



3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher 2019-2020

Sr. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	ISBN number of the proceeding	Name of the publisher
1	Mr.Amar Nath Gupta	Decision Analytics application in Industry	A Study of the Effectiveness of Online Marketing Strategies of Packaged Health Food Brands w.r.t. Gender		Springer Singapore	International	978-981-15-3643-4	Springer Singapore
2	Mr.Amar Nath Gupta	ICT Analysis & Applications	A Study of the Effectiveness of Online Marketing Strategies of Packaged Health Food Brands		Springer Singapore	International	978-981-15-3643-4	Springer Singapore
3	Dr. Pushparaj Wagh		Computer forensics –An Anti-missile to Information Warfare	Proceedings 4th International Conference on Innovations in IT and Management (ICI2TM) 2019	4th International Conference on Innovations in IT and Management (ICI2TM) 2019	International	978-93-5254-640-7	Sinhgad Institute of Management and Computer Application (SIMCA)
4	Mr. Mahesh Mahankal		Computer forensics –An Anti-missile to Information Warfare	Proceedings 4th International Conference on Innovations in IT and Management (ICI2TM) 2019	4th International Conference on Innovations in IT and Management (ICI2TM) 2019	International	978-93-5254-640-7	Sinhgad Institute of Management and Computer Application (SIMCA)



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5	Dr. Vandana Mohanty		Vulnerability Assessment Using Nessus Scanner	Proceedings 4th International Conference on Innovations in IT and Management (ICI2TM) 2019	4th International Conference on Innovations in IT and Management (ICI2TM) 2019	International	978-93-5254-640-7	Sinhgad Institute of Management and Computer Application (SIMCA)
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9	Dr. Rajendra Sabnis		IMPLEMENTING IMAGE STEGANOGRAPHY: FUTURE RESEARCH CHALLENGES	Proceedings 4th International Conference on Innovations in IT and Management (ICI2TM) 2019	4th International Conference on Innovations in IT and Management (ICI2TM) 2019	International	978-93-5254-640-7	Sinhgad Institute of Management and Computer Application (SIMCA)



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Chapter 15

A Study of the Effectiveness of Online Marketing Strategies of Packaged Health Food Brands w.r.t. Gender



Amarnath Gupta and Pradnya Chitrao

15.1 Introduction

The dynamic business environment and the technological advancement have redefined the consumption, ways of doing business, and means of promotion for the Fast Moving Consumer Goods (FMCG) marketers. The twenty-first century marketing has touched an entirely new scale with the penetration of the Internet among almost every household in India and it has resulted in the emergence of online marketing. The prominence of digitization and online presence has led the companies getting involved into a very cut throat competition for seeking the customer's attention.

The increasing awareness of consumers regarding health and nutrition issues has greatly helped the packaged health food brands to drive their demand in the market. The marketers are trying new and innovative ways to take an advantage of this growing packaged healthy food market. With the rise in the competition, the FMCG companies have now moved their attention from conventional approaches to modern approaches like E-commerce, due to the increasing mobile Internet penetration globally.

Thus, keeping in view of all the above tools available in the body of knowledge of marketing are highly utilized and innovation is always looked forward to build the Brand Association which results in repeated buying and boosting the overall profits. The marketers focus on improving the quality of the packaged health food brands which in turn results in the Brand Loyalty and creating a Brand Equity.

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A Study of the Effectiveness of Online Marketing Strategies of Packaged Health Food Brands



Amar Nath Gupta and Pradnya Chitrao

Abstract Purpose: The research study aims at exploring the effectiveness of online marketing strategies of packaged health food brands w.r.t. income of the customers. The study aims to investigate the relationship between buyer satisfaction and buyer recommendation w.r.t. the income of the customers. For the research, both primary data and secondary data were used. The researchers have conducted the pilot study on 105 respondents to investigate the effectiveness of online marketing strategies on packaged health food brands with respect to the income of the customers. The researchers have used a non-probabilistic convenience sampling method for the study. SPSS 21 version was used for the data analysis. Following hypotheses were proposed for the study:

- H₁ There is some association between the awareness of packaged health food brands and the income of the customers.
- H₂ There is some association between frequency of being online and income of the customers.
- H₃ There is some association between frequency of online buying and income of the customers.

Findings: Results indicates that the higher the income level of the customers, the higher would be the awareness of health food brands among the customers.

Research Implications and Limitations: Practical implications—The marketers can apply the findings of this study in creating more effective online marketing strategies for the packaged health food brands with respect to the Income of the customers.

Keywords Income · Online marketing · Health food brands

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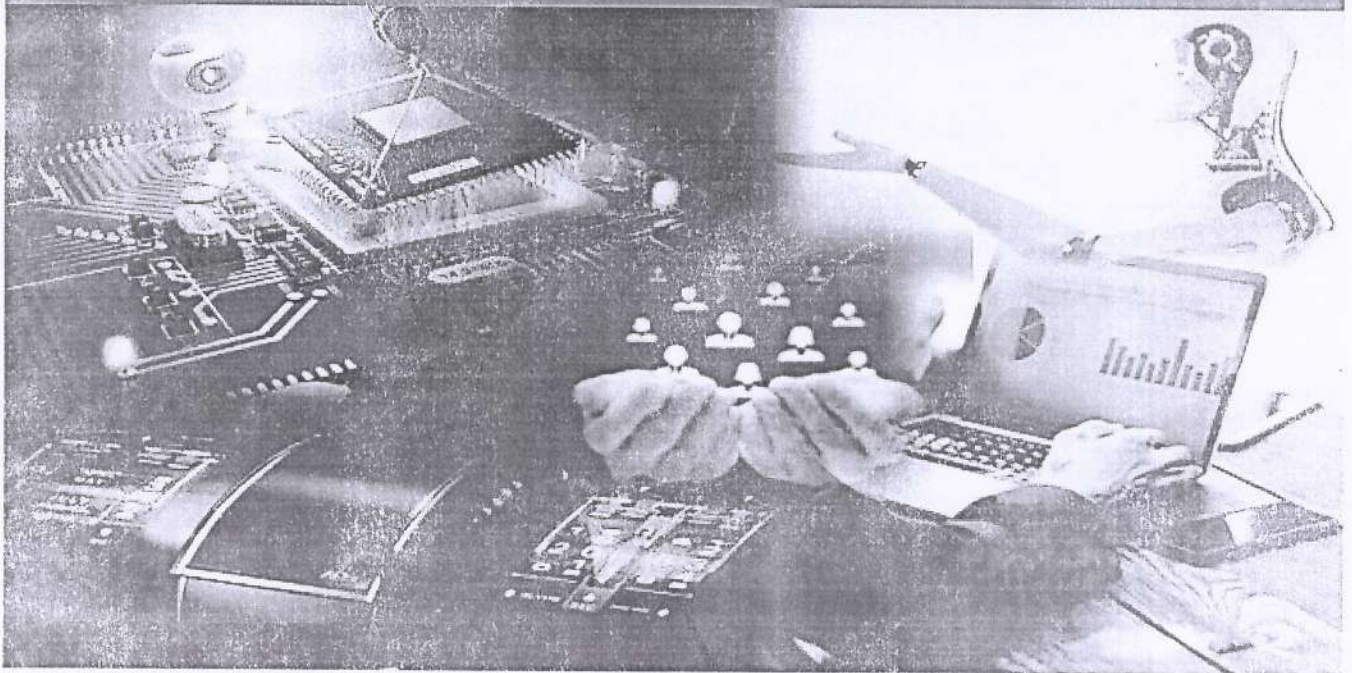
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Computer forensics –An Anti-missile to Information Warfare.

✓ Dr. Pushpraj Wagh¹, Mr. Prashant N. Wadkar², Mr. Mahesh Mahankal³

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Brief Introduction:

“Computer forensics involves the preservation, identification, extraction, documentation and interpretation of computer data. It is often more of an art than a science, but in any discipline, computer forensic specialists follow clear, well-defined methodologies and procedures, and flexibility is expected and encouraged when encountering the unusual.”

Every year numerous cyber crimes go unsolved. And affecting increase in financial losses. India has faced the 26/11 Mumbai terror attack. The Indian Government should have more concentrations in the study and research of computer Forensics. There are many upcoming challenges like net-war. All the countries should be prepared and should make provisions for net-war otherwise it will cost more.

“Sword and neck: Only Sword is not responsible to cut the neck, but due to reason that neck is soft”. Similarly for any crime either real-crime or virtual crime, if there are many loop holes, possibility of crime increases.

Case of Information Warfare:

The day of April 27, 2007 was regarded as a black day in the history of Estonia (European country) because within a span of few hours the online portals of Estonia's leading banks crashed keeping the banking operations at bay. All of the principal newspapers' website stopped working and their circulating was badly affected, even the government communications stopped functioning. This is not a result of any nuclear, chemical or biological weapon of mass destruction but due to the Information Warfare (IW) which proved to be more powerful weapon than the other modes of warfare. There has been an apprehension that Russia had a hand behind the attacks. This Case focuses on laying down a legal regime for the worst-case cyber attacks that rise to the level of armed attacks as these have significant impact on both cyberspace and international security.

[ICFAI University journal of cyber law. Vol. VIII Aug/Nov-2009.]

Above case focuses on the necessity and research on

Computer Forensics to find out the cyber criminals.

Normally the Forensic Process is adopted as below:

1. Preparation (of the investigator, not the data)
2. Collection (the data)
3. Examination
4. Analysis
5. Reporting

There are many reasons to employ the techniques of computer forensics:

- In legal cases, computer forensic techniques are frequently used to analyze computer systems belonging to defendants (in criminal cases) or litigants (in civil cases).
- To recover data in the event of a hardware or software failure.
- To analyze a computer system after a break-in, for example, to determine how the attacker gained access and what the attacker did.
- To gather evidence against an employee that an organization wishes to terminate.
- To gain information about how computer systems work for the purpose of debugging, performance optimization, or reverse-engineering.

Computer Forensics also has sub branches within it such as **Firewall Forensics, Database Forensics, Mobile Device Forensics.**

Database Forensics

Database Forensics is a forensic study of databases.

1. The timestamps that apply to the update time of a row in a relational table can be inspected and tested for validity in order to verify the actions of a database user. Additionally copies of database evidence can be made in order to preserve that evidence for future presentation during a legal process.
2. Many database software tools are in general not reliable and precise enough to be used for forensic. There is currently a single book published in this field though more are

Vulnerability Assessment Using Nessus Scanner

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Abstract:

In the war zone that is the modern Internet, manually reviewing each networked system for security flaws is no longer feasible. Operating systems, applications, and network protocols have grown so complex over the last decade that it takes a dedicated security administrator to keep even a relatively small network shielded from attack. To combat these attacks, a network administrator needs the appropriate tools and knowledge to identify vulnerable systems and resolve their security problems before they can be exploited. One of the most powerful tools available today is the vulnerability assessment

Keywords: Vulnerability assessment, Security, Viruses, Attacker, IDS, Network, Vulnerability assessment tool, Nessus, CVSS, CVE, Metasploit, IP Address, This research paper explains the following points:

I. VULNERABILITY ASSESSMENT

Vulnerability refers to any programming error or misconfiguration that could allow an intruder to gain unauthorized access. This includes anything from a weak password on a router to an unpatched programming flaw in an exposed network service. Vulnerabilities are no longer just the realm of system crackers and security consultants; they have become the enabling factor behind most network worms, spyware applications, and e-mail viruses. Spammers are increasingly relying on software vulnerabilities to hide their tracks; the open mail relays of the 1990s have been replaced by compromised.

Vulnerability assessments are simply the process of locating and reporting vulnerabilities. They provide you with a way to detect and resolve security problems before someone or something can exploit them. One of the most common uses for vulnerability assessments is their capability to validate security measures. If you recently installed a new intrusion detection system (IDS), a vulnerability assessment allows you to determine how well that solution works. If the assessment completes and your IDS didn't fire off a single alert, it might be time to have a chat with the vendor.

The actual process for vulnerability identification varies widely between solutions; however, they all focus on a single output—the report. This report provides a snapshot of all the identified vulnerabilities on the network at a given time.

Components of this report usually include a list detailing each identified vulnerability, where it was found, what the potential risk is, and how it can be resolved[1].

II: NEED OF VULNERABILITY ASSESSMENT?

A vulnerability is a weakness in the application which can be an implementation bug or a design flaw that allows an attacker to cause harm to the user of the application and get extra privilege. Vulnerability are the potential risk for the system. Attacker uses these vulnerability to exploit the system and get unauthorized access and information. Vulnerabilities are big flaw in system security and Information assurance. A vulnerability free system can provide more Information Assurance and system security. When a new vulnerability is discovered, the network administrator can perform an assessment, discover which systems are vulnerable, and start the patch installation process. After the fixes are in place, another assessment can be run to verify that the vulnerabilities were actually resolved. This cycle of assess, patch, and re-assess has become the standard method for many organizations to manage their security issues.

Many organizations have integrated vulnerability assessments into their system rollout process. Before a new server is installed, it first must go through a vulnerability



assessment and pass with flying colors. This process is especially important for organizations that use a standard build image for each system; all too often, a new server can be imaged, configured, and installed without the

Effect of Social media of Daily Life

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Abstract - Nowadays Social Media plays an important role in our life, we are using it to keep in touch with our friends and make some new friends. Besides that, we want to show the world what we are doing by means of posting pictures or videos. These tools are all very useful when we talk about business too. A few years ago Social Media wasn't that big yet, but nowadays people are able to use it for almost anything in their daily life. Social Media has got to the point where it shapes our life and makes a great impact in it.

In every era, cultures go through numerous changes, and in recent years ours has been more impacted than anything else by social media. Large media companies are not likely to go away overnight, nor will the need to communicate by phone or meet people in person, but social media is providing yet one more means of engaging with people on this vast planet of ours, and if used effectively can give all of us greater choice in how we live and what happens in our world. I think that the effects of social media have been somewhat balanced, to be honest. There are many good things about it, and many bad things. In the end, if you can keep your own life centered in reality and use social networking as a small part of it, you should be just fine. Following Research paper, we discuss about Effect of Social media on our Life.

INTRODUCTION

People have always been seeking ways to connect and communicate with each other to be socially active. And, they have found ways to be socially active on the internet in the age of digitization. It is a fact that social media has tremendously changed the way people interact and carry on with their everyday lives. With internet becoming a necessity in every home or office, majority of people who are online spend most of their time on social media sites.

SOCIAL MEDIA AS GENERAL PURPOSES:

- Data, information can be exchanged easily
- Helps in conversation around the world
- Information can be sent to a large number of people
- Money can be saved by using WhatsApp over SMS
- May helps in avoiding boredom
- Small/local businesses may expand over website
- Social media is also important for job searching or about to dive into your field

SOCIAL MEDIA FOR SPREADING ONLINE BUSINESS

Social Media Marketing is a process of gaining customers attention and traffic for a business to build and increase brand presence throughout the Internet. The focus of the marketing activity is located within the social media networks themselves in Social Media Marketing.

Social Media Marketing generally tends to focus on two main objectives:

- It is used for brand awareness
- It is used for customer retention or satisfaction

There are always two sides of everything depending on your perspective on how you perceive it. The same goes for social media. These are just a few ways why social media is important to our professional and personal lives. These sites allow you to exchange information quickly and easily, catch up with friends and family and potentially get hired in the field you are eyeing.

BUT SOCIAL MEDIA ALSO MAKE IMPACT ON FAMILY RELATIONSHIP

In my Survey I getting following Result

Age Group of Social Media user 15 - 25 age - 84.7% people, Above 25 age - 15.3% people Average Social Media sites used per Person 4 Social media used per person Hours spend daily on Social Media Average 5 Hours Every day Social media make family & relationship stronger Yes - 61.5%, No - 38.5% Social Media use for Communicating with Family Yes - 46.8% , No - 53.8% . How much time Spend with Family? Average 5 hours How many people think they are Addicted with Social Media Yes - 53.8%, No - 46.2%

FOLLOWING PROS AND CONS I OBSERVE ON SURVEY

SOME POSITIVE EFFECTS:

Social media services unite families even at distance and you can share photos, thoughts and emotions with your family members. Social platforms members can unite family members, for example Facebook has Create event button and everyone can join the event and spend time together. You can express yourself, showing off your favourite song lyrics or posting pictures of your new outfit. It is a lot harder to feel embarrassment over the internet than in person, so people find it easier to vent their feelings on sites like Facebook. In fact, it has become so much a part of people's lives that you can learn someone's life story just by checking their page. Their friends, likes and dislikes, relationship status, phone number, address...everything.

You can share your feelings and your mental stresses - and it is a great way to entertain yourself after a busy daily routine.

It also makes it a lot easier to keep in touch with family and friends, especially if they live far away. But you can also

AUGMENTED REALITY

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Abstract:- Augmented reality mixes virtual and actual reality making available to user new tools to ensure efficiency in the transfer of knowledge for several process and several environments. This paper is intended towards the implication of augmented reality and its types. The paper also describes about the various apps of augmented reality useful for students. The paper also elaborates on various works and research done by the various researchers, papers, reports, published and unpublished reports. The paper aimed towards the future research avenue in the era of augmented reality.

Keywords:- Augment Reality, Virtuality, Reality, Camera, Sensor, Words/Image, Recognition, Reflection, Processing, Projection.

INTRODUCTION OF TECHNOLOGY

Nowadays, student have assignment or project that needs to search information on internet using virtual keyboard they can type on search machine and easy to search. Earlier various App are launched related to education. They provide teacher to teach concept or solve your doubts and communicate to each other through camera and virtual monitor so you can feel live experience. Augmented reality is the integration of digital information with the user's environment in the real time. It is an enhanced version of the real physical world through the use of visual elements, sound or other sensory stimuli. It is one that combines real and virtual world that is interactive in real time that will be registered in 3D. Augmented reality (AR) is a new technology that has emerged with potential for application in education. While a lot of research has been conducted on AR, few studies have been conducted in the education field. Augmented reality (AR) is a new technology that has emerged with potential for application in education. While a lot of research has been conducted on AR, few studies have been conducted in the education field. Augmented reality (AR) is a new technology that has emerged with potential for application in education. While a lot of research has been conducted on AR, few studies have been conducted in the education field. Augmented reality is a field that involves a combination of real-world Computer-generated data such as audio, video, graphics, GPS location information (Zachary, Ryder, Hicinbotham & Bracken, 1997). Augmented reality includes the reinforcement and support of reality by providing information that is not detectable by people's senses and Cognitive processes under normal conditions (Azuma, 1999). Another

definition explains that the augmented reality is the simultaneous display of text, pictures, sounds, etc. on a real image, which allows users to view the real world as enhanced, enriched, or augmented (Gonzato et al., 2008).

This technology is used at the frequency band of 2.4 GHz.

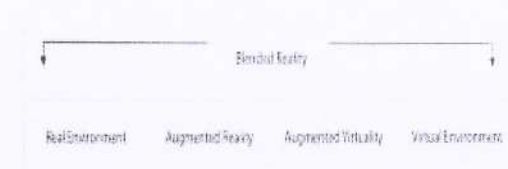


Figure 1. Migram and Kishino's (1994) Reality - Virtuality Continuum

Types of Augmented Reality:-

- Marker Based Augmented Reality
- Marker Based Augmented Reality
- Projection Based Augmented Reality
- Superimposition Based Augmented Reality



Implementing image steganography: future Research challenges

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Abstract—Steganography derives from the Greek word steganos, meaning covered or secret, and graphy (writing or drawing). Innovation of technology and having fast Internet make information to distribute over the world easily and economically. This is made people to worry about their privacy and works. Steganography is a technique that prevents unauthorized users to have access to the important data. The steganography and digital watermarking provide methods that users can hide and mix their information within other information that make them difficult to recognize by attackers. In this paper, we review some techniques of steganography and digital watermarking in both spatial and frequency domains. Also we explain types of host documents and we focused on types of images.

This research paper describe how can we send a message secretly to the destination.

- Using steganography, information can hidden in carriers such as images, audio files, text files, videos and data transmissions.
- In this study, I proposed a new framework of an image steganography system to hide a digital text of a secret message.

Keywords—Steganography, digital text

Introduction:

In today's world, communication is needed for transmitting the information. Everybody needs the security and secret of the conveying information. So as to send the information in a disguised way two systems are for the most part utilized. These techniques are Cryptography and Steganography. In cryptography, the information is encrypted utilizing the encryption key which is known to sender and receiver as it were. The message can not be gotten to by anybody without utilizing the encryption key. The encoded message can be changed, tempered or decoded by the attacker. Along these lines, to conquer the weaknesses of the cryptographic strategies, steganographic procedures have been sent. Steganography shrouds the information such that nobody can identify its nearness. In steganography, the covering up of the information inside any mixed media substance, for example, picture, video is alluded as "Implanting". So it is also known as the art of —covered writing. Digital steganography is practice of secretly encoding information within the cover medium as a part of covert communication. Like the many security fields, steganography is the discipline where the steganographer attempts to hide the information and steganographic attacker tries to retrieve the hidden text.

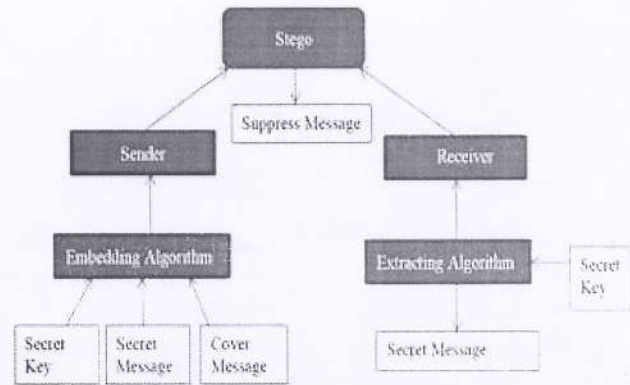
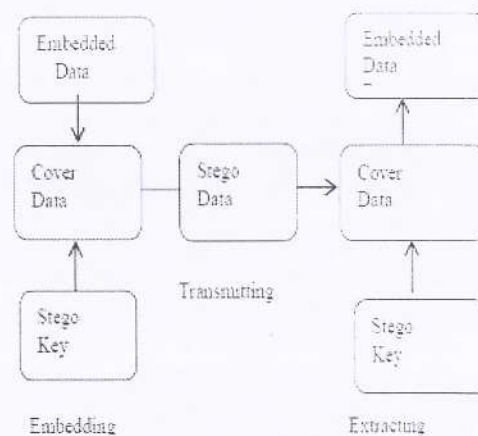


Fig. Steganography process flow

III : Steganography Model

Steganography comprises of the two terms that is the message and the cover picture in which the information is to be hidden. Message is the secret data and the cover image act as the carrier for hiding the data. Together the cover media and the embedded message creates a stego-carrier. For example, when a crucial data(secret message) is hidden within a cover image, the resulting product is the stego-image. The possible formula of the process is

represented as- Cover media + embedded message + stego key = stego-medium.



Biometric Encryption using Facial Recognition

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Abstract- Over last decades of rising crime face recognition is tremendously necessary within the contexts of computer vision, psychology, police investigation, fraud detection, pattern recognition, neural network, content-based mostly video processing. This paper is intended towards the implication of Biometric Encryption. The paper also describes about the various methods for the facial recognition. The paper also elaborates on various works and research done by the various researchers, papers, reports, published and unpublished reports. The paper aimed towards the future research for the security using Biometric Encryption using Facial Recognition.

Keywords - Security, Face recognition, Biometric devices, Automation system, Database, Online use of facial recognition.

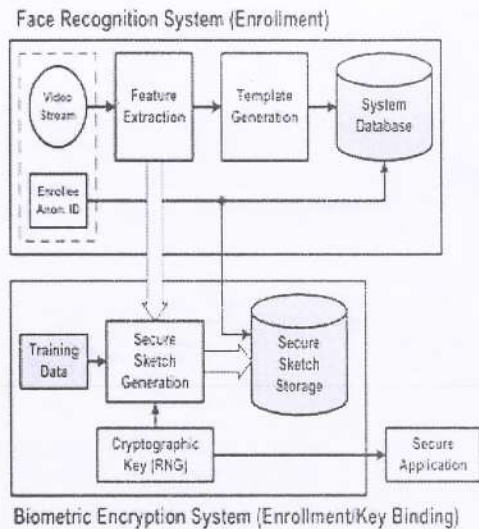
INTRODUCTION OF TECHNOLOGY

Biometric refers to the automatic recognition of individuals based on their psychological and/or behavioural characteristics, such as faces, iris and gate. In this paper, we focus on the application of the face recognition technology. Face recognition is one of the three identification methods used in e-passport and it has an importance advantage over other popular biometric technologies: it is non intrusive and easy to use. The Face recognition technique was discussed in 2008 in conference of IEEE standard. Advantages: 1) The Improvement of Security Level. 2) Easy Integration Process. 3) High Accuracy Rates. 4) Full Automation. 5) Forget the Time Fraud. Disadvantages: 1) Processing & Storing. 2) Image Size & Quality. 3) Surveillance Angle. Future Scope: 1) Identifiable online daters. 2) Face scan for your phone. 3) Facial recognition as advertising. 4) Your face as currency.

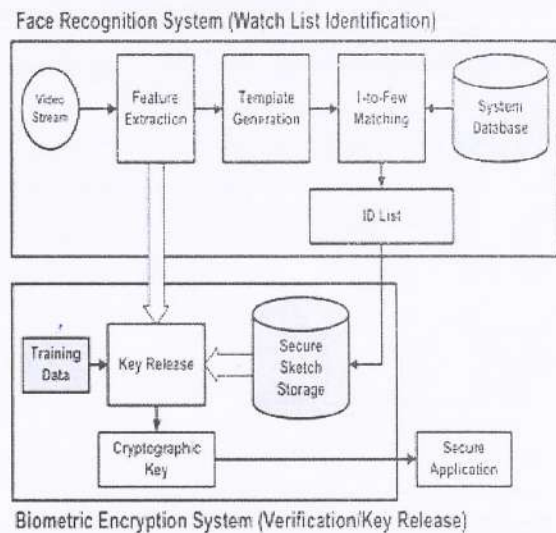
HARDWARE REQUIREMENT:-CAMERA

Camera is a necessary device for the facial recognition. The main benefit of face recognition camera is that the recognition process can be done on the front end. "It can be widely used in field such as police identity verification. The camera is used to capture the face of person to save in the database. The specific programming for the camera is to scan the face of the person where the has open their eyes for retina scan and not a fraud person.

ARCHITECTURE OF TECHNOLOGY



(a)



(b)

HARDWARE REQUIREMENT:-CAMERA

Camera is a necessary device for the facial recognition. The main benefit of face recognition camera is that the recognition process can be done on the front end. "It can

IoT based Smart Parking System

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Abstract— In recent times the concept of smart cities have gained grate popularity. Thanks to the evolution of Internet of things the idea of smart city now seems to be achievable. Consistent efforts are being made in the field of IoT in order to maximize the productivity and reliability of urban infrastructure. Problems such as, traffic congestion, limited car parking facilities and road safety are being addressed by IoT. In this paper, we present an IoT based cloud integrated smart parking system. The proposed Smart Parking system consists of an mobile application which allows an end user to check the availability of parking space and book a parking slot accordingly. It also involves using low-cost sensors, real-time data collection, and mobile-phone-enabled automated payment systems that allow people to reserve parking in advance or very accurately predict where they will likely find a spot.

Keywords -- Internet of Things; Cloud Computing; Smart Parking; Smart City; Cloud of Things

1. INTRODUCTION

The concept of Internet of Things (IoT) started with things with identity communication devices. The devices could be tracked, controlled or monitored using remote computers connected through Internet. IoT extends the use of Internet providing the communication, and thus inter-network of the devices and physical objects, or ‘Things’. The two prominent words in IoT are “internet” and “things”. Internet means a vast global network of connected servers, computers, tablets and mobiles using the internationally used protocols and connecting systems. Internet enables sending, receiving, or communicating of information. IoT, in general consists of inter-network of the devices and physical objects, number of objects can gather the data at remote locations and communicate to units managing, acquiring, organizing and analyzing the data in the processes and services. It provides a vision where things (wearable, watch, alarm clock, home devices, surrounding objects with) become smart and behave alive through sensing, computing and communicating by embedded small devices which interact with remote objects or persons through connectivity. The scalable and robust nature of Cloud computing is allowing developers to create and host their applications on it. Cloud acts as a perfect partner for IoT as it acts as a platform where all the sensor data can be stored and accessed from remote locations.

Physical Object + Controller, Sensor and Actuators + Internet = Internet of Things

The smart parking system that we propose is implemented using a mobile application that is connected to the cloud. The system helps a user know the availability of parking spaces on a real time basis.

2. NEED FOR IOT-CLOUD INTEGRATION

Cloud computing and IoT have witnessed large evolution. Both the technologies have their advantages, however several mutual advantages can be foreseen from their integration. Below are some of the factors that led to the amalgamation of Cloud and IoT:

Storage capacity:

IoT comprises of a large number of information sources (things), which produce huge amounts of non-structured or semi-structured data. As a result IoT requires collecting, accessing, processing, visualizing and sharing large amounts of data. Cloud provides unlimited, low-cost, and on-demand storage capacity, thus making it the best and most cost effective solution to deal with data generated by IoT.

Computation power:

The devices being used under IoT have limited processing capabilities. Data collected from various sensors is usually transmitted to more powerful nodes where its aggregation and processing can be done [18]. The computation needs of IoT can be addressed by the use of unlimited processing capabilities and on-demand model of Cloud. With the help of cloud computing, IoT systems could perform real-time processing of data thus facilitating highly responsive applications. Communication resources. The basic functionality of IoT is to make IP-enabled devices communicate with one another through dedicated set of hardware. Cloud computing offers cheap and effective ways of connecting, tracking, and managing devices from anywhere over the internet. By the use of built-in applications IoT systems could monitor and control things on a real-time basis through remote locations.

Scalability:

Cloud provides a scalable approach towards IoT. It allows increase or decrease in resources in a dynamic fashion. Any number of “things” could be added or subtracted from the system when cloud integration is provided. The cloud allocates resources in accordance with the requirements of things and applications.

Availability:

Anytime any where availability of resources becomes very easy with cloud integration. Many of the cloud providers assure 5 nine availability. With cloud, the applications are always up and running and continuous services are being provided to the end users.

Implementation of E-Ambulance using GPS

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Abstract— There are a vast number of researches in sensor networks, medical devices, wireless communication, middleware software and software applications that help advance improvements in the healthcare systems. Health monitoring systems deliver health status reports to actors such as people under monitoring, practitioners and coaches for several purposes. In this paper, we propose E-Ambulance framework, which is a smart ambulance system model that provides health monitoring of patients for remote medical professionals. As well as provide an automatic responses of about nearby location, available ambulances in nearby areas. This system enhances the ambulance availability in hand. There are so many proposed system like OLA cab, UBER and etc. But there is no such proposed system for ambulances. This Research paper is describe about ambulance availability in India how difficulty people facing about to find ambulances and many other prospective is defined in this research paper by the researcher.

Keywords—GPS; Real Time System; Distributed System;mobile application; cloud; ambulance; Ambulance; AMAR the app; Health.

INTRODUCTION:

A new healthcare app could help solve the problems of India's emergency medical response system by offering users an Uber-like service for ambulances. Low public funding and heavy traffic on badly organized roads has resulted in a slow and at times unresponsive system, but the "AMAR"(app name) Health app plans to counter these issues through use of a service aggregation system. The global personal emergency response system is expected to grow at a CAGR of 6% by 2020[4], according to a report available from Research and Markets, but this growth could be greater if AMAR Health is successful in its aims. The healthcare sector in India is under constant pressure to accommodate the country's large population. To alleviate this pressure, the AMBER Health app aggregates ambulance supply from government and private hospitals, Patients are able to request medical response services in an organized manner, while hospitals can dispatch an ambulance and track the progress of incoming patients. In addition, the app offers users a variety of features including appointment scheduling and a healthcare management system. Success of AMAR app could influence other countries to adopt the app or introduce alternatives, resulting in a higher market value. AMAR app for ambulance mainly the idea behind how people facing the difficulty to get ambulance in short period or in emergency case. The another problem is also focusing by the researcher that is most of the time the helpline no of ambulance services(102,108) is not connected or it may be not answerable.[3] The another prospective to making this research is also is like that the ambulances services takes 40 to 50 minutes to reach at emergency location. But with use of this AMAR app the people find the ambulances nearby also main advantage is to making this app is that they can also track the real time location of the

ambulance. However, when it comes to ensuring that every patient's emergency medical needs are catered to, not all seems well. There are certain drawbacks that are inherent to the current infrastructure. Let us discuss the same, and see, whether if the same can be resolved using a new-age mobile application dedicated to ambulances. [1].

What "AMAR" will do:-

Following steps that should follow by users:

1. Login into app with credentials (id, password, aadhar no, etc...)
2. Then enter location manually or it may select the location automatically by GPS.
3. Then they proceed further like payment etc.,
4. After that they can keep track of real time location of the ambulances.

In this app we are using the latest technology. we are also using the chatbot system in this app where the people directly chat and find their solution about the app.

AMAR the app beneficial for all the people to find nearby ambulance location and book the ambulance with accepting terms and condition.

Some view of working of AMAR app:



fig.1:shows about location and their present ambulance.[6]



fig.2:show the advantage with using the app. [6]

Models:

- Access nearest ambulance with the press of a button
- Alert the preferred hospital in case of emergency

“Analysis of diseases of plants using Big Data and IoT”

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ABSTRACT

This paper aims to design a model for agriculture to predict the diseases of plants using Big Data analytics and IoT Technology.

INTRODUCTION:

Farmers, in developed countries generate and capture huge agricultural data using mobile technology, which are stored and later retrieved by application softwares with the help of the database management softwares. Information is a fundamental and an essential element of any activity in agricultural sector. Information and communication technology (ICT) is extensively utilized in farming to provide indispensable information at right time and at a least expense.

Emergence of **ICT (Information and Communication Technologies)** plays an important role in the agriculture sector by providing services through computer-based agriculture systems. But these agriculture systems are not able to fulfill the needs of today's generation due to processing of large amount of data, lack of important requirements like processing speed, data storage space, reliability, availability, scalability etc. and even resources used in computer-based agriculture systems are not utilized efficiently.

In traditional agriculture, a schedule is predetermined considering factors such as rainfall, suitable weather, etc., and all tasks are performed in order accordingly. Despite their efforts, farmers face difficulty in making proper decisions due to lack of essential information at appropriate time. Thus, it is required to collect real time data on weather, air quality, soil fertility and information about diseases so as to make proper decision. This way of farming is known as Precision agriculture.

Role of ICT in agriculture:

The potential contribution of ICT to agriculture can be viewed through cost reduction, increase of efficiency and productivity improvement.

Precise farming that is popular in developed countries is based on intensive use of ICT and it contributes directly to agricultural productivity. In order to increase agricultural production, techniques of remote sensors with support of satellite technology, geographic information systems (GIS), agronomics and soil science are applied. ICT supports farmers to track and react to weather condition changes on daily basis. Meteorological stations on field supplied with solar energy can be connected to computers of farmers in order to send information on current temperature of air and soil, rainfall, relative humidity of air, moisture of leaf, moisture of soil, length of day, speed of wind and solar radiation.

Role of IoT in agriculture:

Internet of Things is a technology which tends to connects all the objects in the world to the Internet. It involves the use of RFID, wireless and other sensors with Internet stack inbuilt into the device. Applications are developed based on IoT enabled devices for monitoring and control in various domains including industrial processes, home appliances, health monitoring applications, smart homes, and smart cities. In agriculture domain few researchers have proposed architectures based on IoT to monitor supply chain management of agricultural products. Wireless Sensor Networks is said to be mature technology and lot of work has been done for agriculture domain. Sensors are available for sensing and analyzing the various parameters that are required in agriculture domain. Many applications are in use which utilizes sensors in agriculture. WSN architectures were proposed, implemented and tested for monitoring the soil properties.

Role of Big Data analysis in agriculture:

The agricultural data can be classified as private data and public data.

Private Big Data: This data set contains data obtained at the production level and generated by an individual farmer. It mainly includes information regarding ones farmer's field, soil type, irrigation level, yield, livestock, etc.