the organizers for giving a platform to share their research work. The participants were able to gain knowledge by networking with different presenters and they were exposed to various fields apart from their field of interest.

The purpose of organizing this e-conference was completely achieved. It gave the organizers immense satisfaction that an activity which contributed for a wholesome learning experience was conducted during the challenging times of covid-19.

We thank one and all for making the conference a grand Success.

## Commerce and Management Schedule

9:45 am to 10:00 am	Inaugural Address <b>Dr. Viswanadham Bulusu</b> Principal, Aurora Degree & PG College, Hyderabad
10:00 am to 10:30 am	Keynote Talk <b>Dr. K. V. Ramana Murthy</b> Principal , Vijayanagar College of Commerce, Hyderabad <b>“Integrating Teaching with Research”</b>
10:30 am to 12:30 pm	<b>Technical Session-1</b>  <b>Chairperson: Dr. Peri Pinakapani, Professor , Gitam ( Deemed to be University ) , Hyderabad</b>  Presentations by the participants
12:30 pm to 1:30 pm	Lunch Break
1:30 pm to 4:10 pm	<b>Technical Session-2</b>  <b>Chairperson: Dr. Peri Pinakapani, Professor , Gitam ( Deemed to be University ) , Hyderabad</b>  Presentations by the participants
4:10 pm to 4:20 pm	Valedictory Address



**Participants List and Presentation Schedule:**

S.No	Name of the Participant	Topic	Name of the Institution	Presentation Date	Time
1	Dr. Bipin Chandra Pant	Precent and future prospects of adventure tourism in one selected district of Uttarakhand	Associate Professor- Hospitality, Aviation and tourism Management, K.L.University, India	31-07-2021	10:40-10:50
2	Dr M Kanchanma la,	Swift shift to post-COVID work environment: A study on adoption of people – centric approach in IT sector.	Associate professor,	31-07-2021	10:50-11:00
3	S.CHANDRA SEKHAR, GALI SWETHA CHOWDARY	Assistant Professor in Finance and Research Scholar Sree Vidyanikethan Educational institutions, Tirupathi	<b>A Case Study on Evolution of Fintech Companies in India- India's FinTech Superstar: PAYTM</b>	31-07-2021	11:00-11:10
4	Malathi Latha	Growth of Financial Technology Unicorns in India: Case Study of Razorpay and CRED	Asst Prof in Management Studies G.Narayanamma Institute of Technology & Science Shaikpet, Mehdipatnam Hyderabad-500104	31-07-2021	11:10-11:20
5	Veena Malkhed	A Comparative Study between Behavioural Biases and Investment Objectives	ASSOCIATE PROFESSOR. AURORA'S DEGREE & PG COLLEGE, Hyderabad	31-07-2021	11:20-11:30
6	Lakshmi Waghmare	A study on Consumers	Sr. Asst. Professor Aurora's Degree & PG	31-07-2021	11:30-11:40

		awareness toward Green product	College		
7	MOUMITA BHATTAC HARYA	ONLINE RESELLING- A BOOMING BUSINESS OPPORTUNITY	Lecturer, Aadhya Degree college	31-07-2021	11:40-11:50
8	K.SUNITH A	THE COVID-19 IMPACT ON MIGRANT WORKERS	Assistant Professor in Management,Aurora's Degree & PG College, Chikkadpally, Hyderabad	31-07-2021	11:50-12 NOON
9	K.SUJATH A	"A STUDY ON PATERNALISTIC LEADERSHIP AND ORGANIZATION AL COMMITMENT IN BUSINESS ETHICS"	ASSOCIATE PROFESSOR. AURORA'S DEGREE & PG COLLEGE, Hyderabad	31-07-2021	12:00-12:10
10	T.Gauthami	Aurora Degree & PG college	<b>A study on consumer perception towards affiliate marketing</b>	31-07-2021	12:10-12:20
11	Lakshmi Sree P	Guest Lecturer in commerce Sree Vyasa NSS college, Wadakkancherry	International Financial Reporting Standards (IFRS) in India: Problems and Challenges	31-07-2021	12:20-12:30
12	Indusri Velupalli	Aurora Degree & PG college	Business opportunities using consumer procrastination	31-07-2021	1:30-1:40
13	Naveen Chakravarth y	Aurora Degree & PG college	Stock Market Price Prediction using Artificial Intelligence Systems	31-07-2021	1:40-1:50

14	R. Raghavendra Rao, S. Harika	Faculty, Department of Commerce, Indian Institute of Management & commerce, Hyderabad. 2 MS Ramaiah College of Arts, science & commerce, Bangalore	A Study on CFT Approach in Technical Manpower Development Of IT Industry in Karnataka	31-07-2021	1:50-2:00
15	N. Renuka	Aurora's Degree & PG College	A STUDY ON CUSTOMER SATISFACTION TOWARDS AMAZON ONLINE SHOPPING	31-07-2021	2:00-2:10
16	Srujana Vungarala, Ragasudha Durgaraju	1. Aditya Engineering College, Madanapalle . 2.Sree Vidyanikethan Degree College	The Analysis of Blockchain Applications in BITCOIN and SMART GRIDS Technologies	31-07-2021	2:10-2:20
17	Urmila Deshmukh	Associate Professor, Department of Management, Avinash college of Commerce, Hyderabad	A Study on FDI in India and its impact on the growth of the Economy	31-07-2021	2:20-2:30
18	Dr. V. Vijayaganesh	Associate Professor in Commerce, United college of Arts and Science, G.Kaundampalaya m, Periyanaickenpalayam, Coimbatore	RISK MANAGEMENT PERFORMANCE MEASUREMENT IN THE DIGITAL MARKETING BUSINESSES IN TAMILNADU – A STUDY	31-07-2021	2:30-2:40

19	Dr. D. Thirumala Rao, G. Santoshi	Dept. of Business Administration IIMC, Hyderabad	A STUDY ON GREEN BONDS IN INDIA – NEED OF THE HOUR	31-07-2021	2:40-2:50
20	Mrs.Preethi Gudi	St. Pious college, Hyderabad	SUPPLY CHAIN MANAGEMENT	31-07-2021	2:50-3:00
21	I.Madhavi	Aurora's Degree & PG College	A study of role of National Financial Markets in growth of an Economy	31-07-2021	3:00-3:10
22	P.Madhuri	Aurora's Degree & PG College	An Insight on Working with Emotional Intelligence with special Referance to Sundarakanda of Epic Ramayana	31-07-2021	3:10-3:20
23	G.Sandya Rani	Aurora's Degree & PG College	A study on Role of MEESHO in Providing Self employment to Women	31-07-2021	3:20-3:30
24	G.Chamundeshwari	Aurora's Degree & PG College	Astudy on influence pf price and Quality on the buying behaviour of Consumers towards private label in select retail outlets in Hyderabad	31-07-2021	3:30-3:40
25	M.Mamatha	Aurora's Degree & PG College	A study on Investment behaviour of Middle class households in Hyderabad	31-07-2021	3:40-3:50

**Conference Brochure:**

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**Address:** Aurora's Degree & PG College, Chikkadpally, Hyderabad-500020, Telangana, India  
URL: [www.adc.edu.in](http://www.adc.edu.in)

**Aurora's Degree & P.G College**  
(Accredited by NAAC with 'B++' grade)**International E- Conference on Innovations in Science,  
Technology, Commerce and Management for the  
welfare of Society**  
29<sup>th</sup> -31<sup>st</sup> July 2021**About the College**

Aurora's Degree & PG College is known for establishing unique traditions in every aspect of its functioning with a mission to blend the strong cultural fundamentals of the Indian Heritage with advanced modern learning tools, thus providing a direction to education. The college hosts various National level and State level conferences, symposia, workshops, technical and non-technical events beyond curriculum to bring students from different backgrounds to a common platform to explore, discover and discuss the hidden potential and talent.

**About the Conference**

Progress of Science and Technology in the last few years has made enormous contribution to the society in all walks of life by providing new innovations and platforms which transforms the education and industrial scenario world wide. The significant advancements in Science and Technology helps in grooming the young citizens, explore them to knowledge world and make them global players. Further, commerce and management education is undergoing a major transition from classical accounting to international standards, cross cultures, strategic management, alliances, partnerships and mergers.

The main intention of this Conference is to reflect the pioneering state of art research in Science and Technology. The Conference is designed with Special Invited Lectures, Paper Presentations and Poster Presentations.

### Themes

#### Science & Technology

- Clinical Biochemistry
- Enzyme Research
- Pharmaceutical Biotechnology
- Genetics disorders
- Molecular Biology of Cancer
- Computational Biology
- Bioinformatics
- Anti-microbial agents
- Analytical chemistry
- Green synthesis of Organic compounds
- Nanotechnology
- Algebra
- Geometry
- Discrete Mathematics
- Mathematical Analysis
- Differential Equations and Dynamical Systems
- Fluid Mechanics
- Quantum Computing
- Data Analytics and Deep Learning
- Artificial Intelligence
- Digital Signal Processing
- Operational Research
- IOT
- Big Data
- Data Mining

- Molecular Dynamics
- Embedded Systems
- Instrumentation
- Material Science
- Astrophysics
- Polymer Physics
- Thin Film Technology
- Molecular Physics

#### Commerce and Management

- Financial Technology
- Investment banking
- Credit risk
- Green bonds
- Logistics management
- Supply chain management
- Business ethos & corporate governance
- Digital environment
- Business opportunities
- Privatization in PSU's
- Risk management
- Change management
- Emotional intelligence
- Disaster management
- Ethical investing

Apart from the above, any other area of research and innovations in science, technology, commerce and management will receive attention

#### Call for Papers

Abstracts are invited for both oral and e-poster presentation (about 250 words) at [conference@adc.edu.in](mailto:conference@adc.edu.in) by 10<sup>th</sup> June 2021. Acceptance will be communicated by 13<sup>th</sup> June 2021.

#### Presentation Dates

Life Sciences : 29<sup>th</sup> July 2021  
Physical Sciences and Technology : 30<sup>th</sup> July 2021  
Commerce & Management : 31<sup>st</sup> July 2021

#### Publication of Papers

Authors can send full papers by 10<sup>th</sup> July 2021  
The selected Quality papers will be published as a Book Chapter in Conference proceeding book with ISBN number.

#### Registration Fee

**For teachers, research scholars:** Rs. 800/-  
**For international delegates:** Rs. 1500/-  
**Participants:** Rs. 200/-

**Google Pay:** 9000150686

#### Registration Link:

<https://forms.gle/xoq3nu88eV2r2iucA>

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Sample Certificate:



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**International E-Conference on "Innovations in Science,  
Technology, Commerce and Management for the Welfare of Society"**

## *Certificate of Participation*

This is to certify that

**Dr./Mr./Ms. Md Nazmus Sakib**

**Bangladesh University of Engineering and Technology (BUET), Dhaka-1000, Bangladesh**

has participated and Presented a paper entitled

**Comparison of Particle Deposition Efficiency in Different Types of Nozzles  
with Straight Pipe: A Numerical Study**

in the **International E-Conference on "Innovations in Science, Technology,  
Commerce and Management for the Welfare of Society"** organized by

Aurora's Degree & PG College, Hyderabad,  
from 29<sup>th</sup> - 31<sup>st</sup> July 2021.

  
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